Edward Bilclough

My dissertation, as part of my Land Economy Degree, is on the how the European Capital of Culture title can help a city improve its image and aid regeneration, in particular, comparing the experiences of the two British cities which have held the award – Liverpool and Glasgow. These are both cities that experienced a huge boost from hosting the award and the aim of my dissertation was to analyse the extent to which regeneration occurred. My primary method of research was to carry out a discourse analysis on the city of Liverpool, looking at 150 newspaper articles on the city over the last 30 years. This has enabled me to capture how the image of the city has evolved before and after hosting the award.

In addition to this discourse analysis, part of my research aimed to find out how people within Liverpool and Glasgow felt that the award had affected their cities. This required carrying out a survey on the streets of Liverpool and Glasgow. The results of these surveys gave me some very interesting insights into the way that people within Liverpool and Glasgow view the effects of the award. These insights have formed a major part of my dissertation research. I was mainly looking to see if people thought that the European capital of culture award had improved the external image of their city, if they felt it had boosted the local economy, if the award was inclusive in its benefits, and if they thought a UK City of Culture Award - currently taking place in Hull this year - could be as effective as the European Capital of Culture Award for regenerating UK cities.