



The Valletta 2018 Evaluation and Monitoring model as a tool to assess and document cultural participation and community involvement

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MALTA
EUROPEAN CAPITAL
OF CULTURE
2018



Sign in



3D



Google



Valletta & Greater Valletta



Tourism



Inbound tourism: 2.3m in 2017

12% of Malta's GDP

9% reside in Valletta/surrounding area

36% aware of Valletta 2018 prior to trip



VALENTIA
EUROPEAN CAPITAL
OF CULTURE
2018

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2018

CULTURAL
PROGRAMME
2018
IL-PROGRAMMI
KULTURALI 2018

An Island-Wide *Festa*

Island Stories

Future Baroque

Voyages





Criteria

Quality

Legacy

Social Engagement

International Dimension



A changing city

Squallu Levanic, Valletta at the Grand Harbour | Louis Ducros

“Għogobni l-istil ta' kif inhu mpingi...”

I particularly like the style of this work...

Paul Lapira
Negojant

Negom - MUZA

Heritage Malta 450 MUZA



Cultural Infrastructure projects



A changing cultural sector





Taking cultural projects outside of Valletta

Research

Evaluation & Monitoring

**Annual Conference focussing
on cities, communities,
spaces and legacy**

Cultural Mapping project

VALLETTA 2018 EVALUATION & MONITORING MODEL

Process only coordinated by the Foundation

Timeframe: 2015-2018

Scientific Committee:

**5 independently appointed researchers &
members of public institutions**

Quantitative and qualitative research

WHY?

VALLETTA 2018 EVALUATION & MONITORING MODEL

- 1. Cultural & Territorial Vibrancy**
- 2. Governance & Finance**
- 3. Community Inclusion & Space**
- 4. The Tourist Experience**
- 5. The Valletta Brand**

A Comprehensive Analysis of the Valletta 2018 Cultural Programme

From an organisational perspective

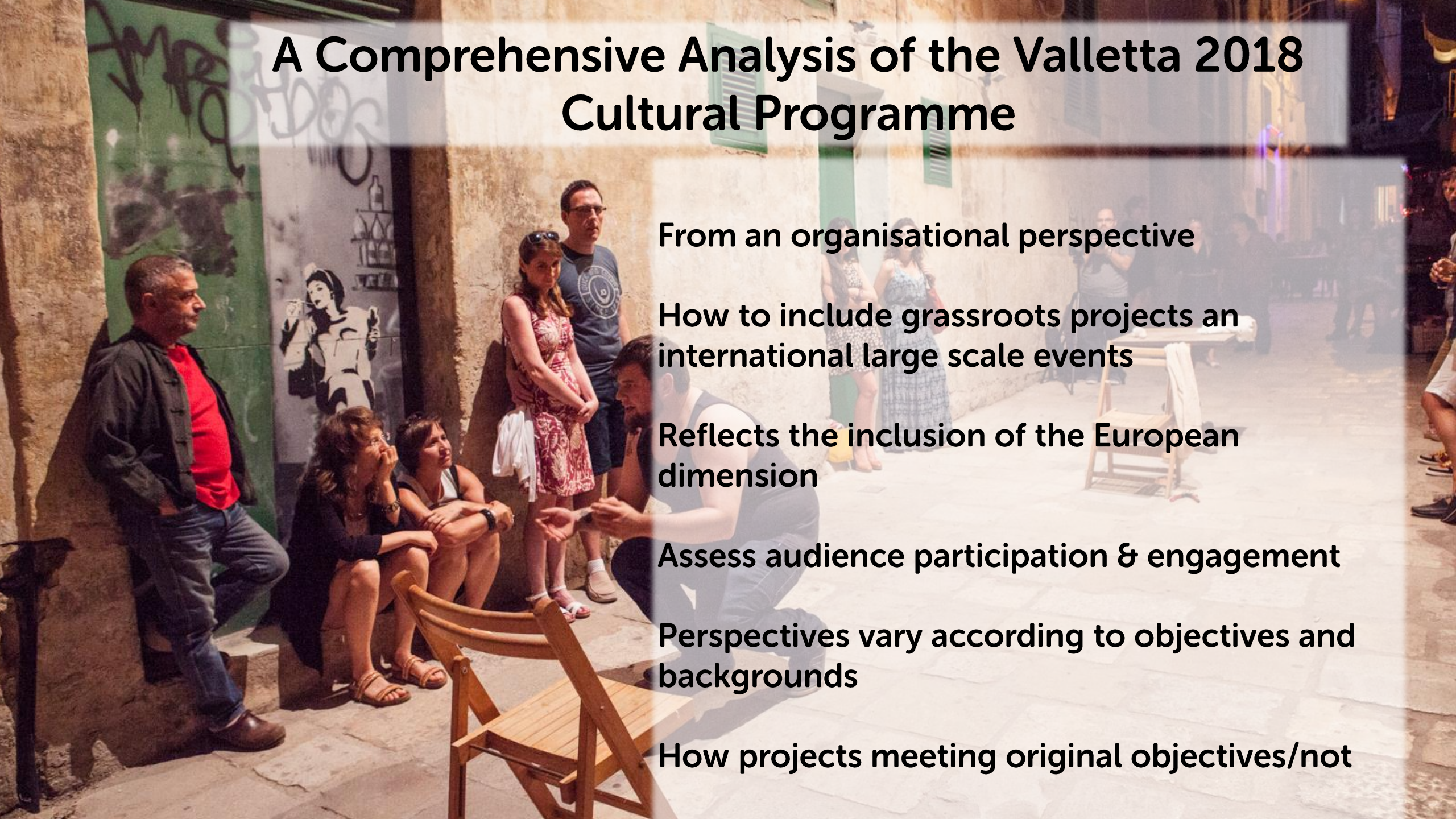
How to include grassroots projects an international large scale events

Reflects the inclusion of the European dimension

Assess audience participation & engagement

Perspectives vary according to objectives and backgrounds

How projects meeting original objectives/not





Valletta Participation Survey

71.4% awareness of the ECoC title

**Valletta is changing for the better
4.4 out of 5**

**3% increase in live theatre
performances since 2014**

Cultural Participation Survey

91% participated in cultural activity in 2016

67% attended a parish feast

37% active in a variety of cultural activities

**32% stated culture is an essential part in their
life**



Throughout 2018 events and projects

Demographics

Reasons for attending events

Other strands interested in

Other interests

Audience Profiling

Community Inclusion & Accessibility in Valletta 2018

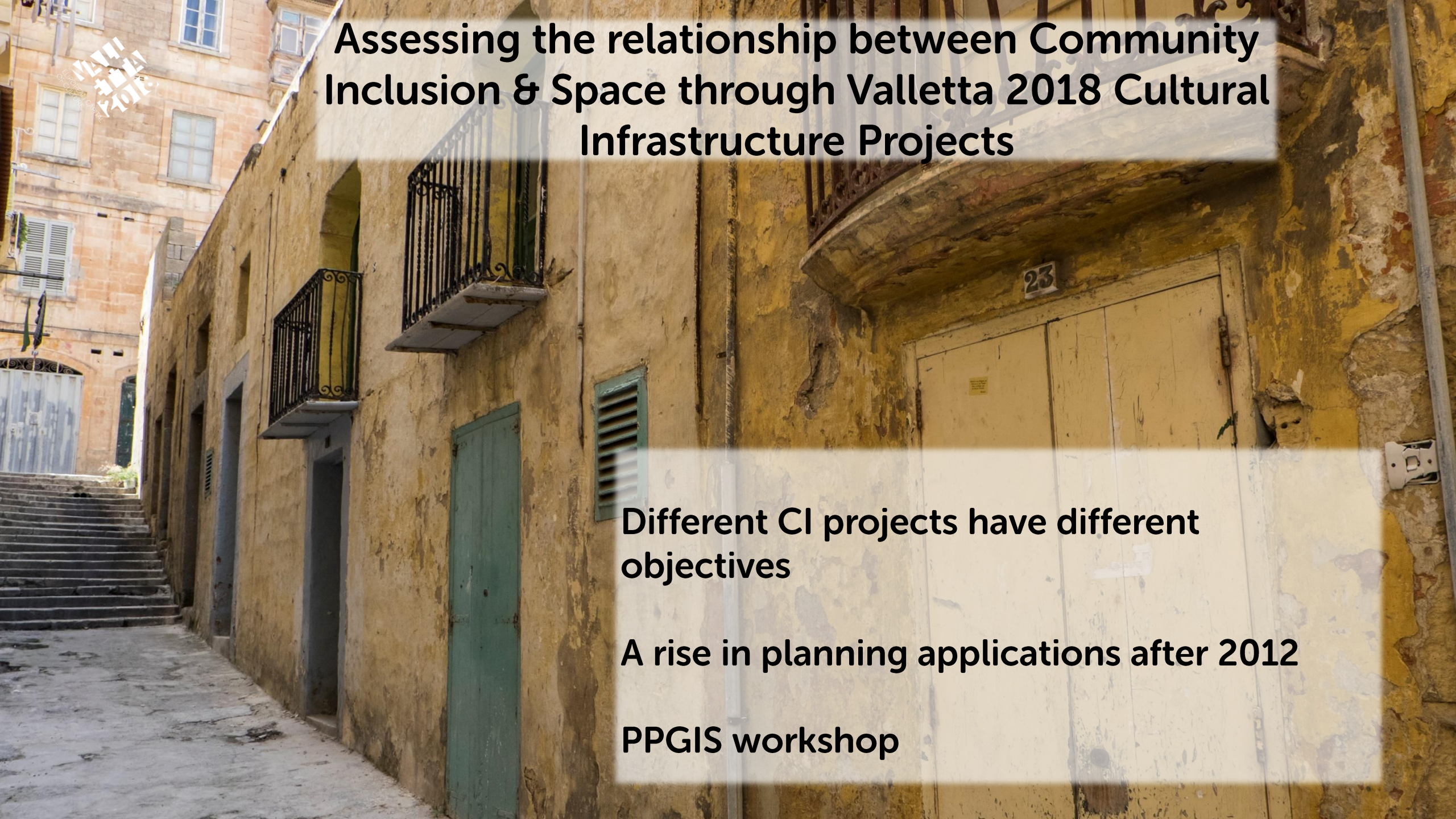
Physical accessibility improved but still of concern

Increased economic activity

Concern on liveability

Valletta as 'home' vs 'capital'





Assessing the relationship between Community Inclusion & Space through Valletta 2018 Cultural Infrastructure Projects

Different CI projects have different objectives

A rise in planning applications after 2012

PPGIS workshop



Altifest



Lessons learnt

Challenges faced

Struggles managed

Way forward

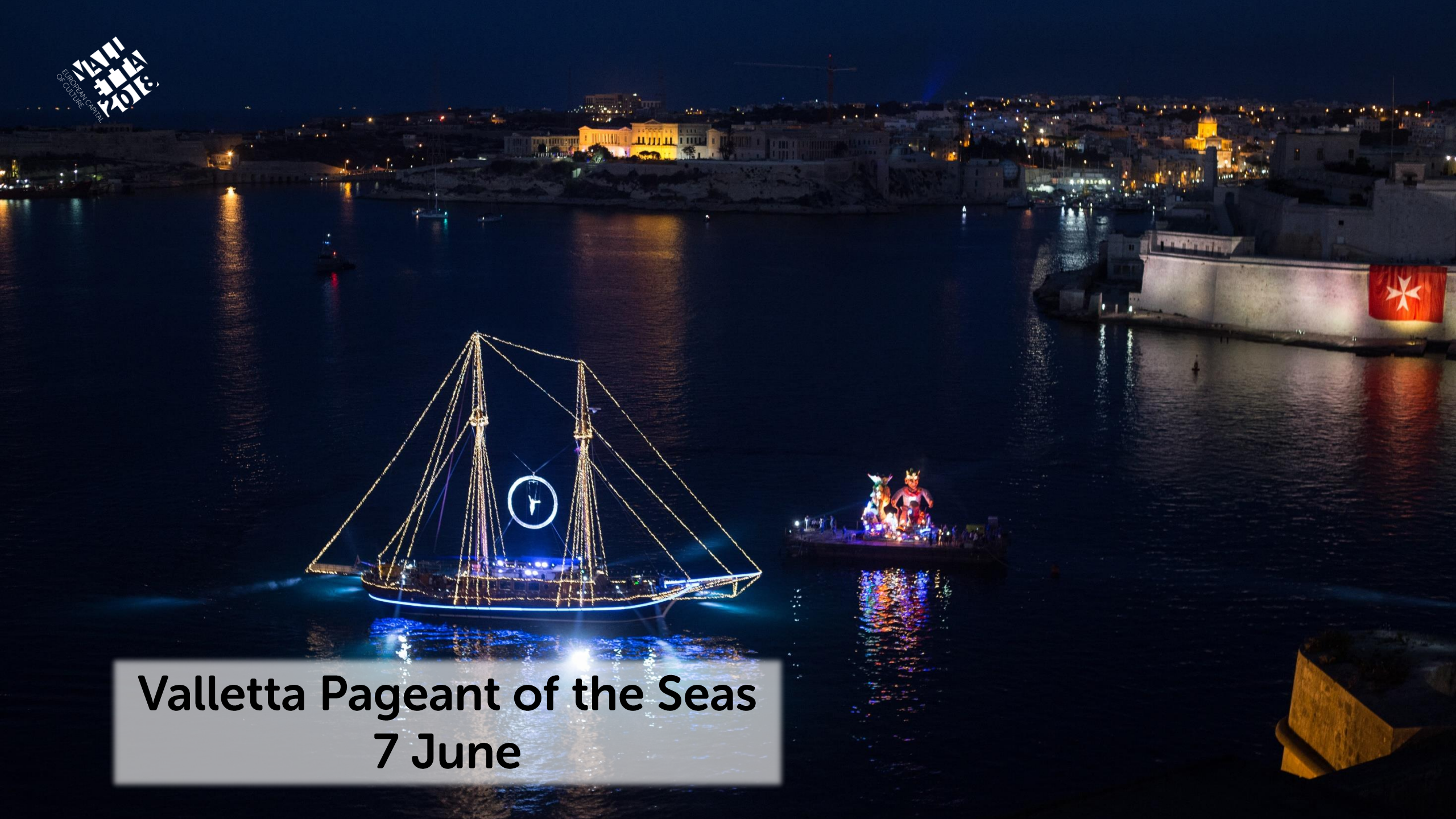
**Long-term cultural, social and
infrastructural regeneration**

**Nurture professionalization in
cultural sector**

**Develop international networks of
collaboration**

Valletta 2018 is a catalyst for change





Valletta Pageant of the Seas
7 June

Sharing the Legacy Annual Conference 24-26 October





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