



RSPBANI Funding	12th March 2019
To: The Leisure and Development Committee For Decision	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating Our Economy and Contributing to Prosperity
Outcome	
Lead Officer	Director of Leisure and Development
Cost: (If applicable)	£10,000

The purpose of this report is to allow members to consider the request for additional grant funding from the Royal Scottish Pipe Band Association of Northern Ireland to facilitate the 2019 Pipe Band Championships in Portrush.

Introduction

The Pipe Band Championships has occurred in Portrush annually since the 1950s. The Portrush Traders view the Championship as one of the more lucrative events in the annual calendar, generating significant footfall throughout the town.

Based upon high quality music of Pipe Bands and Drum Majors, the event incorporates a street carnival parade at the conclusion of the competition with crowds throughout the Town to witness the ‘*colourful spectacle and sounds*’. A Highland Dance competition takes place on the Friday before the Pipe Band Championships, which has historically been at the Recreation Grounds in Portrush.

Following the established practice of event evaluation, Council instructed officers in 2018 to undertake an Economic Impact and Public Perception Analysis of the Pipe Band Championships, for which the services of Sheffield Hallam University were procured.

Economic Impact and Public Perception Analysis of the Event

The Sheffield Hallam report at **Annex A** concluded that:

The event generated a direct economic impact from visitors of £0.32m (specifically £318,271) for the Causeway Coast & Glens area as a result of the spending by non-local event attendees.

It is estimated that the spectator admissions were generated by c. 4,500 different people.

The report concludes that the 2018 North West Pipe Band and Highland Dancing Championships had, for a one day event, a positive impact on the Causeway Coast and Glens area, in terms of economic impact, economic importance and the wider perceptions of the event and the local area. Positive feedback from the sampled spectators about the event and the local area, and a direct economic impact of £0.32m from event spectators outlines that the 2018 North West Pipe Band and Highland Dancing Championships was a beneficial part of the Causeway Coast and Glens Council events programme.

2018 Pipe Band Championships in Portrush

In 2018, the Recreation Grounds site was used for the purposes of a site compound to facilitate the Portrush EI Scheme. This made the site unsuitable for the purposes of the 2018 Pipe Band Championships in Portrush.

Following protracted discussions, the RSPBANI agreed to use Lansdowne Car Park and adjacent lands for the Pipe Band Competition, a decision which was ratified by the RSPBANI on the 25th June 2018, 6 weeks prior to the planned event.

The displacement of the event was however conditional on Council compensating the RSPBANI for the financial loss of the admission gate to the event, additional planning, set-up, accommodation, security and build costs for the event that increased compared to 2017 at the established site i.e. the Recreation Grounds.

Council approved the use of the Lansdowne Car Park in June 2018.

SMT approved the compensation amount of £9,999, a time-bound decision that was necessary to retain the event in 2018, in accordance with Council's Procurement Policy and Purchase, Order and Invoice Authorisation Procedure Parts 2c, 3 and 4c.

2019 Pipe Band Championships in Portrush

Following early engagement with the RSPBANI in November 2018, it is confirmed that following the widening of Ramore Avenue, the Recreation Grounds is no longer a suitable location for the Pipe Band Championships.

It should be noted that the RSPBANI has been a consultee in the development of the proposed Recreation Grounds project, a scheme approved by Council (at Stage 2), which does include event space. The progression of this project should provide a long term event location for the Pipe Band Championships in Portrush.

As an alternative location, the RSPBANI is again willing to consider the use of the Lansdowne Car Park, however the displacement of the event does result in similar financial challenges as occurred in 2018. As a charitable organisation, the RSPBANI is stating that the Portrush event is not financially viable on the Lansdowne Car Park site without the additional funding from Council (beyond the existing Tourism Events Grant).

Recommendation

Therefore based on the long tradition of this event in Portrush and the objective assessment of the value to the Borough's economy, Members are requested to consider the attached letter at Annex B.



**Causeway
Coast & Glens
Borough Council**

ECONOMIC IMPACT STUDY
**North West Pipe Band and Highland
Dancing Championships**
2018
DRAFT REPORT

Submitted to:

Richard Baker GM MSc / Kerry McMullan
Director (Leisure and Development) / Assistant Events Manager
Causeway Coast & Glens Borough Council

Submitted by:

Sport Industry Research Centre
Sheffield Hallam University
A118 Collegiate Hall
Sheffield
S10 2BP
Tel: +44 (0)114 225 5927

September 2018

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EXECUTIVE SUMMARY

This report presents the key findings from research undertaken at the 2018 North West Pipe Band and Highland Dancing Championships hosted on the 11th August 2018 with a sample of 513 spectators. The economic impact analysis in this report focuses on direct visitor expenditure in the Causeway Coast and Glens area from **spectators of the event only**. The evaluation, therefore, provides an 'at least' figure. The overall economic impact figure is likely to be higher due to the expenditure activity of those people in the other groups (e.g. participants, volunteers, event officials etc.) being omitted. In addition, any expenditure made by the event organisers is **not** part of this analysis.

ECONOMIC IMPACT OF SPECTATORS

The event generated a direct economic impact from visitors of **£0.32m** (specifically **£318,271**) for the Causeway Coast & Glens area as a result of the spending by non-local event attendees, **£285,899 (91%)** of which was in the Portrush area. In addition, local people within the Causeway Coast & Glens boundary had an overall expenditure of **£28,245** and, although this is not direct economic impact as it is not "new" money coming into the local economy, it is an important part of the local engagement with the event. The overall economic importance was **£0.35m** (£346,516), i.e. economic impact plus expenditure by locals. Post-event estimations also suggested that the 900 participants had an impact in the region of **£70-85,000**, although this figure was not based on actual data, but using an array of assumptions.

PERCEPTIONS

Visitors and local residents outlined high levels of civic pride as the Causeway Coast and Glens area hosted the 2018 North West Pipe Band and Highland Dancing Championships. Spectators surveyed were proud that the event was taking place in Portrush. They also felt the event presented a positive image of the local area and that the area should continue to host major events. Specific feedback on the event demonstrated that the majority of spectators thought it was well run, well organised, had something for everyone, and they enjoyed the programme.

CONCLUDING COMMENTS

The 2018 North West Pipe Band and Highland Dancing Championships had, for a one day event, a positive impact on the Causeway Coast and Glens area, in terms of economic impact, economic importance and the wider perceptions of the event and the local area. Positive feedback about the event and the local area, and a direct economic impact of **£0.32m** from event spectators outlines that the 2018 North West Pipe Band and Highland Dancing Championships was a beneficial part of the Causeway Coast and Glens Council events programme.

1. INTRODUCTION

This report presents the key findings emerging from research undertaken on the North West Pipe Band and Highland Dancing Championships event on the 11th August 2018. The North West Pipe Band and Highland Dancing Championships, hosted in Portrush, has been a permanent fixture on the Northern Ireland event calendar. The Championships started in 1966 and has been running for 52 years with the exception of 1972. The 2018 event was free for spectators to attend, with previous versions being ticket only. For the 2018 the event moved location. The event culminated in a street parade following the Championship programme. The event attracted entries from 42 Pipe bands and 39 Drum Majors, with one band attending from New Zealand.

The research was commissioned by Causeway Coast & Glens Borough Council and conducted by the Sport Industry Research Centre (SIRC) at Sheffield Hallam University. The main purpose of the research was to calculate the direct economic impact of the event on Causeway Coast & Glens resulting from the additional expenditure by spectators only using the *eventIMPACTS* recommended approach.¹ Note that the calculation of additional expenditure attributable to non-spectator groups such as officials and volunteers is beyond the scope of this project, as is any spending by organisers on event infrastructure and consequently the findings presented in section 5 represent an 'at least' position. Some estimates of participant economic activity is presented using a series of logical assumptions based on information available. The research also examined audience perceptions and awareness of different aspects of interest to event stakeholders - these findings are presented in section 6.

2. AIMS AND OBJECTIVES

The aims of this project were to first, conduct a programme of primary research in order to estimate the additional expenditure generated in the local economy by spectators (determined as the Causeway Coast & Glens Borough Council area) as a result of the area hosting the North West Pipe Band and Highland Dancing Championships 2018; and second, to assess spectator satisfaction with, and their perceptions of, various aspects of hosting the event in Causeway Coast & Glens. This aim would be met by achieving the following objectives:

- Conducting a questionnaire survey on a sample of a minimum of 500 spectators attending the event;
- Creating a database of the responses received using the Statistical Package for the Social Sciences (SPSS) so that the relevant analysis could be conducted on the data;
- Calculating the number of people attending the event who lived outside the Causeway Coast & Glens Borough Council area, and who were in the local economy specifically to attend the event;
- Calculating the number of commercial bed-nights generated in the local area in order to assess the impact made on hotels and guest houses by people not resident in Causeway Coast & Glens;

¹ <http://www.eventimpacts.com/impact-types/economic>

- Calculating the expenditure by non-residents related to their visit to Causeway Coast & Glens;
- Calculating the expenditure by residents of Causeway Coast & Glens (although this is not direct economic impact and is reported separately; and
- Assessing event perceptions and civic pride levels with a number of aspects of the event and the Causeway Coast & Glens in general for locals and visitors.

3. METHODOLOGY

The methodology employed in this research was that devised for UK Sport (by SIRC) originally in 1997 and revised over 140+ economic impact evaluations undertaken since the original framework. In order to calculate the additional expenditure in the Causeway Coast & Glens economy attributable to the event, the key interest group of spectators were surveyed using research instruments devised specifically for this purpose (see Appendix A). The primary research at the event involved eight stages:

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 & Glens residents), and visitors;
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.

The precise treatment of expenditure depending on its origin and destination is illustrated in Figure 1. Apart from the spending that originated from within each catchment area, the economic impact estimates also exclude spending by 'casual' visitors, that is, people whose attendance at North West Pipe Band and Highland Dancing Championships was incidental to their visit to an area.

Figure 3.1: Expenditure by Geography

		<i>Destination of Expenditure</i>
		Causeway Coast
<i>Origin of Expenditure</i>	Causeway Coast & Glens	✘
	Rest of Northern Ireland	✓
	Rest of UK	✓
	Overseas	✓

For the purpose of this research the impact was calculated on the Causeway Coast & Glens area, hence, anyone living outside this area but visiting as a direct result of the event being staged in the area was eligible for inclusion in the economic impact calculations. Visits to the event by local people were recorded in order to calculate the "dead-weight" percentage. Although their expenditure is not included in the impact calculations, the extent of the expenditure by local residents has been included as part of a wider economic importance analysis.

4. SAMPLE

Face-to-face surveys were conducted on the event day by the research team with spectators (aged 16 and over) using a self-completion questionnaire. Copies of the questionnaire used at the event can be found in Appendix A. Surveying generated an overall usable spectator sample of **513**. The 2017 event capacity was approximated at 4,000 people, a figure corroborated by the security company working at the event, although the 2018 was hosted at a new venue.

The Championships was a free to attend event and the activity was focussed around a section towards the north of Portrush town centre (see Figure 4.1), with road closures in place. Spectator numbers were derived from estimates by the research team at the North West Pipe Band and Highland Dancing Championships and estimates from previous events. Estimates were corroborated (as a test of reasonableness) with photos of the crowds across the day and estimates taken by the research team (including using hand-held clickers) at different times and locations. Event capacity and total event attendance are not necessarily the same figure. As the event is free to attend, and allows fluid movement (rather than ticketed seating), people can access the event at different times of the day, and from different points, and move around the venue. The parade element of the programme also meant that some people (the majority of which likely to be local to Portrush) may come to watch this element of the day on the parade route rather than the entering the area where the Band and Drum Majors took place.

Figure 4.1: Map of Event



The survey determined how spectators travelled to the event and how long they were at the event for in order to understand the movement patterns of spectators, i.e. ensuring any 'double counting' is taken into account (thus understanding the difference between attendance and North West Pipe Band and Highland Dancing Championships 2018 Economic Impact Study

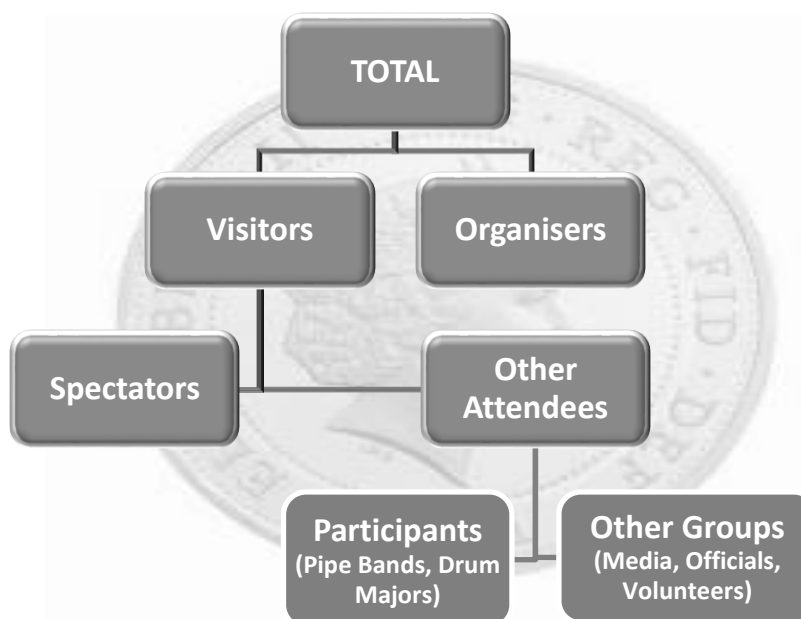
unique attendees). For example, people attending the event all day may view the event at more than one vantage point, and therefore these people should not be counted twice (or more). The survey responses outlined that **25.3%** of the sample were residents in Causeway Coast & Glens and a small proportion of spectators (**10.1%**) were 'casual' visitors i.e. the North West Pipe Band and Highland Dancing Championships was not the main reason for them being in the area during the event, it 'happened to be on' at the same time. As the event was not ticketed, it is more common for these types of events to attract 'casual' passers-by, whose main reason for being in the area is another activity i.e. not the event. This resulted in **64.6%** of the sample being visitors from outside the Causeway Coast and Glens area, and who outlined that the event was the main reason for being in the Portrush area, and were therefore eligible for inclusion in the economic impact calculations.

5. ECONOMIC IMPACT

5.1. Overview

This component of the research examined the additional expenditure in the Causeway Coast and Glens area resulting from the spending attributable to hosting North West Pipe Band and Highland Dancing Championships 2018, generated from non-local, event-specific visitors to the area. Figure 5.1 outlines the groups eligible for inclusion for an economic impact assessment, although the detail underpinning these headline figures is presented for **spectators only**.

Figure 5.1: Economic impact - Eligible groups



5.2. Spectators

The spectator analysis comprises visitors to the Causeway Coast & Glens area (direct economic impact) and local residents (not direct impact, but contributing to the overall economic importance/activity).

5.2.1. Spectator attendance

The North West Pipe Band and Highland Dancing Championships was an entirely "free-to-view" event in 2018, and crowd estimates of the event are based on a range of information.

When comparing against other recent events in the Causeway Coast and Glens area (NW200, Air Waves, Auld Lammas Fair) the event had a much lower attendance, partly as it was held on one day only.

Observations from the research team across the day, photographs, head-count clickers and comparisons with the attendance at other local events were used to estimate spectator 'admissions' to the 2018 North West Pipe Band and Highland Dancing Championships. The headline figure from which to base the economic impact calculations is based on individual "attendees". The research findings demonstrated that the average dwell time in the area for the event was **2.5** days for those visitors staying overnight (in either commercial or non-commercial accommodation). For local residents and day visitors, the dwell time was 1 day (i.e. the event day). The survey outlined that 46% of the spectators sample were at the event for more than 6 hours, and people moved around the event venue across the course of the day to watch from different parts. Of those that stayed for a shorter duration than 6 hours, the average amount of time spent at the event was almost 4 hours (3 hours 53 minutes, on average) and these attendance patterns were relatively consistent across all visitor types (i.e. locals, commercial visitors, non-commercial visitors and day visitors).

Accounting for movement around the event (repeat viewing factor) and the addition of local people coming to watch the parade (rather than the competitions); we estimate that the spectator admissions were generated by c. **4,500** different people. Around **35%** of spectators were either normally resident in Causeway Coast and Glens (**25%**) or were not present in the area specifically to attend North West Pipe Band and Highland Dancing Championships (**10%** casual visitors). Thus, the economic impact calculation is based on **3,022** event-specific visitors - see Figure 5.2. A list of the respondents' home town, by spectator type can be found in Appendix B.

Figure 5.2: Derivation of 'eligible' spectators for the Causeway Coast and Glens area



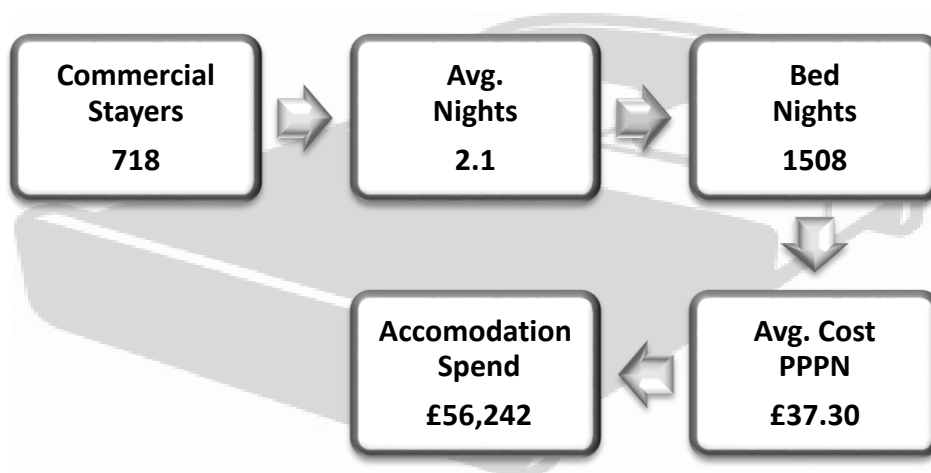
SAMPLE PICTURES



Visitors were also asked about their method of travel to the event. The majority of the spectators came by car (66%) although car use was higher for visitors (75%) than locals (53%). One fifth (21%) of the sample walked to the event, 12% used public transport and 1% used a bike. The average number of people in each group was **2.8 people**.

Approximately **718** of the event-specific (eligible) visitors (**24%**) stayed overnight in paid accommodation in the area as part of their trip to attend the North West Pipe Band and Highland Dancing Championships, and the average trip length was **2.1 nights**. Taking into account their average duration of stay and the average accommodation cost per person per night (PPPN), Figure 5.3 illustrates that the associated revenue for accommodation providers in the Causeway Coast & Glens area amounted to c. **£0.06m**. It is worth noting that the average spend on accommodation by those staying in commercial accommodation (at **£37.30** per head) was due to a large proportion of 'commercial' spectators making use of hotels/B&Bs at a higher rate per person per night (PPPN) than the PPPN cost for campsites/caravan parks which have been more popular at other events in the area.

Figure 5.3: Commercial bed-nights and accommodation spend in Causeway Coast & Glens



As shown in Figure 5.4, the average trip duration across all eligible visitors, including both overnight (commercial and non-commercial) stayers and day visitors, was **1.76 days / nights**. Their average daily expenditure in the Portrush area was:

- Almost **£54** per person.
- Expenditure on items other than accommodation (i.e. food and drink, shopping, local travel etc.) is estimated at almost **£43** per person per day.
- The majority of the average daily expenditure (**£26** per day) was spent on food/drink.
- In aggregate terms, the expenditure by all eligible spectators on non-accommodation items amounted to **£0.23m**.

Figure 5.4: Types of eligible spectators and their trip duration

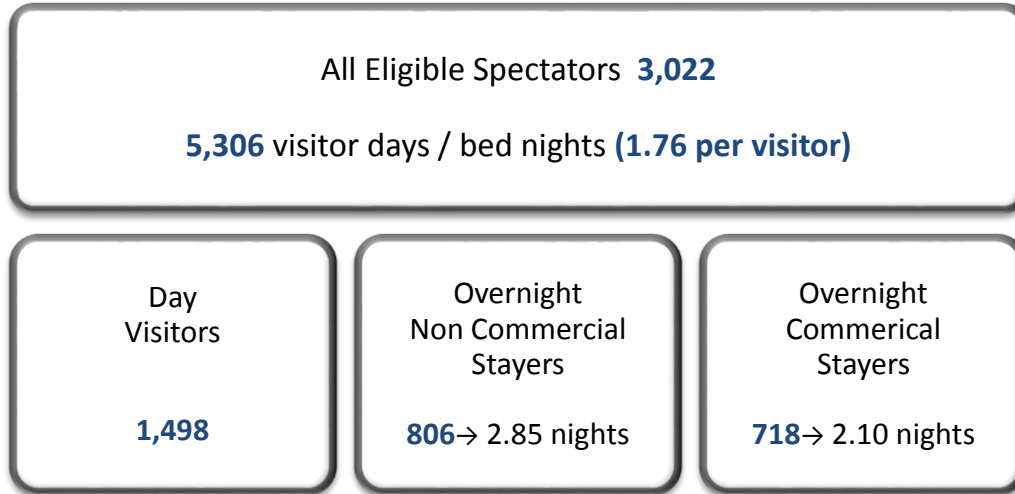
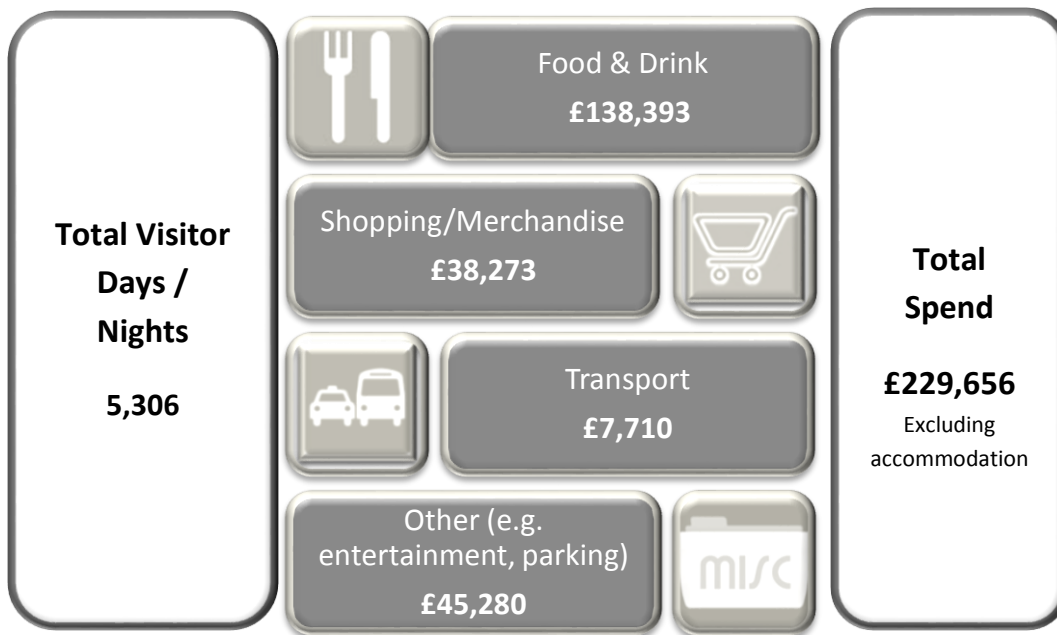


Figure 5.5 presents an itemised breakdown of the expenditure associated with spectators.

Figure 5.5: Non-accommodation spend by eligible spectators



Collectively, the total spending by eligible spectators on accommodation (**£0.06m**) and other items (**£0.23m**) represents additional expenditure in the Portrush area of **£0.29m** - see Figure 5.6.

In addition to this itemised breakdown, spectators from outside the Causeway Coast and Glens area estimated that they had additional expenditure of **£0.03m** in the wider Causeway Coast and Glens area (e.g. where spectators were staying/spending in the host economy, but outside of the Portrush area) in addition to their expenditure in the Portrush area outlined above in Figure 5.5. Overall, non-residents visiting the Causeway Coast and Glens area had an event related expenditure of **£0.32m** (£318,271).

5.2.2. Economic importance - Local spectators

Although not included in the economic impact calculations, expenditure by local residents is an important element to note as part of the wider context of the event. The spectator surveys outlined that **25%** of attendees were from the host economy. Overall, an estimated **1,139** people from the local area attended the event, and their average daily expenditure (**£24.81** per person) at the event contributed to overall expenditure of **£0.03m** (£28,245).

5.3. Summary of financial information

Figure 5.6 outlines the combined economic importance figure, adding the visitor expenditure with the local expenditure.

Figure 5.6: Total additional expenditure by spectators

Group	£
Day Visitors	£35,862
Non Commercial Stayers	£101,728
Commercial Stayers	£148,309
<i>SUB-TOTAL (Expenditure in Portrush)</i>	£285,899
<i>Additional Expenditure in rest of CC&G</i>	£32,373
Economic Impact TOTAL	£318,271
<i>Local Expenditure</i>	£28,245
TOTAL (Impact and Importance)	£346,516

5.4. Participants - Impact estimation

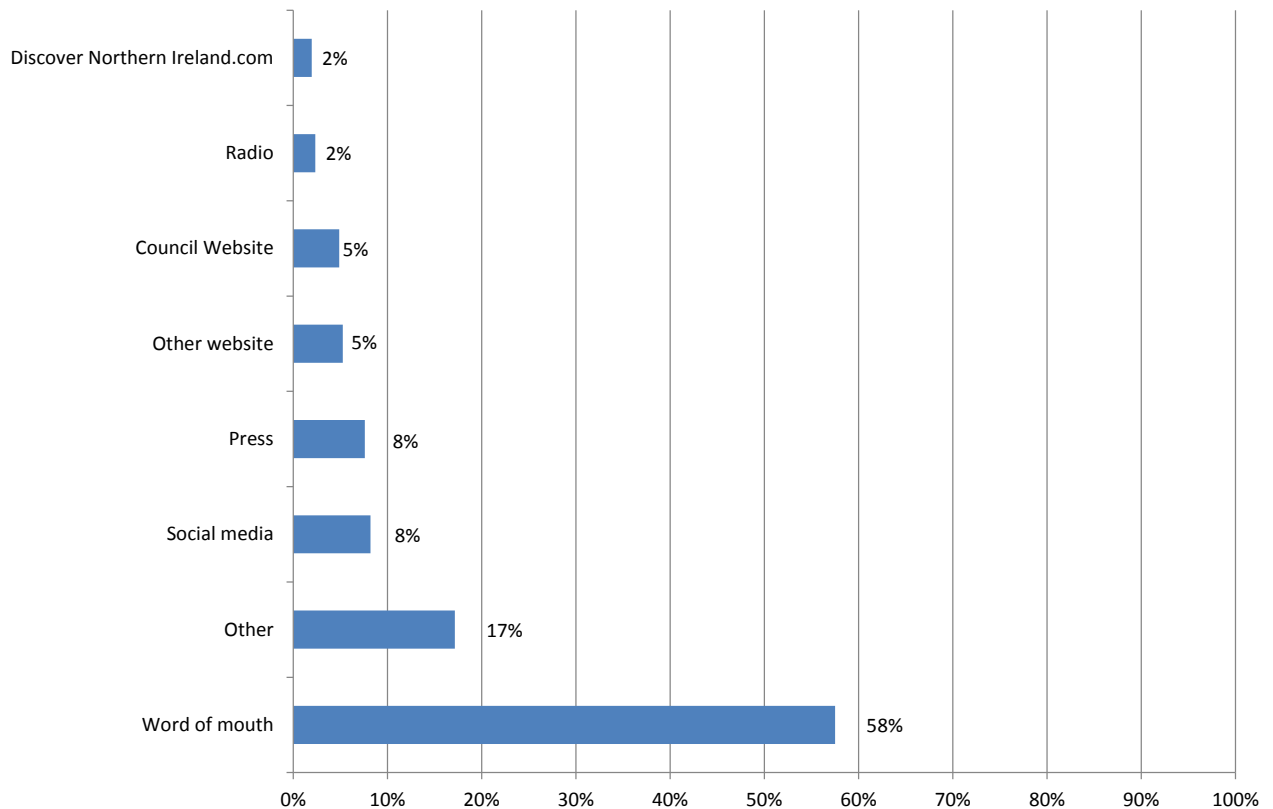
Although the participants were not part of the economic impact analysis, it is possible to estimate the additional expenditure for this group based on two key factors. First, the size and composition of the bands and drum majors, and second, the fact that a high proportion of the spectators were friends/relatives of those taking part, therefore it can be reasonably assumed had similar accommodation bookings and expenditure patterns. In total, the event attracted 42 Bands and 39 Drum Majors with approximately 900 participants. Two bands were from the Causeway Coast and Glens area, 36 were from Northern Ireland and 6 were from outside the UK. The estimate is based on the majority (**97%**) of participants residing outside the host economy, and visiting specifically for the event, generating c. 1,500 bed nights. The estimate for this group is that they had an economic impact of between **£70-85,000**, although please note this is an **estimate** and is not based on empirical data from this group, and should be viewed with this in mind.

6. SPECTATOR PERCEPTIONS

6.1. Event Awareness

Figure 6.1 illustrates the ways in which respondents found out about the North West Pipe Band and Highland Dancing Championships 2018 taking place. 'Word of Mouth' was the most popular source, cited by **58%** of the overall spectator sample. The "other" category was the second highest (**17%**), and a lot of people were reporting that they came to the event every year so just knew when it was on. Citations of 'online' sources were quite low, and this replicates the findings from other events in Causeway Coast and Glens.

Figure 6.1: Awareness of the event



6.2. Civic Pride and Destination Image

The responses to the questions about civic pride, event enjoyment and the Causeway Coast and Glens area as a host venue for major events are presented in the following figures.

Figure 6.2 outlines the feelings about the area as a host venue for the North West Pipe Band and Highland Dancing Championships, Figure 6.3 outlines whether the North West Pipe Band and Highland Dancing Championships presents a positive image and Figure 6.4 shows future intention to re-visit the area for an North West Pipe Band and Highland Dancing Championships in the future.

Figure 6.2: I feel more positive towards the Causeway Coast & Glens area as the host of the International North West Pipe Band and Highland Dancing Championships event

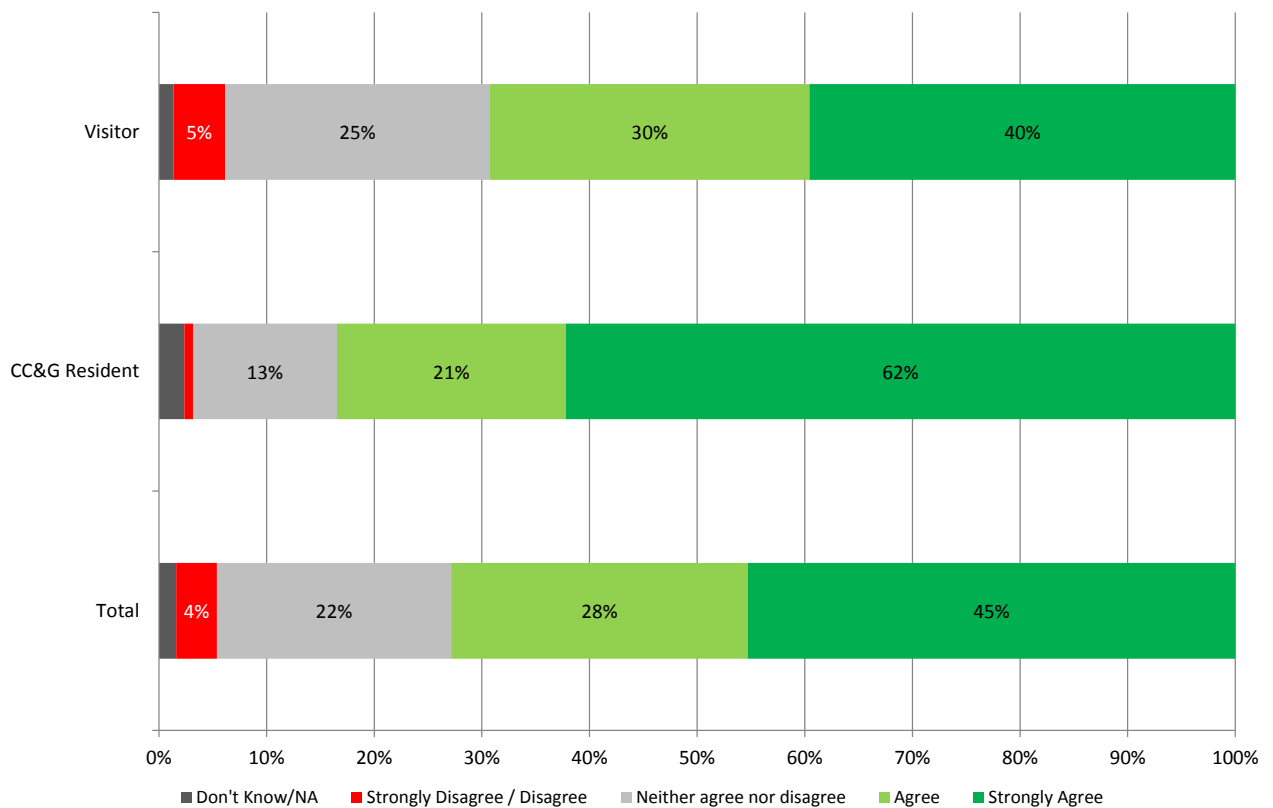


Figure 6.3: I feel that the North West Pipe Band and Highland Dancing Championships presents a positive image of the Causeway Coast and Glens area

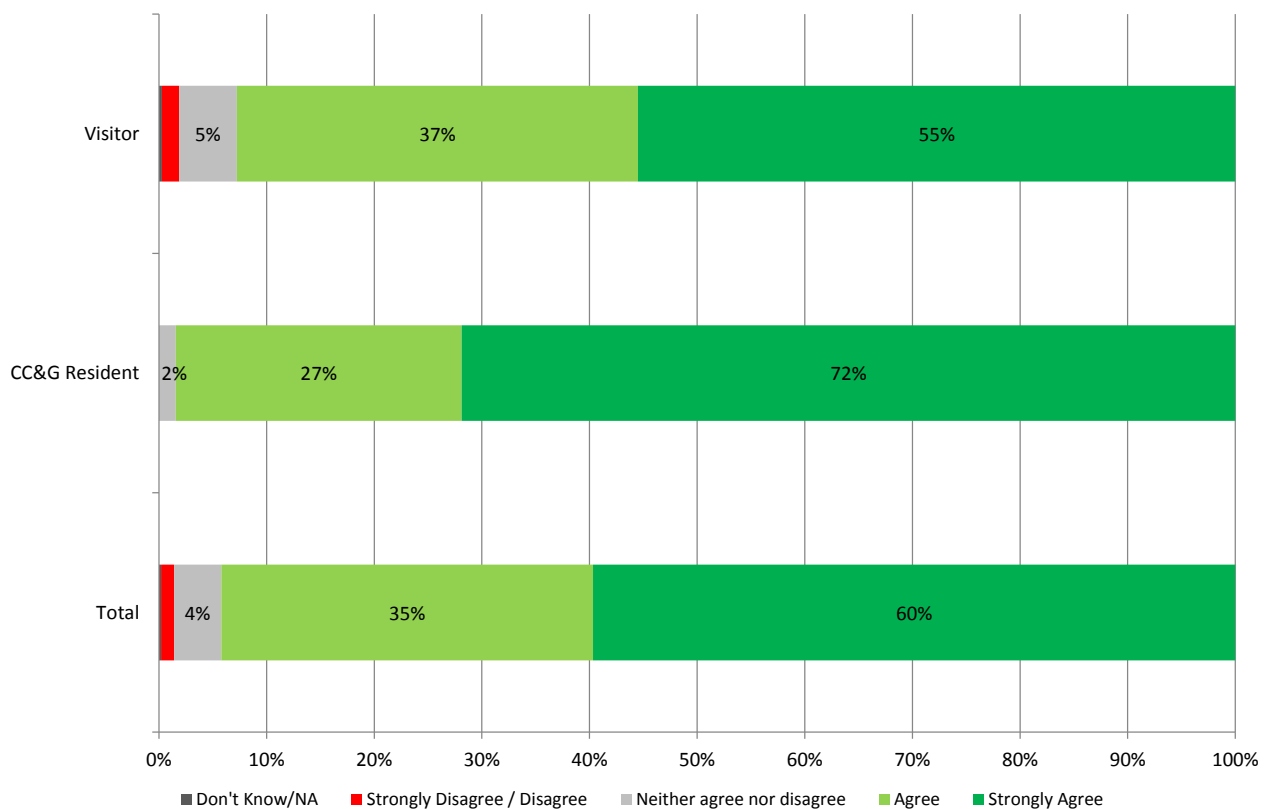
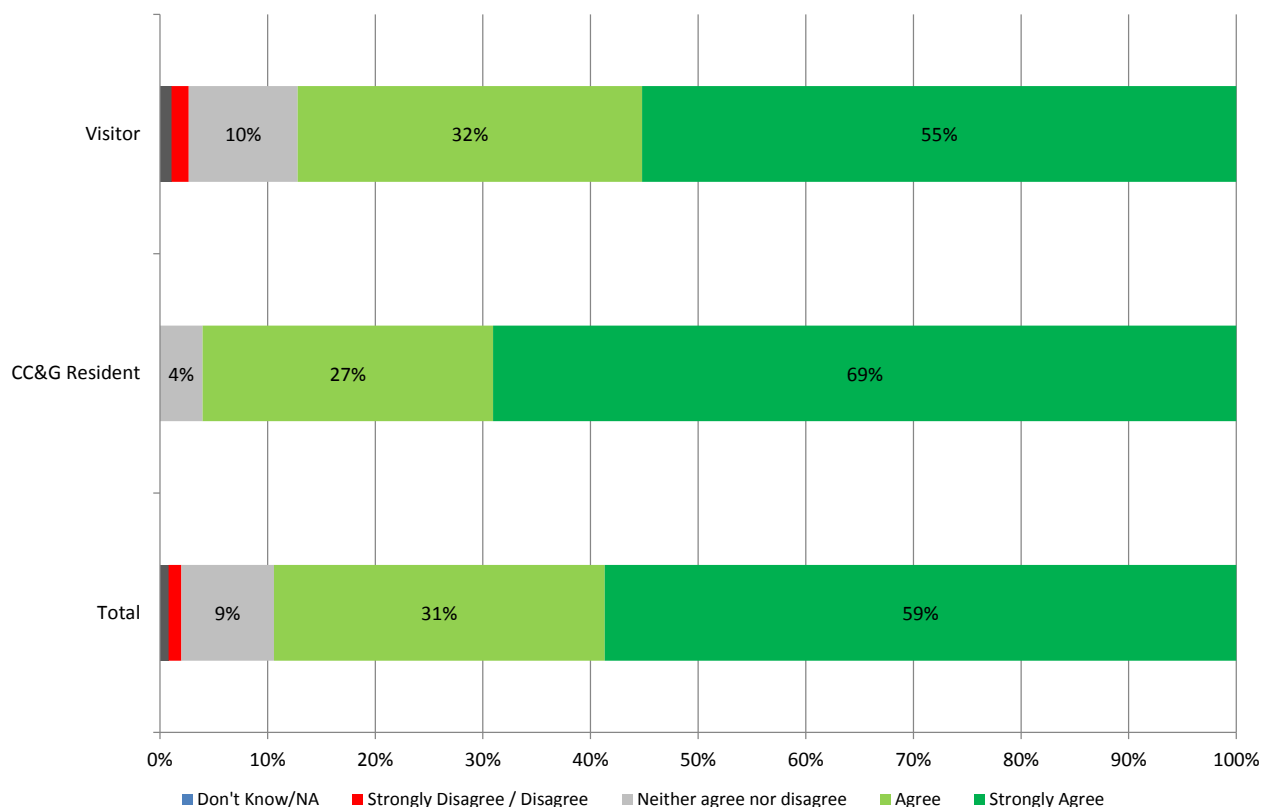


Figure 6.4: I feel proud that the Causeway Coast & Glens area is hosting North West Pipe Band and Highland Dancing Championships



In summary from Figures 6.2 to 6.4:

- Almost three-quarters (73%) of spectators agreed that they felt more positive towards the Causeway Coast & Glens area as a result of the area hosting the International North West Pipe Band and Highland Dancing Championships event.
- The vast majority (95%) felt that the North West Pipe Band and Highland Dancing Championships presents a positive image of the Causeway Coast and Glens area, and 98% of locals agreed with this statement.
- Finally, 90% of the spectators felt proud that the Causeway Coast & Glens area is hosting North West Pipe Band and Highland Dancing Championships, with residents (96%) more likely to agree than visitors (87%).

The next group of figures outline spectators' views around whether they would return to the area for another North West Pipe Band and Highland Dancing Championships in the future (Figure 6.5); whether they would return to the area for a holiday/short break in the future (Figure 6.6) and their opinion on whether Causeway Coast & Glens Council should host and support major events in the future (Figure 6.7).

Figure 6.5: I would return to the area for another North West Pipe Band and Highland Dancing Championships in the future

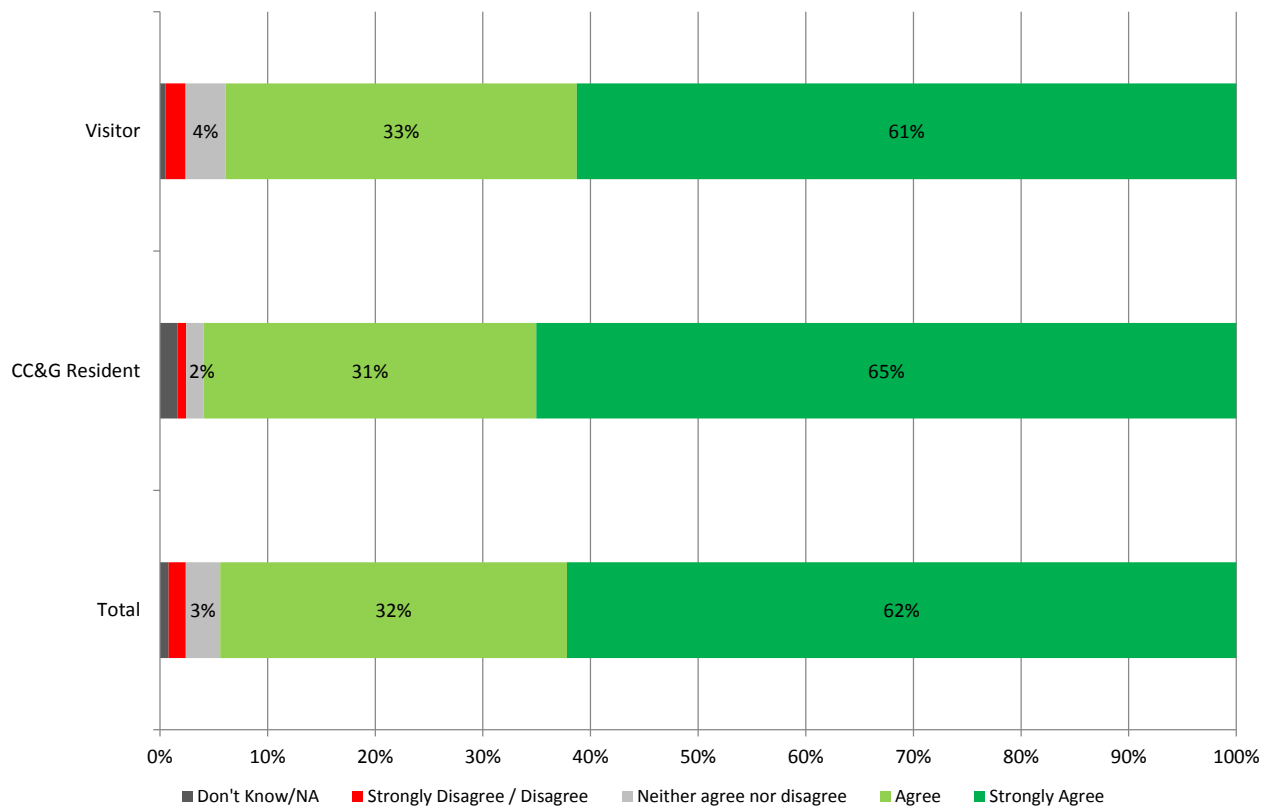


Figure 6.6: I would return to this area for a holiday/short break in the future

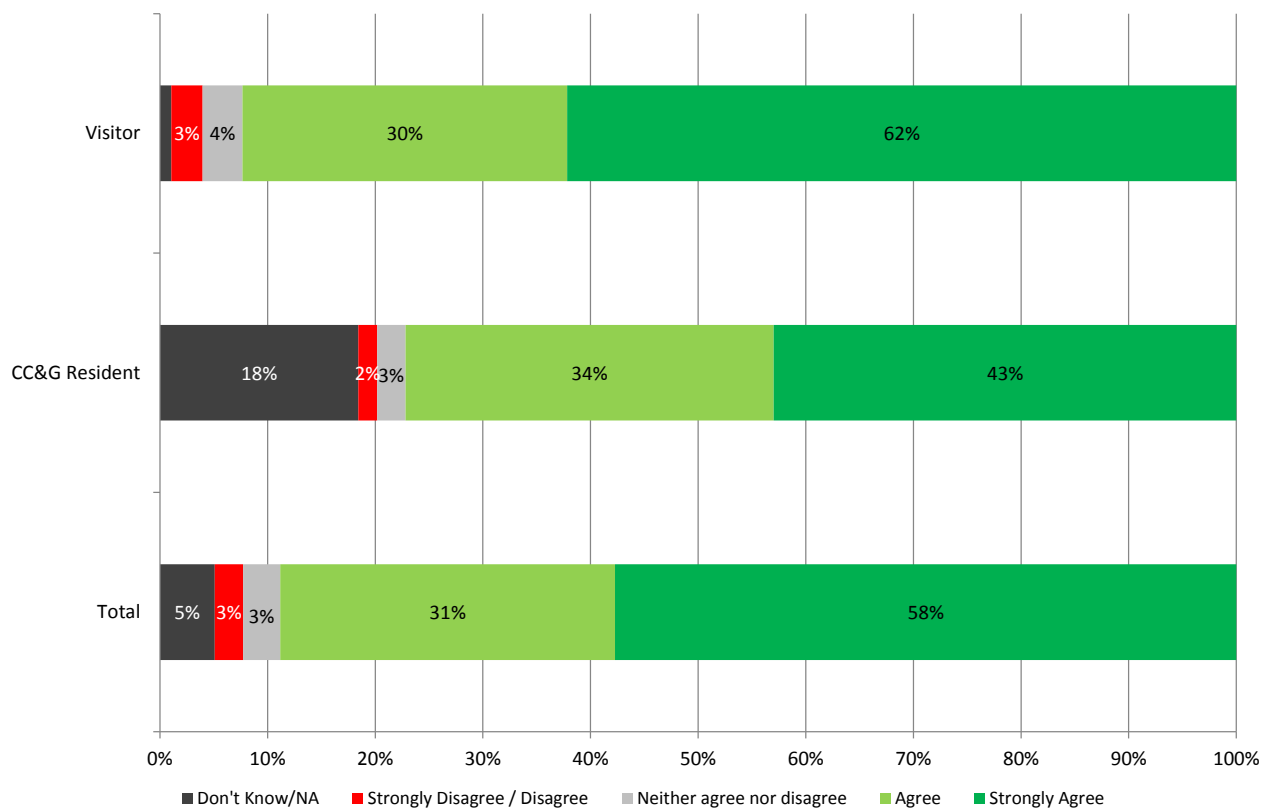
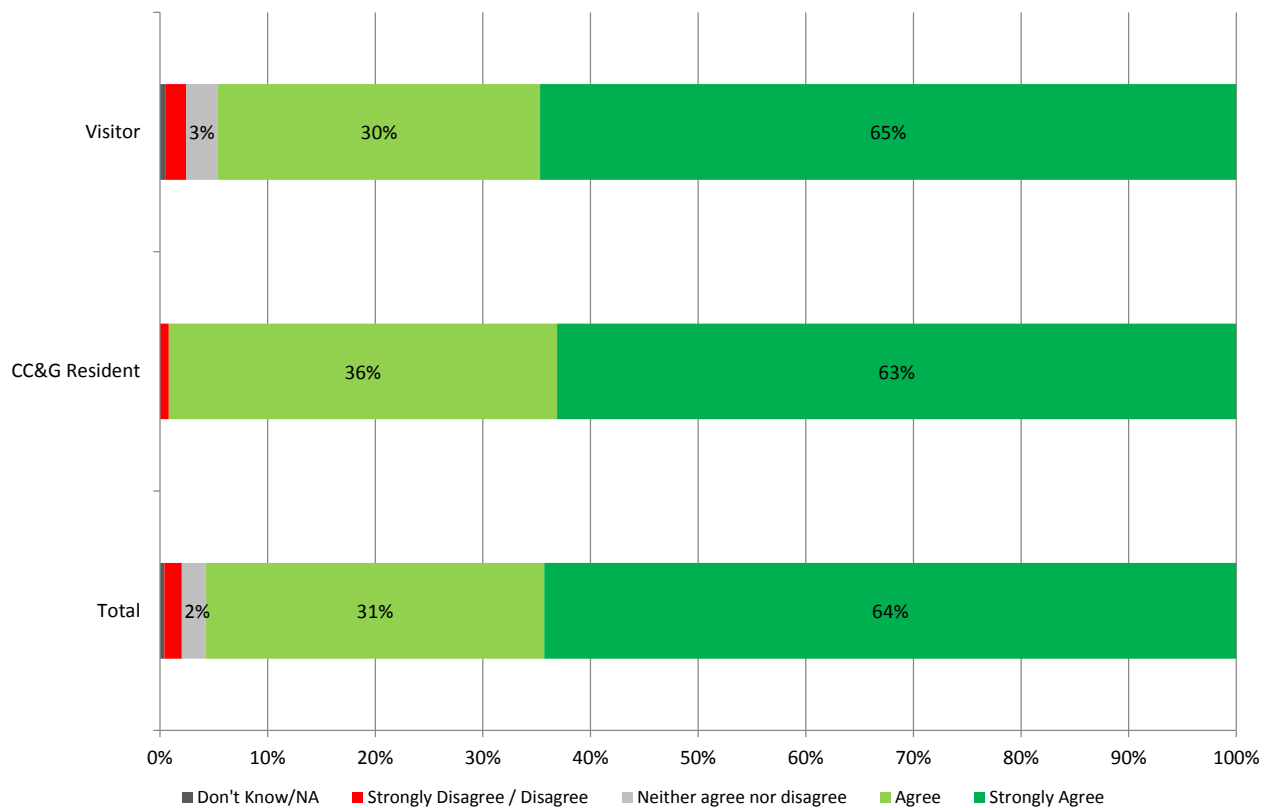


Figure 6.7: Causeway Coast & Glens Council should host and support major events



In summary from Figures 6.5 to 6.7:

- The vast majority of spectators would return to the area for another North West Pipe Band and Highland Dancing Championships in the future (95%).
- 92% of visitors to the area would return to the Portrush area for a holiday/short break in the future.
- The majority (95%) also agreed that Causeway Coast & Glens Council should host and support major events, with 99% of local residents in agreement.

The final group of figures in this section outline spectators' views around whether they enjoyed the North West Pipe Band and Highland Dancing Championships programme (Figure 6.8); whether the event has been well organised (Figure 6.9) and their opinion on whether the event has something for everyone (Figure 6.10).

Figure 6.8: I have enjoyed the North West Pipe Band and Highland Dancing Championships programme today

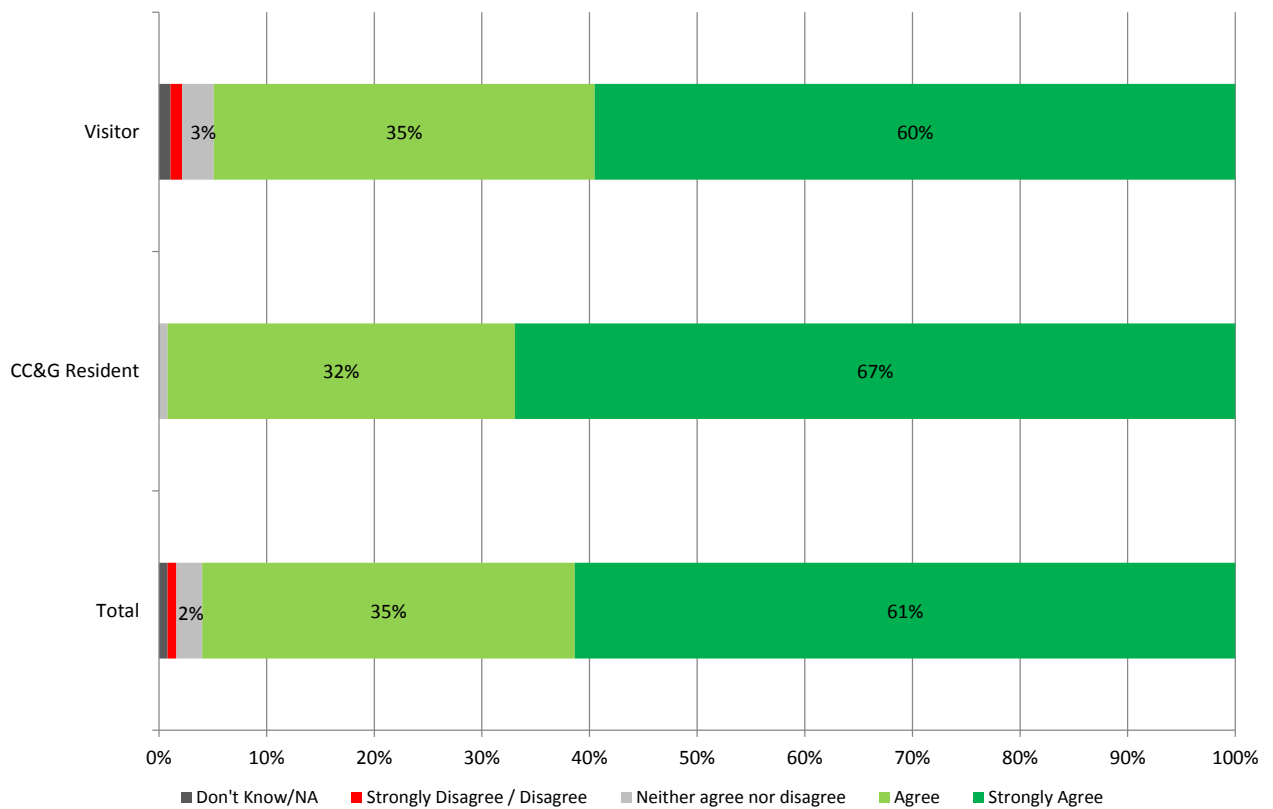


Figure 6.9: The event has been well organised

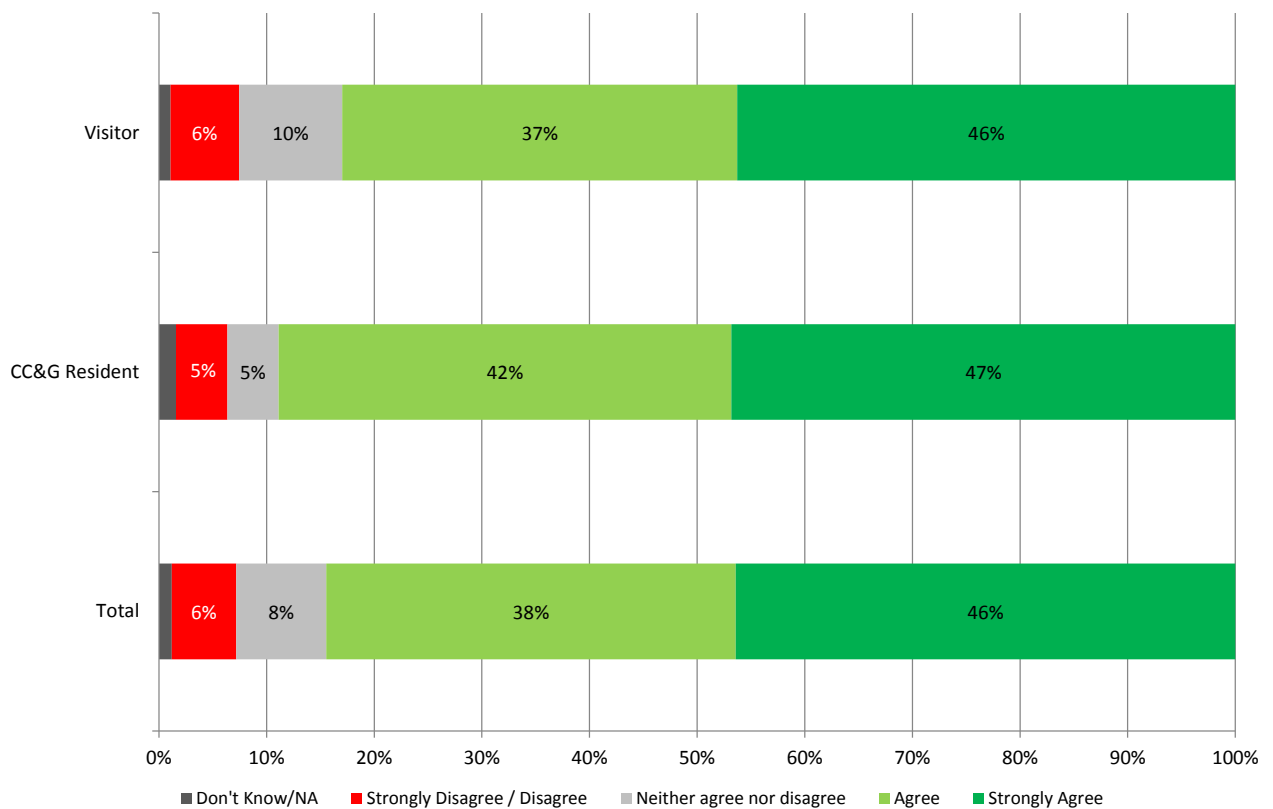
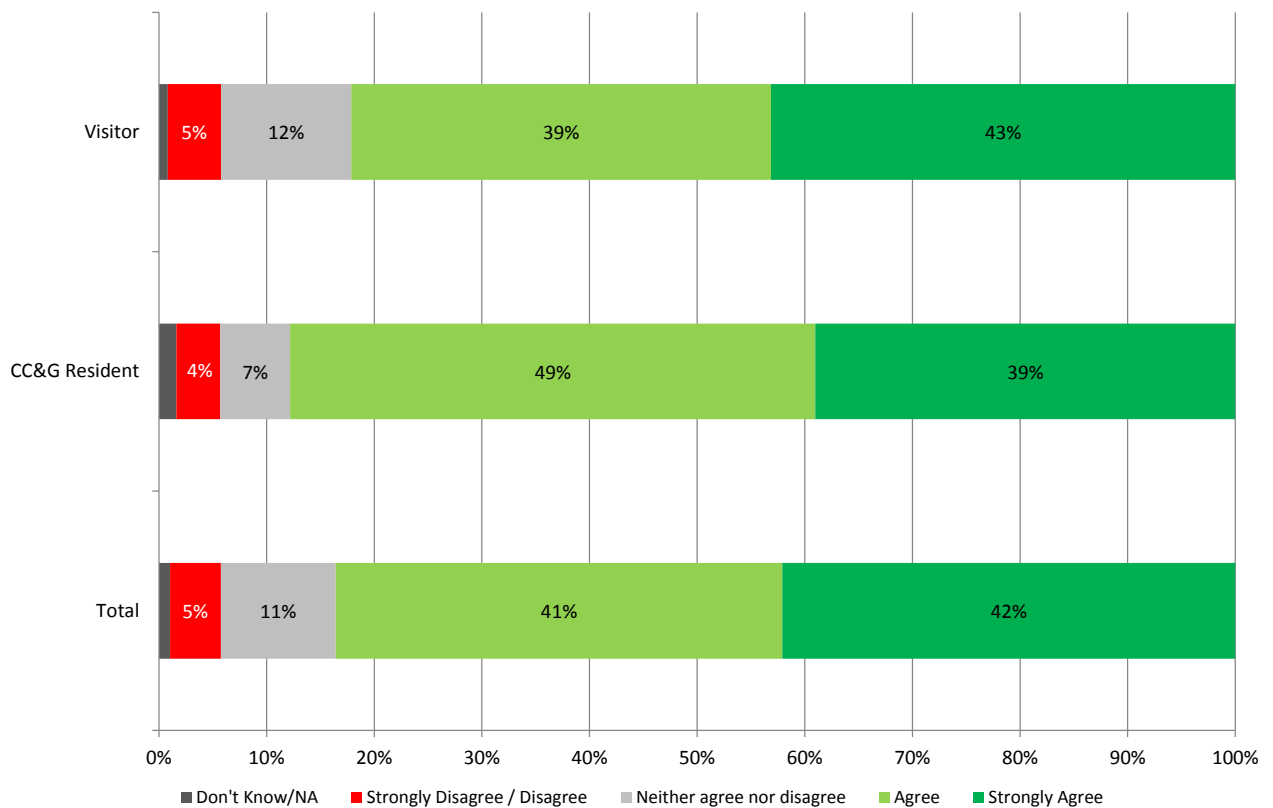


Figure 6.10: The event has something for everyone



In summary from Figures 6.8 to 6.10:

- A very high proportion of spectators enjoyed the North West Pipe Band and Highland Dancing Championships programme (96%) with 61% of people strongly agreeing with this statement.
- 84% agreed that the event has been well organised, with almost half (48%) agreeing strongly.
- A similar proportion (83%) agreed that the event has something for everyone, 42% of which strongly agreed.

Across all of the civic pride and perception questions, there is a high level of advocacy from those attending the event, with little, if any, dissenting voices for some elements.

6.3. Spectator overall ratings

Overall ratings of the Causeway Coast & Glens area were asked of event attendees, and are presented in Figures 6.11 and 6.12. Figure 6.11 outlines the rating for the area as a host venue for a major event, Figure 6.12 outlines the rating of the area as a visitor destination.

Figure 6.11: The Causeway Coast & Glens area as a host venue for major events

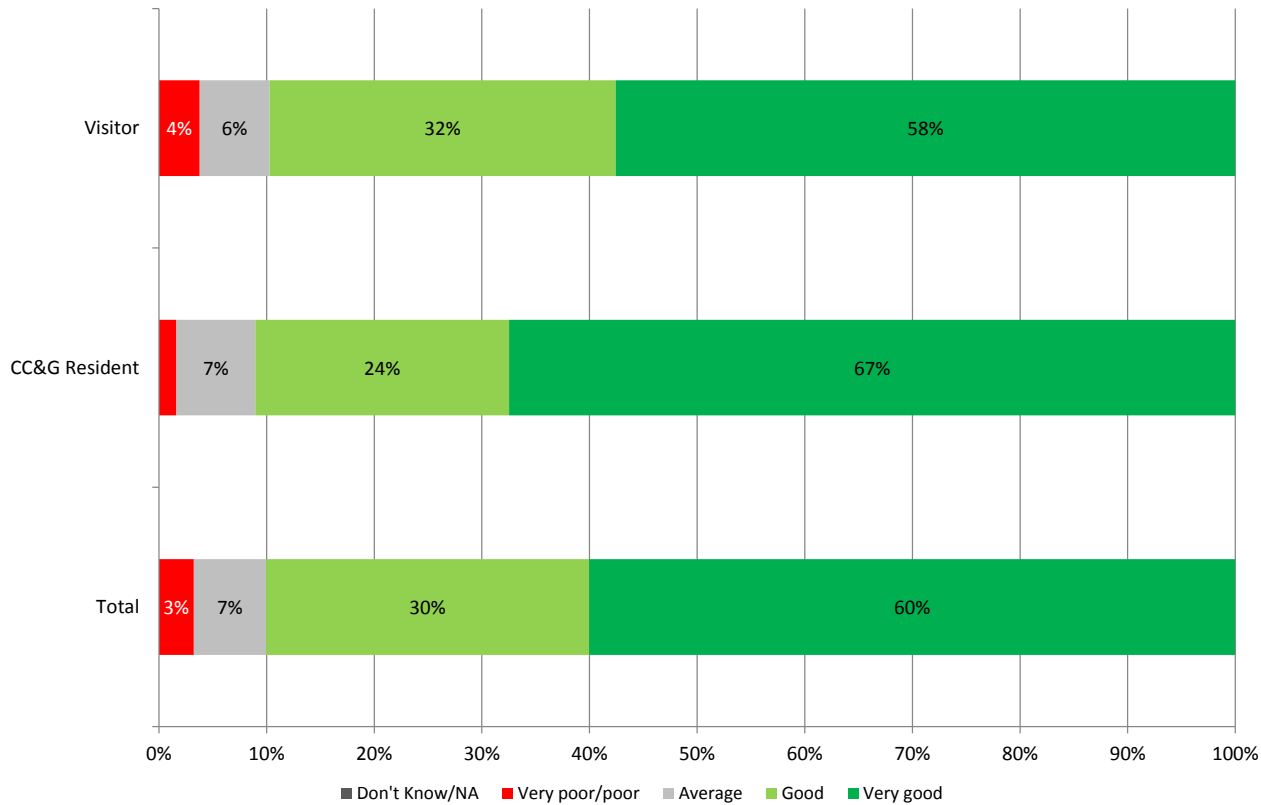
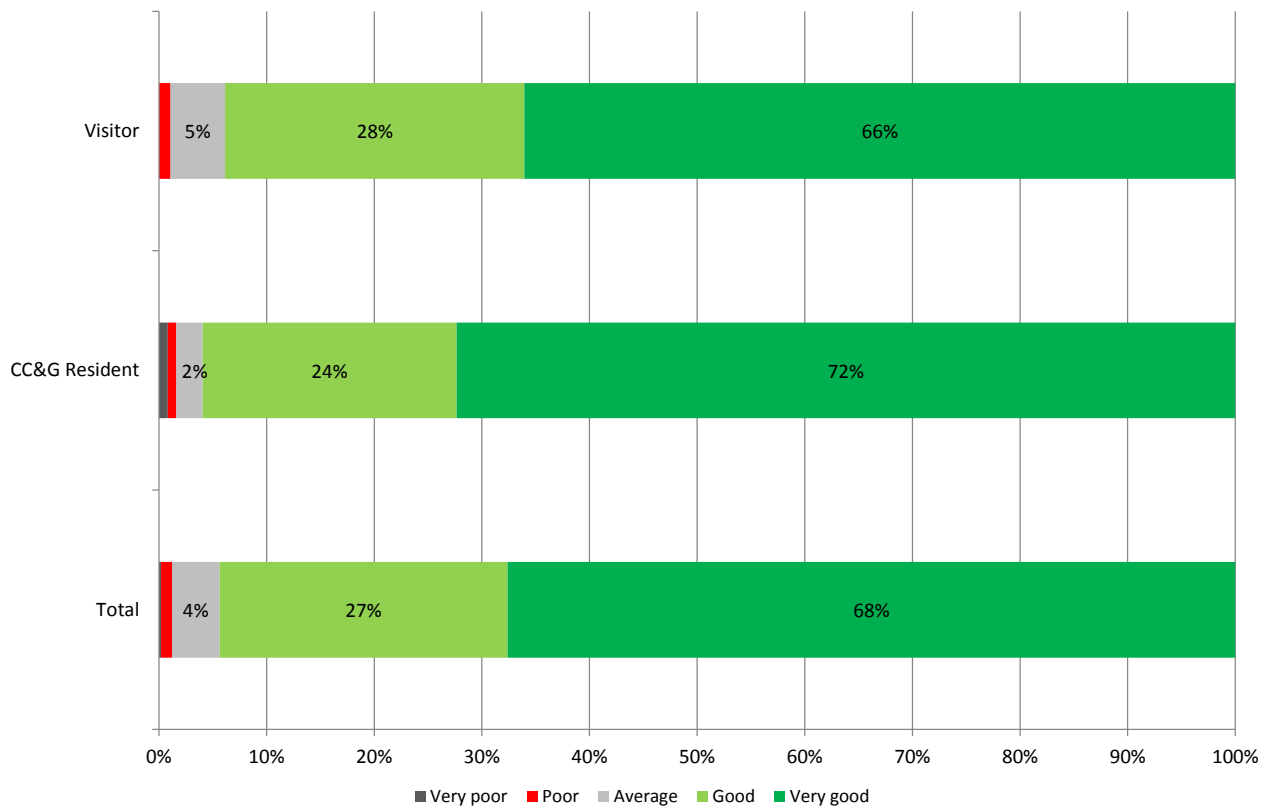


Figure 6.12: The Causeway Coast & Glens area as a visitor destination



Overall, 90% of the sample rated the Causeway Coast & Glens area as a "very good" (60%) or "good" (30%) host venue for major events. Residents were marginally more likely to give a positive rating than visitors to the area (91% positive compared to 90%).

The overall rating of the Causeway Coast & Glens area as a visitor destination was 95% "good/very good", with the majority rating the area as "very good" (68%). Again residents of the area were more likely to view of the area as a "very good" visitor destination (72%) compared to visitors (66%) which slightly contrasts the findings from other event evaluations.

6.4. Sample comments

The research team collated some general views about the 2018 event, summarised into the main points below, both positive and negative.

Positive:

"We really enjoyed the new venue, much more open and we liked the fact spectators were able to watch the bands warming up on the grass banks".

"Organisation of the finale was good".

"Having some vendors a short walk from the parade ring on the grass banks was a good idea as it gave the bands plenty of space to practice".

"The grass banked area allowed people to put up gazebos for the day and have picnics".

Negatives:

"Car parking appears to be an issue - we parked close to the venue but then realised the roads out of Portrush from where we were parked would be closed until 9pm."

"New location is disastrous, poorly marshalled."

"More information on the actual route of the pipe bands on the finale into Portrush would have been helpful"

7. FINAL COMMENTS

The 2018 North West Pipe Band and Highland Dancing Championships in Causeway Coast & Glens was attended by an estimated **4,500** different people in the Causeway Coast & Glens area, **3,022** of whom are estimated to be from outside the Causeway Coast & Glens boundary and in the area specifically for the 2018 North West Pipe Band and Highland Dancing Championships . The survey sample of **513** outlined that a small proportion of people were from outside the host economy and staying in commercial accommodation in the Causeway Coast and Glens area, generating approximately **1,508** commercial bed nights. An additional **2,300** bed nights were generated in non-commercial accommodation (mainly via friends/relatives).

The event generated a direct economic impact from visitors of **£0.32m** (specifically **£318,271**) for the Causeway Coast & Glens area as a result of the spending by non-local event attendees, **£285,899 (91%)** of which was in the Portrush area. In addition, local people within the Causeway Coast & Glens boundary had an overall expenditure of **£28,245** and, although this is not direct economic impact as it is not "new" money coming into the local economy, it is an important part of the local engagement with the event. The overall economic importance was **£0.35m** (£346,516). Although the overall attendance was lower than the other three events SIRC has evaluated (Air Waves, NW200 and Auld Lammas Fair), the spectator information outlines that for those that did attend, they stayed for more than two nights and this had a positive effect on the overall impact.

In addition to the spectators, other event attendees such as participants, officials, volunteers etc. were in attendance but this was not part of the economic impact evaluation, although an estimate of the impact from the **900** participants was estimated to be in the region of **£70-85,000**. Any organisational expenditure is also not accounted for which has the potential to increase the impact, should this activity generate money from outside the Causeway Coast and Glens area, which is then spent in the host economy.

Perceptions of the North West Pipe Band and Highland Dancing Championships event were very positive from local residents and visitors, and this is a continuation of the positive findings from previous event evaluations in Causeway Coast and Glens Council area. Across all of the civic pride and perception questions, there is a high level of advocacy from those in attendance. The Causeway Coast & Glens area was once again given positive feedback as a host of major events, and the event specifically was given positive ratings by local residents and visitors to the area.

Steve Bullough
Robbie Millar

September 2018

APPENDIX A - SPECTATOR QUESTIONNAIRE



Causeway Coast & Glens Borough Council has commissioned this research to assess the economic impact and your perceptions of the 2018 North West Pipe Band Championships. We would be grateful if you could spare a few minutes to complete this questionnaire.



1. Which of the following best describes the MAIN REASON for you being here today?

- I am here specifically to attend the 2018 North West Pipe Band Championships (*Go to Q2*)
- Other (*please specify, then go to Q4*) _____

2. How did you find out about this event? Mark all that apply

- Radio Press Council website Other website Word of mouth DiscoverNorthernIreland.com
- Social media (*please specify*) _____ Other (*please specify*) _____

3. How did you get here today? Car Bus/Train Walked all the way Bike

4. How long do you expect to be at the 2018 North West Pipe Band Championships today?

- Under 1 hour 1 to <2 hours 2 to <3 hours 3 to <4 hours 4 to <6 hours 6+ hours

5. To what extent do you agree with the following statements about the North West Pipe Band Championships?

	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree	N/A / Don't Know
a. I feel more positive towards the Causeway Coast & Glens area than before because it is hosting the North West Pipe Band Championships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I feel that the North West Pipe Band Championships present a positive image of the Causeway Coast and Glens area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I feel proud that the Causeway Coast & Glens area is hosting the North West Pipe Band Championships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I would return to the area for another North West Pipe Band Championships in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I would return to this area for a holiday/short break in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Causeway Coast & Glens Council should host and support major events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. I have enjoyed the North West Pipe Band Championships programme today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. The event has been well organised	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. The event has something for everyone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...and how would you rate the following aspects?	Very Good	Good	Average	Poor	Very Poor	Don't Know
j. The Causeway Coast & Glens area as a host venue for major events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. The Causeway Coast & Glens area as a visitor destination	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Which city / town / village best describes where you live, or live closest to? _____

6a. Is this within the Causeway Coast & Glens Borough Council area (see grey area on the map)?

- Yes (*Go to Q7*) No (*Please turn over, and go to Q9*)

7. Approximately (to the nearest £), how much do you expect to spend in the Causeway Coast and Glens area today?

£ .00

8. Including yourself, how many people does this expenditure include?



If you live in Causeway Coast and Glens, you have answered all the relevant questions, a researcher will be along to collect your completed form in a moment, enjoy the rest of the event. If you live outside this area, please turn over and complete Q9-19

v_4



9. For research purposes only, please provide your **FULL** home postcode. -

10. Including yourself, how many people are in your group? Adults Under 16's

11. Are you staying away from home at all during your visit? Yes (*Go to Q12*) No (*Go to Q17*)

12. If yes, where are you staying? Portrush Elsewhere in Northern Ireland
 Elsewhere in the Causeway Coast and Glens area Outside Northern Ireland

13. And is this? With Friends / Relatives (*Go to Q16*) Hotel / B&B / Rental Campsite
 Own Holiday Home Other (please specify) _____

14. How much (if anything) are you spending on accommodation per night? £ .00

15. Including yourself, how many people does this accommodation expenditure include?

16. For how many nights are you staying in this accommodation on this trip?

17. Approximately (to the nearest £), how much do you expect to spend per day in the Portrush area on the following items?

Food & Drink	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Event Merchandise / Programme	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00
Shopping / Souvenirs	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Entertainment / Attractions <i>(e.g. cinema)</i>	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00
Local Travel	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00	Other <i>(e.g. petrol/parking)</i>	£	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	.00

18. Approximately (to the nearest £), how much additional expenditure do you expect to spend per day in the Causeway Coast and Glens area OUTSIDE the Portrush area? £ .00

19. Including yourself, how many people does this expenditure include?

**A researcher will be along to collect your completed form in a moment.
 THANK YOU for your support and enjoy the rest of the event.**

APPENDIX B - SPECTATOR RESIDENCE BY VISITOR TYPE

Commercial	Non-commercial	Day Visitor
Annalong	Antrim	Antrim
Antrim	Antrim	Antrim
Armagh	Antrim	Antrim
Armagh	Armagh	Antrim
Armagh	Armagh	Antrim
Armagh	Ballymena	Armagh
Armagh	Ballymena	Armagh
Aughnacloy	Ballymena	Armagh
Ausher	Ballymena	Armagh
Ballyclare	Ballymoney	Armagh
Ballyclare	Ballynure	Armagh
Ballyclare	Banbridge	Armagh
Ballyclare	Banbridge	Armagh
Ballymana	Banbridge	Ballyclare
Ballynahinch	Banbridge	Ballymena
Banbridge	Belfast	Ballymena
Banbridge	Belfast	Ballymena
Belfast	Belfast	Ballymena
Belfast	Belfast	Ballymena
Broughshane	Belfast	Ballymena
Broughshane	Belfast	Ballymena
Caledon	Belfast	Ballymena
Canada	Broughshane	Ballymena
Carrickfergus	Broughshane	Ballymena
Castlederg	Carnmoney	Ballymena
Castlederg	Carrickfergus	Ballymena
Coleraine	Carrickfergus	Ballymoney
Cookstown	Clogher	Ballynahinch
Cookstown	Closkelt County Down	Ballynahinch
Cookstown	Co Armagh	Ballynahinch
Cookstown	Co Donegal	Banbridge
Cookstown	Co Tyrone	Banbridge
Cookstown	Coagh	Bandbridge
County Down	Cookstown	Bangor
Craigavon	Cookstown	Belfast
Dromore	Cookstown	Belfast
Dromore	Cookstown	Belfast
Dromore	Cookstown	Belfast
Dungannon	Cragavon	Belfast
Dungannon	Dambridge	Belfast
Dungannon	Denoghmore	Broughshane
Dungannon	Doagh	Caledon County Tyrone
Dungannon	Dromara County Down	Carrickfergus
Dungannon	Dungannon	Carrickfergus
Dungannon	Dromore	Castledere
Dungannon	Dungannon	Castledere
Edinburgh	Dungannon	Castledere
Enniskillen	Dungannon	Co Donegal
Enniskillen	Dungannon	Co Donegal
Enniskillen	Dungannon	Co Down
Glasgow	Dungannon	Co Tyrone

Commercial	Non-commercial	Day Visitor
Lisburn	Ennisillen	Comben
Lisburn	Fivemiletown	Cookstown
Londonderry	Germany	Cookstown
Londonderry	Hillsborough	Cookstown
Londonderry	Hillsborough	Cookstown
Londonderry	Hillsborough	Cookstown
Lurgan	Kesh	Cookstown
Magherafect	Killrachy	County Donegal
Markethill	Kilrea	County Down
Menaghan	Lisburn	County Klown
Newcastle	Lisburn	County Tyrone
Newry	Lisburn	Craigavon
Newtownbutler	Moneymore	Cullybrackey
Omagh	Moneymore	Donegal
Omagh	Newry	Dromara
Omagh	Newtownards	Dromore
Omagh	Newtownstewart	Dromore
Omagh	Omagh	Dromore County Down
Omagh	Omagh	Dromore County Down
Omagh	Omagh	Dungannon
Omagh	Omagh	Dungannon
Paris	Omagh	Dungannon
Portadown	Omagh	Dungannon
Portadown	Omagh	Dungannon
Portadown	Omagh	Dungannon
Rathfriland	Portadown	Dungannon
Richhill	Portadown	Dungannon
	Portadown	England
	Portadown	Enniskillen
	Portadown	Enniskillen
	Portglenore	Enniskillen
	Rathfriland	Enniskillen
	Richhill	Enniskillen
	Sion mills	Fermanagh
	Strabane	Genniskillen
	Ulster	Gortin
		Lisburn
		Lisburn
		Lisburn
		Londonderry
		Londonderry
		Londonderry
		Londonderry
		Lurgan
		Maghepalent
		Maghera
		Maghera
		Magherafelt
		Magheraft
		Markethill
		Moneymore
		Moneymore
		Moy



The Royal Scottish Pipe Band Association
Northern Ireland Branch
Unit 34 Crescent Business Park
Ballinderry Road
Lisburn
BT28 2GN

Patron: Sir Nigel Hamilton KCB, DL

President: Winston Pinkerton

Honorary Branch Secretary: Danielle McCartney

Registered with the Charity Commission for Northern Ireland NIC103199

Richard Baker GM
Director of Leisure and Tourism
Causeway Coast and Glens Borough Council
Cloonavin
66 Portstewart Road
Coleraine
BT52 1EY

27th January 2019

Dear Richard,

Following the completion of the Portrush Environmental Impact Scheme, the Royal Scottish Pipe Band Association Northern Ireland Branch (RSPBANI) is unable to use the Recreation Grounds for the 2019 Pipe Band Championships specifically due to the expansion of Ramore Avenue.

RSPBANI would again like to host a Championships in Portrush in 2019 however the alternative site in Landsdowne Road car park presents the RSPBANI Branch with a number of challenges including securing an entrance fee, extra facilities and administration costs. Therefore, it is requested that Causeway Coast and Glens Borough Council consider an additional grant to ensure that the event is financially viable. We hope the Council see the benefits of the event, both economically and socially following the completion of the Sheffield Hallam University Economic Impact study report.

To make the event viable for 2019 RSPBANI Branch requests an additional grant of £10,000.00

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ian Burrows', with a large, sweeping flourish underneath.

Ian Burrows
Project Manager

Principal Funder

RSPBANI Branch

Principal Funder

