

**Todmorden Bandstand
Attendance and Economic Impact Estimates**

Date of Issue: 28 May 2021



EVENT PROFILES

Events by Scale

Event Scale and Attendances	Business Plan Year			
	1	2	3	Grand Total
Large				
Number of Events	4	4	4	12
Sum of Total Attendance	6,300	7,150	7,250	20,700
Medium				
Number of Events	6	6	6	18
Sum of Total Attendance	5,650	6,550	6,825	19,025
Small				
Number of Events	5	5	5	15
Sum of Total Attendance	2,250	2,700	2,925	7,875
Total Number of Events	15	15	15	45
Total Sum of Total Attendance	14,200	16,400	17,000	47,600

Events by Capacity

Max Capacity	Business Plan Year			
	1	2	3	Grand Total
500				
Number of Events	3	3	3	9
Average of Total Attendance	250	300	325	292
1000				
Number of Events	1	1	1	3
Average of Total Attendance	600	700	750	683
1500				
Number of Events	7	7	7	21
Average of Total Attendance	879	1,029	1,082	996
2000				
Number of Events	3	3	3	9
Average of Total Attendance	1,433	1,633	1,667	1,578
3000				
Number of Events	1	1	1	3
Average of Total Attendance	2,400	2,700	2,700	2,600
Total Number of Events	15	15	15	45
Total Average of Total Attendance	947	1,093	1,133	1,058

Events by Type

Indicative Events by Type	Business Plan Year			
	1	2	3	Grand Total
Brass / Concert Band				
Number of Events	4	4	4	12
Sum of Total Attendance	3,675	4,275	4,500	12,450
Brass Band Marching Day				
Number of Events	1	1	1	3
Sum of Total Attendance	1,400	1,600	1,600	4,600
Contemporary Music				
Number of Events	5	5	5	15
Sum of Total Attendance	6,475	7,425	7,575	21,475
Popular Classical				
Number of Events	3	3	3	9
Sum of Total Attendance	2,150	2,500	2,675	7,325
Other				
Number of Events	2	2	2	6
Sum of Total Attendance	500	600	650	1,750
Total Number of Events	15	15	15	45
Total Sum of Total Attendance	14,200	16,400	17,000	47,600

Free Events

Event is Free	Business Plan Year			
	1	2	3	Grand Total
Yes				
Number of Events	6	6	6	18
Sum of Total Attendance	4,225	4,925	5,250	14,400
No				
Number of Events	9	9	9	27
Sum of Total Attendance	9,975	11,475	11,750	33,200
Total Number of Events	15	15	15	45
Total Sum of Total Attendance	14,200	16,400	17,000	47,600

Events by Seating / Standing

Number of Events Events by Type	Business Plan Year			
	1	2	3	Grand Total
Seated	4	4	4	12
Standing	5	5	5	15
Both	6	6	6	18
Grand Total	15	15	15	45

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DISTRIBUTION OF ATTENDANCE - RESIDENT AND TOURIST

Attendance Levels by Broad Type of Attendee

Event Scale and Attendee Type	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Resident Attendance	3,835	4,085	3,730	11,650
Sum of Tourist Attendance	2,465	3,065	3,520	9,050
Sum of Total Attendance	6,300	7,150	7,250	20,700
Medium				
Sum of Resident Attendance	3,853	4,388	4,459	12,699
Sum of Tourist Attendance	1,798	2,163	2,366	6,326
Sum of Total Attendance	5,650	6,550	6,825	19,025
Small				
Sum of Resident Attendance	1,800	2,160	2,165	6,125
Sum of Tourist Attendance	450	540	760	1,750
Sum of Total Attendance	2,250	2,700	2,925	7,875
Total Sum of Resident Attendance	9,488	10,633	10,354	30,474
Total Sum of Tourist Attendance	4,713	5,768	6,646	17,126
Total Sum of Total Attendance	14,200	16,400	17,000	47,600

Attendance Levels by Broad Type of Tourist

Event Scale and Tourist Type	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Staying Visitors	277	344	395	1,016
Sum of Day Visitors	2,188	2,721	3,125	8,034
Sum of Tourist Attendance	2,465	3,065	3,520	9,050
Medium				
Sum of Staying Visitors	202	243	266	710
Sum of Day Visitors	1,596	1,920	2,101	5,616
Sum of Tourist Attendance	1,798	2,163	2,366	6,326
Small				
Sum of Staying Visitors	51	61	85	196
Sum of Day Visitors	399	479	675	1,554
Sum of Tourist Attendance	450	540	760	1,750
Total Sum of Staying Visitors	529	647	746	1,922
Total Sum of Day Visitors	4,184	5,120	5,900	15,204
Total Sum of Tourist Attendance	4,713	5,768	6,646	17,126

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TICKETING

Ticketing Mix

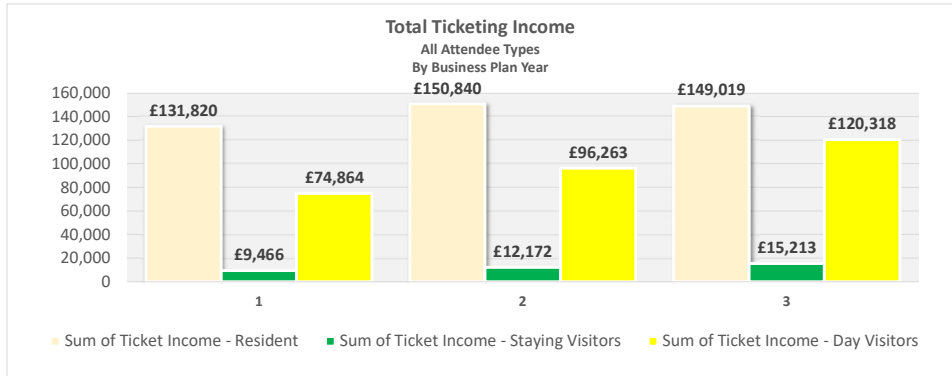
Number of Events Scale of Event and Number of Events by Access	Business Plan Year			Grand Total
	1	2	3	
Large				
Free	1	1	1	3
Ticketed Area	1	1	1	3
Ticketed Whole Park	2	2	2	6
Medium				
Free	2	2	2	6
Ticketed Area	3	3	3	9
Ticketed Whole Park	1	1	1	3
Small				
Free	3	3	3	9
Ticketed Area	2	2	2	6
Grand Total	15	15	15	45

Total Ticket Sales

Event Scale and Total Ticket Sales by Attendee Type	Business Plan Year			Grand Total
	1	2	3	
Large				
Number of Events	4	4	4	12
Sum of Ticket Sales Residents	3,135	3,285	2,930	9,350
Sum of Ticket Sales Tourists	1,765	2,265	2,720	6,750
Sum of Total Ticket Sales	4,900	5,550	5,650	16,100
Medium				
Number of Events	6	6	6	18
Sum of Ticket Sales Residents	2,435	2,745	2,704	7,884
Sum of Ticket Sales Tourists	1,640	1,980	2,171	5,791
Sum of Total Ticket Sales	4,075	4,725	4,875	13,675
Small				
Number of Events	5	5	5	15
Sum of Ticket Sales Residents	750	900	878	2,528
Sum of Ticket Sales Tourists	250	300	348	898
Sum of Total Ticket Sales	1,000	1,200	1,225	3,425
Total Number of Events	15	15	15	45
Total Sum of Ticket Sales Residents	6,320	6,930	6,511	19,761
Total Sum of Ticket Sales Tourists	3,655	4,545	5,239	13,439
Total Sum of Total Ticket Sales	9,975	11,475	11,750	33,200

Average Ticket Charges by Size of Event - Where Admission is Charged

Event Scale and Ticket Charge per Head Ticketed Events Only	Business Plan Year			Grand Total
	1	2	3	
Large				
Average Ticket Charge £	21.82	22.84	24.65	23.16
Medium				
Average Ticket Charge £	20.98	21.76	23.09	22.00
Small				
Average Ticket Charge £	23.75	24.75	26.67	25.15
Total Average Ticket Charge £	21.67	22.59	24.22	22.89



Event Scale and Ticket Income by Attendee Type	Business Plan Year			Grand Total
	1	2	3	
Large				
Number of Events	4	4	4	12
Sum of Ticket Income - Resident	£65,895	£73,125	£68,810	£207,830
Sum of Ticket Income - All Tourists	£41,005	£53,625	£70,490	£165,120
Sum of Ticket Income - Total	£106,900	£126,750	£139,300	£372,950
Medium				
Number of Events	6	6	6	18
Sum of Ticket Income - Resident	£48,300	£55,665	£57,101	£161,066
Sum of Ticket Income - All Tourists	£37,200	£47,160	£55,474	£139,834
Sum of Ticket Income - Total	£85,500	£102,825	£112,575	£300,900
Small				
Number of Events	5	5	5	15
Sum of Ticket Income - Resident	£17,625	£22,050	£23,108	£62,783
Sum of Ticket Income - All Tourists	£6,125	£7,650	£9,568	£23,343
Sum of Ticket Income - Total	£23,750	£29,700	£32,675	£86,125
Total Number of Events	15	15	15	45
Total Sum of Ticket Income - Resident	£131,820	£150,840	£149,019	£431,679
Total Sum of Ticket Income - All Tourists	£84,330	£108,435	£135,531	£328,296
Total Sum of Ticket Income - Total	£216,150	£259,275	£284,550	£759,975

Average Ticket Income per Attendee - All Events (Paid + Free)

Event Scale and Average Ticket Income per Head	Business Plan Year			Grand Total
	1	2	3	
Large				
Average Ticket Income per Attendee £	16.97	17.73	19.21	18.02
Medium				
Average Ticket Income per Attendee £	15.13	15.70	16.49	15.82
Small				
Average Ticket Income per Attendee £	10.56	11.00	11.17	10.94
Total Average Ticket Income per Attendee £	15.22	15.81	16.74	15.97

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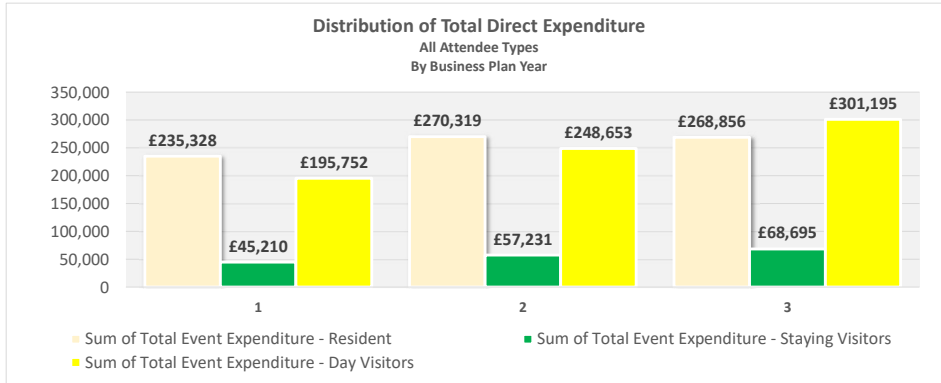
TOTAL DIRECT EVENT EXPENDITURE BY ATTENDEES

All Attendees

Event Scale and Expenditure by All Attendees	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Ticket Income - Total	£106,900	£126,750	£139,300	£372,950
Sum of Accommodation - Total	£6,980	£8,939	£10,574	£26,493
Sum of Retail - Total	£31,763	£40,679	£48,120	£120,562
Sum of Catering - Total	£70,179	£82,199	£86,106	£238,484
Sum of Recreation - Total	£8,905	£11,405	£13,491	£33,802
Sum of Transport - Total	£5,943	£7,611	£9,003	£22,557
Sum of Total Event Expenditure - Total	£230,670	£277,583	£306,594	£814,847
Medium				
Sum of Ticket Income - Total	£85,500	£102,825	£112,575	£300,900
Sum of Accommodation - Total	£5,090	£6,307	£7,108	£18,505
Sum of Retail - Total	£23,162	£28,701	£32,347	£84,210
Sum of Catering - Total	£62,696	£74,911	£80,468	£218,075
Sum of Recreation - Total	£6,494	£8,047	£9,069	£23,610
Sum of Transport - Total	£4,334	£5,370	£6,052	£15,756
Sum of Total Event Expenditure - Total	£187,275	£226,161	£247,620	£661,056
Small				
Sum of Ticket Income - Total	£23,750	£29,700	£32,675	£86,125
Sum of Accommodation - Total	£1,274	£1,575	£2,283	£5,132
Sum of Retail - Total	£5,799	£7,167	£10,389	£23,355
Sum of Catering - Total	£24,811	£30,667	£34,328	£89,806
Sum of Recreation - Total	£1,626	£2,009	£2,913	£6,548
Sum of Transport - Total	£1,085	£1,341	£1,944	£4,370
Sum of Total Event Expenditure - Total	£58,345	£72,459	£84,532	£215,336
Total Sum of Ticket Income - Total	£216,150	£259,275	£284,550	£759,975
Total Sum of Accommodation - Total	£13,344	£16,821	£19,965	£50,130
Total Sum of Retail - Total	£60,723	£76,547	£90,857	£228,127
Total Sum of Catering - Total	£157,686	£187,777	£200,902	£546,365
Total Sum of Recreation - Total	£17,025	£21,461	£25,473	£63,959
Total Sum of Transport - Total	£11,361	£14,322	£16,999	£42,683
Total Sum of Total Event Expenditure - Total	£476,290	£576,203	£638,746	£1,691,239

Tourists

Event Scale and Tourists' Expenditure	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Ticket Income - All Tourists	£41,005	£53,625	£70,490	£165,120
Sum of Accommodation - All Tourists	£6,980	£8,939	£10,574	£26,493
Sum of Retail - All Tourists	£31,763	£40,679	£48,120	£120,562
Sum of Catering - All Tourists	£28,340	£36,295	£42,933	£107,568
Sum of Recreation - All Tourists	£8,905	£11,405	£13,491	£33,802
Sum of Transport - All Tourists	£5,943	£7,611	£9,003	£22,557
Sum of Total Event Expenditure - All Tourists	£122,936	£158,555	£194,612	£476,102
Medium				
Sum of Ticket Income - All Tourists	£37,200	£47,160	£55,474	£139,834
Sum of Accommodation - All Tourists	£5,090	£6,307	£7,108	£18,505
Sum of Retail - All Tourists	£23,162	£28,701	£32,347	£84,210
Sum of Catering - All Tourists	£20,666	£25,608	£28,861	£75,135
Sum of Recreation - All Tourists	£6,494	£8,047	£9,069	£23,610
Sum of Transport - All Tourists	£4,334	£5,370	£6,052	£15,756
Sum of Total Event Expenditure - All Tourists	£96,945	£121,193	£138,912	£357,049
Small				
Sum of Ticket Income - All Tourists	£6,125	£7,650	£9,568	£23,343
Sum of Accommodation - All Tourists	£1,274	£1,575	£2,283	£5,132
Sum of Retail - All Tourists	£5,799	£7,167	£10,389	£23,355
Sum of Catering - All Tourists	£5,174	£6,395	£9,270	£20,838
Sum of Recreation - All Tourists	£1,626	£2,009	£2,913	£6,548
Sum of Transport - All Tourists	£1,085	£1,341	£1,944	£4,370
Sum of Total Event Expenditure - All Tourists	£21,082	£26,137	£36,366	£83,585
Total Sum of Ticket Income - All Tourists	£84,330	£108,435	£135,531	£328,296
Total Sum of Accommodation - All Tourists	£13,344	£16,821	£19,965	£50,130
Total Sum of Retail - All Tourists	£60,723	£76,547	£90,857	£228,127
Total Sum of Catering - All Tourists	£54,179	£68,297	£81,064	£203,541
Total Sum of Recreation - All Tourists	£17,025	£21,461	£25,473	£63,959
Total Sum of Transport - All Tourists	£11,361	£14,322	£16,999	£42,683
Total Sum of Total Event Expenditure - All Tourists	£240,962	£305,884	£369,890	£916,736



Residents

Event Scale and Residents' Expenditure	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Ticket Income - Resident	£65,895	£73,125	£68,810	£207,830
Sum of Catering - Resident	£41,839	£45,904	£43,172	£130,915
Sum of Total Event Expenditure - Resident	£107,734	£119,029	£111,982	£338,745
Medium				
Sum of Ticket Income - Resident	£48,300	£55,665	£57,101	£161,066
Sum of Catering - Resident	£42,030	£49,303	£51,607	£142,940
Sum of Total Event Expenditure - Resident	£90,330	£104,968	£108,708	£304,007
Small				
Sum of Ticket Income - Resident	£17,625	£22,050	£23,108	£62,783
Sum of Catering - Resident	£19,638	£24,272	£25,058	£68,968
Sum of Total Event Expenditure - Resident	£37,263	£46,322	£48,166	£131,751
Total Sum of Ticket Income - Resident	£131,820	£150,840	£149,019	£431,679
Total Sum of Catering - Resident	£103,508	£119,479	£119,837	£342,824
Total Sum of Total Event Expenditure - Resident	£235,328	£270,319	£268,856	£774,503

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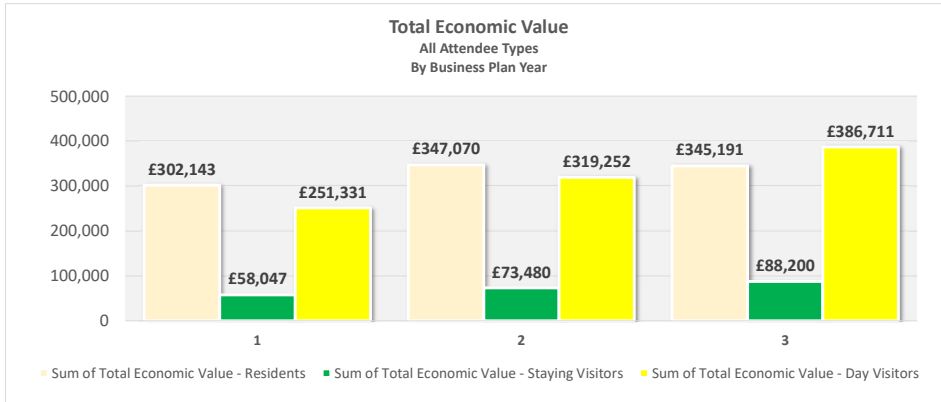
TOTAL ECONOMIC VALUE

All Attendees

Event Scale and Expenditure by All Attendees	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Total Event Expenditure - Total	£230,670	£277,583	£306,594	£814,847
Sum of Indirect Expenditure - Total	£65,493	£78,813	£87,049	£231,355
Sum of Total Economic Value - Total	£296,163	£356,396	£393,643	£1,046,202
Medium				
Sum of Total Event Expenditure - Total	£187,275	£226,161	£247,620	£661,056
Sum of Indirect Expenditure - Total	£53,172	£64,213	£70,305	£187,690
Sum of Total Economic Value - Total	£240,447	£290,373	£317,926	£848,746
Small				
Sum of Total Event Expenditure - Total	£58,345	£72,459	£84,532	£215,336
Sum of Indirect Expenditure - Total	£16,565	£20,573	£24,001	£61,139
Sum of Total Economic Value - Total	£74,910	£93,032	£108,533	£276,475
Total Sum of Total Event Expenditure - Total	£476,290	£576,203	£638,746	£1,691,239
Total Sum of Indirect Expenditure - Total	£135,230	£163,598	£181,356	£480,184
Total Sum of Total Economic Value - Total	£611,520	£739,802	£820,102	£2,171,424

Tourists

Event Scale and Tourists' Expenditure	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Total Event Expenditure - All Tourists	£122,936	£158,555	£194,612	£476,102
Sum of Indirect Expenditure - All Tourists	£34,904	£45,018	£55,255	£135,177
Sum of Total Economic Value - All Tourists	£157,840	£203,572	£249,867	£611,279
Medium				
Sum of Total Event Expenditure - All Tourists	£96,945	£121,193	£138,912	£357,049
Sum of Indirect Expenditure - All Tourists	£27,525	£34,410	£39,441	£101,375
Sum of Total Economic Value - All Tourists	£124,470	£155,602	£178,353	£458,424
Small				
Sum of Total Event Expenditure - All Tourists	£21,082	£26,137	£36,366	£83,585
Sum of Indirect Expenditure - All Tourists	£5,986	£7,421	£10,325	£23,732
Sum of Total Economic Value - All Tourists	£27,068	£33,558	£46,692	£107,317
Total Sum of Total Event Expenditure - All Tourists	£240,962	£305,884	£369,890	£916,736
Total Sum of Indirect Expenditure - All Tourists	£68,415	£86,848	£105,021	£260,284
Total Sum of Total Economic Value - All Tourists	£309,377	£392,732	£474,911	£1,177,020



Residents

Event Scale and Tourists' Expenditure	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Total Event Expenditure - Resident	£107,734	£119,029	£111,982	£338,745
Sum of Indirect Expenditure - Residents	£30,588	£33,795	£31,794	£96,178
Sum of Total Economic Value - Residents	£138,323	£152,824	£143,777	£434,924
Medium				
Sum of Total Event Expenditure - Resident	£90,330	£104,968	£108,708	£304,007
Sum of Indirect Expenditure - Residents	£25,647	£29,803	£30,865	£86,315
Sum of Total Economic Value - Residents	£115,977	£134,771	£139,573	£390,322
Small				
Sum of Total Event Expenditure - Resident	£37,263	£46,322	£48,166	£131,751
Sum of Indirect Expenditure - Residents	£10,580	£13,152	£13,675	£37,407
Sum of Total Economic Value - Residents	£47,843	£59,474	£61,841	£169,158
Total Sum of Total Event Expenditure - Resident	£235,328	£270,319	£268,856	£774,503
Total Sum of Indirect Expenditure - Residents	£66,815	£76,750	£76,335	£219,900
Total Sum of Total Economic Value - Residents	£302,143	£347,070	£345,191	£994,403



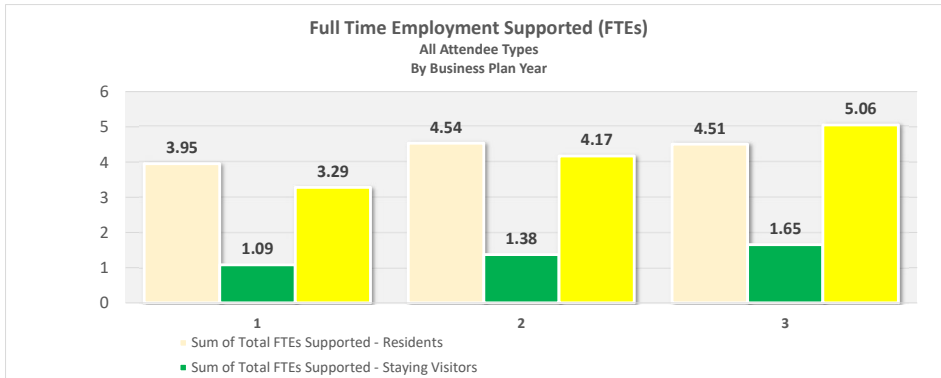
EMPLOYMENT SUPPORTED

All Attendees

Event Scale and FTEs by All Attendees	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Direct FTEs Supported - Total	3.07	3.70	4.10	10.86
Sum of Indirect and Induced FTEs Supported - Total	0.97	1.18	1.31	3.47
Sum of Total FTEs Supported - Total	4.04	4.88	5.41	14.33
Medium				
Sum of Direct FTEs Supported - Total	2.49	3.01	3.29	8.79
Sum of Indirect and Induced FTEs Supported - Total	0.79	0.95	1.05	2.79
Sum of Total FTEs Supported - Total	3.27	3.96	4.34	11.57
Small				
Sum of Direct FTEs Supported - Total	0.77	0.96	1.12	2.84
Sum of Indirect and Induced FTEs Supported - Total	0.24	0.30	0.35	0.89
Sum of Total FTEs Supported - Total	1.01	1.25	1.47	3.73
Total Sum of Direct FTEs Supported - Total	6.32	7.66	8.51	22.49
Total Sum of Indirect and Induced FTEs Supported - Total	2.00	2.43	2.71	7.14
Total Sum of Total FTEs Supported - Total	8.32	10.09	11.22	29.64

Tourists

Event Scale and Tourist FTEs	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Direct FTEs Supported - All Tourists	1.67	2.16	2.65	6.48
Sum of Indirect and Induced FTEs Supported - All Tourists	0.56	0.72	0.88	2.16
Sum of Total FTEs Supported - All Tourists	2.23	2.88	3.53	8.64
Medium				
Sum of Direct FTEs Supported - All Tourists	1.32	1.65	1.89	4.85
Sum of Indirect and Induced FTEs Supported - All Tourists	0.44	0.55	0.63	1.62
Sum of Total FTEs Supported - All Tourists	1.76	2.20	2.52	6.47
Small				
Sum of Direct FTEs Supported - All Tourists	0.29	0.36	0.50	1.14
Sum of Indirect and Induced FTEs Supported - All Tourists	0.10	0.12	0.17	0.38
Sum of Total FTEs Supported - All Tourists	0.38	0.48	0.66	1.52
Total Sum of Direct FTEs Supported - All Tourists	3.28	4.16	5.03	12.47
Total Sum of Indirect and Induced FTEs Supported - All Tourists	1.09	1.39	1.68	4.16
Total Sum of Total FTEs Supported - All Tourists	4.37	5.55	6.71	16.63



Residents

Event Scale and Residents FTEs	Business Plan Year			
	1	2	3	Grand Total
Large				
Sum of Direct FTEs Supported - Residents	1.39	1.54	1.45	4.38
Sum of Indirect and Induced FTEs Supported - Residents	0.41	0.46	0.43	1.30
Sum of Total FTEs Supported - Residents	1.81	2.00	1.88	5.69
Medium				
Sum of Direct FTEs Supported - Residents	1.17	1.36	1.41	3.93
Sum of Indirect and Induced FTEs Supported - Residents	0.35	0.40	0.42	1.17
Sum of Total FTEs Supported - Residents	1.52	1.76	1.83	5.10
Small				
Sum of Direct FTEs Supported - Residents	0.48	0.60	0.62	1.70
Sum of Indirect and Induced FTEs Supported - Residents	0.14	0.18	0.19	0.51
Sum of Total FTEs Supported - Residents	0.63	0.78	0.81	2.21
Total Sum of Direct FTEs Supported - Residents	3.04	3.50	3.48	10.02
Total Sum of Indirect and Induced FTEs Supported - Residents	0.91	1.04	1.04	2.98
Total Sum of Total FTEs Supported - Residents	3.95	4.54	4.51	13.00