

Dunbar SciFest 2014: Event Evaluation Report

May 2014



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1: Introduction

The Dunbar SciFest weekend was held for the fourth time between the 22nd and 23rd March 2014. The festival was open on both days between 10am and 5pm. 83 organisations provided a wide range of interactive and hands-on activities, events and workshops at the weekend event, attracting a total of 5,120 visitors over the weekend.

This report provides an evaluation of the weekend event, and is based on primary research, including:

- a face to face visitor survey;
- an online survey of participating organisations; and
- a survey of local businesses.

The report also present an economic impact assessment based on the results of the primary research.

Dunbar SciFest 2014 ran over 11 days from Thursday 13 and Sunday 23 March 2014. it included evening events over 2 weekends, a five day Education Programme held between Monday 17 and Friday 21 March, followed by the Dunbar SciFest weekend on Saturday 22 and Sunday 23 March.

2: The Visitor Survey

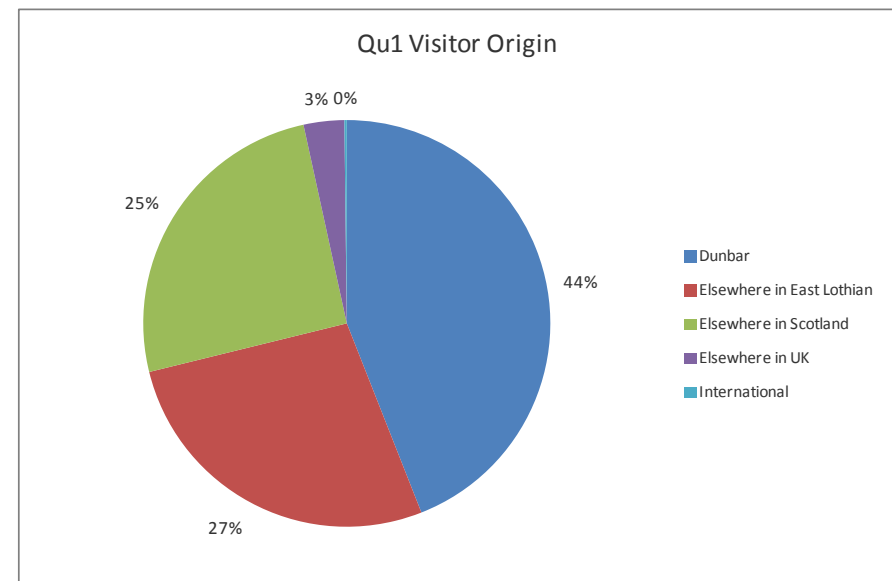
A visitor survey was carried out to ascertain the profile of the audience – age, visitor or resident, visitor spending, how they found out about the event, levels of satisfaction and general feedback.

In total 538 attendees completed the face to face survey. 538 completed surveys from a total population of 5,120 visitors gives a level of accuracy at the 90% confidence level of $\pm 3.4\%$.

Successfully achieving 538 quality responses can allow an accurate reflection of views however it should be noted that the results are not fully reflective of the entire population of all attendees.

Question 1: Visitor Origin

In terms of the origin of survey respondents, 44% were residents of Dunbar, postcode EH42. 27% of the sample was from elsewhere in East Lothian and 25% were from elsewhere in Scotland. The remainder came from elsewhere in the UK and there was one international visitor from Canada:



The above figure demonstrates that the event successfully attracts locals and visitors alike. Attracting 56% of the visitors from outside Dunbar should be seen as a success in marketing terms, the economic impact associated with visitor activity is also more pronounced than local demand.

Question 2: Group Dynamics

Visitors were asked the size and make-up of their group, the following averages were generated:

The average number of adults per group was **1.8 adults**

The average number of children per group was **2.1 children**

The average number of people per group was **1.9 people**

This suggests that most groups were family groups, where on average there were more children than adults in each group. This validates the fact that the event is tailored towards families and children.

Question 3: Activities Undertaken

When asked what events and activities were attended, the most popular responses included:

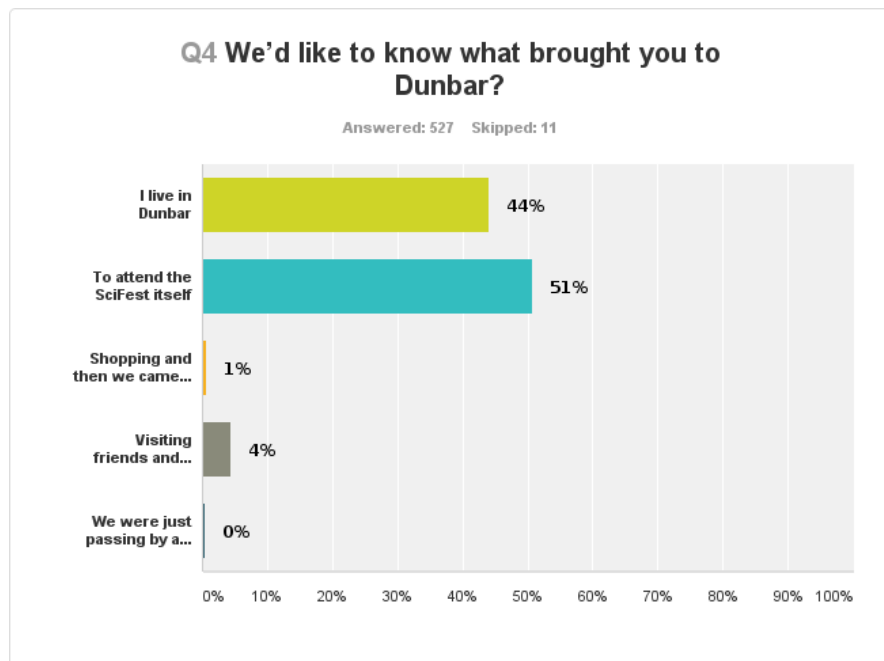
- Dino Dig
- Dissections
- EDF
- Elephants Toothpaste
- Fire Show / Pyrotechnics

- Gym Hall / Main Hall
- Marquee / Tent
- Mr Boom
- Storytelling
- Strolling/wandering around
- Workshops

A number of other events and workshops were noted, but in general most visitors were there to experience the wider event and not to solely visit one specific activity.

Question 4: Trip Motivation

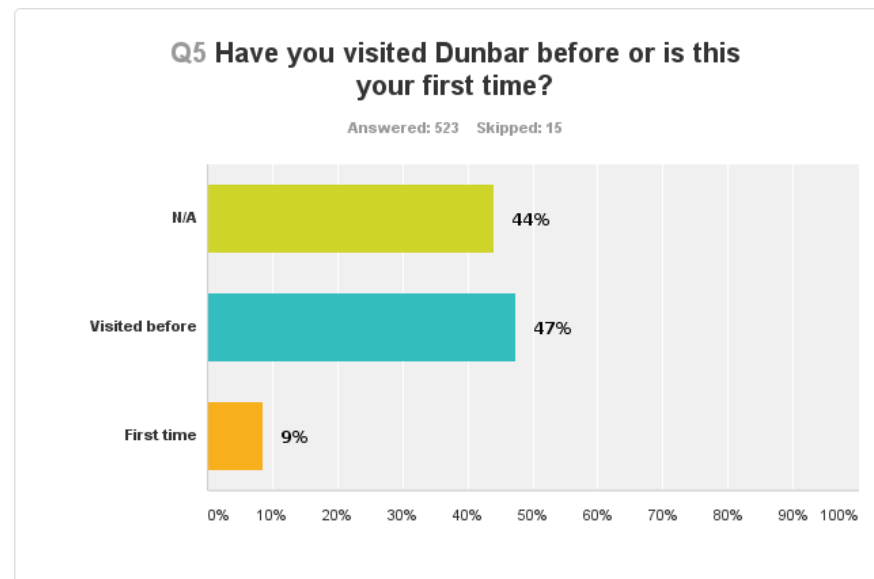
Respondents were asked what brought them to Dunbar, the figure below demonstrates that the majority of non-Dunbar residents were specifically in Dunbar to attend the SciFest itself:



In terms of the economic impact of the event it is important to recognise that the vast majority of visitors to the area were there solely for the event. Only 5% of respondents noted that they were undertaking other events/activities in the area ahead of visiting the SciFest. In other words, 95% of respondents were there as a direct result of the SciFest.

Question 5: Previous Trips to Dunbar

Visitors were asked if they had visited Dunbar in the past or if this was their first visit. The figure below indicates that the majority of non-residents had previously visited Dunbar:



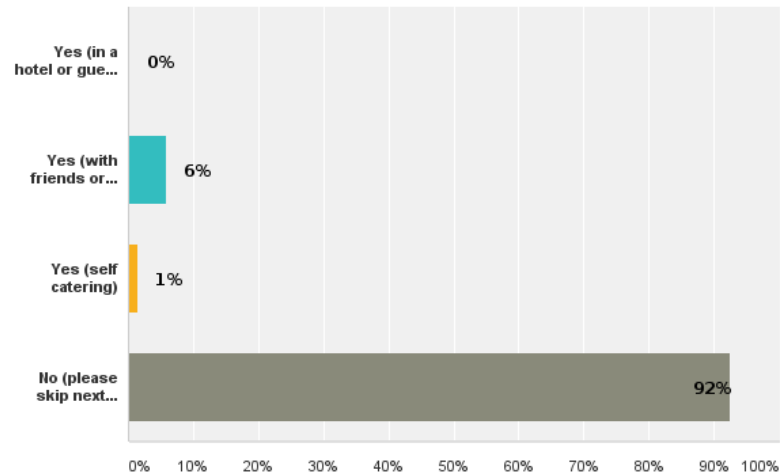
This analysis indicates that many visitors had visited Dunbar in the past; however there was a selection of people who were first time visitors to the town.

Questions 6/7/8: Overnight Trip

Only 7% of those interviewed were staying overnight in the area as part of their trip to the Dunbar SciFest, the majority of whom were residing with friend and/or family. Of those staying away from home the average number of nights away from home was **3.1 nights**. Of those staying in paid accommodation the average price per person per night was **£24**:

Q6 Are you staying overnight, away from home, as part of your trip to attend the Dunbar SciFest?

Answered: 505 Skipped: 33



The event can be seen to be more of a day trip than an overnight visit.

Question 9: Average Spend by Category

The average spend rates across each category of expenditure is summarised below:

Tickets: £7.30 (across 92% of sample)

Food and Drink: £8.81 (across 66% of sample)

Shopping: £10.99 (across 10% of sample)

Transport: £7.31 (across 19% of sample)

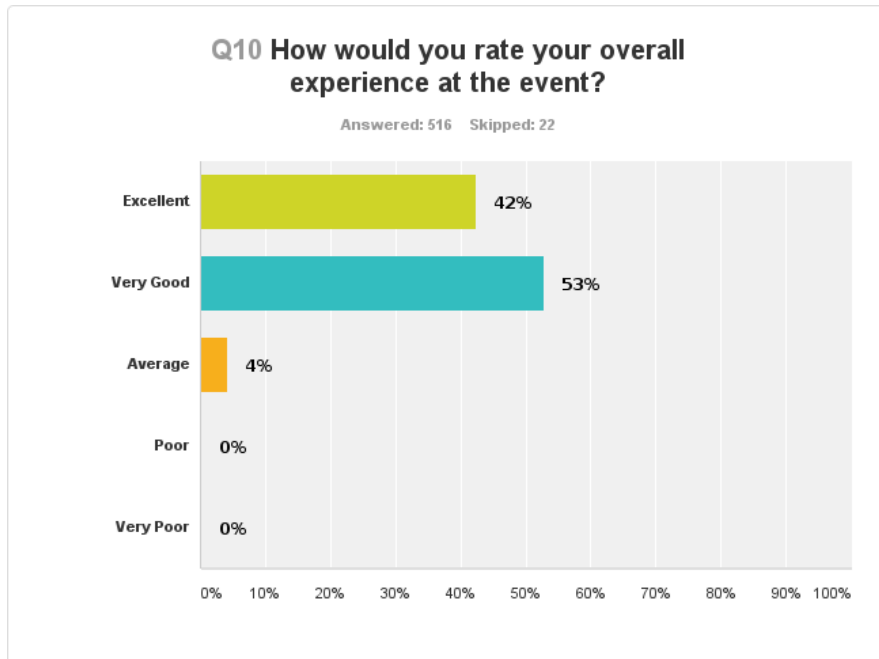
Recreation: £9.69 (across 5% of sample)

Other: £23.70 (across 4% of sample)

The above findings are important when calculating the economic impact of the event, presented later in this report.

Question 10: Overall Experience

The following figure illustrates the overall scoring of the SciFest, where the vast majority of respondents scored it either 'Very Good' or 'Excellent':



The above table demonstrates that visitors to event rated it very highly, not one respondent noted it as 'Poor' or 'Very Poor'.

Question 11: Particular Likes and Dislikes

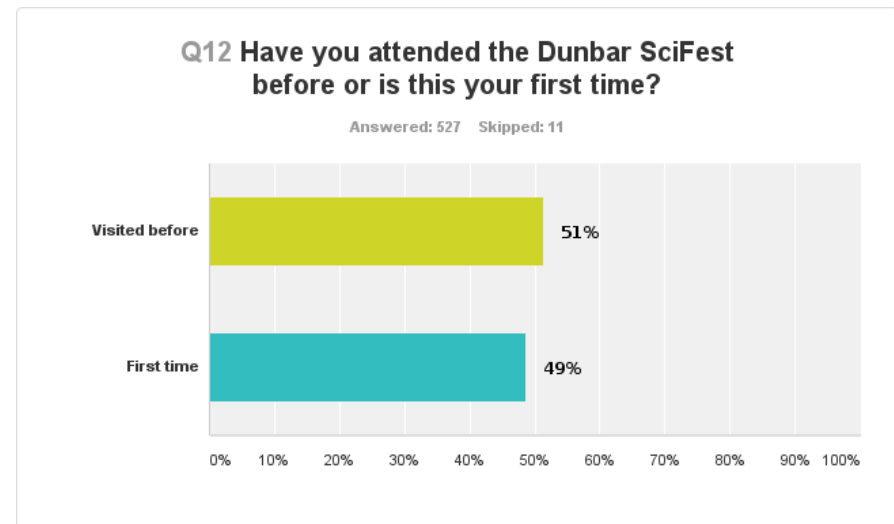
Respondents were asked what they particularly liked and/or disliked about the event. In total 50% of respondents noted something they likely whereas only

15% of respondents noted something which they particularly disliked. This suggests there far more positive views than negative views about the running of the SciFest in 2014.

In general the most liked aspects were related to the variety of events, the hands-on and interactive nature of activities and the range of activities for children of all ages. The main dislikes largely centred on the fact that many workshops were full or fully booked and the crowded nature of the event space.

Question 12: Previous Attendance

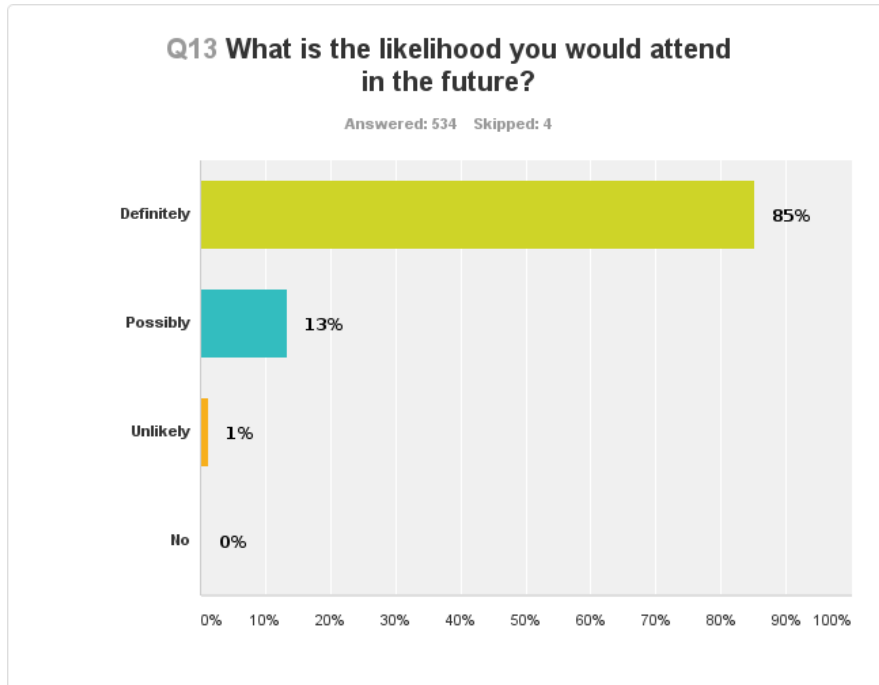
Visitors were asked if they had attended any previous Dunbar SciFest events, overall around half of visitors were repeat visitors:



There was an equal split between event newcomers and repeat visitors, this suggest the event has been successful in both encouraging new visitors while being of a high quality to attract repeat visits.

Question 13: Future Attendance

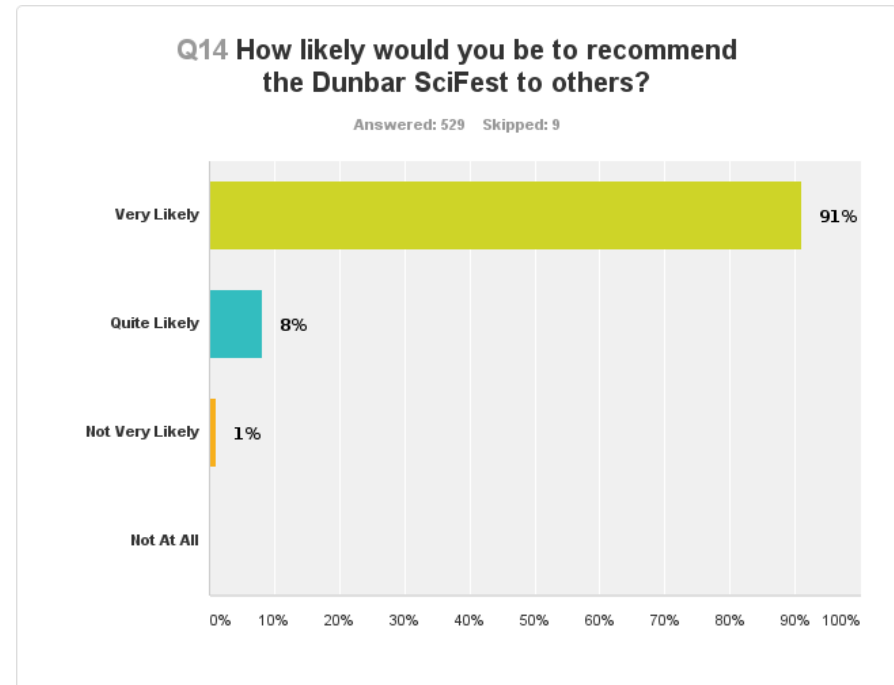
Visitors were asked the likelihood that they would attend future Dunbar SciFest events, with 85% noting that they would 'Definitely' attend future events:



The overwhelming majority of visitors noted that it is likely they will attend future SciFests. It should be noted that there were a few people already noting that the event was extremely busy, and therefore this result should be treated with caution in terms of capacity constraints.

Question 14: Recommendation

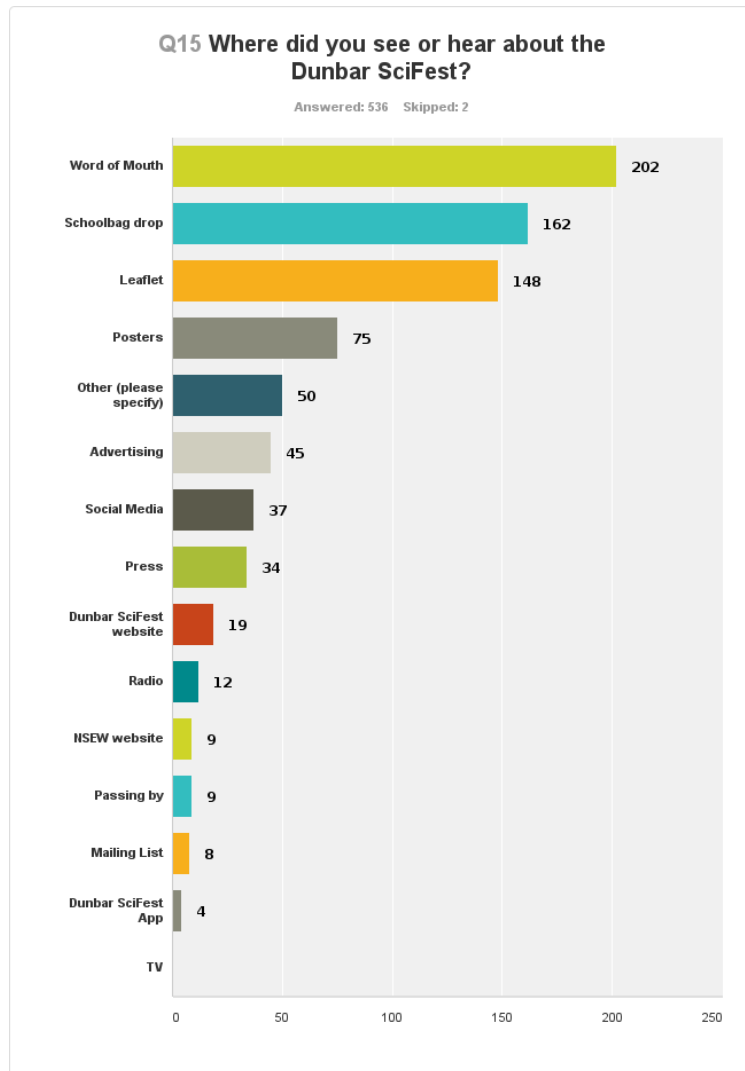
Visitors were asked the likelihood that they would recommend the Dunbar SciFest event to other people, 91% indicated that it was 'Very Likely' that they would recommend the event to others:



Again a fantastic set of results, but caution must be noted about capacity constrains if greater level of demand is generated in future years.

Questions 15/16: Marketing

The following figure shows how visitors heard about the Dunbar SciFest in 2014.



Visitors were asked to indicate all marketing sources, where the most popular source was 'Word of Mouth' which was quoted by 202 people (or 25% of all responses), 'Schoolbag Drop' (20%) was also popular as was 'Leaflets' (18%). In terms other responses these tended to include road signs, through school/parent council, family and friends and other publications such as Edinburgh Families Brochure.

'Word of Mouth' is always a popular source, and the value of school bag drops cannot be overstated.

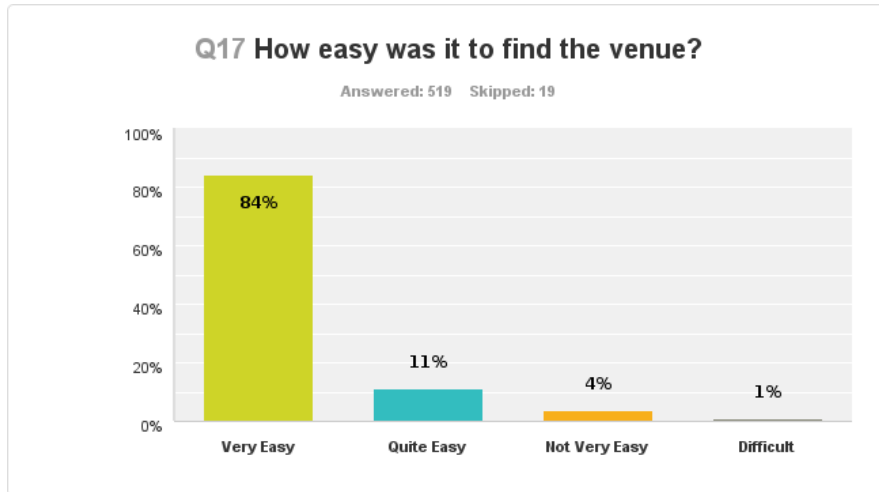
A third of the respondents noted a number of ideas on how future marketing and promotion could be improved, the following general responses can be drawn from the feedback:

- Clearer advert, especially in the Courier
- Earlier notice and distribution of leaflets
- More advertising outside Dunbar/East Lothian/Edinburgh/Scotland
- More use of social media
- More advertising in schools

It should be noted that in a number of cases the responses contradicted one another and included ideas which were choices in Q15.

Questions 17/18: Finding the Venue

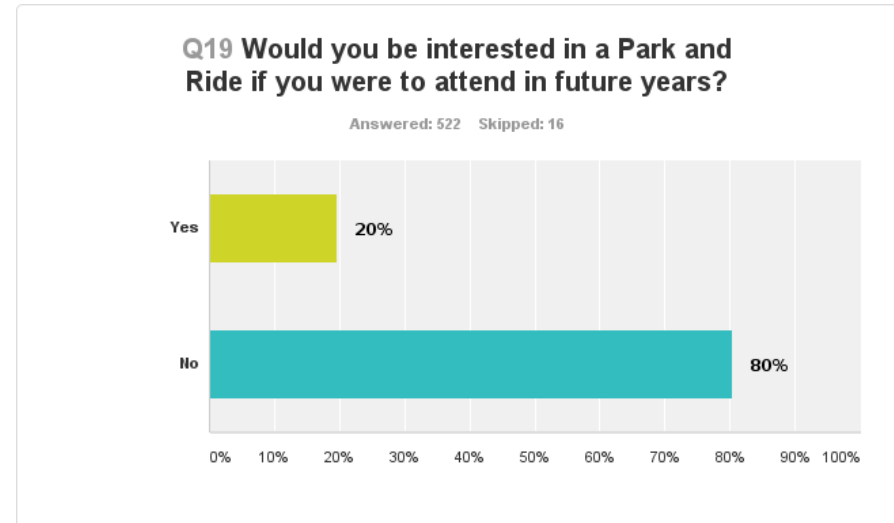
Respondents were asked how easy it was to find the venue, where 84% noted it was 'Very Easy' and 11% found it 'Quite Easy':



There was a handful of respondents who felt that finding the venue was either 'Not Very Easy' or 'Difficult', in many cases this was due to a lack of signposting or incorrect signposting which directed a number of people to the Grammar School. A number of people felt the signposting could be better, in terms of being larger, clearer and avoiding confusion in regards to directing traffic in the direction of the Grammar School.

Question 19: Park and Ride

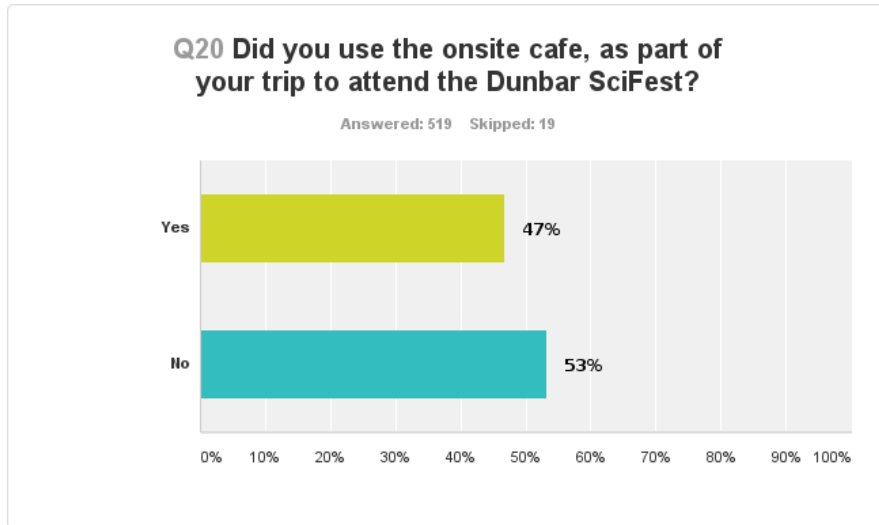
On a related point, visitors were asked if they would be interested in using a Park and Ride in future years.



Overall visitors noted that they were not interested in a Park and Ride, where only two out of ten respondents noted that they would be interested in a Park and Ride facility:

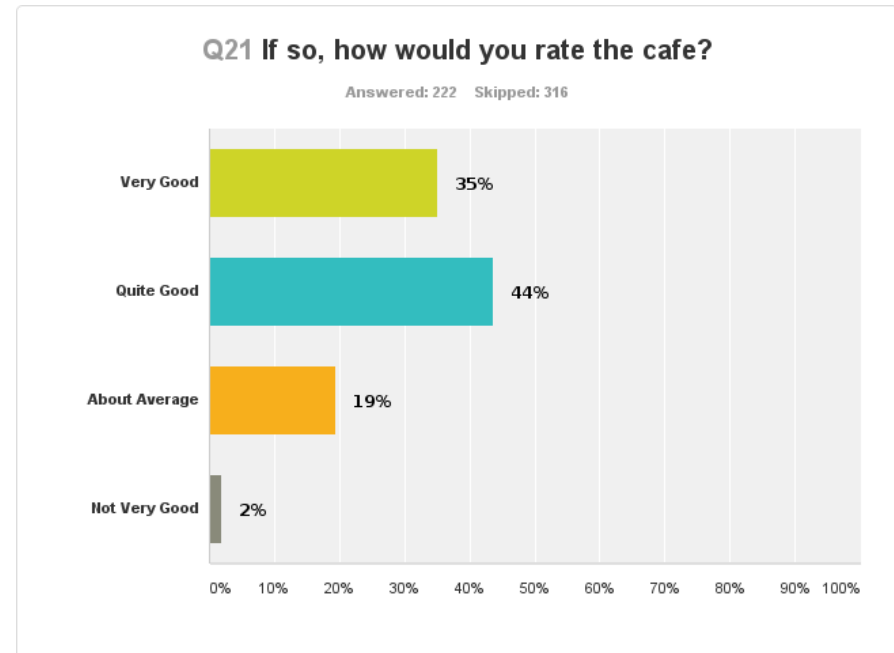
Questions 20/21/22: Onsite Cafe

Just under a half of all respondents indicated that they visited the onsite cafe as part of their trip to the Dunbar SciFest:



The cafe was obviously well positioned and promoted as almost half of the respondents had visited the cafe. The aim should be to encourage more cafe visits in future years.

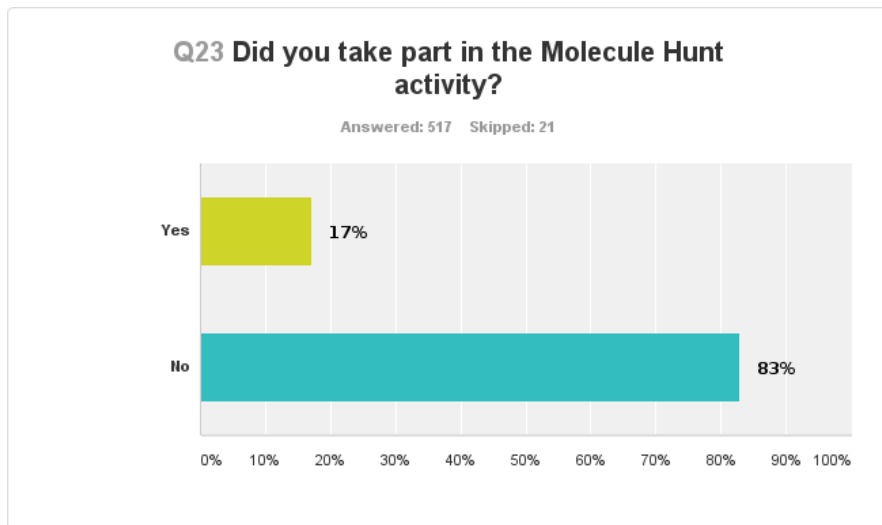
When asked their views on the onsite cafe, only 35% noted that it was 'Very Good', 44% felt it was 'Quite Good' and 21% felt it was either 'About Average' or 'Not Very Good'.



Of those who felt the cafe was 'Not Very Good', people tended to say it was either (or both) expensive and of a poor quality. A number of people felt the food on offer was not very healthy. Overall, the results suggest further thought on the cafe is required in future years.

Question 23: Molecule Hunt

When asked if visitors had participated in the Molecule Hunt, the figure below shows that only 17% of respondents participated in this activity:

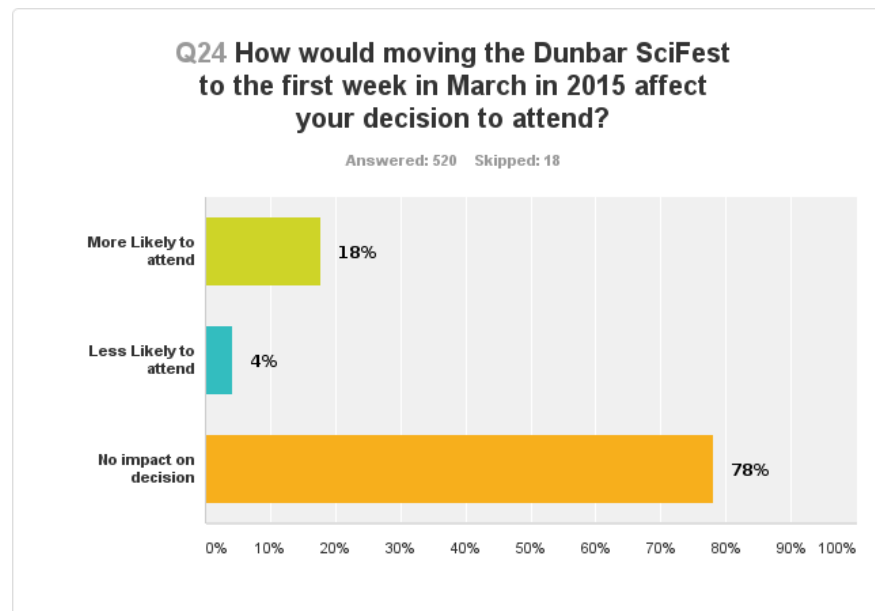


The Molecule Hunt did not have a wide appeal, further consideration of its role and promotion need to be undertaken as part of future event planning.

The Dunbar Traders Association hosted the Dunbar Molecule Hunt for the third time, with 17 local businesses participating. This innovative project was initiated to involve the local business community and encourage local children and families to participate in this activity between the February mid-term holiday and the SciFest weekend (6 week duration, Sat 8 February – Sat 22 March). The Dunbar Traders Association also took part in the Dunbar SciFest Weekend for the first time this year, showcasing local businesses to festival visitors from outwith Dunbar and East Lothian.

Question 24: Future Dates

Visitors were asked what impact the moving of the SciFest to the 15th March in 2015 would have on their decision to attend, it was noted by almost eight out of ten people that this would have 'No impact on decision' to attend.



Although it seems that the change in date would have little impact in visitation level, it is worth noting that there were people stating they would be 'more likely to attend' compared to those stating they would be 'less likely to attend'. Again, this would have a potential positive impact on demand levels, which is good but capacity constraints need to be taken into account.

Question 25: Dunbar High Street

The figure below shows that 60% of respondents had visited shops on Dunbar High Street as part of their trip to Dunbar SciFest.



It is healthy, in economic terms, to see that six out of ten people went on to use the shops in Dunbar High Street. This confirms that the multiplier impact of the event must therefore be built into the economic impact calculation.

Question 26: Additional Comments

Visitors were asked if they had any comments they would like to raise about the organisation and running of the Dunbar SciFest, the following responses were provided:

Impressive
Nope. Very impressive. Great job.
It's good
Could run workshops in cluster schools during week. Minimise disappointment at weekend also improve educational experience
Good as it is
It's good
Very good
Very good educational experience
Lots of community interest
Great to tell the kids to science
Sometimes too busy
Very pleased, daughter loves it and very interesting as a parent to
It is very well organised, impressed with volunteers
Good job well organised"
Very good
Better than Edinburgh Festival
Very efficient and everyone friendly
Very good
Lots of staff and lots of space to walk around
Lots of staffing and good variety
Well organised
Very well run
Very well run
Great event

Very well organised
Well organised and run
Very good
Good publicity and advertising
Superb volunteers
More for younger kids
Well organised
Something for little children
It was brilliant
Better organised regarding times and bookings
No room for prams
More room at stalls
No 2 day tickets for single parent families. 2 advanced for 5 year olds
Some of the organising was left a bit late
Well-oiled machine
Good day out
Great organising
Hope it gets bigger
Well done
Fantastic
Great
Display start and end times of events
All good
Brilliant
No just positive
Map of events
Things for older kids
Very good for the community
Good
Very interesting

A bit smaller
Very good job
Well run
Very good
Well done, interesting
Well done, interesting
Problem is parents working through the week, therefore cannot attend other events through the week
Well organised
Has outgrown the place
Very good, smooth
Very well organised
If the schedule could be made available earlier
Excellent
Well Run
Well Run - Kid focused which is lovely
Very well done
Very good, friendly, welcoming
Impressed with how much is going on at once
Fantastic
Bigger than was before, good to see it growing
More workshops, clearer directions
Very good
Well organised
Website difficult to use, not helpful when times different to leaflet.
Age suitability for workshops.
Really well organised, everyone knows what they are talking about
Very well run
Well run
Maybe more activities for younger children, under 5s

Well run with lots to do
Well organised
Really good
More adult events that are practical
Better signage
Booking workshops online would be better. Festival should be same date or later because of the weather
Seems good
Very impressive
Really good
Very busy
Well set up
Great
Very well organised
Sign up for workshops somewhere more central. Information on workshops before you go in
Very Interesting
Excellent
Very well run
Fantastic and friendly people
People asking where the cafe was, signs need to be clearer
Nice and sunny
Good effort
Great place
Well supported
It is a credit to the organisers
Excellent, lots to see and do
Well organised
Fantastic event
Very organised
Great event

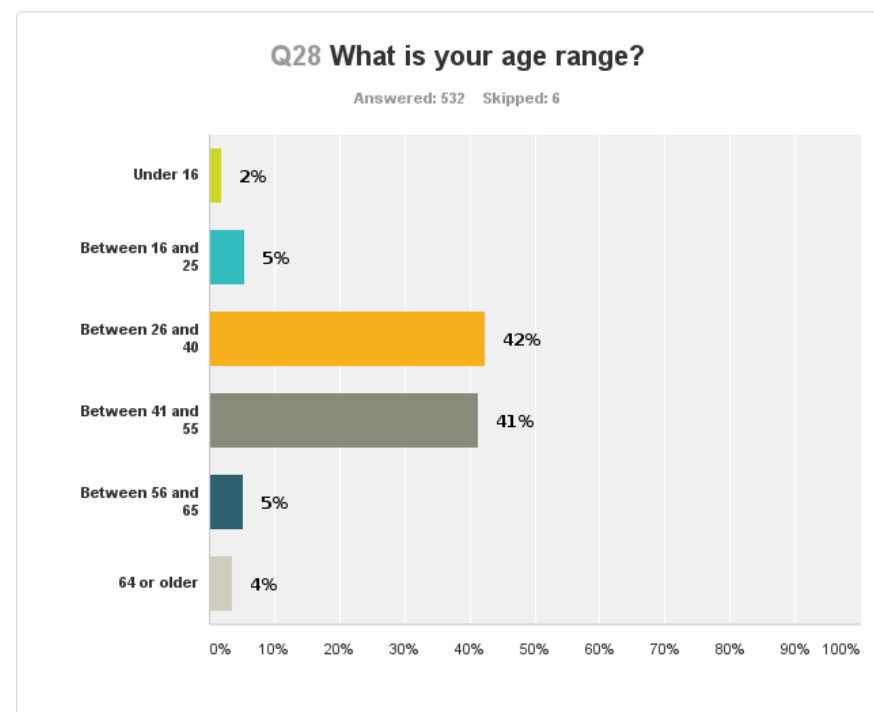
Happy with way it is run
Well organised. Good buy-in from local companies
Happy apart from navigation issues
Ran well, great
Again earlier notice
Directions on internet
Better marketing required
More people should be involved
Workshops were really good
Well organised
Very good
Good
Well organised
Clearer how to book workshops
More room between stalls and separate performance area
Better advertising and clearer schedule
All good
Leaflet not user friendly
Very organised/volunteers are good
Fantastic friendly people
Real fun for the kids
Well run
Well organised, well aged targeted
Well organised
Very well sign posted
Clearer times and schedule
Map and better signs to get there
More clarity on what areas and rooms visitors can enter
Impressed by volunteers and fact it is run by PTA
Very good

Runs very smoothly
Well run and lots of variety
More activities under 5
Good job
Will support it in the future, really informative
Great small place, variety of ages
Good variety lot people helping friendly people
Great job, doing well
Helpful people
Very interactive
Great effort
Very good
Programme for each day should be on the website
Very impressive and family orientated
Useful festival for school
Booking for events confusing
Overpriced- restaurant/products no soup queue bad attitude making me not want to come back furious
Would like molecule hunt activity was wider, outside Dunbar
Great to different ages
Very efficient and organised
Variety of exhibition
Great
Very good organisation and lots of volunteers
Good organisation
Well run. Amazing
All good, bigger tent
More visibility of what's on. Suitability for all age groups
Well run
Very organised. Helpful.

Those who have done the survey should get a survey to say they have completed the survey
Two day ticket is a good idea. Food expensive but good.
Good pack lunches- great idea and good price
Bigger space, make more room, e.g., seating areas
So far so good. Workshops already filled. If arrive later in the day can't do everything. Limited spaces in bookable events

Question 28: Age Range

Finally, visitors were asked to provide their age range:



The vast majority of respondents were aged between 26 and 55 years of age, which is typical of a family focused event.

3: Participating Organisations Survey

An online survey of the 83 organisations which participated in the Dunbar SciFest was undertaken after the event. The aim of the survey was to get the views of organisations which participated in the event in order to guide the development of future events.

The table overleaf summarises the background to the 34 organisations (41%) that completed the online survey.

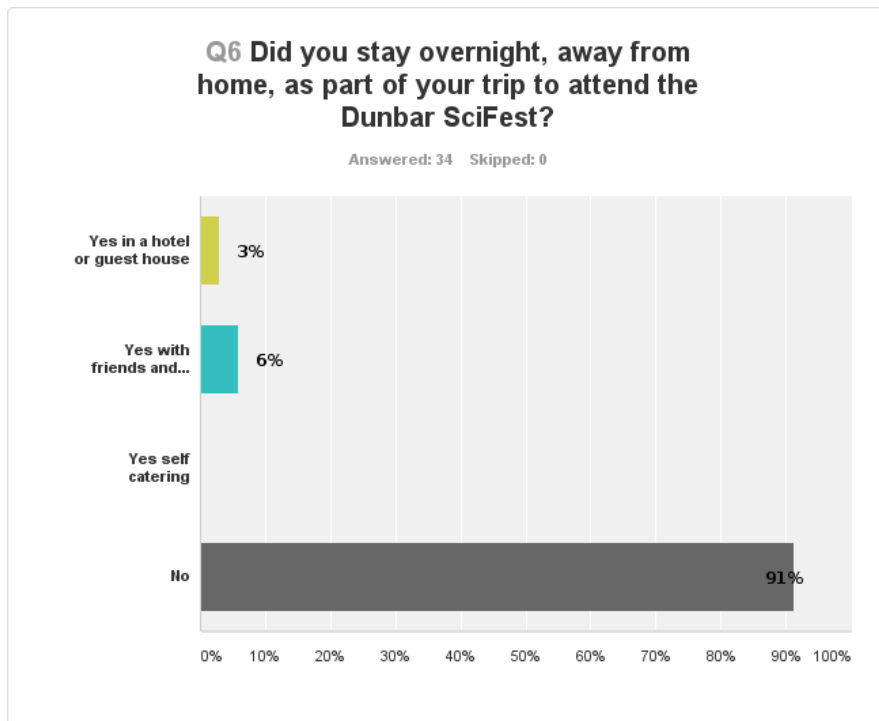
Organisation	Contact	SciFest Staff	Reasons for Participating
Viridor	Martin Grey	0	Keen to promote STEM subjects as part of our CSR programme. Community engagement.
Lothian & Borders Geoconservation	David McAdam	3	Interest in promoting geology
EDF	Julian Davies	5	Promote nuclear technology and science
Scottish Seabird Centre	Jenny McAllister	3	Supporting local science festival and opportunity to promote our organisation
Among the Wild Deer	Daniel Allison	1	Well-run event put on for the public good
Heriot-Watt University	Paul Dalgarno	8	Commitment to public outreach and dissemination of research activities and science in general to public. Enjoyment and personal development.
Institute of Biological Chemistry, Heriot-Watt University	Beccy Saleeb	9	We think it's important to be active and approachable to our local community to encourage engagement with those interested in science.
East Lothian Council Archaeology Service	Liz Jones	1	Raise profile of archaeology in science
Macastory	Fergus McNicol	2	Perform
East Lothian Countryside Ranger Service	Laura Douglas	2	Great event to be part of, way of advertising ourselves
The University of Edinburgh	David Alexander Dickie	2	It is important to engage with the public to show them how we spend their taxes and get them involved.
The SCI-FUN Roadshow	Stuart Dunbar	12	SCI-FUN looks to participate in public science festivals whenever possible. Our mobile science centre scheme is usually a good fit for this type of activity. Our efforts assist the University's objective of engaging the public with interactive activities.
EDF Energy	Ashleigh Dickson	8	We support events that encourage children to be interested in science and technology and we are a big part of the local community and want to demonstrate our support to such a good event
MRC Human Genetics Unit. Edinburgh University"	Dr. Julia Dorin	2	Important to excited young people and their parents in Science
Sunny Sundae	Lindsay Baigrie	2	We are a business who come along to Scifest to support a local event and to promote and sell our product over the weekend.
Fly Agaric	Mr R Milne	1	A Love of Dunbar, Science and people
Steps to Inclusion Ltd	Caroline Bingham	5	To enable access to part of the festival for those with autism spectrum conditions.
ComputerXplorers SEScotland	Lynne Kerr	1	Parent led event and promotion of technology education
Our Dynamic Earth	Conor Ellis	4	Dynamic Earth is always keen to inspire curiosity in children and young people on the world around them. Possibilities for outreach are a great way to deliver earth and environmental science to individuals who may not be able to visit or those who have not visited ODE before.
East Lothian Council Museums Service	Dr Claire Pannell	2	Educational Outreach by Museums Service

Organisation	Contact	SciFest Staff	Reasons for Participating
Royal Observatory Edinburgh/STFC	Tania Johnston	1	Part of a Scottish Government funded project, creating BSL for astronomy. To support local science festivals.
Dunbar Science Club	Andrew McLachlan	5	To inspire a new generation of computer scientists. All children know how to use computers, but do they know how they work and what you can build with them? We delivered our Drop-in to attempt to capture the children's imagination and spark their enthusiasm for computers. I'd like to mention that since we delivered our Raspberry Pi Drop-in session, we have been contacted by Dunbar Grammar School. They would like to incorporate the use of Raspberry Pi's into the technologies curriculum at Dunbar Grammar School.
Royal HaskoningDHV	Alistair Davison	4	I'm a Dunbar resident with kids at the primary school. I have a background which includes interpretation of marine science. Many of my team are marine scientists. Supporting the festival aligns well with Royal HaskoningDHV corporate responsibility targets
Glasgow Science Centre	Michael Berrich	4	To be a part of a great festival and raise awareness of Bodyworks On Tour
University of Edinburgh, School of Biology	Kathleen Pullen	3	To promote science to the general public.
Community Windpower	Nicky Booth	4	Community Windpower are committed to supporting local community events and are delighted to assist with funding the marquee and workshops for Dunbar SciFest, in conjunction with the community benefit funding from our Aikengall Community Wind Farm, located south of Dunbar.
Archaeology Scotland	Catherine Knops	1	We hoped to raise awareness of how much science is involved in archaeology.
Glasgow Science Centre	Lauren Reid	4	We were booked by the team
Heriot-Watt University	Rory Duncan	8	We consider public outreach an essential component of our work as researchers and we enjoy it.
Charles River	Jonathan Welch	7	Existing relationship with SciFest and Dunbar science club. Charles River's corporate and social responsibility scheme allows staff to donate one day per year to community projects.
Royal HaskoningDHV	Jen McMillan	4	One of my colleagues is married to one of the DSF organisers which is how we first heard about it, several colleagues were keen to get involved, support local community, enthuse children in marine biology and hopefully inspire local families to take an interest in the marine life they find at the beach
Edinburgh College	David McCallum	3	To increase the college profile, promote our corporate image and enthuse young people to engage with Science. Also I love science and seeing young kids smile in amazement.
n/a	Gerry Hughes	2	
Heriot-Watt University	Matthew Euston	10	Personal development, getting children interested in science

In many cases, participating organisations were attracted to the event in order to promote science to a wider and youthful audience. There was a clear desire to supporting a local and science based event and to help inspire and excite people about science in general.

Questions 6/7/8: Overnight Trips

Participants were asked if they stayed overnight as part of the involvement in the SciFest, the vast majority of participants did not stay overnight where only three (9%) of the respondents stayed overnight. Of those staying away from home the average number of nights away from home was **1.3 nights**. Of those staying in paid accommodation the average price per person per night was **£55**:



As expected, and as outlined in the visitor’s survey, most participants were making day trips to the event. Although it is worth noting around 10% were staying in the areas as a result of the event.

Question 10: What was Good about Dunbar SciFest

Participants were asked what they particularly liked about the Dunbar SciFest, the following responses were provided:

Broad range of organisations participating
Large number of people who showed interest in our displays and leaflets
Well managed and lots of interested children from an early age
All of the providers were working together and supporting one another
Enthusiasm of organisers, thoughtfulness in providing for participants
Very busy, well organised, professionally run event. Lots of varied activities, good spread of volunteers and institutes.
It attracted a very young audience, mainly primary school age giving us the chance to get younger students excited about science when they don't have access to it yet at school.
The deaf signed activities, the cheap entrance fees, the variety of stalls, the experiments
Lots to do!
Variety
The Early Birds event on the Sunday was really positive and well attended for 9am!
Caters for people with disabilities, a lot of interactive shows and stands. Involvement of school
So many enthused individuals both organisers and participants
The activities on offer, the people who came along to visit and the people who made it possible!
Lots of fun happy folk there to help, well organised and well attended
Accessibility
Community feel

The programme of activities and quantity and quality of event providers. The events organisation was excellent. The accommodation was suitable for the activities we were delivering. The event was very well run, it was very efficient and logistically sound. There was no shortage of volunteers to help with the running of the day and the popularity of the events made for interesting and stimulating workshops for participants.
The excitement expressed by the kids
The range of activities on offer - plenty of choice and something for all ages.
The enthusiasm, energy, and joy that the festival brought.
The community support - it's always surprising
Very good organiser/volunteer presence
Friendly atmosphere
the variety of events and exhibition stands
The wide mixture of organisations taking part
It was extremely well organised!
Very good attendance, well organised, friendly, free for us to attend. Great audience.
Diversity of exhibitors and activities available
So many different things for children to do! Lots of enthusiastic people
The Sheer variety of presenters and the number of people participating.
Deaf SciFest
Busy, friendly atmosphere, good resources for the volunteers, helpful organisers

Question 11: What was Not so Good about Dunbar SciFest

Participants were asked what they particularly disliked about the Dunbar SciFest, the following responses were provided:

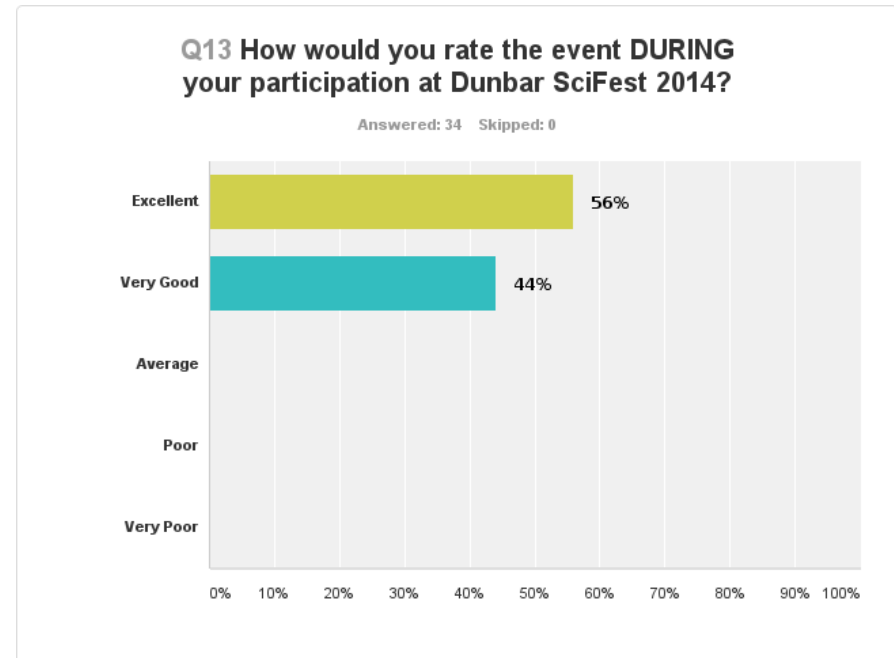
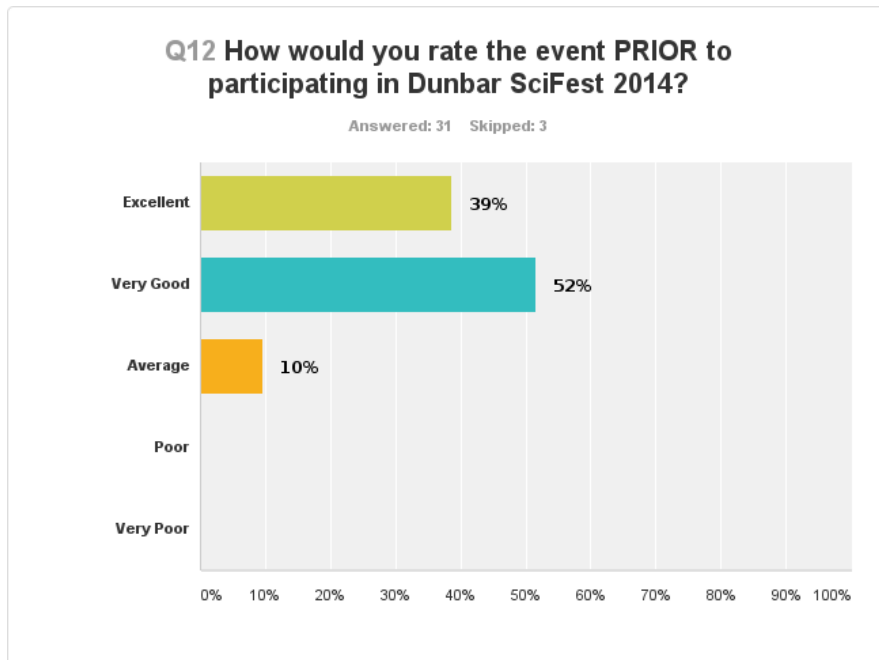
Would welcome an opportunity to engage earlier on both the date and our involvement - to discuss what it might be.
The weather was very nice and we were all inside!!
Outside marquee questionable for the time of year, was very cold.

As a volunteer, I didn't know much about what else was going on - an agenda for any demos would have been handy.
The catering - use of lots of not environmentally friendly disposable stuff
The Saturday evening event was not particularly well attended and was heavily weighted towards the musical entertainment, which I did not expect prior to the event. To be fair, the event had to adjust to the audience number that attended.
No clear parking for exhibitors
Bit chilly in the marquee
Nothing, it is perfect!
The two campus thing was a bit confusing at first what with Google Maps being a bit unclear, but I worked it out. Perhaps I was just being a bit dim though!
Far away from my home
Cafe was quite expensive.
Thought the lunch good be better - use a local supplier rather than big supermarket
As an event provider, I did not feel that anything was missing. We had ample space, a lunch that was brought to us, and time to discover the other events too. It was a great weekend.
The weather
The venue was too small/unsuitable space
Noise level in the gym hall from the shows made it difficult to talk to the public.
Being in the main hall with the presentations!
Perhaps the stage shows could have been in their own room - we were located near the stage and felt like we were talking over them!
The marquee was cold and not entirely suitable for our exhibits as it was too bright with an uneven floor.
Could not fault it, I would be being very picky if I had to think of something
Very hectic, need more bathroom facilities

Questions 12/13/14: Rating Before, During and After Dunbar SciFest

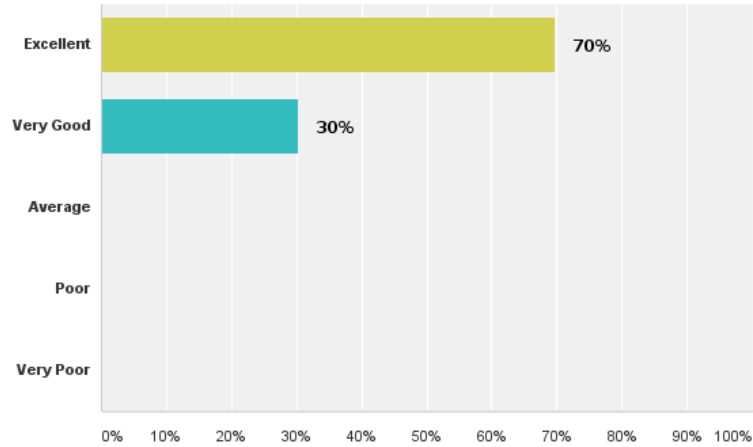
The following figures illustrate how the responding participants rate the event PRIOR, DURING and AFTER participating in Dunbar SciFest 2014.

The figure demonstrate a clear movement towards a greater level of satisfaction from prior through to during and after the event.



Q14 How would you rate the event AFTER participating in Dunbar SciFest 2014?

Answered: 33 Skipped: 1



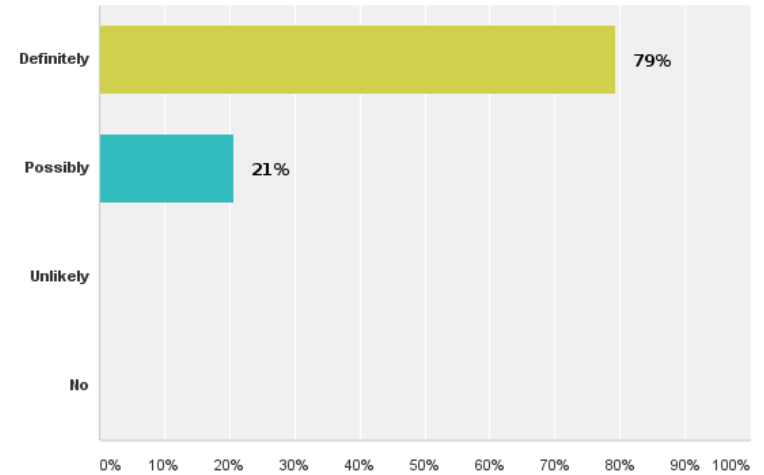
The previous three figures clearly demonstrate a positive movement towards a greater level of satisfaction from prior through to during and after the event. This is further validation of the success of the SciFest in 2014, constantly enhancing levels of satisfaction as the event unfolded.

Question 15: Likelihood of Participating in Future

All organisations noted that it was likely that they would participate in future events, notably the majority noted that they would 'Definitely' participate in future Dunbar SciFests.

Q15 What is the likelihood you would participate in the future?

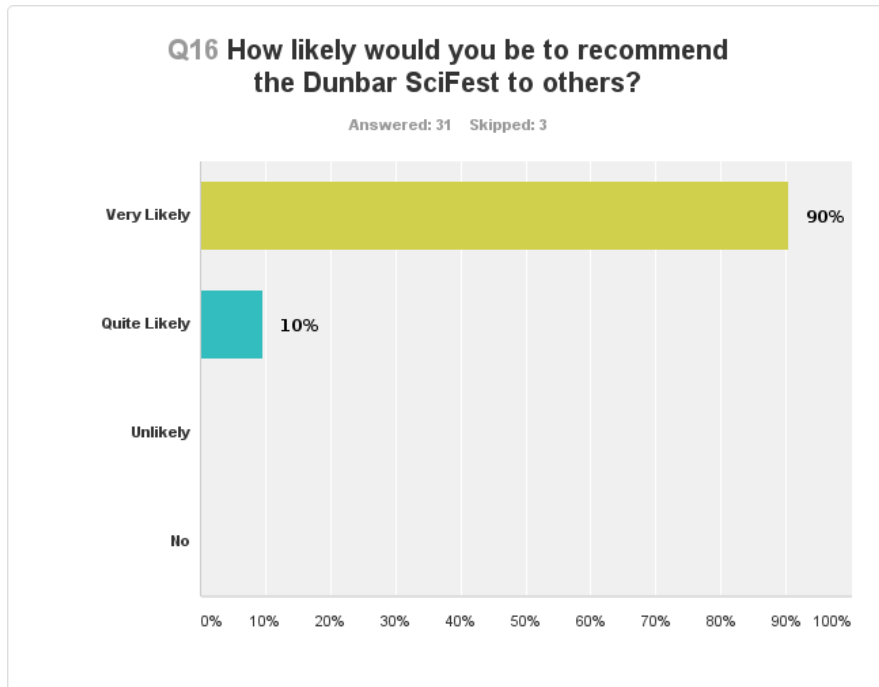
Answered: 34 Skipped: 0



This is useful feedback for the organisers and suggests all participants are interested in attending future SciFests.

Question 16: Recommendation

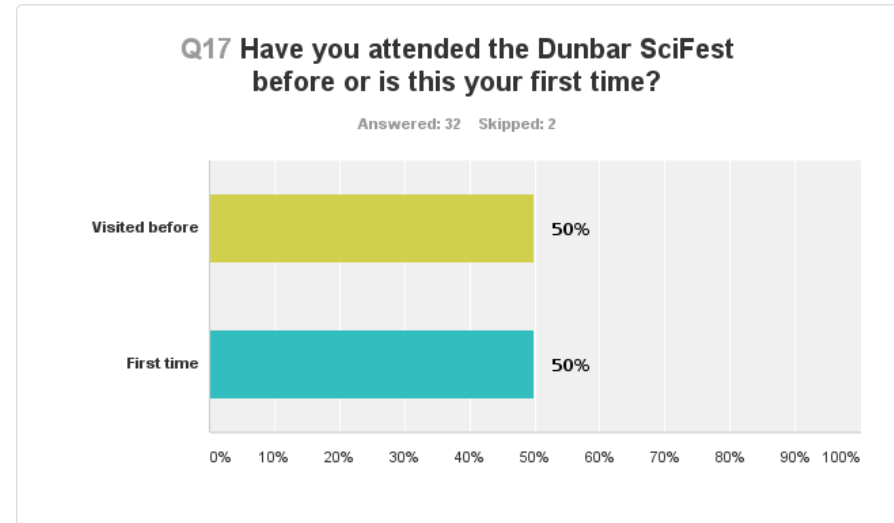
Participants were asked the likelihood that they would recommend the Dunbar SciFest event to other people, 90% indicated that it was 'Very Likely' that they would recommend the event to others:



As with the previous question the fact that all participants are willing to promote the event to others is testament to the organisation of the event in 2014.

Question 17: Previous Attendance

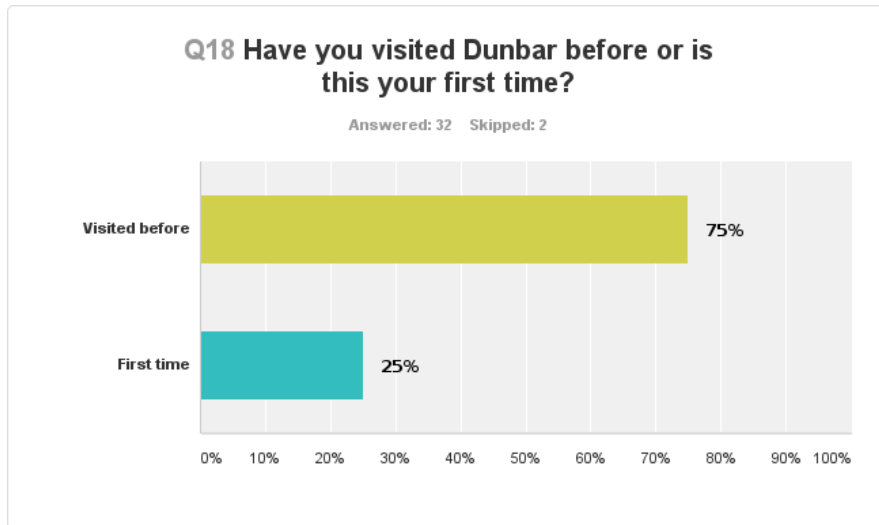
Participants were asked if they had attended any previous Dunbar SciFest events, overall half of respondents were repeat visitors:



It is interesting to note that half of the respondents were first time participants to the event, whilst half had attended in previous years. Continuing this theme is likely to be beneficial as it offers visitors with events and activities which they like and are aware of whilst also introducing new events to ensure the event benefits from repeat visitors.

Question 18: Previous Trips to Dunbar

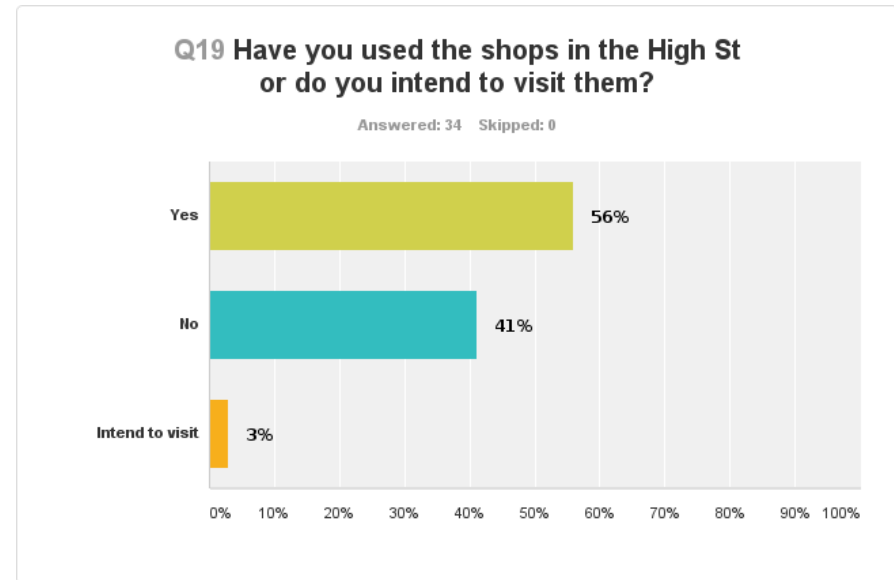
Participants were asked if they had visited Dunbar in the past or if this was their first visit. The figure below indicates that the majority of participants had previously visited Dunbar:



As recorded in the visitor's survey it is useful to note that there was a sizeable number of new visits to Dunbar, and those promoting the area to a new audience who may visit again in the future.

Questions 19/20: Other Activities

The figure below shows that 56% of respondents had visited shops on Dunbar High Street as part of their trip to Dunbar SciFest.



This finding also confirms the importance of the event to the wider health and wellbeing of the town, and validates the use of the multiplier effect in the economic impact calculation.

Participants were asked what else they had visited while they had been in Dunbar as part of the Dunbar SciFest, the following table summarises the responses:

Shops
I used to live there so everything
I didn't have much time to visit shops etc. as I was only volunteering through the Sunday. It seems a nice area though and I would likely visit again for leisure.
My partner and daughter visited the swimming pool
We had dinner in Umberto's on the Saturday night ahead of the evening event. There wasn't time for anything else!
John Muir Park
Seaside
The harbour, the sea, the country park with all the animals and stuff
The train station
Friends
Aikengall Community Wind Farm
BeGreen Dunbar
Swimming centre
Local beaches
A local garage for diesel
John Muir museum
Train station

Question 21: Additional Comments

Participants were asked if they had any comments they would like to raise about the organisation and running of the Dunbar SciFest, the following responses were provided:

I think the organisers did a magnificent job. It was very friendly and professional.. I would say a great success and nice to see so many people
Please make sure we get our emails with plenty of time to prepare. We didn't have much time to pull things together
Well done, looking forward to working with you again
The publicity needs to go out far sooner - we received a press release the day before the event! And the info to stall holders should come out sooner - or at least confirmation of a place/courtesy reply
The Festival organisers cover a lot of angles for the weekend (and during the previous week) and it is a credit to them that the festival has built up to its current level so quickly in the past four years. A couple of preparation aspects fell through the cracks, but this is to be expected for any event of this magnitude and the shared experience means that you know to expect and adapt to uncertain circumstances when they arise (however much you try to minimise the possibility of these ahead of time). There was still some confusion with the banners/signage for the event, as some people told me there were some that appeared to point people away from our venue initially. Although this was rectified, I felt this shouldn't have happened in the first place. Overall though, this is a minor quibble, in what was a popular event in Dunbar.
Great organising team - well done to Dee and her team
More recycling after the event would have been good but generally excellent organisation. Better way to get advertisements about additional adult events in evenings.
Brilliantly run event - a real asset to the town of Dunbar!
Excellent event, thank you for having me along!
It was excellent. In every regard, your team were incredibly enthusiastic and efficient. A particular thank you to Dee for being particularly welcoming and friendly.

The evening entertainment for adults needs better publicity and free entry for science show presenters
Good hospitality, thanks. Perhaps a separate room for live stage shows, as the PA was very loud and made it hard to interact with the public at our exhibits.
They were very accommodating as I was a late entry this year.
The Festival was well organised and it was good to have lunches delivered to us!
Invitation to participate came very late
Keep it up! It's very impressive
Publicity seems to be good in the Edinburgh and Lothian area, I'm from the west coast and would have travelled for the day. I'm a bit bias as a scientist but I imagine a few folk would attend from the west.
I thought this is wonderful for everyone to test out ourselves knowledge and watching Dr Audrey Cameron and Gary Quinn display experiment with great fun and we learn a lot about comet how it works, and how its travel. Most of us deaf community love it well done to Dr Audrey and Gary.

4: Local Businesses Survey

In order to gain the views of local businesses a number of businesses were contacted as part of the research

An online survey was circulated by the Dunbar Traders Association to all members, in total seven businesses responded, these are listed below:

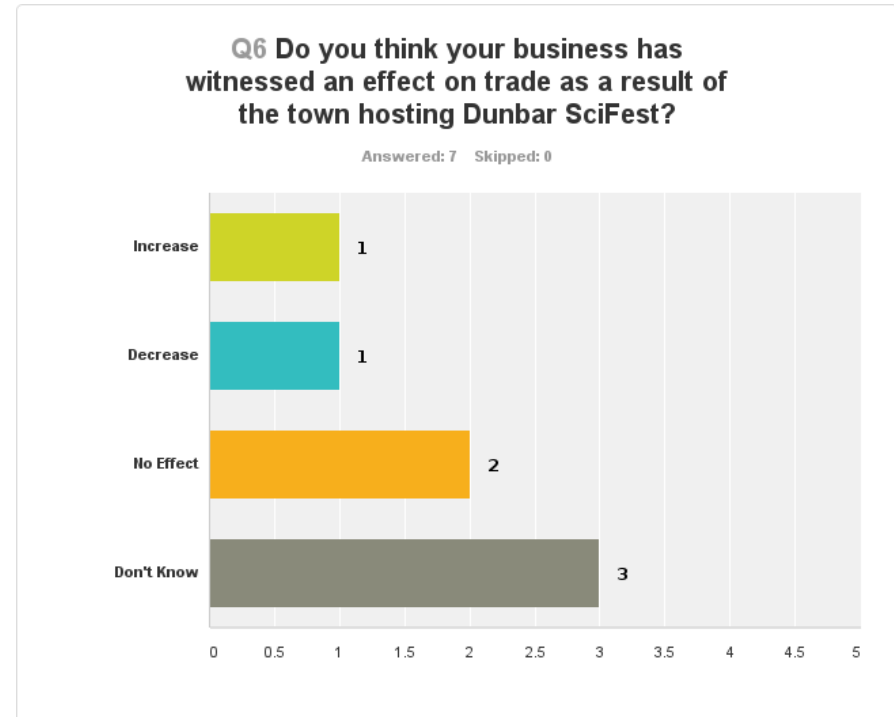
- Scottish Gifts 4U
- Pik n choose
- Belhaven Smokehouse Ltd
- John Muir's Birthplace
- Springfield guest house
- egreen dunbar & district
- PJ Design

When asked if they were aware of the Dunbar SciFest, **all businesses noted that they were aware of the event and the following sources of information were provided:**

- Dunbar Trades Association (DTA)
- Good publicity and DTA
- Through Dunbar Traders and the Museum Service also had a stall
- Notices, online, family involvement/comment, Trades Association meetings and talk to Rotary Club.
- Direct from Dunbar Science group. We fund the science club project

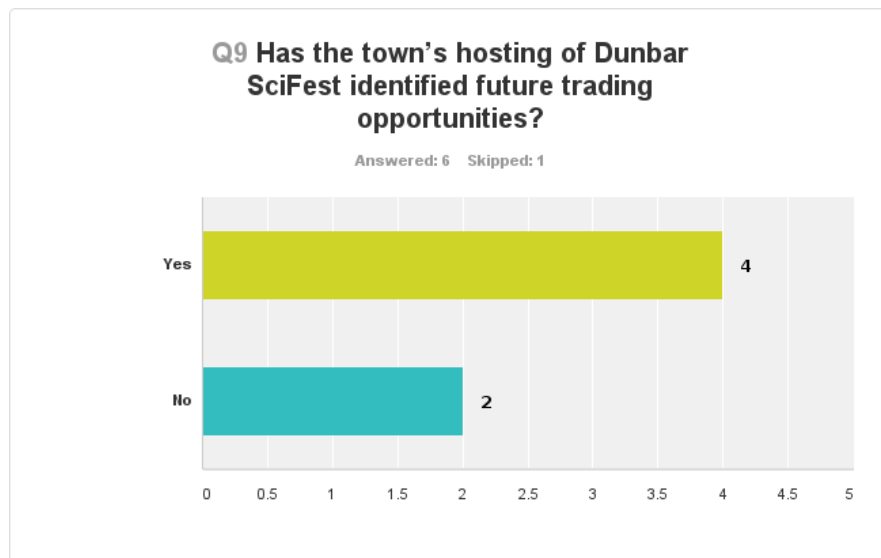
- Via the community and Dunbar Trades' Association

Local businesses were asked if they felt their business had witnessed an effect as a result of the Dunbar SciFest, the results are shown below:



This suggests there was an impact on local trade levels, but in some cases this was hard to measure.

Local businesses were asked if they had identified any future trading opportunities as a result of the Dunbar SciFest, the results are shown below:



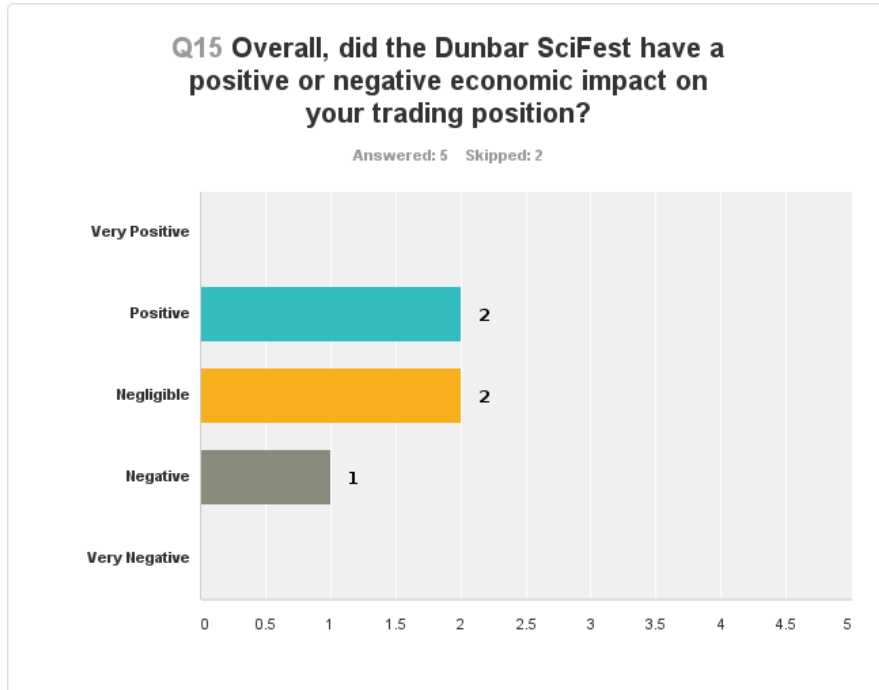
More than half of the responding firms noted that they had identified future trading opportunities as a result of the SciFest, and when asked to summarise how the event has supported the development of your business, the following responses were provided:

- Gave us the opportunity to make our presence known to the town and others
- Taking part in the molecule hunt means people who might not otherwise come in are tempted in the door
- Possible promotion via online presence

- Raised awareness of our project. We don't sell products, however we attend the event and can raise awareness about our services, i.e., energy efficiency and renewables
- This is an excellent event which raises the profile of Dunbar, which can only benefit everyone.

Two of the local businesses noted that they were actively involved with the Dunbar SciFest and had stalls at the event, one firm noted that they used to promote their business in terms of handing out leaflets and business cards. Four of the businesses noted that they took part in the Molecule Hunt event.

Local businesses were asked if they felt the Dunbar SciFest had a positive or negative economic impact on your trading position, the results are shown below:



Local businesses felt that the event had either a positive or negligible economic impact on businesses in the town, in many cases firms noted that it was hard to measure.

All firms noted that the Dunbar SciFest is a good thing for Dunbar, when asked why the following responses were provided:

- It brings people into the town and that can only benefit the tradesman, i.e.. cafes etc
- Helps to promote Dunbar

- Shows we are being proactive
- Educate children
- Brings in visitors from outside
- Excellent event, excellent publicity - all benefits the town.

Finally, local businesses were asked if they had any ideas that could possibly be incorporated in future local events, the following responses were provided:

- Maybe have an event that is during school holiday and midweek rather than the weekend. The SciFest had a banner up on my railings to promote the event . And it made no difference to us. Also the sign was not really helping to promote the High St. It diverted people to the bleaching field by by-passing the High St. Maybe I should consider a charge for the banner to be displayed on MY railings I do pay the rent also the donation we made to the hamper.
- This year's event took place during a £30 million refurbishment of Torness Nuclear Power Station. Most accommodation providers were probably at high occupancy and thus would see additional promotion for this event as highly marginal to their accommodation business."
- BeGreen sponsors the SciFest via our funding agent Community windpower, i.e., Marquee Tent . Hopefully this will be on an ongoing basis.
- Thanks must be expressed to the organisers who work very, very hard at putting on this event and maintaining the standard and keeping the event fresh, must be very difficult for them. I have no further suggestions as everything appears to work very well.

5: Economic Impact Assessment

Importantly for economic impact analyses, visitors were asked about their spending patterns. Visitors were asked to estimate their spend per head across tickets, food and drink, shopping, transport, recreation and other spending. Those staying in paid accommodation were also asked to provide the average price per person per night.

The following average spend rates were provided:

- Tickets: **£7.30** (across 92% of sample)
- Food and Drink: **£8.81** (across 66% of sample)
- Shopping: **£10.99** (across 10% of sample)
- Transport: **£7.31** (across 19% of sample)
- Recreation: **£9.69** (across 5% of sample)
- Other: **£23.70** (across 4% of sample)
- Paid Accommodation: £24.00 (across 1.5% of the sample, average stay 1.8 nights)

In terms of grossing these results across the entire population of visitors, the following table sets out the proportion of visitors by spend category and the average spend rate per head. The accommodation calculation is based on an average stay of 1.8 nights.

	% of Visitors Spending	No. of Visitors Spending	Average Spend	Total Spend
Tickets	92%	4,710	£ 7.30	£ 34,385.92
Food & Drink	66%	3,379	£ 8.81	£ 29,770.75
Shopping	10%	512	£ 10.99	£ 5,626.88
Transport	19%	973	£ 7.31	£ 7,111.17
Recreation	5%	256	£ 9.69	£ 2,480.64
Other	4%	205	£ 23.70	£ 4,853.76
Paid Accommodation *	1.5%	77	£ 24.00	£ 3,317.76
Total				£ 87,546.88

* Total spend based on 1.8 nights

In total, the Dunbar SciFest weekend event injected almost **£88,000** to the local economy. Assuming 95% visitor trips made to Dunbar were as a direct result of the event, the **net direct economic impact** of event can be valued at **£83,170**. This should be seen as a conservative estimate as it does not include spend by participants and officials. The expenditure on staging the event will also have had two types of wider impact on the economy:

- Supplier effect: an increase in sales in a business will require it to purchase more supplies than it would have otherwise. A proportion of this 'knock-on' effect will benefit suppliers in the local economy; and
- Income effect: an increase in sales in a business will usually lead to either an increase in employment or an increase in incomes for those already employed.

The Scottish Tourism Multiplier Study (STMS) provides standard supplier and income multipliers for the tourism sector. This estimates that the combined supplier and income multiplier for a rural location for day trips is 1.65 and 1.57 for overnight trips at the local level. This suggests that the **net additional economic impact of visitor spend as a result of the Dunbar SciFest weekend event was in the region of £136,978**.

6: Summary

The Dunbar SciFest was held for the fourth time between the 22nd and 23rd March 2014. 83 organisations provided a wide range of interactive and hands-on activities, events and workshops at the weekend event, attracting a total of 5,120 visitors over the weekend.

The key findings from the **visitor survey** can be summarised as:

- The event successfully attracted locals and visitors alike. Attracting 56% of the visitors from outside Dunbar should be seen as a success in marketing terms, the economic impact associated with visitor activity is also more pronounced than local demand.
- Most groups were family groups, where on average there were more children than adults in each group. This validates the fact that the event is tailored towards families and children.
- Although there were a number of very popular events, in general most visitors were there to experience the wider event and not to solely visit one specific activity.
- In terms of the economic impact of the event it is important to recognise that the vast majority of visitors to the area were attending solely for the event. Only 5% of respondents noted that they were undertaking other events/activities in the area ahead of visiting the SciFest. In other words, 95% of respondents were there as a direct result of the SciFest.
- This analysis indicates that many visitors had visited Dunbar in the past; however there was a selection of people who were first time visitors to the town.
- The event can be seen to be more of a day trip than an overnight visit.
- Visitors to event rated it very highly, not one respondent noted it as 'Poor' or 'Very Poor'.
- In general the most liked aspects were related to the variety of events, the hands-on and interactive nature of activities and the range of activities for children of all ages. The main dislikes largely centred on the fact that many workshops were full or fully booked and the crowded nature of the event space.
- There was an equal split between event newcomers and repeat visitors, this suggest the event has been successful in both encouraging new visitors while being of a high quality to attract repeat visits.
- The overwhelming majority of visitors noted that it is likely they will attend future SciFests. It should be noted that there were a few people already noting that the event was extremely busy, and therefore this result should be treated with caution in terms of capacity constraints.
- The vast majority of visitors would recommend the event to others, again caution must be noted about capacity constrains if greater level of demand is generated in future years.
- 'Word of Mouth' is always a popular source, but the value of the school bag drop cannot be overstated.
- There was a handful of respondents who felt that finding the venue was either 'Not Very Easy' or 'Difficult', in many cases this was due to a lack of signposting or incorrect signposting which directed a number of people to the Grammar School. A number of people felt the signposting could be better, in terms of being larger, clearer and avoiding confusion in regards to directing traffic in the direction of the Grammar School.

- Overall visitors noted that they were not interested in a Park and Ride, where only two out of ten respondents noted that they would be interested in a Park and Ride facility:
- The cafe was obviously well positioned and promoted as almost half of the respondents had visited the cafe. The aim should be to encourage more cafe visits in future years.
- Of those who felt the cafe was 'Not Very Good', people tended to say it was either (or both) expensive and of a poor quality. A number of people felt the food on offer was not very healthy. Overall, the results suggest further thought on the cafe is required in future years.
- The Molecule Hunt did not have a wide appeal, further consideration of its role and promotion need to be undertaken as part of future event planning.
- Although it seems that the change in date would have little impact in visitation level, it is worth noting that there were people stating they would be 'more likely to attend' compared to those stating they would be 'less likely to attend'. Again, this would have a potential positive impact on demand levels, which is good but capacity constraints need to be taken into account.
- It is healthy, in economic terms, to see that six out of ten people went on to use the shops in Dunbar High Street. This confirms that the multiplier impact of the event must therefore be built into the economic impact calculation.
- The vast majority of respondents were aged between 26 and 55 years of age, which is typical of a family focused event.

The key findings from the **participant survey** can be summarised as:

- In many cases, participating organisations were attracted to the event in order to promote science to a wider and youthful audience. There was a clear desire to support a local and science based event and to help inspire and excite people about science in general.
- Most participants were making day trips to the event. Although it is worth noting around 10% were staying in the areas as a result of the event.
- The analysis clearly demonstrates a positive movement towards a greater level of satisfaction from 'prior' through to 'during' and 'after' the event. This is further validation of the success of the SciFest in 2014, constantly enhancing levels of satisfaction as the event unfolded.
- All participants are interested in attending future SciFests and the fact that all participants are willing to promote the event to others is testament to the organisation of the event in 2014.
- It is interesting to note that half of the respondents were first time participants to the event, whilst half had attended in previous years. Continuing this theme is likely to be beneficial as it offers visitors with events and activities which they like and are aware of whilst also introducing new events to ensure the event benefits from repeat visitors.
- As recorded in the visitor's survey it is useful to note that there was a sizeable number of new visits to Dunbar, and those promoting the area to a new audience who may visit again in the future.
- Many participants had or were planning to use local shops, which confirms the importance of the event to the wider health and wellbeing

of the town, and validates the use of the multiplier effect in the economic impact calculation.

The key findings from the **local business survey** can be summarised as:

- All responding businesses noted that they were aware of the event.
- Some businesses were able to demonstrate an increase in trade levels as a result of the SciFest, but in some cases this was hard to measure.
- More than half of the responding firms noted that they had identified future trading opportunities as a result of the SciFest.
- Local businesses felt that the event had either a positive or negligible economic impact on businesses in the town, in many cases firms noted that it was hard to measure..
- All firms noted that the Dunbar SciFest is a good thing for Dunbar

In terms of the economic impact of the event, the net additional economic impact of visitor spend as a result of the Dunbar SciFest weekend event was in the region of £136,978.