

Measuring the impact of Clan events

I would recommend any evaluation be carried out as a post visit survey as this allows information to be captured about the whole visit – surveys carried out at the event can rarely achieve this. In order to do so it is likely to be necessary to capture details such as e-mail addresses – something easy enough to do for events that require booking in advance but this may not be an appropriate approach for events with casual visitors.

To complement survey data the organisers should also gather information that can be combined with the survey results to generate an overall impact value. This should include

- Number of spectators
- Number of attendees (non-spectators)
- Duration of event (if multi day)

For the survey questions should include:-

- Reason for the visit (i.e. are they here because of the event and therefore is any economic benefit additional)
- Place of residence - UK / overseas split and / or nationality (as standard expenditure multipliers vary between domestic and international visitors)
- Party size
- How long did they stay
 - at / for the event
 - before or after the event
- Did they stay in hotels, B&B etc. or with friends / relatives (I'm assuming this could be common with clan events and will have an impact on spend)