

## **Economic Impact Assessments for Events**

We encourage all event organisers to consider evaluating the success of their event. To help you do this we have produced a series of questions that could both inform and enable an understanding of future opportunities for your event. These have been split in to three groups.

1. Basic data that all events should be reviewing.
2. Additional economic influence data, where the event supports the wider area.
3. An event that is significant to the Borough from both an economic impact and cultural growth point of view.

### **Group one: basic data**

- How many people took part?
- Numbers attending both as audience and spectators
- Duration of event
- Media profile
- How did people hear about the event?
- Did people enjoy the event?
- Would people attend again?
- Would people recommend the event to others?

### **Group two: economic influence data**

- How many people were in their group?
- Number of overnight stays.
- Visitor Profile: age , gender, ethnicity
- Did people attend because of the:
  - Location of event e.g. near friends or they were visiting the area.
  - Reason for the event e.g. a particular show, topic.
- How much money did they spend during their trip?

### **Group three: full evaluation and impact data.**

- Did they stay overnight? If so in what type of accommodation? e.g. staying with friends, hotels, Bed and Breakfast, camping etc.
- Approximate spend at event including entry fee, merchandise, food.
- Approximate spend while in the area on other services not linked to the event e.g. food, fuel, accommodation.
- Is there a charity element to the event? If so, how much has been raised?
- Distance travelled to event location.
  - Local
  - Regional
  - National
  - International
- Have they been to the Borough / venue in the past?

Please note: Where an event is funded or supported by the Council, the collection of this information may become a requirement of the event contract.