



Eastbourne ALIVE Evaluation Report:

Appendix E: Economic Impact Analysis

Section 3 shows the results of our Economic Impact analysis. This appendix details our methodology.

The economic impact model

This is a Gross Value Added (GVA) approach based on Additional Visitor Spend (AVS) attributable to the event, as well as likely GVA based on core spend. It uses a model developed for Liverpool Arts Regeneration Consortium by Roger Tym Associates¹.

Due to the nature of the calculations, the scope of our Economic Impact Analysis focuses on Eastbourne hosting the Turner Prize in its entirety, not just Eastbourne ALIVE.

Data comes from:

- Programme spend information for Turner Prize and Eastbourne ALIVE
- Financial information given by survey respondents who live outside Eastbourne in our townwide survey
- Towner Eastbourne's Turner Prize visitor survey (totalling 450 responses).

This model was used to make the results as comparable as possible to other tourism figures which typically rely on AVS approaches. As a result we have based visitor numbers on tourism figures rather than Towner footfall alone.

Following the model we examined the impact in three ways:

1. Firstly, we look at **the direct impact of hosting the Turner Prize** – the spend made by the organisers themselves
2. Secondly, we look at its 'indirect' impacts – this is **the additional spend that visitors to Turner Prize created**. Our research is premised on visitors (to Towner Eastbourne to see the Turner Prize exhibition and associated Eastbourne ALIVE activity) buying meals in local restaurants, going to local shops, staying in local hotels and using local and regional transport. This effectively tests the Turner Prize's 'pulling power', that is the extent to which people were attracted to Eastbourne who wouldn't otherwise have come.
3. Finally, we look at **the 'multiplier' effect that this spend has** – as the money spent 'directly' to host and attend the Turner Prize passes along a chain, from person to person. Typically, multipliers reference the increase in orders received by suppliers to businesses benefitting from a project². For example, some of the money spent on a hotel room is passed on as wages to staff, who in turn spend some of that money locally). In our multiplier calculations, we have taken into account 'leakage' that will

¹ For link to the paper, see https://www.liverpool.ac.uk/media/livacuk/impactso8/pdf/pdf/Liverpool_Online_Universe.pdf

² For a fuller description see Department for Business Innovation & Skills. (2009). Guidance for Using Additionality Benchmarks in Appraisal.



have occurred, meaning the proportion of spending or the economic impact which will accrue to areas outside the target areas (in our case Eastbourne).³

Calculating Total Visitors

In order to have a figure for Turner Prize and Eastbourne ALIVE related visitors we needed an overall visitor number for Eastbourne. For this we would ideally have used existing data for the year in question (2023-24).

However Cambridge Model⁴ data – which Visit Eastbourne uses to calculate visitor figures – is typically delayed and the figures for 2023 were not available within the window of our research. The figure for 2022 became available very late on in the research timeframe so we were able to use this as a base.

We then made a number of adjustments to come up with a total visitor base figure for Eastbourne in the period of the Turner Prize. For this calculation we made a number of assumptions, which are documented below.

Steps and Assumptions

- Our analysis is based on the Cambridge Model, which estimates the total yearly visitors, both day trip and overnight visitors, to an area. It is based on national data trends with a small amount of input where local data is available. We used the latest available data, which was for 2022 at the time of analysis. There are issues with this figure as there are recalculations underway for Cambridge Model and, for example, year on year comparisons weren't available.
- As we didn't have 2023 and 2024 figures, we needed to estimate the likely change in visitors from 2022 to 2023 and 2024. We also needed to get an estimate of what proportion of the annual visitors were likely to come in the Turner Prize period as that was held from September – March (i.e. the off season).
- We also had the following two issues:
 - Covid 19 and associated lockdowns means that visitor data from previous years is very unrepresentative and thus hard to use for modelling trends. Also for obvious reasons there has been relatively little research done over the past few years so we've had to use older data than we'd have liked to.
 - Very little visitor research has been done in Eastbourne – so, for example, figures around visitor numbers by month, visitor types or any spend data wasn't available to model from.
- Taking the total Cambridge Model 2022 visitor figure, we made a number of adjustments as follows:
 - We estimated the total footfall during the months of Turner Prize / Eastbourne ALIVE using typical occupancy data month on month in coastal towns⁵ and also

³ For a fuller description see English Partnerships. (2008). Additionality Guide.

⁴ The Cambridge Model is a method used to estimate the volume and value of tourism in Local Authority areas.

For more, please see <https://www.visiteastbourne.com/dbimgs/2015%20economic%20impact.pdf>

⁵ <https://www.visitbritain.org/media/2352/download?attachment>



footfall at various visitor destinations around Eastbourne (to model for both overnight and day visitors).

- We then looked for data to model likely change in visitor number between 2022 and 2023-24. We could not use Towner data itself due to closures over the period, meaning the data was unlikely to represent actual visitor base. We used national data on hotel occupancy rates – month on month to estimate the shift between 2022 and 2023. This gave us an estimated figure for visitors to Eastbourne in the period of the Turner Prize.
- We then were able to use our primary data to estimate what proportion of visitors to Eastbourne had come as a result of the Turner Prize.
- In order to avoid accidental overclaim, we decided to remove 20% of the estimated visitor base from all calculations to account for those visitors who would not have come into contact with our surveys/surveyors. For example, those who stayed with family/friends, or in B&Bs / hotels where the survey wasn't promoted and didn't come into the town centre, train station, library or any galleries.
- Within the survey, visitors were asked if they were in Eastbourne for a day trip, or overnight stay, and this was used to calculate the percentage of visitors estimated to be on either a day trip or overnight visit
- They were also asked the extent to which Turner Prize / Eastbourne ALIVE was a reason for their visit. This was used to calculate a figure of visitors to Eastbourne over the Turner Prize period who came largely as a result of Eastbourne ALIVE and the Turner Prize.ⁱ
- An average visitor spend for both day trip and overnight stay visitors was calculated via our survey.

Economic Impact Calculation

All the figures generated were fed into the LARC economic impact calculator, along with all spend by Towner Eastbourne on Turner Prize and Eastbourne ALIVE. This gave the figure of £16.1M which is the estimated economic impact of hosting Eastbourne ALIVE and the Turner Prize 2023.

A Return On Investment (ROI) calculation was generated for overall income, and for each of the funders by dividing this number by the original investment.

ⁱ This figure came from the townwide survey alone – rather than the survey collected at Towner Gallery – as we felt the results of the latter were likely to be biased. The townwide survey was promoted at a wide range of visitor and leisure sector locations, as well as by on street surveyors on the seafront and within the centre of town.