

Event Evaluation	13th February 2018
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Promote our tourist offer locally and internationally
Outcome	Improve Prosperity
Lead Officer	Head of Tourism & Recreation
Cost: (If applicable)	Within Budget - £15k

The purpose of this report is to propose the continuation of the process to evaluate a further event that is financially supported by Council.

BACKGROUND

Tourism and Event Management - In order to outline the approach for the future of event management in the newly formed Council, Members approved the performance measurement of events managed directly by Council and those supported by Council.

In order to apply the approved approach above, Airwaves 2016, The Lammas Fayre 2017 and the NW200 2017 were assessed on the following basis:

A programme of primary research in order to estimate the additional expenditure generated in the local economy (determined as the Causeway Coast and Glens Borough Council area) as a result of the event; and second, to assess spectator satisfaction with and their perceptions of various aspects of hosting the event in Causeway Coast and Glens.

In accordance with the approach approved by Council, it is proposed that a further event is evaluated in 2018, an event that is supported (grant funded) by Council.

THE AIM OF THE EVALUATION

The aims of this work is to first, estimate the additional expenditure generated in the local economy (determined as the Causeway Coast and Glens Borough Council area) as a result of the event, and second, to assess visitor satisfaction with and their perceptions of various aspects of hosting the event in Causeway Coast and Glens.

In doing so, the evaluation of Council's own events and those events financially supported by Council, provides an independent objective assessment, which allows for ongoing development, in accordance with the specific aims of the event.

THE STANDARDISED EVALUATION PROCESS – METHODOLOGY

Economic Impact - In order to apply the necessary level of consistency, the research model will be based upon the following:

To calculate the additional expenditure in the Causeway Coast and Glen's economy attributable to the event, the key interest group of spectators will be surveyed:

1. Quantify the proportion of respondents who live in the host area and those who are from elsewhere;

2. Establish basic characteristics of visitors e.g. where they live and composition of the party;
3. Establish the proportion of people whose main reason for being in the host area is the event;
4. Determine the catchment area according to **locals** (Causeway Coast and Glens residents), and visitors, either **national** (elsewhere in Northern Ireland) or **international** respondents;
5. Quantify the number of visitors staying overnight in the host area and the proportion of these making use of commercial accommodation;
6. Quantify how many nights those using commercial accommodation will stay in the host area and what this accommodation is costing per night;
7. Quantify for those staying overnight (commercially or otherwise) and day visitors, the daily spend in the local economy on six standard expenditure categories; and
8. Quantify what people have budgeted to spend in the host area and for how many people such expenditure is for.

For the purpose of this research the impact will be calculated on the Causeway Coast & Glens area, hence, anyone living outside this area but visiting as a direct result of the event being staged will be eligible for inclusion in the economic impact calculations.

Visits to the event by local people will be recorded in order to calculate the "dead-weight" percentage. Although their expenditure will not be included in the impact calculations, they are calculated to indicate the size of the local expenditure as part of a wider economic importance analysis.

Perception Surveys - The research will also examine visitor perceptions and awareness, using face to face surveys throughout the event using a self-completion questionnaire.

An overall usable visitor sample of 500 is necessary to establish a representative sample for major events.

EVALUATION PROVIDER

The selection of the external organisation to conduct the prescribed methodology, will be in accordance with Council's procurement policy and is a budgeted cost within the 18/19 financial period.

EVENT SELECTION

If considered appropriate, based upon Council's contribution to the event, a view of visitor numbers and contribution to the economy, the following event is deemed to be an evaluation priority:

Supercup NI – Supercup NI is a long running international youth soccer tournament. Two main aims of the event are; to increase participation in soccer at all levels by working with partners in soccer development and improve levels in Country structure and County Competitions, and to use the event to act as a catalyst for tourism, enhancing the economic performance of the local area and Northern Ireland as a whole.

The event typically takes place over a 7 day period with matches being played in towns across the Borough including Portrush, Portstewart, Coleraine, Ballymoney and Limavady. The SuperCupNI 2018 will host up to 54 teams in 4 categories; a newly added minor section, junior and premier teams and a women's section, all staged between the 21st & 27th July.

Council provides monetary support to Supercup NI, through the grant funding programme, but additional 'in-kind' support including the use of Council football pitches and the provision of a staff resource for pitch preparation, cleansing operations and resource deployment.

CONCLUSION

The evaluation of Council's own events and those events financially supported by Council, provides an independent objective assessment, which allows for the informed development.

RECOMMENDATION

In accordance with the Council's approved approach using the methodology detailed in the report, members are asked to consider and approve the performance management of events, specifically the external evaluation of one event supported by Council: Supercup NI.