VALLETTA 2018

EUROPEAN CAPITAL
OF CULTURE

Valletta Participation Survey

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Scope of the Valletta Participation Survey

- The Valletta Participation Survey (VPS) is a population survey aimed at measuring the levels of participation of the Maltese population in many of the activities organised under the cap of the Valletta 2018 Strategy.

- This survey was carried out for the first time in 2014 and then repeated in 2015 and 2016.

- Information collected from these surveys shed light on policy areas where further action needs to be taken to meet better the expectations of the general public from this Strategy.

- The survey seeks to tackle various topics that range from questions about visiting Valletta and participation in Valletta 2018 events. Respondents are also asked to provide their awareness and perceptions regarding Valletta as a European Capital of Culture.

Methodology

- Target population: The target population of this survey consists of the Maltese population aged 16 years and over, who are living in households in the Maltese Islands.

- Over-sampling for Valletta residents.

- Data collection: Data collected by telephone interviewing (CATI)

- Data collection period: 19th September 2016 – 3rd October 2016

- Sample size: 1,000 units; of which 200 are Valletta's residents

- Response rates: November 2014: 83.8%, November 2015: 77.2%, September 2016: 81.1%

- Grossing up: The data was weighted and grossed up so that the results can reflect population estimates, in order to mitigate biases related to non-response.
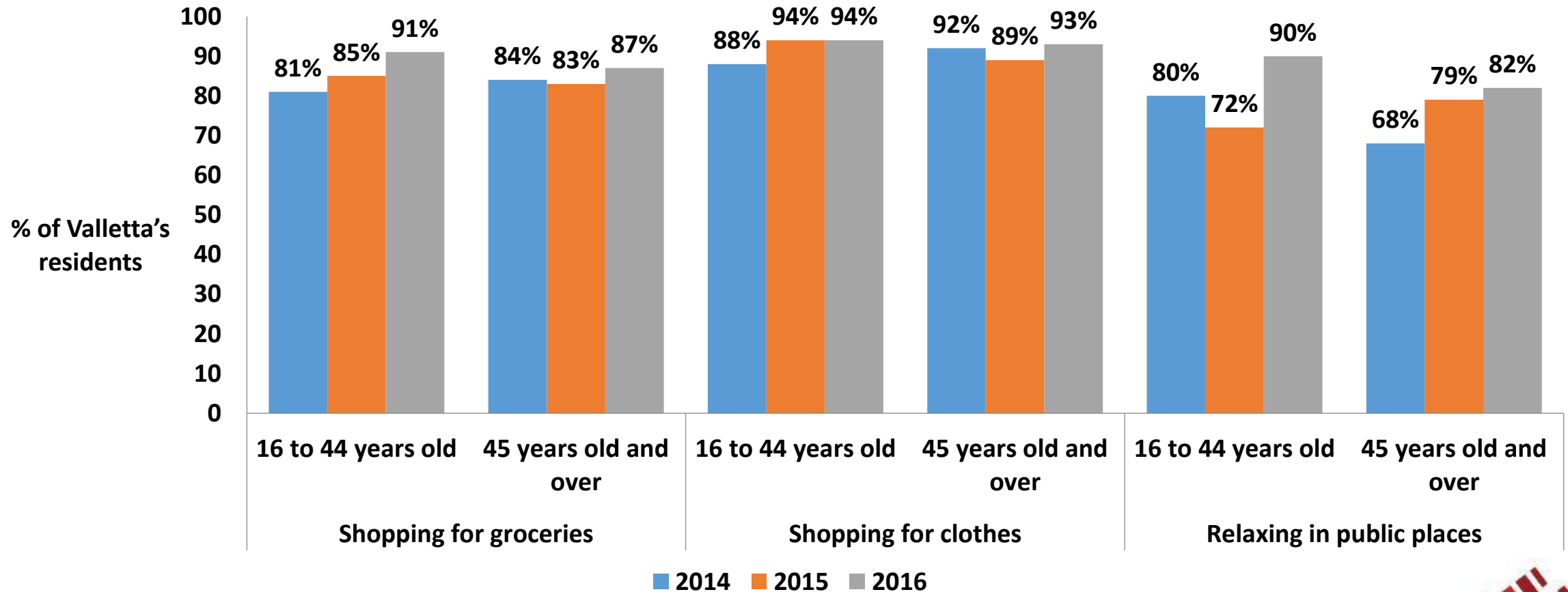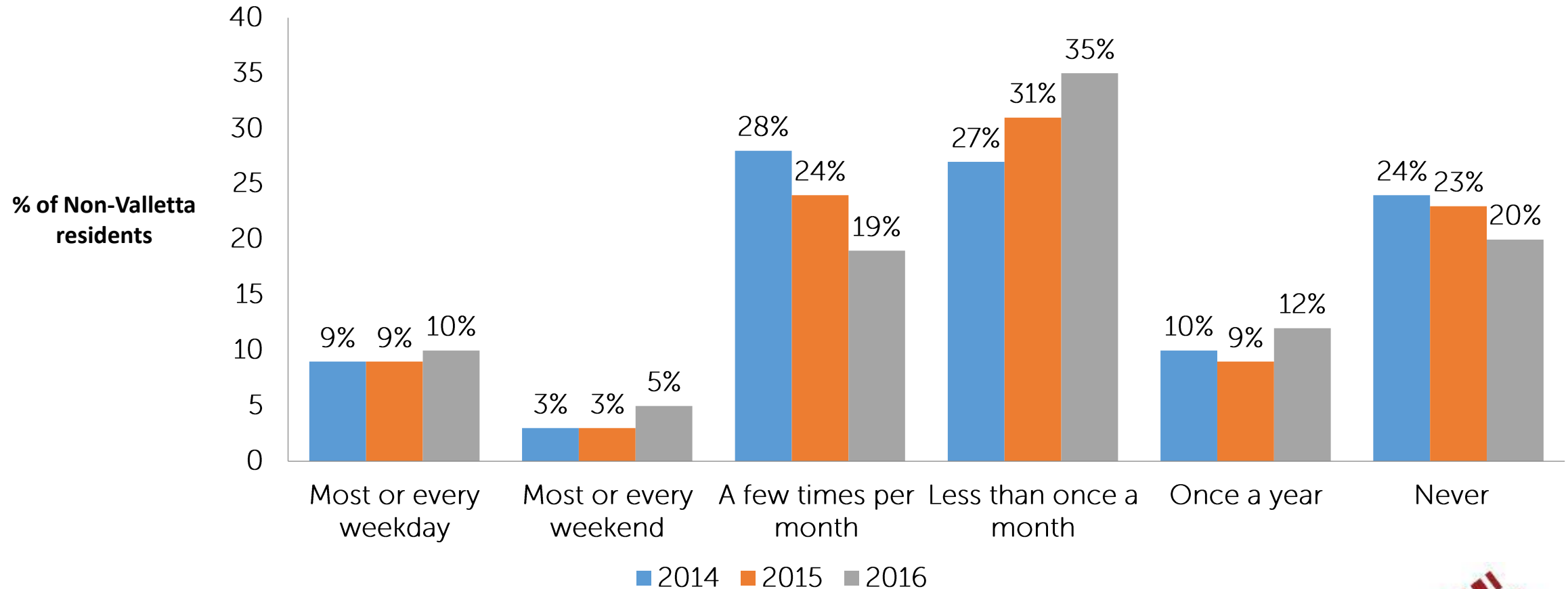
Presentation of results

This presentation will focus on the main findings from the Valletta Participation Surveys that were carried out in 2014, 2015 and 2016. The main findings will focus on:

- Valletta's residents
- Non-Valletta residents
- Attendance to cultural events
- European Capital of Culture
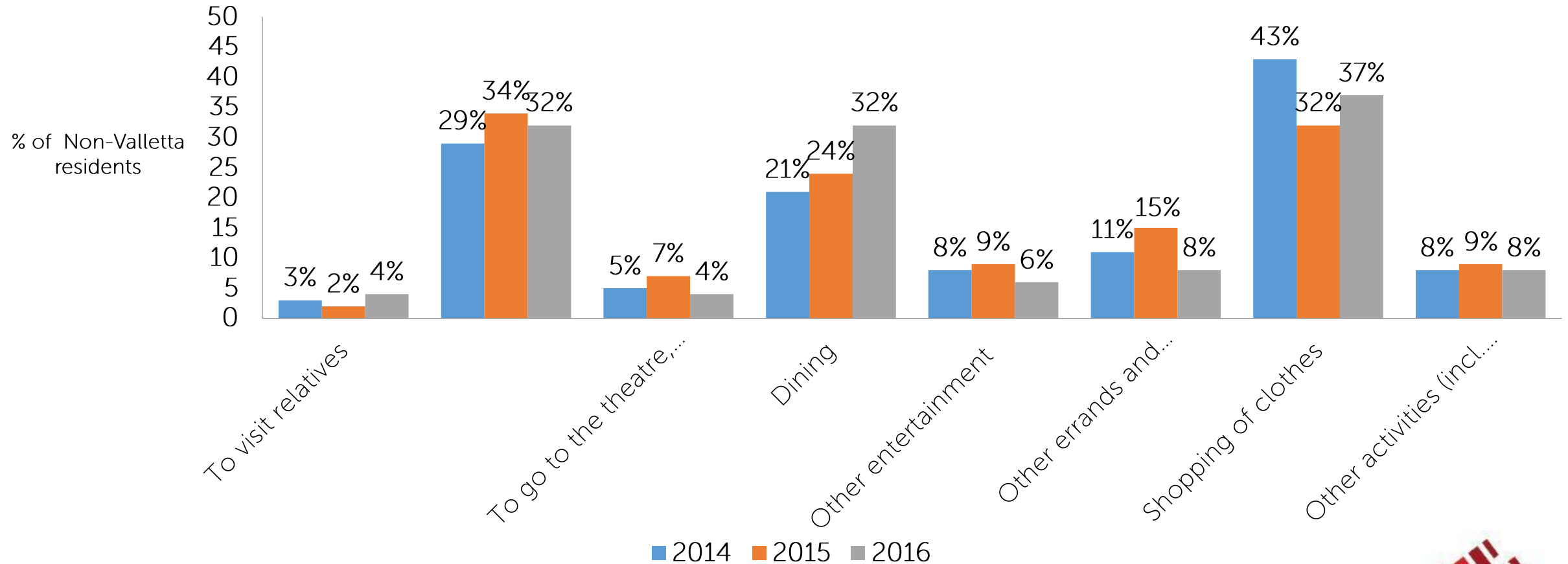- Perceptions on Valletta as an ECoC

Valletta's residents: Activities made by Valletta residents in Valletta itself by age group

% of Valletta's residents

Shopping for groceries

	2014	2015	2016
16 to 44 years old	81%	85%	91%
45 years old and over	84%	83%	87%

Shopping for clothes

	2014	2015	2016
16 to 44 years old	88%	94%	94%
45 years old and over	92%	89%	93%

Relaxing in public places

	2014	2015	2016
16 to 44 years old	80%	72%	90%
45 years old and over	68%	79%	82%

■ 2014 ■ 2015 ■ 2016

Non-Valletta residents: Frequency of visits to Valletta made by non-Valletta residents (average of a typical summer and winter month)

% of Non-Valletta residents

	Most or every weekday	Most or every weekend	A few times per month	Less than once a month	Once a year	Never
2014	9%	3%	28%	27%	10%	24%
2015	9%	3%	24%	31%	9%	23%
2016	10%	5%	19%	35%	12%	20%

2017 Culture Matters Seminar: Valletta 2018 Findings

Non-Valletta residents: Reasons for non-Valletta residents who visited Valletta (average of a typical summer and winter month)

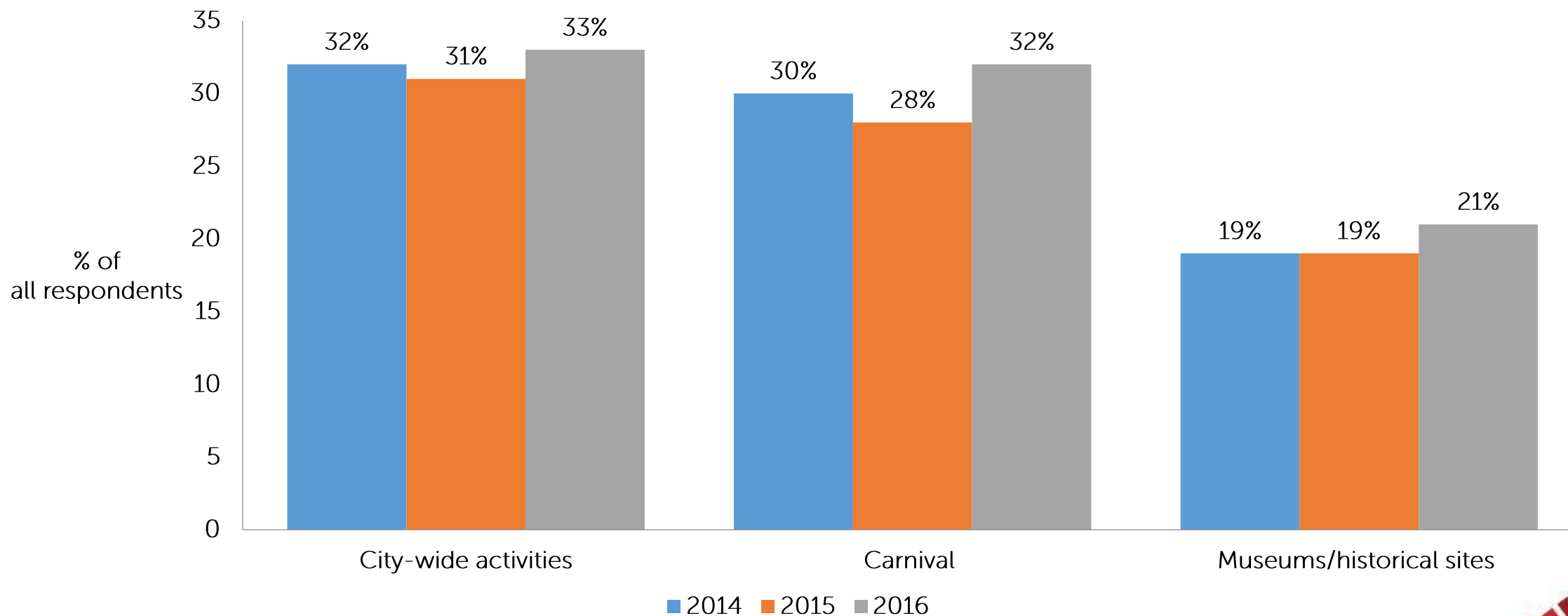% of Non-Valletta residents

Reason	2014	2015	2016
To visit relatives	3%	2%	4%
To go to the theatre,...	29%	34%	32%
Dining (theatre bars)	5%	7%	4%
Dining	21%	24%	32%
Other entertainment	8%	9%	6%
Other errands and...	11%	15%	8%
Shopping of clothes	43%	32%	37%
Other activities (incl...	8%	9%	8%

2014 2015 2016

Attendance to Cultural Activities: Valletta and Non-Valletta residents
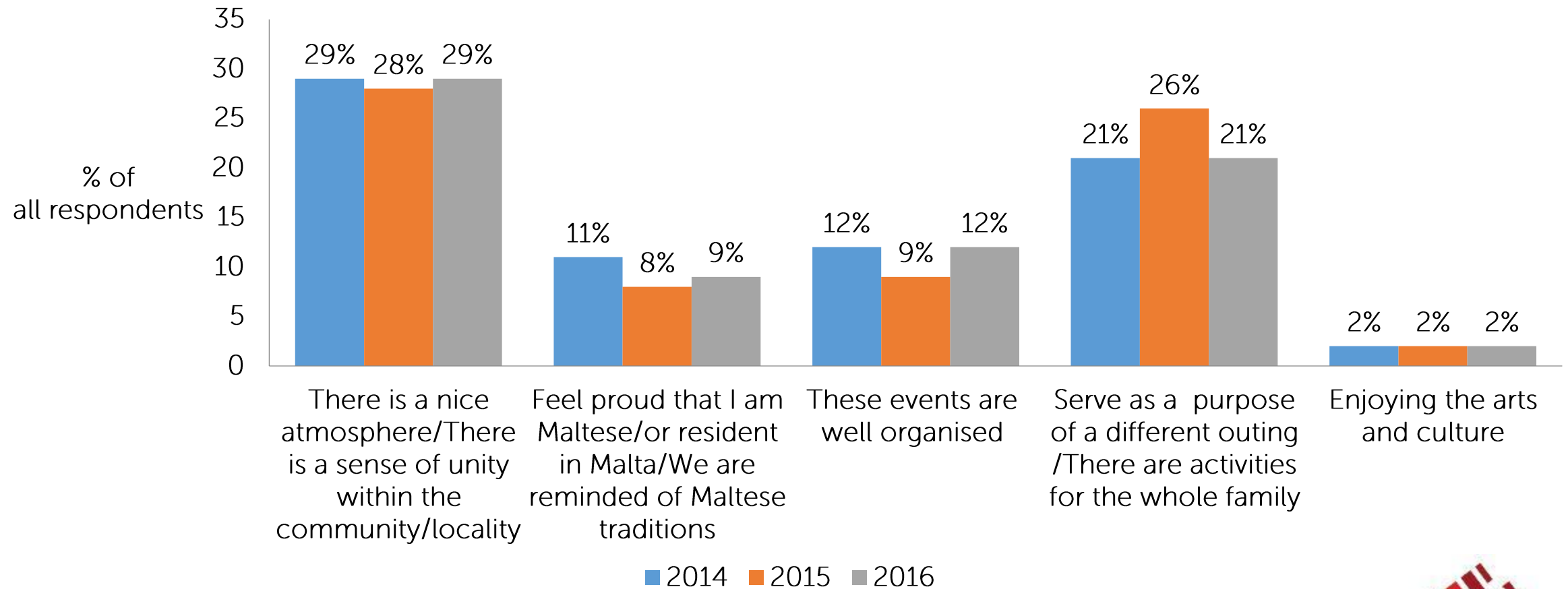
Attended at least once during the last 12 months

2017 Culture Matters Seminar: Valletta 2018 Findings
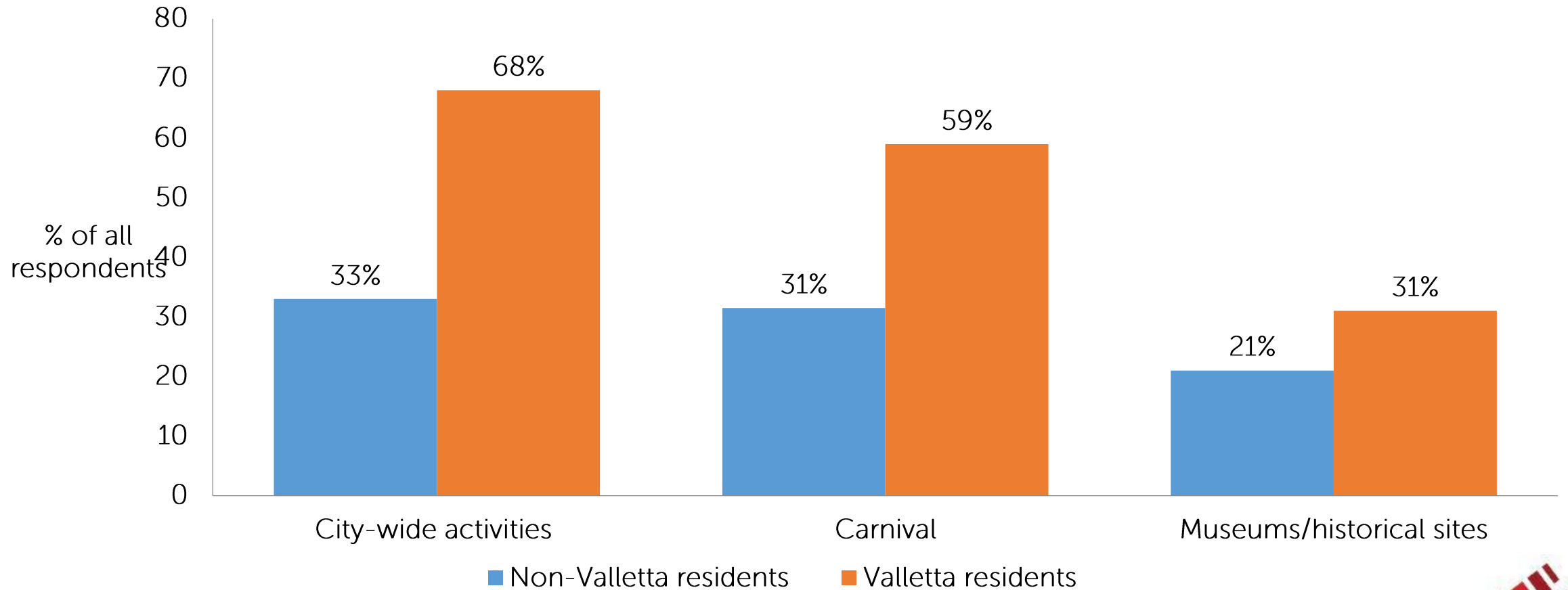
Attendance to Cultural Activities: Time series

Attended at least once during the last 12 months

2017 Culture Matters Seminar: Valletta 2018 Findings

Attendance to Cultural Activities: Reasons for attending cultural events in Valletta

% of all respondents

Reason	2014	2015	2016
There is a nice atmosphere/There is a sense of unity within the community/locality	29%	28%	29%
Feel proud that I am Maltese/or resident in Malta/We are reminded of Maltese traditions	11%	8%	9%
These events are well organised	12%	9%	12%
Serve as a purpose of a different outing /There are activities for the whole family	21%	26%	21%
Enjoying the arts and culture	2%	2%	2%

■ 2014　■ 2015　■ 2016

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Attendance to Cultural Activities: Reasons for <u>NOT</u> attending cultural events in Valletta

2017 Culture Matters Seminar: Valletta 2018 Findings
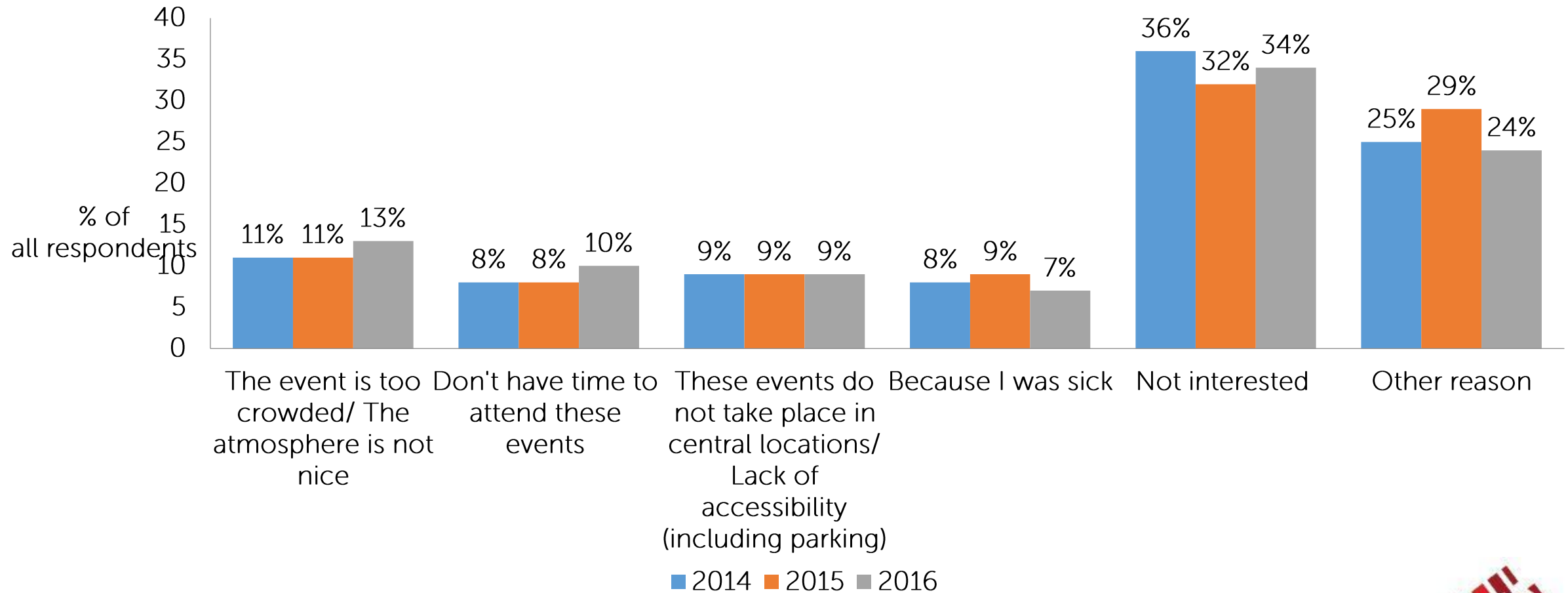
Awareness on the European Capital of Culture

% of all respondents

Non-Valletta residents		Valletta residents		Total	
2015	2016	2015	2016	2015	2016
63%	67%	72%	72%	63%	67%

2017 Culture Matters Seminar: Valletta 2018 Findings
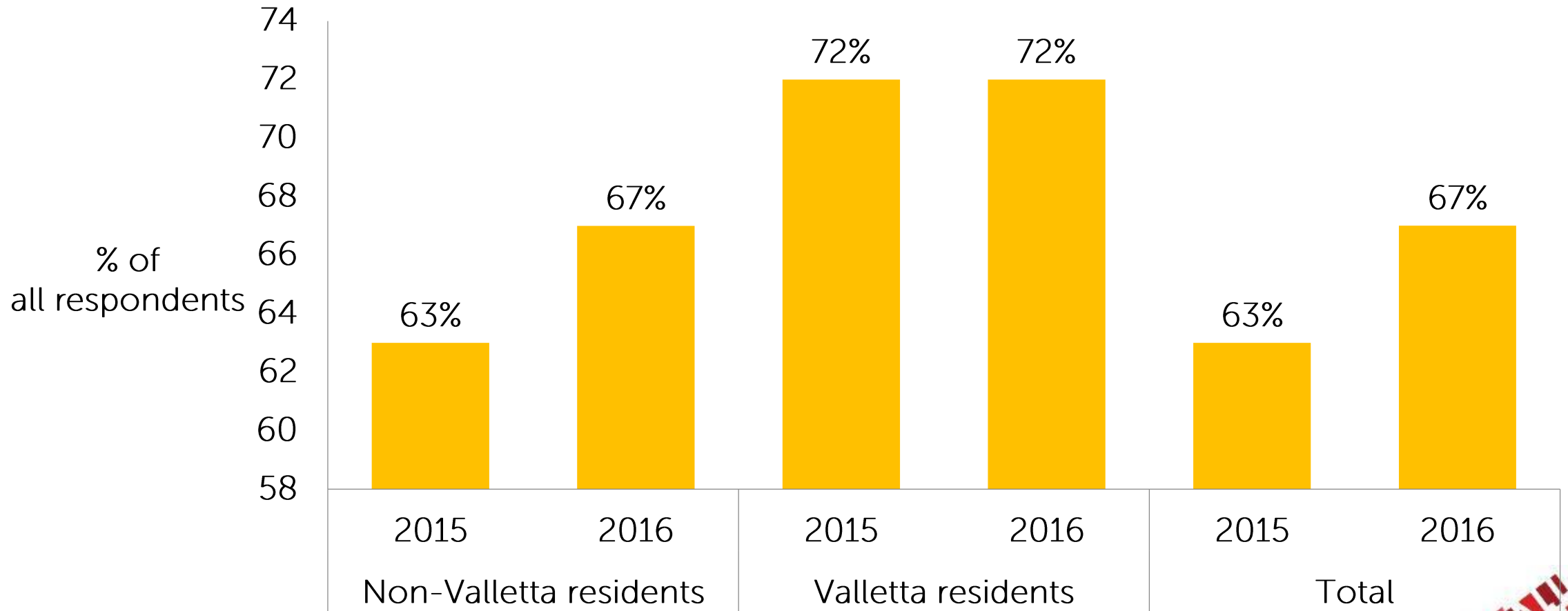
Awareness of the European Capital of Culture by sex and age

2017 Culture Matters Seminar: Valletta 2018 Findings
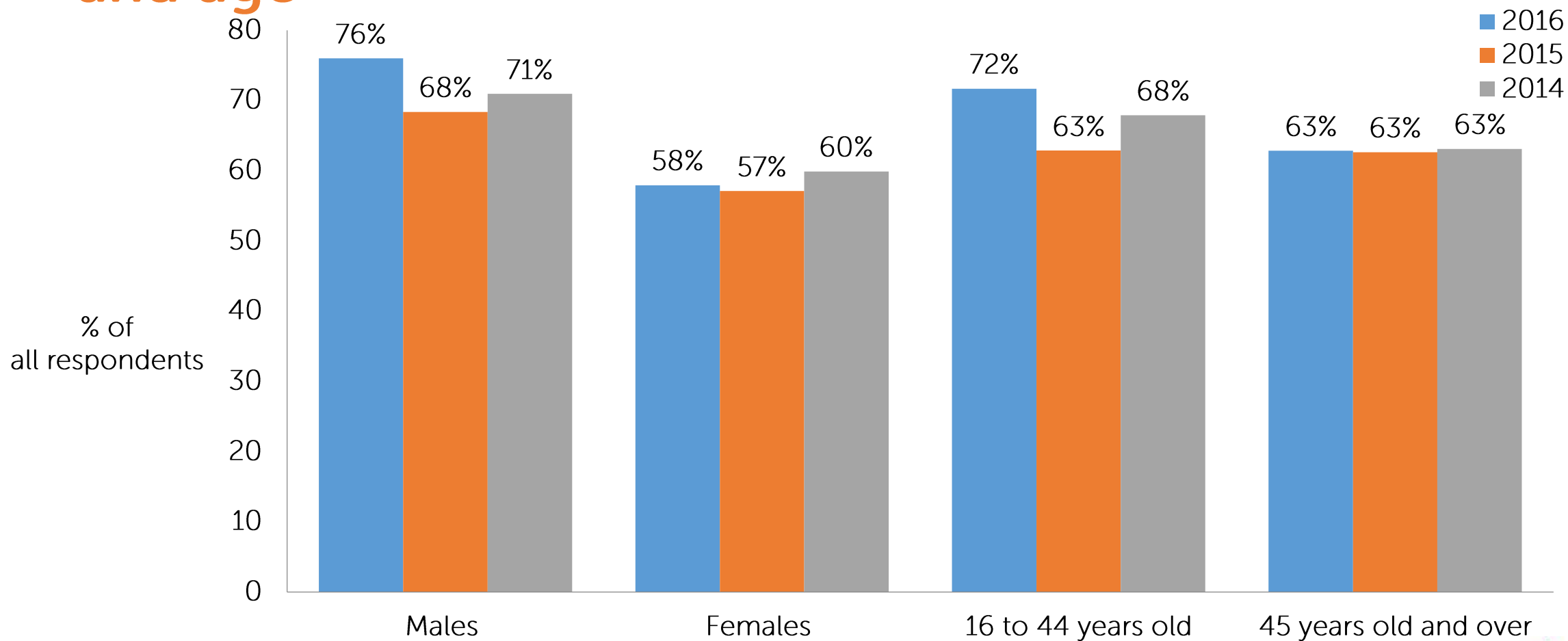
Opinion on whether Valletta 2018 will have a positive impact on Valletta

Average Scores; 1=Do not agree at all; 5=Strongly agree

Average scores
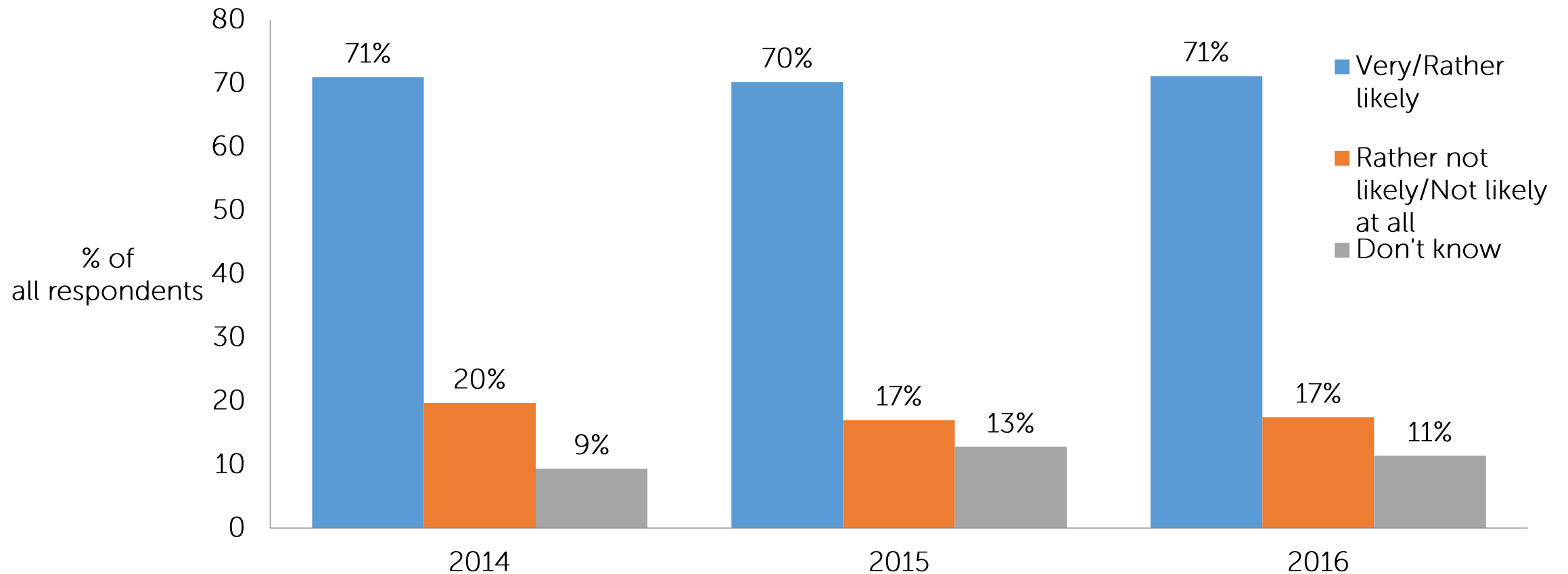
Category	2015	2016
Tourism	4.5	4.6
Cultural or artistic events	4.5	4.5
Businesses in Valletta	4.4	4.6
The visibility of Valletta on a global scale	4.4	4.6
The image of Valletta	4.3	4.5
People who live in Valletta	3.5	3.5

Legend:
■ 2015
■ 2016
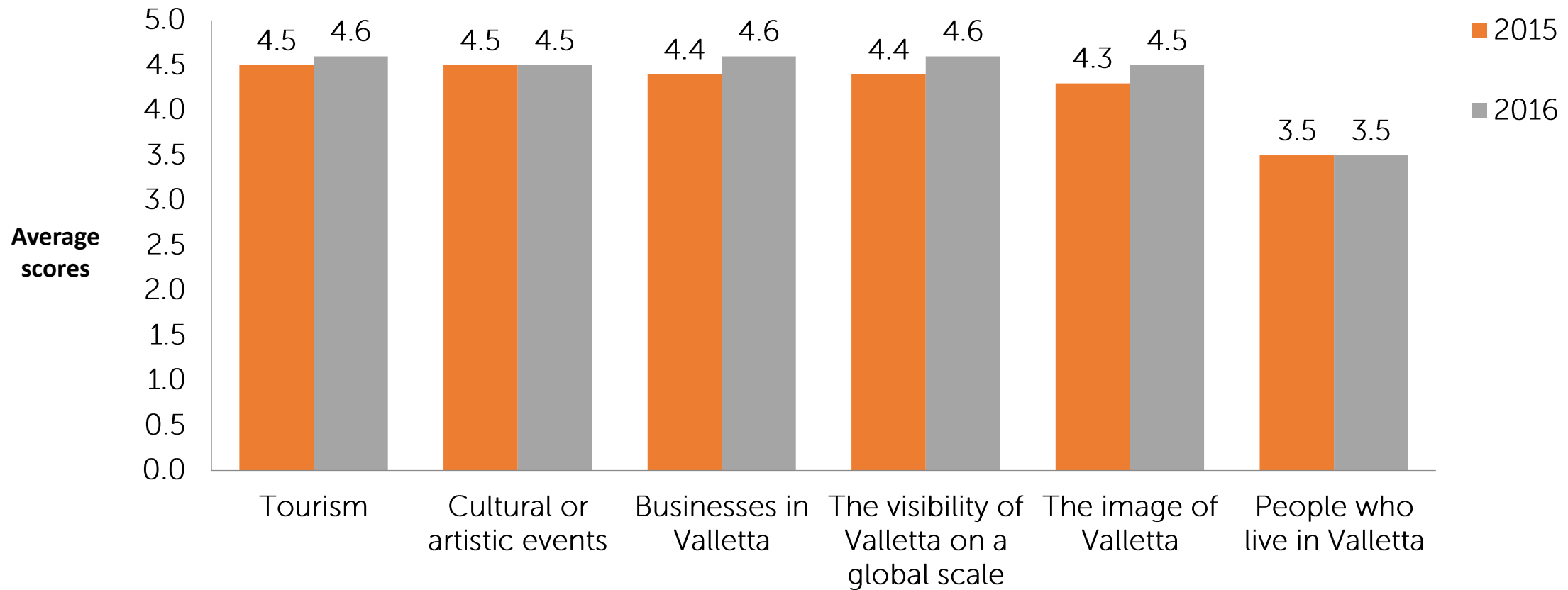
Opinion regarding Valletta's designation of European Capital of Culture

Average Scores; 1=Do not agree at all; 5=Strongly agree

Average scores

	An opportunity for Malta	An opportunity for me	Makes me proud	Allows for inclusion	I am doubtful on Valletta 2018	Is a waste of money	I am not impressed by Valletta 2018
2015	4.7	3.4	4.3	4.0	1.8	1.4	1.7
2016	4.7	3.5	4.5	4.3	1.7	1.3	1.5

■ 2015 ■ 2016

2017 Culture Matters Seminar: Valletta 2018 Findings
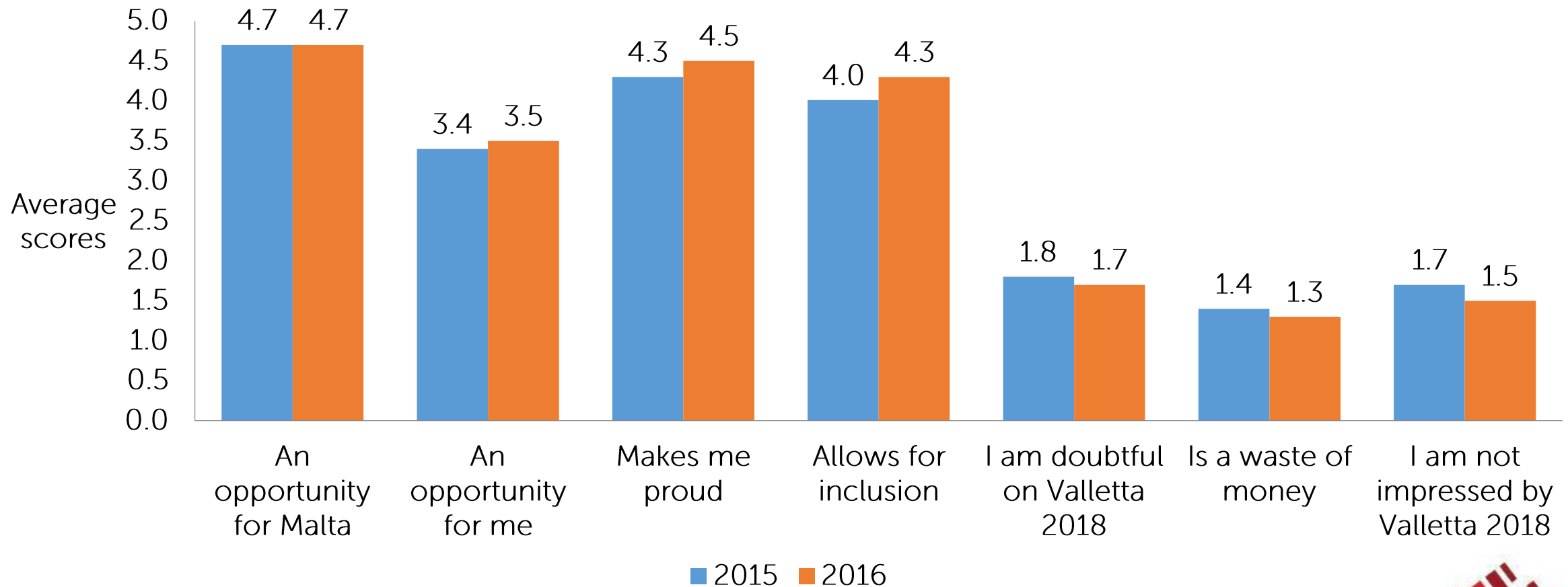
Likeliness that respondents participate in activities organised by Valletta 2018 Foundation

% of all respondents

- Very/Rather likely
- Rather not likely/Not likely at all
- Don't know

2014: 71% / 20% / 9%
2015: 70% / 17% / 13%
2016: 71% / 17% / 11%

Likely _beneficiaries_ and _participants_ in events organised by Valletta 2018 Foundation (maximum of 2 categories)....VPS 2016

Perceptions on Valletta as a Capital

Average Scores; 1=Do not agree at all; 5=Strongly agree

Average scores

	Rich in culture	Centre of creativity	City which is changing for the better	City which is changing for the worse
2014	3.2	2.7	3.1	1.2
2015	4.4	3.6	4.2	1.4
2016	4.5	3.8	4.4	1.3

■ 2014 ■ 2015 ■ 2016
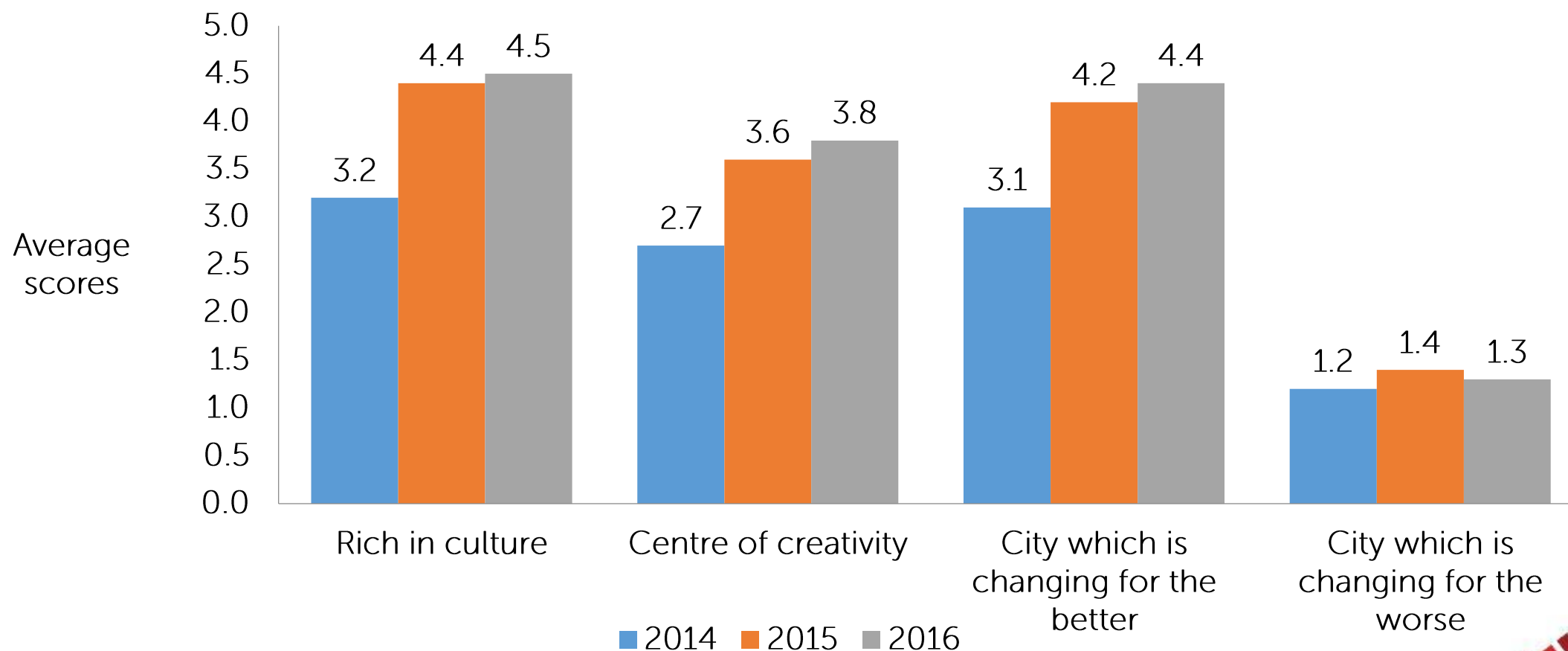
Main means by which respondents are updating themselves on Valletta 2018.....VPS 2016
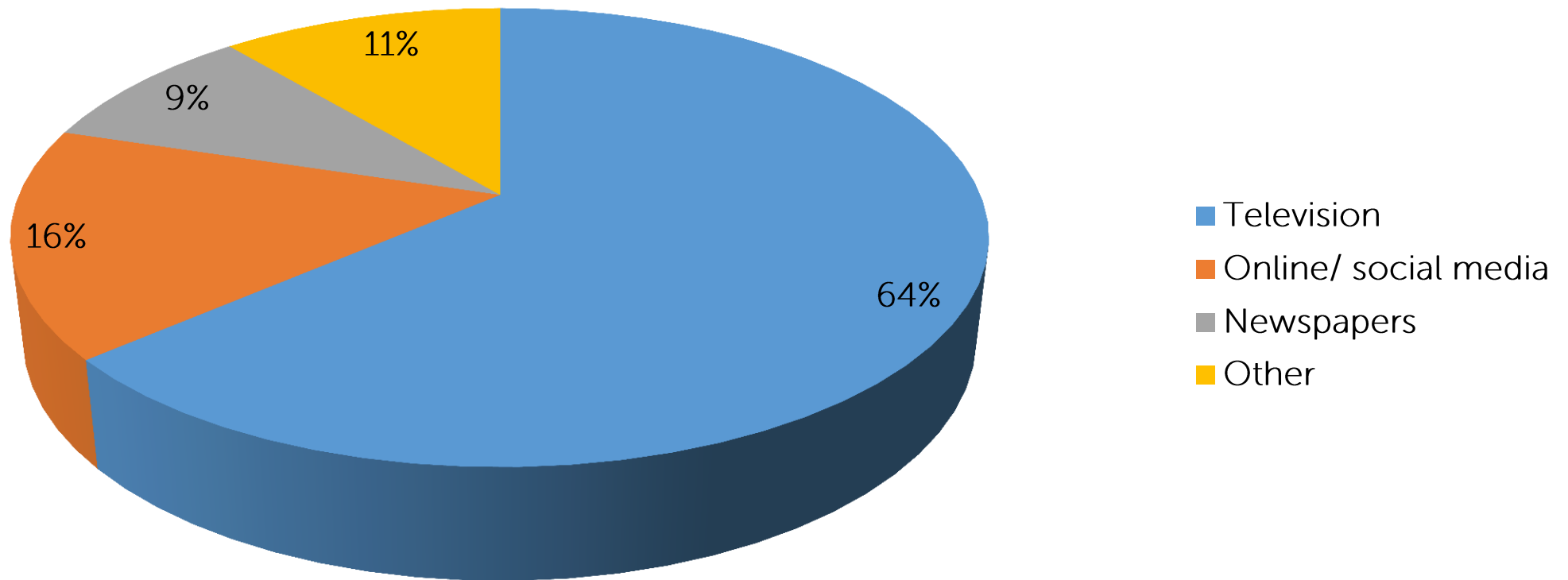
11%

9%

16%

64%

■ Television
■ Online/ social media
■ Newspapers
■ Other

2017 Culture Matters Seminar: Valletta 2018 Findings

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Research Themes

• Factors affecting community participation and accessibility;

• Awareness of the Valletta 2018 Programme;

• Perceptions of Valletta's foreseeable developments – the City as a community space;

• Valletta 2018 as a catalyst for urban regeneration – impact on communal life

Research Methodology

- Qualitative research based on four semi-structured interviews from each of the six groups below:
  - Valletta residents (who identify as Beltin)
  - Valletta residents (who do not identify as Beltin)
  - Persons who identify as Beltin but are not Valletta residents
  - Residents of Inner Harbour/Greater Valletta
  - Maltese persons in general – commuters to Valletta
  - Persons with disability
- Mix of repeat interviewees from previous year and new interviewees.

Accessibility

• Overall good internal accessibility vs. challenges in accessing the City;
• Good connectivity through public transport;
• Shortage of parking spaces is a recurrent issue (especially with non-residents);
• Topography and infrastructure present challenges to physical accessibility;
• Valletta increasingly shifting from a commercial centre to a cultural and entertainment centre;
• Concerns that Valletta will become like most historical city centres, a place that caters mostly for tourists or people who work in the area, rather than a resident community.

Accessibility

• Physical accessibility for people with a disability still limited, but improvements noted.

• Interviewees from the Disability cohort reported attending various Valletta 2018 events, to the contrary of the previous year.

• Improvements linked by interviewees to Valletta 2018, including:
   • Increase of wheelchair accessible venues;
   • Collaboration of Valletta 2018 with KNPD.

• Perception by Disability cohort re: urban regeneration largely positive – the City becoming a more welcoming and accessible place, offering new avenues of cultural and social participation. However, more needs to be done to increase accessibility.

Accessibility

- Need for innovation:

  "We need to be more creative when we plan, or when we do an uplift or an upgrade. Architecture is an art, and this implies creativity – but I rarely have seen much creativity in making buildings and spaces accessible! …. We need the will, the political and social will to make this our focus, to make sure that contractors do not just do the bare minimum."

- Respondents in this cycle of research said that they would participate more in cultural life if accessibility to cultural spaces became more reliable.

- Social accessibility – e.g. Strait Street's increased acceptability, v.s. Hastings Gardens seen as potentially risky after dark.

- Instances of development itself restricting accessibility – e.g. the number of cranes.

- A significant minority of interviewees referred to the "Greater Valletta area" concept - holistic solutions for dealing with the accessibility of Valletta as a geographical space, to be considered as part of the network of surrounding localities.

Recurrent themes re: City life

- Refuse collection

- Street infrastructure

- Parking

- Abandoned buildings
    - Boutique hotels as a lesser evil;
    - *"The main problem is what to do with the old buildings – to make the city more liveable – or it can end up with lots of empty gaping holes. So how do we bring it back to use without knocking buildings down? How do we make it a living city?"*

Valletta's community life

- **Overarching realisation among all community groups that the fabric of Valletta's communal life is changing at a rapid rate.**

- **Respondents tended to be strongly positive on current changes and those anticipated for the immediate future - restoring "life" and dignity to the City.**

- **However, most respondents felt that in the longer term it will become increasingly more difficult for *Beltin* or even Maltese people to live in Valletta.**

- **How do we make sense of this ambivalence?**

Valletta's community life

• Gentrification concerns may not be immediately felt because significant displacement has *already* occurred, and most *Beltin* actually live outside Valletta.

• The upgrading of the building infrastructure and the influx of people is welcomed because it validates the dignity of Valletta in the face of the memory of stigma, and it provides vitality to the City in contrast to the longstanding trend towards depopulation.

• Negotiable communities – *"spatial cleansing"*, the replacement of "relationships defined in terms of neighborhood" by "abstract description, enumeration and measurement".

• "The restoration economy tends to separate places from their practitioners." (De Certeau)

Valletta's community life

• It would be inaccurate and simplistic to frame this situation in a simple dialectic between two groups.

• "Exploitation" and "nurture" (Wendell Berry) – these terms "describe a division not only between persons, but also within persons. We are all to some extent the products of an exploitative society, and it would be foolish and self-defeating to pretend that we do not bear its stamp."

• Civil society itself is ambivalent (Mark Morell), "in between the positions that, on the one hand, hold it to be something different than the state and the market and, on the other, the third space where the later two relate to one another". (Morell, 2009)

Valletta's community life

• De Certeau's observations can be taken as an invitation to adopt a more humanistic, equitable and inclusive approach which privileges the community.

• Users of the city are able to wield a certain degree of power and negotiate their interests e.g. KNPD.

• It is crucial that any strategic action taken with regard to the city takes into consideration that social life in public spaces is a fundamental contributor towards individual and social quality of life, and that the will "to create spaces that work for people" makes "a tremendous difference … to the life of a city". (Whyte 1980:15)

Awareness of the Valletta 2018 Programme

• Awareness of the Programme has increased, and most respondents have attended events that form part of it.
• Nevertheless, interviewees tended to be much more aware of individual events rather than the Valletta 2018 brand.

• Initiatives of a more overtly public and collective nature, such as the Notte Bianca and the Valletta Green Festival, were understandably more widely known.
•
• Most respondents recounted vivid memories of specific events, such as the Notte Bianca, Valletta Pageant of the Seas, Science in the City, the Valletta Film Festival and the Baroque Festival. Other less prominent events were also mentioned, including Blitz, Fragmenta, l-Ikla t-Tajba and Il-Warda tar-Riħ.

Awareness of the Valletta 2018 Programme

• Room for more visibility as a cohesive project and brand.

• Many respondents expressed a keen interest in knowing more, with some respondents requesting a copy of the programme from the interviewers.

• Some highly polarised perceptions with regard to the Cultural Programme were encountered – the Programme as "highbrow, hyped-up and inaccessible to most people" v.s. the Programme as "populist".

• This extreme difference sheds light on two facts:
    • the general public is to a large extent receptive but has to some extent grown accustomed to be sceptical of large scale programmes;
    • the diversity of the Cultural Programme needs to be highlighted in a way that can adequately target different audiences.

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2018

Assessing the relationship between community inclusion and space through Valletta 2018 cultural infrastructural projects

Dr Antoine Zammit

Key research question & objectives

Main research question :

What role can cultural infrastructure play in the achievement of culture-led regeneration?

Assessment of **three key considerations**:

- **aspects of 'place'** that may reflect the cultural values held by the community

- **impact of cultural infrastructure** within the place from a **socio-spatial** viewpoint

- how **culture-led regeneration** may affect the **use** of the surrounding urban spaces

Research Indicators

- cultural infrastructure investment in four case study areas – baseline: assessment of current urban space and building stock

- study of impact of urban space and interventions therein on locals – specific indicators:

(a) spatial quality indicators

(b) planning applications (focus on change of uses)

- behavioural analysis of the use of spaces by locals and the type of usage (extraction of patterns)

- key stakeholder attitudinal analysis

- (longer-term) user perception in terms of intangible ownership of place with predictions for long-term, sustained use in line with Valletta 2018 legacy

Research Methodology

2017 Culture Matters Seminar: Valletta 2018 Findings
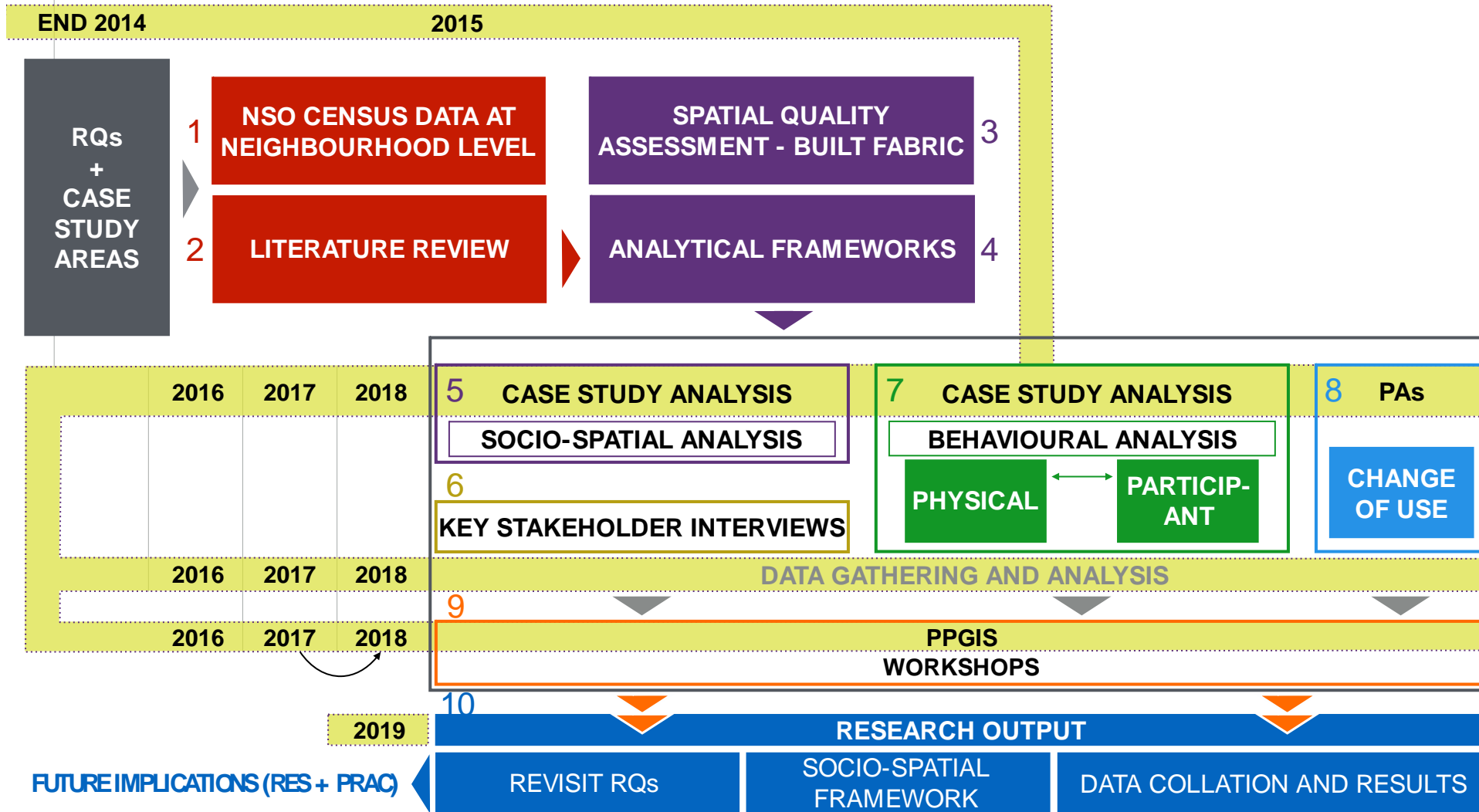
Research Methodology

- Mixed methods approach

- Deductive and inductive avenues

- Qualitative and quantitative methods that support each other

- Data triangulation that brings both sets of data together

Refinements to RM in 2016:

- Consolidation of the initial research stages (Stages 1–4)

- Inclusion of a new stage (Stage 8) – focus on analysis of current and potential future impact due to change of uses (via planning applications impact) on the surrounding neighbourhoods

Work carried out throughout 2016

- Completion of data gathering stages

- Data analysis period – collation and consolidation of primary data emanating from initial Research Stages 1 (NSO), 3 (spatial quality assessment), 5 (urban design socio-spatial analysis), 6 (stakeholder interviews), 7 (behavioural analysis) and 8 (PA application assessment)

- Pilot PPGIS (Public Participation Geographic Information Systems) workshop (Stage 9) for the Biċċerija neighbourhood

PPGIS pilot workshop

- PPGIS pilot workshop held on the 6 December 2016 at San Ġorġ Preca Primary School in Valletta.

- Centred on the key themes emanating from the Design4DCity workshop held some months earlier: (1) The surrounding area; (2) Services and public spaces; (3) The future of the site; (4) Cleanliness and quality of life; (5) Accessibility; and (6) Heritage

- Purpose of the PPGIS session: to test the 'communitymaps' interface (Mapping for Change), accessed through participants' personal devices and software in real-time

- Followed by a physical mapping session – digital mapping more useful when preceded with a face-to-face communal discussion whilst mapping elements of discussion on a physical map
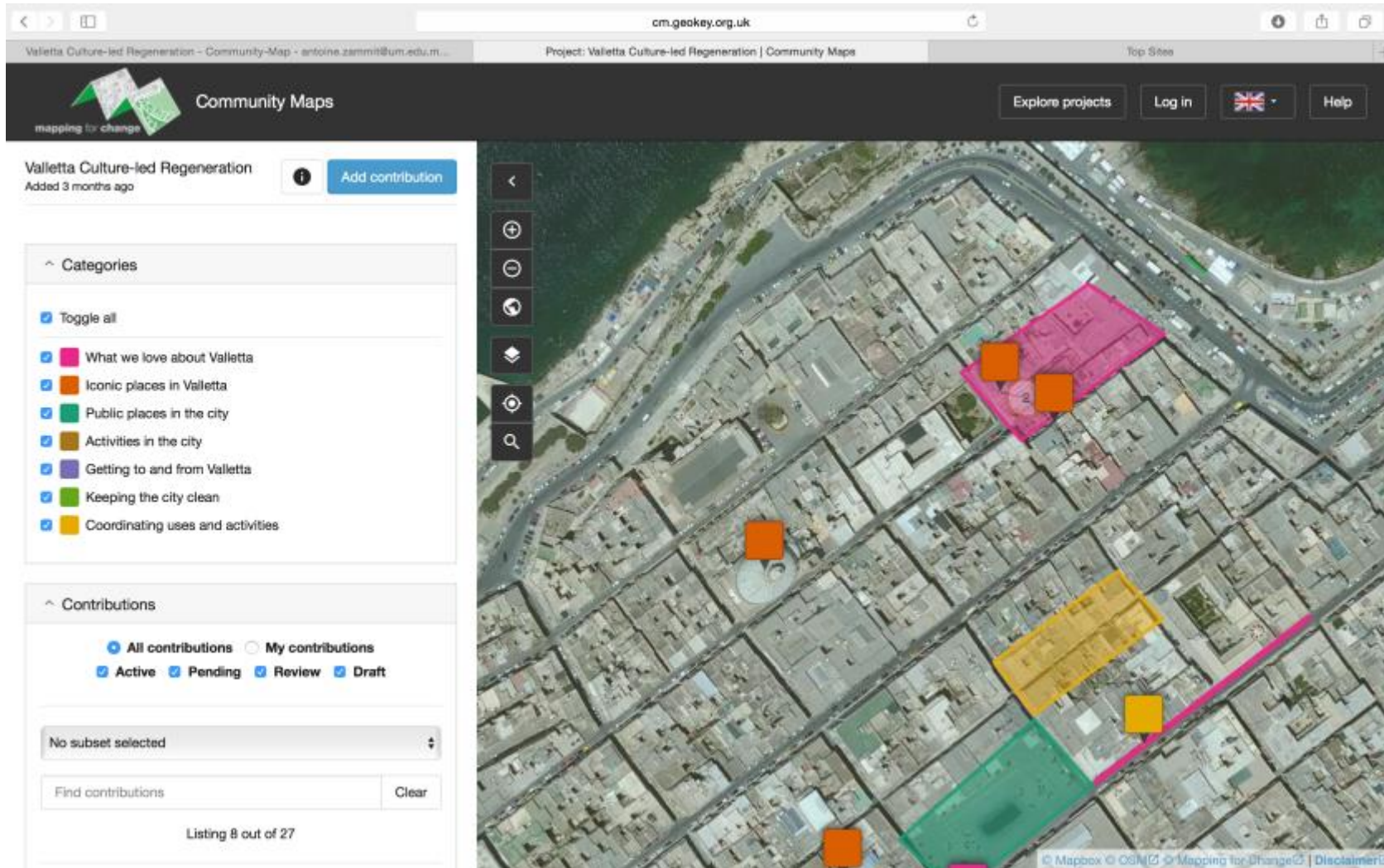
PPGIS pilot workshop
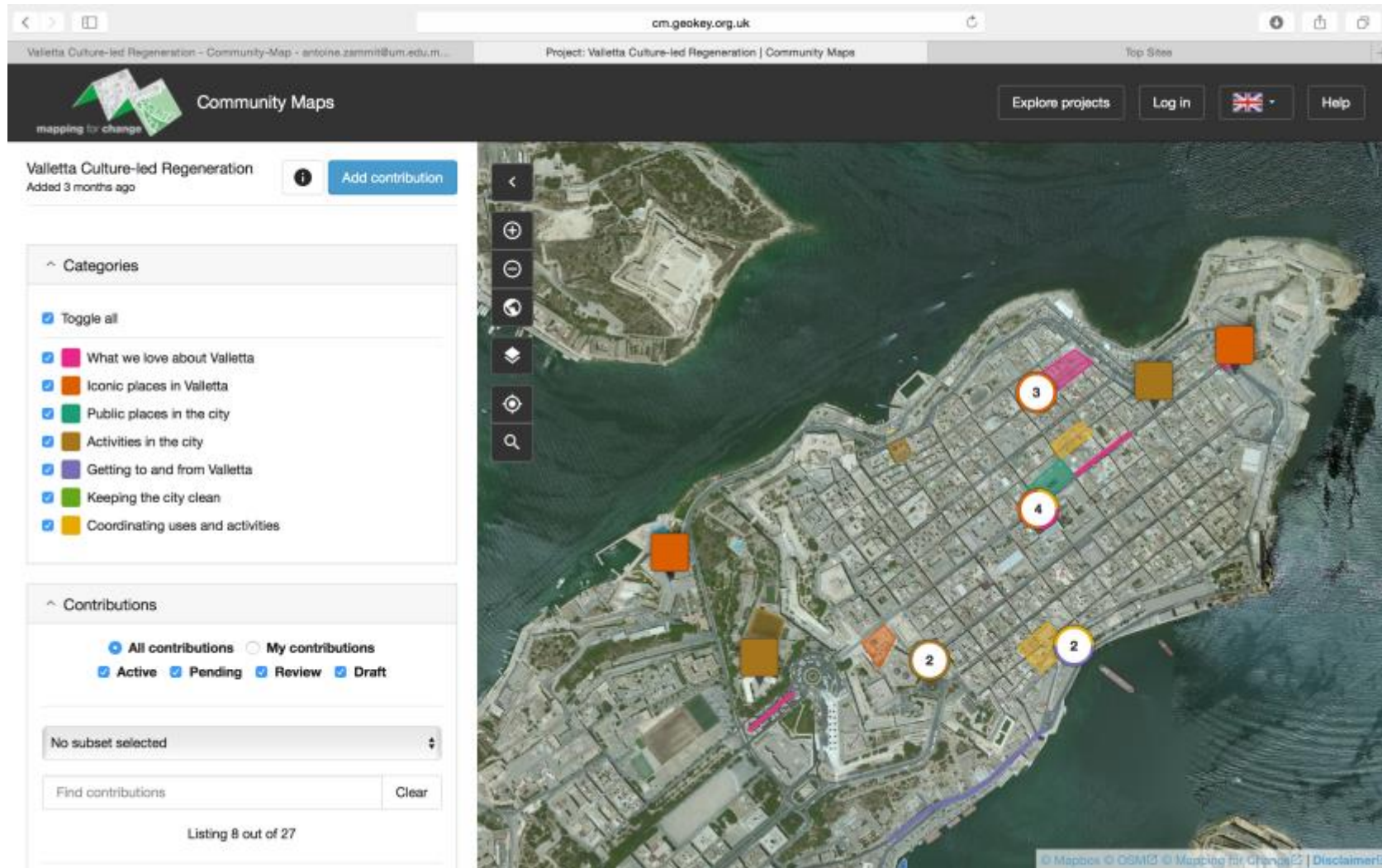
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PPGIS pilot workshop

Key Findings to date

(1) Spatial analyses

- Spatial quality analysis based on the analytical framework using criteria for accessibility and permeability, perception and comfort and vitality – highest overall score for MUŻA (3.61) // lowest score for Biċċerija (2.75)

- Physical analysis of neighbourhoods based on the observations on the ground related to the state of repair of the built fabric provides the highest impression score for Biċċerija neighbourhood (3.37) // lowest score for Strait Street (3.14)

- Census' state of repair (as reported by home owners and translated into measurable scores) yields different results – highest for MUŻA neighbourhood (4.60) // least for Biċċerija neighbourhood (3.90)

Key Findings to date

(1) Spatial analyses

Spatial analyses (2015/2016)		Biccerija		Strait Street		Strait Street (intersection with Old Theatre Street)		MUŻA		Old Covered Market	
Spatial quality analysis based on analytical framework	Accessibility and Permeability		2.79		3.30		3.34		4.00		3.29
	Perception and Comfort		3.00		3.10		4.02		3.55		3.34
	Vitality		2.47		3.14		3.76		3.27		3.26
	Public space - Overall Score	score	2.75	score	3.18	score	3.71	score	3.61	score	3.30
Physical analysis based on state of repair of current built fabric	Total	120	100	66	100			47	100	113	100
	4.1 to 5	12	10.00	12	18.18			12	17.91	12	10.62
	3.1 to 4	50	41.67	18	27.27			21	31.34	42	37.17
	2.1 to 3	49	40.83	21	31.82			24	35.82	55	48.67
	1.1 to 2	7	5.83	15	22.73			8	11.94	4	3.54
	Less than or equal to 1	2	1.67	0	0.00			2	2.98	0	0.00
	Building state of repair - Impression Score	score	3.37	score	3.14			score	3.26	score	3.36
State of repair as reported in NSO 2011 Census (data extrapolated for each case study area)	Total	229	100	61	100			69	100	121	100.0
	Good state = 5	85	37.12	32	52.50			45	65.20	60	49.60
	Needs minor repairs = 4	85	37.12	13	21.30			20	29.00	34	28.10
	Needs moderate repairs = 3	25	10.92	7	11.50			4	5.80	17	14.00
	Needs serious repairs = 2	28	12.23	8	13.10			0	0.00	10	8.30
	Dilapidated = 1	6	2.62	1	1.60			0	0.00	0	0.00
	Residents state of repair - Impression Score	score	3.90	score	4.10			score	4.60	score	4.20

Key Findings to date

(2) Land use analysis

Two components:

Ground floor use:

Utility: to understand degree of active frontage present within neighbourhoods (vitality and natural surveillance)

- The highest presence of active frontages occurs in the MUŻA neighbourhood (89%) // least in the Biċċerija neighbourhood (56%)

- The highest proportion of dead frontage is in Strait Street (32%) // least in the MUŻA neighbourhood (7%)

- MUŻA neighbourhood has the highest degree of vitality, an important contributor to spatial quality, correlating with previous results

Key Findings to date

(2) Land use analysis

Predominant land use (correct as of 2016)

Predominant land use in the Biċċerija neighbourhood, Strait Street and the Old Covered Market is residential (54%, 63% and 43% respectively) whereas in the MUŻA neighbourhood it is offices (34%), almost at par with administrative (government-related) uses (33%)

Land Use analysis (2015/2016)			Biċċerija	Strait Street	MUŻA	Old Covered Market
GF use	A	Leisure	1%	20%	2%	6%
	C	Retail outlets	5%	20%	47%	24%
	T	Residential	40%	9%	1%	9%
	I	Office	9%	9%	5%	2%
	V	Administrative	1%	9%	34%	16%
	E	Hotel	–	–	1%	–
		Religious	11%	–	3%	10%
	to	Educational	4%	–	–	8%
		Cultural	2%	–	–	–
	D	Services	–	1%	1%	–
	E	Warehousing	19%	25%	–	20%
	A	Garage use	6%	2%	–	2%
	D	Vacant	2%	5%	6%	3%
Predominant use (all floors)		Residential	54%	63%	10%	43%
		Administrative	14%	8.5%	33%	16%
		Religious	10.5%	–	3%	10%
		Office	10%	18%	34%	18%
		Educational	4.5%	–	–	8%
		Cultural	4%	–	–	–
		Hotel	–	0.5%	1%	–
		Retail outlets	–	5.5%	7%	1.5%
		Services	–	–	1%	–
		Leisure	–	–	1%	0.5%
		Warehousing	–	–	1%	–
		Vacant	3%	4.5%	9%	3%

Key Findings to date

(3) Analysis of development planning applications with regard to change of use and impact on the four neighbourhoods

- Generation of People (and people movement) – positive impact due to increased presence of people

- Visual Implications – positive impact on built fabric (building façade restoration and upgrade, generation of active frontages)

- Aural Implications – negative impact of noise generation

- Olfactory Implications – negative impact of smell generation

- Litter generation – negative impact of litter generation

Key Findings to date

VACANT to	People	Visual	Aural	Olfactory	Litter
Hotel class 3A	2	3	2	1	2
Hotel class 3B	3	3	3	3	3
Catering class 4D	3	3	3	3	3
Catering other classes	2	2	2	2	2
Retail	2	2	2	1	1
Service	2	2	1	0	1
Office	2	1	1	0	1
Residential	1	1	1	0	1
Warehouse	1	0	2	1	1
Cultural	2	3	2	0	1
Education	2	2	2	0	1
Administration	2	1	1	0	1
Entertainment	3	1	2	0	1
Industry	2	0	3	2	3

Key Findings to date

Highest impact due to change of uses for all categories throughout the period 1993–2016 is within Biċċerija neighbourhood, least within the MUŻA neighbourhood

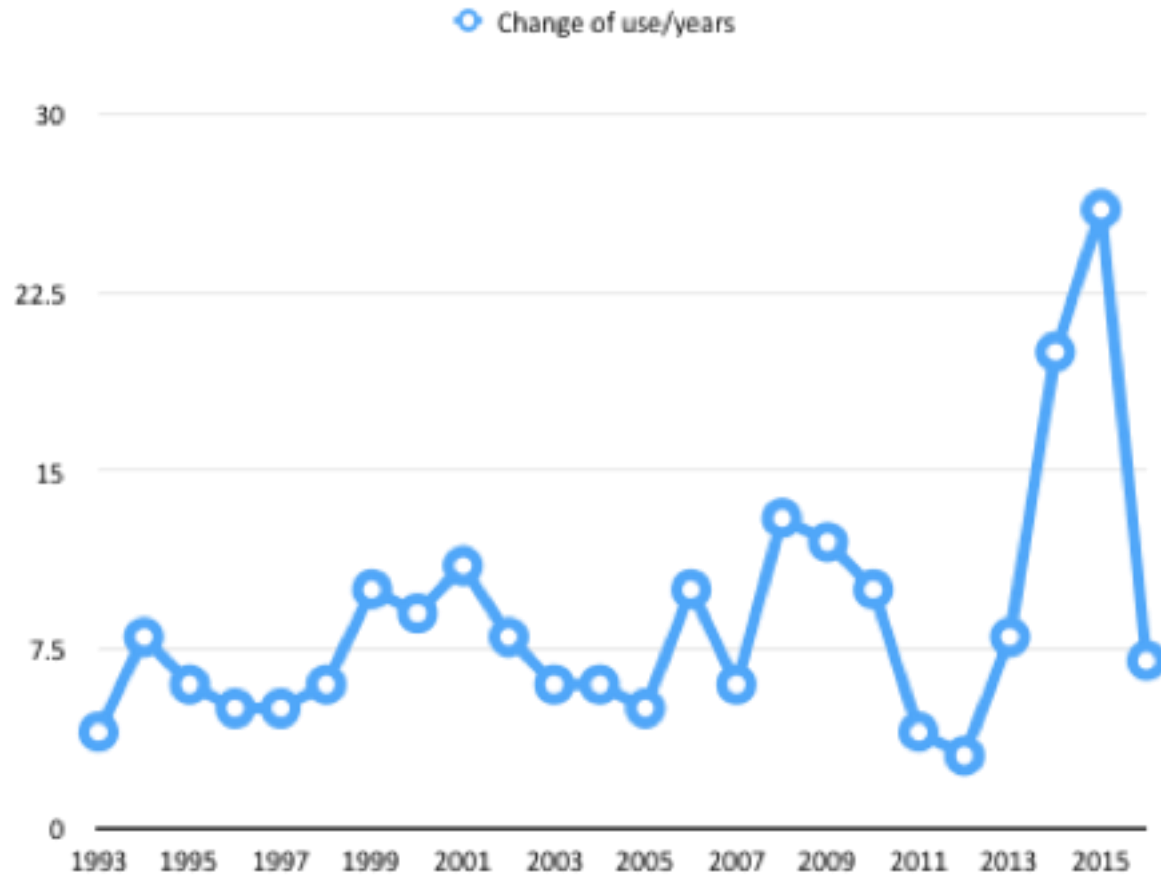For the period 2012 – 2016 one notes that the degree of impact for all categories is much higher

Change of use – Measuring impact in terms of: Generation of People (and increased people movement, positive impact), Visual implications (positive impact), Aural implications (noise generation, negative impact), Olfactory implications (smell generation, negative impact), Litter generation (negative impact): 1993-2016

■ Strait Street
■ Old covered market
■ Biċċerija
■ MUŻA
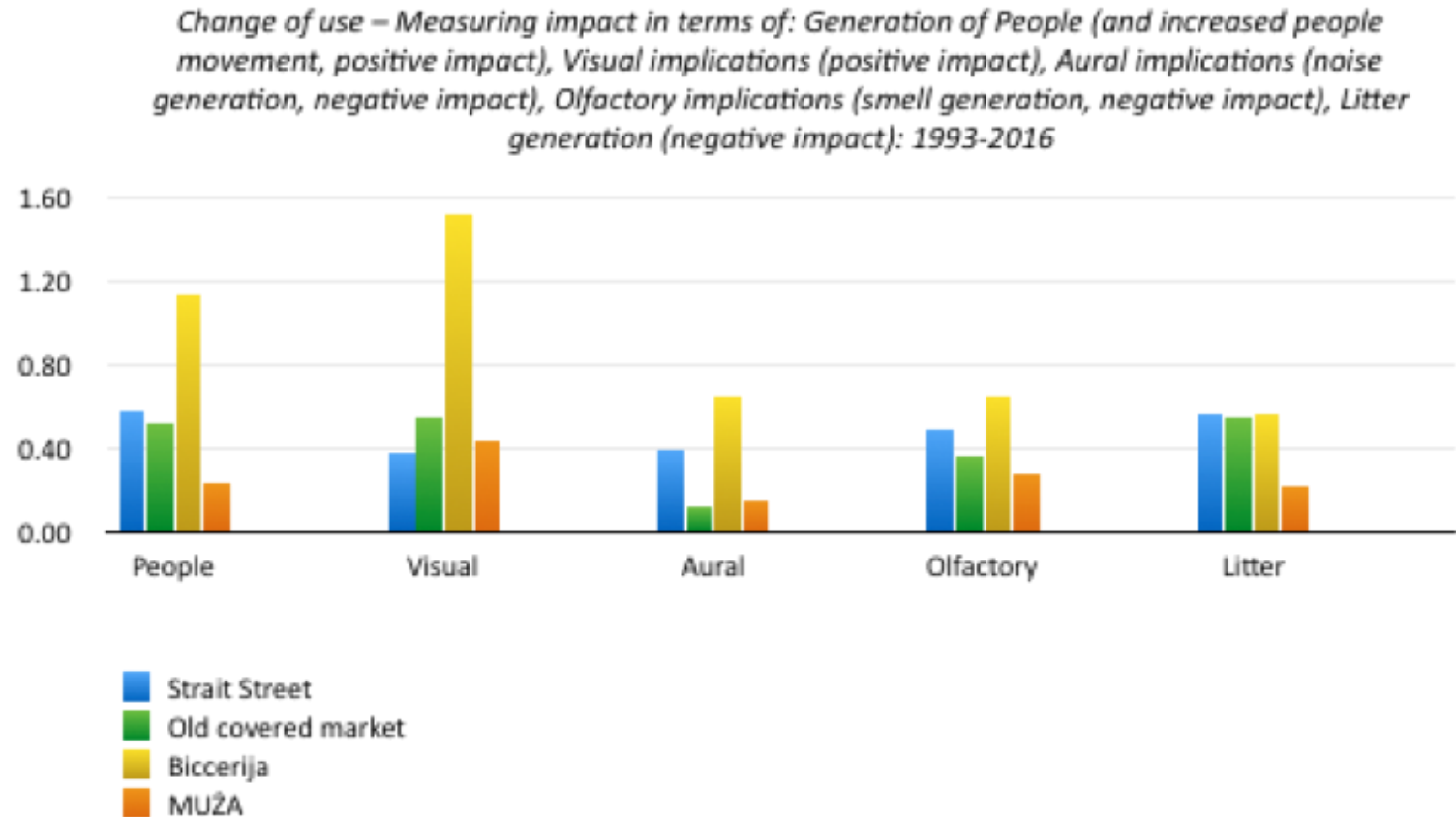
Key Findings to date
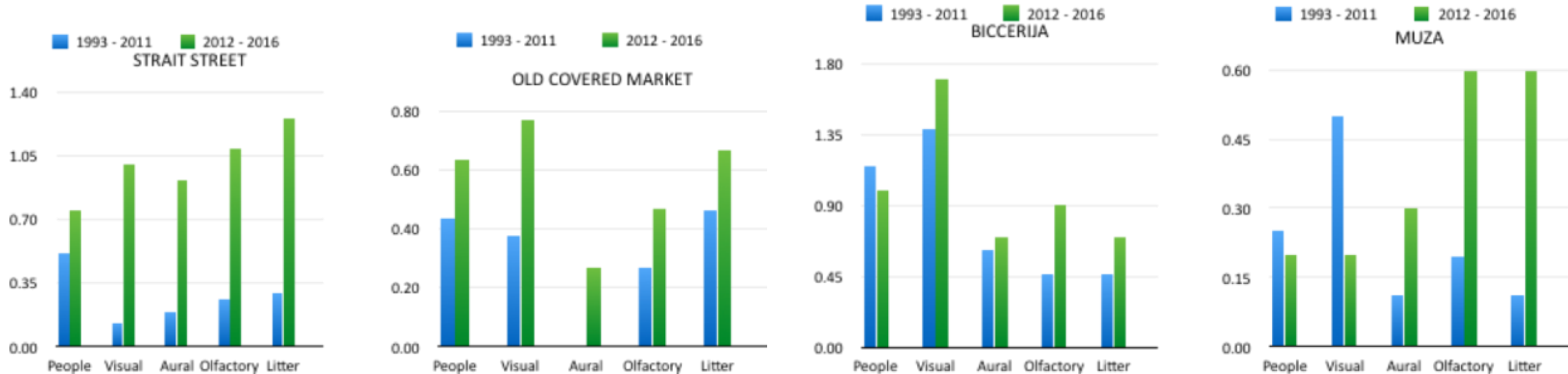
Key Findings to date

Post-2012, the amount of development planning applications for change of use has increased significantly
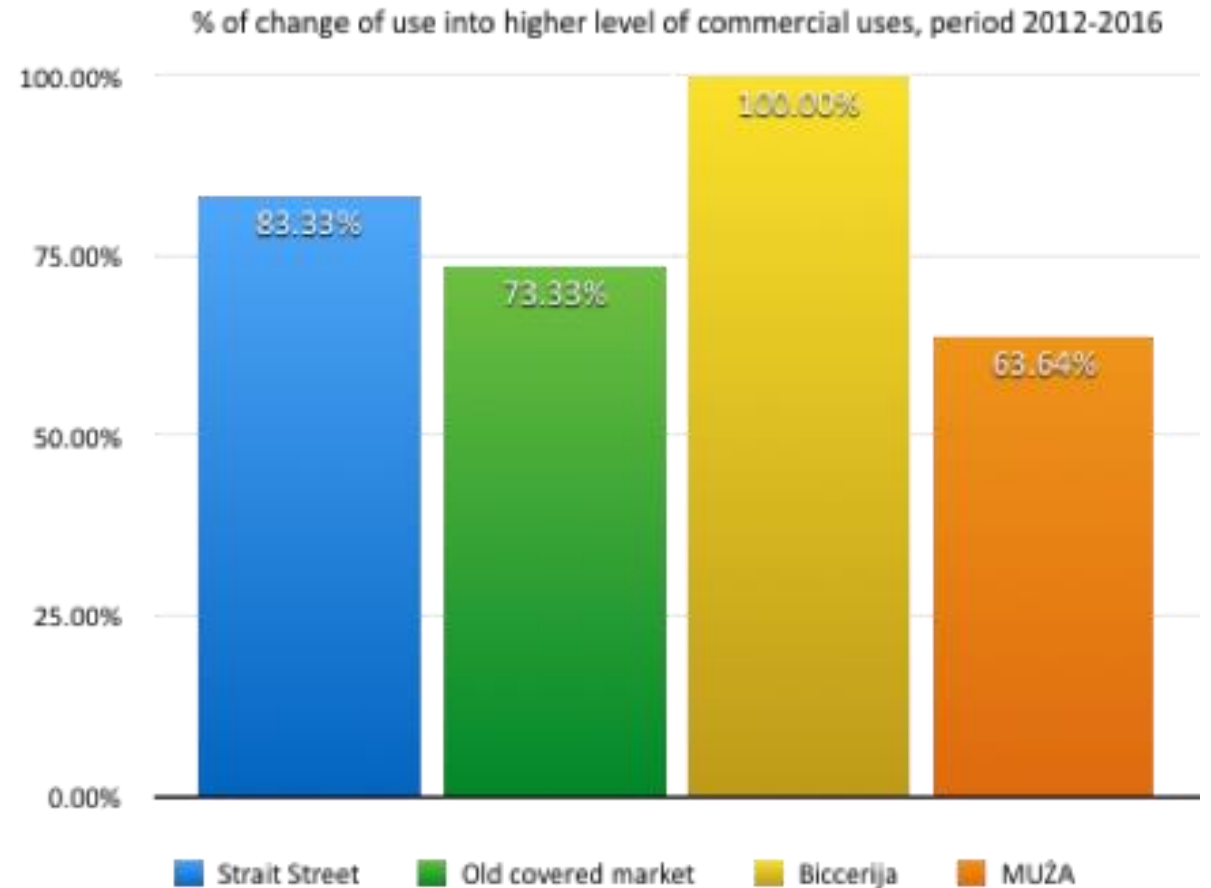
Different reasons for this phenomenon

○ Change of use/years

Key Findings to date

- Within the period 2012 – 2016, highest impact is again in the Biċċerija neighbourhood, followed by Strait Street

Change of use – Measuring impact in terms of: Generation of People (and increased people movement, positive impact), Visual implications (positive impact), Aural implications (noise generation, negative impact), Olfactory implications (smell generation, negative impact), Litter generation (negative impact): 2012 - 2016
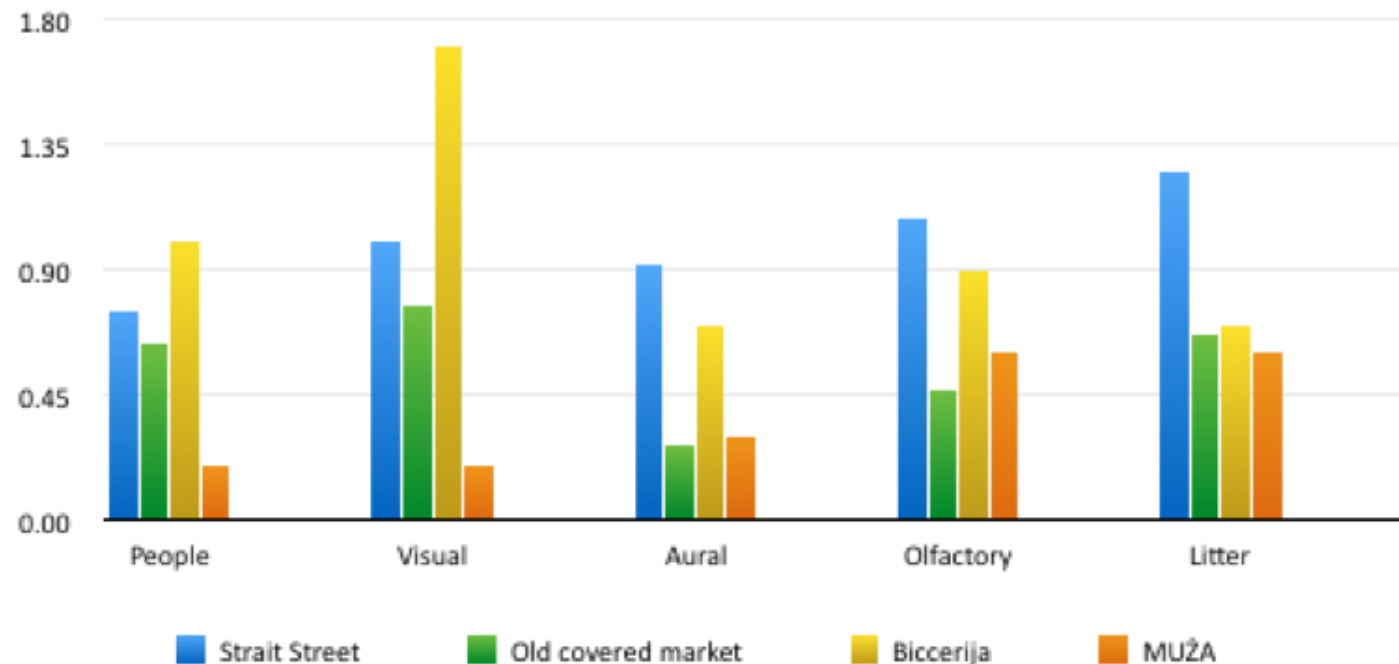
Key Findings to date

- Further in-depth analysis of nature of change of use in terms of scale of impact of commercial uses

- Conclusion:

In the Biċċerija neighbourhood and along Strait Street, the majority of the premises are changing their uses into commercial uses (from residential or vacant premises), or changing into a higher level of commercial use (for instance, from office to retail, or from retail to catering)

% of change of use into higher level of commercial uses, period 2012-2016

Strait Street — 83.33%
Old covered market — 73.33%
Biccerija — 100.00%
MUŻA — 63.64%

Legend: Strait Street, Old covered market, Biccerija, MUŻA

Key Findings to date

- All the premises located in the Biċċerija neighbourhood that have applied for a change of use, post-2012, are changing into a higher level of commercial use

- In contrast, within the neighbourhoods surrounding MUŻA and the Old Covered Market, change of use here is:

(a) not of a commercial nature (e.g. from warehousing to residential); or

(b) it remains within the same level of commercial use (e.g. different typologies of retail).

Key Findings to date

(4) Social and Behavioural Analyses for the four neighbourhoods

Demographic data obtained from the Census (NSO 2012) at the neighbourhood level – all four sites characterised by an ageing population (highest percentage in the MUŻA neighbourhood; similar trends for:

- Literacy: highest % of illiterate persons within Biċċerija neighbourhood

- Employment: highest % of unemployed people registered within Biċċerija neighbourhood (% of employed residents lowest in Biċċerija neighbourhood)

- Education: highest % of residents with no schooling registered in Biċċerija neighbourhood

Key Findings to date

Census Data analysis (NSO)		Biccerija		Strait Street		MUŻA		Old Covered Market	
		count	%	count	%	count	%	count	%
Persons living by age group	Total	457	100	114	100	159	100	246	100
	0-14	61	13.35	7	6.14	21	13.21	23	9.35
	15-24	53	11.60	7	6.14	18	11.32	20	8.13
	25-44	105	22.98	24	21.05	30	18.87	62	25.20
	45-64	138	30.20	38	33.33	40	25.16	67	27.24
	65+	100	21.88	38	33.33	50	31.45	74	30.08
Literacy	Total	416	100	110	100	142	100	229	100
	Literate	349	83.90	97	88.20	126	88.70	219	95.60
	Illiterate	67	16.10	13	11.80	16	11.30	10	4.40
Employment	Total	396	100	107	100	138	100	223	100
	Employed	121	30.60	45	42.10	47	34.10	87	39.00
	Unemployed	39	9.80	5	4.70	9	6.50	7	3.10
	Student or person having an unpaid working experience	11	2.80	4	3.70	4	2.90	9	4.00
	Retired	87	22.00	26	24.30	32	23.20	56	25.10
	Cannot work due to illness or disability	18	4.50	2	1.90	3	2.20	3	1.30
	Taking care of the house and/or family	106	26.80	23	21.50	36	26.10	56	25.10
	Other inactive persons	14	3.50	2	1.90	7	5.10	5	2.20
Education	Total	396	100	107	100	138	100	223	100.0
	No schooling	14	3.54	0	0.00	4	2.90	3	1.35
	Primary	118	29.80	19	17.80	31	22.46	62	27.80
	Lower Secondary	212	53.54	52	48.60	77	55.80	87	39.01
	Upper Secondary	22	5.56	14	13.10	16	11.59	33	14.80
	Post-Secondary Non-Tertiary	9	2.27	4	3.70	1	0.72	2	0.90
	Tertiary	21	5.30	18	16.80	9	6.50	36	16.10
Education (regrouped categories)	Total	396	100	107	100	138	100	223	100.0
	No schooling	14	3.54	0	0.00	4	2.90	3	1.35
	Mandatory	361	91.20	89	83.20	125	90.58	184	82.51
	Tertiary	21	5.30	18	16.82	9	6.52	36	16.14

Key Findings to date

Behavioural traits were observed within the predominant spaces located in each of the four neighbourhoods and consolidated into nine patterns (influences):
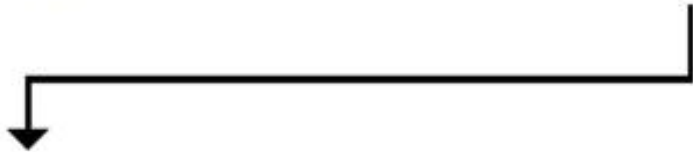
1. **Aural**

2. **Vehicular & Pedestrian Interface**

3. **User** Categories

4. **Thermal Comfort**

5. **Relating to Cleanliness**

6. Actual Use of Space

7. Perceptual Influences & Use of Space

8. Human Interaction

9. Olfactory

Key Findings to date

Subsequent categorisation of patterns into four broader themes, as follows:

A. Sensorial/Environmental Influences (Aural, Thermal Comfort, Olfactory, Relating to Cleanliness)

B. People/Users and their Interaction (User Categories, Human Interaction)

C. Vehicular and Pedestrian Interface (not categorised further due to its distinct and significant role within the urban spaces under study)

D. Actual/Perceived Use of Space (Actual Use of Space, Perceptual Influences and Use of Space)

INFLUENCES	INFLUENCE NO.
Aural	1
Vehicular and Pedestrian Interface	2
User Catergories	3
Thermal Comfort	4
Relating to Cleanliness	5
Actual Use of Space	6
Perceptual Influences and use of space	7
Human Interaction	8
Olfactory	9

| INFLUENCE NO.	THEMES	THEMES REF.
1.4.5.9	Sensorial/Environmental Influences	A
3.8	People/ Users and their Interaction	B
2	Vehicular & Pedestrian Interface	C
6.7	Actual/Percieved Use of Space	D

Key Findings to date
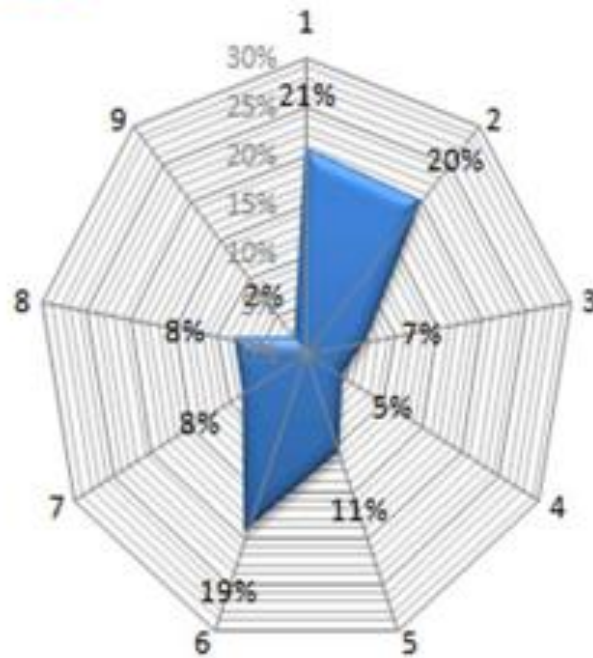
Behavioural mapping reveals the following predominant groups of patterns:

- *Strait Street* – Aural and Vehicular/Pedestrian Interface influences, influenced by (a) configuration of urban space, (b) tight height-to-width ratio characterising street (amplifying sounds), (c) conflicts between vehicles and pedestrians

Key Findings to date

| Influences	PATTERNS COVERED MARKET		%
1		89	27%
2		27	8%
3		46	14%
4		17	5%
5		11	3%
6		69	21%
7		22	7%
8		46	14%
9		8	2%
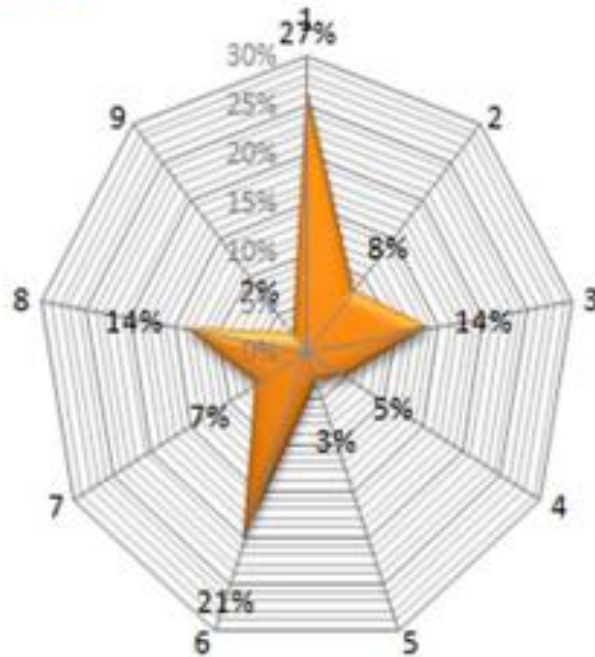
- *Old Covered Market* – Aural and actual use of space influences, influenced by the nature of the land uses surrounding and defining the urban space (recall the presence of retail outlets is second highest after MUŻA at 24%).

Key Findings to date

Influences	PATTERNS BIĊĊERIJA		%
1		92	22%
2		51	12%
3		41	10%
4		21	5%
5		31	8%
6		93	23%
7		16	4%
8		62	15%
9		3	1%
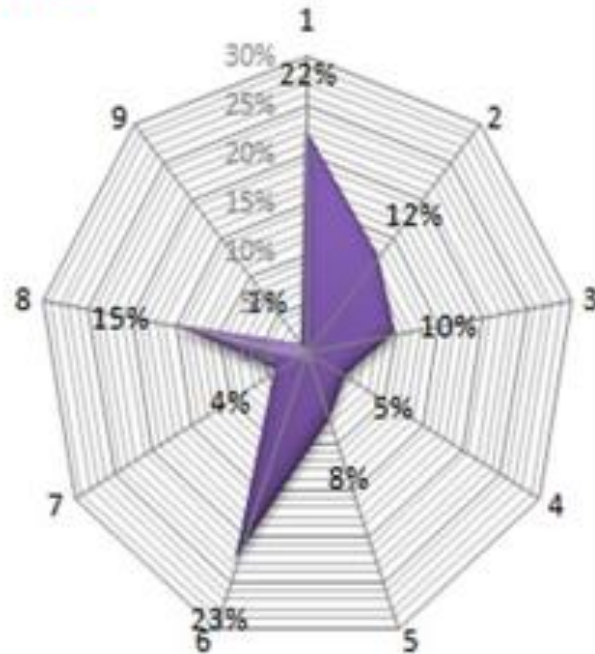
- *Biċċerija* – Actual use of space and aural influences, due to (a) interaction between resident and visitor, (b) fine balance that occurs between privacy, natural surveillance and visual permeability, (c) indoor spills out into the semi-private (e.g. balcony spaces) and semi-public spaces (space is often claimed in an informal manner).

Key Findings to date

| Influences	PATTERNS PJAZZA JEAN DE VALETTE		%
1		14	5%
2		40	13%
3		45	15%
4		38	12%
5		2	1%
6		63	21%
7		13	4%
8		90	29%
9		1	0%
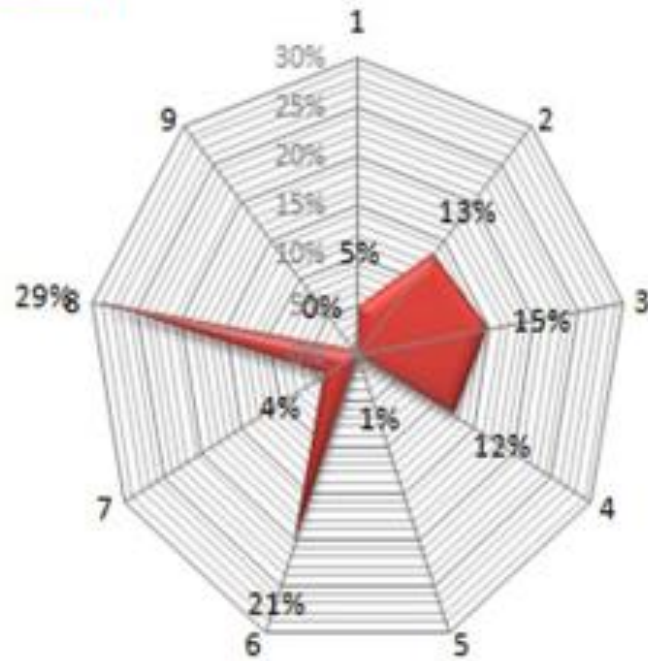
- *Pjazza Jean De Valette (MUŻA) –* Human interaction and actual use of space influences, particularly due to (a) lines of flow that characterise the urban space from multiple directions that increase chances of encounter, (b) high degree of vitality and presence of active frontages (as discussed from land use analysis)
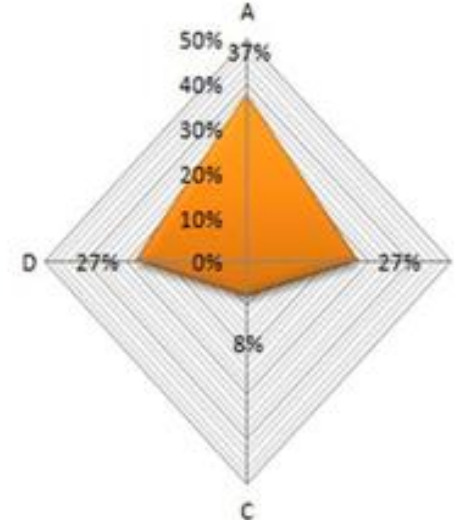
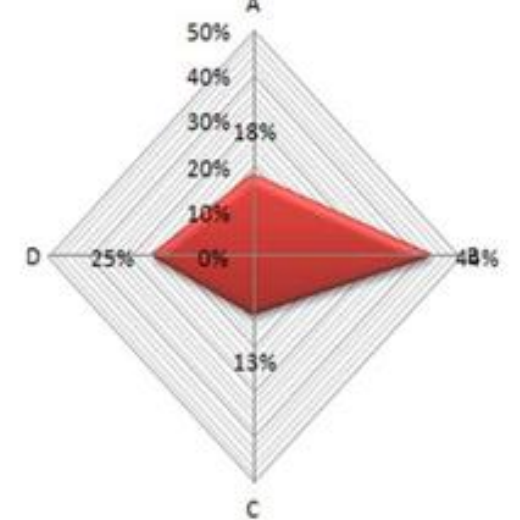# Key Findings to date

Annotation	THEMES STRAIT STREET		%
A		105	38%
B		41	15%
C		55	20%
D		76	27%
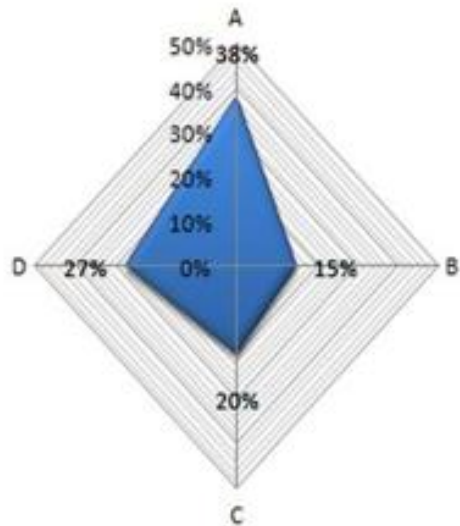
Annotation	THEMES BICCERIJA		%
A		147	36%
B		103	25%
C		51	12%
D		109	27%
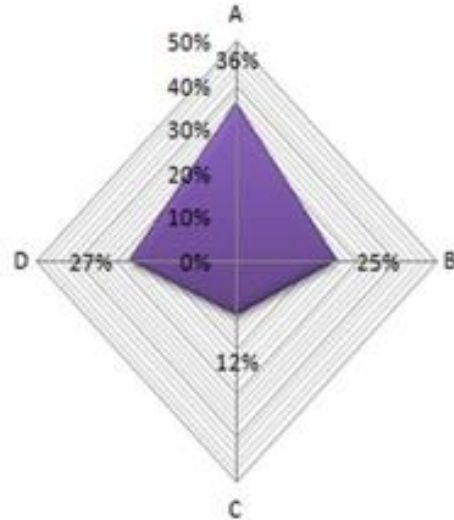
Annotation	THEMES PJAZZA JEAN DE VALETTE		%
A		55	18%
B		135	44%
C		40	13%
D		76	25%

Annotation	THEMES COVERED MARKET		%
A		125	37%
B		92	27%
C		27	8%
D		91	27%

Collating into four broad categories: Strait Street, Biċċerija and Old Covered Market neighbourhoods dominated by sensorial/environmental influences; Pjazza Jean De Valette (MUŻA neighbourhood) dominated by People/Users and their Interaction.

Main conclusions to date

1. Spatial quality and built fabric analysis: direct correlation of results from spatial quality analysis and Census data (MUŻA neighbourhood scores highest and Biċċerija lowest)

2. Land use analysis: Land use study even more relevant in relation to discussion of new uses characterising neighbourhoods, particularly the injection of non-residential uses (generally of a commercial nature)

3. Analysis of development planning applications: enables us to visualise the ripple effect that phenomena, potentially including Valletta 2018 are having, by instigating and incentivising change that results in socio-spatial impacts.

Main conclusions to date

4. Social analysis: spatial and social data from different sources and thus non-comparable; nevertheless, interesting to note that highest percentages for illiterate, unemployed and non-schooled residents corresponds to lowest spatial quality score (Biċċerija). Possible relationship between state of urban space/housing conditions and residents' level of achievement.

5. Behavioural analysis: not hard to imagine that changing nature of the four sites will play a major role in either reinforcing or changing the nature of the behavioural influences e.g. increased vehicular/pedestrian conflicts, a greater influence of aural, olfactory and cleanliness-related influences (particularly with the advent of catering establishments within the sites), increased opportunities for human interaction due to increased pedestrian traffic/footfall resulting from change of uses.

Way forward // Plan for 2017

The next steps for this research in 2017 are to be consolidated into the following tasks:

- Further development and update of **change of use** (end 2016 and throughout 2017)

- In-depth **textual analysis** of interviews carried out with key stakeholders

- Development of **PPGIS workshops** for the four sites under study (in collaboration with Design4DCity) and further development of Mapping for Change platform

- Further analysis of **socio-spatial correlation**, converging results together in order to be able to understand the socio-spatial implications for the four neighbourhoods

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VALLETTA 2018

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A Comprehensive Analysis of the Valletta 2018 Cultural Programme

Daniela Blagojevic Vella

The Cultural Programme

"The Cultural Programme that is being designed by the Valletta 2018 Foundation aims to reinforce citizen's pride and self-esteem, allow for active participation, and develop initiatives that leave concrete and durable results leading to a citizenship that can affirm itself, generate international interest, and fully exploit the new or regenerated cultural infrastructure offered by the city" (Cremona, 2016, p. xii).

Research Objectives

▪ To analyse the creation of the Valletta 2018 Cultural Programme and the individual projects from development to implementation from 2015 to 2018.

▪ To identify the effectiveness of the programme regarding

1. Cultural offer

2. Audience participation

3. European collaboration.

Research Questions

RQ1 How are the aims and objectives of the Valletta 2018 Cultural Programme being developed?

RQ2 How is the programme developed and devised?

RQ 3What are the range and diversity of the cultural offer and programming balance?

Research Questions

RQ4 How do the projects included in the Cultural Programme fulfil ECoC objectives on cultural participation? What strategies are being devised to engage audiences? What are the barriers to participation as perceived by the Cultural Programmers and creators?

RQ5 How do the projects/events reflect the European Dimension?

RQ6 What are the challenges encountered in the delivery of the Valletta 2018 programme?

Cultural Programme Elements
(ECORYS 2014-2015; Garcia and Cox 2013; Palmer/Rae 2004)

Cultural Offer

▪ Clear and coherent artistic vision for the Cultural Programme;

▪ Involvement of local artists and cultural organisations in the conception and implementation of the Cultural Programme;

▪ Range and diversity of activities and their overall artistic quality;

▪ Combination of local cultural heritage and traditional art forms with new, innovative and experimental cultural expressions.

Cultural Programme Elements
(ECORYS 2014-2015; Garcia and Cox 2013; Palmer/Rae 2004)

Culture participation and engagement

- Involvement of the local population in the application and implementation of the ECoC;

- New opportunities for a wide range of citizens to attend or participate in cultural activities, in particular young people and vulnerable groups;

- Overall strategy for audience development, in particular the link with education and the participation of schools.

Cultural Programme Elements

European Dimension

▪ Scope and quality of activities promoting the cultural diversity of Europe, intercultural dialogue and mutual understanding;

▪ Scope and quality of activities highlighting the common aspects of European cultures, heritage and history and European integration;

▪ Scope and quality of activities featuring European artists and co-operation with operators or cities in different countries;

▪ Strategy to attract the interest of a broad European and international public.

Methodology

Methodology	2015	2016	2017	2018
Institutional Analysis	X			X
Focus groups	X	X	X	X
In-depth interviews	X	X	X	X
Online questionnaire		X	X	X
Project visits		X	X	X

Culture Programme development to date:

2015	2016
• Focus on refining vision and objectives; • Development and piloting of initial projects.	• Consolidation of projects to be included in 2018 programme with over 60 projects included; • Greater emphasis on international dimension.

Key informants

- The Valletta 2018 Foundation team members and management including the Executive Director, Programme Coordinator and officers, Regional Coordinators, Strand Coordinators, *Tal-Kultura* volunteers Programme Manager;

- Special events team including Production Coordinator, Line Producer and Executive Assistant.

- Creators, Co-Creators and producers of projects included in the Cultural Programme;

- Key persons from Public Cultural Organisations;

- Independent artists and groups.

Key observations 2016

RQ 1

The objectives outlined by over 15 respondents include the following: (i) The focus on improving access to culture and the arts; (ii) Capacity building and opportunities for artists; (iii) Contributing to the development of quality projects; (iv) Legacy to ensure that outcomes continue beyond 2018.

The need to become more aware of the overall aims of Valletta 2018 beyond the needs of their individual project.
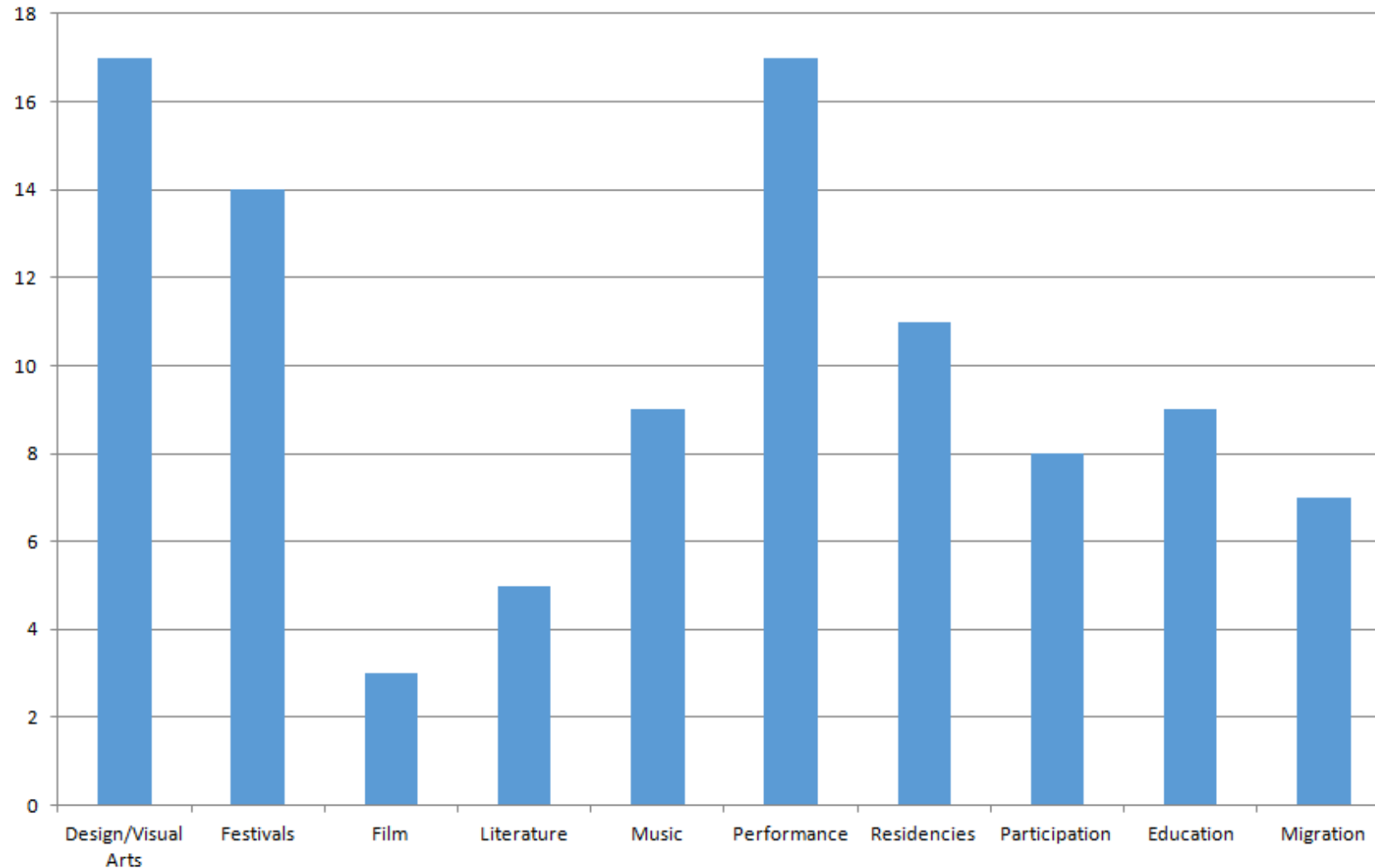
Key observations 2016

RQ 2

- Projects are being tested and developed so that more ambitious events can then feature in 2018 and over 25 projects were piloted or developed throughout 2016.

- These projects are process led in that they are being developed from now and will then be fully implemented in 2018.

Key observations 2016

RQ 3

The range of projects included in the Valletta 2018 programme will continue to grow over the next year, with the full range of events launched in 2018 and an estimated 100 projects to be included.

Project range as established by Dec 2016

2017 Culture Matters Seminar: Valletta 2018 Findings

Key observations 2016

RQ 4

- In 2016, the Foundation estimates that over 150,000 people took part in activities and projects related to Valletta 2018.

- All projects included in the programme include a participatory element, either in terms of passive participation or active participation.

- Programmers, project leaders and artists interviewed shared a common concern that reaching out to audiences is not without difficulty and that increasing audience participation requires a significant cultural chaɪ

Key observations 2016

RQ 4

▪ In 2016, the launch of the *Tal-Kultura* volunteering programme and the work of the Regional Coordinators showed a strategic effort to reach out to different target groups and to involve civil society.

▪ Regional Coordinators also stepped up their role and are now helping the Foundation to understand the needs of different locations and to address gaps in the programme.

Key observations 2016

RQ 5

- A major shift was observed in 2016 preparations showing a more outward-looking approach and emphasis on the international dimension.

- The appointment of Airan Berg as International Artistic Advisor largely contributed to this development and increased the focus on establishing international links. An International Officer was also engaged early in 2016 as part of the programming team in this area.

- Throughout the year, the programming team deliberately sought to explore European connections and the new programme content attests to this.

Key observations 2016

 RQ 6 Challenges

▪ Finding the right professionals to work on projects and to strengthen human resources to ensure the successful delivery of the programme.

▪ Implementing effective strategies to attract and engage audiences.

▪ Understanding the overall objectives of the Cultural Programme and sharing best practices to reach and engage audiences.

Way forward

- An online questionnaire will be sent to the producers of around 50 projects that are planned for this year;
- Project visits throughout 2017 for on-site observations of projects and events;
- 3 focus groups will be organised in the second quarter of 2017;
- In-depth interviews throughout the whole year up until the end of November before the compilation of the final report.

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VALLETTA 2018
EUROPEAN CAPITAL OF CULTURE

The impact of Valletta 2018 on Tourism

Tania Sultana
Head of Research
Malta Tourism Authority

Tourism Performance in 2016

- Demand for tourism remained robust in 2016

- 2016 was the 7th consecutive year of sustained growth

	2015	2016
World	4.6%	3.9%
Europe	4.7%	2.0%
Southern Mediterranean Europe	4.9%	1.4%
Malta	5.5%	10.2%

Sources: UNWTO, NSO

Tourism Performance in Malta 2016/2015

+10.2%
- Inbound Tourists
  - 1.96 Million

+5.7%
- Tourist Nights
  - 14.96 Million

+4.3%
- Tourist Expenditure
  - €1.71 Billion

Source: NSO

Categorisation of Cultural Tourists

Greatly Motivated

- People who travel to a destination specifically because of its cultural opportunities, such as museums, cultural festivals and theatre.

Motivated in Part

- Persons who travel both because of the cultural opportunities along with other motivations such as sun, sea and leisure.

Measurement of Cultural Tourism

Greatly Motivated

12% of total tourists

25% of tourists staying in Valletta

Motivated in Part

43% of total tourists

40% of tourists staying in Valletta

Source: MTA Traveller Survey Jan to Jun 2016

Engagement in Cultural Activities

- Tourists staying in Valletta exhibit higher engagement in culture-related activities

	Tourists staying in Valletta	Tourists staying in other areas
Visit historical buildings	86.8%	77.6%
Visit temple/archaeological sites	54.7%	49.0%
Visit museums	69.5%	46.6%
Visit churches	83.7%	69.5%
Attend theatre/musical/ opera/dance	7.9%	2.8%
Attend visual arts event	4.2%	2.8%

Source: MTA Traveller Survey Jan to Jun 2016

Tourist views on improvements required

cleanliness

value for money

public conveniences

pavements

pedestrian signs

Quality of service

traffic & parking

opening hours of attractions
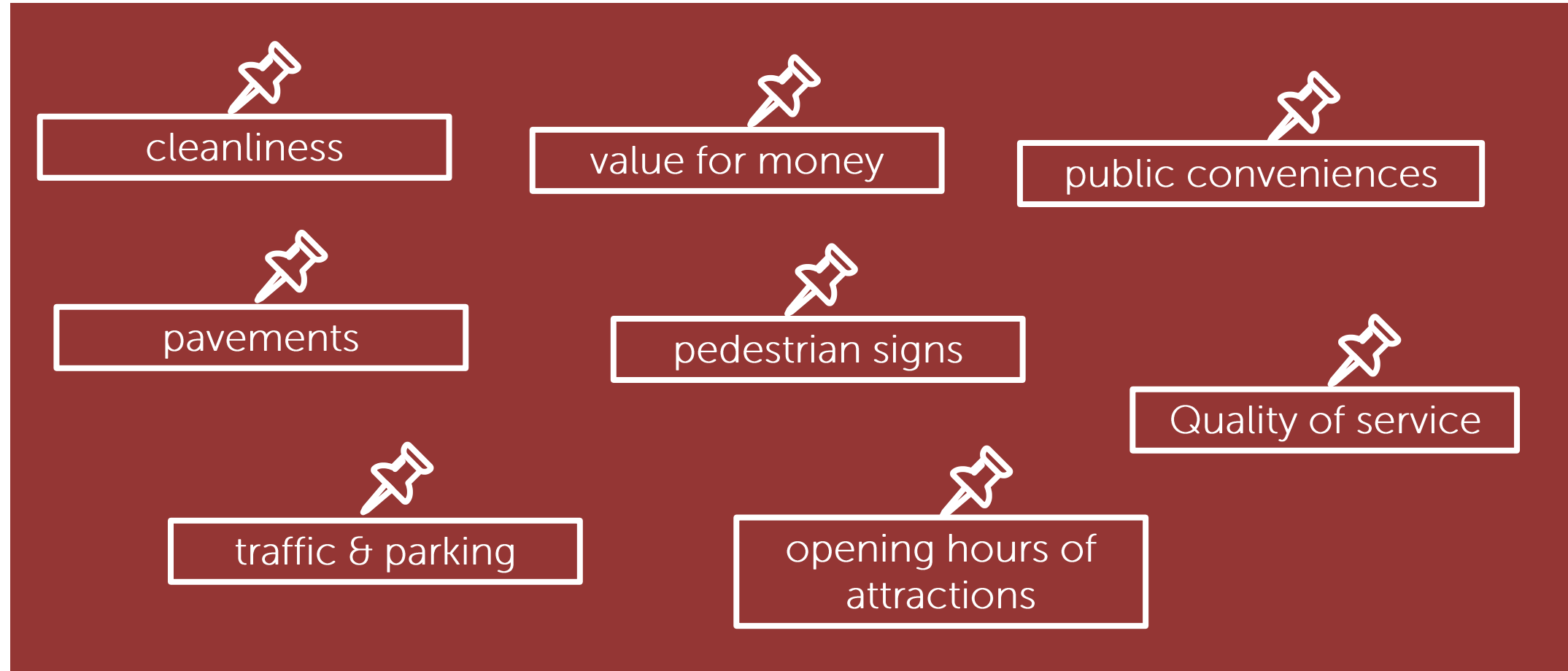
What tourists like about Valletta

History & Culture

Atmosphere & Ambiance

Architecture & Streetscape

Views & Landscape

Tourist awareness of ECOC status in 2016

Tourist awareness of Valletta ECOC's status is on the increase

	2016	2015
Prior to visiting Malta	28%	23%
During stay	47%	43%
No	25%	34%

Valletta

91% of tourists visit Valletta

8% of tourists stay in Valletta

Higher interest in culture

Higher satisfaction levels

2017 Culture Matters Seminar: Valletta 2018 Findings

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VALLETTA 2018

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Jobsplus' Responsibility & Objective

- Participating in Research Exercise 2.6 – Creating a Career in Cultural and Creative Industries

- Objective: analyse the impact on the Employment Sector

Methodology

Primarily based on Quantitative Techniques

▪ Statistical analysis of a number of employment indicators:
- Full-time and Part-time employment in CCIs
- Registered jobseekers
- Vacancies notified to Jobsplus

2 Phases
- Pre Valletta2018: 2014 – 2016
- During Valletta2018: 2017 – 2018

Findings (i) - Full-time Employment in CCIs

No. of persons employed

7000
6000
5000
4000
3000
2000
1000
0

2014Q1 2014Q2 2014Q3 2014Q4 2015Q1 2015Q2 2015Q3 2015Q4 2016Q1

M
F

2017 Culture Matters Seminar: Valletta 2018 Findings
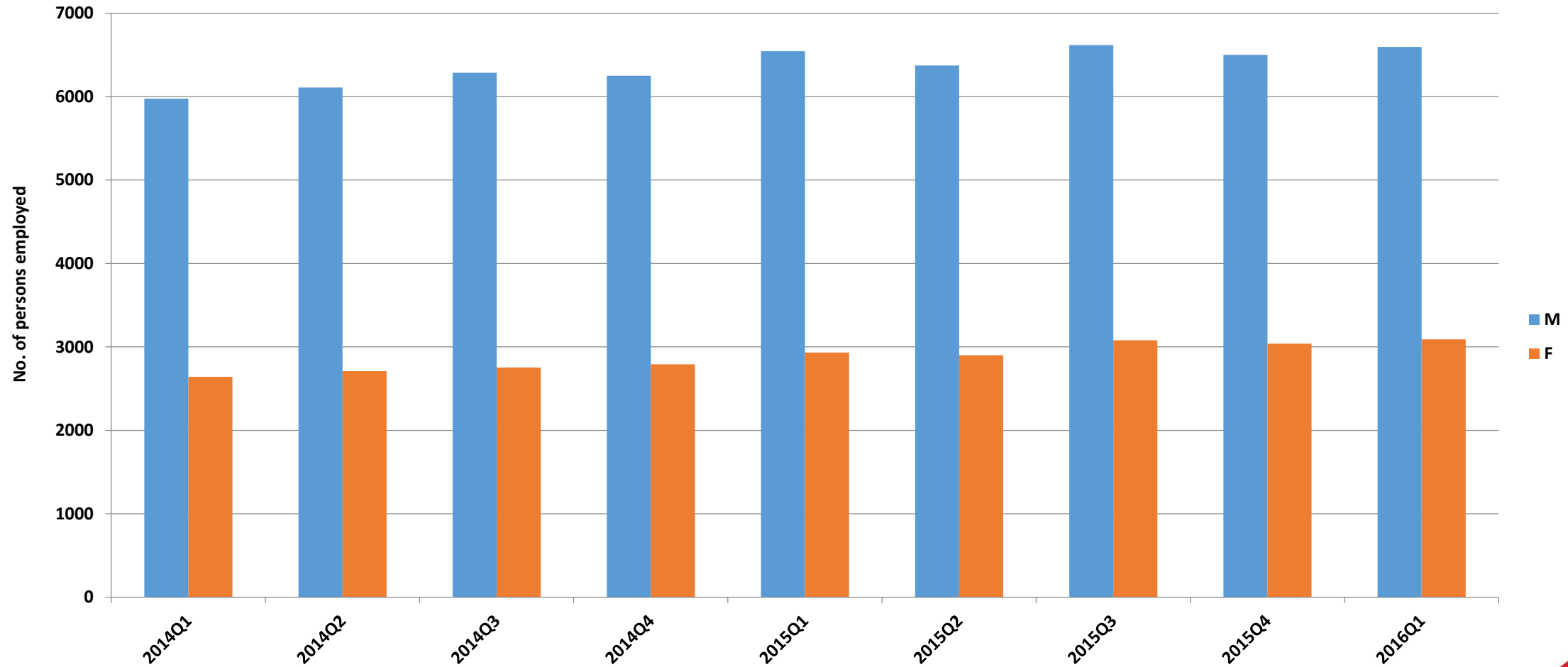
Findings (ii) - Part-time Employment in CCIs

No. of persons employed

Legend: F (orange), M (blue)

Categories (top to bottom): 2016Q1, 2015Q4, 2015Q3, 2015Q2, 2015Q1, 2014Q4, 2014Q3, 2014Q2, 2014Q1
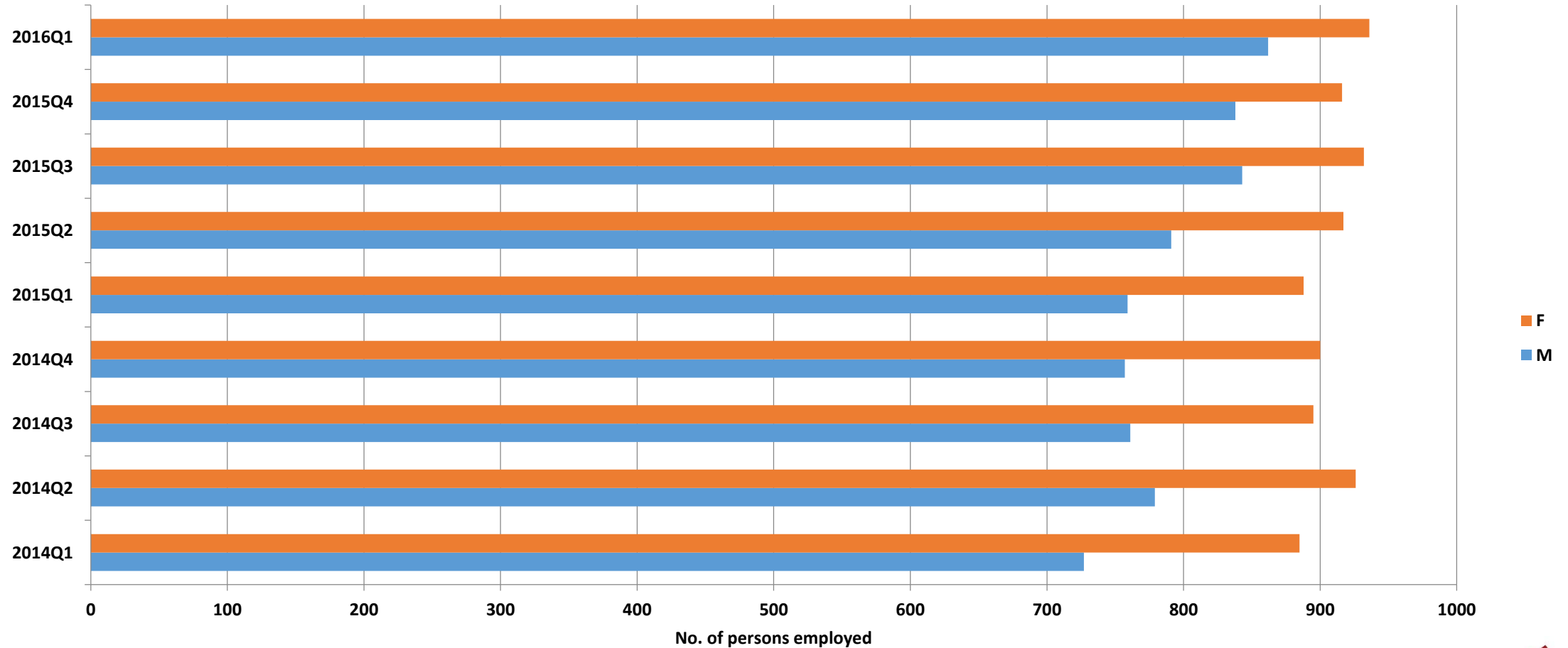
Findings (iii) - Total Employment in CCIs

No. of persons employed

11600
11400
11200
11000
10800
10600
10400
10200
10000
9800
9600

2014Q1 2014Q2 2014Q3 2014Q4 2015Q1 2015Q2 2015Q3 2015Q4 2016Q1
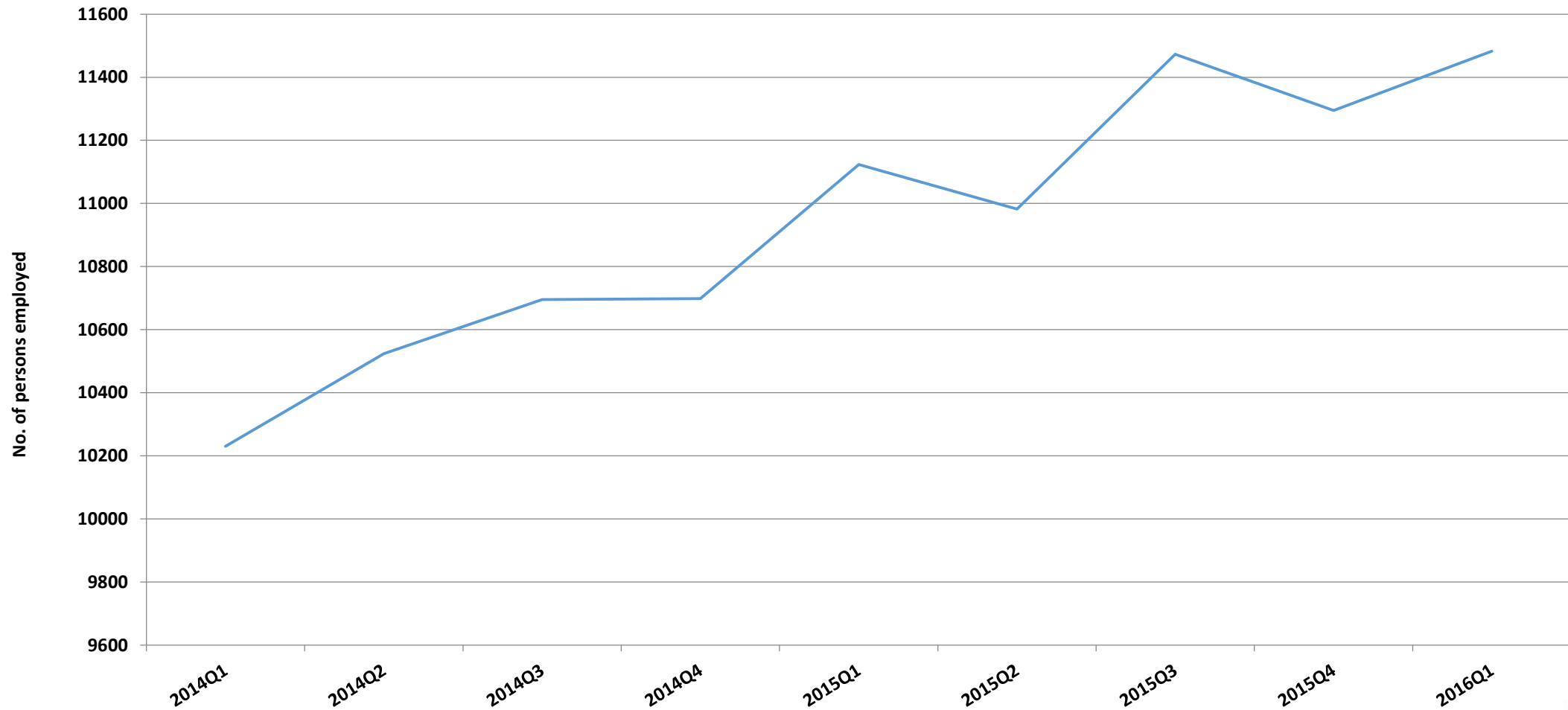
Findings (iv) – Employment by Nationality

Full-time Employment

- 20% EU Nationals
- 3% TCNs
- 77% Nationals

Part-time Employment

- 17% EU Nationals
- 1% TCNs
- 82% Nationals
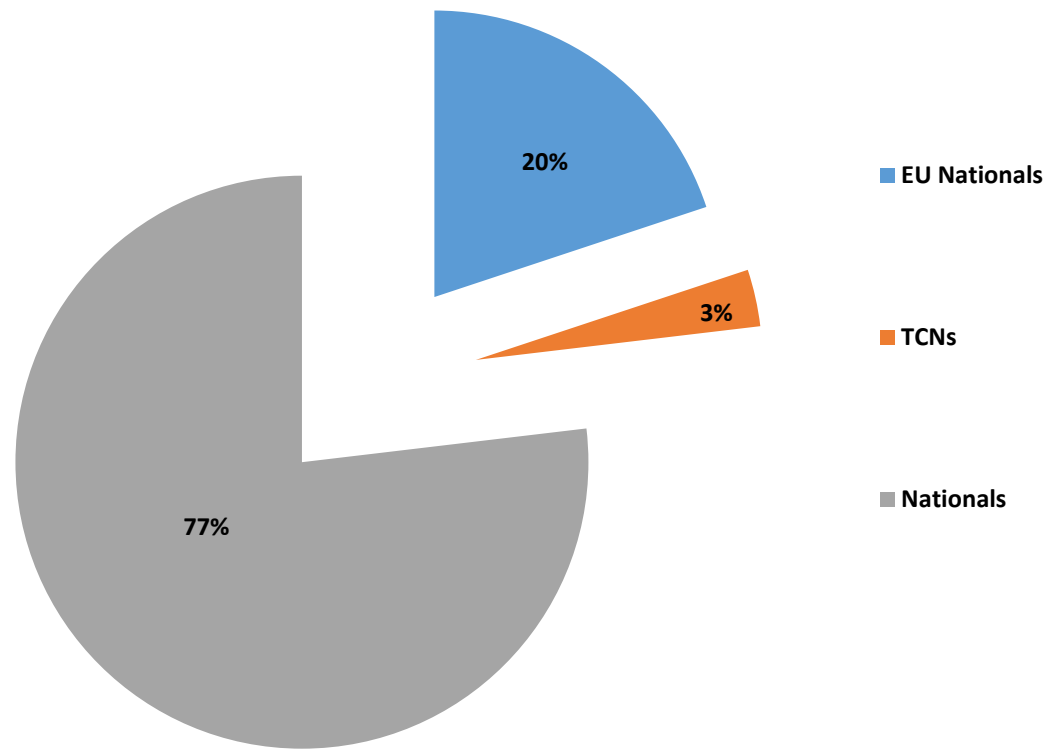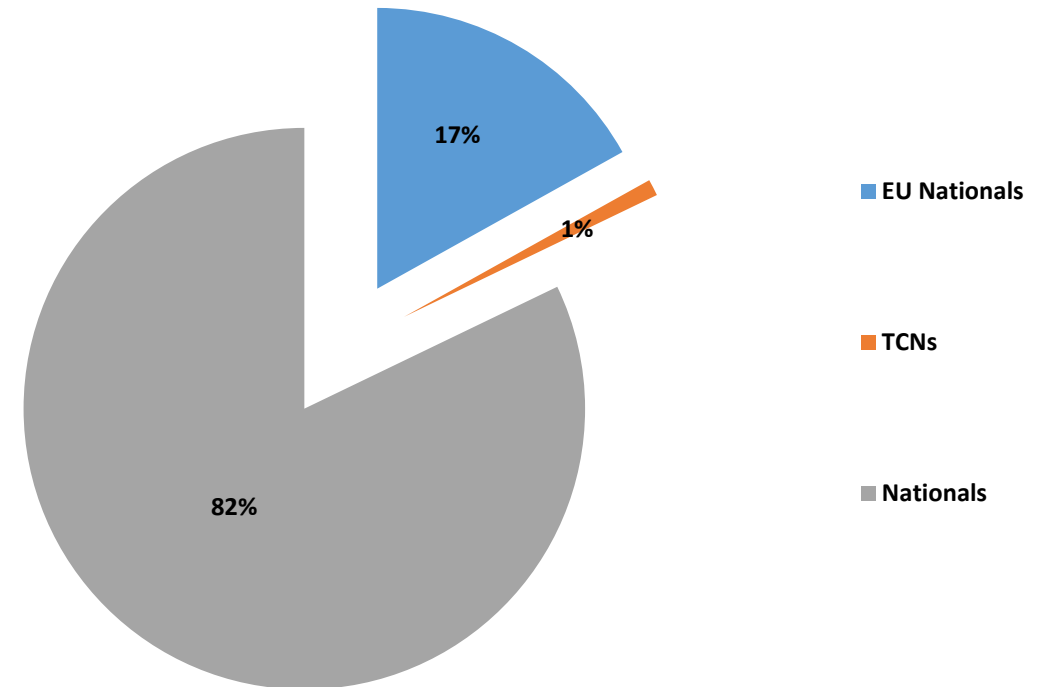
Findings (v) - Employment by NACE

- Computer programming activities - 62.01
- Other printing - 18.12
- Advertising agencies - 73.11
- Architectural activities - 71.11
- Engineering activities and related technical consultancy - 71.12
- Television programming and broadcasting activities - 60.20
- Retail sale of newspapers and stationery in specialised stores - 47.62
- Operation of historical sites and buildings and similar visitor attractions - 91.03
- Motion picture, video and television programme production activities - 59.11
- Specialised design activities - 74.10
- Other NACEs

Findings (vi) - Notified Vacancies to Jobsplus (relating to CCIs)
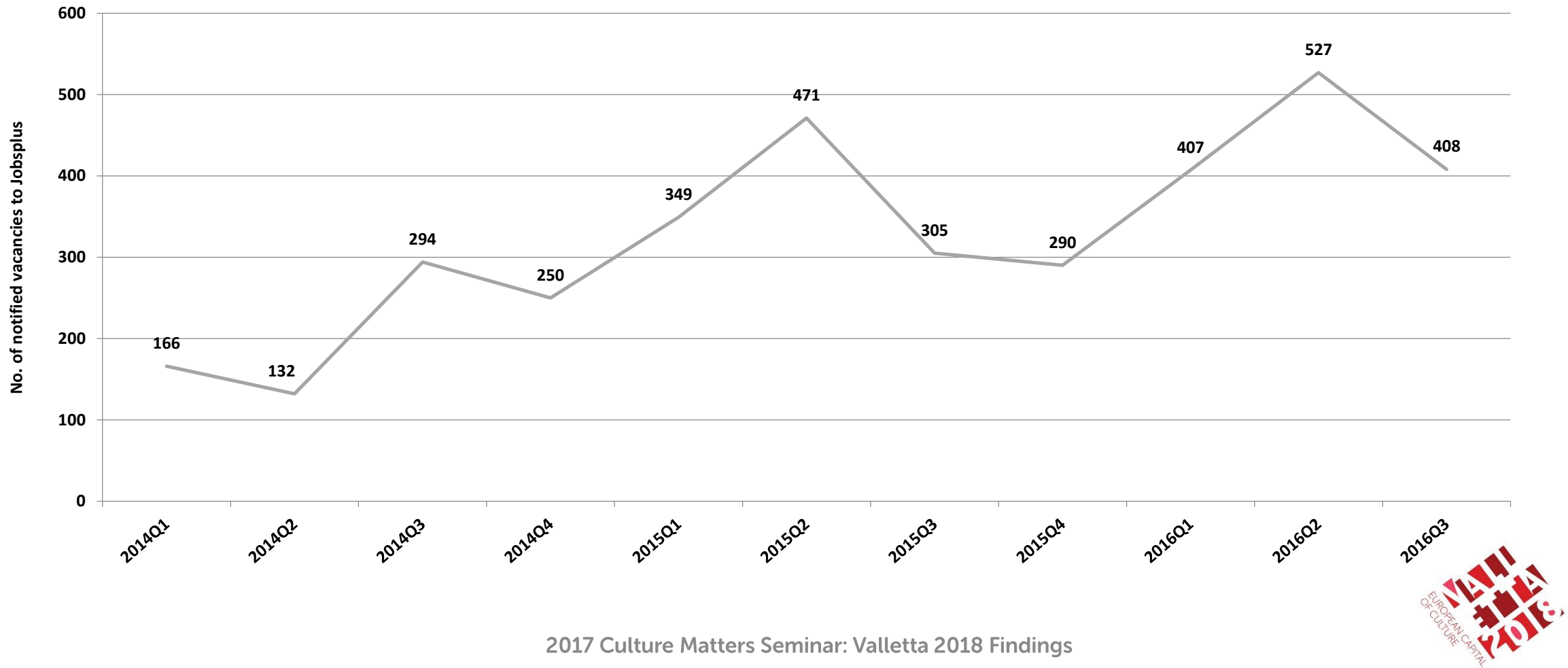
Findings (vii) – Registered Unemployed

No. of registered jobseekers

Quarter	Value
2016Q3	324
2016Q2	363
2016Q1	431
2015Q4	477
2015Q3	458
2015Q2	483
2015Q1	199
2014Q4	505
2014Q3	460
2014Q2	453
2014Q1	483
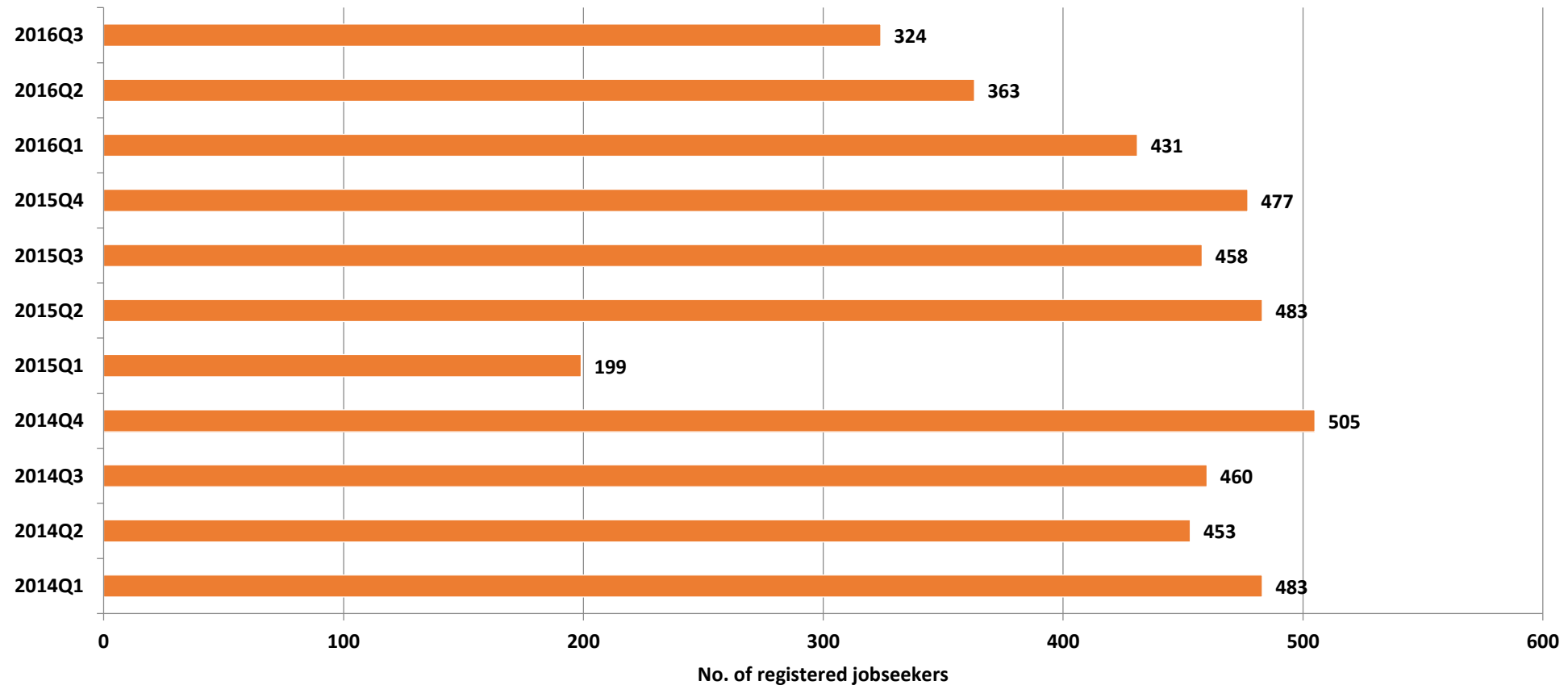
Vacancies notified to Jobsplus: Top 5 Occupations

- Printers
- Announcers on radio, television and other media
- Blacksmiths, hammersmiths and forging press workers
- Web and multimedia developers
- Software developers

Registered Jobseekers: Top 5 Occupations

- Film, stage and related directors and producers
- Printers
- Visual artists
- Graphic and multimedia designers
- Musicians, singers and composers

Conclusions

- Although it is still too early to derive any concrete conclusions at this point in time and ideally such analysis would be linked with concrete measures and initiatives directly related to Valletta 2018 (such as marketing, events, festivals).

- Full time employment in CCIs increased by approximately 12.38% over the two-year period of 2014-2016, reaching a total of 9,685 in Q1 2016. Part time employment increased by 10% over the same period. In total, employment in CCIs (on both a full and part time basis) amounted to 11,483 at the end of Q1 2016, almost 5.5% of employment in the total economy.

Way Forward

• Continue the research beyond the 2018 period, as it is only through such research which covers different periods that an analysis from the labour market perspective can be conducted.

• Following a number of qualitative research studies conducted by entities, including Jobsplus, we should focus on the results and try to gather more specific information on this economic industry.

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VALLETTA 2018

EUROPEAN CAPITAL
OF CULTURE

The Performance of the Culture and Creative Industries: An Economic Update

Kevin Vella
Economic Policy Department;
Ministry for Finance

Since 2010

Media sector has lost its share in the CCIs (from 28% in 2010)

Overtaken by growing share of creative business services (62% in 2010) and the arts (7% in 2010).

Heritage maintained its share

COMPOSITION OF THE CCIs IN 2015

Creative Business Services 66%

Heritage 3%

Arts 9%

Media 22%
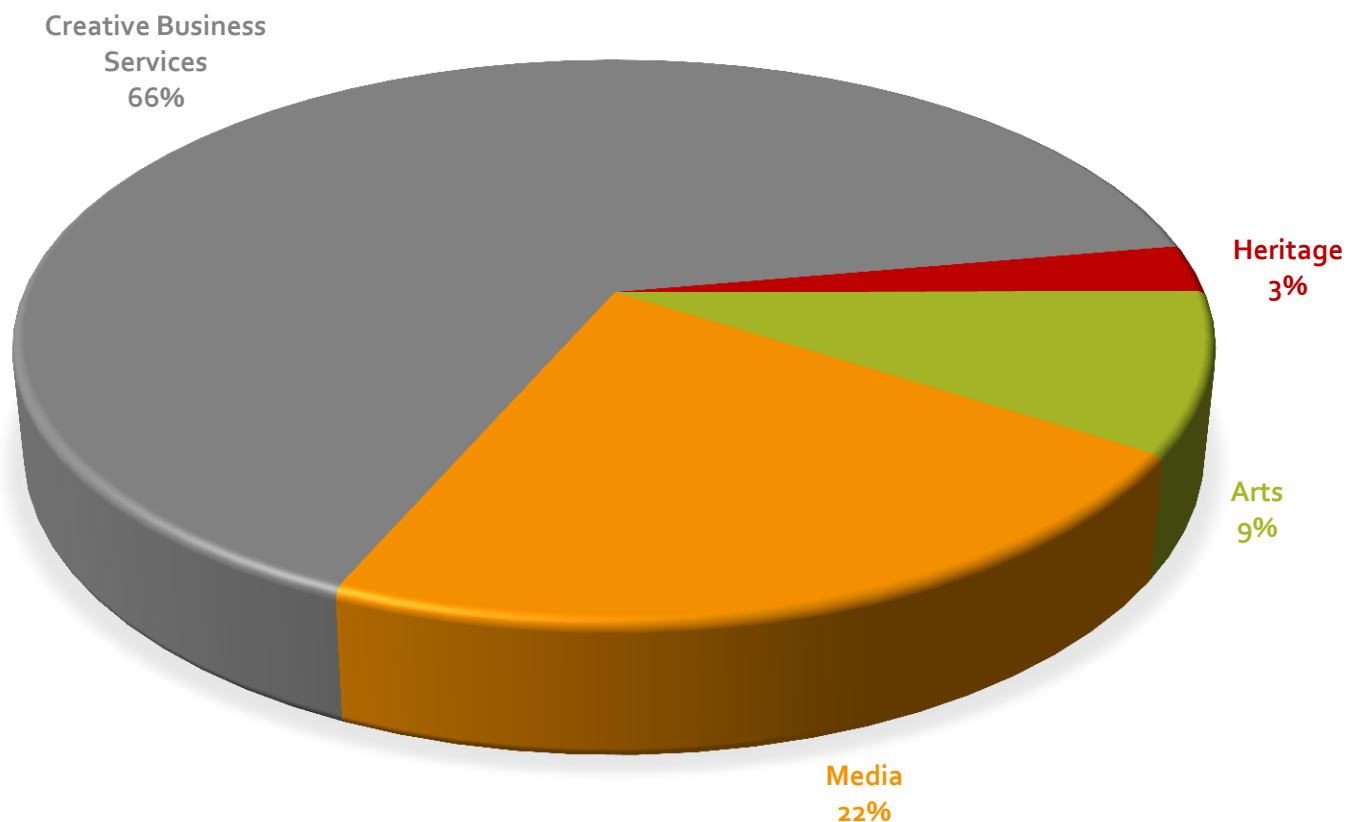
The CCIs outperforming the rest of the economy

The CCIs as a Share of GVA

Broad-based positive growth:

Recovery in the heritage sector

Persistent double-digit growth in Arts and the Creative Business Services

Media sub-sector continued to slow down further

Average Annual Growth in Gross Value Added (%)				
		2000/05	2005/10	2010/15
Crafts		-0.9	-10.9	5.9
Cultural Sites		:	-2.6	9.3
	Heritage	47.1	-3.6	9.0
Visual Arts		24.2	11.6	:
Music		0.1	30.9	:
Performing Arts		-4.1	7.3	:
Cultural Education				:
	Arts	5.0	17.6	15.4
Printing and Publishing		0.4	4.0	0.9
Audio-visual		0.0	7.0	10.9
	Media	0.3	4.7	3.8
Design		:	2.1	5.0
Software Services		32.1	19.3	9.5
Creative Services		145.5	7.3	18.2
Cultural Tourism		:	:	2.8
	Creative Business Services	57.6	12.2	10.1
CCI		17.3	9.4	8.8

The CCIs created 2,800 new jobs between 2010 and 2015;

Almost triple the job-creation between 2005 and 2010.

Average Annual Growth in Employment (%)		2000/05	2005/10	2010/15
Crafts		-2.7	1.6	-3.7
Cultural Sites		:	-7.8	1.7
	Heritage	42.5	-6.1	0.6
Visual Arts		16.3	8.7	:
Music		2.6	17.6	:
Performing Arts		-1.1	-6.8	:
Cultural Education				1.9
	Arts	3.8	5.5	6.0
Printing and Publishing		2.2	3.9	-1.5
Audio-visual		2.8	-4.1	0.4
	Media	2.4	1.2	-1.0
Design		:	-2.1	5.9
Software Services		11.2	8.0	11.8
Creative Services		75.3	1.3	9.4
Cultural Tourism		:	:	-1.2
	Creative Business Services	44.3	2.6	8.3
CCI		13.6	2.1	4.7

Gross value added per person employed:

€37,900 in the CCIs

€34,100 in services

€32,100 in manufacturing

Productivity
(GVA per Person Employed)

Category	Value
Services	~34,000
Manufacturing	~32,000
CCI	~38,000
Crafts	~12,000
Music	~15,000
Performing Arts	~16,000
Visual Arts	~16,000
Design	~24,000
Cultural Sites	~29,000
Printing and Publishing	~31,000
Audiovisual	~37,000
Cultural Education	~40,000
Cultural Tourism	~42,000
Creative Services	~64,000
SoftwareServices	~71,000

Axis: 0, 10,000, 20,000, 30,000, 40,000, 50,000, 60,000, 70,000, 80,000
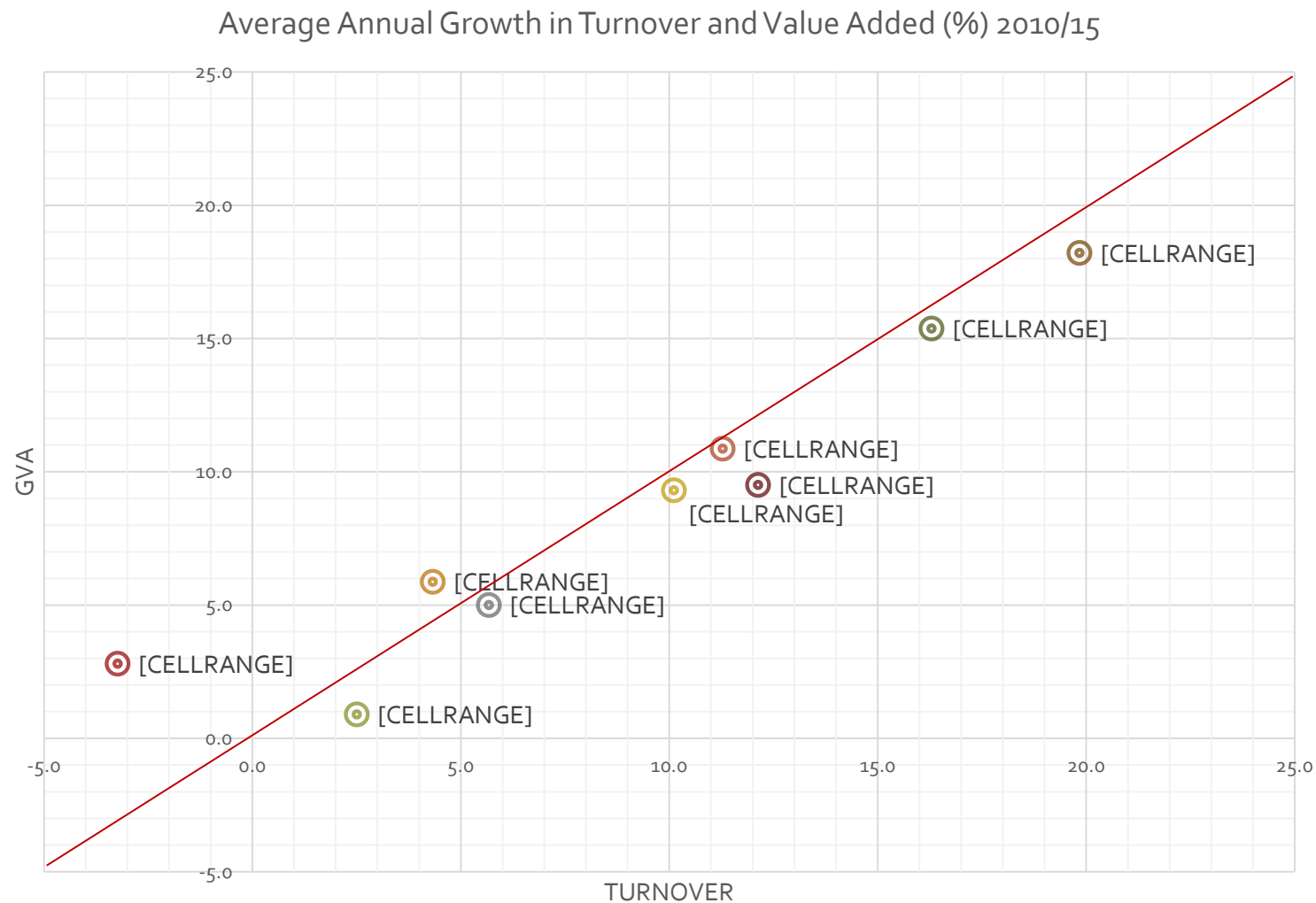
2017 Culture Matters Seminar: Valletta 2018 Findings

Productivity Gains Throughout:

Gross Value Added increased in Excess of Employment

Average Annual Growth in GVA per Person Employed (%)					
			2000/05	2005/10	2010/15
Crafts			1.9	-12.3	9.9
Cultural Sites			:	5.6	7.4
	Heritage		3.2	2.7	8.3
Visual Arts			6.8	2.6	:
Music			-2.4	11.3	:
Performing Arts			-3.1	15.0	:
Cultural Education					4.7
	Arts		1.2	11.5	8.8
Printing and Publishing			-1.8	0.1	2.5
Audio-visual			-2.7	11.6	10.5
	Media		-2.1	3.5	4.8
Design			:	4.3	-0.9
Software Services			18.8	10.5	-2.0
Creative Services			40.1	5.9	8.0
Cultural Tourism			:	:	4.0
	Creative Business Services		9.2	9.4	1.6
CCI			3.3	7.2	4.0

Strong demand conditions or gains in market shares supported the growth in GVA

Average Annual Growth in Turnover and Value Added (%) 2010/15

GVA (y-axis), TURNOVER (x-axis), data points labeled [CELLRANGE]

Profit margins have generally been maintained between 2010 and 2015

PROFIT MARGINS

Heritage — Arts — Media — Creative Business Services

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VALLETTA 2018

EUROPEAN CAPITAL
OF CULTURE

Professor Franco Bianchini

VALLETTA

2018

EUROPEAN CAPITAL OF CULTURE

Outline

1. Objectives
2. Research design
3. Results
4. Conclusions
5. Way Forward

Objectives – Research Question

What is the impact of the European capital of culture ECOC initiative on the European identity of people in Malta?

Objectives – Hypotheses

The impact of Valletta 2018 on European Identity

Depends the definition or dimensions of European Identity – H1

Increases with participation and involvement in ECoC – H2

Depends on other variables and demographics – H3

Outline

1. Objectives
2. Research design
3. Results
4. Conclusions
5. Way Forward

Design – Approach

Mixed-method approach spread over five year (2015-2019)

	2015	2016	2017	2018	2019
Literature, Desktop Research	X				
Quantitative data collection		X		X	
Qualitative data collection			X		X
Analysis and report writing	X	X	X	X	X

Design – Variables of interest

Identity
- Degrees of attachment Europe (vs town, country)
- Feeling European (vs Maltese)
- Day to day feeling European
- Meaning of being European (vs Maltese)

Representation
- Voting in European Parliament
- Consequences of what happens in Europe
- Benefits to Malta and to Self of joining EU

Scope
- European unification
- National vs EU by domain

Knowledge

Trust

Exposure to ECOC
- Heard about it
- Mention 3 events
- Visited the website
- Attended event
- Actively participated

Controls
- Trust in institutions
- Political interest

- Cultural attendance
- Cultural participation

- Health, wellbeing
- Socialising
- Religion affiliation, attendance

- Age
- Gender
- Educational level

- Household size, children
- Labour Status, Income
- Marital status

- Locality
- Resided abroad/ visited EU

Design – Nationwide Survey

Identification of Sample and Interviews

Population: individuals aged 18 + in private households

Recruitment through CATI, 3 weeks (actual 4, high non-response)

Sample: 700, Malta; 150 Valletta;

Anonymized with no cases suppressed

Highly representative by locality; slightly skewed elderly, females, retired

Wave 1 Data set: 100 variables, September 2016

Design – Representativeness
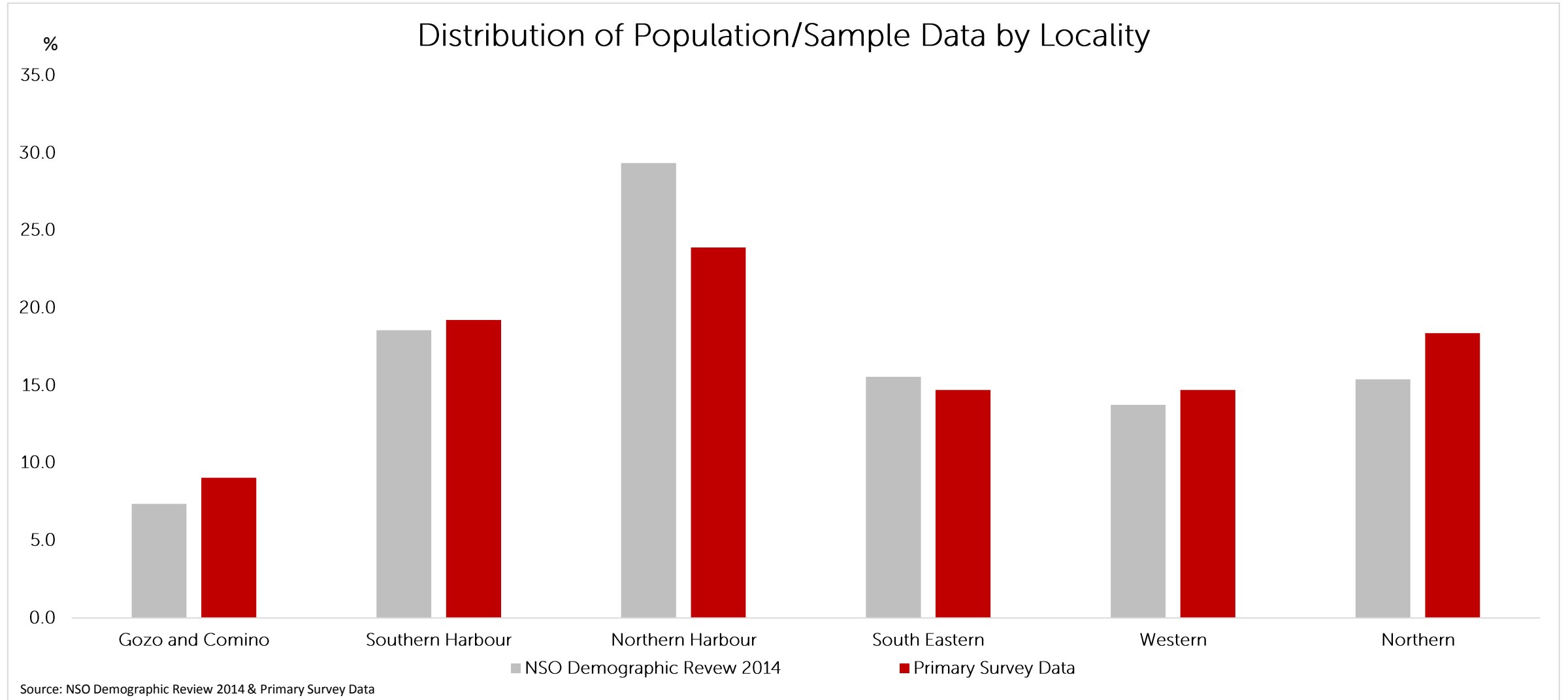
Distribution of Population/Sample Data by Locality

Source: NSO Demographic Review 2014 & Primary Survey Data

Outline

Results – Comparison to baseline

Degree of Attachment

%

Legend: Very attached, Fairly attached, Not very attached, Not at all attached, DK - Don't know

Y-axis: 90.0, 80.0, 70.0, 60.0, 50.0, 40.0, 30.0, 20.0, 10.0, 0.0

X-axis (Secondary Data): Your Country, Europe, Your Town/Village
X-axis (Primary Survey Data): Your Country, Europe, Your Town/Village

Source: Eurobarometer surveys data (Wave: 27/03/06) & Primary Survey Data
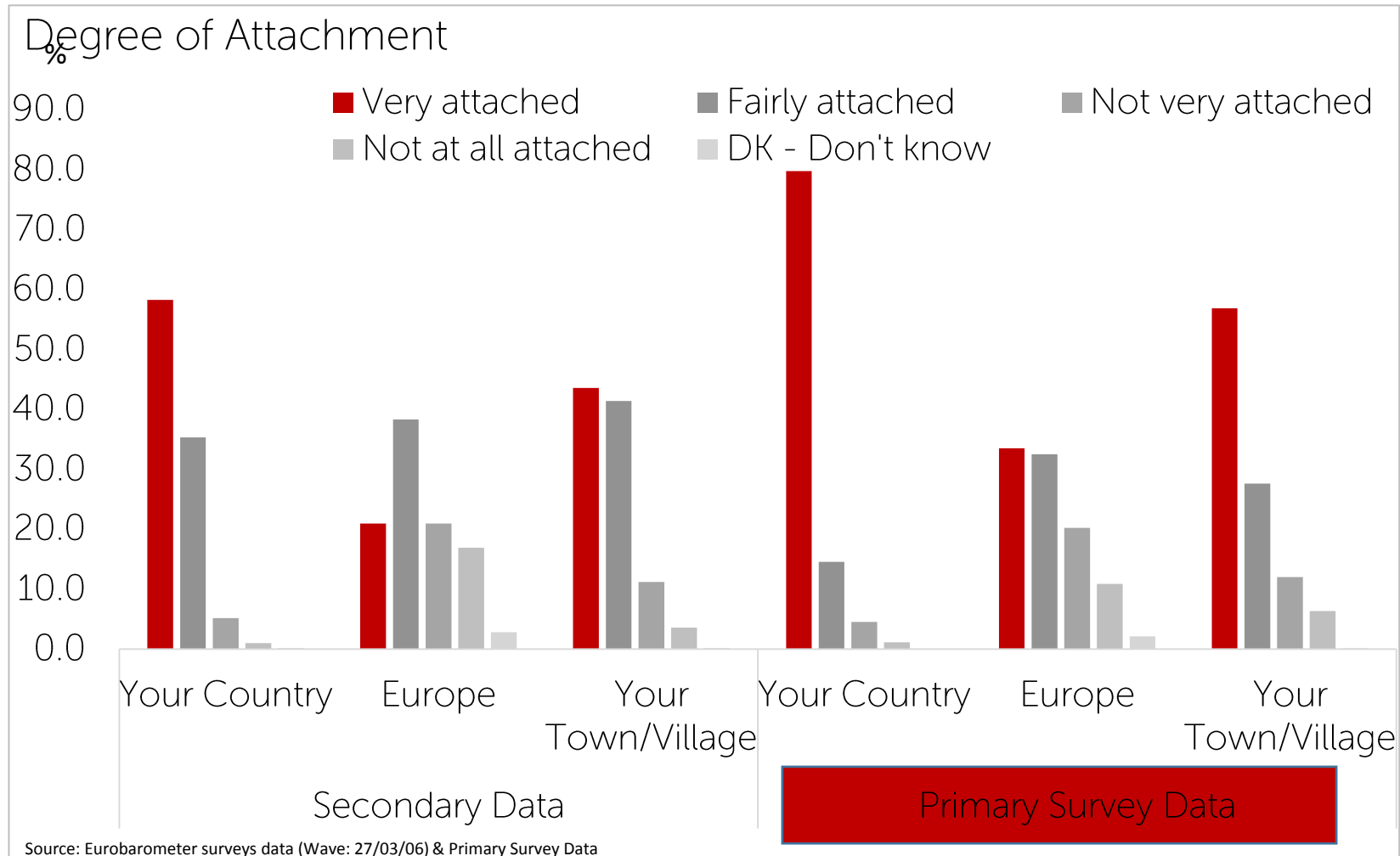
More integrated

Similar patterns, but relative to 2006 data, in 2016 survey, higher attachment:
- to country
- to town
- to Europe

Results – Comparison to baseline

Did Malta benefit from EU Membership?

Source: Eurobarometer Surveys data (2011) & Primary Survey Data
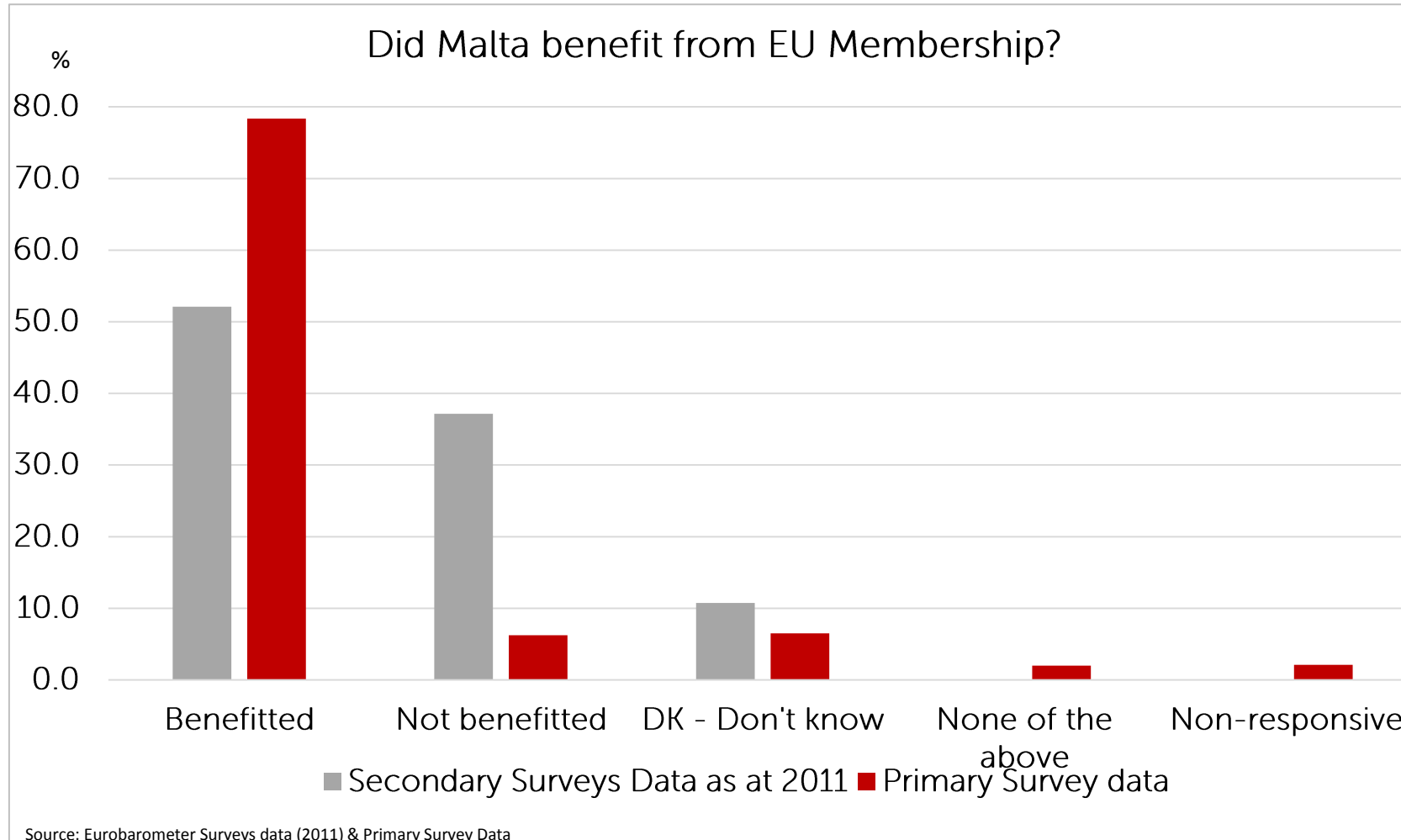
Believe EU more beneficial to Malta

Similar patterns, but relative to 2011 data, in survey more think Malta benefitted. Possible result of EU funded projects.

Results – Comparison to baseline

What is your opinion on European Unification?

%

| | Pro-integration | Satisfied as it is | Anti-integration | Don't know | Non-responsive |

Secondary Data ■ Primary Survey Data ■

Source: European Elections Study (2009) & Primary Survey Data
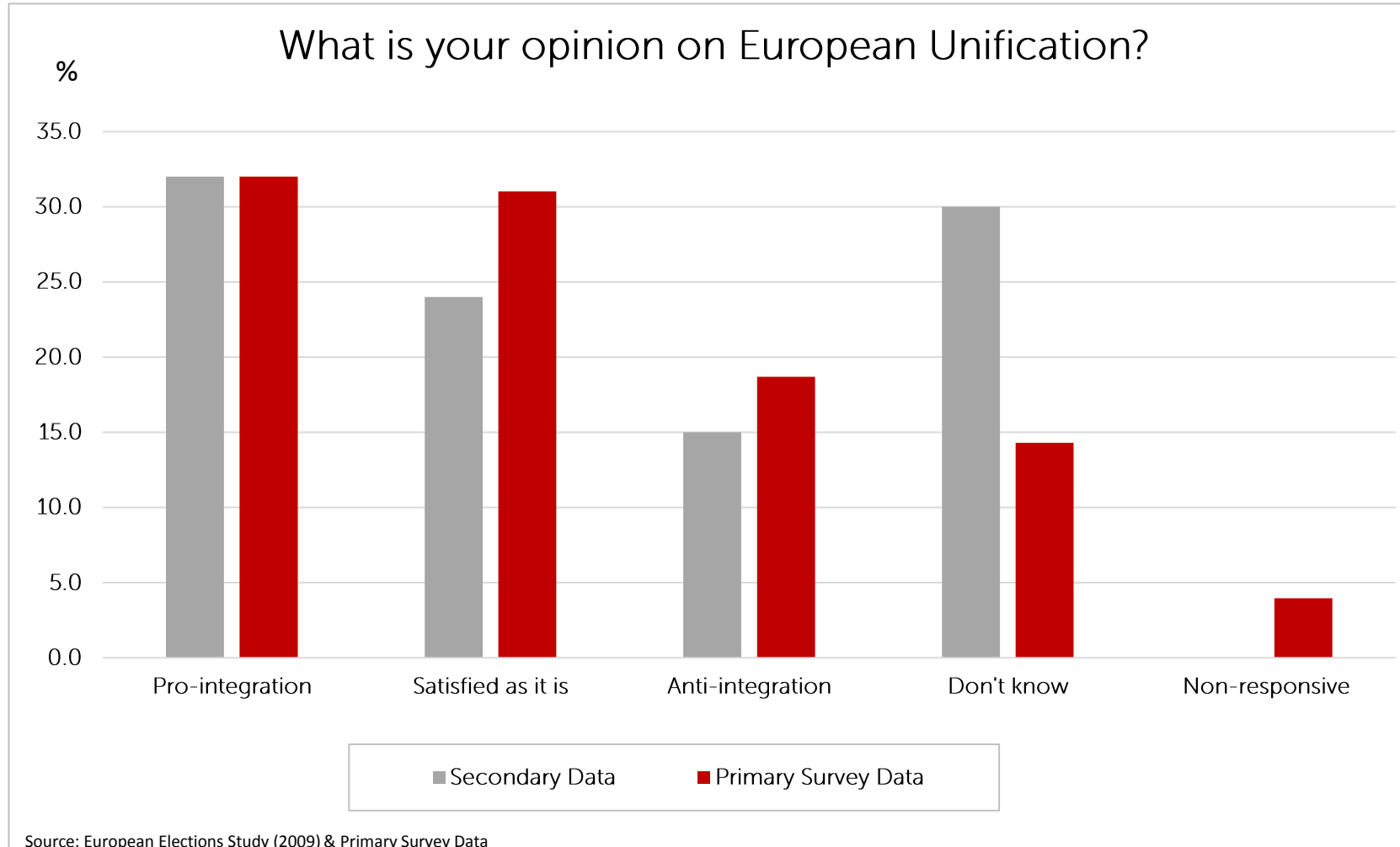
Stronger opinions on integration

Very similar patterns, but relative to 2009 data, in survey, fewer "don't know". Possible Hawthorn effects.

Results – Comparison to baseline

To what extent do you know your rights as European citizens of the EU?

Source: Eurobarometer surveys data & Primary Survey Data
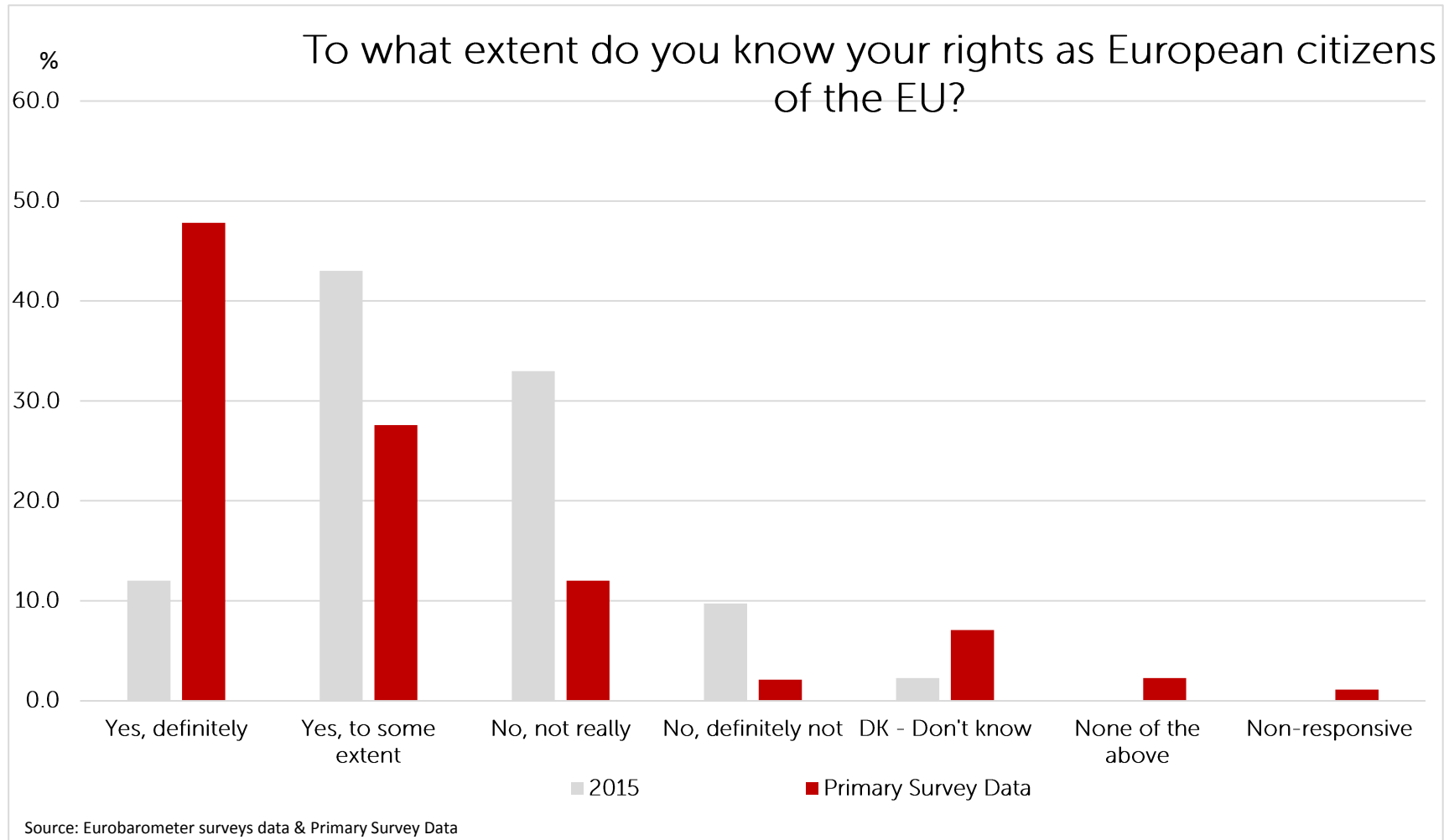
More aware of EU citizenship

Very similar patterns, but relative to 2015 data, higher awareness. Possible Brexit effect, possible Hawthorn, possible sampling effect.

Results – Comparison to baseline

Did NOT attend in the last 12 months

Very similar patterns on cultural participation.

Source: NSO Cultural Survey Data (2012) & Primary

Results – Identity

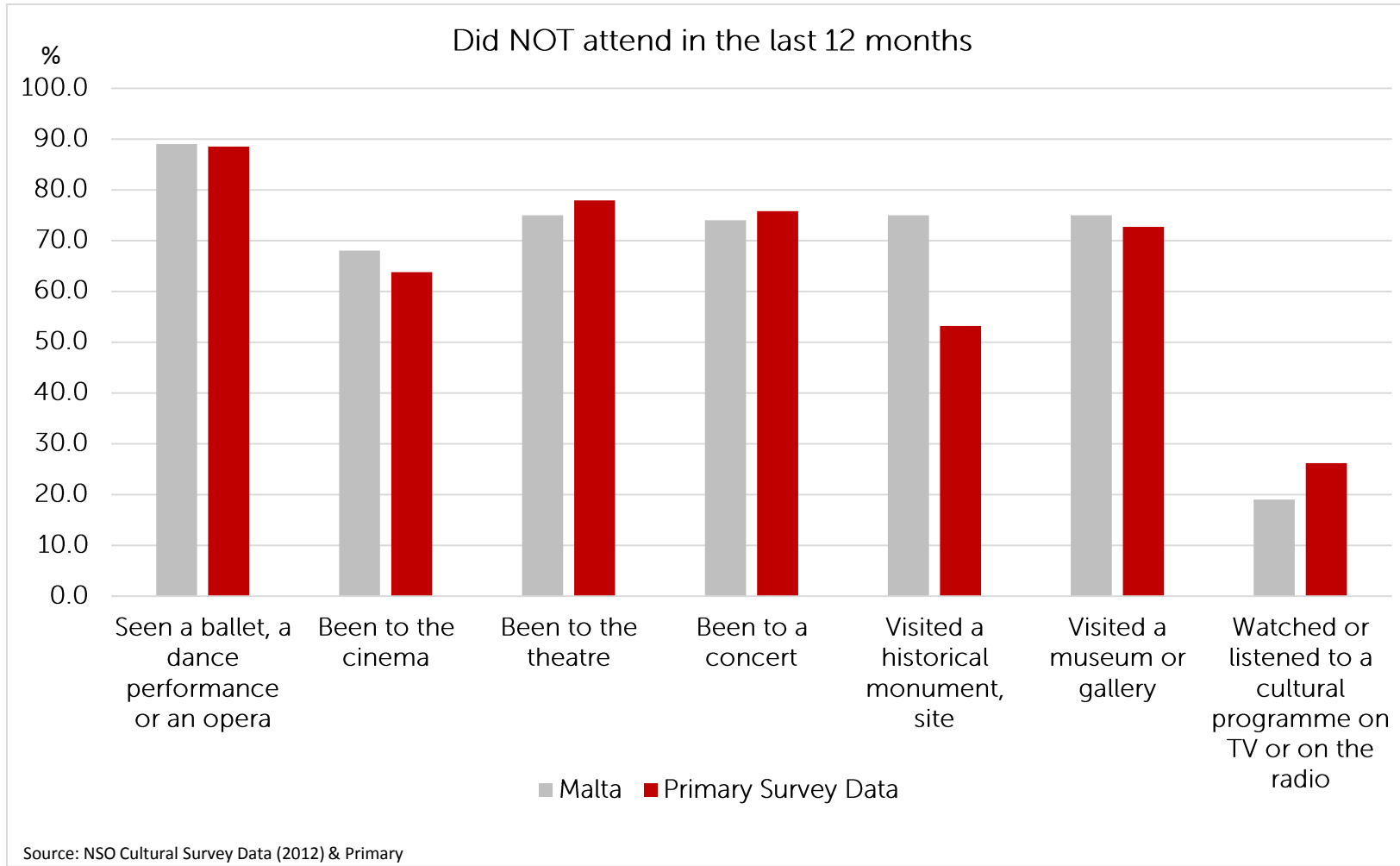| Variable	N	Frequency	Mean	Standard deviation	Min	Max
Attach Town/Village	706	705	2.3	0.9	0	3
Attach Own Country	706	706	2.7	0.6	0	3
Attach Europe	706	686	1.9	1.0	0	3
Identity Perception	705	685	0.7	0.8	0	3
Malta benefitted from EU	706	646	0.9	0.3	0	1
People benefitted from EU	706	556	0.7	0.5	0	1
Importance of voting EP elect	706	706	2.4	0.8	0	3
EU impact on own life	706	667	2.4	0.8	0	3
EU Unification to be strengthnd	705	578	6.0	3.2	0	10

Results – Being European

Variable Name	N	Frequency	Mean	Standard deviation	Min	Max
European Christian	706	634	2.0	1.1	0	3
...cultural traditions	706	638	2.3	0.9	0	3
... born in Europe	706	630	2.2	1.0	0	3
..European parents	706	626	2.1	1.1	0	3
...respect EU laws ins	706	661	2.7	0.6	0	3
...feeling European	706	647	2.3	0.9	0	3
... EU language	706	657	2.5	0.8	0	3
.. exer citizens' rights	706	633	1.6	1.2	0	3

Results – Trust in Institutions

MALTESE PARLIAMENT
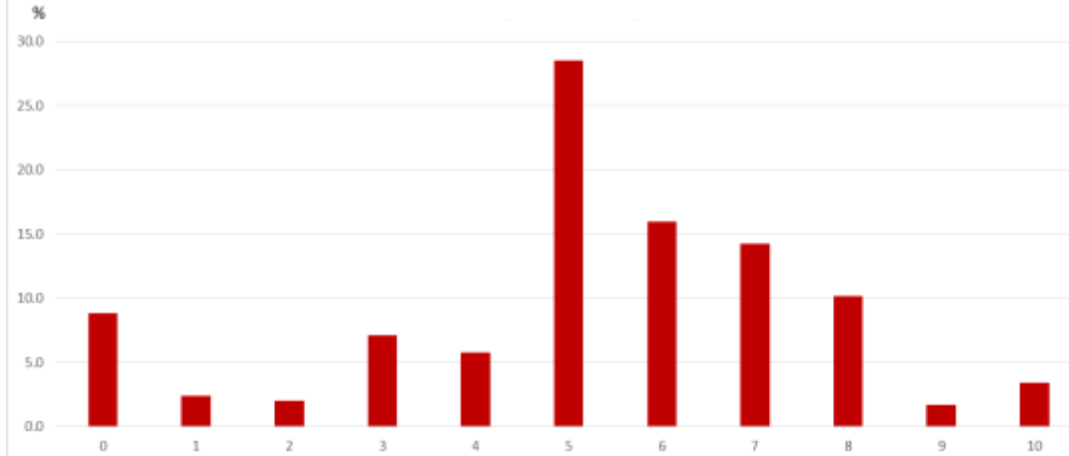
MALTESE GOVERNMENT
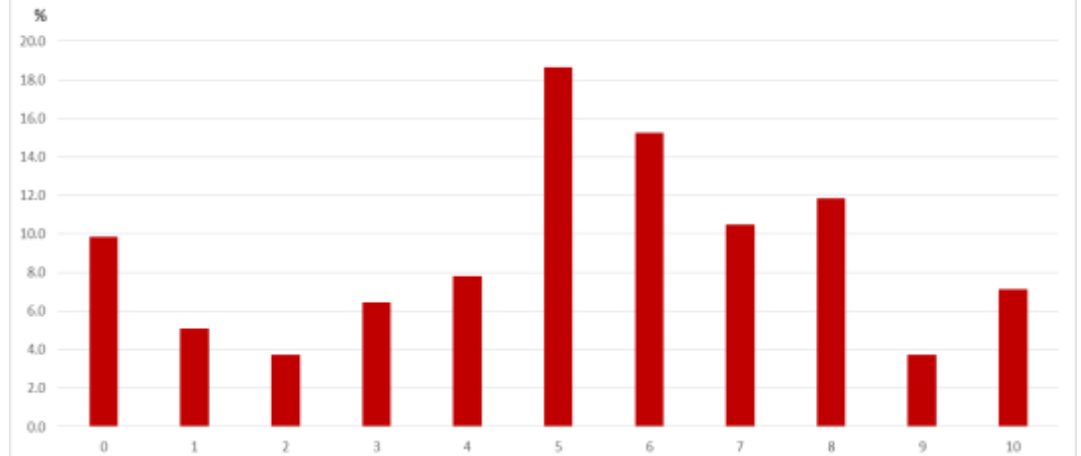
EUROPEAN PARLIAMENT

EUROPEAN COMMISSION

Results – Exposure

Heard about Valletta	80.3%
Actively participated	**3.4%**
Visited the website	6%

Have you heard about Valletta 2018, the European Capital of Culture?
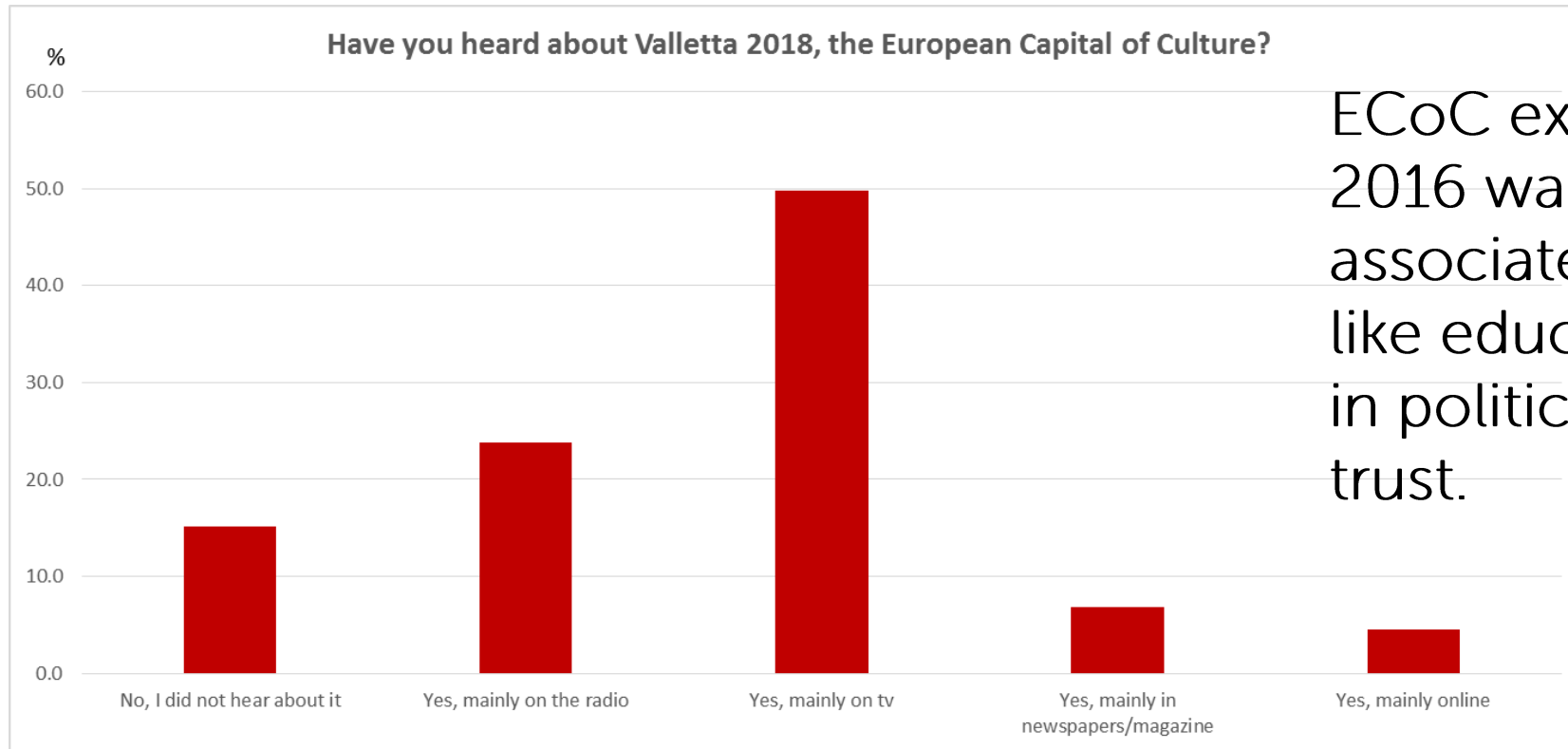
ECoC exposure in 2016 was itself also associated with factors like education, interest in politics, age, and trust.

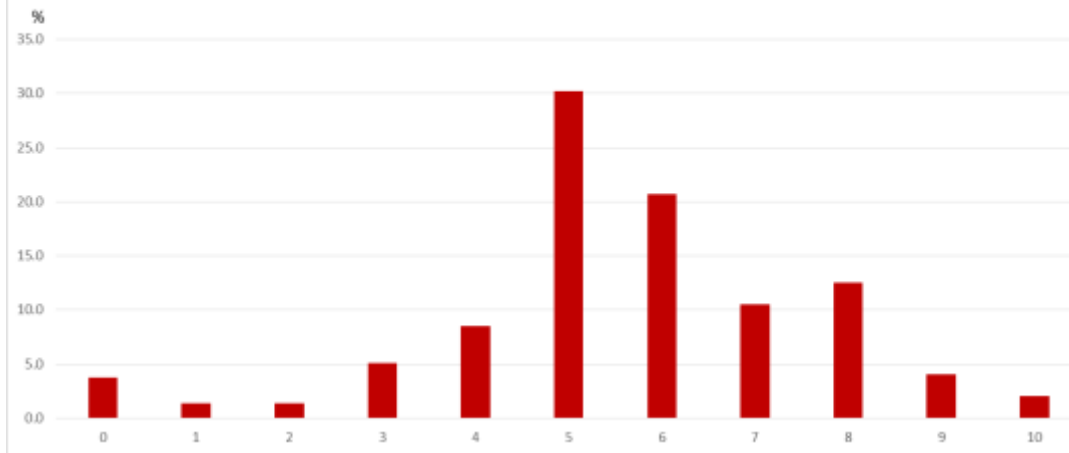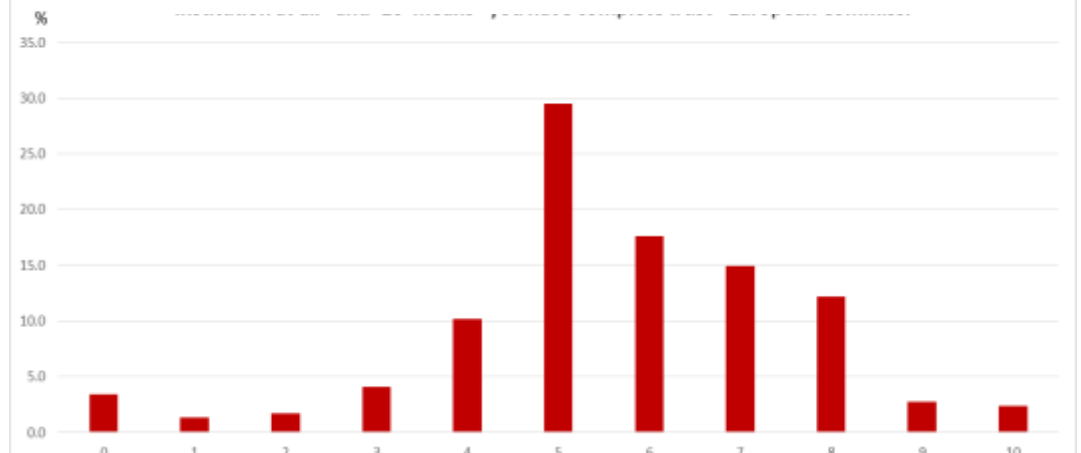# Results – "Depends on Definition" (H1)

	Trust the European Commission	Trust the European Parliament	Degree of Attachment to Europe	Feeling European	Consequences of what happens in Europe	Day to Day feeling European
Trust the European Commission	1					
Trust the European Parliament	0.8076*	1				
Degree of Attachment to Europe	0.1625	0.1298	1			
Feeling European	0.0613	0.1208	0.3729*	1		
Consequences of what happens in Europe	0.0614	0.0511	0.3060*	0.0991	1	
Day to Day feeling European	0.1236	0.1629	0.2185*	0.1945*	0.0249	1
Benefits to Malta from joining the EU	0.1453	0.0976	0.1468	0.0983	0.063	0.0162

Correlations exist for identity sub-components but they are not perfect substitutes

Results – "Increases with exposure" (H2)

	Heard about ECoC	Participated in ECoC	Attended ECoC event	Visitied ECoC website
Heard about ECoC	1			
Participated in ECoC	0.1107	1		
Attended ECoC event	0.1633	0.2583*	1	
Visitied ECoC website	0.2357*	0.2307*	0.0387	1
Trust the European Commission	0.0782	-0.069	-0.1089	0.054
Trust the European Parliament	0.1289	-0.0092	-0.0339	0.0862
Degree of Attachment to Europe	0.0835	0.0771	0.0348	0.0877
Feeling European	0.02	0.0059	0.0189	0.004
Consequences of what happens in Europe	0.1661	0.0711	0.097	0.0402
Day to Day feeling European	0.0275	0.0241	-0.079	0.0344
Benefits to Malta from joining the EU	0.117	0.0462	0.0548	0.0447

Correlation between European-ness and ECoC exposure is positive but not significant.
Correlation between ECOC website use and Participation in ECOC positive, as expected.

Results – "Depends on other variables"

	Degree of attachment to Europe	Attachment to Town/Village	Attachment to own Country
Degree of attachment to Europe	1		
Attachment to Town/Village	0.1803	1	
Attachment to own Country	0.4441*	0.3775*	1
Political interest	0.1154	0.0433	0.0543
Self-assessed health	0.1189	0.011	-0.0555
Self-asssed wellbeing	0.072	-0.011	0.0708
Level of socialising	0.2091*	0.0485	0.2307*
Religious affiliation	-0.0874	-0.0998	-0.2392*
Religious service attendance	0.1167	0.2211*	0.1925
Ever resided abroad	0.0223	-0.0717	-0.0386
Age	0.0645	0.1362	0.2253*
Gender	0.0214	0.1769	0.0937
Number of persons in HH	0.1031	-0.005	0.0861
Educational Level	0.2842*	-0.0772	0.1039
Labour Status	-0.0777	0.0995	0.1582
Marital Status	-0.0067	0.0347	0.1015
Locality (Gozo=1)	0.0222	0.1086	-0.0383
Trust in Maltese Parliament	-0.0057	0.0532	-0.0374
Trust in Maltese Government	0.0036	0.0982	0.0682
Trust in Local Council	0.0533	0.0928	0.0183

European-ness related to other of factors (control and demographic variables), positive correlation with attachment to own country, socialising, education level.

Outline

Conclusions

Relationship between sample data & desktop study

Positive relationship between definitions of European Identity

Positive relationship between ECOC & European Identity

Relationship between other variables & Identity

Findings ripe for further analysis on drivers of European identity

Outline

Way forward

Econometric model to parse out determinants of European identity

Focus groups for "deep dive" on the issue

Panel data to determine causal impacts

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VALLETTA 2018

EUROPEAN CAPITAL
OF CULTURE

Audiences' experiences of Valletta 2018 brand

Dr Emanuel Said

Rationale

- Processual view to Valletta 2018 brand
- Network of actors in a process
- Multiple touchpoints throughout the process
- Variety of individuals involved in a collective consumption context

Methodology

- Two phases
  - Exploratory
    - Focus group discussions with sample of audience individuals
    - Interviews with producers/creators and Valletta 2018 project members
  - Real time experience tracking
    - Macdonald, Wilson and Konus (2012) [Harvard Business Review]
    - Pilot wave
    - 3 full field-waves

Better Customer Insight—in Real Time

A new tool radically improves marketing research.
by Emma K. Macdonald, Hugh N. Wilson, and Umut Konuş

Methodology: Conventional RET explained

Start of Week

ONLINE SURVEY

- Participant characteristics
- Audience habits
- Awareness about V2018 events
- Perceptions about V2018 events

Throughout the week

FOUR-CHARACTER FEEDBACK (MANDATORY)

Event	Action
A) Event A	A) Read about
B) Event B	B) Heard about
C) Event C	C) Talked about
D) Event D	D) Social media sharing
E) Other events	E) Direct participation
	F) Other

BC65

Satisfied
On a scale from 1 to 7
"How satisfied are you with the encounter?"

Value
On a scale from 1 to 7
"How important was this encounter for you?"

ONLINE DIARY (NOT MANDATORY)

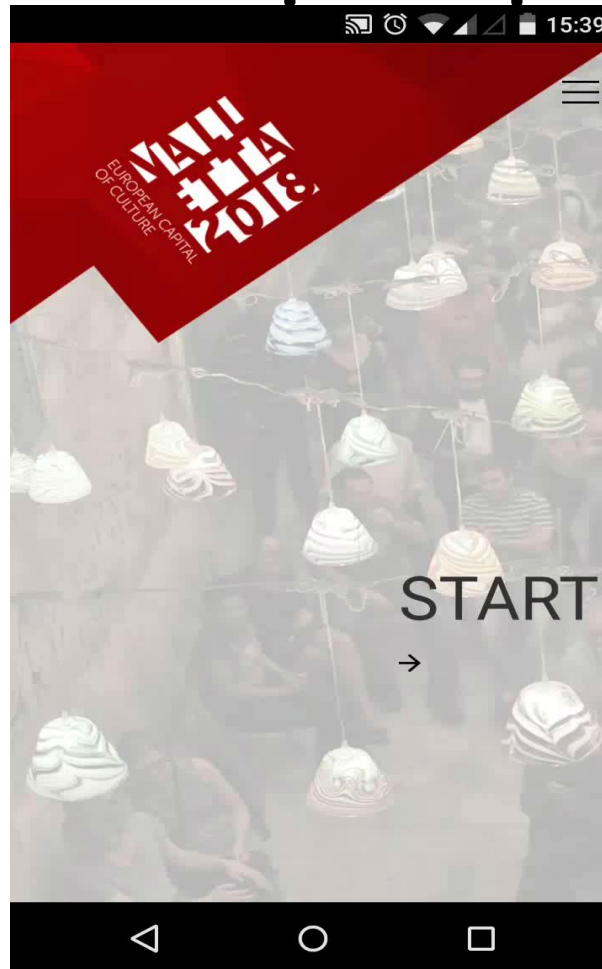- Participant inputs reflections on encounter with cultural events
- Other people involved in encounter (roles?)
- On home computer or on smart phone app

End of Week

ONLINE SURVEY

- Audience habits
- Perceptions about V2018 events
- Satisfaction with V2018 events participation
- Net promoter score for V2018 events

1
Fills out a survey

Answer questions about participants' own characteristics, audience habits, awareness/perceptions about different V2018 events.

2
Short Feedback through App

Reporting participants' encounters with V2018 touchpoints through mobile phone. Three/four character response relating to the event, the action involved in the encounter and satisfaction with the encounter

3
Describes Encounters

Elaborate on' encounters with V2018 events reported in the text messages. Pull-down menus allow participants to specify which event they encountered, what form of encounter, who else was involved in the encounter and the perceived value created through the encounter, as well as participants' own reflections on the encounter

4
Revisits the Survey

Participants complete a second questionnaire abut the participants' satisfaction with cultural events and promotion of event with family, friends and colleagues.

Methodology: Modified RET (used in Valletta 2018)

Start of Week

INITIAL SURVEY

- Participant characteristics
- Awareness about V2018 events
- V2018 Brand experience

Throughout the week

FOUR-CHARACTER FEEDBACK

Event
A) Event A
B) Event B
C) Event C
D) Event D
E) Other events

Action
A) Read about
B) Heard about
C) Talked about
D) Social media sharing
E) Direct participation
F) Other

BC65

Reflections

Satisfied
On a scale from 1 to 7
"How satisfied are you with the encounter?"

Value
On a scale from 1 to 7
"How important was this encounter for you?"

ONLINE DIARY

- Participant inputs reflections on encounter with cultural events
- Other people involved in encounter (roles?)
- On home computer or on smart phone app

End of Week

CONCLUDING SURVEY

- V2018 Brand experience
- Net promoter score for V2018 events

1

Fills out a survey

Answer questions about participants' own characteristics, awareness/perceptions about V2018 events and brand.

2

Short Feedback through App

Reporting participants' encounters with V2018 touchpoints through mobile phone. Three/four item response relating to the event, the action involved in the encounter, the importance and satisfaction with the encounter

3

Describes Encounters

Elaborate on' encounters with V2018 events reported in the text messages. Pull-down menus allow participants to specify which event they encountered, what form of encounter, who else was involved in the encounter and the perceived value created through the encounter, as well as participants' own reflections on the encounter

4

Revisits the Survey

Participants complete a second questionnaire abut the participants' experience with V2018 and net promoter.

In actual fact... RET is a simpler process from a participant's perspective

Methodology: What we asked

- Personality characteristics
    - Big 5 Short Instrument (after Gosling, Rentfrow and Swann 2003)
    - 5 Items in starting questionnaire

- Brand experience
    - Brand Experience Scale by Brakus et al (2009)
    - Sensory, Affective and Intellectual dimensions – involving nine items
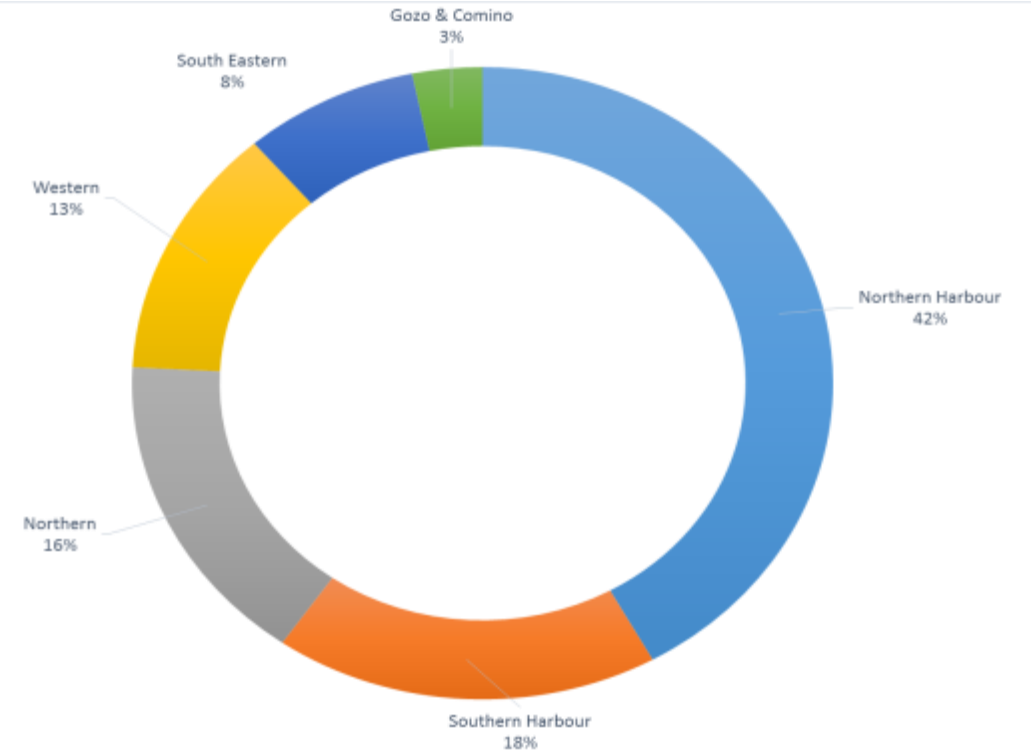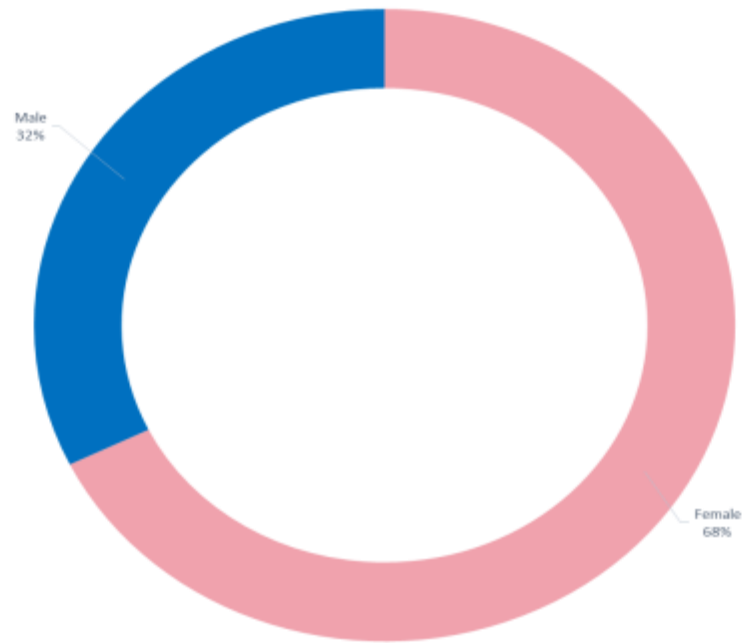   - Asked in the starting and concluding questionnaires

Methodology: What we asked

- Encounter characteristics
  - Event encountered
    - 11 events listed, along with "other" option (e.g. Valletta Green Festival, Valletta Film Festival, Għanafest, Malta International Arts Festival, etc)
  - How encountered/experienced
    - 8 types of experiences along with "other" option (e.g. TV, internet, social media posting, overheard conversation, participation in event, etc)
  - How important is event for participant?
    - Likert type scale (7 point)
  - How satisfied is participant with experience?
    - Likert type scale (7 point)
  - Description/reflection

Key statistics

- RET administration starting 15 May ended 15 July
- 130 registered participants
- 62 active participants
- 367 encounters

- Participants' composition:
  - 42 women
  - 23 achieved post-graduate qualification, 21 had university degree
  - 26 lived in Northern Harbour region, 11 lived in Southern harbour
  - 36 were married, 16 single
 - Median age 45 years

Key statistics

Key statistics

Left donut chart — Education:
- Post-graduate degree 37%
- University degree 34%
- Trade college 15%
- Secondary schooling 14%

Right donut chart — Marital status:
- Married 58%
- Single 26%
- Living Together 8%
- Divorced 8%
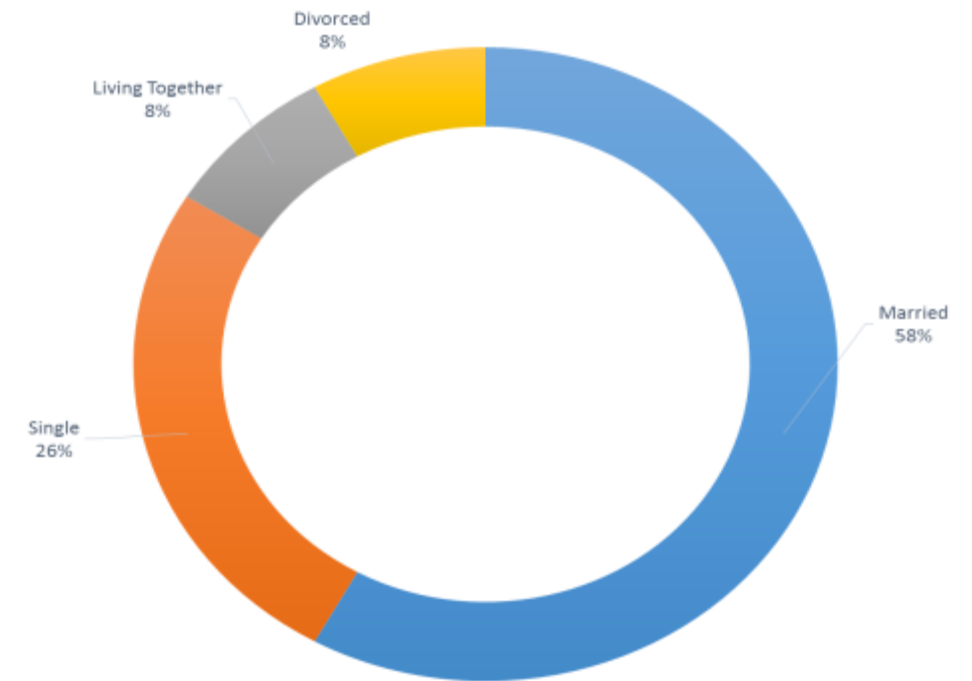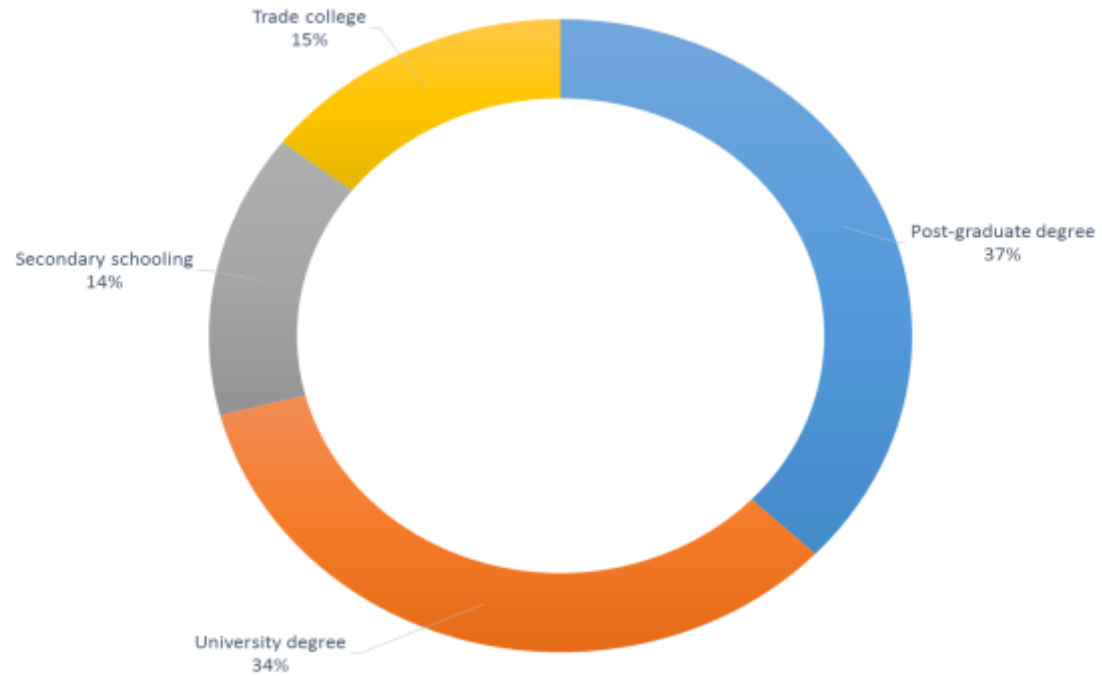
Personality clusters

- Adopted method as described by Asendorpf, Borkenau, Ostendorf, & Van Aken (2001) and Rammstedt, Riemann, Angleitner, & Borkenau (2004)
- Three clusters:
    - *Resilient* personalities (distinct levels of neuroticism and above average extraversion, agreeableness, openness and conscientiousness)
    - *Overcontrolled* personalities lack extroversion and openness but feature relatively high levels of neuroticism,
    - *Undercontrolled* personalities lack agreeableness and conscientiousness but feature relatively higher levels of neuroticism

Personality clusters

2017 Culture Matters: Valletta 2018 Findings
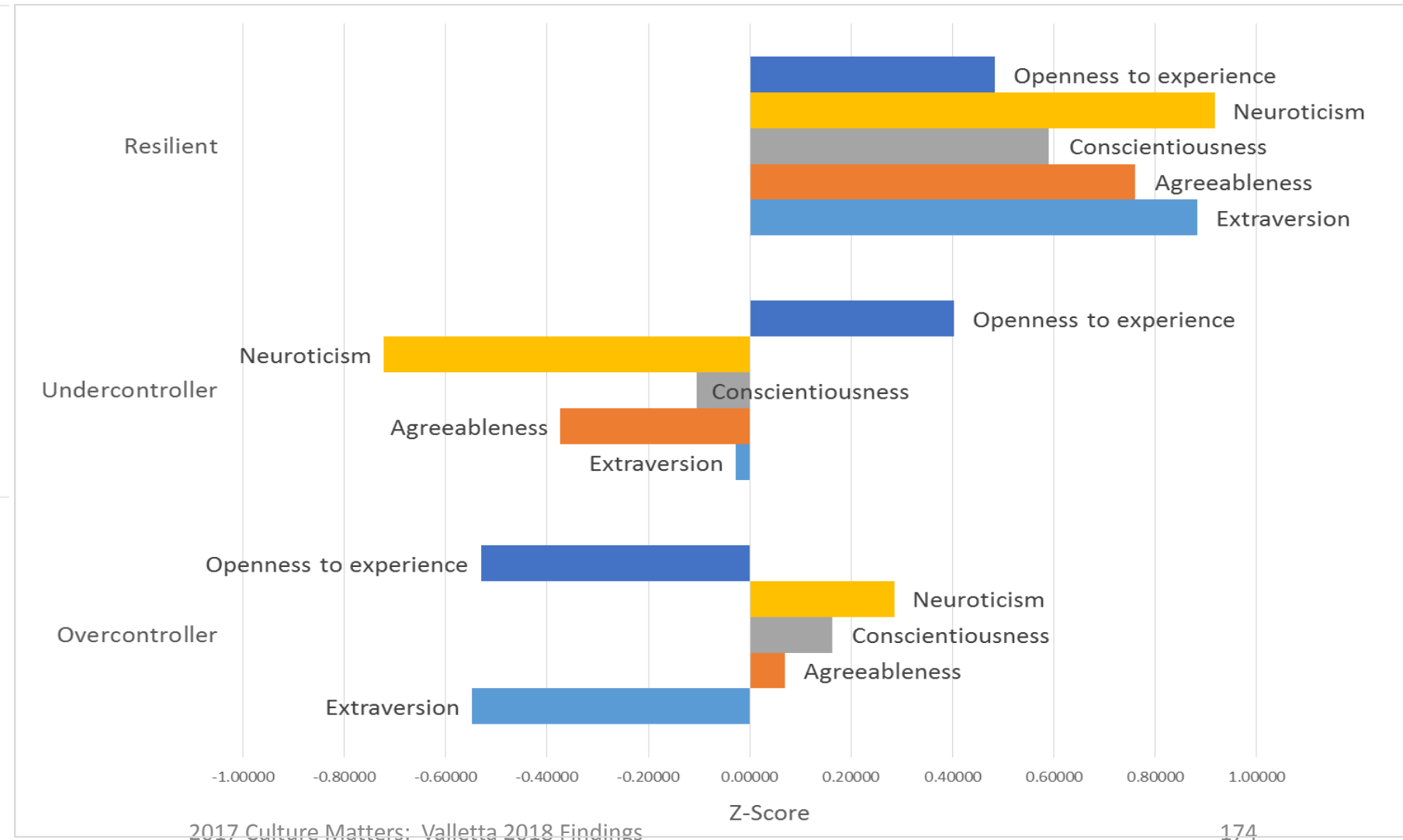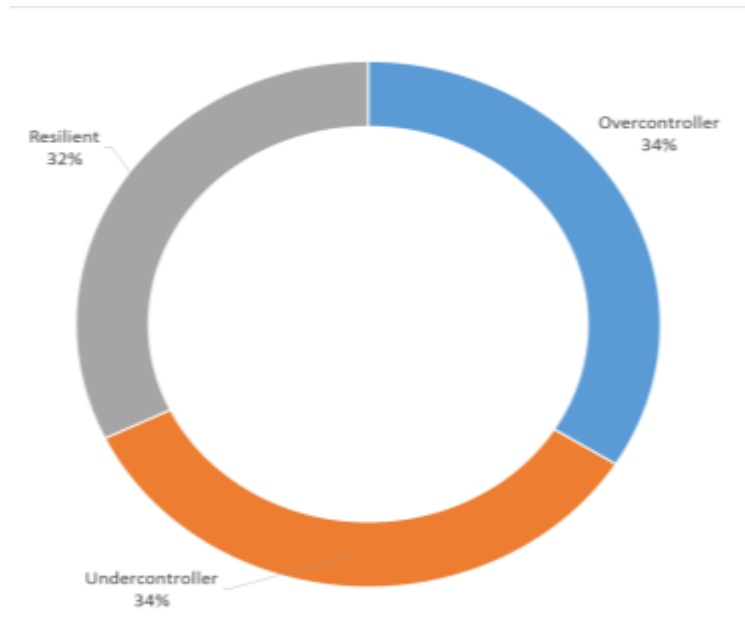
Perceptions of brand experience

- After Brakus, Schmitt, & Zarantonello (2009)
  - No net discernible change in participants' impressions on their Valletta 2018 brand experience (between start and end) across all three dimensions (sensory, behavioural and intellectual)
  - But at cluster level, resilient personalities demonstrated a net weakening in their perceptions during their Valletta 2018 brand engagement (particularly as a loss of sensory appeal, weakening emotions and loss of intellectual appeal)

Perceptions of brand experience

Encounters
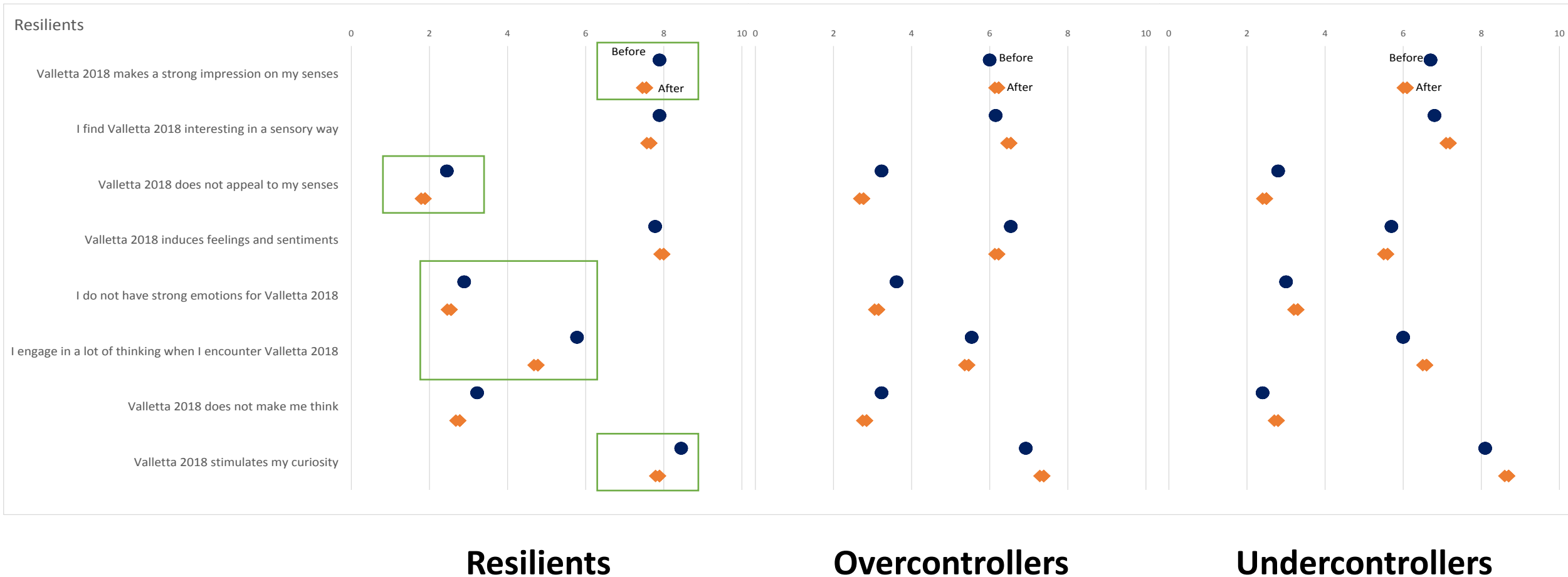
2017 Culture Matters: Valletta 2018 Findings
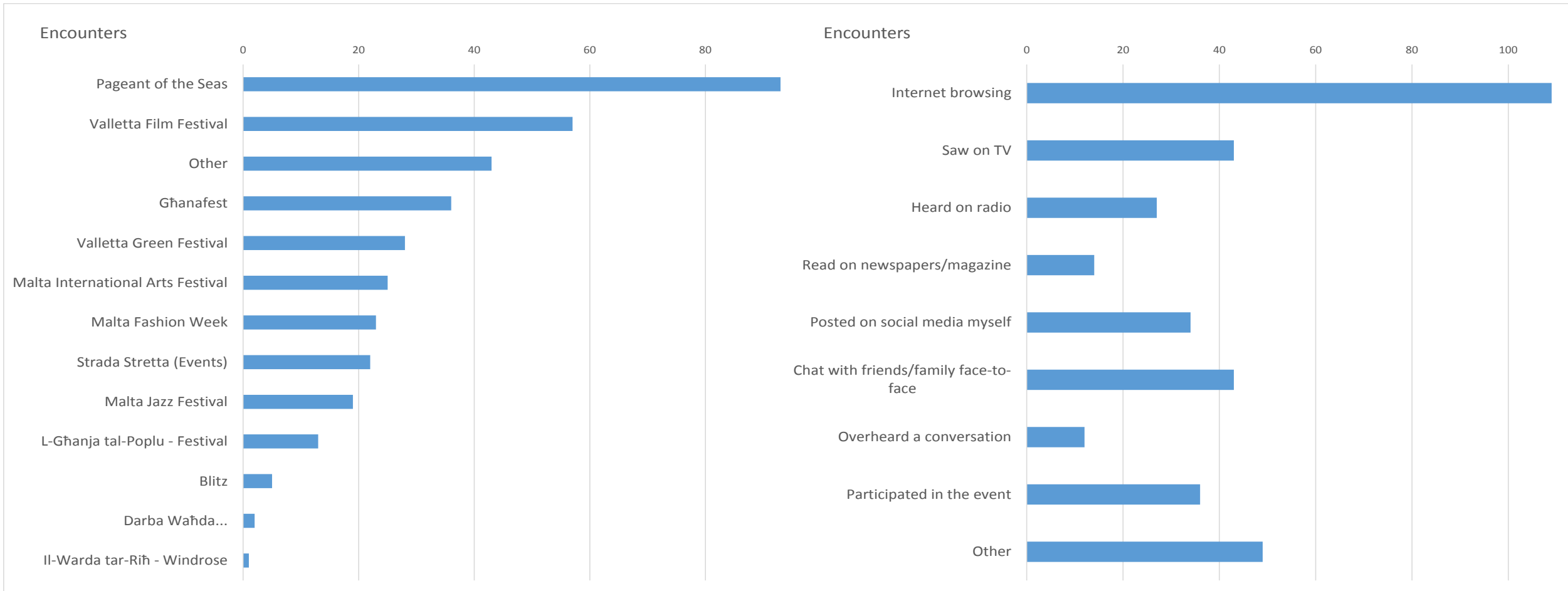
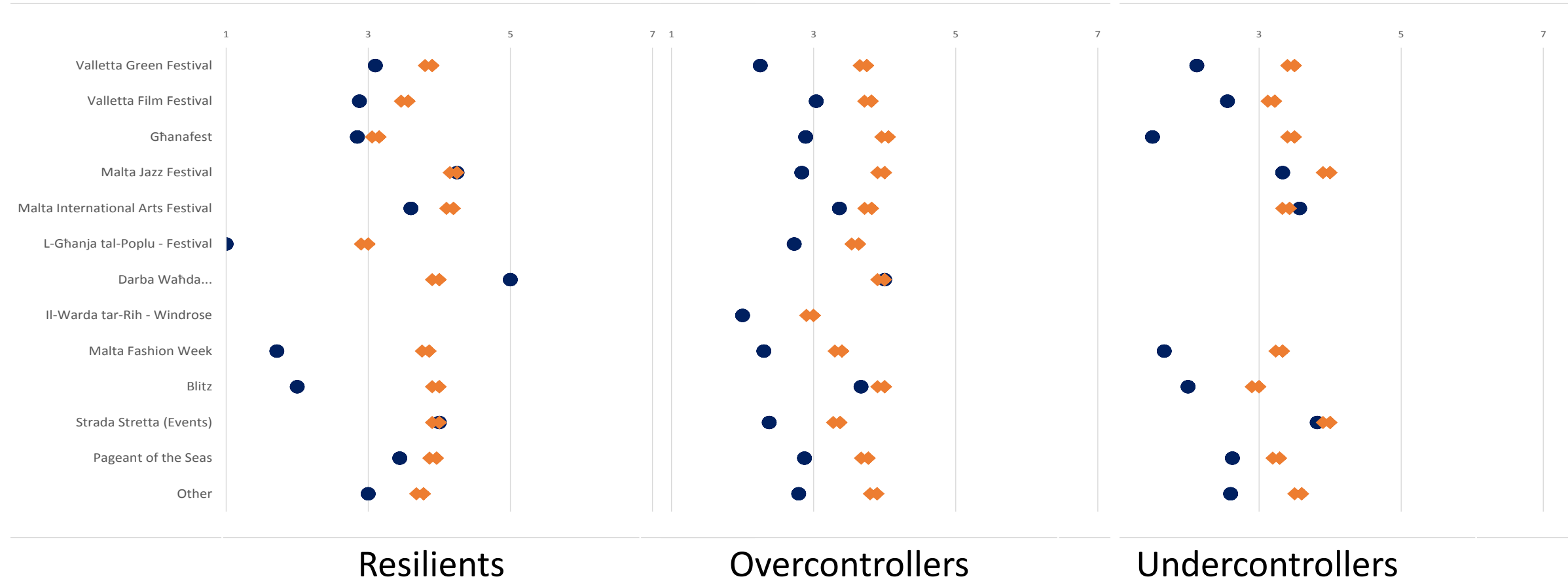# Perceived Value and Satisfaction with encounters
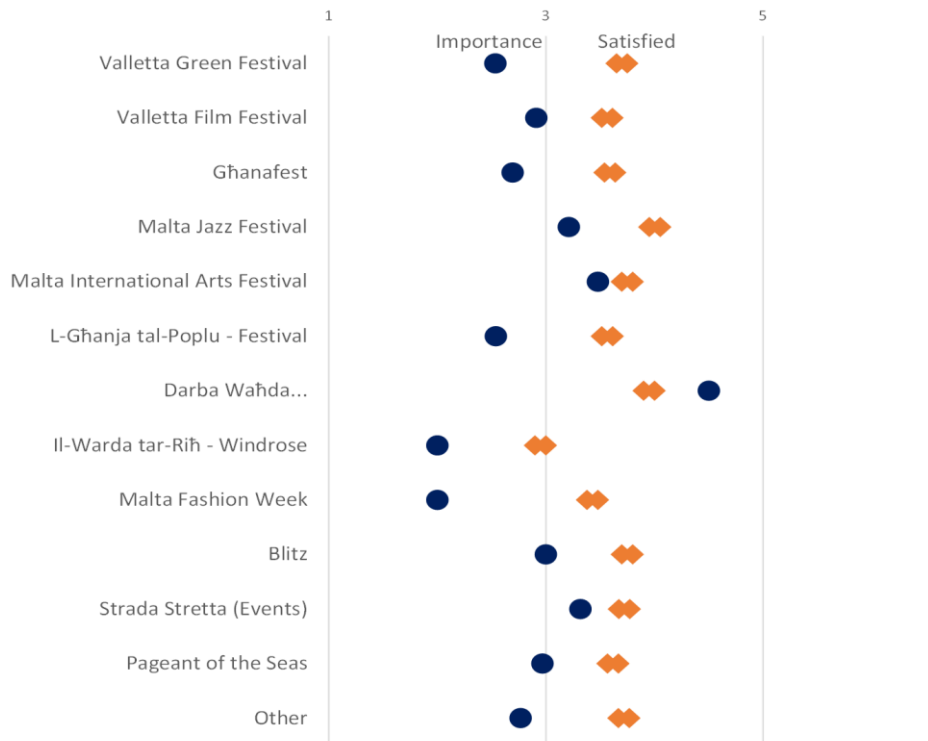
Across events
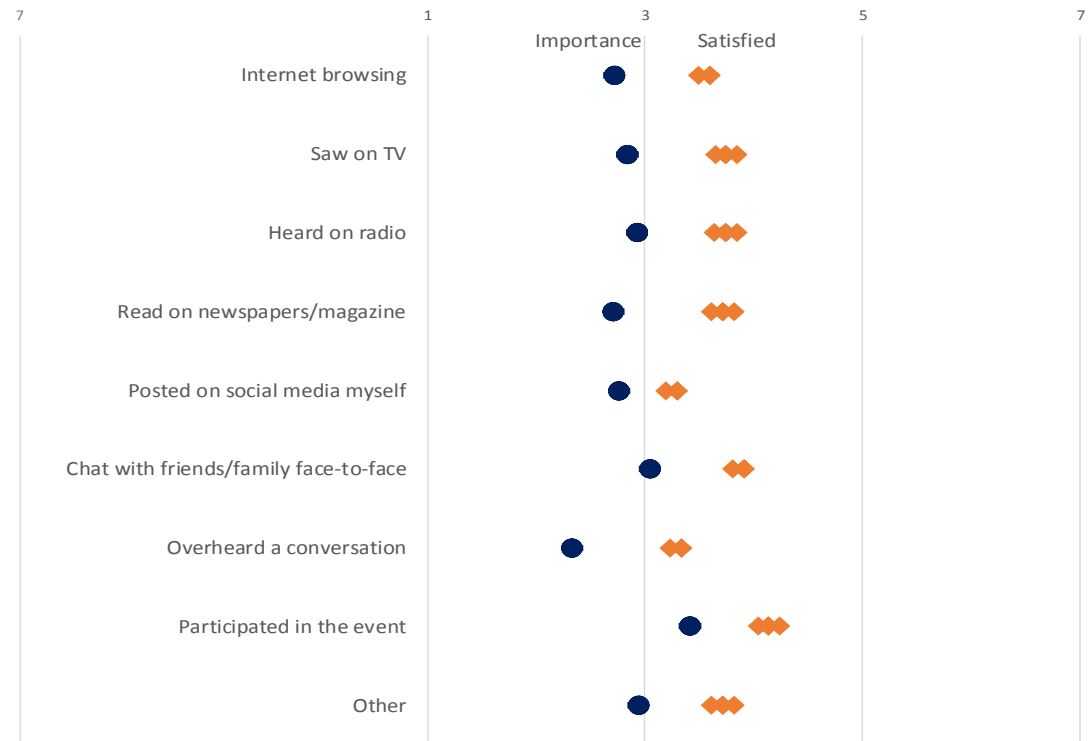
Across types of encounter

- ● How important is this event for you?
- ◆ How satisfied are you with your experience?

Perceived Value and Satisfaction with encounters
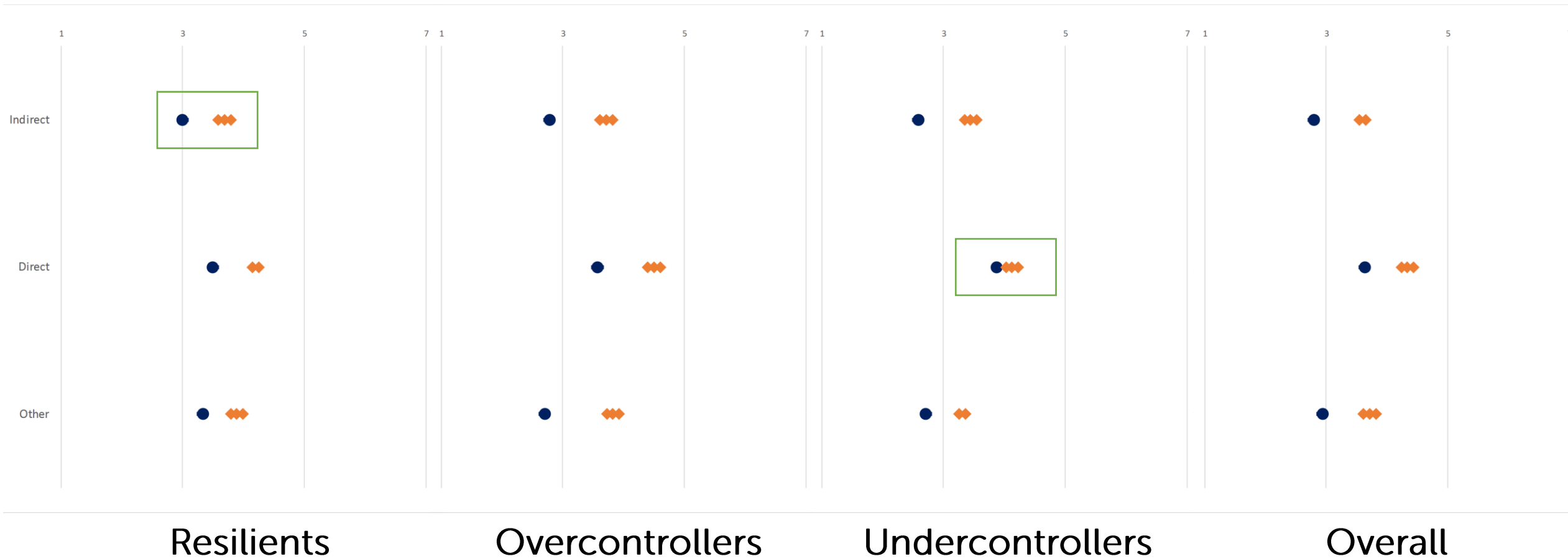

Resilients

Overcontrollers

Undercontrollers

- ● How important is this event for you?
- ◆ How satisfied are you with your experience?

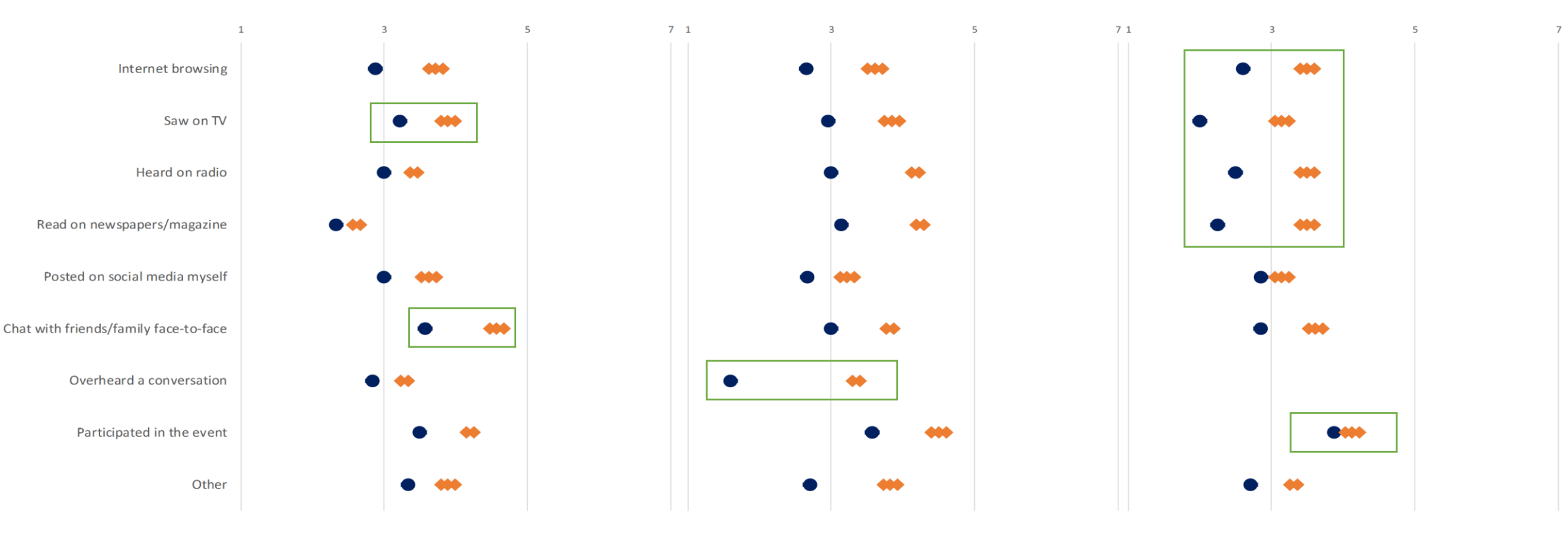# Perceived Value and Satisfaction with encounters

- Encounters involve both direct and indirect experiences
  - Direct experiences involve direct participation in events
  - Indirect experiences involve participants engaging with media or other individuals but outside participation in an event

  - Direct experiences offer most value to participants and were most satisfying

Perceived Value and Satisfaction with direct/indirect experiences

- How important is this event for you?
- How satisfied are you with your experience?
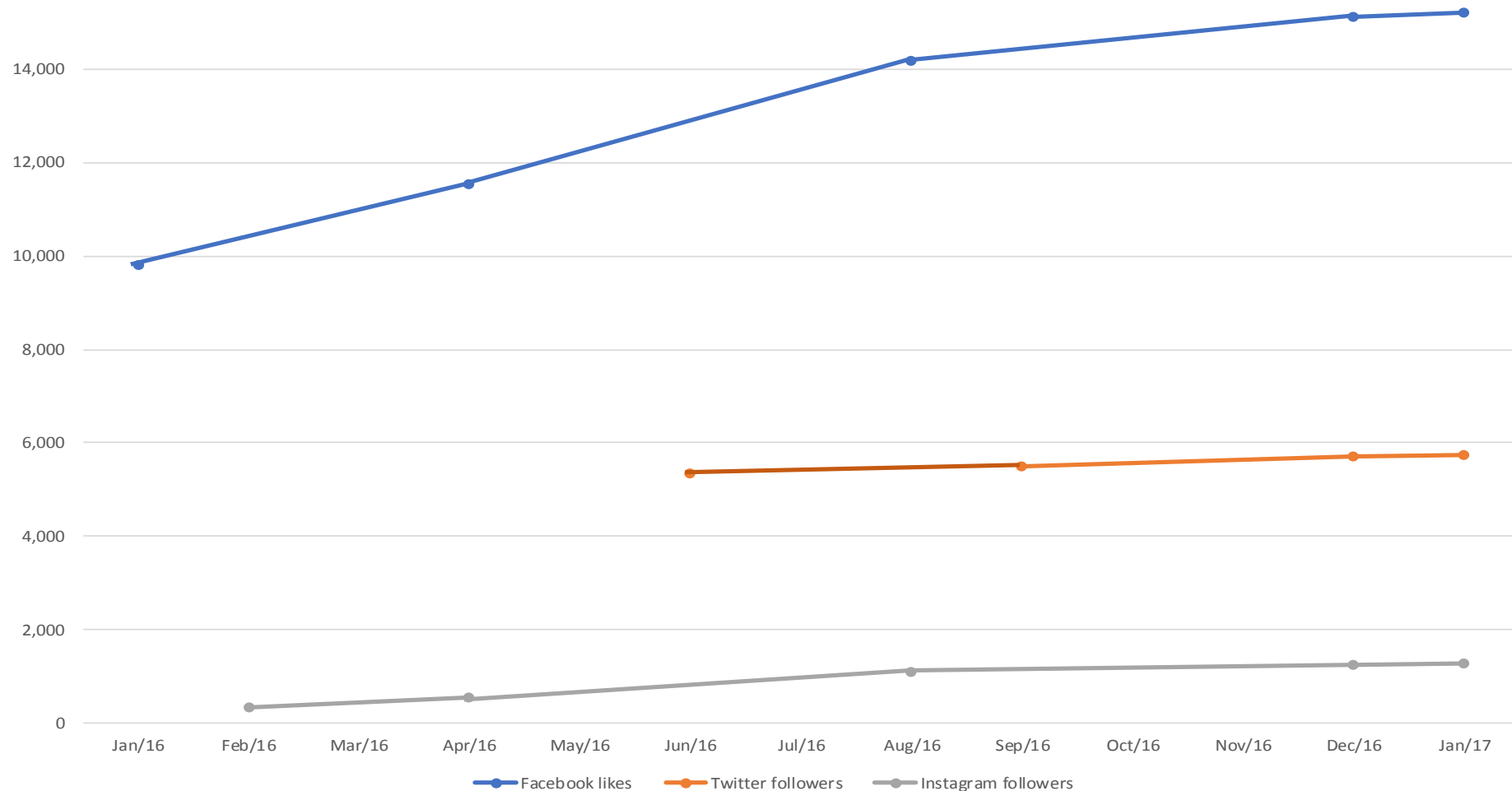
Perceived Value and Satisfaction with encounters

- ● How important is this event for you?
- ◆ How satisfied are you with your experience?

Social media engagement

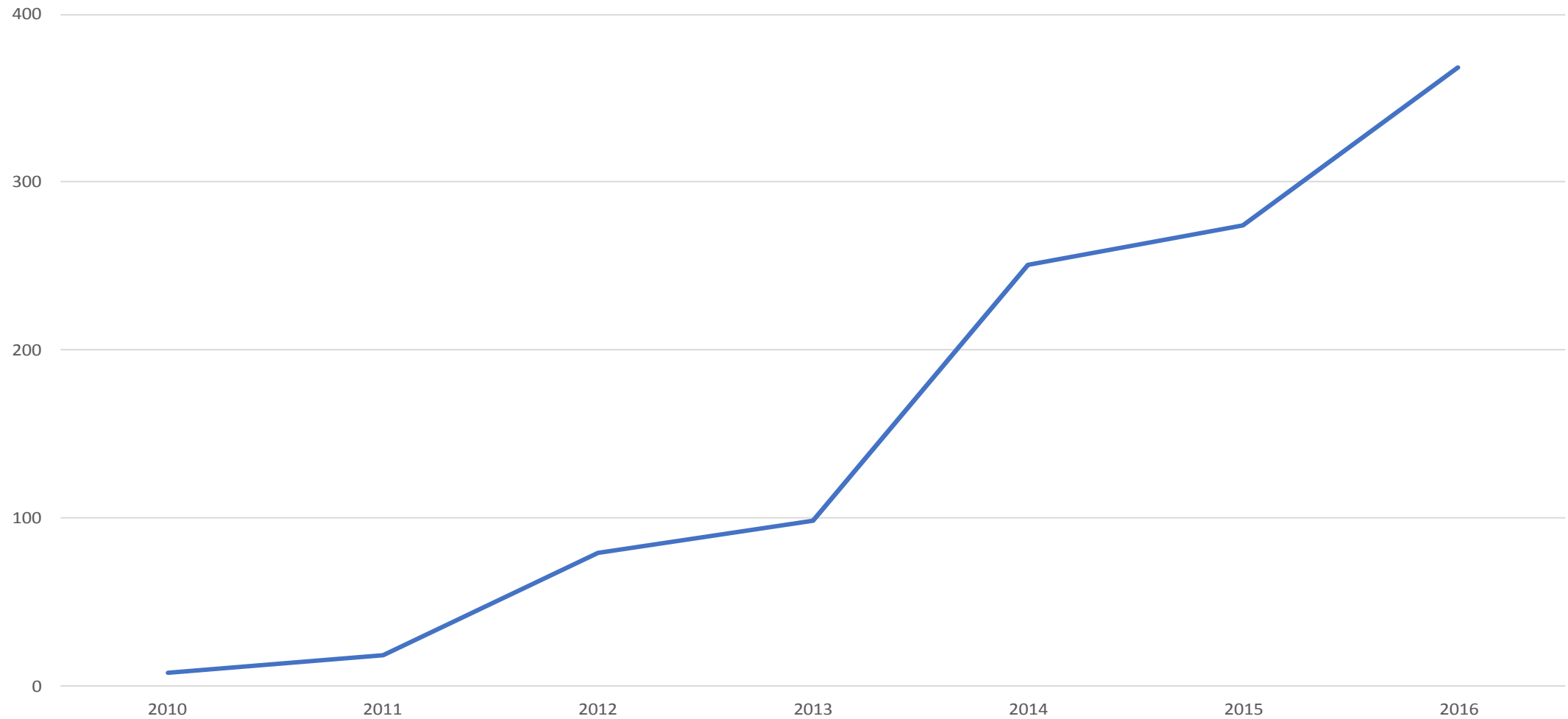Facebook likes — Twitter followers — Instagram followers

2017 Culture Matters: Valletta 2018 Findings

Online engagement (www.valletta2018.org)

Pageant of the Seas event

Local print media transmission

2017 Culture Matters: Valletta 2018 Findings
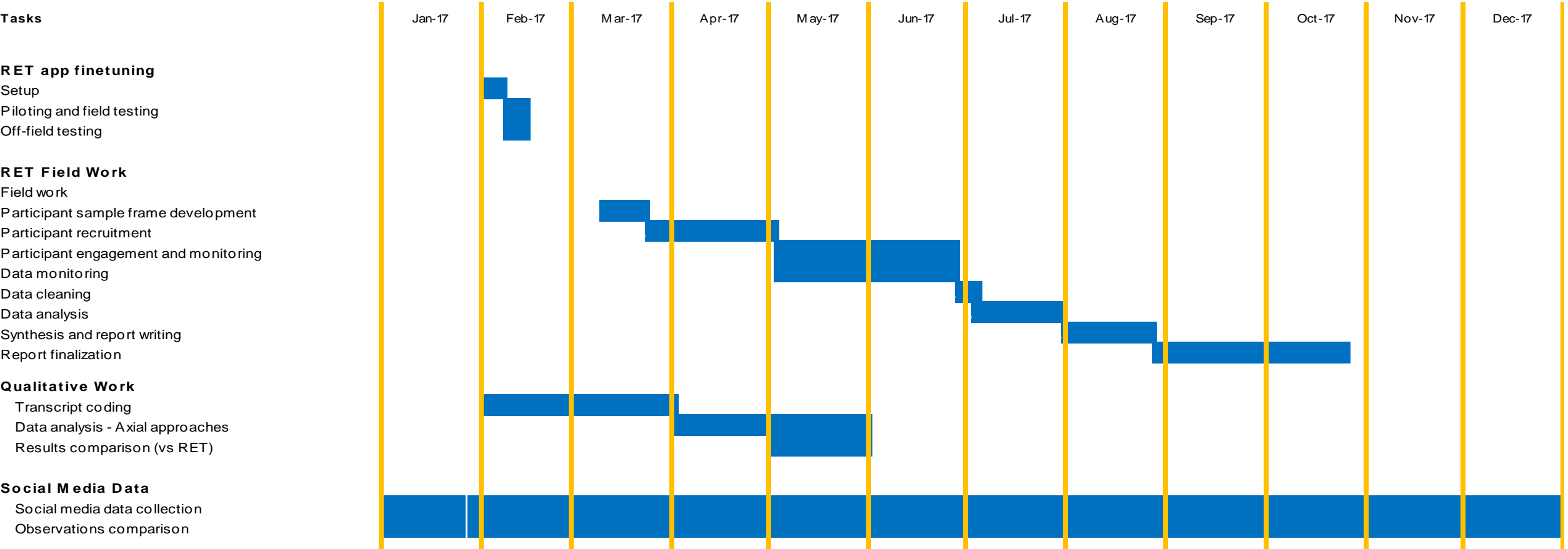
Upcoming actions

- Further quantitative work
  - New wave of RET in May-June-July 2017

- Qualitative work
  - Interpretation of transcripts/recordings of interviews with producers/creators and Valletta 2018 project members (complete in 2016) (3FGDs audiences and 5 Interviews – actors/producers)
  - Validation of results emerging from RET

- Social media work
  - Collection of data from social and online media
  - Comparison of observations across all three sources of data

Timelines

Tasks	Jan-17	Feb-17	Mar-17	Apr-17	May-17	Jun-17	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17

RET app finetuning
Setup
Piloting and field testing
Off-field testing

RET Field Work
Field work
Participant sample frame development
Participant recruitment
Participant engagement and monitoring
Data monitoring
Data cleaning
Data analysis
Synthesis and report writing
Report finalization

Qualitative Work
Transcript coding
Data analysis - Axial approaches
Results comparison (vs RET)

Social Media Data
Social media data collection
Observations comparison

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VALLETTA 2018

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