

Auld Lammas Fair Economic Impact	14th November 2017
To: The Leisure and Development Committee For Information	

Linkage to Council Strategy (2015-19)	
Strategic Theme	Accelerating our Economy and Contributing to Prosperity
Outcome	Promoting the Borough as an attractive place to live, work, invest and visit
Lead Officer	Director of Leisure and Development Head of Tourism and Recreation
Cost: (If applicable)	N/A

The purpose of this report is to provide Members with the outcome of the Event Evaluation carried out by Sheffield Hallam University during the Auld Lammas Fair.

In March 2017 Council agreed to have an external event evaluation carried out for both events to which Council contributes through funding and the provision of additional resources, and those which are run internally by Council's own Events Team.

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

The decision was made to prioritise two events in 2017, the Lammas Fair and the NW200 based upon visitor numbers and their potential economic contribution to the local economy.

Three Expressions of Interest were received within the requested time, with Sheffield Hallam University providing the successful bid.

The key headlines of the Auld Lammas Fair Economic Impact report are;

- The Economic Impact attributable to event specific spectators across the week was at least £2.28m with an additional £0.42m of expenditure by local residents living within Causeway Coast and Glens.
- The overall perception of the event was very positive. The vast majority (89%) believed that the Lamas Fair presents a positive image of the Borough and the vast majority of respondents felt that they would return to the area for the Auld Lammas Fair in the future (91%).

The full report is attached at **Annex A**.

Based upon a net cost of £40k, the Lammas Fair presents significant value for money and is beneficial to the economy and reputation of the Council area.

However, whilst a number of improvements to the construct of the event have occurred in recent years, the ongoing development of the Lammas Fair is necessary to capture the experience and enjoy the unique charm and long tradition of the oldest fair in the whole of Ireland predating the Grant of a Charter to Sir Randal McDonnell in 1606.

This is the basis of the attached Development Plan at **Annex B**, which will be considered in the context of the 2018 Events Programme, presented to Council in December.

ANNEX A



**Causeway
Coast & Glens
Borough Council**

ECONOMIC IMPACT STUDY

Auld Lammas Fair

2017

DRAFT REPORT

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September 2017



CONTENTS

<u>EXECUTIVE SUMMARY</u>	1
<u>1. INTRODUCTION</u>	2
<u>2. AIMS AND OBJECTIVES</u>	2
<u>3. METHODOLOGY</u>	3
<u>4. SAMPLE</u>	4
<u>5. ECONOMIC IMPACT</u>	5
<u>5.1. Overview</u>	5
<u>5.2. Spectators</u>	5
<u>5.2.1. Spectator attendance</u>	5
<u>5.2.2. Local spectators</u>	9
<u>5.3. Economic importance</u>	9
<u>6. SPECTATOR PERCEPTIONS</u>	10
<u>6.1. Event Awareness</u>	10
<u>6.2. Civic Pride and Destination Image</u>	10
<u>6.3. Spectator overall ratings</u>	15
<u>7. FINAL COMMENTS</u>	16
<u>APPENDIX A - SPECTATOR QUESTIONNAIRE</u>	17



EXECUTIVE SUMMARY

This report presents the key findings from research undertaken at the 2017 Auld Lammas Fair hosted from the 27th to the 29th August with a sample of 489 spectators. The surveys undertaken at the 2017 Auld Lammas Fair outlined that the event is an important part of the Causeway Coast and Glens event calendar, both in terms of economic impact activity, economic importance and civic pride. The economic impact analysis in this report focuses on direct visitor expenditure from **spectators only** and 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. exhibitors, market sellers, volunteers, event officials etc.) being omitted. In addition, the organisational expenditure made by the event organisers is **not** part of this analysis.

ECONOMIC IMPACT OF SPECTATORS

The direct economic impact attributable to event-specific spectators to Auld Lammas Fair was **£2.28m** across the three days of the event, of which **£1.98m** was spent in the Ballycastle area (i.e. in the vicinity of the Fair). In addition to visitor expenditure, local residents living in the Causeway Coast and Glens spent a further of **£0.42m**, which although not part of the economic impact calculation, is part of the wider economic importance calculation.

PERCEPTIONS

Visitors and local residents outlined high levels of civic pride regarding the Auld Lammas Fair, with event attendees proud that the event was taking place in the Causeway Coast and Glens area; seeing the Fair as presenting a positive image of the Causeway Coast and Glens area; and harbouring a desire for the Causeway Coast & Glens Council to continue to host and support major events. Feedback also outlined a desire to return to the area for another Auld Lammas Fair in the future, and this links to the positive ratings of the area as a host venue for major events and as a visitor destination.

CONCLUDING COMMENTS

The 2017 Auld Lammas Fair had 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. Relatively high approximated spectator expenditure from visitors (at c. £44 per head), positive feedback about the event and the local area and a direct economic impact of **£2.28m** from event attendees outlines how the Auld Lammas Fair is beneficial to the Causeway Coast and Glens area.



1. INTRODUCTION

This report presents the key findings emerging from research undertaken on the Auld Lammas Fair event from the 27th to the 29th August 2017. The Auld Lammas Fair is a leading event in the Northern Ireland event calendar, hosted in the picturesque surroundings of Ballycastle. The 2017 event included three days of attractions, with fireworks on the Sunday evening, and two days of the Fair, with over 300 stalls and attractions on offer. The Monday was also a bank holiday in Northern Ireland.

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 estimates of additional expenditure attributable to non-spectator groups such as exhibitors 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. 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 Auld Lammas Fair 2017; 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 approximately 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;
- Calculating the expenditure by non-residents related to their visits 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.

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

3. METHODOLOGY

The methodology employed in this research was that devised for UK Sport (by SIRC) originally in 1997 and revised over 130+ 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 Auld Lammas Fair 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 Monday and Tuesday 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 over the weekend generated an overall usable spectator sample of **489**. The research team reported that the event attendance on the Monday was significantly higher than Tuesday.

The Auld Lammas Fair is free to attend and the exhibitors, market sellers and attractions are dotted around a circuit in the centre of Ballycastle. Spectator numbers were derived from estimates by the research team at the Auld Lammas Fair and estimates from previous events. Such estimates were supplemented (as a test of reasonableness) with photos of the crowds across the weekend and estimates taken by the research team at different times and locations in the town.

The survey also determined how spectators travelled to the event and how long they stayed in order to understand the movement patterns of spectators, i.e. ensuring any 'double counting' is taken into account. For example, people attending the event for 5 hours may walk the route two or more times, and therefore should not be counted twice (or more). The survey responses outlined that **39%** of the sample were residents in Causeway Coast & Glens and a small proportion of spectators (**3%**) were 'casual' visitors i.e. the Auld Lammas Fair was not the main reason for them being in the area during the event, it 'happened to be on' at the same time.

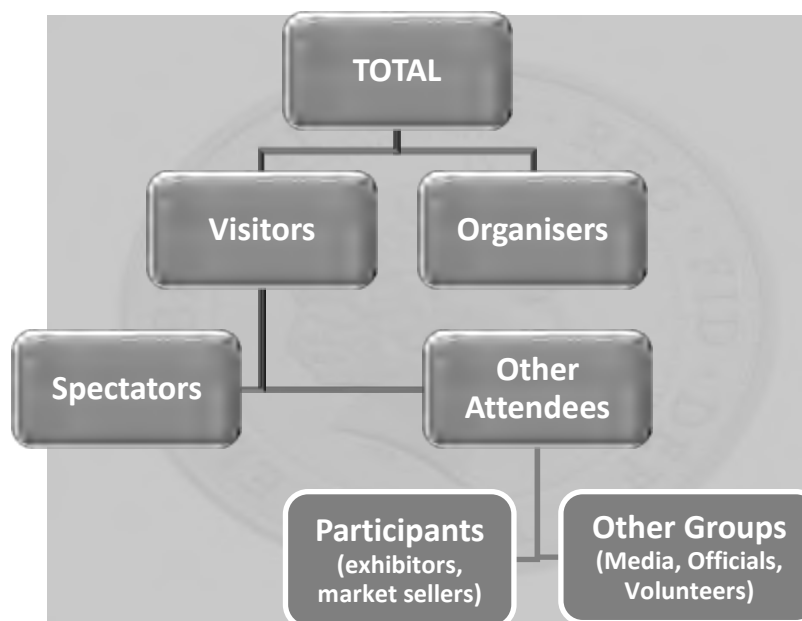
This resulted in **58%** of the sample being visitors from outside the Causeway Coast and Glens area, and thus eligible for inclusion in the economic impact calculations.

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 Auld Lammas Fair 2017, 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 Auld Lammas Fair is an entirely "free-to-view" event, and estimates of the event promoted in local media suggested that 200,000 people attended², although this figure has never been verified and is not comparable with other events. It is also a figure based on "attendance", not individual attendees, as people move around the circuit a number of times and thus could be counted more than once in any estimates. The event attendance was much greater on the Monday (as a bank holiday) than Tuesday, where comparisons outlined a much more sparse concentration of people. When comparing against other recent events in the Causeway Coast and Glens area, the Fair had a lower attendance. The Monday of the Fair (the busiest day) was significantly lower on visitor numbers than at any of the NW200 days, as the NW200 engulfed the whole local area, and the high attendance on both days of Air Waves was not replicated at the Fair, with the Tuesday lower on numbers.

² <https://news.causewaycoastcommunity.co.uk/local-news/artisan-market-traders-set-stall-auld-lammas-fair/>

Using this, observations from the research team across the event days, and comparisons with the attendance at other local events (namely the 2016 Air Waves and 2017 North West 200) we estimated some approximately **130,000** spectator 'admissions' to the Causeway Coast area across the 2017 Auld Lammas Fair, although this is not **130,000** unique individuals as attendees move around the stalls and exhibitions, and attended for more than one day. The research findings demonstrated that the average dwell time in the area for the event was **1.65** days, although this was higher for local people (2.04) and those staying in commercial accommodation (2.64 days) who were much more likely to attend the fireworks on the Sunday evening. Factoring in the occurrence of multiple attendance days, and accounting for movement around the Fair (repeat viewing factor) we estimate that the spectator admissions were generated by c. **46,392** different people. Around **42%** of spectators were either normally resident in Causeway Coast and Glens (39%) or were not present in the area specifically to attend Auld Lammas Fair (3% casual visitors). Thus, the economic impact calculation is based on c. **27,275** event-specific visitors.

As a test of reasonableness, visitors were asked about their method of travel to the Fair and the amount of time they attended. The majority of people travelled by car (66%) and the average number of people in each group were 2.02; meaning approximately 15,000 car parking spaces would be required in the Ballycastle area during the event. In addition, the average time spent at the Fair was almost **4.5 hours**, and this was consistent across all visitor types (i.e. locals, commercial visitors, non-commercial) visitors and day visitors).

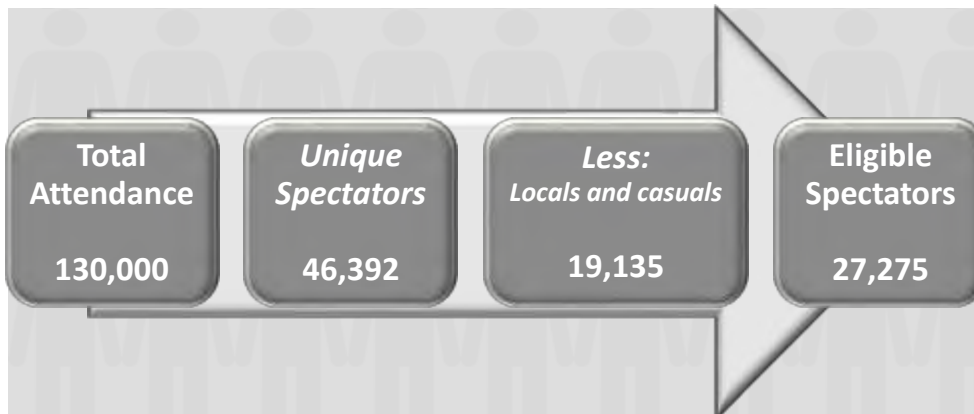
SAMPLE PICTURES FROM MONDAY



SAMPLE PICTURES FROM TUESDAY

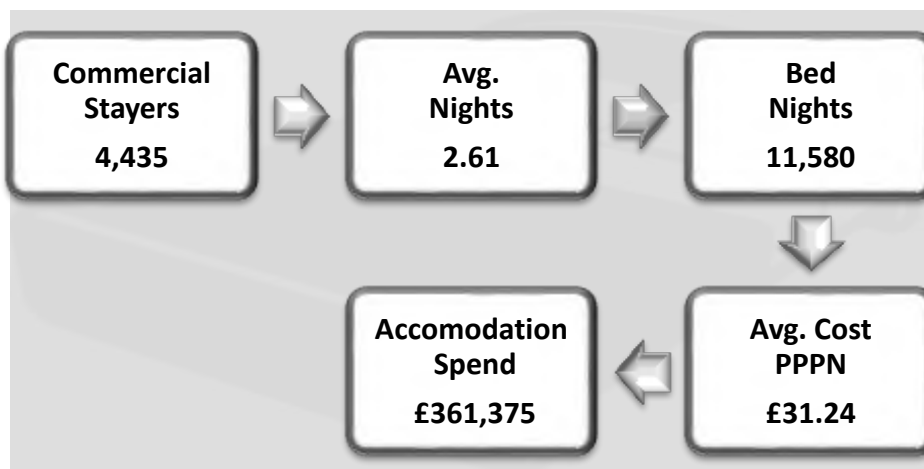


Figure 5.2: Derivation of 'eligible' spectators for the Causeway Coast and Glens area



Around **4,435** of the event-specific (eligible) visitors (16%) stayed overnight in paid accommodation in the area as part of their trip to attend the Auld Lammas Fair, and the average trip length was **2.61 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. **£0.36m**. It is worth noting that the average spend on accommodation (at **£31.24**) 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.

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 **1.65 days / nights**. Their average daily expenditure in the Ballycastle area on items other than accommodation (food and drink, shopping, local travel etc.) is estimated at around **£44** per person per day. This average daily expenditure was much higher than Air Waves (for example) at £28 per day, and this was due to the nature of the event, with many more attractions and stalls to increase expenditure compared to the other events evaluated.

Figure 5.4: Types of eligible spectators and their trip duration

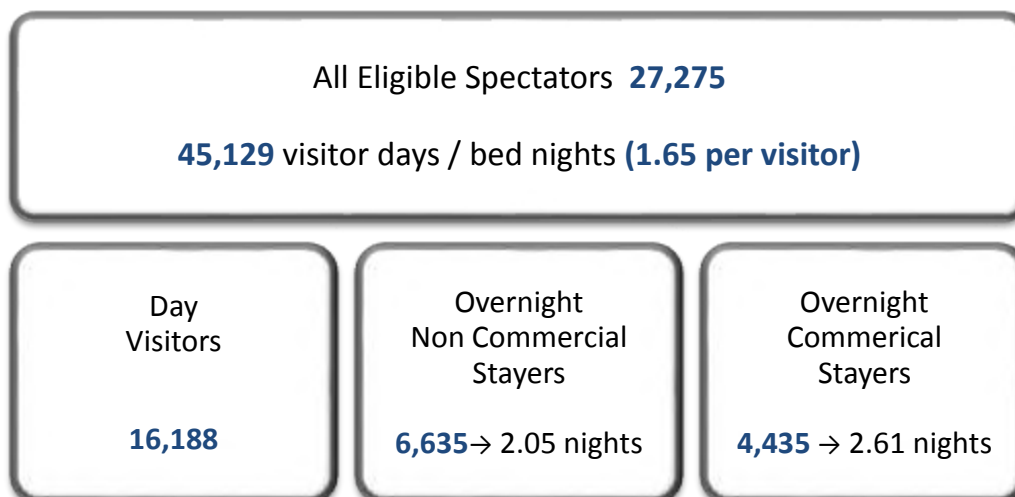


Figure 5.5 presents an itemised breakdown of the expenditure associated with event spectators.

Figure 5.5: Non-accommodation spend by eligible spectators



In aggregate terms, the expenditure by all eligible spectators on non-accommodation items amounted to **£1.62m**. Collectively, the total spending by eligible spectators on accommodation and other items represents additional expenditure in the Ballycastle area of **£1.98m** - 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 **£0.29m** in the wider Causeway Coast and Glens area (e.g. where spectators were staying/spending in the host economy, but outside of the Ballycastle area) in addition to their expenditure in the Ballycastle area outlined above in Figure 5.5. Overall, non-residents visiting the Causeway Coast and Glens area had an event related expenditure of **£2.28m**.

One aspect the analysis does not take into account is "leakage", i.e. expenditure made with exhibitors/sellers who reside outside of Causeway Coast and Glens area, and thus take visitor expenditure out of the local economy when they leave the event. A full study which encompasses the traders (both in terms of their expenditure in the local area, and leakage) would provide more understanding of the economic activity.

5.2.2. 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 a high proportion of attendees were from the host economy. Overall, an estimated **17,861** people from the local area attended the event, and their average daily expenditure in the Causeway Coast and Glens area contributed to overall expenditure of **£0.42m**.

5.3. Economic importance

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	£529,143
Non Commercial Stayers	£583,986
Commercial Stayers	£867,516
<i>SUB-TOTAL (Ballycastle)</i>	£1,980,645
<i>Additional Expenditure in rest of CC&G</i>	£296,530
Economic Impact TOTAL	£2,277,175
<i>Local Expenditure</i>	£421,250
TOTAL (Impact and Importance)	£2,698,425

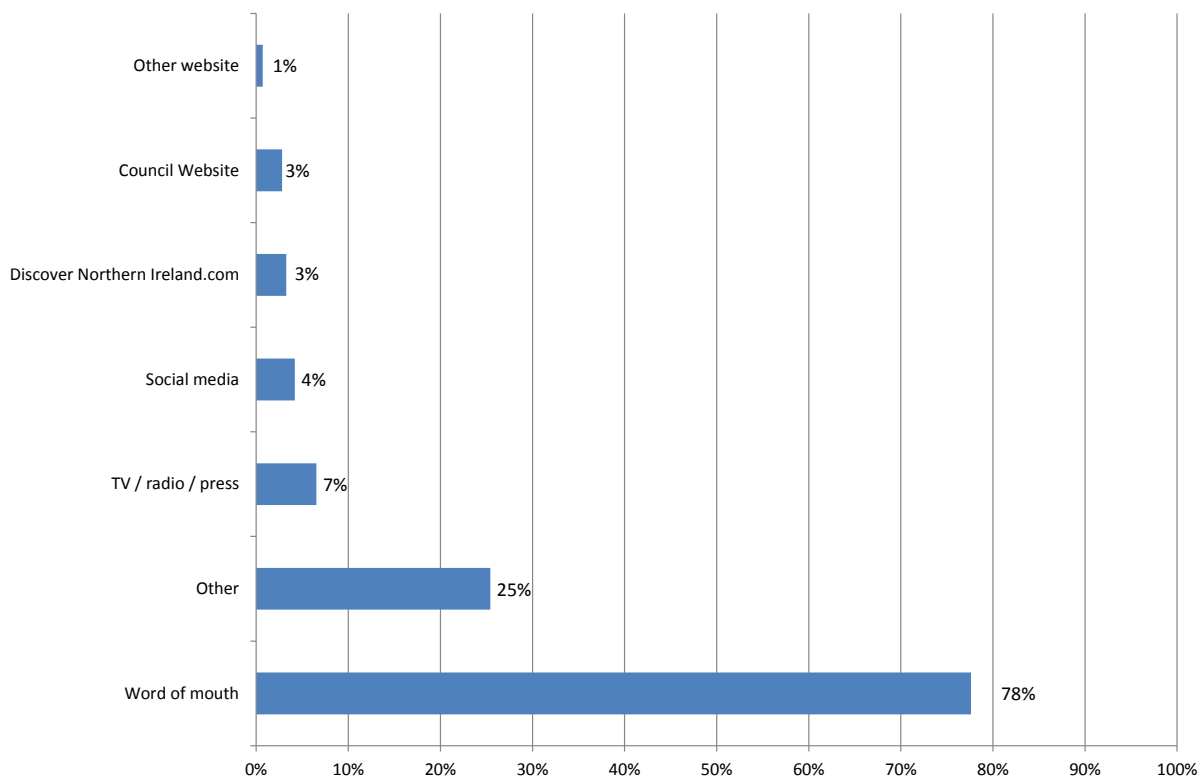


6. SPECTATOR PERCEPTIONS

6.1. Event Awareness

Figure 6.1 illustrates the ways in which respondents found out about the Auld Lammas Fair 2017 taking place. 'Word of mouth' was the most popular source, cited by 78% of the overall spectator sample, which is not surprising given the large proportion of local residents in attendance. The "other" category was the second highest (31%), and this was variations of 'local knowledge', 'been attending the event for years' and 'I/we always come'. Echoing previous events in the area, citations of 'online' sources for raising awareness were relatively limited.

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 Auld Lammas Fair, Figure 6.3 outlines whether the Auld Lammas Fair presents a positive image and Figure 6.4 shows future intention to re-visit the area for an Auld Lammas Fair in the future.



Figure 6.2: I feel more positive towards the Causeway Coast & Glens area as the host of the International Auld Lammas Fair event

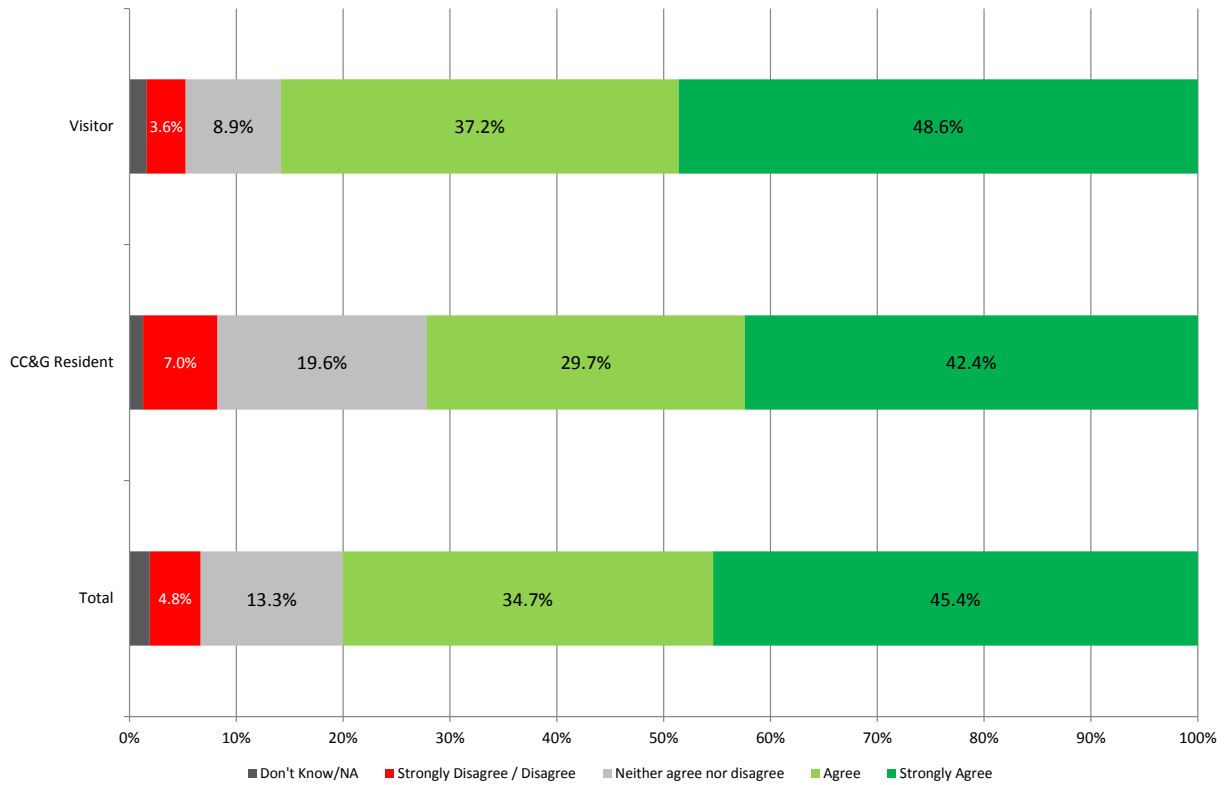


Figure 6.3: I feel that the Auld Lammas Fair presents a positive image of the Causeway Coast and Glens area

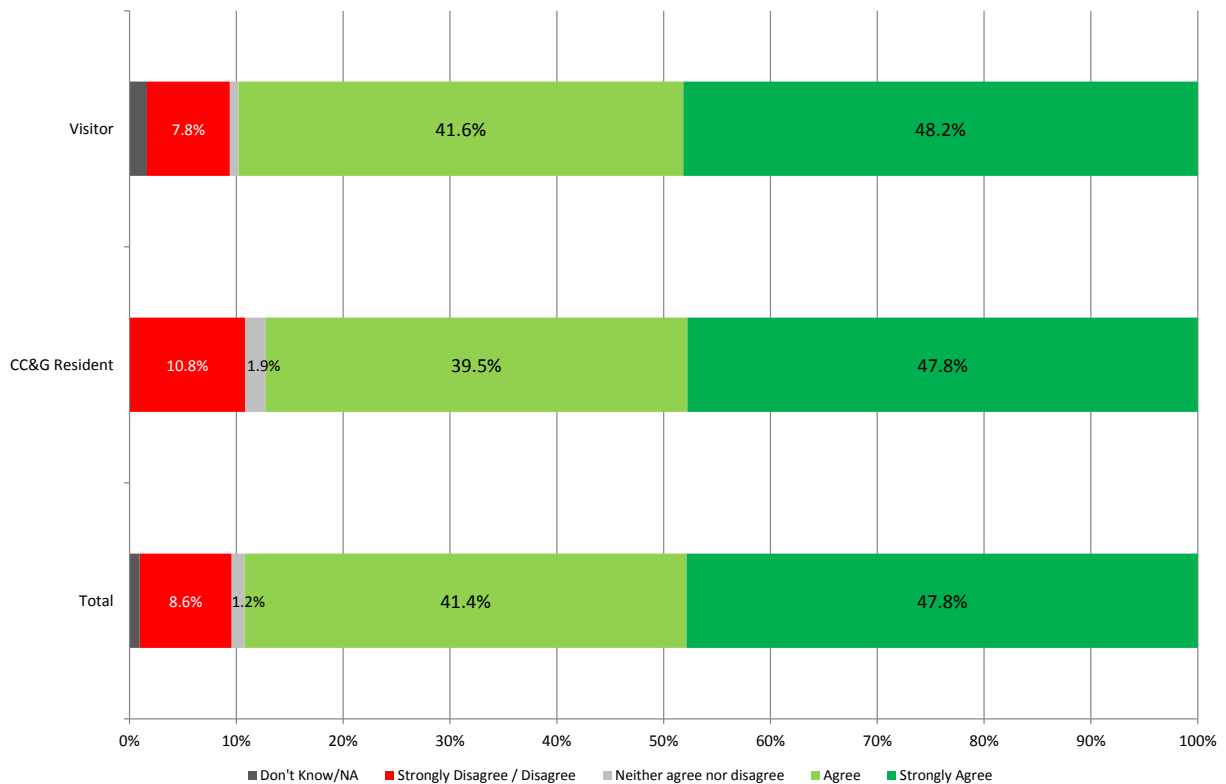
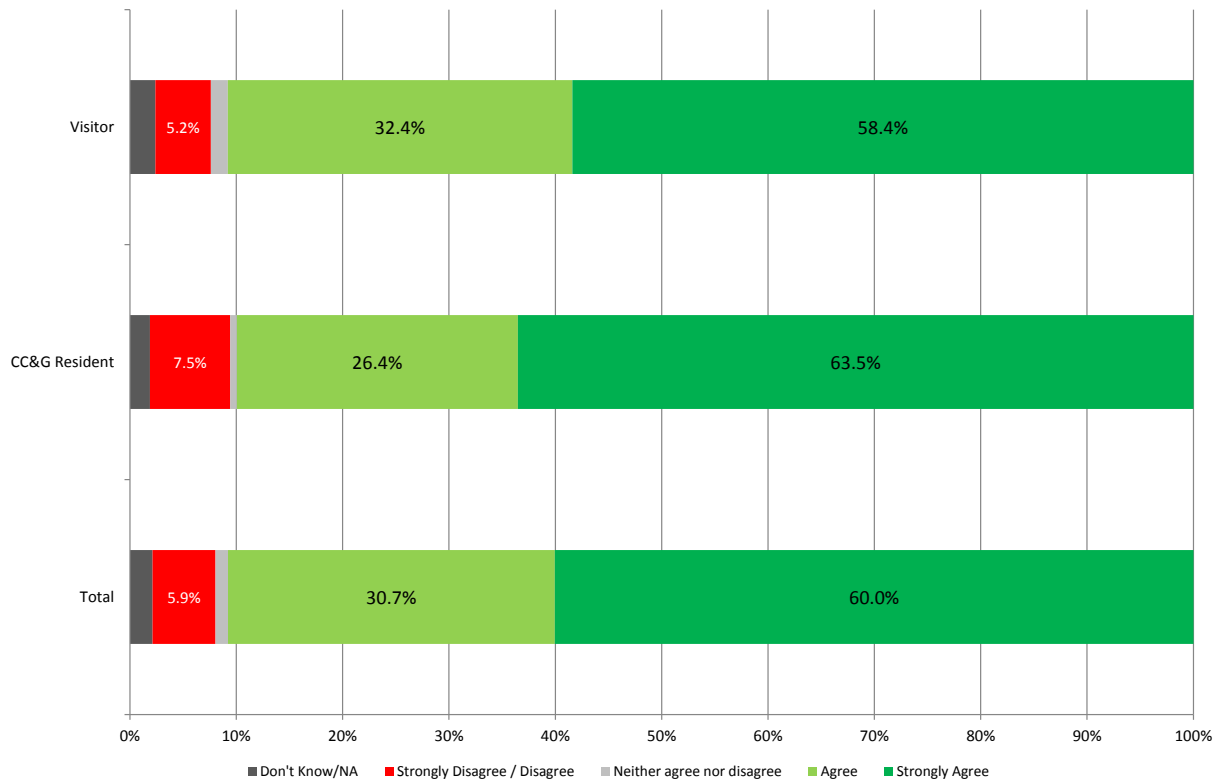




Figure 6.4: I would return to the area for another Auld Lammas Fair in the future



Overall, Figure 6.2 shows that the majority of spectators "agreed" or "strongly agreed" with the statement "I feel more positive towards the Causeway Coast & Glens area as the host of the Auld Lammas Fair event" (80%). Those visiting the Causeway Coast & Glens Council area conveyed a greater positive opinion towards the area following their visit to the event (86%) compared to residents (72%) - see Figure 6.2.

Figure 6.3 outlines that the vast majority of respondents thought the Auld Lammas Fair presents a positive image of the Causeway Coast and Glens area (89%) with no difference between visitors and residents. The majority of respondents stated that they would return to the area for the Auld Lammas Fair in the future (91%) - see Figure 6.4.

Figure 6.5 outlines that visitors would return to the area in the future for a short break/holiday (85%). In Figure 6.6, 91% of respondents stated that they "have enjoyed watching Auld Lammas Fair today/this week".



Figure 6.5: I would return to this area for a holiday/short break in the future

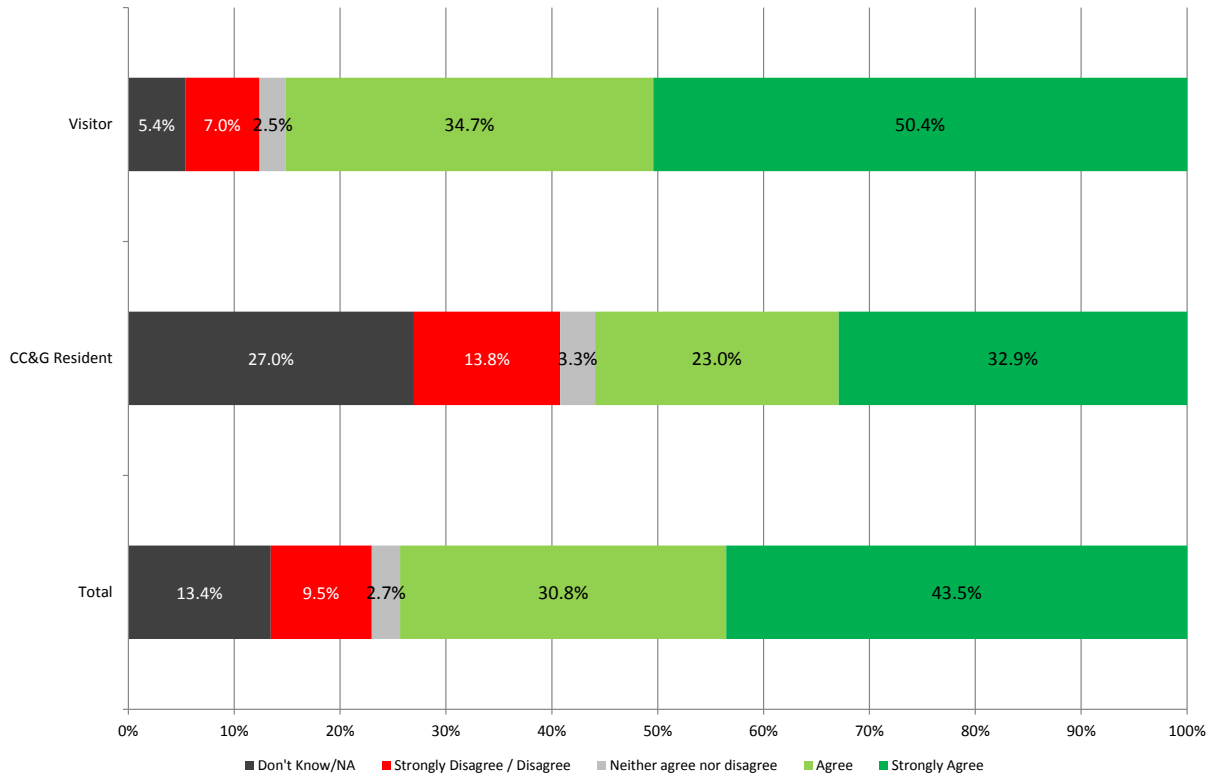
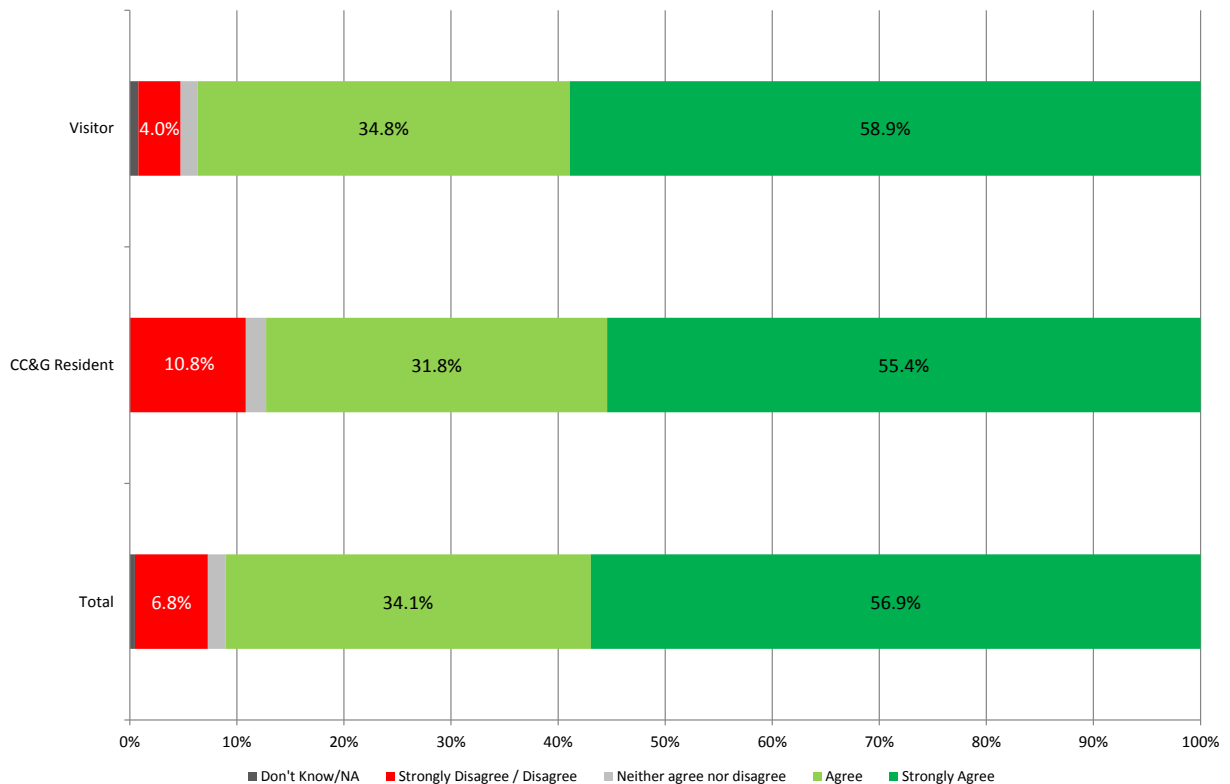
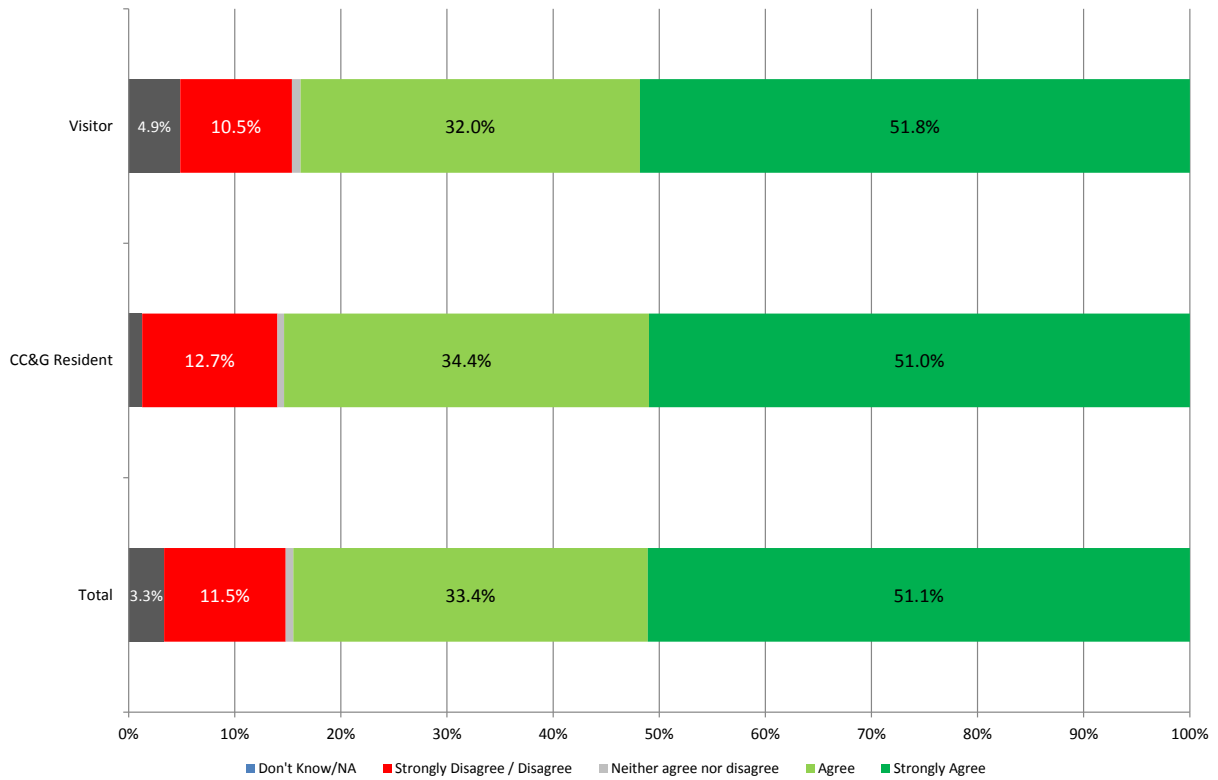


Figure 6.6: I have enjoyed attending the Auld Lammas Fair today/this week



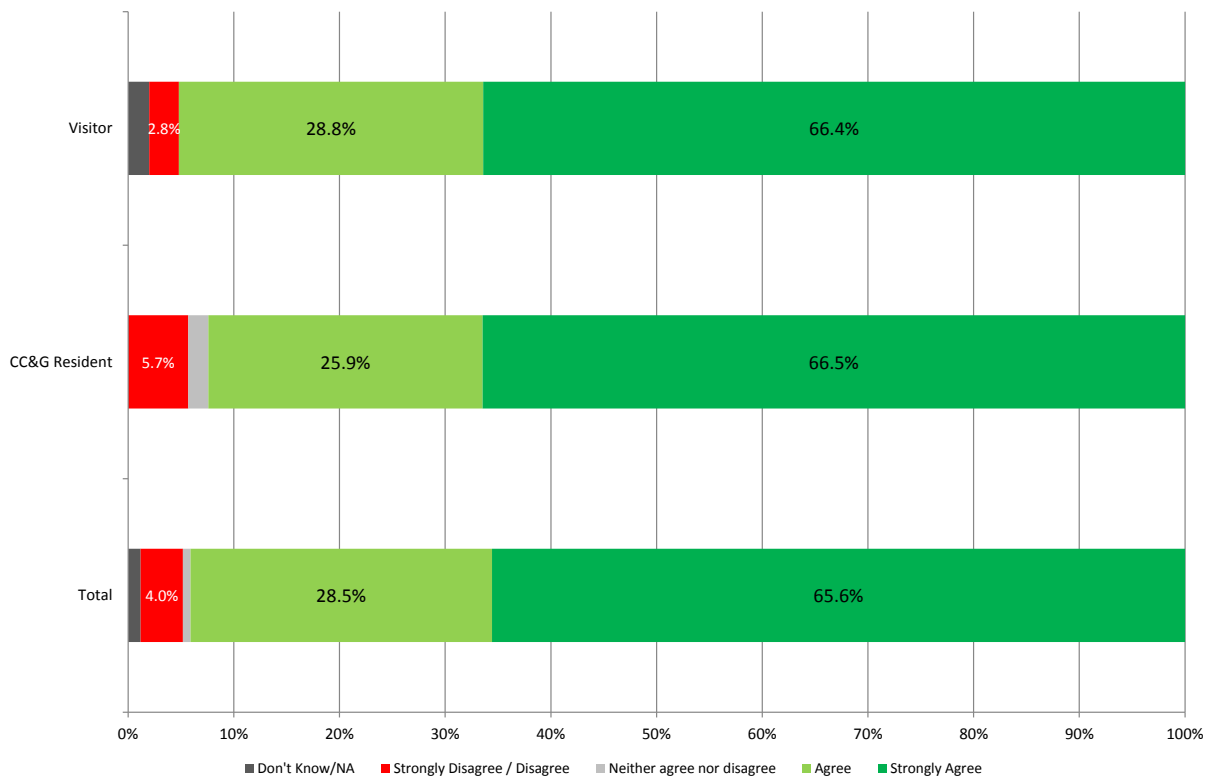
Overall, 85% of respondents were proud that the Causeway Coast & Glens area is hosting Auld Lammas Fair, see Figure 6.7.

Figure 6.7: I feel proud that the Causeway Coast & Glens area is hosting Auld Lammas Fair



Finally in terms of civic pride, respondents were asked whether "Causeway Coast & Glens Council should continue to host and support major sporting events" with 94% of the sample agreeing with this statement, see Figure 6.8.

Figure 6.8: Causeway Coast & Glens Council should host and support major events





6.3. Spectator overall ratings

Overall ratings of the Causeway Coast & Glens area were asked of event attendees, and are presented in Figures 6.9 and 6.10. Figure 6.9 outlines the rating for the area as a host venue for a major event, Figure 6.10 outlines the rating of the area as a visitor destination.

Figure 6.9: The Causeway Coast & Glens area as a host venue for major events

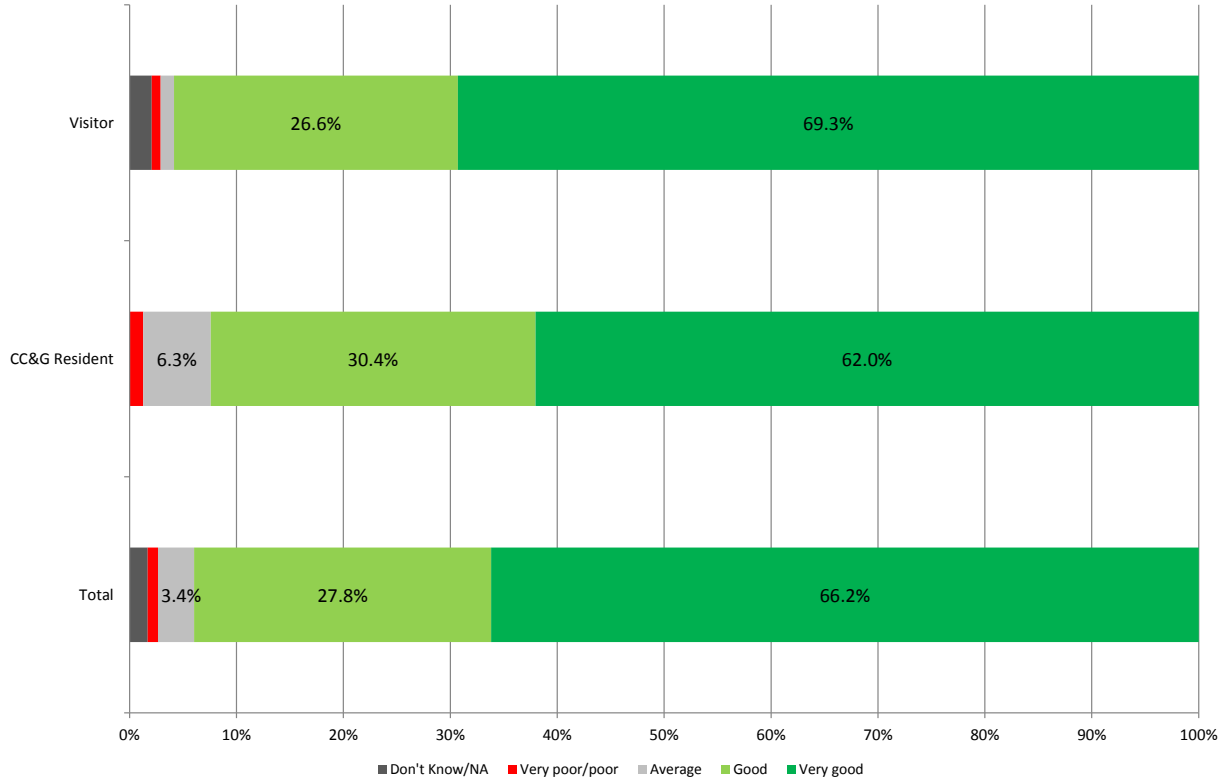
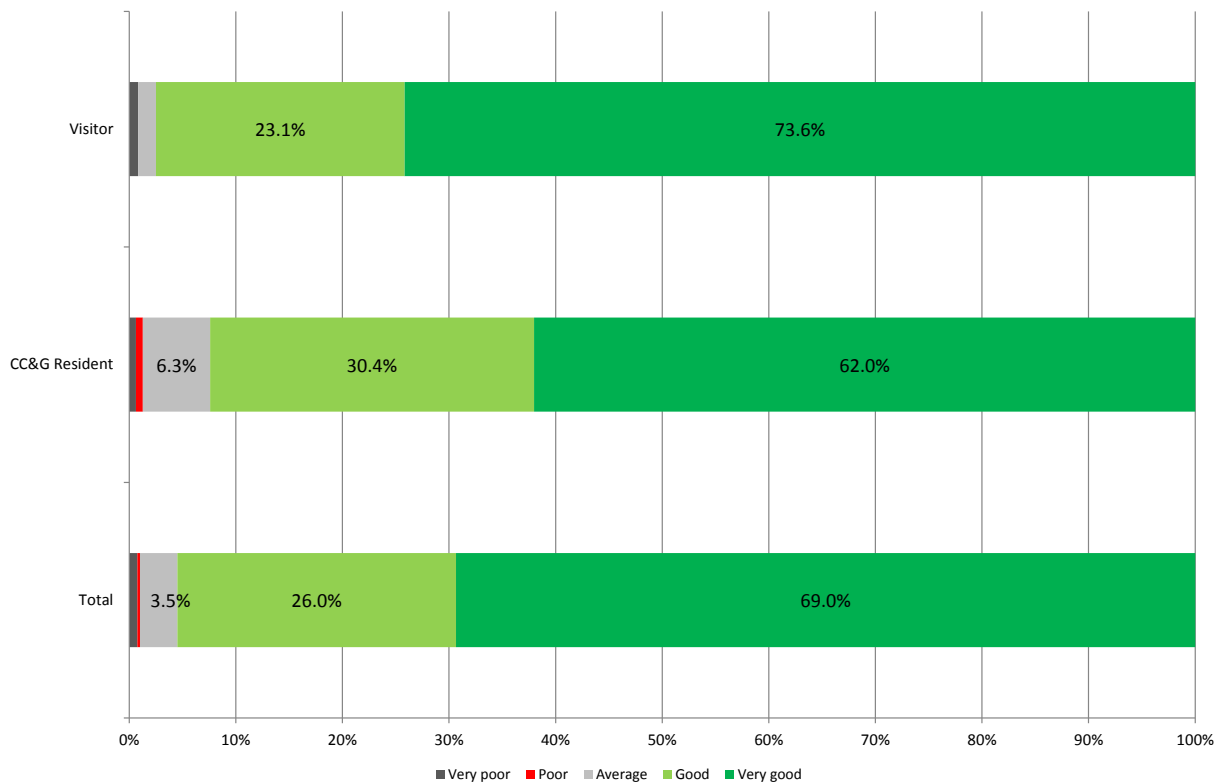


Figure 6.10: The Causeway Coast & Glens area as a visitor destination





Overall, 94% of the sample rated the Causeway Coast & Glens area as a "very good" (66.2%) or "good" (27.8%) host venue for major events. Visitors to the area were slightly more favourable than residents (96% positive compared to 92% for residents).

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" (69%). Visitors to the area were more likely to view of the area as a "very good" place to visit (74%) compared to residents (62%).

7. FINAL COMMENTS

The 2017 Auld Lammas Fair in Causeway Coast & Glens was attended by an estimated **46,392** different people in the Causeway Coast & Glens area, **27,275** of whom are estimated to be from outside the Causeway Coast & Glens boundary and in the area specifically for the 2017 Auld Lammas Fair. The survey sample of **489** 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.

The event generated a direct economic impact from visitors of **£2.28m** for the Causeway Coast & Glens area as a result of the spending by non-local event attendees, **£1.98m** of which in the Ballycastle area. In addition, local people within the Causeway Coast & Glens boundary had an overall expenditure of **£0.42m** 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. Although the overall attendance was lower than Air Waves (for example) the expenditure per person was higher due to the type of event (i.e. stalls and exhibitors rather than demonstrations etc.) thus the impact is only slightly less.

In addition to the people visiting Causeway Coast & Glens, other event attendees such as exhibitors, market sellers, volunteers etc. were in attendance but this was not part of the economic impact evaluation. This additional activity means the overall impact figure for the whole programme of activity, not just the spectator expenditure, is likely to be higher, although it is not possible to quantify this without additional details for those additional groups. 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 Auld Lammas Fair event were very positive from local residents and visitors, continuing the trend from previous event evaluations. Respondents reported high levels of civic pride and a desire for the area to act as the host for major events, both sporting and cultural. The Causeway Coast & Glens area was viewed in an extremely positive manner as a visitor destination, and this again echoes the positive feedback gleaned from other events held in the area.

Steve Bullough
Girish Ramchandani
Richard Coleman

September 2017

APPENDIX A - SPECTATOR QUESTIONNAIRE



Causeway Coast & Glens Borough Council has commissioned this research to assess the economic impact and your perceptions of the 2017 Auld Lammas Fair. We would be grateful if you could spare a few minutes to complete this questionnaire.



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

- TV/radio/press Other website
 DiscoverNorthernIreland.com Social media *(please specify)* _____
 Council website Other *(please specify)* _____
 Word of mouth

2. Which of the following days have you attended or will you attend the Auld Lammas Fair event?

Mark all that apply

- Sunday 27th August (fireworks) Monday 28th August Tuesday 29th August

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 Auld Lammas Fair today?

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

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

- I am here specifically to attend the Auld Lammas Fair
 Other *(please specify)* _____

6. Are you one of the entertainers or market sellers?

- No Yes

7. To what extent do you agree with the following statements about the Auld Lammas Fair event?

	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 as the host of the Auld Lammas Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I feel that the Auld Lammas Fair presents 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 would return to the area for another Auld Lammas Fair in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. 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"/>
e. I have enjoyed attending the Auld Lammas Fair today	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I feel proud that the Causeway Coast & Glens area is hosting the Auld Lammas Fair	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. 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"/>

...and how would you rate the following aspects?

	Very Good	Good	Average	Poor	Very Poor	Don't Know
h. 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"/>
i. 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"/>

v_4

Please turn over...



8. Do you live within the Causeway Coast & Glens Borough Council area (see grey area on the map)?

Yes No

8a. Which city / town / village best describes where you live, or live closest to?

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?

Ballycastle

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 Ballycastle area** on the following items?

Food & Drink

£

.00

Event Merchandise / Programme

£

.00

Shopping / Souvenirs

£

.00

Entertainment / Attractions
(e.g. cinema)

£

.00

Local Travel

£

.00

Other (e.g. petrol/parking)

£

.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 Ballycastle 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.**

ANNEX B

The Auld Lammas Fair Development Plan – For Discussion

1. Historical Context.

The origins of the Lammas Fair are lost in the mist of time, and it is likely that the fair is the oldest in the whole of Ireland predating the Grant of a Charter to Sir Randal McDonnell in 1606 to hold 6 Fairs in the area including one on the last Tuesday of August.

There is a strong Scottish connection with the Fair starting with fishermen who brought salted cod and ling in Islay luggers and continuing to this day with the Scottish market traders who visit the Fair.

Traditionally all kinds of livestock – cattle, sheep, pigs and horses were sold at the fair, but as transport improved and more frequent livestock markets are held this part of the Fair has dwindled away and now only horses are sold at the Fair.

The amount of livestock has dwindled, but the variety of goods sold at the Fair has increased. All manner of things including craft, bric-a-brac, farm produce, Dulse and Yellowman can be bought at the Fair.

Whilst the commercial importance of the Fair may have changed, the social side of the Fair has gone from strength to strength with many former Ballycastle residents returning home to catch up with relatives and friends old and new. Amusements, street entertainments, face painters, fortune tellers creates animation and vibrancy throughout the town, attracting thousands of visitors to Ballycastle.

2. Current Assessment of 2016

However, in more recent years, the Auld Lammas Fair has seen the agricultural and equine elements decline and an increase in low quality bric-a-brac stalls, however, the crowds still gather, dependant upon the weather.

The change to the event is not perceived positively by local stakeholders. The prevailing consensus is that the Fair now resembles an extension of the '*Nutts Corner Sunday Market*', lacking the charm and tradition commensurate with the history and reputation of the town and the event, which should be the unique selling proposition that differentiates the Lammas Fair from any other event in Northern Ireland.

3. Governance.

As a relatively small district Council without a dedicated Events Management Team, Moyle District Council coordinated the event, but due to its size it suffered from a lack of available funding to develop the event strategically as a driver for the economy.

Specifically the Council took the responsibility for the health and safety elements of the event (including the horse trading), plus the statutory role for street trading and catering regulation.

Since 2015 the new Council has taken the lead role for delivering the event, which was not the case prior to 2015.

4. The Construct of the Event.

Moving forward within the context of the new Causeway Coast and Glens Council, the Auld Lammas Fair has the potential to become a truly spectacular showcase event, founded on the unique charm and long tradition of an agricultural / market fair in Ballycastle.

Broadly associated and linked themes, strategically sited throughout the town, should offer the visitor an 'Auld Lammas Fair experience'. Such themes may include:

- Traditional market stalls featuring local food produce, art and crafts.
- Agricultural show / market.
- The Auld Lammas Fair Parade.
- Street entertainment featuring music and dance.

ANNEX B

- Family entertainment area and carnival.

5. The Aim:

To attract visitors to Ballycastle for an extended period to experience and enjoy the unique charm and long tradition of the Auld Lammas Fair:

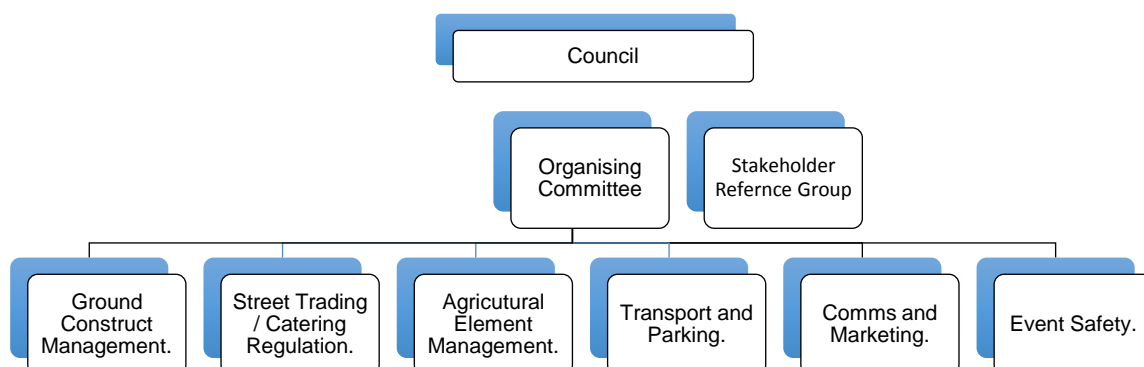
- To create significant economic impact activity.
- To create social cohesion through the themes of the Fair.
- Reinforcing the principle that Ballycastle and the entire Causeway Coast and Glens Borough Council area should continue to develop and host major events to enhance the tourism economy.
- To reinforce that the area is a good place to live, work and visit.

6. Event Development

The event will be developed based upon the Figure 1 construct:

- Strategic oversight of Council (the collective term for the elected members).
- The creative and local input / involvement from a Stakeholder Reference Group.
- Event development and delivery by an Organising Committee (the Committee), predominately focused on Council's Event Management Team.
- Working Groups with defined roles and responsibilities specific to the structure of the event construct:

Figure 1 (early options)



7. Event Development Plan

The Event Development Plan will use an action based format:

- Work stream.
- Actions necessary.
- Responsible Officer.
- Progress stage.
- Time frames.
- Risks.