



Inside Out Dorset: 2007 Evaluation

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Executive Summary

The Inside Out event was seen as a breathtaking spectacle of the very highest quality by visitors who had an excellent time and would not hesitate to recommend it to others in the future.

65% of visitors main or sole reason for visiting was an Inside Out event.

81% of visitors to Arquiem, 79% of visitors to Carmen Funebre and 89% of visitors to Enclosure stated their sole or main reason for visiting was the Inside Out event.

More than 90% of respondents are likely or very likely, given the opportunity, to attend another Inside Out event, attend Inside Out again and recommend Inside Out.

In total some 71% of respondents used a word that meant spectacular and some 49% used a word that meant excellent when asked to describe Inside Out events.

24% of respondents suggested future events would benefit from a higher level of advertising.

In terms of experience those directly relating to the event; venue, overall experience and performance quality received the highest average rating. Those relating to printed material, the website and festival food and drink received the lowest average ratings.

A quarter of all respondents received their information about Inside Out via word of mouth.

Hotels accommodation was used by 30% of staying visitors to Inside Out events.

A majority of visitors who stayed in hotels selected a full or half board basis for their stay.

Of respondents some 67% were socio-economic group A, B or C1.

Total Visitor Numbers

Event	Total Visitors
Arquiem, Wimborne	1,370
Peixos, Poole	3,200
Counter Currents, Bridport	2,600
Fire Gardens, Bournemouth	22,100
Carmen Funebre, Weymouth	897
Enclosure, Hambledon Hill	668
	30,835

Total Visitor Spend - £199,924

Total Effect of Visitor Spend - £283,452

Visitor Accommodation - £122,500

Total Effect of Visitor Accommodation - £204,404

Total Effect of Visitor Spend - £487,857

Organisers Spend - £340,014

Total Effect of Organisers Spend - £420,700

Total Economic Impact Inside Out Dorset 2007 = £908,557

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Inside Out Dorset: 2007 Evaluation

1. Evaluation Overview

The Inside Out festival was a ten-day festival of international, high impact performance that took place during September 2007 in locations around the County of Dorset and the Boroughs of Bournemouth and Poole. The aim of this evaluation was to provide bench mark data in respect of visitor attendance and socio-economic impacts from which the future success of the festival can be tracked. This project therefore aimed:

- a) To survey visitors attending the nine events during the ten-day festival in September 2007 and cover the following areas:
 - To provide a profile of visitors to the event:
 - a) Estimates of visitor numbers to events
 - b) Age, gender and socio-economic group breakdown
 - Attendance of cultural events both generally and within the Inside Out Festival.
 - To assess visitor satisfaction and experience.
- b) To model the data to produce a comprehensive economic model.
 - To provide an indication of the events contribution to the economy of the area
 - To estimate visitor expenditure.
 - To assess the economic effect of the Inside Out Festival

2. The Market Research Group

The Market Research Group provides market research and intelligence services to organisations in the service sector and local government.

The Market Research Group, based within Bournemouth University, can offer a wealth of experience and expertise in the field of leisure, tourism, heritage, best value and economic impact research at a national, regional and local level.

Using external market research professionals to complete all or part of the consultation and research process can bring together greater legitimacy and independence to the results, expertise and research experience, less disruption to other in-house services, and greater resources.

3. Methodology

Overall Methodology

Stage 1 (Profile of the Events' Current Visitor Base)

To profile the festival's visitors a comprehensive survey, based on a short questionnaire format, was undertaken.

The survey was two sides of A4 and allowed a picture to be constructed of the whole 'population' of visitors. The questionnaire provided all data necessary to answer questions about types of visitors.

Stage 2 (Economic Impact)

The economic effect and additional benefits will be determined by modelling the primary, secondary and tertiary impacts of the Events. This will be based on data yielded by Stage 1.

Outputs from the model include total visitor spend, secondary and tertiary spend.

Survey Methodology

All visitors to the festival represented the target population. To obtain the most accurate data possible, a two stage data gathering process was utilised.

Stage One: 4,000 questionnaires with freepost envelopes were prepared and 3,945 distributed at the events with a brief explanation of the survey details. These were completed and returned to The Market Research Group, to be scanned, utilising optical character recognition software to ensure accuracy.

Event	Date	Day	Time	Target questionnaire per night	Actual questionnaires per night
Arquiem,	13 th	Thurs	8-10pm	175	175
Wimborne	14 th	Fri	8-10pm	175	175
Peixos, Poole	15 th	Sat	8-10pm	1000	1075
Counter Currents, Bridport	16 th	Sun	1-7pm	650	650
Fire Gardens, Bournemouth	19 th	Wed	7-10pm	466	466
	20 th	Thurs	7-10pm	466	466
	21 st	Fri	7-10pm	466	466
Carmen Funebre, Weymouth	21 st	Fri	8-10pm	175	123
	22 nd	Sat	8-10pm	175	197
Enclosure, Hambleton Hill	23 rd	Sun	5-8pm	200	152
				3948	3945

Stage Two: Face-to-face interviews, with randomly selected visitors, were undertaken during the Counter Currents and Fire Gardens events. These visitors were asked the same questions as posed by the questionnaire used in Stage One. This random sample was utilised as a control group against which Stage One was compared.

Sample Data

Stage One:

- Total self completion sample size 1159.
- Though statistical validity cannot be calculated for data collected via self completion, control group comparison demonstrated that the sample collected for the events is representative of the whole visitor population and the results are therefore accurate.

For a survey of this type the achieved 29% response rate is excellent and the data is considered robust.

Stage Two:

A total of 82 face-to-face interviews were undertaken with randomly selected visitors. Statistical analysis of skewness, kurtosis, outliers and utilisation of Q-Plots provided a comparison of data from Stage One and Stage Two. The data was considered accurate and therefore data from Stage One was utilised to generate the tables within this report.

Visitor Information

It was recorded that more than half of respondents to the survey attended the Fire Gardens event in Bournemouth, with a little more than a quarter attending the Peixos event in Poole.

Table 1: Events Attended		
Base: All (341)	<i>f</i>	Valid %
Fire Gardens, Bournemouth	621	54.1
Peixos, Poole	299	26.1
Arquiem, Wimborne	216	18.8
Counter Currents, West Bay, Bridport	193	16.8
Carmen Funebre, Weymouth	138	12.0
Enclosure, Hambledon Hill	118	10.3
Total (Valid: Single Code)	1160	N/A
(0) Missing Values	0	N/A
Total (Base)	1160	N/A

Figure 1.1: Events Attended

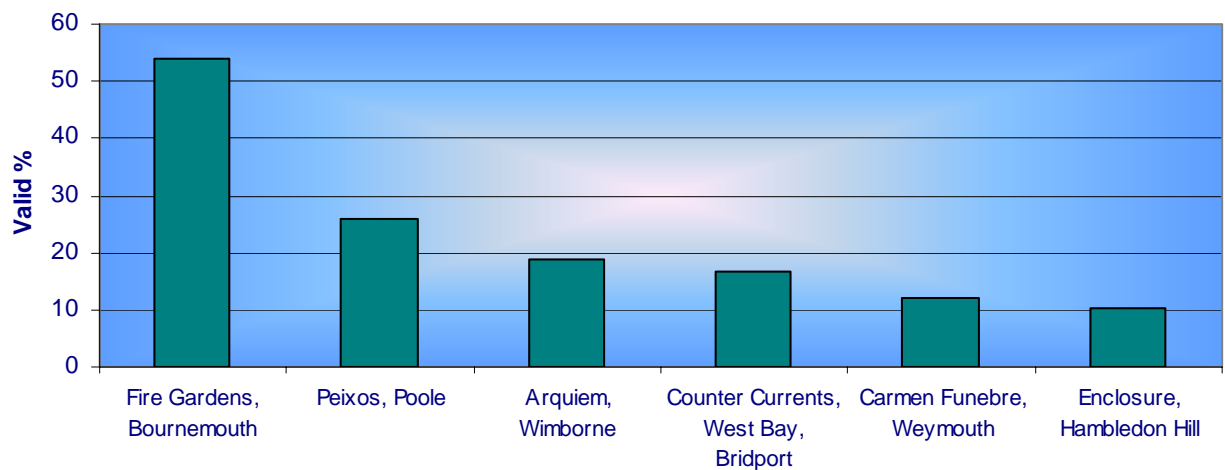


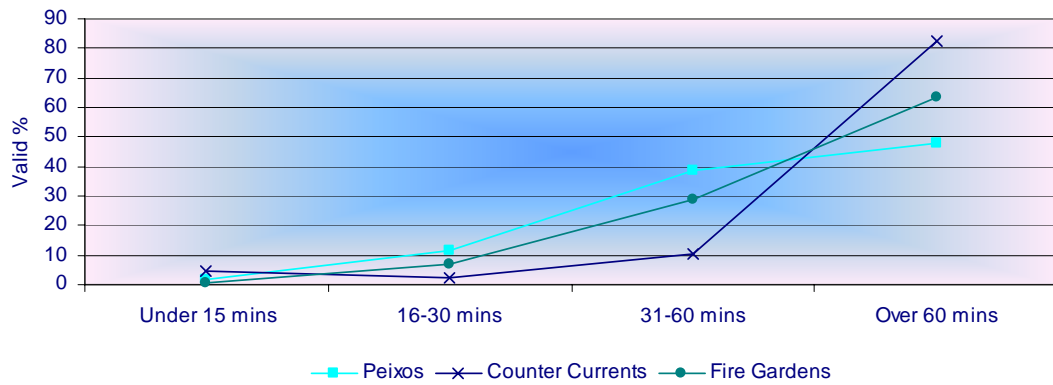
Table 1a shows the interlinking between events, it was seen that a high proportion of visitors to all other events also attended Fire Gardens.

Table 1a: Events Attended												
	Arquiem, Wimborne		Peixos, Poole		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (341)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Enclosure	44	20.4	37	12.4	25	13.0	61	9.8	36	26.1	118	100.0
Carmen Funebre	30	13.9	24	8.0	32	16.6	38	6.1	138	100.0	36	30.5
Fire Gardens	84	38.9	114	38.1	43	22.3	621	100.0	38	27.5	61	51.7
Counter Currents, West Bay	43	19.9	50	16.7	193	100.0	43	6.9	32	23.2	25	21.2
Peixos, Poole	83	38.4	299	100.0	50	25.9	114	18.4	24	17.4	37	31.4
Arquiem, Wimborne	216	100.0	83	27.8	43	22.3	84	13.5	30	21.7	44	37.3
Total (Valid: Single Code)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A
(0) Missing Values	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A
Total (Base)	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A

With the exception of Peixos all other events saw a majority of visitors spending more than one hour at the event.

	Peixos		Counter Currents		Fire Gardens	
	f	Valid %	f	Valid %	f	Valid %
Base: All (341)						
Under 15 mins	6	1.8	9	4.6	3	0.5
16-30 mins	39	11.6	4	2.0	43	7.1
31-60 mins	129	38.5	21	10.7	176	29.0
Over 60 mins	161	48.1	163	82.7	384	63.4
Total (Valid: Single Code)	335	N/A	197	N/A	606	N/A
(0) Missing Values	0	N/A	0	N/A	0	N/A
Total (Base)	0	N/A	0	N/A	0	N/A

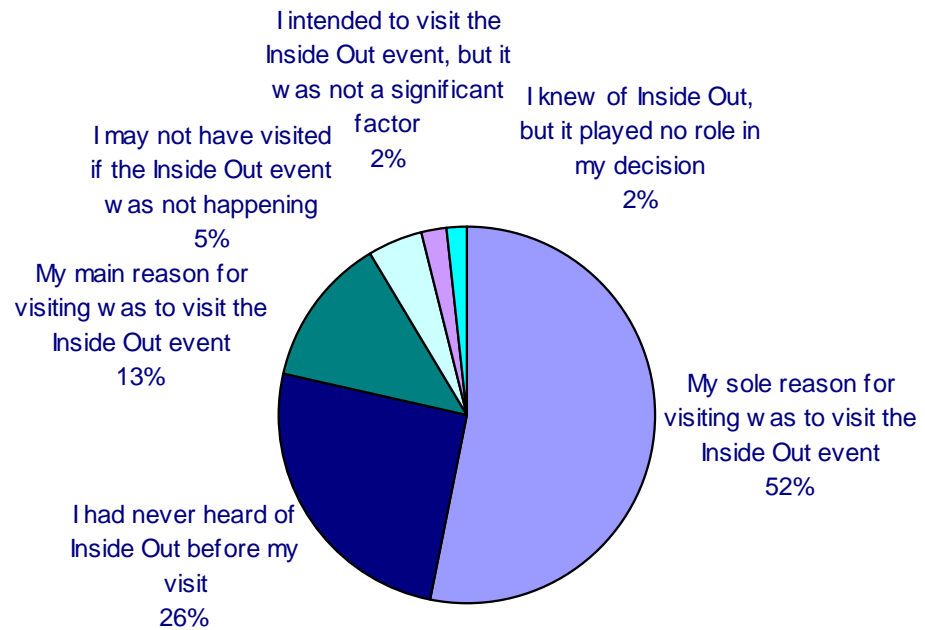
Figure 1.2: Time spent at each event



65% of visitors main or sole reason for visiting was an Inside Out event, though some 26% of visitors had never heard of Inside Out before their attendance at the event.

Table 1.3: Decision to visit		
Base: All (1160)	f	Valid %
My sole reason for visiting was to visit the Inside Out event	604	53.0
I had never heard of Inside Out before my visit	293	25.7
My main reason for visiting was to visit the Inside Out event	144	12.6
I may not have visited if the Inside Out event was not happening	56	4.9
I intended to visit the Inside Out event, but it was not a significant factor	25	2.2
I knew of Inside Out, but it played no role in my decision	18	1.6
Total (Valid: Single Code)	1140	N/A
(0) Missing Values	20	N/A
Total (Base)	1160	N/A

Figure 1.3: Decision to Visit



76% of visitors to the Peixos event, 80% of visitors to the Counter Currents event and 65% of visitors to the Fire Gardens event who stayed more than one hour stated their sole or main reason for the visit was the Inside Out event. At the Fire Gardens some 29% of visitors who remained more than one hour heard not previously heard of Inside Out.

Table 1.3b: Decision to Visit by respondents who stayed over 60 minutes at an event.

	Peixos		Counter Currents		Fire Gardens	
	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Base: All (341)						
My sole reason for visiting was to visit the Inside Out event	95	59.0	97	59.5	216	56.5
My main reason for visiting was to visit the Inside Out event	28	17.4	33	20.2	33	8.6
I may not have visited if the Inside Out event was not happening	5	3.1	12	7.4	13	3.4
I intended to visit the Inside Out event, but it was not a significant factor	2	1.2	2	1.2	4	1.0
I knew of Inside Out, but it played no role in my decision	2	1.2	1	0.6	6	1.6
I had never heard of Inside Out before my visit	29	18.0	18	11.0	110	28.8
Total (Valid: Single Code)	161	100.0	163	100.0	382	100.0
(0) Missing Values	N/A	N/A	N/A	N/A	N/A	N/A
Total (Base)	N/A	N/A	N/A	N/A	N/A	N/A

31% of all visitors to Fire Gardens had never heard of Inside Out before the event, though some 81% of visitors to Arquiem, 79% of visitors to Carmen Funebre and 89% of visitors to Enclosure stated their sole or main reason for visiting was the Inside Out event.

Table 1.3c: Decision to visit by event attended												
	Arquiem, Wimborne		Peixos, Poole		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (341)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
My sole reason for visiting was to visit the Inside Out event	150	69.8	166	55.9	110	57.0	313	50.6	94	69.1	94	80.3
My main reason for visiting was to visit the Inside Out event	24	11.2	50	16.8	39	20.2	71	11.5	14	10.3	10	8.5
I may not have visited if the Inside Out event was not happening	7	3.3	21	7.1	15	7.8	23	3.7	7	5.1	10	8.5
I intended to visit the Inside Out event, but it was not a significant factor	4	1.9	5	1.7	1	0.5	14	2.3	5	3.7	0	0.0
I knew of Inside Out, but it played no role in my decision	2	0.9	4	1.3	2	1.0	6	1.0	4	2.9	0	0.0
I had never heard of Inside Out before my visit	28	13.0	51	17.2	26	13.5	191	30.9	12	8.8	3	2.6
Total (Valid: Single Code)	216	100.0	299	100.0	193	100.0	621	100.0	138	100.0	118	100.0
(0) Missing Values	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A	0	N/A
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

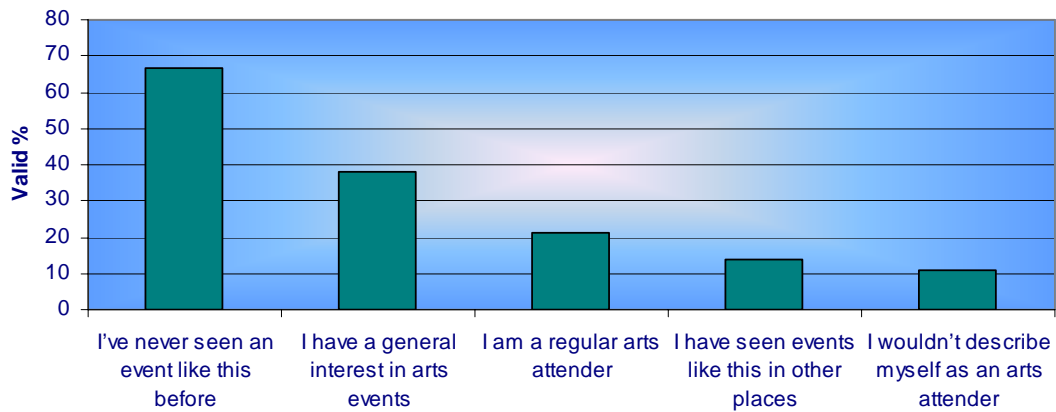
It was noted that level of interest in arts did not influence respondents reason for visiting, however, it was noted that those with an interest in the arts were more likely to have heard of Inside Out.

Table 1.3d: Decision to visit by interest in the arts										
	I've never seen an event like this before		I have a general interest in arts events		I am a regular arts attendee		I wouldn't describe myself as an arts attendee		I have seen events like this in other places	
Base: All (341)	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %
My sole reason for visiting was to visit the Inside Out event	369	48.6	280	64.5	166	68.9	54	42.5	99	61.9
My main reason for visiting was to visit the Inside Out event	81	10.7	54	12.4	40	16.6	13	10.2	25	15.6
I may not have visited if the Inside Out event was not happening	32	4.2	25	5.8	14	5.8	6	4.7	8	5.0
I intended to visit the Inside Out event, but it was not a significant factor	19	2.5	13	3.0	3	1.2	1	0.8	3	1.9
I knew of Inside Out, but it played no role in my decision	11	1.4	4	0.9	4	1.7	4	3.1	0	0.0
I had never heard of Inside Out before my visit	248	32.6	58	13.4	14	5.8	49	38.6	25	15.6
Total (Valid: Single Code)	760	100.0	434	100.0	241	100.0	127	100.0	160	100.0
(0) Missing Values	5	N/A	3	N/A	4	N/A	0	N/A	0	N/A
Total (Base)	765	N/A	437	N/A	245	N/A	127	N/A	160	N/A

A majority of respondents (67%) noted that they had ‘never seen an event like this before’. Although 38% of respondents suggested that they had a general interest in arts events.

Table 1.4: Interest in the Arts		
Base: All (1160)	f	Valid %
I've never seen an event like this before	765	66.8
I have a general interest in arts events	437	38.1
I am a regular arts attendee	245	21.4
I have seen events like this in other places	160	14.0
I wouldn't describe myself as an arts attendee	127	11.1
Total (Valid: Multi Code)	N/A	N/A
(0) Missing Values	N/A	N/A
Total (Base)	N/A	N/A

Figure 1.4: Interest in the Arts



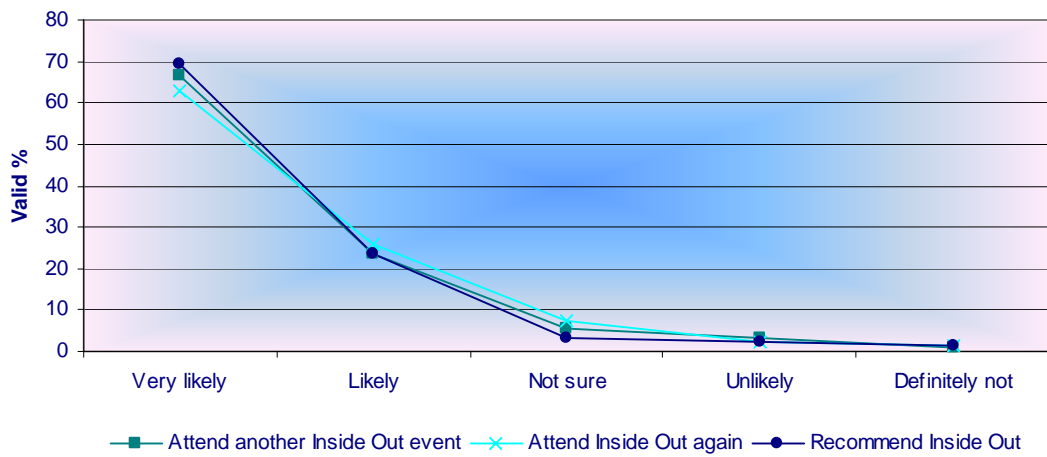
Visitors to Arquiem (57%) and Enclosure (54%) noted higher levels of general interest in arts events. With visitors to Carmen Funebre (46%) and Enclosure (49%) had a high level of regular arts attendees.

Table 1.4b: Interest in the arts by event attended												
	Arquiem, Wimborne		Peixos, Poole		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %
I've never seen an event like this before	112	51.9	176	58.9	79	41.1	498	80.3	57	41.6	55	46.6
I have a general interest in arts events	124	57.4	127	42.5	87	45.3	215	34.7	61	44.5	64	54.2
I am a regular arts attendee	67	31.0	66	22.1	72	37.5	95	15.3	63	46.0	58	49.2
I wouldn't describe myself as an arts attendee	18	8.3	36	12.0	22	11.5	69	11.1	14	10.2	9	7.6
I have seen events like this in other places	44	20.4	56	18.7	50	26.0	51	8.2	36	26.3	29	24.6
Total (Valid: Single Code)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
(0) Missing Values	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Total (Base)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

More than 90% of respondents are likely or very likely, given the opportunity, to attend another Inside Out event, attend Inside Out again and recommend Inside Out.

Table 1.5: Future Intentions						
Base: All (1160)	Attend another Inside Out event		Attend Inside Out again		Recommend Inside Out	
	f	Valid %	f	Valid %	f	Valid %
Very likely	722	66.8	618	62.9	699	69.4
Likely	255	23.6	256	26.0	239	23.7
Not sure	58	5.4	73	7.4	32	3.2
Unlikely	36	3.3	22	2.2	21	2.1
Definitely not	10	0.9	14	1.4	16	1.6
Total (Valid: Single Code)	1081	100.0	983	100.0	1007	100.0
(0) Missing Values	79	N/A	177	N/A	153	N/A
Total (Base)	1160	N/A	1160	N/A	1160	N/A

Figure 1.5: Future intentions



A very high proportion of respondents across all events are likely or very likely, given the opportunity, to attend another Inside Out event.

Table 1.5b_1: Likelihood of attending another Inside Out event by event attended												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Very likely	156	75.4	194	68.3	129	70.9	413	70.4	100	78.1	98	87.5
Likely	34	16.4	68	23.9	35	19.2	121	20.6	18	14.1	11	9.8
Not sure	6	2.9	10	3.5	10	5.5	29	4.9	4	3.1	0	0.0
Unlikely	8	3.9	10	3.5	6	3.3	20	3.4	3	2.3	2	1.8
Definitely not	3	1.4	2	0.7	2	1.1	4	0.7	3	2.3	1	0.9
Total (Valid: Single Code)	207	100.0	284	100.0	182	100.0	587	100.0	128	100.0	112	100.0
(0) Missing Values	9	4.2	15	5.0	11	5.7	34	5.5	10	7.2	6	5.1
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

A very high proportion of respondents are likely or very likely, given the opportunity, to attend Inside Out again.

Table 1.5b_2: Likelihood of attending Inside Out again by event attended												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Very likely	142	74.3	171	64.0	112	70.9	353	65.5	86	72.9	91	85.8
Likely	28	14.7	69	25.8	31	19.6	129	23.9	22	18.6	13	12.3
Not sure	9	4.7	17	6.4	7	4.4	40	7.4	6	5.1	0	0.0
Unlikely	6	3.1	4	1.5	4	2.5	10	1.9	1	0.8	0	0.0
Definitely not	6	3.1	6	2.2	4	2.5	7	1.3	3	2.5	2	1.9
Total (Valid: Single Code)	191	100.0	267	100.0	158	100.0	539	100.0	118	100.0	106	100.0
(0) Missing Values	25	11.6	32	10.7	35	18.1	82	13.2	20	14.5	12	10.2
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

A very high proportion of respondents are likely or very likely, given the opportunity, to recommend Inside Out.

Table 1.5b_3: Likelihood of recommending Inside Out by event attended												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Very likely	156	79.2	190	70.4	117	70.9	404	73.3	93	76.2	94	86.2
Likely	26	13.2	57	21.1	33	20.0	114	20.7	22	18.0	12	11.0
Not sure	4	2.0	9	3.3	4	2.4	16	2.9	2	1.6	0	0.0
Unlikely	4	2.0	6	2.2	5	3.0	7	1.3	1	0.8	0	0.0
Definitely not	7	3.6	8	3.0	6	3.6	10	1.8	4	3.3	3	2.8
Total (Valid: Single Code)	197	100.0	270	100.0	165	100.0	551	100.0	122	100.0	109	100.0
(0) Missing Values	19	8.8	29	9.7	28	14.5	70	11.3	16	11.6	9	7.6
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Relatively frequent attendance at the theatre, museums and galleries, cinema and outdoor events and festivals was recorded. However, this may be a function of availability rather than desire.

Table 1.6: Involvement in the Arts										
	0		1-2		3-5		6-9		10+	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Theatre	123	11.5	474	44.1	280	26.1	112	10.4	85	7.9
Classical music concerts	445	45.1	348	35.3	110	11.2	34	3.4	49	5.0
Dance	395	41.1	338	35.2	116	12.1	37	3.9	74	7.7
Museums / galleries	80	7.7	368	35.6	326	31.6	137	13.3	122	11.8
Jazz / folk / roots / world concerts	337	34.7	318	32.7	156	16.0	74	7.6	87	9.0
Cinema	99	9.3	265	24.9	322	30.2	183	17.2	196	18.4
Street theatre	318	32.4	373	38.1	175	17.9	54	5.5	60	6.1
Festivals / outdoor events	62	5.8	457	42.6	371	34.6	84	7.8	99	9.2

In general there was little disparity between Inside Out events in terms of attendance at arts events; previous themes of low attendance at Classical music concerts, Dance, Jazz / folk / roots / world concerts and Street theatre continued. Specific reference can be made to the following tables for areas of particular interest.

Table 1.6b_1: Involvement in the Arts by interest in Theatre												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	15	7.3	30	10.8	20	11.2	65	11.1	5	3.9	12	10.6
1-2	75	36.4	114	41.0	73	40.8	272	46.5	44	34.4	37	32.7
3-5	64	31.1	79	28.4	52	29.1	154	26.3	36	28.1	31	27.4
6-9	28	13.6	31	11.2	18	10.1	55	9.4	23	18.0	17	15.0
10+	24	11.7	24	8.6	16	8.9	39	6.7	20	15.6	16	14.2
Total (Valid: Single Code)	206	100.0	278	100.0	179	100.0	585	100.0	128	100.0	113	100.0
(0) Missing Values	10	4.6	21	7.0	14	7.3	36	5.8	10	7.2	5	4.2
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_2: Involvement in the Arts by interest in Classical music concerts												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	75	39.5	121	46.9	68	41.2	249	46.5	42	35.3	41	38.0
1-2	69	36.3	87	33.7	66	40.0	195	36.4	43	36.1	42	38.9
3-5	27	14.2	25	9.7	13	7.9	52	9.7	21	17.6	14	13.0
6-9	9	4.7	11	4.3	6	3.6	16	3.0	7	5.9	3	2.8
10+	10	5.3	14	5.4	12	7.3	24	4.5	6	5.0	8	7.4
Total (Valid: Single Code)	190	100.0	258	100.0	165	100.0	536	100.0	119	100.0	108	100.0
(0) Missing Values	26	12.0	41	13.7	28	14.5	85	13.7	19	13.8	10	8.5
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_3: Involvement in the Arts by interest in Dance												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	61	33.5	109	42.6	52	31.7	235	45.2	35	30.2	28	26.4
1-2	69	37.9	89	34.8	68	41.5	167	32.1	41	35.3	46	43.4
3-5	31	17.0	31	12.1	21	12.8	59	11.3	26	22.4	19	17.9
6-9	7	3.8	7	2.7	8	4.9	18	3.5	6	5.2	3	2.8
10+	14	7.7	20	7.8	15	9.1	41	7.9	8	6.9	10	9.4
Total (Valid: Single Code)	182	100.0	256	100.0	164	100.0	520	100.0	116	100.0	106	100.0
(0) Missing Values	34	15.7	43	14.4	29	15.0	101	16.3	22	15.9	12	10.2
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_4: Involvement in the Arts by interest in Museums / galleries												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	11	5.6	26	9.5	9	5.1	44	7.8	2	1.6	5	4.5
1-2	56	28.7	76	27.7	48	27.3	223	39.7	33	26.6	26	23.2
3-5	65	33.3	94	34.3	54	30.7	171	30.4	41	33.1	38	33.9
6-9	31	15.9	41	15.0	38	21.6	62	11.0	32	25.8	25	22.3
10+	32	16.4	37	13.5	27	15.3	62	11.0	16	12.9	18	16.1
Total (Valid: Single Code)	195	100.0	274	100.0	176	100.0	562	100.0	124	100.0	112	100.0
(0) Missing Values	21	9.7	25	8.4	17	8.8	59	9.5	14	10.1	6	5.1
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_5: Involvement in the Arts by interest in Jazz / folk / roots / world concerts												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	46	24.6	93	35.5	32	18.8	206	39.5	20	16.7	16	14.7
1-2	61	32.6	81	30.9	62	36.5	161	30.8	43	35.8	36	33.0
3-5	41	21.9	41	15.6	41	24.1	72	13.8	28	23.3	31	28.4
6-9	14	7.5	20	7.6	11	6.5	44	8.4	12	10.0	10	9.2
10+	25	13.4	27	10.3	24	14.1	39	7.5	17	14.2	16	14.7
Total (Valid: Single Code)	187	100.0	262	100.0	170	100.0	522	100.0	120	100.0	109	100.0
(0) Missing Values	29	13.4	37	12.4	23	11.9	99	15.9	18	13.0	9	7.6
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_6: Involvement in the Arts by interest in Cinema												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	10	4.9	31	11.2	5	2.8	56	9.7	4	3.1	8	7.0
1-2	46	22.5	64	23.0	40	22.3	152	26.3	14	11.0	22	19.3
3-5	63	30.9	94	33.8	54	30.2	182	31.4	36	28.3	36	31.6
6-9	41	20.1	47	16.9	35	19.6	96	16.6	29	22.8	18	15.8
10+	44	21.6	42	15.1	45	25.1	93	16.1	44	34.6	30	26.3
Total (Valid: Single Code)	204	100.0	278	100.0	179	100.0	579	100.0	127	100.0	114	100.0
(0) Missing Values	12	5.6	21	7.0	14	7.3	42	6.8	11	8.0	4	3.4
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

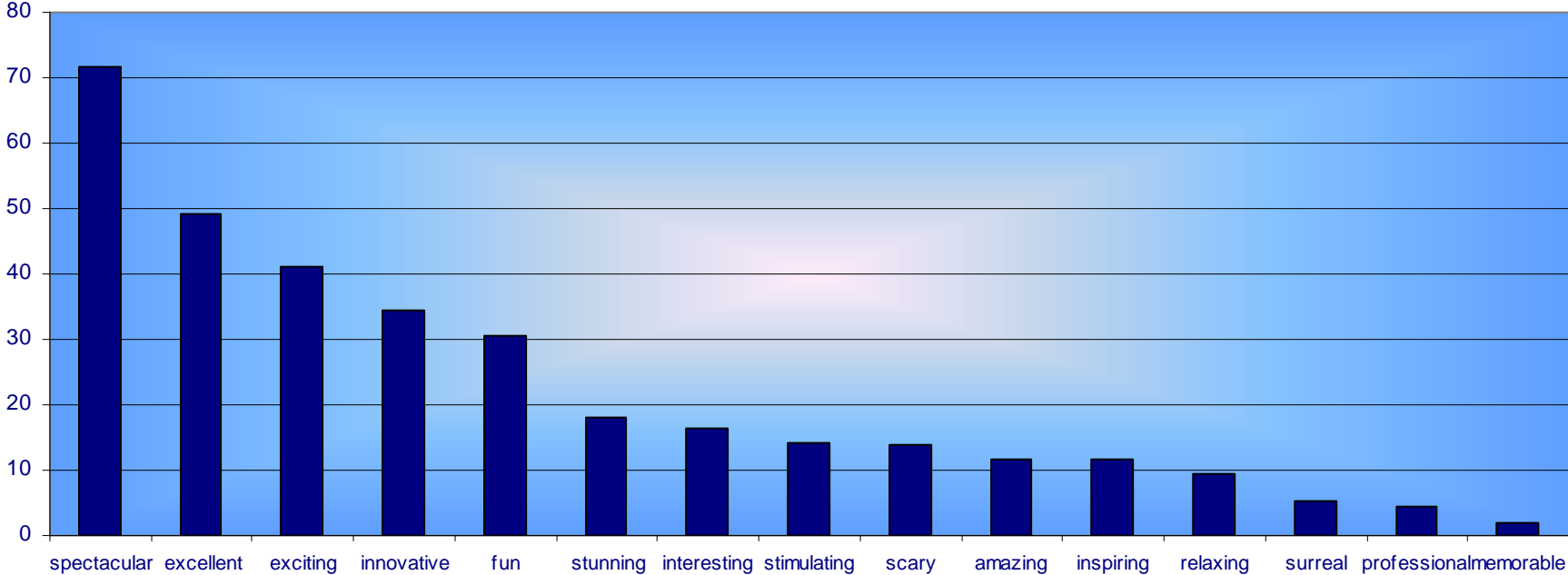
Table 1.6b_7: Involvement in the Arts by interest in Street theatre												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	52	27.1	71	27.3	32	19.8	200	37.7	26	21.3	20	18.0
1-2	85	44.3	107	41.2	64	39.5	182	34.3	41	33.6	38	34.2
3-5	25	13.0	48	18.5	39	24.1	86	16.2	31	25.4	26	23.4
6-9	15	7.8	18	6.9	15	9.3	29	5.5	10	8.2	12	10.8
10+	15	7.8	16	6.2	12	7.4	34	6.4	14	11.5	15	13.5
Total (Valid: Single Code)	192	100.0	260	100.0	162	100.0	531	100.0	122	100.0	111	100.0
(0) Missing Values	24	11.1	39	13.0	31	16.1	90	14.5	16	11.6	7	5.9
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Table 1.6b_8: Involvement in the Arts by interest in Festivals / outdoor events												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0	15	7.3	18	6.3	5	2.7	36	6.2	6	4.7	2	1.7
1-2	72	35.1	114	40.0	73	40.1	240	41.5	58	45.7	34	29.6
3-5	74	36.1	94	33.0	62	34.1	205	35.4	35	27.6	43	37.4
6-9	22	10.7	31	10.9	15	8.2	42	7.3	13	10.2	14	12.2
10+	22	10.7	28	9.8	27	14.8	56	9.7	15	11.8	22	19.1
Total (Valid: Single Code)	205	100.0	285	100.0	182	100.0	579	100.0	127	100.0	115	100.0
(0) Missing Values	11	5.1	14	4.7	11	5.7	42	6.8	11	8.0	3	2.5
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Visitors were asked to describe the Inside Out events using five words that were not a sentence. These were analysed, grouped (words of similar meaning were grouped under a single summary word) and tabulated. In total some 71% of respondents used a word that meant spectacular and some 49% used a word that meant excellent.

Table 1.7: Description of the Inside Out events		
Base: All (1160)	f	Valid %
Spectacular (Breathe-taking, fantastic).	832	71.7
Excellent (quality of event, good, enjoyable, fun etc.)	570	49.1
Exciting (emotive qualities of event such as invigorating.)	477	41.1
Innovative (different/new/unique)	400	34.5
Fun (experience, good experience, fun etc)	356	30.7
Stunning (visual effects)	208	17.9
Interesting subject matter, contents, techniques)	191	16.5
Stimulating (verbatim)	164	14.1
Scary (scary, concerning)	162	14.0
Amazing (impressive, amazing)	136	11.7
Inspiring (thought provoking)	135	11.6
Relaxing (relaxing, calm, tranquil)	109	9.4
Surreal (verbatim)	61	5.3
Professional (performance quality)	50	4.3
Memorable (verbatim)	24	2.1
Total (Valid: multi Code)	1160	N/A
(0) Missing Values	0	N/A
Total (Base)	1160	N/A

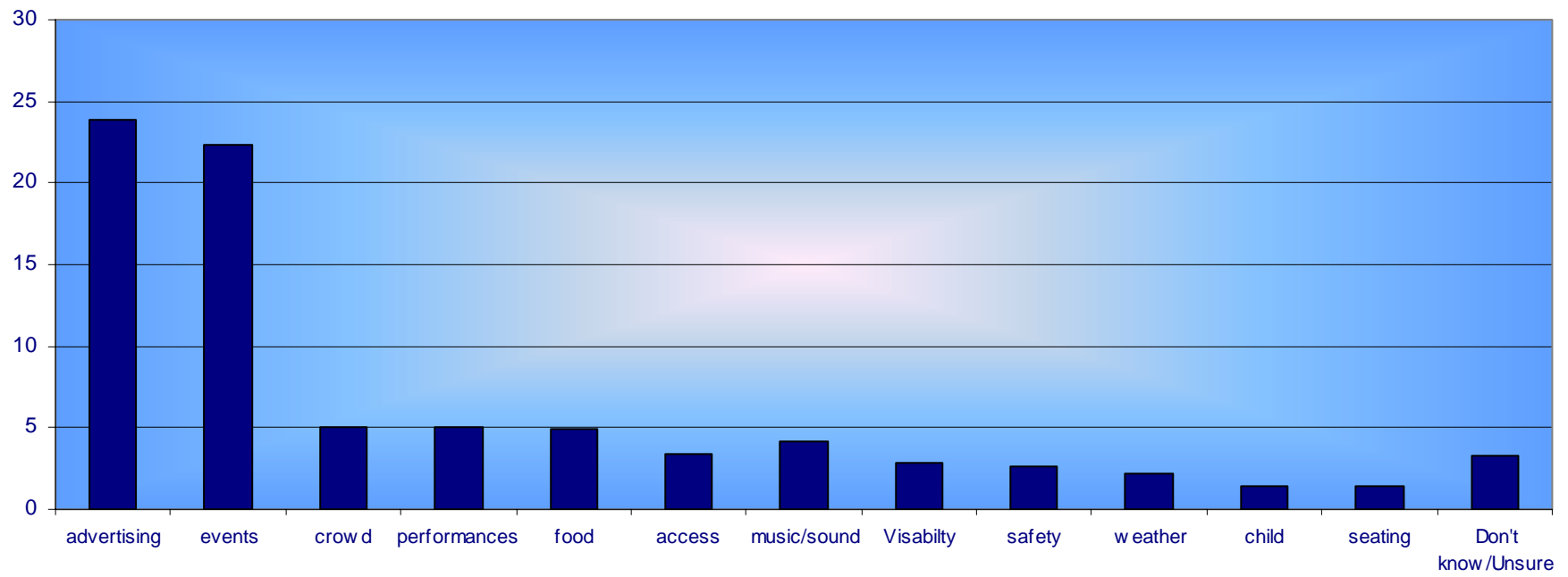
Description of inside out



Suggested improvements was an open field in which respondents were not prompted at all. Therefore a response of 24% of respondents suggesting a higher level of advertising is a significant finding; respondents seeking improvements to events were commonly asking for more or longer events and suggested virtually no improvements to the events themselves.

Table 1.8 : Suggested improvements		
Base: All (1160)	f	Valid %
Advertising (More and better E.G.: starting times and exact locations)	277	23.9
Events (More events, increased duration and more details as to the nature of events)	259	22.3
Crowd (Control and manage crowd and crowd numbers more effectively)	59	5.1
Performances (Greater variance of performances)	58	5.0
Food (Cost and availability of food and drink)	57	4.9
Access (Parking, maps of locations and ensuring disabled access)	40	3.4
Music/sound (more and louder music at events, ensure dialogue is audible)	48	4.1
Visibility (Audience visibility was limited at some events (Wimborne))	33	2.8
Safety (Concerns over safety of events (Fire Gardens))	30	2.6
Weather	26	2.2
Child (Advice on appropriateness for children)	17	1.5
Seating (Make seating available for those unable to stand for long periods of time)	16	1.4
Don't know/Unsure	38	3.3
Total (Valid: multi Code)	1160	N/A
(0) Missing Values	0	N/A
Total (Base)	1160	N/A

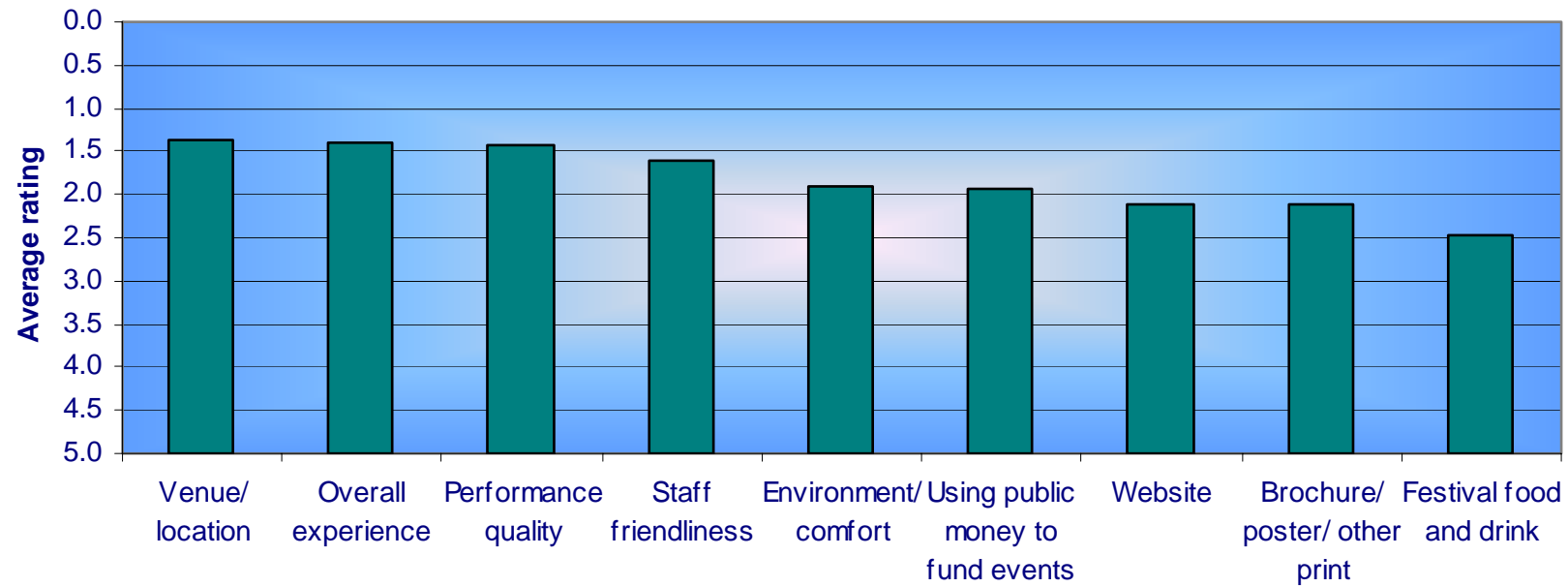
Suggested improvements



In terms of experience, those directly relating to the event; venue, overall experience and performance quality received the highest average rating (where 1 was very good and 5 was very poor). Those relating to printed material, the website and festival food and drink received the lowest average ratings.

	Overall experience		Performance quality		Venue/location		Environment/comfort		Staff friendliness		Brochure/poster/ other print		Website		Festival food and drink		Using public money to fund events like this		
	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	f	Valid %	
Base: All (1160)																			
Very Good	794	70.5	728	65.9	791	70.3	428	39.3	531	52.8	330	35.1	94	30.7	108	22.0	421	40.6	
Good	258	22.9	295	26.7	274	24.4	382	35.0	324	32.2	295	31.3	115	37.6	141	28.8	321	31.0	
OK	47	4.2	59	5.3	50	4.4	235	21.6	127	12.6	216	23.0	74	24.2	168	34.3	246	23.7	
Poor	22	2.0	18	1.6	8	0.7	36	3.3	22	2.2	74	7.9	16	5.2	51	10.4	30	2.9	
Very Poor	6	0.5	5	0.5	2	0.2	9	0.8	2	0.2	26	2.8	7	2.3	22	4.5	19	1.8	
Total (Valid: Single Code)	1127	100.0	1105	100.0	1125	100.0	1090	100.0	1006	100.0	941	100.0	306	100.0	490	100.0	1037	100.0	
N/A	8	0.7	23	2.0	9	0.8	25	2.2	102	8.8	133	11.5	598	51.6	469	40.4	56	4.8	
(0) Missing Values	25	2.2	32	2.8	26	2.2	45	3.9	52	4.5	86	7.4	256	22.1	201	17.3	67	5.8	
Total (Base)	1160	N/A	1160	N/A	1160	N/A	1160	N/A	1160	N/A	1160	N/A	1160	N/A	1160	N/A	1160	N/A	
Average	1.4		1.4		1.4		1.9		1.6		2.1		2.1		2.5		1.9		

Figure 1.9: Experience - Average Ratings



Uniquely Enclosure received above average ratings in all areas and was given the highest overall average rating, second was Arquiem. Though it should be noted that Fire Gardens and Carmen Funebre's overall rating was negatively affected by festival food and drink ratings.

Light blue equates to above average and pink to below average rating.

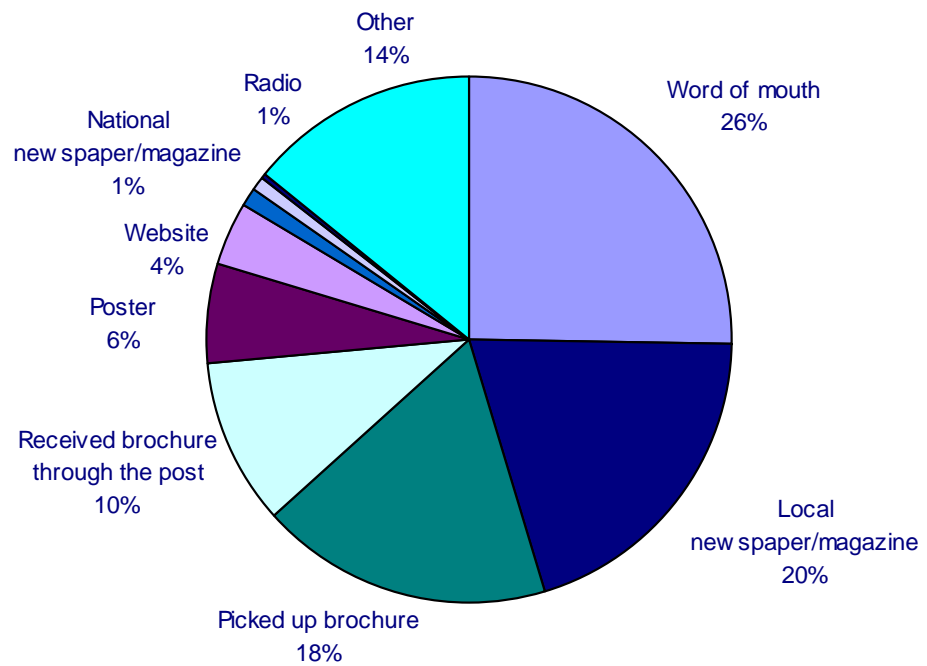
Table 1.9b: Average ratings by event attended.

	Average	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure
Venue/ location	1.36	1.38	1.40	1.56	1.28	1.30	1.19
Overall experience	1.39	1.45	1.38	1.52	1.27	1.44	1.28
Performance quality	1.44	1.42	1.45	1.47	1.40	1.28	1.34
Staff friendliness	1.60	1.50	1.59	1.63	1.59	1.65	1.36
Environment/ comfort	1.91	1.90	1.87	2.09	1.69	2.30	1.86
Using public money to fund events	1.94	1.80	1.89	1.78	1.95	1.50	1.45
Website	2.11	1.87	2.10	2.14	2.08	1.96	1.75
Brochure/ poster/ other print	2.12	1.74	2.16	1.96	2.14	1.76	1.59
Festival food and drink	2.47	2.18	2.30	2.31	2.43	2.60	2.38
Event Average		1.69	1.79	1.83	1.76	1.76	1.58

A quarter of all respondents received their information about Inside Out via word of mouth.

Table 1.11: Information Sources		
Base: All (1160)	<i>f</i>	Valid %
Word of mouth	277	25.3
Local newspaper/magazine	218	19.9
Picked up brochure	196	17.9
Received brochure through the post	113	10.3
Poster	66	6.0
Website	44	4.0
National newspaper/magazine	13	1.2
Radio	8	0.7
Television	4	0.4
Other	154	14.1
Total (Valid: Single Code)	1093	N/A
(0) Missing Values	20	N/A
Total (Base)	1160	N/A

Figure 1.11: Information Source



There was some disparity between receipt of brochures through the post by event, only 7% of those attending the Fire Gardens received a brochure while 22% of those attending Carmen Funebre or Enclosure received one.

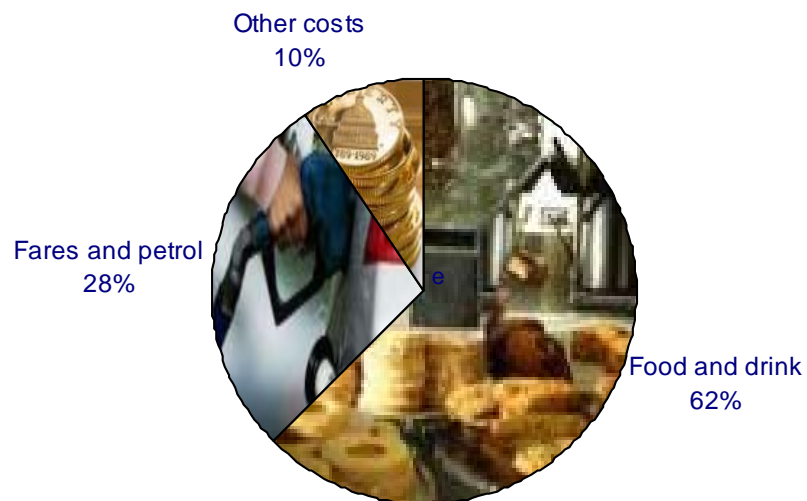
Table 1.11b: Information Sources by event attended												
	Arquiem		Peixos		Counter Currents		Fire Gardens		Carmen Funebre		Enclosure	
Base: All (1160)	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Received brochure through the post	35	16.8	32	11.3	36	19.4	38	6.5	30	22.1	25	22.1
Local newspaper/magazine	42	20.2	64	22.6	29	15.6	114	19.4	20	14.7	12	10.6
National newspaper/magazine	4	1.9	3	1.1	3	1.6	6	1.0	6	4.4	3	2.7
Radio	2	1.0	7	2.5	0	0.0	3	0.5	0	0.0	1	0.9
Television	0	0.0	0	0.0	2	1.1	2	0.3	0	0.0	0	0.0
Word of mouth	41	19.7	65	23.0	38	20.4	162	27.6	34	25.0	26	23.0
Picked up brochure	42	20.2	41	14.5	45	24.2	105	17.9	25	18.4	25	22.1
Poster	9	4.3	6	2.1	4	2.2	51	8.7	2	1.5	4	3.5
Website	5	2.4	26	9.2	3	1.6	15	2.6	3	2.2	4	3.5
Other	28	13.5	39	13.8	26	14.0	91	15.5	16	11.8	13	11.5
Total (Valid: Single Code)	208	100.0	283	100.0	186	100.0	587	100.0	136	100.0	113	100.0
(0) Missing Values	8	3.7	16	5.4	7	3.6	34	5.5	2	1.4	5	4.2
Total (Base)	216	N/A	299	N/A	193	N/A	621	N/A	138	N/A	118	N/A

Expenditure

Expenditure records indicate that visitors spent approximately £10 per person. Data in this section is modelled in a later section of the report to allow it to be a per person per event figure which is utilised for modelling purposes.

Average expenditure - per person		
	Average	Valid %
Food and drink	£6.25	62.4
Fares and petrol	£2.81	28.1
Other costs	£0.95	9.5
Total	£10.02	100.0

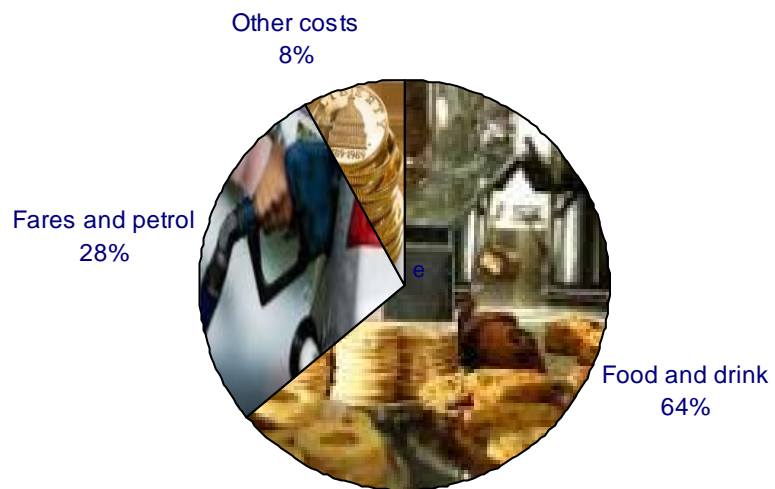
Figure 2.1: Average expenditure - per person



Expenditure records indicate that day visitors spent approximately £8 per person.

Figure 2.2: Average expenditure - Day Visitor- per person		
	Average	Valid %
Food and drink	£5.01	64.0
Fares and petrol	£2.19	28.0
Other costs	£0.63	8.0
Total	£7.82	100.0

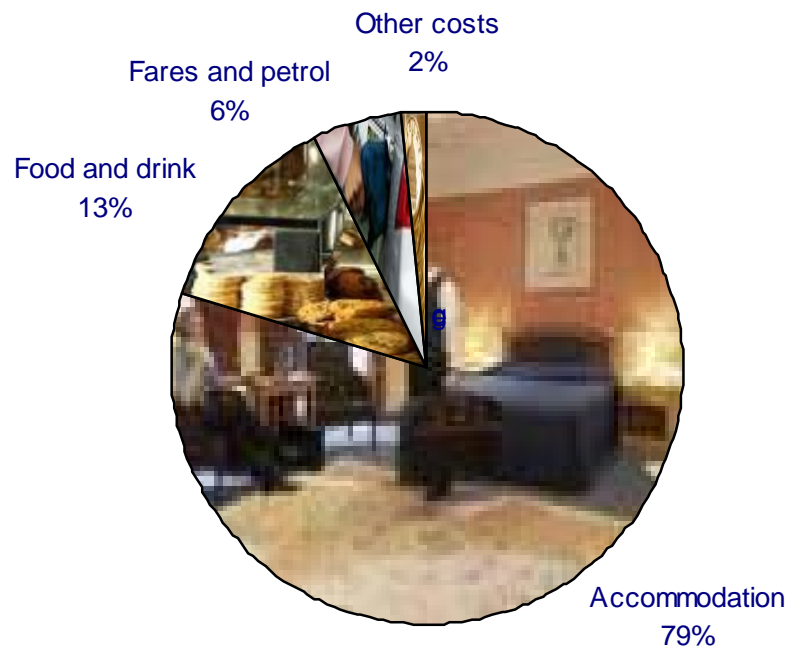
Figure 2.2: Average expenditure - Day Visitors



Staying visitors spent approximately £39 per person.

Figure 2.3: Average expenditure - Staying Visitor - per person		
	Average	Valid %
Accommodation	£30.75	79.7
Food and drink	£5.01	13.0
Fares and petrol	£2.19	5.7
Other costs	£0.63	1.6
Total	£38.57	100.0

Figure 2.3: Average expenditure - Staying Visitors

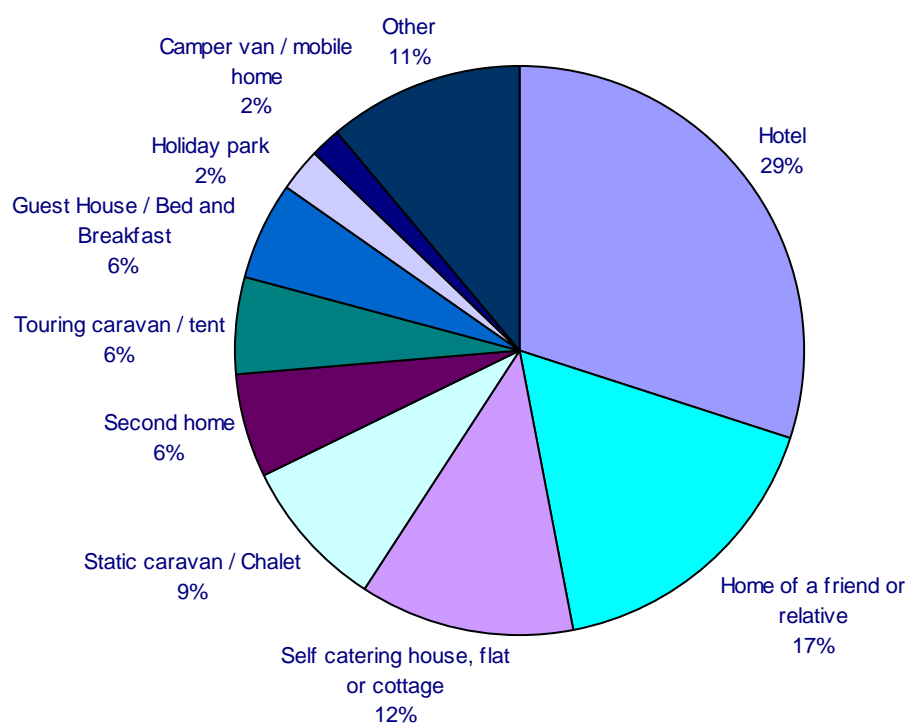


Accommodation

Hotel accommodation was used by 30% of staying visitors to Inside Out events, with some 17% staying at the home of a friend or relative. The relatively high proportions of visitors staying in hotels drove a significant element of the accommodation spend within the economic model.

Table 3.1: Accommodation Type		
Base: All (341)	<i>f</i>	Valid %
Hotel	79	29.9
Home of a friend or relative	45	17.0
Self catering house, flat or cottage	32	12.1
Static caravan / Chalet	23	8.7
Second home	15	5.7
Touring caravan / tent	15	5.7
Guest House / Bed and Breakfast	15	5.7
Holiday park	6	2.3
Camper van / mobile home	5	1.9
Other	29	11.0
Total (Valid: Single Code)	264	100.0
(0) Missing Values	0	N/A
Total (Base)	264	N/A

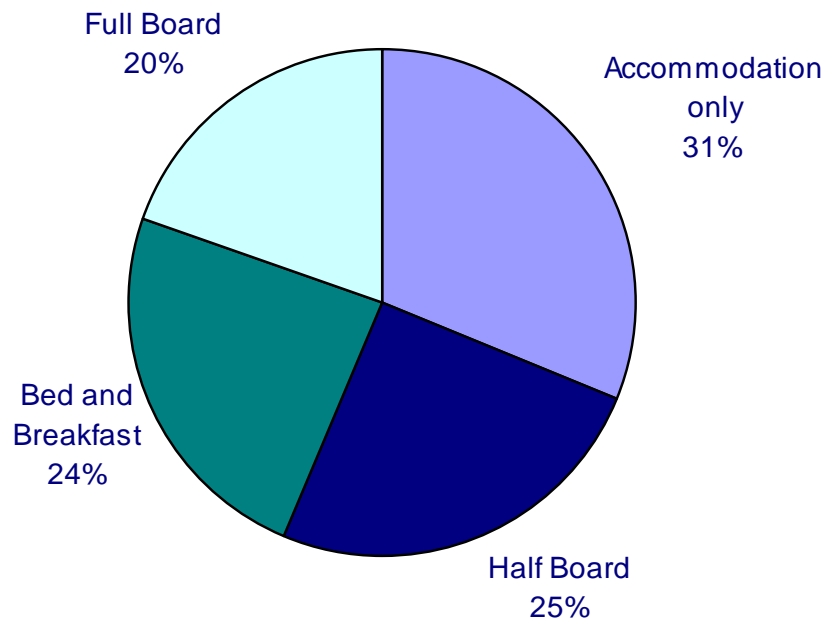
Figure 3.1: Accommodation Type



Many visitors 31% selected an accommodation only basis for their stay, though some 25% selected half board.

Table 3.2: Accommodation Basis		
Base: All (341)	<i>f</i>	Valid %
Accommodation only	55	31.1
Half Board	45	25.4
Bed and Breakfast	42	23.7
Full Board	35	19.8
Total (Valid: Single Code)	177	100.0
(0) Missing Values	87	N/A
Total (Base)	264	N/A

Figure 3.2: Accommodation Basis



A majority of visitors who stayed in hotels selected a full or half board basis for their stay, though 39% opted for bed and breakfast only. Of visitors who stayed with friends or relatives a majority ate all their meals with them.

Table 3.3 : Accommodation Type By Basis.								
	Full Board		Half Board		Bed and Breakfast		Accommodation only	
	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
Base: All (341)								
Hotel	11	13.9	35	44.3	31	39.2	2	2.5
Guest House / Bed and Breakfast	0	0.0	1	7.7	10	76.9	2	15.4
Self catering house, flat or cottage	4	16.7	0	0.0	0	0.0	20	83.3
Static caravan / Chalet	1	8.3	2	16.7	0	0.0	9	75.0
Camper van / mobile home	0	0.0	0	0.0	0	0.0	0	0.0
Holiday park	1	16.7	0	0.0	0	0.0	5	83.3
Touring caravan / tent	0	0.0	0	0.0	0	0.0	7	100.0
Home of a friend or relative	14	56.0	4	16.0	1	4.0	6	24.0
Second home	2	50.0	0	0.0	0	0.0	2	50.0
Other	2	28.6	3	42.9	0	0.0	2	28.6

Expenditure on accommodation varied significantly from a minimum of £0 (where visitors stayed with friends or relatives) to £250.

Table 3.4a: Accommodation Expenditure - Per person per night			
Base: All	Minimum	Maximum	Average
Accommodation	£0.00	£250.00	£34.16

Accommodation expenditure varied significantly according to accommodation type utilised.

Table 3.4b: Accommodation Expenditure by accommodation type- Per person per night			
Base: All (341)	Minimum	Maximum	Average
Hotel	£1.78	£250.00	£50.63
Guest House / Bed and Breakfast	£10.71	£56.25	£29.69
Self catering house, flat or cottage	£14.29	£71.43	£29.13
Static caravan / Chalet	£0.00	£33.33	£17.05
Camper van / mobile home	£7.92	£9.17	£8.54
Holiday park	£8.57	£50.00	£23.34
Touring caravan / tent	£4.91	£23.33	£10.18
Home of a friend or relative	£0.00	£62.50	£18.05
Second home	£9.52	£9.52	£9.52
Other	£4.71	£27.00	£15.86

Where data was available expenditure by accommodation type and basis was recorded.

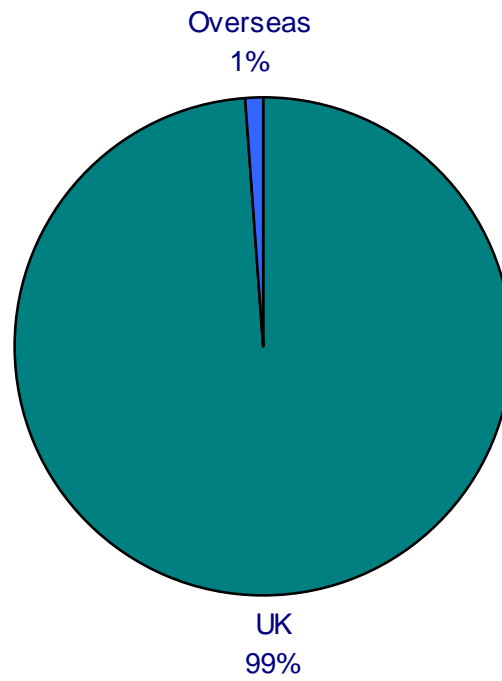
Table 3.4c: Accommodation Expenditure by accommodation type and basis - Per person per night				
Base: All (341)	Full Board	Half Board	Bed and Breakfast	Accommodation only
Hotel	£40.00	£49.10	£55.50	£18.50
Guest House / Bed and Breakfast	.	£56.25	£28.83	£19.42
Self catering house, flat or cottage	.	.	.	£26.11
Static caravan / Chalet	£16.67	.	.	£17.88
Camper van / mobile home
Holiday park	.	.	.	£23.34
Touring caravan / tent	.	.	.	£8.87
Home of a friend or relative	£9.26	£24.64	.	£8.04
Second home	£9.52	.	.	.
Other	.	.	.	£27.00

Visitor Demographics

The overwhelming majority of visitors 99% were from the UK.

Table 4.1: Visitor Origin		
Base: All (1160)	<i>f</i>	Valid %
UK	1085	98.8
Overseas	13	1.2
Total (Valid: Single Code)	1098	100.0
(0) Missing Values	62	N/A
Total (Base)	1160	N/A

Figure 4.1: Visitor Origin

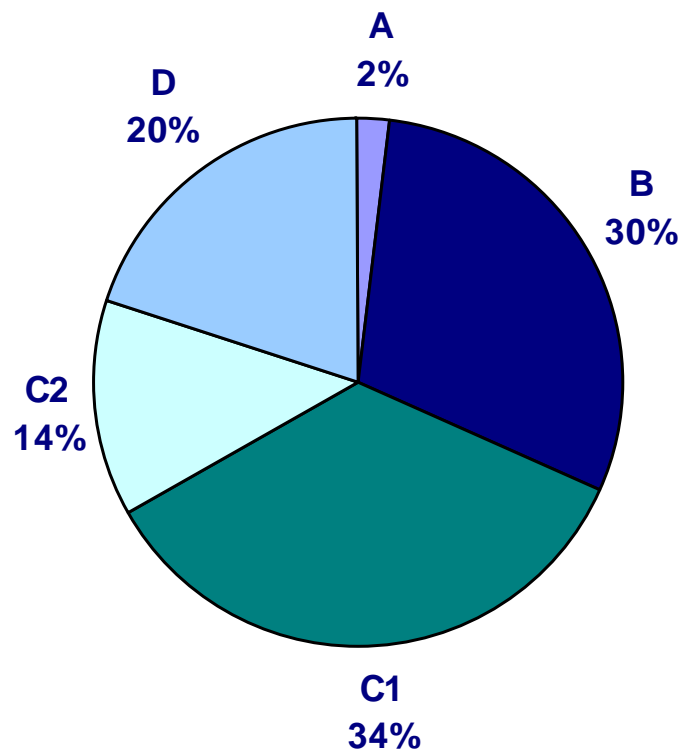


Of the total sample of 1160 only 170 respondents did not give a full occupation that allowed a socio-economic group to be generated. Commonly this was respondents indicating that they were retired without reference to their previous occupation.

Of respondents some 67% were socio-economic group A, B or C1.

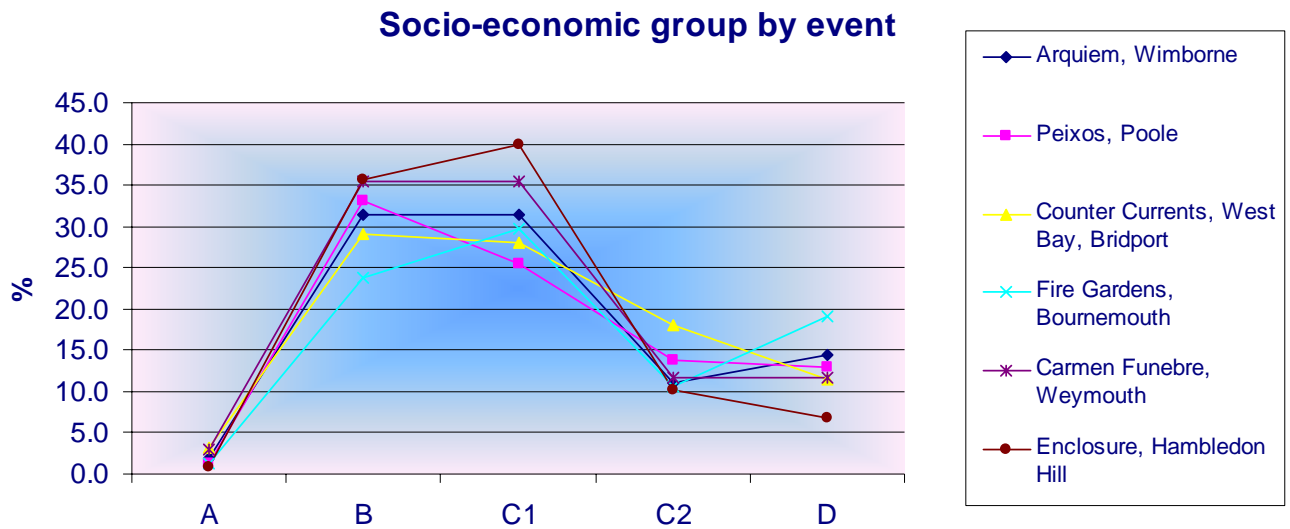
Table 4.2: Socio-economic group		
Base: All (1160)	<i>f</i>	Valid %
A	20	2.0
B	294	29.7
C1	345	34.8
C2	134	13.5
D	197	19.9
Total (Valid: Single Code)	990	100.0
(0) Missing Values	170	N/A
Total (Base)	1160	N/A

Figure 4.2: Socio-economic Group



Some disparity between socio-economic group by event was recorded, this was especially the case for the Fire Gardens where a reduced number of group B was recorded.

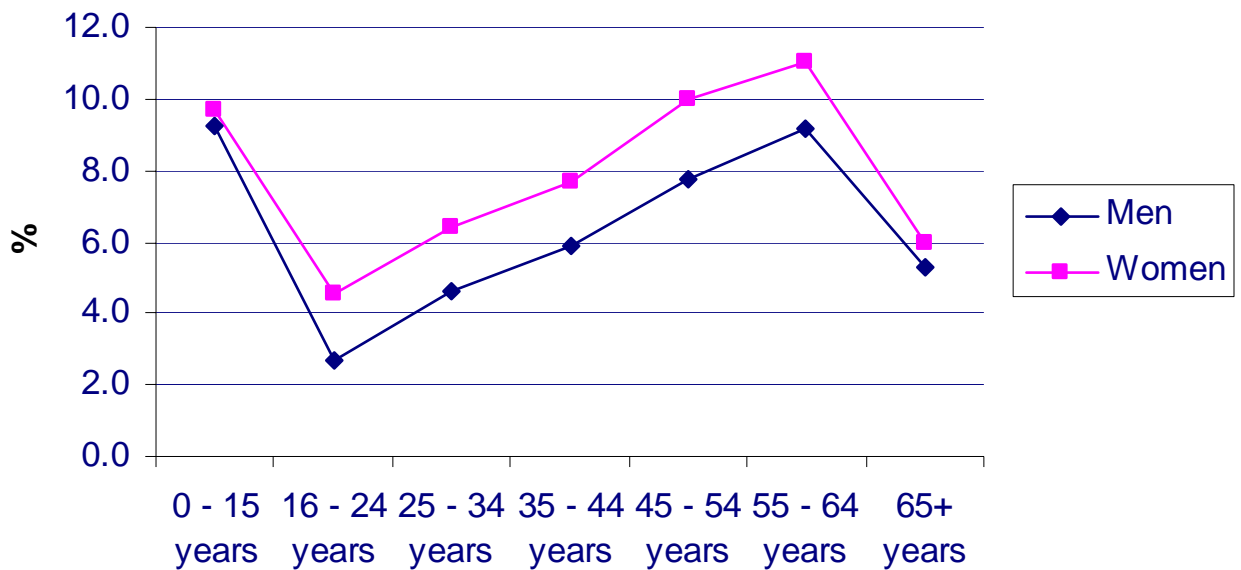
		A	B	C1	C2	D	Total
Arquiem, Wimborne	Count	4	68	68	24	31	216
	%	1.9	31.5	31.5	11.1	14.4	100
Peixos, Poole	Count	4	99	76	41	39	299
	%	1.3	33.1	25.4	13.7	13.0	100
Counter Currents, West Bay, Bridport	Count	6	56	54	35	22	193
	%	3.1	29.0	28.0	18.1	11.4	100
Fire Gardens, Bournemouth	Count	8	148	185	66	118	621
	%	1.3	23.8	29.8	10.6	19.0	100
Carmen Funebre, Weymouth	Count	4	49	49	16	16	138
	%	2.9	35.5	35.5	11.6	11.6	100
Enclosure, Hambledon Hill	Count	1	42	47	12	8	118
	%	0.8	35.6	39.8	10.2	6.8	100



Relatively high proportions of children and older people were recorded at events, it was also noted that there was a slightly higher proportion of women than men.

Table 4.3: Age / Gender Distribution						
	Men		Women		All	
	<i>f</i>	Valid %	<i>f</i>	Valid %	<i>f</i>	Valid %
0 - 15 years	359	9.3	376	9.7	735	19.0
16 - 24 years	105	2.7	177	4.6	282	7.3
25 - 34 years	180	4.6	248	6.4	428	11.0
35 - 44 years	228	5.9	297	7.7	525	13.6
45 - 54 years	300	7.7	386	10.0	686	17.7
55 - 64 years	354	9.1	426	11.0	780	20.1
65+ years	206	5.3	232	6.0	438	11.3
Total (Valid: Single Code)	1732	44.7	2142	55.3	3874	100.0
(0) Missing Values	2142	N/A	1732	N/A	0	N/A
Total (Base)	3874	N/A	3874	N/A	3874	N/A

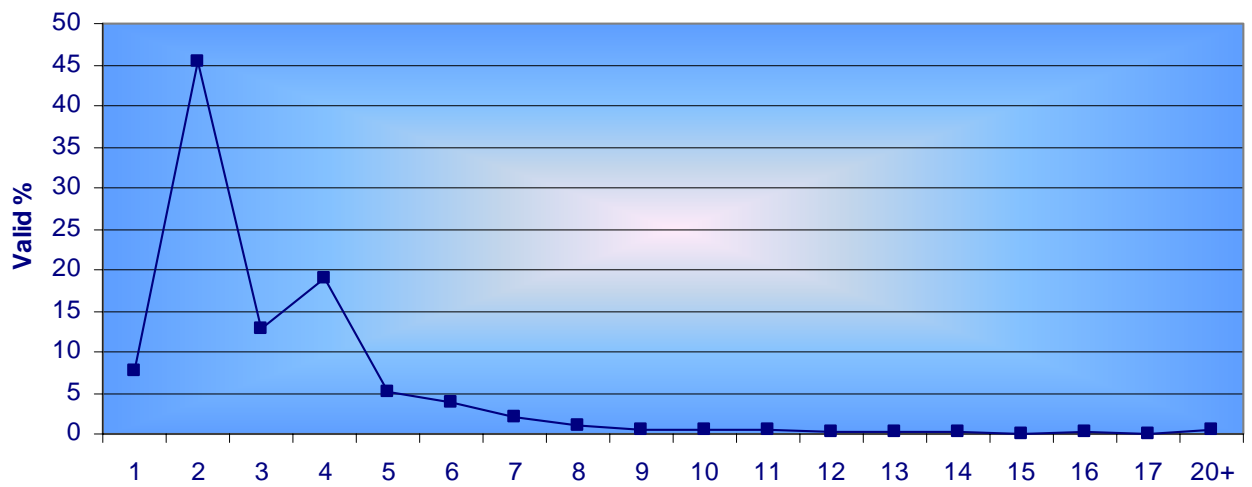
Figure 4.3: Age and Gender



The majority of visitors 53% arrived at the event in groups of 1 or 2, though a significant proportion 19% came in groups of 4.

Table 4.4: Group Size		
Base: All (1160)	<i>f</i>	Valid %
1	85	7.6
2	508	45.4
3	145	12.9
4	212	18.9
5	57	5.1
6	44	3.9
7	22	2.0
8	11	1.0
9	7	0.6
10	5	0.4
11	5	0.4
12	4	0.4
13	2	0.2
14	3	0.3
15	1	0.1
16	2	0.2
17	1	0.1
20+	6	0.5
Total (Valid: Single Code)	1120	100.0
(0) Missing Values	40	N/A
Total (Base)	1160	N/A

Figure 4.4: Group Size



Respondents' postcodes were recorded within the survey and a high proportion of visitors, as expected, came from the BH and DT postcode areas

Table 4.5: UK Residents: Could you tell us the first part of your POSTCODE		
	Frequency	Valid %
AL	2	0.2
B	7	0.6
BA	14	1.3
BH	5	0.5
BH1	34	3.1
BH10	13	1.2
BH11	14	1.3
BH12	38	3.5
BH13	8	0.7
BH14	29	2.7
BH15	55	5.0
BH16	20	1.8
BH17	22	2.0
BH18	14	1.3
BH19	2	0.2
BH2	16	1.5
BH20	9	0.8
BH21	104	9.5
BH22	26	2.4
BH23	28	2.6
BH24	8	0.7
BH25	3	0.3
BH3	11	1.0
BH31	3	0.3
BH4	18	1.6
BH5	16	1.5
BH6	30	2.7
BH7	11	1.0
BH8	40	3.7
BH9	50	4.6
BN	5	0.5
BS	9	0.8
CF	1	0.1
CM	2	0.2
CO	4	0.4
CR	4	0.4
CT	4	0.4
CV	4	0.4
CW	1	0.1
DD	1	0.1
DE	4	0.4
DH	1	0.1
DL	1	0.1
DN	2	0.2
DT1	16	1.5
DT10	4	0.4
DT11	28	2.6
DT2	37	3.4
DT3	19	1.7
DT4	34	3.1
DT5	8	0.7
DT6	71	6.5
DT8	8	0.7
DT9	3	0.3
E	2	0.2
EX	7	0.6
GL	2	0.2
GU	3	0.3
HA	2	0.2
HP	3	0.3
HU	2	0.2
L	2	0.2

LD	1	0.1
LE	2	0.2
LG	1	0.1
LL	1	0.1
M	2	0.2
ME	2	0.2
MK	6	0.5
N	1	0.1
NG	2	0.2
NN	6	0.5
NP	1	0.1
NR	5	0.5
NW	1	0.1
OL	1	0.1
OX	5	0.5
PE	3	0.3
PL	2	0.2
PO	6	0.5
RG	4	0.4
RH	5	0.5
RM	2	0.2
RM17	1	0.1
S	6	0.5
SA	1	0.1
SE	2	0.2
SG	2	0.2
SK	2	0.2
SL	5	0.5
SN	4	0.4
SO	6	0.5
SP	22	2.0
SS	2	0.2
ST	2	0.2
SW	2	0.2
SY	1	0.1
TA	11	1.0
TF	2	0.2
TN	8	0.7
TQ	1	0.1
TW	2	0.2
UB	2	0.2
W	2	0.2
WF	1	0.1
WN	1	0.1
WV	1	0.1
	1092	100.0

Across all events some 57% of visitors reported having a BH postcode with some 21% recording a DT postcode.

Table 4.6: All Events		
	Frequency	Valid %
BH	627	57.4
DT	228	20.9
Other	237	21.7
	1092	100.0

At Arquiem some 70% of respondents had a BH postcode.

Table 4.7: Arquiem event postcodes		
	Frequency	Valid %
BH	147	70.0
DT	39	18.6
SP	11	5.2
Other	13	6.2
	210	100.0

At Peixos some 72% of respondents had a BH postcode.

Table 4.8: Peixos event postcodes		
	Frequency	Valid %
BH	207	71.9
DT	40	13.9
Other	41	14.2
	288	100.0

At Counter Currents some 65% of respondents had a DT postcode.

Table 4.9: Counter Currents event postcodes		
	Frequency	Valid %
BH	29	15.6
DT	120	64.5
EX	7	3.8
TA	7	3.8
Other	23	12.4
	186	100.0

At the Fire Gardens some 70% of respondents had a BH postcode.

	Frequency	Valid %
BH	412	70.2
DT	40	6.8
Other	135	23.0
	587	100.0

At Carmen some 65% of respondents had a DT postcode.

	Frequency	Valid %
BH	18	13.2
DT	89	65.4
BS	4	2.9
Other	25	18.4
	136	100.0

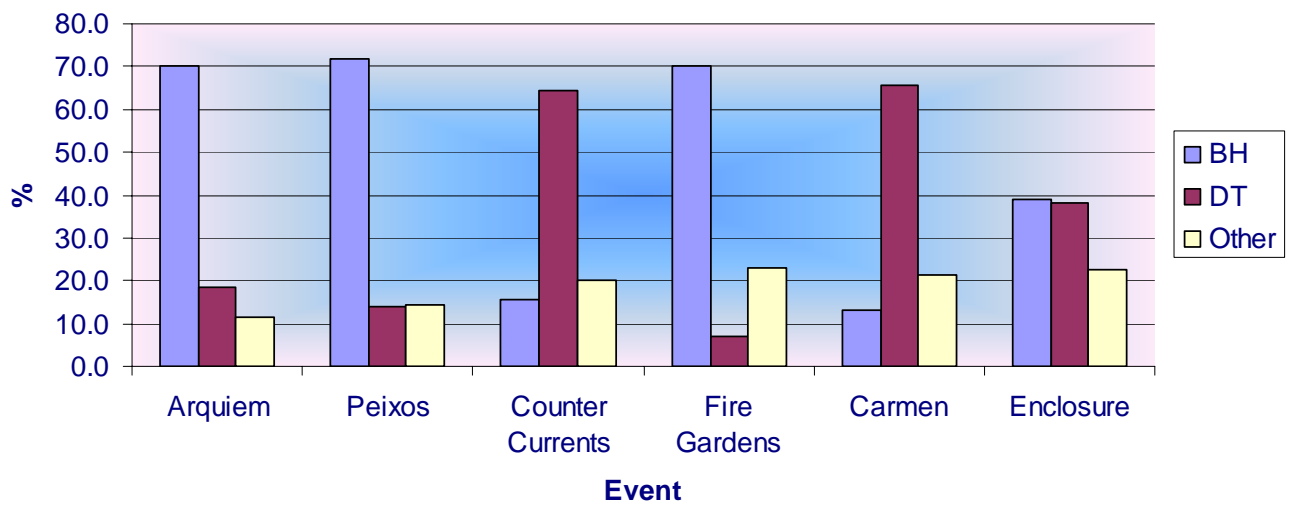
At Enclosure some 39% of respondents had a BH postcode with some 38% of respondents recording a DT postcode.

	Frequency	Valid %
BH	45	39.1
DT	44	38.3
BA	5	4.3
SP	8	7.0
Other	13	11.3
	115	100.0

A broadly similar proportion of visitors from outside the DT or BH area was recorded at all events. Proximity to the conurbation influenced attendance by respondents with a BH postcode at events with the exception of Enclosure.

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen	Enclosure
BH	70.0	71.9	15.6	70.2	13.2	39.1
DT	18.6	13.9	64.5	6.8	65.4	38.3
Other	11.4	14.2	19.9	23.0	21.3	22.6
	100.0	100.0	100.0	100.0	100.0	100.0

Postcode by Event



Visitor Counts

The total numbers of visitors to events was surveyed by The Market Research Group. However, because of the nature of most events fully accurate counts could not be achieved, therefore an element of error is present within the results. However, all counts were conducted successfully and the results were considered, accepting the error outlined above, to be representative of visitor numbers.

Arquiem

Promenade theatre show, through the streets of Wimborne.

This event was non-ticketed, mobile and took place in the dark using fire, smoke, flashing lights and other medium.

No standard technique for counting visitors would function correctly for this event; therefore a census methodology was used to make an assessment of visitor numbers. Counts were undertaken by a group of researchers unobtrusively sweeping through the event during the performance and using handheld counters to record the total number of visitors. Four full counts were undertaken per night to provide robust data.

Counts were undertaken when the performance and audience was in either Zone 1 or Zone 2.

Full count details are included within the table below.

Arquiem - Wimborne	
Thursday 13 th September	
19:55	454
20:00	606
20:20	632
20:30	642
Estimated Visitor Numbers - 650	
Friday 14 th September	
19:55	338
20:00	523
20:20	713
20:30	718
Estimated Visitor Numbers - 720	
Estimated total visitor numbers – 1,370	



Peixos

Parade style performance, moving back and forth in the Quay area of Poole.

This event was non-ticketed, mobile and took place in the dark among some overhanging buildings with people watching from both outside and inside pubs.

No standard technique for counting visitors would function correctly for this event; therefore a census methodology was used to make an assessment of visitor numbers. Counts were undertaken by a group of researchers unobtrusively sweeping through the event during the performance and using handheld counters to record the total number of visitors. Two full sweeps were undertaken to provide robust data.

To achieve accurate results the route was zoned (see map) and zones were counted simultaneously by different researchers. Some minor flow between zones was accepted to have occurred though this is likely to have been fairly limited. During the event it was noted that visitors moved from the start of the parade to the end, not using the route of the parade but side streets. Simultaneous counting, prevented this causing any problems and allows a single 'total audience' figure to be generated.

Peixos - Poole	
Saturday 15 th September	
Count 1	2,440
Count 2	2,715
Estimated Visitor Numbers – 3,200	



Counter Currents

Various performance art sites around West Bay with visitors drifting between experiences.

This event was non-ticketed and at multiple locations which were not enclosed.

As the budget would not allow aerial photography, a census count, where researchers flow through event audiences using handheld counters to record the total number of visitors, was utilised. The various events were then modelled together with dwell time to provide the total number of unique visitors.

The table below outlines the maximum number of visitors recorded at each event during the day.

Counter currents – West Bay	
Sunday 16 th September	
Maximum number of visitors recorded	
Loving IT	648
Osadia	551
Upswing aerial (voices)	801
Minbre 'the bridge'	831
Artizani	324
Music Bigtop	245
Estimated Visitor Numbers – 2,600	

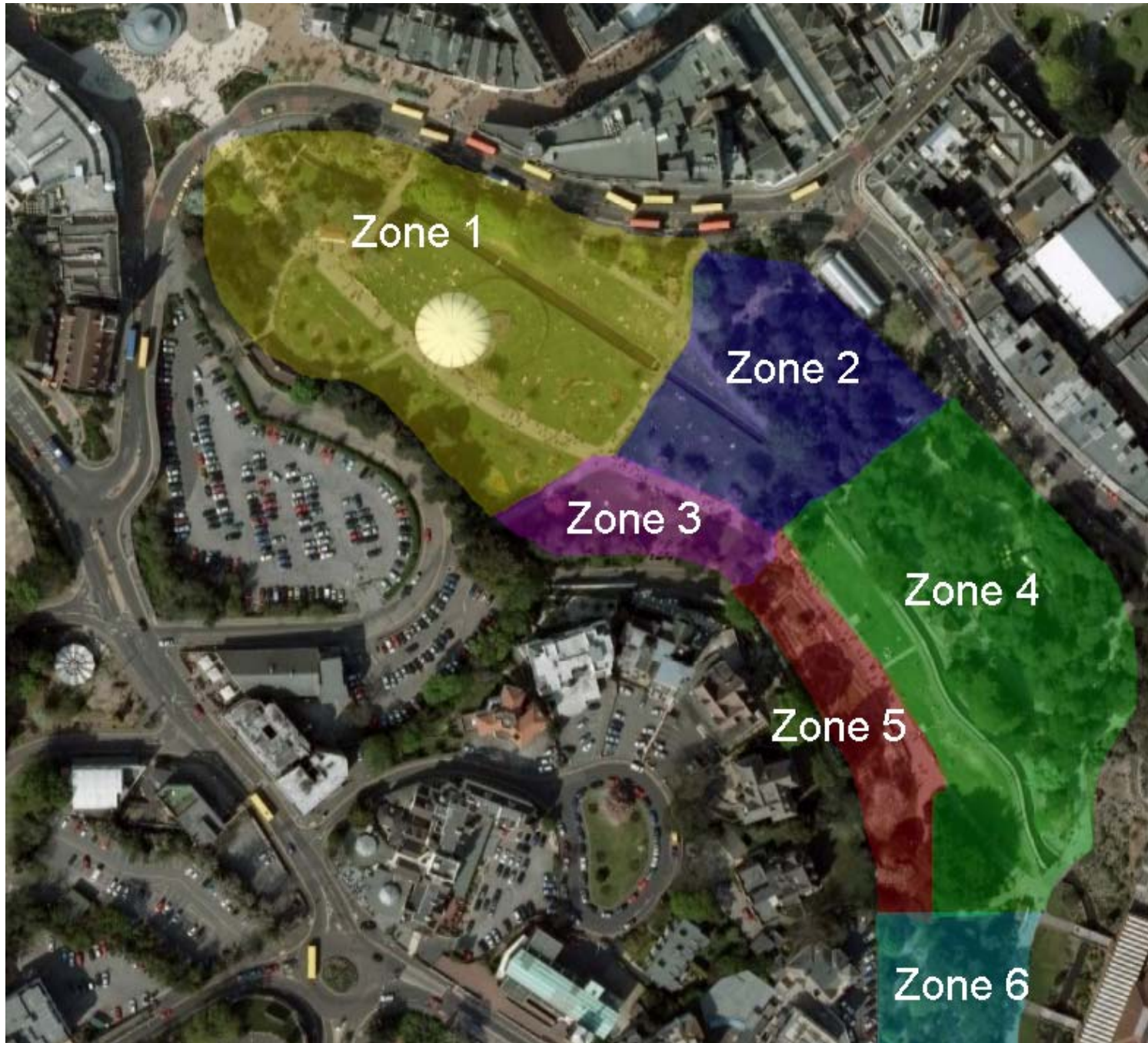
Fire Gardens

A night time event for visitors to promenade through Bournemouth Gardens and view fire and listen to music.

This event was non-ticketed and employed a blend of darkness and fire within the spectacle. As result of these factors and the dispersed nature of visitors and size of the event it was considered the most difficult to record visitor numbers for.

For several reasons counting visitors into or out of the gardens was impossible and therefore a census count, where researchers flowed through the event audience using handheld counters to record the total number of visitors, was utilised. The various elements were then modelled together with dwell time to provide the total number of unique visitors. Because of the large number of visitors and necessary complexity of this methodology an element of error was anticipated.

Fire gardens - Bournemouth	
Wednesday 19 th September	
19:50	1,880
20:30	1,973
Estimated Visitor Numbers – 5,200	
Thursday 20 th September	
19:50	1,872
20:30	2,955
Estimated Visitor Numbers – 7,600	
Friday 21 st September	
19:50	3,509
20:30	2,861
Estimated Visitor Numbers – 9,300	
Estimated total visitor numbers – 22,100	



Carmen Funebre

Fixed site theatrical experience.

This event was ticketed, therefore the event organisers provided the total number of unique visitors.

Carmen Funebre - Weymouth
Friday 21 st September
Visitor Numbers – 374
Saturday 22 nd September
Visitor Numbers – 523
Total visitor numbers – 897

Enclosure

A multifaceted theatrical event.

Visitors to this event flowed past a single location and therefore were counted by a researcher using a handheld counter.

Enclosure – Hambledon Hill
Sunday 23 rd September
Visitor Numbers – 668

Total Visitor Numbers

Event	Date	Day	Time	Visitor numbers	Total Visitors
Arquiem, Wimborne	13 th	Thurs	8-10pm	650	1,370
	14 th	Fri	8-10pm	720	
Peixos, Poole	15 th	Sat	8-10pm	3,200	3,200
Counter Currents, Bridport	16 th	Sun	1-7pm	2,600	2,600
Fire Gardens, Bournemouth	19 th	Wed	7-10pm	5,200	22,100
	20 th	Thurs	7-10pm	7,600	
	21 st	Fri	7-10pm	9,300	
Carmen Funebre, Weymouth	21 st	Fri	8-10pm	374	897
	22 nd	Sat	8-10pm	523	
Enclosure, Hambledon Hill	23 rd	Sun	5-8pm	668	668
				30,835	

Economic Impact

To evaluate the impact of the Inside Out Dorset Festival spend indicated within the visitor survey was modelled to allow the full impact of the event, as the money ripples through the economy, to be fully considered.

Visitor numbers at the events were recorded by The Market Research Group and are outlined in the previous section 'Visitor Numbers'.

Modelling Summary

Initial spend figures are adjusted utilising multipliers to estimate indirect or "ripple" effects on business income. These multipliers were calculated by Bournemouth University as part of its ongoing event research programme. When a business receives income from the consumer, this in turn leads to an increase in, for example, stock, orders for supplies, raw material, transport expenditure etc. These supplier businesses in turn see an upturn in their own economic activity, and so on. As a result, initial spend by the consumer has a "ripple effect" throughout the economy.

Direct Spend refers to the money directly spend by visitors to the Inside Out Dorset Festival as recorded by the visitor survey. This figure is calculated utilising the length of stay, number of days visited and other factors to ensure accuracy. Figures are then factored to represent the total number of visitors to the Inside Out Dorset Festival.

Indirect refers to the ripple effect on businesses from direct spend. It takes into consideration the increase/decrease in, for example, stock, orders for supplies, raw material, transport expenditure etc. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

Induced refers to the additional impact resulting from expenditure on goods and services in the areas under consideration by recipients of both direct and indirect income. It is calculated by applying a multiplier to spend. The multiplier varies according to the category of goods purchased.

Total Visitor Spend

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Food and drink - At the event pp	3214	7507	6100	51846	2104	1567	£199,924
Food and drink - Dorset pp	1834	4283	3480	29581	1201	894	
Food and drink - UK pp	Under £500	Under £500	Under £500	994	Under £5000	Under £500	
Fares and Petrol - At the event pp	1021	2385	1938	16469	668	Under £500	
Fares and Petrol - Dorset pp	1392	3252	2642	22457	912	679	
Fares and Petrol - UK pp	665	1553	1262	10726	Under £500	Under £500	
Other Costs - At the event pp	Under £500	957	777	6607	Under £500	Under £500	
Other Costs - Dorset pp	Under £500	637	517	4398	Under £500	Under £500	
Other Costs - UK pp	Under £500	Under £500	Under £500	Under £500	Under £500	Under £500	
Total	8883	20748	16858	143289	5816	4331	

Total Indirect Effect

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Food and drink - At the event pp	840	1962	1594	13547	550	Under £500	£41,844
Food and drink - Dorset pp	Under £500	1119	909	7730	Under £500	Under £500	
Food and drink - UK pp	Under £500	Under £500	Under £500	260	Under £500	Under £500	
Fares and Petrol - At the event pp	Under £500	Under £500	Under £500	2474	Under £500	Under £500	
Fares and Petrol - Dorset pp	Under £500	Under £500	Under £500	3373	Under £500	Under £500	
Fares and Petrol - UK pp	Under £500	Under £500	Under £500	1611	Under £500	Under £500	
Other Costs - At the event pp	Under £500	Under £500	Under £500	587	Under £500	Under £500	
Other Costs - Dorset pp	Under £500	Under £500	Under £500	Under £500	Under £500	Under £500	
Other Costs - UK pp	Under £500	Under £500	Under £500	Under £500	Under £500	Under £500	
Total	1859	4343	3528	29990	1217	906	

Total Induced Effect

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Food and drink - At the event pp	670	1565	1272	10810	Under £500	Under £500	£41,684
Food and drink - Dorset pp	Under £500	893	726	6168	Under £500	Under £500	
Food and drink - UK pp	Under £500	Under £500	Under £500	207	Under £500	Under £500	
Fares and Petrol - At the event pp	Under £500	Under £500	Under £500	3434	Under £500	Under £500	
Fares and Petrol - Dorset pp	Under £500	678	551	4682	Under £500	Under £500	
Fares and Petrol - UK pp	Under £500	Under £500	Under £500	2236	Under £500	Under £500	
Other Costs - At the event pp	Under £500	Under £500	Under £500	1378	Under £500	Under £500	
Other Costs - Dorset pp	Under £500	Under £500	Under £500	917	Under £500	Under £500	
Other Costs - UK pp	Under £500	Under £500	Under £500	Under £500	Under £500	Under £500	
Total	1859	4343	3528	29990	1217	906	

Total Effect of Visitor Spend

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Food and drink - At the event pp	4724	11034	8965	76203	3093	2303	£283,452
Food and drink - Dorset pp	2695	6296	5115	43479	1765	1314	
Food and drink - UK pp	91	211	172	1461	59	44	
Fares and Petrol - At the event pp	1387	3240	2633	22377	908	676	
Fares and Petrol - Dorset pp	1892	4418	3590	30513	1238	922	
Fares and Petrol - UK pp	903	2110	1715	14574	592	441	
Other Costs - At the event pp	531	1241	1008	8571	348	259	
Other Costs - Dorset pp	354	826	671	5705	232	172	
Other Costs - UK pp	17	39	32	273	11	8	
Total	12594	29416	23901	203155	8246	6141	

Visitor Accommodation

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Accommodation Spend	5443	12713	10329	87798	3564	2654	122500
Accommodation Indirect	2040	4765	3871	32907	1336	995	45913
Accommodation Induced	1599	3735	3035	25795	1047	780	35991
Total Effect of Visitor Accommodation	9082	21213	17235	146500	5946	4428	£204,404

Total Visitor Spend

	Arquiem	Peixos	Counter Currents	Fire Gardens	Carmen Funebre	Enclosure	Total
Total Effect of Visitor Accommodation	9082	21213	17235	146500	5946	4428	£204,404
Visitor Spend	12594	29416	23901	203155	8246	6141	£283,452
TOTAL	21675	50629	41136	349656	14192	10569	£487,857

Grand Total of Visitor Related Spend £487,857

Expenditure Summary

Organisers spend is considered to be a significant factor in the total impact of an event, especially when the event is not funded primarily by tickets. Below is a summary of the total impact of the Inside Out Dorset Event.

Effect of Organisers Spend	
Organisers Spend	£340,014
Indirect	£30,193
Induced	£50,492
Total Effect of Organisers Spend	£420,700

Total Visitor Spend - £199,924

Total Effect of Visitor Spend - £283,452

Visitor Accommodation - £122,500

Total Effect of Visitor Accommodation - £204,404

Total Effect of Visitor Spend - £487,857

Organisers Spend - £340,014

Total Effect of Organisers Spend - £420,700

Total Economic Impact Inside Out Dorset 2007 = £908,557

It can be reasonably concluded that in excess of £900,000 was released into the economy as a result of the Inside Out Dorset events 2007.