



# Conwy County Borough Council Events Evaluation 2014 Colwyn Bay 1940s Festival

May 2014

## **Contact us**

If you require further information, please contact us.

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# 1 Introduction

This report provides a summary of the findings from the event evaluation questionnaires and face to face interviews for the Colwyn Bay 1940s festival. The event took place between the 12<sup>th</sup> and 13<sup>th</sup> April 2014. It is estimated that there were around 10,000 people in attendance over the two day event. 179 questionnaires were completed which represented 518 people.

# 2 Analysis of spend and local<sup>1</sup> economic benefit

Based on a model produced by Sheffield Hallam University using information collected in the questionnaires and standard national multipliers, the local economic benefit of the event has been estimated at £249,000. This figure includes over £86,000 for the accommodation sector, £148,000 spent locally in shops and cafes and £15,000 spent by the event organisers on services in the local economy.

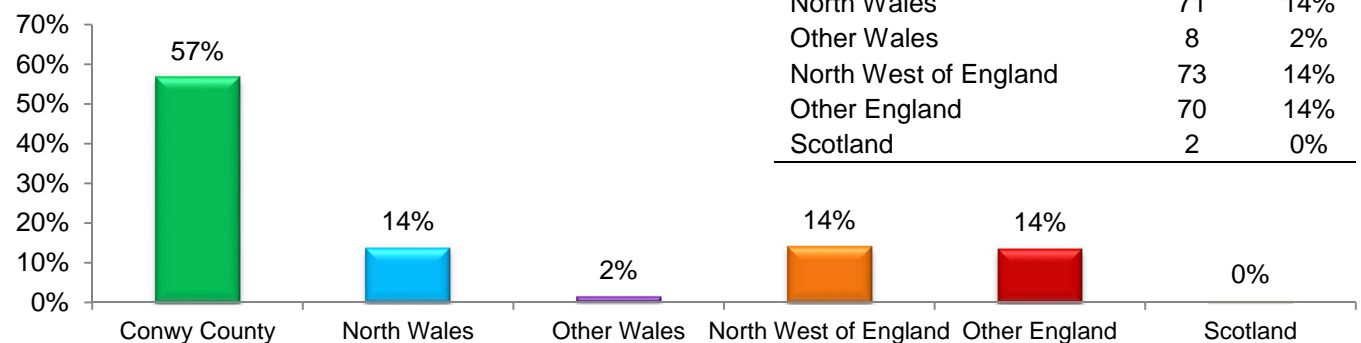
The direct economic impact of the event this year has significantly increased to £249,000 compared to last year’s estimate of £160,000, despite a reduction in attendance. The factors that influenced this include:

1. Although fewer people attended, there was a higher percentage of people from outside of the area, at 43% compared to 36%.
2. Of these visitors a higher percentage were staying overnight in paid accommodation (23% compared to 13%) and on average people this year stayed three nights compared to one night in 2013. This was not only beneficial to the Colwyn Bay area as many respondents stated that they were staying in the surrounding areas of Llandudno, Llanddulas and Abergele.
3. The timing of the event this year also contributed to the increase in visitors from outside the local area. The event was held over 12<sup>th</sup> to 13<sup>th</sup> April which coincided with English Easter school holiday and was the start of the Easter holidays in Wales.

Taking these factors into account, the figure of £249,000 economic spend could be accepted as a encouraging estimate, however, it should be highlighted that the sample size of the survey is relatively low at 180 questionnaire completed.

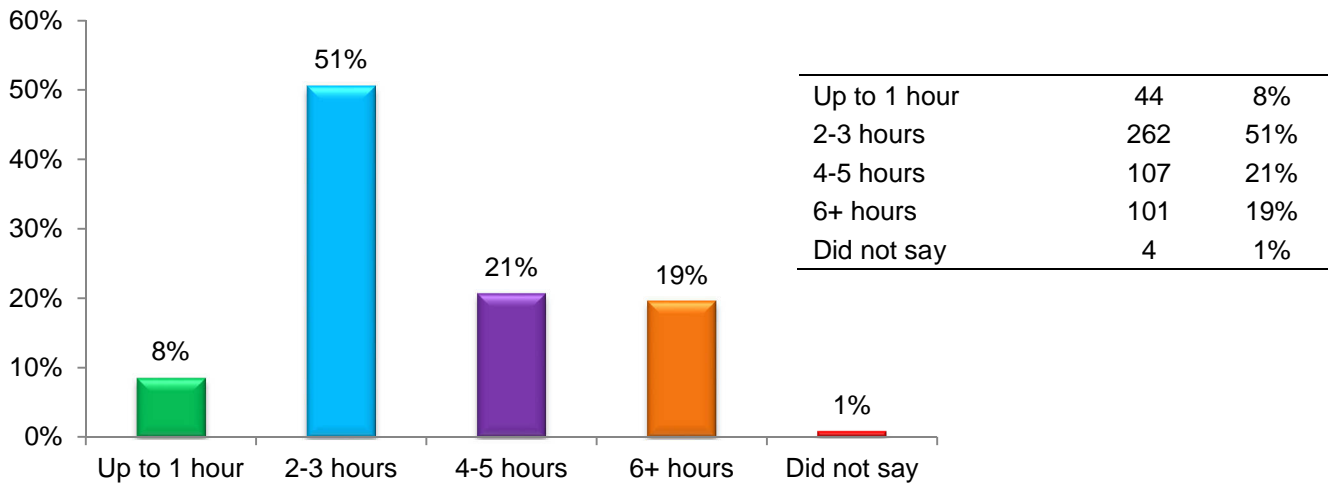
# 3 Questionnaire responses

Where do you normally live?

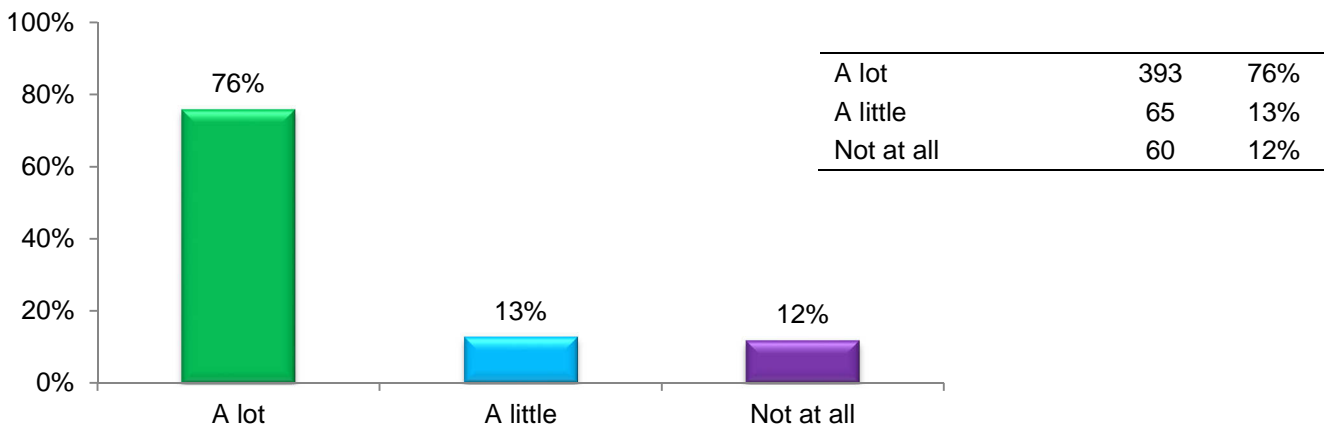


<sup>1</sup> When considering the “local” economic benefit, Conwy County Borough Council define local as anywhere within the county borough boundary. This is important to note when looking at the following analysis, where other organisations may be considering the impact on Llandudno town, North Wales or Wales.

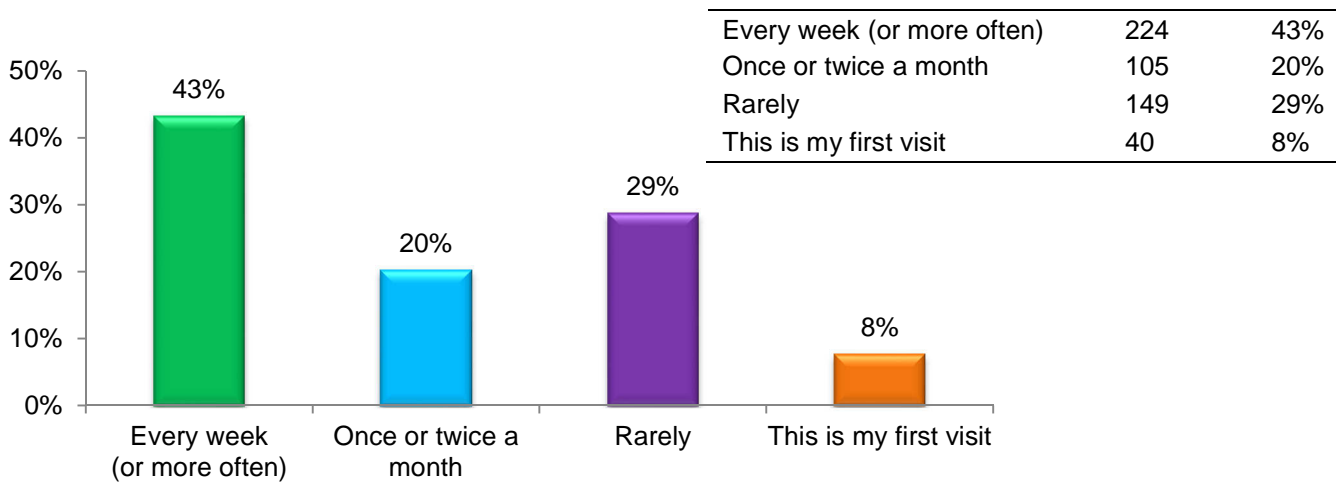
**Roughly, how long do you think you will stay in the town today?**



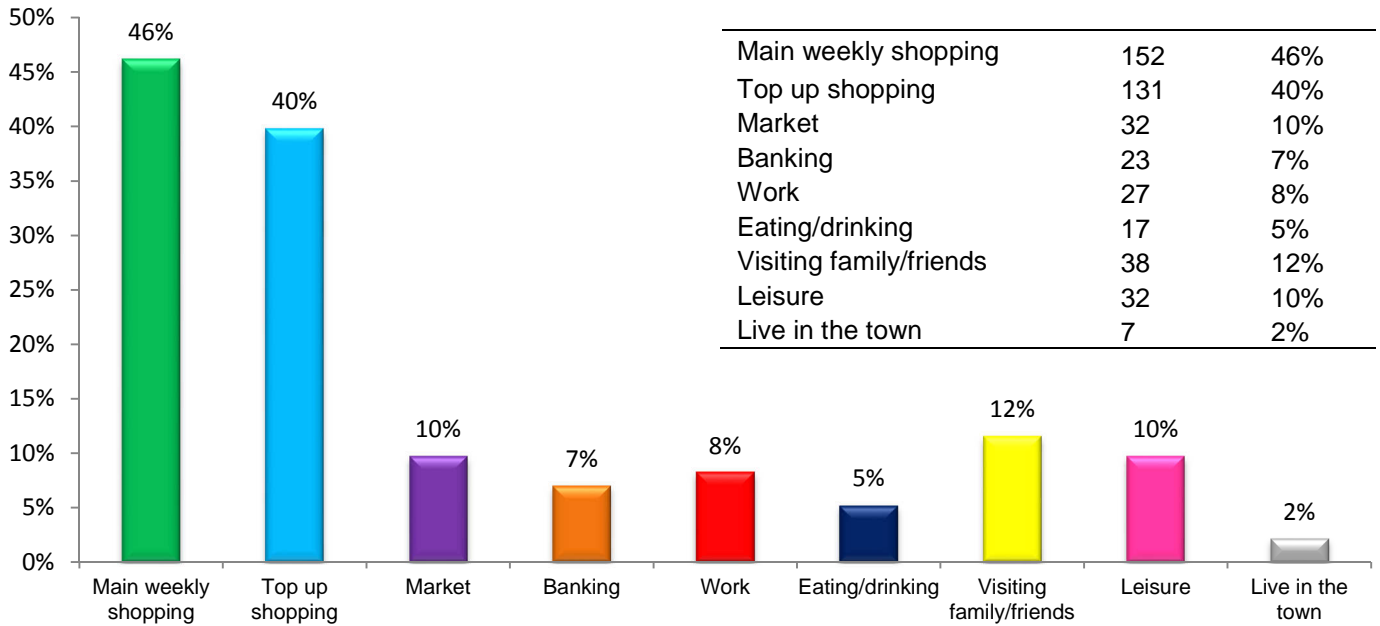
**How much did the 1940s Festival event influence your decision to come to Colwyn Bay today?**



**How often do you normally visit Colwyn Bay town centre?**

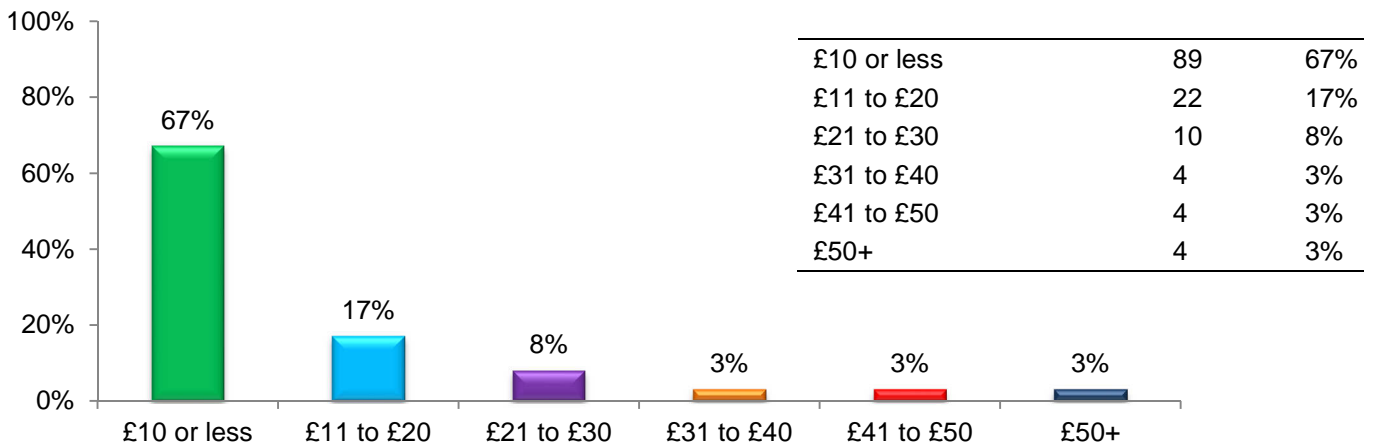


**Why do you usually visit the town centre?**



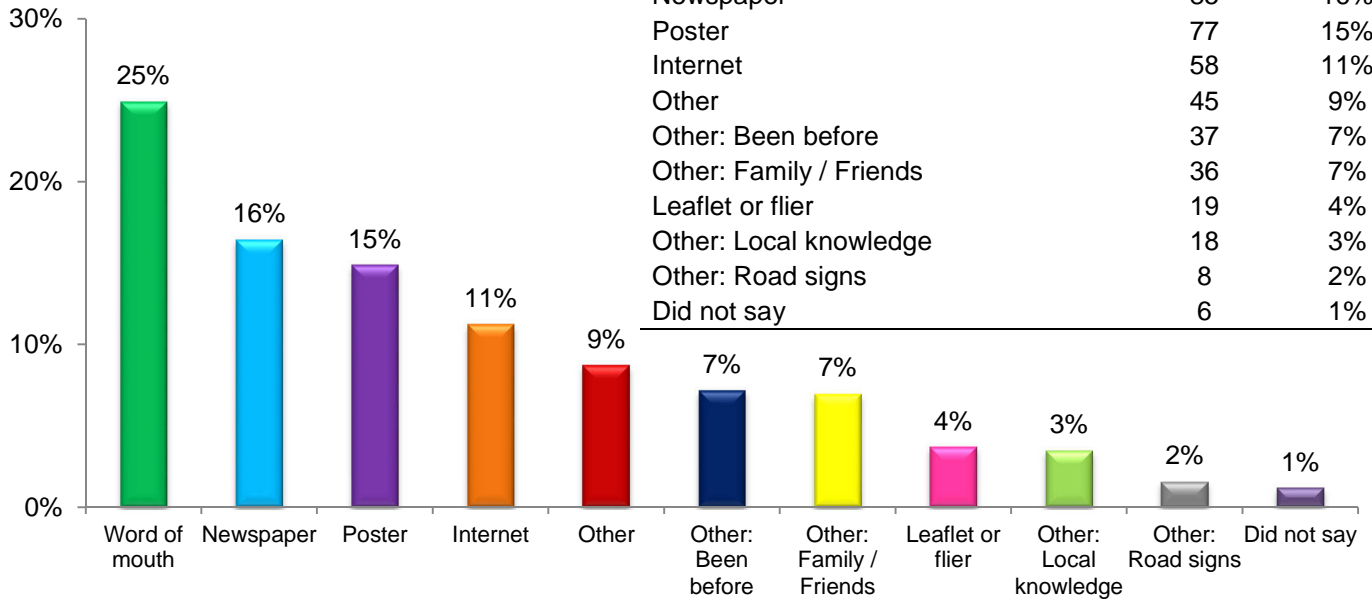
Note: It was possible to pick more than one option for this question so the percentages above will add up to more than 100%.

**Roughly, can you say how much you are spending / intending to spend today (per person)?**



Note: The interviews recorded a small number of high value items purchased by visitors to the area for example one visitor purchased a new camera.

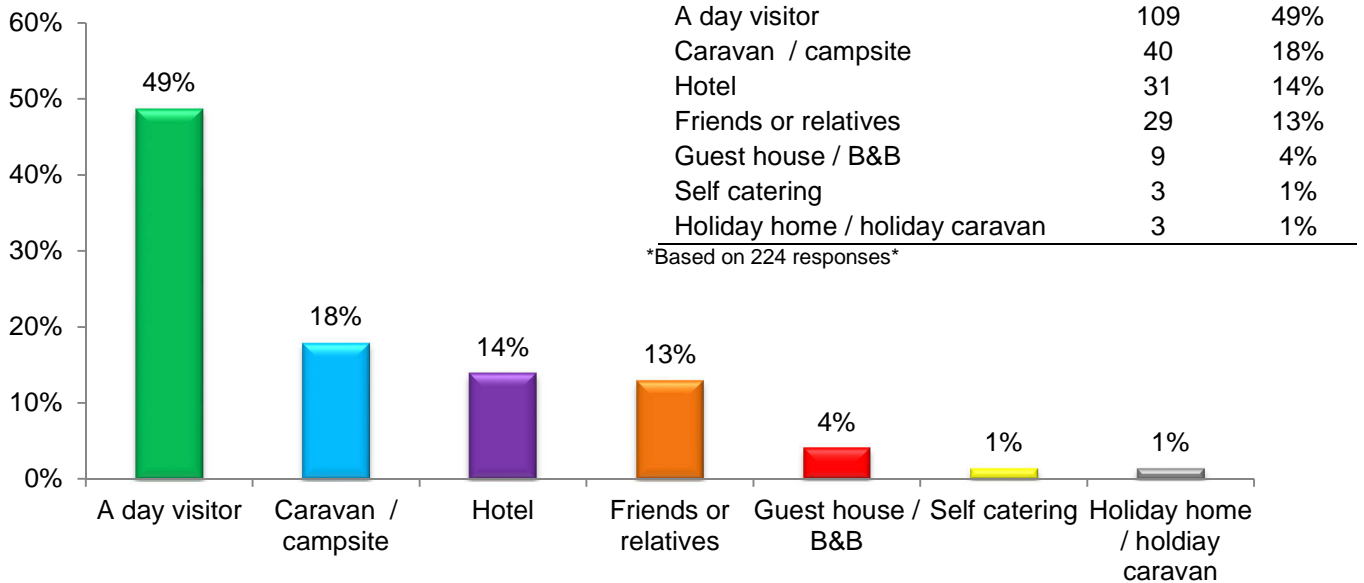
**How did you find out about this event?**



Word of mouth	129	25%
Newspaper	85	16%
Poster	77	15%
Internet	58	11%
Other	45	9%
Other: Been before	37	7%
Other: Family / Friends	36	7%
Leaflet or flier	19	4%
Other: Local knowledge	18	3%
Other: Road signs	8	2%
Did not say	6	1%

Responses received for 'other' include saw the event was on by chance, saw an advertisement in a holiday park magazine and taking part in the event.

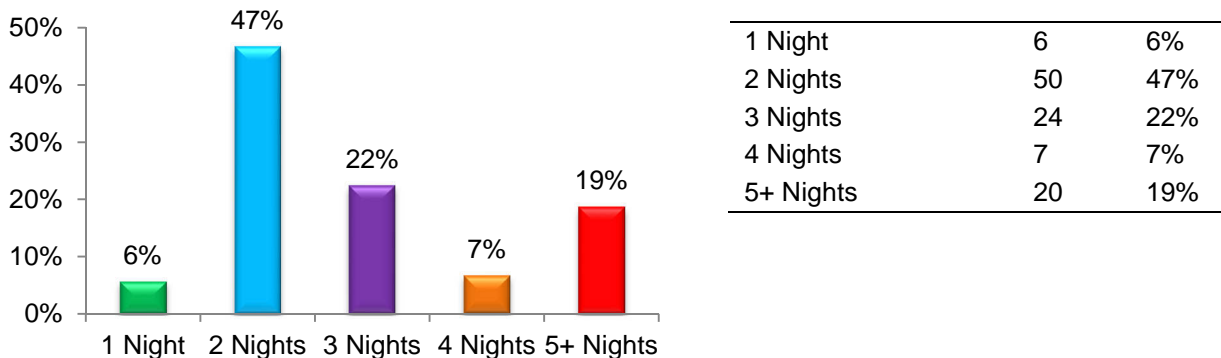
**Are you staying in the area overnight?**



A day visitor	109	49%
Caravan / campsite	40	18%
Hotel	31	14%
Friends or relatives	29	13%
Guest house / B&B	9	4%
Self catering	3	1%
Holiday home / holiday caravan	3	1%

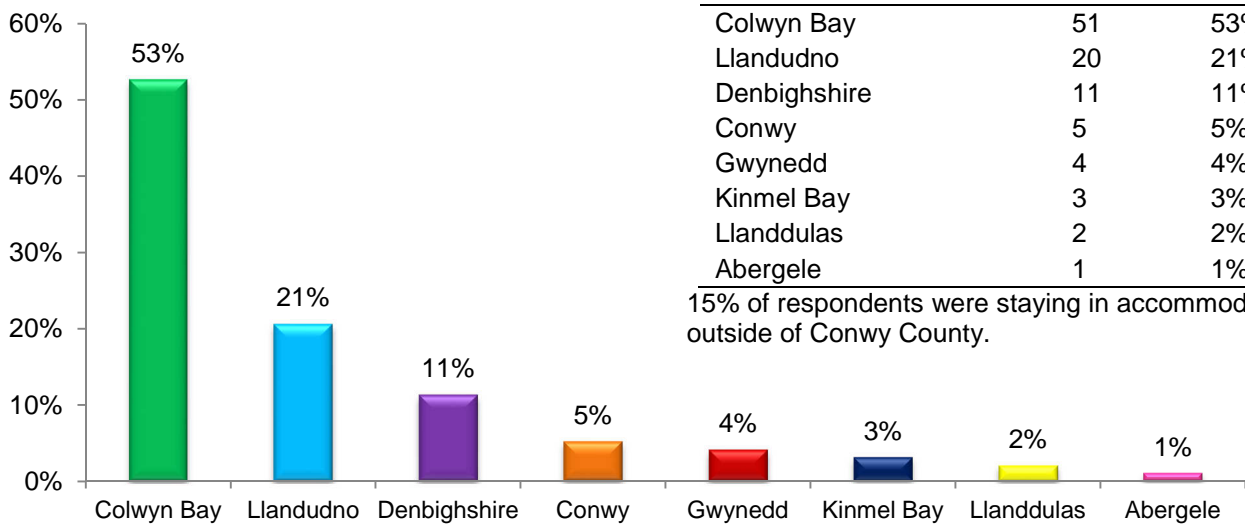
\*Based on 224 responses\*

**How many nights are you staying?**



1 Night	6	6%
2 Nights	50	47%
3 Nights	24	22%
4 Nights	7	7%
5+ Nights	20	19%

### Where is your accommodation?



15% of respondents were staying in accommodation outside of Conwy County.

### How could we improve this event in the future?

A wide range of commentary was received in relation to how the event could be improved. Below is a list of suggested improvements for the event in the future:

1. Improved signage / information for visitors. Some found the flyers confusing.
2. Café with outside seating to keep people in the area longer.
3. A parade.
4. More advertising. One visitor claims to have asked at Llandudno TIC who had no information about the event. Some asked for more advertising in local papers for other parts of North Wales.
5. More on street entertainment and more interaction between the enactors and the public.
6. More for children to do.
7. Improved parking.
8. More exhibits on Station Road which looked quite bare.
9. More stalls.