Impacts of the Lytham Festival 2023

October 2023

FOURTH STREET
A PLACE CAPITAL GROUP COMPANY

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1 Summary

The aim of this report is to assess the impacts of the 2023 Lytham Festival, which took place on Lytham Green over 5 days from 28 June 2023. The festival took the form of 5 concerts with support acts.

Research for the study included surveys of: people attending the festival, people working at the festival, residents of Lytham, and local businesses.

75,000 tickets were sold for the festival, resulting in over 90,000 day visits. Most visits were from the North West region. The audience was older than other festivals, with an average age of 46. It was largely people of professional and managerial backgrounds.

Headline results of the analysis are:

- The 2023 Lytham Festival created c. £22.4 million of income for UK businesses.
- About £16.8 million of that is additional income over and above what could otherwise have been expected.
- This represents Gross Value Added of c.£9.2 million.
- The government benefited by c.£2.5 million of additional VAT.
- The festival generated c. £3.8 million of additional income for businesses in Fylde.
- About £2.3 million of that was from expenditure by festivalgoers on eating, drinking and shopping before (mainly) the concerts. Accommodation providers were also big beneficiaries.
- The festival generated about £8 million additional income for businesses in the North West.
- Festivalgoers paid for about 4,500 room nights in hotels and other visitor accommodation in Fylde, and about 10,500 room nights in Blackpool and other locations in the area.
- 18 permanent staff worked on the festival. That represents c.13 full time equivalent (FTE) jobs, c.6.5 FTE of which are based in Fylde. A further 2 FTE are based in other parts of the NW.
- About 1,650 other people worked at the festival, for c.80,000 hours in total. They worked for an average of 48 hours each. That is equivalent to 22,000 days, 91 FTE jobs.
- c.235 of those workers (14% of the total) live in Fylde. The festival created the equivalent of 8 FTE jobs for local people working at the festival itself in addition to the 6.5 permanent staff based in Fylde.
- People working at the festival spent c.£600,000 inc VAT (£500,000 exc VAT) on accommodation in Fylde, about two thirds of that being spent in Lytham.
- People working at the festival from outside Fylde are estimated to have spent about £110,000 (inc VAT) in other businesses in Fylde like shops and food and beverage establishments.
- The additional expenditure in Fylde businesses outside the festival is enough, theoretically, to sustain 30 FTE jobs. It will, in practice, have been top-up income that will have helped sustain the jobs of a much larger number of local people.

- The festival helped to sustain c.217 FTE jobs in total.
- It helped to sustain c.44 FTE jobs in Fylde.
- 42% of Lytham residents that were surveyed had attended at least one of the concerts. They had been to 2.4 of the concerts each on average. Most had been to concerts in previous years.
- 54% of residents surveyed had not been to the festival in this or previous years.
- Over a half said that the festival had deterred them from going to the town centre to some extent, mainly because of traffic and lack of parking. 11% said they had been totally deterred.
- 8.5% of those surveyed said they had spent elsewhere money that they otherwise would have spent in Lytham as a result of the festival. Most of those said they had spent instead in St Annes. The survey suggests that there was only a small loss of income to Fylde businesses from this, of the order of £15,000.
- 60% of Lytham residents surveyed said that the atmosphere created by the festival in the town was fantastic or enjoyable. The average rating was 6.7 out of 10 (i.e. firmly positive).
- Those who live in the town centre were much less positive about the atmosphere than those who live outside the town centre. 50% of those surveyed who live in the town centre said that the atmosphere was fantastic or enjoyable. A quarter were negative about it, but only 2% described it as terrible. The average score was 6.1 out of 10 (i.e. also firmly positive).
- 32% of residents surveyed, 37% of people who live in the town centre, said the festival had caused them some inconvenience. Most said it had not. Preventing access to public parking was much the largest reason given.
- Noise emanating from the festival site affected 5% of residents surveyed, with 4% affected by noise from people going to or leaving the festival. 1.4% of people interviewed, equivalent to c.140 Lytham residents, said they found noise from the festival site to be “very annoying”.
- 5% of respondents said that the festival had caused at least one delayed journey. The average delay reported was 18 minutes.
- 40% of those surveyed living in the town centre, and 33% living elsewhere in the town, said they had witnessed anti-social behaviour from festivalgoers. Drinking on the streets, rowdiness and littering were much the most prevalent.
- Residents interviewed were positive about policing of the festival, giving a score of 8.4 out of 10 (where 0 is very negative and 10 is very positive). They were even more positive about stewarding, giving a score of 8.6 out of 10.
- Residents of the town centre who were surveyed were less positive than those who lived in other parts of the town about whether the festival was good for local people, but they were positive on average, with an average score of 6.3 out of 10 (7.6 out of 10 for people not living in the town centre, 6.8 out of 10 altogether). Only a few said it was “very bad” for local people.
- They felt more strongly that the festival is of benefit to local businesses, giving that an overall rating of 7.7 out of 10. Almost half agreed that the festival was very good for businesses.

- Residents of the town centre town centre who were surveyed were twice as negative about inconvenience from the festival as those living outside the centre, but the average score was only 2.9 out of 10 (where 0 is no inconvenience and 10 is a great deal). 6% overall said it caused them a great deal of inconvenience. That is equivalent to about 600 people.
- A clear majority of both those living in the town centre and those living outside the town centre either supported or strongly supported continuation of the festival. Only a few were strongly opposed. The score was 7 out of 10 (where 0 is strongly oppose and 10 is strongly support).
- Age groups up to 54 are all very strongly in favour of the festival continuing, especially those aged 25-34 years. Older people are less enthusiastic, but all ages are supportive on average.
- The 41 local businesses surveyed strongly agreed that the festival benefited their business. A large proportion said it was very positive. Only one said it was negative. The average score was 8.1 out of 10 (where 0 is very negative and 10 is very positive). This is higher than we have ever experienced before in an equivalent survey. Businesses involved in eating and drinking and accommodation gave the highest rating for positive impact, but most shops also said that the festival benefited them.
- Businesses gave an even higher rating – 9.1 out of 10 – for the festival being a good thing for the area.
- 17 of the businesses (41% of those surveyed) said they had employed staff for additional hours.
- Festivalgoers rated the festival 9.5 out of 10 for enjoyment, the highest we have experienced.
- £96,000 was paid to Fylde Council for use of Lytham Green.
- £36,000 was spent on improving the site, including £15,000 spent on reinstatement.
- Charities collected about £19,000 at the festival. Cuffe and Taylor make annual donations of about £7,500 to local groups. The Proms concert that they stage at Lytham Hall has generated over £200,000 for the restoration of the hall since 2021.

2 Introduction

The aim of this report is to assess the economic impact of the 2023 Lytham Festival, which took place from Wednesday 28 June to Sunday 2 July 2023. The festival is owned by Cuffe and Taylor which is a trading name of Live Nation (UK) Music Ltd. They have commissioned this study jointly with Fylde Borough Council.

The festival takes place on Lytham Green, overlooking the Ribble Estuary.

It was created by friends Daniel Cuffe and Peter Taylor. It started in 2010 with a Lytham Proms classical concert featuring soprano Lesley Garrett. 4,500 people attended that year.

It expanded a year later to a 3 day event headlined by Status Quo and Boyzone in addition to a traditional proms concert headlined by Katherine Jenkins.

It was extended to four days in 2015 and rebranded Lytham Festival. It extended to 5 days in 2017.

Headliners have included Billy Ocean, Tom Jones, Faithless, Noel Gallagher's High Flying Birds, Bryan Adams, Hacienda Classical, Nile Rodgers and CHIC, Madness, Rod Stewart, Kylie Minogue and Stereophonics.

The company continues to organise a picnic Proms-style concert at Lytham Hall, the proceeds going towards the restoration of the hall. Headliners have included Lea Salonga, Ramin Karimloo, Michael Ball, Sheridan Smith, Alfie Boe, Collabro and Jodie Prenger.

The 2023 concerts were by Jamiroquai, Sting, George Ezra, Lionel Richie and a double headlining bill of Mötley Crüe and Def Leppard.

Food at the festival was provided through 19 concessions. Two were run by a local operator, and two others by operators based elsewhere in the NW.

Peter Taylor and Daniel Cuffe act as joint Managing Directors for Cuffe & Taylor and continue to be directly responsible for the running of the Lytham Festival.

The Borough of Fylde is a local government district that covers a large part of the Fylde coast and plain, between Preston and Blackpool in Lancashire. Lytham and St Annes, which are contiguous seaside settlements, form the main population area. The borough has a population of c.82,000.

A large part of the borough is covered by the postcode sectors FY4 and FY8. They are used to define the "local area" for the purposes of this study, except for the resident's survey, which focuses on FY8 4 or FY8 5, which cover Lytham.

Fourth Street and Spirul have done similar studies for numerous festivals and events, including Glastonbury.

3 Methodology

Most of the estimates and insights in the report are derived from four surveys undertaken, for this study, by Spirul, a market research company. The methodology of each is summarised in this section.

The first part of the report (Sections 4 to 10) is concerned with estimating the economic impact of the festival. Cuffe and Taylor provided an analysis of ticket sales by postcode area. They also provided a list suppliers and contractors and the amount spent with them. Information about expenditure in the local economy was obtained from the Survey of Festivalgoers and the Survey of Festival Staff and Volunteers. Section 8 estimates expenditure in the national economy which the festival creates. Section 9 estimates the impact in the local area. Section 10 estimates the number of jobs the festival creates and sustains.

The second part of the report assesses the impact of the festival on local people (Section 11) and on local businesses (Section 12), using the results of the surveys of each. Section 13 has the rating given by festivalgoers to elements of the experience of visiting it.

3.1 Survey of Festivalgoers

The main purpose of this survey was to find out about the nature of festivalgoers and what they spent in the local economy. Figure 1 shows that the surveys were evenly spread across the five days.

Figure 1: Days on which surveys were undertaken.

Date	Surveys	%
Wednesday 28th June	186	21%
Thursday 29th June	181	21%
Friday 30th June	138	16%
Saturday 1st July	195	22%
Sunday 2nd July	181	21%
Total	881	100%

The visitor survey was done face-to-face at the festival site by Spirul staff. 881 surveys were completed. Staffing was provided to achieve about 350 responses based on the time that has been needed for similar surveys at other festivals, but the rate of completion was much faster than normal. This was mainly because many of the surveys were done while festivalgoers were waiting to enter the site, which reduced interviewer downtime between surveys[1]. The larger number of interviews than expected makes no difference to the outcomes other than there can be more confidence in the results of this survey because they are based on a larger sample.

Only a portion of the people interviewed were able to answer the questions about their opinion of the event because they were interviewed before they experienced it. There was a good sample size nevertheless for those questions. They were not a main reason for doing the survey.

[1] It was possible to do this because the festival collects data about spend on the festival site, which is more reliable than asking people about it. There was no need, therefore, to ask about expenditure on the festival site, which meant that the surveys could be done while people were entering the site.

There was some bias in that 63% of respondents were male, whereas only 42% of people in surveyed parties were. This will not have made much difference because, in practice, the respondent will have been answering on behalf of the party they were with and colluding in the answers.

Information from the survey about the nature of the festivalgoers is in Section 4.2.

Information from the survey about how much festivalgoers spent is in Section 5.

3.2 Survey of Festival Staff and Volunteers

The main purpose of the survey was to ascertain the amount of expenditure in the local economy by people working at the festival who came from outside the area.

Cuffe and Taylor emailed the survey, which was set up by Spirul, to everyone who had applied for accreditation. It had to be sent by Cuffe and Taylor because of data protection rules. The introduction to the survey explained that the research had been jointly commissioned from independent consultants by them and Fylde Council.

179 replied. A few were people who had accreditation for reasons other than working at the festival. Their responses were removed. Responses by permanent employees of the festival were also removed on the grounds that most of their expenditure would not be incremental to the area. 134 were by other people who had paid work at the festival. That is a sample of 8.2% of the workforce.

20 responses were from volunteers.

The results are reported in Section 7.

3.3 Survey of Lytham Residents

The purpose of this survey was to assess the impact which the Lytham Festival had on people who live in the area, especially those that live in or regularly use the town centre.

The survey was done face to face by Spirul staff on the seafront, on the High Street and the side streets off it, and at Lowther Gardens on three days in late July.

Figure 2: Survey dates.

Date	No	%
Weds 26th July	151	42%
Thurs 27th July	54	15%
Fri 28th July	152	43%
Total:	357	100%

People were first asked their home postcode. The survey was only continued for FY8 4 or FY8 5 sectors. They cover the town of Lytham, which has a population of c.9,800, c.8,200 being over 16[2]. 357 parties were interviewed, with 629 people in the parties. That is about 6.4% of the population.

[2] Storepoint Geo, from the 2021 Census.

Respondents were selected randomly so that the survey would represent a balanced view of all members of the community, not being biased as a result of people choosing to take the survey because they had strong feelings (for or against) the festival.

Figure 3 show that there was a fairly good match between age profile of the parties surveyed[3] and the population of Lytham, albeit young people were under-represented and middle aged people over-represented in the survey.

Figure 3: Age profile of people surveyed compared to Lytham population.

	Responders %	All in Groups %	Lytham Population %
16-24	5%	6%	9%
25-34	8%	7%	13%
35-44	13%	15%	14%
45-54	25%	24%	17%
55-64	21%	21%	16%
65+	29%	28%	31%
Total:	100%	100%	100%

There was, again, some bias in that males were more likely to answer the questions on behalf of their group than females but this will not have made much difference in practice.

The results of the survey are in Section 11.

3.4 Survey of Local Businesses

The purpose of the survey was to get an indication of the impact of the festival on businesses in Lytham.

Spirul spoke to representatives of 41 businesses, covering a variety of different types. Most were located in Lytham town centre. They were selected by Spirul to cover a cross-section of different types of business from a list provided by Fylde Council. The list of businesses was compiled by Fylde Council's Deputy Chief Executive who invited input from local councillors in its compilation. The results of the survey are in Section 12.

[3] Responders are the people who answered the surveys.

4 Nature and Behaviour of Festivalgoers

4.1 Tickets Sold and Attendance

Non-VIP tickets for single concerts were priced between £45-£85, depending on the act. Non-VIP passes for 5 days were sold for £249-£285 and Non-VIP four day passes for £199.

About 75,000 tickets were sold. Most were for a single concert.

There were about 90,000 individual visits.

Figure 4: Tickets sold.

	No	%
1 Day Pass	71,231	95%
5 Day Pass	3,269	4%
4 Day Pass	724	1%
Total:	75,224	100%

Figure 5 shows the number of days that respondents said they attended. The average was 1.8.

Figure 5: Number of days that respondents were attending.

Days	No	%
1	601	68%
2	109	12%
3	28	3%
4	27	3%
5	116	13%
	881	100%

Sting was the most popular act.

Figure 6: Sales of single admission tickets.

	%
Sting	26%
Def Leppard & Motley Crue	22%
Lionel Ritchie	20%
George Ezra	18%
Jamiroquai	13%
Total One Day:	100%

4.2 Character of Festivalgoers

Figure 7 shows that most of the audience came from the Northwest (NW) region.

Figure 7: Home region of ticket buyers.

Region	No	%
North West	65,516	84%
Yorkshire & Humberside	2,853	4%
West Midlands	2,207	3%
Scotland	1,173	1%
North East	1,122	1%
South East	1,049	1%
Wales	922	1%
East	906	1%
East Midlands	899	1%
London	880	1%
South West	369	0%
Isle of Man	123	0%
Northern Ireland	98	0%
Ireland	59	0%
Channel Islands	35	0%
Total:	78,211	100%

Figure 8 shows the top 20 postcode areas where ticket sales were from[4].

Figure 8: Top 20 postcodes by ticket sales.

	Name	Tickets	% of all tickets		Name	Tickets	% of all tickets
1	Blackpool	17,498	19%	11	Oldham	1,944	2%
2	Preston	15,823	17%	12	Chester	1,533	2%
3	Blackburn	5,035	6%	13	Bradford	985	1%
4	Manchester	4,078	4%	14	Crewe	947	1%
5	Lancaster	4,000	4%	15	Stoke-On-Trent	783	1%
6	Bolton	3,085	3%	16	Carlisle	781	1%
7	Liverpool	3,076	3%	17	Leeds	663	1%
8	Warrington	2,988	3%	18	Llandudno	639	1%
9	Stockport	2,473	3%	19	Huddersfield	588	1%
10	Wigan	2,255	2%	20	Sheffield	571	1%

[4] They account for 93% of sales.

1,876 tickets were sold in FY8 4 postcode, which covers the town centre, and 1,696 tickets were sold for the FY8 5 postcode, covering the outskirts of the town, 3,572 in total. That is c.44% of the population over the age of 16. It tallies with the proportion of people in the residents survey that said they had been to the festival.

8,490 tickets were sold for FY8 and FY4 postcodes, covering Fylde. That is about 12.5% of the population aged over 16 years.

Figure 9 shows the home location of festivalgoers who were surveyed. It suggests that c. 20% of visits, 18,000 in total, were by residents of Fylde. They visited more often on average than other festivalgoers.

Figure 9: Home location of surveyed festivalgoers.

	No	%
Fylde Borough	178	20%
Elsewhere in the North West	459	52%
Elsewhere in the UK	234	27%
Overseas	11	1%
Total	882	100%

About two thirds of respondents who live in Fylde had visited before. About two thirds, by contrast, of those who came from elsewhere were visiting for the first time, although that means that a large proportion were making a repeat visit.

Figure 10: Previous visits to the Lytham Festival.

	Fylde		Elsewhere in NW		Elsewhere	
	No.	%	No.	%	No.	%
This is my first visit	63	36%	312	68%	202	87%
I have been before	113	64%	144	32%	31	13%
Grand Total	176	100%	456	100%	233	100%

Respondents who live in the borough and had visited before reported having been about 5 times previously. Many of those who lived elsewhere were also regular visitors.

Figure 11: Average number of previous visits by people who had visited before.

Residence	Av Prev Visits
Fylde Borough	4.7
Elsewhere in the North West	3.0
Elsewhere in the UK	2.6
Total	3.6

Figure 12 shows that the festival was the main reason for visiting Lytham for almost everyone who was visiting from outside the area. The implication of this is that almost all expenditure in the local economy was incremental to what would have been otherwise.

Figure 12: Whether the festival was main reason for visiting Lytham (for those that live elsewhere).

	No.	%
No	28	4%
Yes	645	96%
Total	673	100%

Figure 13 shows that a large proportion of festivalgoers from outside Lytham were visiting the town for the first time.

Figure 13: Number of previous visits to Lytham by people living elsewhere.

	No.	%
This is my first visit	310	44%
I have visited once	54	8%
I have visited occasionally	101	14%
I have visited often	239	34%
Grand Total	704	100%

People surveyed were asked to give information about themselves and, to a more limited extent, about the other people in their party.

A majority of all the people in the groups that were interviewed were female.

Figure 14: Gender of surveyed festivalgoers.

Gender	Number	%
Female	1,123	58%
Male	808	42%
Non Binary	2	0%
Prefer not to Say	2	0%
Total:	1,935	100%

Figure 15 shows that the festival attracts a mix of ages, with the biggest single age cohort being 45-54. The average age is about 46. That is high by comparison to other festivals we have surveyed. The average age of attendees at festivals like Creamfields, Reading and Wireless is about 22. The Isle of Wight Festival, which is family orientated, is the closest of other festivals we have surveyed, with average age of about 39.

Figure 15: Age profile of all those in the surveyed parties.

Age	Number	%
Under 16	75	4%
16-24	237	12%
25-34	254	13%
35-44	306	16%
45-54	587	30%
55-64	331	17%
65+	136	7%
Total:	1,926	100%

About three quarters of all parties were two people. The average was 2.2 people per party.

Figure 16: Party size.

Party Size	Respondents	%
1	79	9%
2	657	74%
3	81	9%
4	44	5%
5	10	1%
6	2	0%
7	3	0%
8	6	1%
	882	100%

Most people were there with either a partner or friend / other family member.

Figure 17: Nature of parties.

	Number	%
With partner	388	44%
Group of friends/family	360	41%
Alone	79	9%
With a friend	55	6%
Total:	883	100%

Almost 70% of respondents are currently in full-time employment[5]. A large number were retired.

Figure 18: Employment status of respondent.

Employment Status	Number	%
Currently in full time paid employment	605	69%
Retired from paid work	93	11%
Currently in part time paid employment	66	7%
Currently full time self employed	61	7%
Full-time student	32	4%
Not been in paid employment for last 12 months	12	1%
Never worked	6	1%
Currently part time self employed	3	0%
Not currently employed but have been employed in last 12 months	3	0%
Responses:	881	100%

The audience was dominated by people who are professionals or senior managers. At least 70% would be categorised as having an AB social grade.

[5] This will be slightly affected by the male bias of respondents.

Figure 19: Employment of respondent.

Profession	Number	%
Traditional professional occupations	288	35%
Modern professional occupations	166	20%
Senior managers or administrators	144	18%
Technical and craft occupations	60	7%
Routine manual and service occupations	57	7%
Clerical and intermediate occupations	41	5%
Middle or junior managers	22	3%
Semi-routine manual and service occupations	10	1%
Unable to say	32	4%
Total responses:	820	100%

A significant number of respondents said they had a physical disability.

Figure 20: Respondents reporting disability.

Status	Number	%
No	816	93%
Limited a little	35	4%
Limited a lot	22	3%
(Prefer not to say)	4	0%
Responses:	877	100%

Most festivalgoers were of White British / Irish extraction.

Figure 21: Ethnicity of respondents.

Ethnicity	Number	%
White /White British /White Irish	835	95%
Other	14	2%
Mixed: White & Asian	12	1%
Black / Black British	8	1%
Asian / Asian British	6	1%
Mixed: White & Black	2	0%
Total Responses:	877	100%

5 Expenditure by Festivalgoers

The information in this section is derived from the survey of Festivalgoers.

5.1 Expenditure on Accommodation

Figure 22 shows that about 85% of respondents said they were visiting from home. 3.2% stayed with friends or relatives. 11.8% stayed in paid accommodation. This is equivalent to about 9,000 festivalgoers using paid accommodation. About half of them stayed in hotels.

Figure 22: Accommodation while visiting the festival.

Place	No	%	Festivalgoers
Motor Home	1	0.1%	85
Camping	6	0.7%	510
Holiday Camp	11	1.2%	935
In a guest house or B&B	15	1.7%	1,276
In a hotel	54	6.1%	4,592
In self-catering accommodation	17	1.9%	1,446
Total:	104	11.8%	8,844
Stayed with friends or relatives	28	3.2%	
Travel from home each day	750	85.0%	
Total:	882	100.0%	75,000

Respondents were asked where their accommodation was[6]. Figure 23 shows that about 35% said it was in Lytham or St Annes.

Figure 24 summarises the use of paid accommodation between Lytham-St Annes and elsewhere.

Respondents were asked how much they had spent in total. They were asked to only give their individual share (e.g. split the cost in two if they were sharing with one other person), with a follow up question asking them to confirm that they had done so.

Figure 25 estimates that c.£2.5 million (including VAT) was spent by festival goers on accommodation.

About £740,000 of that (c.£600,000 after VAT) was spent with accommodation providers in Lytham and St Annes. About 2,800 room nights were booked in hotels, guest houses and bed and breakfasts in Lytham and St Annes.

[6]Although, unfortunately, those who were using self-catering or camping were, accidentally, not asked. One third of self-catering and camping has been apportioned to Lytham and St Annes on the assumption that the pattern with them is the same as for other accommodation.

Figure 23: Location of accommodation.

	Hotel		Holiday Camp		Guest House/ B&B	
	No	% of Sample	No	% of Sample	No	% of Sample
Lytham St Annes						
Lytham	10	19%	3	30%	4	27%
St Annes	9	17%			2	13%
Total:	19	35%	3	30%	6	40%
Average spend:	£245		£38		£228	
Other						
Bispham	1	2%				
Blackpool	26	48%	2	20%	9	60%
Fleetwood	1	2%				
Northshore	1	2%				
Preston	5	9%				
Warton	1	2%	4	40%		
Lancaster		0%	1	10%		
Total	35	65%	7	70%	9	60%
Average Spend:	£212		£108		£273	
Total:	54	100%	10	100%	15	100%

Figure 24: Accommodation used and average spend.

	No	% of Sample	Av Nights	Av Spend
LYTHAM & ST ANNES				
Hotel	18	2.0%	2.7	£245
Guest House / B&B	6	0.7%	2.8	£280
Self Catering	*6*	0.6%	*3.4*	*£377*
Holiday Camp	3	0.3%	4.0	£38
Camping	*2*	*0.2%*	*4.3*	*£179*
Total:	35	3.9%	3.0	£251
ELSEWHERE				
Hotel	36	4.1%	3.4	£206
Guest House / B&B	9	1.0%	4.2	£273
Self Catering	*11*	1.3%	*3.4*	*£377*
Holiday Camp	8	0.9%	4.3	£108
Camping	*4*	*0.5%*	*4.3*	*£179*
Total:	68	7.7%	3.6	£230
TOTAL				
Hotel	54	6.1%	3.1	£219
Guest House / B&B	15	1.7%	3.7	£276
Self Catering	17	1.9%	3.4	£377
Holiday Camp	11	1.2%	4.2	£89
Camping	6	0.7%	4.3	£179
Total:	103	11.7%	3.4	£237

Figure 25: Expenditure on accommodation.

	Rooms / Units Purchased	Room / Unit Nights Purchased	Expenditure
LYTHAM & ST ANNES			
Hotel	765	2,041	£375k
Guest House / B&B	255	723	£143k
Self Catering	241	821	£182k
Holiday Camp	128	510	£10k
Camping	85	368	£30k
Total:	1,474	4,463	£739k
ELSEWHERE			
Hotel	1,531	5,145	£631k
Guest House / B&B	383	1,616	£209k
Self Catering	482	1,644	£364k
Holiday Camp	340	1,446	£73k
Camping	170	737	£61k
Total:	2,905	10,587	£1,338k
TOTAL			
Hotel	2,755	8,622	£1,207k
Guest House / B&B	765	2,806	£422k
Self Catering	867	2,959	£655k
Holiday Camp	561	2,347	£100k
Camping	306	1,327	£110k
Total:	5,255	18,061	£2,493k

5.2 Expenditure in Lytham before and after the concert

Festivalgoers were asked if they had spent money in Lytham en route to the concert. Figure 26 shows that about half said that they had. Much the largest proportion of those that had done so had spent money in food and beverage establishments, although a significant number had also been shopping.

Figure 26: Expenditure in Lytham by festivalgoers on the way to the concert.

Activity	No	% of Respondents	Average Spend
Did not spend any money	448	51%	
Pub/Bar/ Restaurant/Café	375	42%	£39
Other Shops	49	6%	£112
Other Food Shop	34	4%	£23
Supermarket	19	2%	£31
Taxi	4	0%	£25
Fuel	1	0%	£40
Responses:	883	100%	£24

As is to be expected, a much smaller proportion said that they expected to spend money in Lytham after the concert ended, but a significant number did expect to do so, mainly on food & beverage.

Figure 27: Expenditure festival goers expected to make in Lytham after the close of the concert.

Activity	No	% of Respondents	Average Spend
Will not be spending any money	559	85%	
Pub/Bar/ Restaurant/Café	87	13%	£36
Other Food Shop	11	2%	£24
Taxi	9	1%	£14
Supermarket	5	1%	£145
Fuel	2	0%	£20
Other Transport	1	0%	£4
Responses	660	100%	£7

This suggests that festival goers spent about £2.8 million (inc VAT) in Lytham on their way to and from the concerts, with about £1.9 million spent in food and beverage establishments. The results suggest that there was sizeable expenditure, c. £560,000, in non-food shops.

Figure 28: Spend in Lytham by all festival goers before and after concerts.

	BEFORE CONCERT			AFTER CONCERT			TOTAL SPEND	
	All Festival goers	Spend		All Festival goers	Spend			
		Amount	%		Amount	%	Amount	%
Did not / will not spend	45,663			76,227				
Pub/Bar/ Restaurant/Café	38,222	£1,485k	67%	11,864	£429k	73%	£1,914k	69%
Other Shops	4,994	£559k	25%			0%	£559k	20%
Supermarket	1,937	£61k	3%	682	£99k	17%	£160k	6%
Other Food Shop	3,465	£81k	4%	1,500	£35k	6%	£117k	4%
Taxi	408	£10k	0%	1,227	£18k	3%	£28k	1%
Fuel	102	£4k	0%	273	£5k	1%	£10k	0%
Festival visits:	90,000	£2,201k	100%	90,000	£586k	100%	£2,787k	100%

Festivalgoers who were staying in accommodation outside Fylde were not asked how much they spent in the place they stayed in, but they will have done so, mainly on eating and drinking. It is assumed that they spent an average of £15 per on food and drink for each room night (£190,000[7]) and £5 on shopping for each room night sold (£64,000) in other parts of the NW.

5.3 Expenditure on Travel

Respondents were asked what forms of transport they used to get to and from the festival and how much they had paid[8]. Figure 29 shows that most visitors only used one form of transport.

[7] 12,700 x £15.
[8] Again, asking them only to provide their share of the cost.

About three quarters of visitors travelled by car. Festivalgoers spent about £1.9 million on transport[9]. That included almost 5,000 taxi journeys generating fares of c.£130,000.

Figure 29: Expenditure on travel to and from.

	Survey Responses			All Festivalgoers	
	Survey	%	Av Cost	Journeys	Expenditure
Car	634	74%	£24	111,098	£1,328k
Train	84	10%	£28	14,720	£208k
Taxi	55	6%	£27	9,638	£128k
Local Bus	55	6%	£5	9,638	£22k
Plane	7	1%	£224	1,227	£137k
Special Coach	7	1%	£57	1,227	£35k
Normal Coach	5	1%	£20	876	£9k
Motorbike	3	0%	£100	526	£26k
Motorhome	3	0%	£20	526	£5k
Total:	856	100%		150,000	£1,899k
Bike	2	0%		210	
Boat	1	0%		105	
Foot	60	7%		6,308	

[9] 25% is apportioned to outside NW; 75% is apportioned to NW.

6 Expenditure with Suppliers

Cuffe and Taylor spent c.£5.75 million (exc VAT) on production of the festival, including the cost of artistes, which was 55% of the total cost.

Figure 30 shows the main items of expenditure, other than artists.

Figure 30: % of costs (excluding artists)

Marketing	12%	Marquees & Tent	2%
Insurance	11%	Site Clean up	2%
Stage & Structures	8%	Communication	2%
Fence, Roads & Paths	7%	Medical	2%
Production	7%	Site Investment Costs	1%
Manpower	6%	Furniture, Fixtures & Fittings	1%
Performing Rights	6%	Cabins & Trailers	1%
Security	6%	Accommodation	1%
Fylde Council commission	4%	Accreditation, Print & Design	1%
The Garden Costs	3%	Creative Support Supplies	1%
Sanitation	3%	Police	1%
Equipment Hire	2%	Other	10%
Catering	2%	Total:	100%

c.50 different organisations were paid to provide services in staging the festival.

4 suppliers are based in Fylde. £46,000 was spent with them. A further 20 suppliers were based elsewhere in the Northwest. £773,000 was spent with them. £96,000 was paid to Fylde Council for use of Lytham Green. £36,000 was spent on improving the site, including £15,000 spent on reinstatement.

7 Expenditure by Festival Staff and Volunteers

Employment at the festival was a mix of people who were taken on just for the festival and those who worked on an ongoing basis for organisations involved in putting it on.

7.1 Permanent Staff

18 permanent staff worked on the festival. That is equivalent to about 13 full time equivalent (FTE) jobs, about 6.5 FTE of which are based in Fylde. A further 2 FTE are based in other parts of the NW.

Figure 31: Permanent staff employed in organising the festival.

	No of staff	% of time spent on festival	Total: Fylde	Elsewhere where NW	Total NW	Elsewhere	Total
Promoters	2	80%	1.6		1.6		1.6
Operations	4	80%	3.2		3.2		3.2
Marketing	1	80%	0.8		0.8		0.8
Ticketing	2	50%		1	1		1
Finance	2	50%		1	1		1
Ticketmaster	4	80%			0	3.2	3.2
PR	1	80%	0.8		0.8		0.8
Site Management	2	80%			0	1.6	1.6
Total:	18		6.4	2	8.4	4.8	13.2

7.2 Other Staff

c.1,643 other people worked at the festival, plus c.100 volunteers. Figure 32 summarises what they did.

Figure 32: Summary of what people worked on at the festival.

	Total	%
Traders and Concessions	350	21%
Bars	339	21%
Site	253	15%
Artists	233	14%
Operations	215	13%
Production	210	13%
Press and Media	43	3%
Total staff:	1,643	100%
Volunteers	100	
Total staff and volunteers:	1,743	

Figure 34 shows answers from the survey to the question “What type of job did you do at the festival?”. It shows the diverse variety of functions that are required.

Figure 35 has data from the staff survey.

It shows, with respect to those that had paid work and were not permanent staff, that:

- 55% of respondents said they worked at the festival for more than just the five days of the event itself (i.e. 45% of them said they worked just for the five days of the event).

- About 100 people who live in Lytham, and 135 who live elsewhere in Fylde (c.235 in Fylde altogether), are likely to have worked at the festival[10]. c.17% of respondents who worked at the festival for pay live in Fylde.
- Just under two thirds of respondents had worked at the festival previously. Those who had worked at the festival previously had done so 3.1 times on average.
- About 80% of those who lived in Fylde had worked at the festival previously, an average of 3.2 times each.

Figure 33 estimates that the festival provides work equivalent to 91 full time jobs, 8 of which are based in Fylde (in addition to the 13 FTE permanent jobs, 6.5 of which are based in Fylde).

13% of all people working at the festival were volunteers. Most hailed from Fylde. They made up a quarter of respondents from Fylde.

Figure 33: Full time equivalent jobs, non-permanent staff.

	Fylde	NW	Total
PEOPLE WHO ONLY WORKED ON THE DAYS OF THE FESTIVAL			
Average hours worked:	34	45	48
Total hours worked:	8,245	45,725	79,372
Equivalent working days:	1,099	6,097	10,583
PEOPLE WHO WORKED ON OTHER DAYS			
Average days worked:	6	6	7
Total days worked:	847	5,929	11,316
Total days worked:	1,946	12,026	21,898
Full Time Equivalent Jobs:	8	50	91

[10] The festival does not keep the addresses of most people who work there.

Figure 34: Response to survey about type of job done at the festival.

Acoustic consultant	Masseuse
Ambulance commander	Medical
Artist Liaison	Merchandise Supervisor
Artist Liason Runner	Noise Monitoring
Artists Needs	Operational Commander for NWAS
Assistant Bar Manager & Stock Team	Peppermint Technical Operations Technician
Assisting on giving bands to disabled	Photography
Audio	Plumbing
B2B Marketing	Police Command team in Event control
Bar (x 2)	PR
Bar Manager	Production (x3)
Bar Operations - Forklift Driver	Production and tele driver
Bars Team - Stock Control	Production and show crew
Beer technician	Production Manager
Box office	Production Office Manager
BSL Interpreter	Production show call load ins and outs
Bucket collect (x 2)	Promoter - finance
Build & break, show call and loading	Promoter's assistant
Build& break Garden, VIP areas etc.	Furniture rental
Caterer (x4)	Provision of Portable Buildings
Checking tickets (x2)	Rigging (x3)
Cleaning	Safety Manager
Cleansing and waste management (x2)	Safety Officer
Community support	Security (x3)
Concessions manager (x2)	Security Control
Crewing services	Site Crew
Director of operations	Sponsorship
Erect marquees	Staffing manager
Erection of temporary structures.	Stage crew
Event control	Stage manager
Fencing and barrier	Stage Turnover & Robe Spot Operator
Festival manager - brewery	Stall staff
Finance Assistant	Structural Inspection
Florist	Supervisor, back stage areas
Food trader (x4)	Ticketing
Greenalls bar staff support	Toilet supplier
Ground rigger	Tourist Information Mobile Unit staff
Guest list in box office	Trader
Independent market researcher	Transport
Install and manage KOS sweet unit	Vendor compliance consultant
Lighting (x2)	Videographer
Lighting - LCR	VIP Wristbands
Lighting Dimmer Tech	Wristbands
Management support	Wristbands for disabled visitors
Marketing	

Figure 35: Data from the staff/volunteer survey by home location of respondent.

	Lytham	Elsewhere in Fylde	Total Fylde		Elsewhere in Lancs	Elsewhere in NW	Total NW		Elsewhere in the UK	Overseas	Total	
	No.	No.	No.	all	No.	No.	No.	all	No.	No.	No.	all
EMPLOYMENT STATUS												
Self employed, working for a contractor company (	1	4	5	26%	4	20	29	35%	17		46	34%
A permanent employee of a contractor or vendor	3	2	5	26%	7	7	19	23%	11		30	22%
The owner of a contractor company or vendor		1	1	5%	1	6	8	10%	10	1	19	14%
A temporary employee of a contractor or vendor	1	1	2	11%	1	6	9	11%	8		17	13%
Self employed, working for the festival	1	1	2	11%	2	6	10	12%	2		12	9%
Other	1	1	2	11%	3		5	6%	2		7	5%
A casual worker on the festival payroll	1	1	2	11%	1		3	4%			3	2%
Total:	8	11	19	100%	19	45	83	100%	50	1	134	100%
% of paid Staff:	6%	8%	14%		14%	34%	62%		37%	1%	100%	
Equivalent all staff:	98	135	233		233	552	1,018		613	12	1,643	
Permanent Employee of the festival		5	5		3		8		2		10	
WORKED ONLY ON THE DAYS OF THE FESTIVAL / WORKED ALSO ON OTHER DAYS												
Respondents												
Worked only on the days of the festival:	4	4	8	42%	13	13	34	44%	25		59	46%
Worked on other days:	4	7	11	58%	8	24	43	56%	24	1	68	54%
Total:	8	11	19	100%	21	37	77	100%	49	1	127	100%
Equivalent People												
Worked only on the days of the festival:			98	42%			449	44%			763	46%
Worked on other days:			135	58%			568	56%			880	54%
Total:			233	100%			1,018	100%			1,643	100%

	Lytham	Elsewhere in Fylde	Total Fylde		Elsewhere in Lancs	Elsewhere in NW	Total NW		Elsewhere in the UK	Overseas	Total	
	No.	No.	No.	all	No.	No.	No.	all	No.	No.	No.	all
WORKED AT LYTHAM FESTIVAL PREVIOUSLY												
Yes	6	9	15	79%	15	28	59	68%	29		88	63%
No	2	2	4	21%	6	17	27	32%	24	1	53	37%
Total:	8	11	19	100%	21	45	86	100%	53	1	141	100%
Av prev times (those who have worked previously):	2.6	3.6	3.2		3.0	3.5	3.3		2.7		3.1	
WORK AT OTHER FESTIVALS												
Often	2	5	7	37%	10	34	51	60%	42		93	67%
Occasionally	5	5	10	53%	9	11	30	35%	10		40	29%
No	1	1	2	11%	2		4	5%	1	1	6	4%
Total:	8	11	19	100%	21	45	85	100%	53	1	139	100%
VOLUNTEERS												
Number:	8	9	17	47%	3	1	21	20%			21	14%
% of volunteers:	38%	43%	81%		14%	5%	100%		0%	0%	100%	
Total Staff and Volunteers	16	20	36	100%	22	46	104	100%	50		155	100%
% of total:	10%	13%	23%		14%	30%	67%		32%	0%	100%	

7.3 Expenditure on Accommodation

Figure 36 shows that 40% of people working at the festival stayed at home while doing so, the remainder staying elsewhere.

Figure 36: Where people working at the festival stayed.

	Survey Sample			Equivalent for all Staff	
	No.	% of Sample	Average Nights	Staff	Nights
Stayed at Home:	56	40%		657	
Stayed Away from Home					
Hotel	41	29%	6.1	481	2,946
B&B / Guesthouse	18	13%	8.1	211	1,702
Tour bus	11	8%	6.6	129	857
Self-catering	4	3%	12.0	47	563
Camping	3	2%	5.3	35	188
Caravan	2	1%	6.5	23	153
Holiday Camp	2	1%	6.5	23	153
Motorhome	2	1%	5.5	23	129
Other	1	1%	1.0	12	12
Total away from home:	84	60%	6.5	986	6,408
Total:	140	100%		1,643	

46% said they stayed in a hotel, bed and breakfast, self-catering or holiday camp (with hotel being much the most frequent choice) for an average of 7 nights each. That amounts to 5,363 nights when applied to all paid staff. Those who knew how much their accommodation had cost reported spending an average of £286 each per person[11] on accommodation, which is about £40 per night (including VAT).

That suggests that about £1.5 million was spent on accommodation.

Figure 37: Staff staying in hotel, bed and breakfast, self-catering or holiday camp.

% of Staff	Individuals	Nights	Average Nights	Average Spend (inc VAT)	Total Spend (inc VAT)	Total Spend (exc VAT)
46%	763	5,363	7.0	£286	£1,534k	£1,278k

About 40% of those who used paid accommodation stayed in Fylde. Most of the rest stayed in Blackpool. All those who said they had camped said it was outside of Fylde. All those who said they had stayed in tour buses or motorhomes said they had been in Lytham.

[11] They were asked to confirm that it only related to their share of the cost. About a third said that they had shared accommodation with one or more other people.

Figure 38: Location of accommodation.

	B&B / Guesthouse		Hotel		Holiday Centre		Self-Catering		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
Lytham	3	20%	11	31%	1	50%			15	27%
St Annes	2	13%	5	14%					7	13%
Other Fylde							1	25%	1	2%
Total Fylde	5	33%	16	46%	1	50%	1	25%	23	41%
Blackpool	10	67%	18	51%	1	50%	3	75%	32	57%
Morecambe			1	3%					1	2%
Total:	15	100%	35	100%	2	100%	4	100%	56	100%

This suggests that people working at the festival spent c.£600,000 inc VAT (£500,000 exc VAT) on accommodation in Fylde, about two thirds of that being spent in Lytham.

7.4 Other Expenditure

People who did not live in Fylde were asked how much they had spent in the local area[12]. Their responses, shown in Figure 39, suggests that they spent about £300,000 (inc VAT) in businesses, about £110,000 of which is estimated to be spent in Fylde.

Figure 39: Non-accommodation expenditure in the area by people that do not live in Lytham.

	Travel (inc daily to and from accommodation)	Groceries	Food & drink in bars / restaurants / cafes	Other shopping	Leisure and entertainment	Other	Total
Average Spend:	£41.48	£45.71	£64.42	£13.69	£12.61	£7.07	185
Staff from outside Fylde:	1,410	1,410	1,410	1,410	1,410	1,410	1,410
Spend (inc VAT):	£58k	£64k	£91k	£19k	£18k	£10k	£261k
Av VAT rate:	15%	5%	20%	20%	20%	20%	
Spend (exc VAT):	£50k	£61k	£73k	£15k	£14k	£8k	£221k
% in Fylde:	25%	40%	50%	50%	40%	40%	
£ in Fylde:	£12k	£24k	£36k	£8k	£6k	£3k	£90k
£ elsewhere NW:	£37k	£37k	£36k	£8k	£9k	£5k	£131k

12 Staff who lived in Fylde will have also spent some money in local businesses while working at the festival, but they typically would have done so anyway so their expenditure would not be additional to the local economy.

8 Economic Impact on UK Economy

8.1 Direct Impact

The £5.75 million (exc VAT) which Cuffe and Taylor spent with suppliers represents direct expenditure in the economy that results from the festival.

8.2 Indirect Impact

Figure 40 summarises the expenditure by festivalgoers and staff and volunteers working at the festival. This is called indirect impact. The festival resulted in c.£9.2 million (exc VAT) expenditure in the economy via indirect impact.

Figure 40: Expenditure by festival visitors (excluding tickets) and staff.

	Excluding VAT		
	In Festival Site	Outside Festival Site	Total
FESTIVALGOERS			
Accommodation:	-	£2,000k	£2,000k
Eating and Drinking:	£1,575k	£1,531k	£3,106k
Shopping (inc Groceries)+:	£187k	£711k	£898k
Travel / Parking / Taxis:	-	£1,744k	£1,744k
Total:	£1,762k	£5,986k	£7,748k
STAFF			
Accommodation:	-	£1,227k	£1,227k
Eating and Drinking:	-	£73k	£73k
Shopping (inc Groceries)+:	-	£100k	£100k
Travel / Parking / Taxis:	-	£49k	£49k
Total:	-	£1,449k	£1,449k
TOTAL FESTIVALGOERS AND STAFF			
Accommodation:	-	£3,227k	£3,227k
Eating and Drinking:	£1,575k	£1,604k	£3,179k
Shopping (inc Groceries)+:	£187k	£810k	£997k
Travel / Parking / Taxis:	-	£1,794k	£1,794k
Total:	£1,762k	£7,435k	£9,197k

+ Includes leisure and other

8.3 Induced Impact

The direct and indirect expenditure will create a ripple effect in the economy. This is called induced impact. It is caused by money being "recycled" in the economy.

When festivalgoers, for example, purchase food at a catering unit, the caterer will have to purchase the food ingredients from suppliers. The cost of ingredients is normally about 30% of sales price.

They will also use a wide range of other suppliers, from lawyers to plumbers. These suppliers will benefit also, therefore. Their staff, in turn, will spend money earned and, in so doing, help provide employment in that business.

The percentage going to suppliers is higher for businesses like retailers, where the cost of goods sold is normally higher than for food and beverage businesses, and less for businesses like hotels, where the variable costs for each guest are a relatively low proportion of income.

Economists normally calculate induced impact by using a "multiplier". The multipliers are typically low for local areas and higher for larger areas. A government agency called English Partnerships provided guidance on multipliers in 2008 based on research. It suggested that local multipliers tend to range from 1.05 to 1.15, with regional and national multipliers ranging between 1.3 and 1.76.

We have used 1.5 for impact nationally. That implies about c.£7 million of expenditure that is induced[13].

8.4 Total Gross Impact

This means that an approximation of the total amount of gross expenditure resulting from the festival in the national economy is c.£22.4 million (exc VAT).

Figure 41: Expenditure in the UK economy generated by Lytham Festival 2023.

Direct expenditure in the economy (exc VAT):		£5,750k
Indirect expenditure in the economy (exc VAT):		£9,197k
Induced expenditure in the economy (exc VAT):	50%	£7,474k
Total Gross Impact:		£22,421k

8.5 Leakage / Displacement / Net Impact

Not all of this will be incremental, however, to what would have happened without the festival. Festivalgoers would, for example, spend money on other activities if they did not attend the festival. This effect is called displacement.

Some of the expenditure will also leak out of the UK as a result of supplies being bought abroad. This effect is called leakage. Payments to foreign artistes will be a main cause of that in this instance. Food, drink and merchandise will be other examples.

It is reasonable to assume that 75% of expenditure is incremental to the UK economy.

This suggests that the Lytham Festival £16.8 million of incremental economic activity that would not otherwise have taken place.

[13] £4.8 million direct impact + £9.2 million indirect impact x 0.5.

8.6 Gross Value Added

Gross Value Added (GVA) is often cited as an economic measurement. It is related to the productivity of an economy. It is a similar concept to the gross domestic product (GDP) calculation at national level. It represents the difference between total economic output (in this case, turnover in businesses that results from the festival) and intermediate consumption goods (i.e. the equivalent of cost of goods sold in a restaurant or shop).

The national Annual Business Survey suggests that GVA is about 57% of turnover for the accommodation sector, 52% for food and beverage businesses, and 56% for professional, scientific and technical businesses.

GVA is assumed to be 55% of turnover. **That implies that the Lytham Festival resulted in additional Gross Value Added of about £9.2 million**[14].

8.7 Tax Revenue

Much of the £16.8 million additional incremental expenditure that the festival is estimated to have created is subject to VAT[15]. It is assumed that the Exchequer will benefit directly by 15%, which is £2.5 million. It will also benefit from additional corporation tax and income tax on earnings of contractors.

8.8 Summary

Figure 42: Summary of estimated impact on the national economy.

Direct expenditure in the economy (exc VAT):		£5,750k
Indirect expenditure in the economy (exc VAT):		£9,197k
Induced expenditure in the economy (exc VAT):	50%	£7,474k
Total Gross Impact:		£22,421k
Displacement and Leakage:	-25%	(£5,605k)
Net Impact (additional expenditure in the economy):		£16,816k
Gross Value Added:	55%	£9,249k
Additional VAT to the Exchequer:	15%	£2,522k

14 £16 million x 55%.
15 Transport and grocery purchases are main elements that are not subject to VAT.

9 Economic Impact on the Local Economy

9.1 Direct Impact

The £46,000 (exc VAT) which Cuffe and Taylor spent with local suppliers represents direct expenditure in the economy that results from the festival.

9.2 Indirect Impact

Figure 40 summarises the indirect impact caused by expenditure by festivalgoers and staff and volunteers working at the festival. The festival resulted in c.£3.6 million (exc VAT) expenditure in the Fylde economy via indirect impact.

Figure 43: Expenditure by festival visitors (excluding tickets) and staff.

	Excluding VAT		
	In Festival Site	Outside Festival Site	Total
FESTIVALGOERS			
Accommodation:	-	£592k	£592k
Eating and Drinking:	£94k	£1,531k	£1,626k
Shopping (inc Groceries)+:	-	£711k	£711k
Travel / Parking / Taxis:	-	£103k	£103k
Total:	£94k	£2,937k	£3,031k
STAFF			
Accommodation:	-	£480k	£480k
Eating and Drinking:	-	£36k	£36k
Shopping (inc Groceries)+:	-	£50k	£50k
Travel / Parking / Taxis:	-	£12k	£12k
Total:	-	£579k	£579k
TOTAL FESTIVALGOERS AND STAFF			
Accommodation:	-	£1,072k	£1,072k
Eating and Drinking:	£94k	£1,568k	£1,662k
Shopping (inc Groceries)+:	-	£760k	£760k
Travel / Parking / Taxis:	-	£115k	£115k
Total:	£94k	£3,515k	£3,610k

+ Includes leisure and other

9.3 Induced Impact

We have used a multiplier of 1.15 for impact nationally. That implies about c.£550,000 million of expenditure that is induced.

9.4 Leakage / Displacement / Net Impact

The survey of festivalgoers shows that almost all extra expenditure would not have taken place without the festival.

The survey of local people shows that only a small amount of expenditure that they normally would have made in Fylde is displaced to other areas. It is estimated to be about £15,000.

Almost all of the spend on food and drink and shopping will be incremental to Fylde, therefore. A large proportion of the visitor accommodation would probably have been sold if the festival did not take place, so much of the income from that will not be incremental. It is assumed that one third is.

9.5 Summary

This means that the total extra expenditure in the Fylde economy resulting from the festival, that would not otherwise have taken place, is estimated to be c.£3.8 million (exc VAT).

Figure 44: Expenditure in the Fylde economy generated by Lytham Festival 2023.

Direct expenditure in the economy (exc VAT):		£48k
Indirect expenditure in the economy (exc VAT):		£3,610k
Induced expenditure in the economy (exc VAT):	15%	£549k
Total Gross Impact:		£4,206k
Displacement and Leakage:		(£400k)
Net Impact (additional expenditure in the economy):		£3,806k

9.6 Impact on North West Economy

Figure 45 summarises the estimated impact on the NW economy, using the same process. **The total additional expenditure in the economy in the North West region[16] resulting from the festival is c.£8 million (exc VAT).**

Figure 45: Expenditure in the NWe economy generated by Lytham Festival 2023.

Direct expenditure in the economy (exc VAT):		£773k
Indirect expenditure in the economy (exc VAT):		£7,471k
Induced expenditure in the economy (exc VAT):	30%	£2,473k
Total Gross Impact:		£10,718k
Displacement and Leakage:	-25%	(£2,679k)
Net Impact (additional expenditure in the economy):		£8,038k

[16] Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside.

10 Jobs Created and Sustained

The organisers employed c.13 FTE jobs in planning the festival, as outlined in Section 7.

Work done at the festival itself is, as outlined in Section 7, equivalent to c.91 FTE jobs.

Expenditure by visitors will also sustain other jobs. £140,000 of turnover or expenditure by visitors is a reasonable estimate for the amount taken to sustain one Full Time Equivalent job in suppliers and organisations that benefit from visitor spend[17]. Figure 46 shows the number of jobs the expenditure is estimated to sustain.

The extra income will, in practice, be "top up" revenue for businesses that have core staff that are able to absorb additional capacity, but it gives an idea of the scale of benefit the festival creates.

Figure 46: FTE jobs sustained by the Festival.

	Fylde	NW	Total
DIRECT			
Festival Organisation	6.4	8.4	13.2
At the Festival	8	50	91
INDIRECT			
Spend in businesses	30	77	112
Total:	44	135	217

[17] The average turnover per employee for small and medium sized enterprises in the UK is about £110,000 (Department of Business, Innovation and Skills). There are big differences between different sectors. The average turnover per employee for food and beverage businesses in London is, for example, about £53,000 (Office of National Statistics, Annual Business Survey); the average turnover per employee for hotels in London is about £70,000, and the average turnover per employee for professional businesses in London is about £154,000 (Office of National Statistics, Annual Business Survey). Those sectors are all large beneficiaries of income generated directly and indirectly from the festival.

11 Impact of Residents of Lytham

Information about the impact of the festival on local people was obtained from the survey of local people. The results are contained in this section.

11.1 Nature of People Interviewed

Figure 47 shows the composition of the parties interviewed. It averaged 1.8 individuals per party.

Figure 47: Nature of Parties.

Type of Group	No	%
Alone	136	38%
With partner	133	37%
With friend(s)	53	15%
Family group with one or more children	22	6%
Alone with one or more children	12	3%
Grand Total	357	100%

A majority of respondents were male, but a majority of all the people in the groups were female. There was, in practice, collusion on the answers given by the members of the groups.

Figure 48: Gender.

	Responder		All in Groups	
Age	No	%	No	%
Female:	160	45%	354	56%
Male:	196	55%	275	44%
Total:	356	100%	629	100%
No answer	1		5	

Figure 49 compares the age profile to the population of Lytham.

Figure 49: Age of those surveyed.

	Responders		All in Groups		Lytham Population	
Age	No.	%	No.	%	No.	%
0-15			44	7%	1,546	16%
16-24	16	5%	34	5%	729	7%
25-34	27	8%	44	7%	1,071	11%
35-44	47	13%	86	14%	1,142	12%
45-54	88	25%	140	22%	1,391	14%
55-64	75	21%	122	19%	1,351	14%
65+	102	29%	163	26%	2,541	26%
Total:	355	100%	633	100%	9,771	100%

Almost all those surveyed were regular visitors to the town centre. A majority said that they normally visited the town centre during the day.

Figure 50: What time of day do you typically visit the town centre?

Times	Weekdays		Weekends	
	No	%	No	%
Day time	276	78%	208	58%
Day time & Evening	43	12%	66	19%
Evening	13	4%	10	3%
Day time, Evening & Night	8	2%	21	6%
Don't visit	7	2%	28	8%
Evening & Night	5	1%	14	4%
Day time & Night	3	1%	8	2%
Night	1	0%	1	0%
Total:	356	100%	356	100%

Respondents were asked what reasons they typically visited the town centre for. Just under two thirds said that they lived there. The analysis in this report splits between people who said that they lived in the town centre and those that did not[18].

Figure 51: Respondents that said they "lived here".

	No	%
Live in the town centre	226	63%
Do not live in the town centre	131	37%
Total	357	100%

Figure 52 shows the reasons that people interviewed gave for why they typically visited the town centre. Many of those who said they "lived here" did not give a further breakdown of why they visited the town centre, and it can be presumed that most of them do so for most of the reasons offered them.

[18] This is loose because the "town centre" was not defined. The answers to the questions show, however, that it largely reflects a split between those who live close to the town centre and those that live further afield.

Figure 52: Normal reasons for visiting the town centre.

	People who live in the town centre		People who do not live in the town centre		Total	
	No	%	No	%	No	%
Go to a café, bar or restaurant	79	24%	69	23%	148	24%
Meet friends or family	66	20%	70	23%	136	22%
Walk around	54	17%	38	13%	92	15%
Food Shopping	32	10%	40	13%	72	12%
Other shopping	44	13%	18	6%	62	10%
Use local services i.e. dentist, GP, Optician, bank etc	26	8%	34	11%	60	10%
Work	23	7%	30	10%	53	8%
Other	3	1%			3	0%
Total:	327	100%	299	100%	626	100%
Respondents:	226		106			
Activities per respondent:			2.8			

It is striking, however, in showing that most visits are for leisure rather than shopping or accessing services, with visiting cafés, bars and restaurants coming top of the list. Most of those who said that they did not "live here" were regular visitors to the town centre. Some were occasional visitors.

Figure 53: Visit frequency of those that said they did not "live here".

Frequency	No	%
Daily	19	15%
Several times a week	44	35%
Once or twice a week	49	39%
Occasionally	15	12%
Total:	127	100%

11.2 Visits to the Lytham Festival

Almost everyone interviewed was aware that the Lytham Festival had taken place earlier in the month.

Figure 54: Awareness that the Lytham Festival had taken place.

	No	%
Yes	333	94%
No	22	6%
Total:	355	100%

46% of those who "lived here" had been to at least one of the concerts, going to 2.6 concerts on average. 34% who did not "live here" had been to at least one of the concerts, averaging 2.2. each.

Figure 55: Respondents that had been to the festival.

	Live in the Town Centre		Do not live in the Town Centre		Total	
	No.	%	No.	%	No.	%
No	122	54%	84	66%	206	58%
Yes	106	46%	43	34%	149	42%
Total:	228	100%	127	100%	355	100%

Figure 56: Number of visits to the festival by people who went.

	Live in the Town Centre		Don't Live in Town Centre		Total	
Visits	No.	%	No.	%	No.	%
1	19	20%	20	47%	39	28%
2	38	40%	9	21%	47	34%
3	19	20%	7	16%	26	19%
4	4	4%	1	2%	5	4%
5	15	16%	6	14%	21	15%
Total:	95	100%	43	100%	138	100%
Average	2.6		2.2		2.4	

The proportion saying they had been in previous years was similar to the proportion saying that they went to the 2023 festival. This suggests that just under half of people who live in Lytham[19] are regular visitors to the Lytham Festival, with the others being non-visitors.

Figure 57: Had been to the festival in previous years.

	Live in the Town Centre		Don't Live in Town Centre		Total	
	No.	%	No.	%	No.	%
No	125	55%	66	52%	191	54%
Yes	103	45%	61	48%	164	46%
Can't remember	1	0%	1	1%	2	1%
Total:	229	100%	128	100%	357	100%

Only a few said they had engagement with the festival other than as a festivalgoer.

[19] Excluding children.

Figure 58: Engagement with the festival other than as visitor.

1	Did sound on an event
2	Entry security
3	Know Cuffe and Taylor
4	Promotion
5	Security
6	Security in previous years
7	Volunteered

11.3 Impact of the Lytham Festival on Behaviour

Over half of respondents said that the festival resulted in them going to the town centre less than they otherwise would have done so. 11% said it had totally deterred them from doing so.

Figure 59: Did the Lytham Festival deter you from coming to the town centre?

	Live in the Town Centre		Don't Live in Town Centre		Total	
Visits	No.	%	No.	%	No.	%
Completely	28	12%	11	9%	39	11%
Partially	127	56%	38	30%	165	46%
No	73	32%	78	61%	151	43%
Tota:l	228	100%	127	100%	355	100%

Traffic and parking were the predominant reasons.

Figure 60: Reasons that people were deterred from coming to the town centre.

	Live in the Town Centre			Don't Live in Town Centre			Total		
Visits	No.	%	% of all respondents	No.	%	% of all respondents	No.	%	% of all respondents
Traffic	84	46%	37%	21	24%	17%	105	39%	30%
Parking	52	29%	23%	26	30%	20%	78	29%	22%
Too many people	37	20%	16%	35	41%	28%	72	27%	20%
Other	8	4%	4%	4	5%	3%	12	4%	3%
Total:	181	100%		86	100%		267	100%	
Respondents:	228			127			355		

Figure 61: Other reasons given for not visiting the town centre.

Residents of Town Centre
Couldn't access due to blocking the green and pathways
Don't go into Lytham on the weekends
General chaos
Hard with that many people with walking frame
Public transport full
Pubs/cafes full
Queues
Roads blocked off and can't walk on path by the beach
Non Residents of Town Centre
Generally too busy and not enjoyable
Have baby so difficult with pram
Not her scene
Went once and was too busy
Went to festival instead

Respondents that said their behaviour had changed because of the festival were asked what they had done instead. Most said they had stayed at home. Only a small proportion of those surveyed said they had gone shopping or eating / drinking elsewhere because of the festival.

Figure 62: What did you do instead?

	Live in the Town Centre			Don't Live in Town Centre			Total		
Activity	No.	%	% of all respondents	No.	%	% of all respondents	No.	%	% of all respondents
Stayed at home	126	82%	55%	33	63%	26%	159	77%	45%
Food shopping elsewhere	14	9%	6%	3	6%	2%	17	8%	5%
Cafe, bar or restaurant elsewhere	9	6%	4%	7	13%	6%	16	8%	5%
Other	5	3%	2%	7	13%	6%	12	6%	3%
Other Shopping elsewhere	0	0%	0%	2	4%	2%	2	1%	1%
Total:	154	100%		52	100%		206	100%	
Respondents:	228			127			355		

Figure 63: Other activities cited.

Family	Was away for the weekend
Gone for a walk	Went away
Only came once rather than more often	Went away
Still came in had to work	Went on day trip
Walk to festival	Went out
Walked	Went to see friends

Interviewees were asked where they went instead. Figure 64 shows that most said St Annes.

Figure 64: Please tell us where you went.

Activity	Live in the town centre. No	%	% of Sample	Do not live in the town centre. No	%	% of Sample	Total No	%	% of Sample
St Annes	18	82%	8%	8	53%	6%	26	70%	7%
Lake District	1	5%	0%	1	7%	1%	2	5%	1%
Manchester	1	5%	0%	1	7%	1%	2	5%	1%
Preston	1	5%	0%	1	7%	1%	2	5%	1%
Friends in Clithero	1	5%	0%		0%	0%	1	3%	0%
Derbyshire		0%	0%	1	7%	1%	1	3%	0%
Family		0%	0%	1	7%	1%	1	3%	0%
Local		0%	0%	1	7%	1%	1	3%	0%
Preston Way		0%	0%	1	7%	1%	1	3%	0%
Total:	22	100%	10%	15	100%	11%	37	100%	10%

Those that said that they had not gone to the town centre as a result of the festival were asked if they had spent money elsewhere that they otherwise would have spent in Lytham. 30, which is 8.5% of the people surveyed, said they had done so.

17 of those said they had spent money instead in St Annes. 13 (4%) said they spent money they otherwise would have spent in Lytham elsewhere.

They were asked to estimate how much they had spent elsewhere that they would normally have spent in Lytham town centre. This averaged £2.88 per person surveyed. That is about £15,000 applied to the whole population[20], two thirds of which was spent in St Annes.

Figure 65: Please could you estimate how much you spent elsewhere that would otherwise have been spent in Lytham?

Activity	Live in the Town Centre No	%	Av Spend	Av Spend Per All People Surveyed	Do not live in the Town Centre No	%	Av Spend	Av Spend Per All People Surveyed	Total No	%	Av Spend	Av Spend Per Person Surveyed
Yes, in St Annes	11	41%	£40	£1.95	6	32%	£31	£1.41	17	37%	£37	£1.75
Yes, Elsewhere	6	22%	£4	£0.11	7	37%	£54	£2.90	13	28%	£31	£1.13
No	8	30%			3	16%			11	24%		
Don't Know	2	7%			3	16%			5	11%		
Total:	27	100%	£17	£2.05	19	100%	£30	£4.31	46	100%	£22	£2.88
Surveyed:	226				131				357			

[20] Taking into account an average of 2 people per party.

11.4 Atmosphere Created by the Festival

Interviewees were asked how they would describe the atmosphere in Lytham while the festival is on, given a choice of 5 options from fantastic to terrible. An average score out of 10 has been calculated by awarding points for each choice from 10 for fantastic to 0 for terrible.

60% of all those surveyed said that the atmosphere was fantastic or enjoyable. The average rating was 6.7 out of 10.

Those who live in the town centre were much less positive than those who live outside the town centre. 50% of those who live in the town centre said that the atmosphere was fantastic or enjoyable. A quarter were negative about it, but only 2% described it as terrible. The average score was 6.1 out of 10.

Almost 80% of those who live outside the town centre described the atmosphere as fantastic or enjoyable, with only 5% expressing a negative view. The average score was 7.8 out of 10.

Figure 66: How would you describe the atmosphere in Lytham whilst the festival is taking place?

		Live in Town Centre		Do not live in Town Centre		Total	
	Points	No.	%	No.	%	No.	%
Fantastic	10	39	21%	35	36%	74	26%
Enjoyable	7.5	54	29%	42	43%	96	34%
Ok	5	46	25%	15	15%	61	22%
Not great	2.5	42	23%	5	5%	47	17%
Terrible	0	4	2%	0	0%	4	1%
Total:		185	100%	97	100%	282	100%
Av Score:		6.1		7.8		6.7	
Don't know		44		31		75	

11.5 Inconvenience Caused

People were asked if the festival had caused them any inconvenience. 32% of the total sample and 37% of people who live in the town centre said it had. Most said it had not.

Figure 67: Did the festival cause you any inconvenience?

	Live in Town Centre		Do not live in Town Centre		Total	
	No.	%	No.	%	No.	%
No	137	63%	98	77%	235	68%
Yes	79	37%	30	23%	109	32%
Total:	216	100%	128	100%	344	100%

People that said they had been inconvenienced were asked what form the inconvenience took. They were given a selection of reasons. They quoted about 2 each.

Preventing access to public parking was much the largest reason given. About 13% of everyone sampled said they had been affected by this, 15% of those living in the town centre.

Preventing access to private parking was the second highest, affecting about 7% of respondents.

Noise emanating from the festival site affected 5%, with 4% affected by noise from people going to or leaving the festival.

Figure 68: What type of inconvenience?

	People living in town centre			People not living in town centre			Total		
	No	%	% of all Respondents	No	%	% of all Respondents	No	%	% of all Respondents
Prevent access to public parking you normally use	35	31%	15%	10	24%	8%	45	29%	13%
Prevent access to private parking	19	17%	8%	6	15%	5%	25	16%	7%
Delayed journey because of traffic	8	7%	4%	11	27%	8%	19	12%	5%
Noise emanating from performers	14	13%	6%	4	10%	3%	18	12%	5%
Prevented use of Lytham Green	11	10%	5%	4	10%	3%	15	10%	4%
Other	11	10%	5%	3	7%	2%	14	9%	4%
Noise from festival goers as arrive or leave	12	11%	5%	2	5%	2%	14	9%	4%
Damage to Lytham Green	2	2%	1%	1	2%	1%	3	2%	1%
Total	112	100%		41	100%		153	100%	
Respondents:	226			131			357		

People who answered "other" were asked to say what that was. Figure 69 shows their answers.

Figure 69: Other sources of inconvenience.

Added time coming home from work
Affects wifi
Didn't come in on the weekend
Fencing on beach
General busybess and difficulties
I stopped going in to town because of it
Long time to get out of the car park
Not being able to walk along prominard
Queues in shops and bars
Stopped me coming into town
Stopped me going in
Stopped us going on to town
Too many days
We can't park so have to go away

People who had delayed journeys because of congestion were asked how many times and how long the delays were. Most had been affected once or twice. One person had been particularly badly affected, reporting 10 delays (they did not say how long they were). The average delay was about 18 minutes.

Figure 70: People reporting delayed journeys as a result of traffic.

No of delays	People living in town centre		People not living in town centre		Total	
	No	Av Delay (Minutes)	No	Av Delay (Minutes)	No	Av Delay (Minutes)
1	5	17	3	19	8	18
2	2	19	5	17	7	18
3			1	20	1	20
4			1	40	1	40
6	1	20			1	20
10			1		1	0
Total	8		11		19	
Average:	1.9	18	2.7	18	2.4	18

People who said that they had been affected by noise from the festival site and from festival goers going to and from the site were asked to rate the extent that they had been affected, choosing from very annoying, annoying and mild.

Figure 71: Extent of inconvenience from noise.

	People living in town			People not living in town			People not living in town		
	No.	%	% of all people surveyed	No.	%	% of all people surveyed	No.	%	% of all people surveyed
NOISE EMANATING FROM THE FESTIVAL SITE									
Very Annoying	4	29%	2%	1	25%	1%	5	28%	1%
Annoying	8	57%	4%	1	25%	1%	9	50%	3%
Mild	2	14%	1%	2	50%	2%	4	22%	1%
Total:	14	100%	6%	4	100%	3%	18	100%	5%
NOISE EMANATING FROM FESTIVAL GOERS COMING AND GOING									
Very Annoying	6	43%	3%		0%	0%	6	33%	2%
Annoying	3	21%	1%	1	25%	1%	4	22%	1%
Mild	3	21%	1%	1	25%	1%	4	22%	1%
Total:	12	86%	5%	2	50%	2%	14	78%	4%
Responses:	226			131			357		

4 people who live in the town centre (5 in total) reported finding noise from the festival site "very annoying". That was 1.8% of people interviewed who had said they "lived here" and 1.4% of all respondents. It implies that c.140 Lytham residents find noise emanating from the festival site to be "very annoying"[21],

6 people who had said they "live here", 2.7% of people who said they live in the town centre and 1.7% of the whole sample, said that they had found noise from people going to and from the festival to be very annoying. That suggests that about 170 Lytham residents[22] find noise from that very annoying.

11.6 Anti-Social Behaviour Witnessed

Interviewees were asked if they had witnessed different types of anti-social behaviour. 40% of people living in the town centre said they had; 33% living elsewhere in the town said they had. Drinking on the streets, rowdiness and littering were much the most prevalent.

Figure 72: Have you witnessed any of the following types of anti-social behaviour by festival goers?

	Live in Town Centre		Do not live in Town Centre		Total	
	No	%	No	%	No	%
Street Drinking	59	38%	30	51%	89	42%
Rowdiness	47	30%	17	29%	64	30%
Littering	31	20%	1	2%	32	15%
Urinating in Public	12	8%	6	10%	18	8%
Drug Taking	4	3%	3	5%	7	3%
Vandalism	2	1%	1	2%	3	1%
Other		0%	1	2%	1	0%
Total:	155	100%	59	100%	214	100%
People reporting 1 or more:	91	40%	43	33%	134	38%
Av per person affected:	1.7		1.4			
No incidents:	135	60%	88	67%		0%
People surveyed:	226		131		357	

Figure 73 shows that the results are similar whether or not interviewees had been at the festival.

[21] 9,800 residents of Lytham x 1.4%
[22] 9,800 x 1.7%

Figure 73: Have you witnessed any of the following types of anti-social behaviour by festival goers?

	Attended the Festival		Did not attend the 2023 Festival		Live in town centre and have never attended the Festival	
	No	%	No	%	No	%
Street Drinking	47	42%	42	41%	28	39%
Littering	25	22%	7	7%	15	21%
Rowdiness	25	22%	39	38%	23	32%
Urinating in Public	7	6%	11	11%	2	3%
Drug Taking	6	5%	1	1%	1	1%
Other	1	1%	0	0%	1	1%
Vandalism	1	1%	2	2%	1	1%
Total:	112	100%	102	100%	71	100%
People reporting 1 or more:	91	40%	43	33%	40	33%
Av per person affected:	1.2		2.4		1.8	
No incidents:	135	60%	88	67%	80	67%
People surveyed:	226		131		120	

11.7 Policing and Stewarding

Interviewees were asked to give an assessment of the police presence. It was strongly favourable, slightly less so with people living in the town centre than those living elsewhere in the town.

Figure 74: How do you feel about the Police presence during the festival?

		Live in Town Centre		Do not live in Town		Total	
	Score	No.	%	No.	%	No.	%
It is good	10	77	56%	45	59%	122	57%
It is adequate	6.6	51	37%	30	39%	81	38%
It is inadequate	3.3	8	6%	1	1%	9	4%
It is very inadequate	0	1	1%	0	0%	1	0%
Total:		137	100%	76	100%	213	100%
Opinion:		137	60%	76	59%	213	60%
No opinion:		92	40%	52	41%	144	40%
Responses:		229	100%	128	100%	357	100%
Average score:		**8.3**		**8.6**		**8.4**	

Interviewees were even more positive about the stewarding of the festival.

Figure 75: How do you feel about the stewarding of the festival?

	Score	Live in Town Centre No.	Live in Town Centre %	Do not live in Town No.	Do not live in Town %	Total No.	Total %
It is good	10	28	57%	43	63%	71	61%
It is adequate	6.6	20	41%	23	34%	43	37%
It is inadequate	3.3	1	2%	2	3%	3	3%
Total	0	49	100%	68	100%	117	100%
Opinion:		49	56%	68	54%	117	55%
No opinion:		38	44%	59	46%	97	45%
Total:		87	100%	127	100%	214	100%
Responses:		136	144%	195	146%	331	145%
Average score:		**8.5**		**8.7**		**8.6**	

11.8 Opinion of the Festival

Interviewees were asked whether they felt that the festival was a good thing for the people of the town. Those who said they live in the town centre were, not surprisingly, less positive than those who lived in other parts of the town, but they were positive on average, with an average score of 6.3 out of 10 (7.6 out of 10 for people not living in the town centre, 6.8 out of 10 altogether). Only a few people said it was “very bad” for local people.

Figure 76: Please give an opinion of whether the festival is of benefit to people who live in the town.

	Score	Live in Town Centre No.	Live in Town Centre %	Do not live in Town Centre No.	Do not live in Town Centre %	Total No.	Total %
Very Good	10	63	29%	45	38%	108	32%
Good	7.5	45	21%	40	34%	85	25%
Neither	5	57	26%	28	24%	85	25%
Bad	2.5	46	21%	4	3%	50	15%
Very Bad	0	6	3%	1	1%	7	2%
Total:		217	100%	118	100%	335	100%
Average score:		**6.3**		**7.6**		**6.8**	
No opinion		11		9		20	

They were more strongly of the view that the festival is of benefit to local businesses, giving that an overall rating of 7.7 out of 10, and almost half agreeing that the festival was very good for businesses.

Figure 77: Please give an opinion of whether the Lytham Festival is of benefit to businesses in and around the town.

		Live in Town Centre		Do not live in Town Centre		Total	
	Score	No.	%	No.	%	No.	%
Very Good	10	86	40%	74	63%	160	48%
Good	7.5	94	43%	33	28%	127	38%
Neither	5	19	9%	9	8%	28	8%
Bad	2.5	14	6%	3	3%	17	5%
Very Bad	0	3	1%		0%	3	1%
Total:		228	105%	126	107%	354	106%
Average score:		**7.4**		**8.3**		**7.7**	
No opinion		12		7		19	

They were then asked to assess the inconvenience that the festival caused them. People in the town centre were twice as negative as those who did not, but the average score was only 2.9 out of 10 (where 0 is no inconvenience and 10 is a great deal). 6% overall said it caused them a great deal of inconvenience. That is equivalent to about 600 people.

Figure 78: Please give an opinion on the amount of inconvenience the Lytham Festival causes you.

		Live in Town Centre		Do not live in Town Centre		Total	
	Score	No.	%	No.	%	No.	%
A great deal	10	16	7%	6	5%	22	6%
Some	5	98	43%	26	20%	124	35%
None	0	113	50%	95	75%	208	59%
Total		227	100%	127	100%	354	100%
Average score:		**2.9**		**1.5**		**2.4**	

Interviewees were asked to what extent they supported the festival continuing. A clear majority of both those living in the town centre and those living outside the town centre either supported or strongly supported its continuation. Only a few were strongly opposed. The overall score was 7 out of 10.

Figure 79: To what extent do you support the festival continuing?

		Live in Town Centre		Do not live in Town Centre		Total	
	Score	No.	%	No.	%	No.	%
Strongly support	10	64	28%	50	41%	114	33%
Support	7.5	59	26%	48	39%	107	31%
Neutral	5	64	28%	18	15%	82	23%
Don't support	2.5	28	12%	6	5%	34	10%
Strongly don't support	0	11	5%	1	1%	12	3%
Total:		226	100%	123	100%	349	100%
Average score:		**6.5**		**7.8**		**7.0**	
Don't know		2		4		6	

Figure 80 shows that opinion about this is strongly related to age. The age groups up to 54 are all very strongly in favour of the festival continuing, especially those aged 25-34 years. Older people are less enthusiastic, but all ages are supportive on average.

Figure 80: To what extent do you support the festival continuing?

	Score	16-24		25-34		35-44	
		No.	%	No.	%	No.	%
Strongly support	10	8	50%	14	54%	21	48%
Support	7.5	6	38%	9	35%	15	34%
Neutral	5	1	6%	3	12%	4	9%
Don't support	2.5	1	6%		0%	4	9%
Strongly don't support	0		0%		0%		0%
Total:		16	100%	26	100%	44	100%
Average score:		**8.3**		**8.6**		**8.0**	
Don't know						1	

	Score	45-54		55-64		65+	
		No.	%	No.	%	No.	%
Strongly support	10	33	38%	12	16%	25	26%
Support	7.5	31	36%	23	32%	19	20%
Neutral	5	18	21%	23	32%	31	32%
Don't support	2.5	3	3%	13	18%	13	13%
Strongly don't support	0	1	1%	2	3%	9	9%
Total:		86	100%	73	100%	97	100%
Average score:		**7.7**		**6.0**		**6.0**	
Don't know		1		1		5	

Figure 81: Score out of 10 for supporting the continuation of the festival, by age.

Age	Score out of 10
25-34	8.6
16-24	8.3
35-44	8.0
45-54	7.7
55-64	6.0
65+	6.0
Average:	7.0

Those who had been to the festival this year were much more in favour of the festival continuing than those who had not been, but even those who had not been favoured its continuation on average.

Figure 82: To what extent do you support the festival continuing?

		Live in Town Centre		Do not live in Town Centre		Total	
	Score	No	%	No	%	No	%
PEOPLE WHO DID NOT GO TO THE 2023 FESTIVAL							
Strongly support	10	12	8%	15	19%	27	12%
Support	7.5	38	25%	42	53%	80	35%
Neutral	5	62	41%	16	20%	78	34%
Don't support	2.5	28	19%	5	6%	33	14%
Strongly don't support	0	11	7%	1	1%	12	5%
Total		151	100%	79	100%	230	100%
Average score:		**5.2**		**7.1**		**5.8**	
Don't know		3		5			
PEOPLE WHO WENT TO THE 2023 FESTIVAL							
Strongly support	10	52	72%	34	81%	86	75%
Support	7.5	19	26%	6	14%	25	22%
Neutral	5	1	1%	1	2%	2	2%
Don't support	2.5		0%	1	2%	1	1%
Strongly don't support	0		0%		0%	0	0%
Total		72	100%	42	100%	114	100%
Average score:		**9.3**		**9.3**		**9.3**	

11.9 Comments and Suggestions

Interviewees were asked "Are there any comments or suggestions you would like to make about the festival? For example this could be how the organisers can improve the experience for residents or how the local council can improve the experience for residents or any other comments you would like to make?". Figure 83 shows the 122 comments made.

Figure 83: Comments and suggestions.

PEOPLE WHO LIVE IN THE TOWN CENTRE
A park and ride scheme would be better.
Access to town for residents
Better access for older people through out
Better access to parking more parking
Better access to the town for locals
Better car parking
Better parking and signal near the event
Better parking for local people
Better parking or a park and ride
Better police presence in town centre
Better public transport or festival transport so not so much parking disruption.
Better signal getting in
Bigger the better. Only one weekend and there's other events in the town that causeuch more inconvenient
Causes some problems for locals but overall great thing for the town
Cheaper tickets for local people
Cheaper tickets for local people
Could be organised better
Family said great things about evebt
Festival feels too corporate now. It used to be a community event with input from local artists and was better for families. Doesn't feel like the money it costs in terms of traffic management and policing is returned to the town
Festival shouldn't be on the green if it's going to stay so big. Need a park and ride and transparency of where the money goes. Much better public consultation with affected residents
Further away from lytham makes it too difficult for residents
Further away from town
Further out of town
Goes on too long, why brought it forward date wise
Good set-up
Great event would go next year
Great for Lytham and the town
Great for the town
Have it somewhere else
Impacts us for the whole week
It does effect day to day life for locals but brings in money for town
Just make sure residents can go about day to day business as best as possible
Just stopped me coming in didn't effect me personally
Keep more out of town
Keep towards festival sute
Less interference
Make it earlier during the day
Make it further out of the centre
Minimise anti social behaviour in town centre
More access to public who aren't attending
More bins for litter
More events like the festival

More outside the festival site for local people
Na Really great for the town
Need a park and ride
Need a park and ride or a park and walk
Need to sort out tickets
Need to make the festival shorter
No bigger for next year big enough already
Not convent for people who dont attend the festival
Not for me but great for Lytham Could possibly make Lytham more accessible on the weekend of
Not overly informed on festivsl
Open up some more of the green
Police had guns and parking would be inconvenient
Policing of the event at the end of the night not good. Event is too big now and it takes too long to clear the area at the end of the night.
Price of the event too expensive
Priorities elderly
Resident routes potential
Some organisation such as leaving and tickets were an issue
Still things to do for over 60
Stop affecting community as much
Stops people like me coming In to town
The festival has lost its charm. Too big . Better when it had The Proms.
Tickets too expensive for locals
Too loud
Too loud, distrupts town to much
Too loud, ruined weekend for me as had plans but had to cancel
Town is far too small for volume of traffic and coaches. Road closures happen too early and are incredibly inconvenient. Traffic control at the end of the night terrible.
Use existing theatres like lowther

PEOPLE WHO DO NOT LIVE IN THE TOWN CENTRE
4 days might be better. More rowdy behaviour at Club day
Advertised well
Better public transport
Better traffic management
Better traffic management
Better traffic management
Better traffic management after
Bring back paper tickets
Contain it more
Didn't come because of parking and couldn't get tickets
Don't feel like the hassle caused is worth it for the town.
Fencing goes up too early
Festival brings more money in for organisers than businesses. Festival should be in an area that is further from the town and has better parking
Festival is getting too big. More people would cause too much disruption and requires more policing and area doesn't have those resources.
Festival isn't necessarily a bad thing but makes day to day for residents difficult and have to do most things early in morning

Festival was better when it was smaller. Carparks take up too much Room and ihe money doesn't go to the town anymore. Would support festival if it was like it was 5 years ago
Friends said it was too loud where they lived Green got messed up
Getting too big scale it down
Green gets affected
Independent shops wouldn't survive in Lytham if it werent for the festival
Interupts Lytham too much needs to be further out
Issues for tickets on mobile phones also took up whole green couldn't walk
It's too big now it was better when it was smaller
Keep access to residents
More access for residents
More child friendly
More residents parking permits
Movw out of Lytham too distruptive
Na Really great event
No ,the festival is great. There is more disruption when the Open is on
No it's brilliant Always gonna be some distruption so just try keep to min
No problems at all with the festival if they could sort the parking out
Park and ride, festival got too big, leaving was really funneled very damgerous And put them off gping
Parking for residents away from festival
People seem to enjoy but try to disrupt residents as little as lossibke
Police presence more in town
Prosperity and income into the town and promotes music within the town for all ages
Public transport needs to be better. The trains are too full during the festival
Residents on the front used to get free tickets. Now have to have app and they don't have phone so no use
Stopped me going in to town but good for local community
The festival would appeal to more people if it was cheaper and more family friendly
Too big, too busy too much traffic
Too expensive
Too expensive especially for locals
Too much disruption
Too noisy . Too expensive
Traffic control
Trouble with parking
Used to go to the festival but now it's too big.
Was away week of
Was away weekend of so not entirely sure
Wasn't there during week of so wasn't aware
Work in a dental practice had to change hours as patients couldn't get to the clinic. Staff got parking tickets.ocal businesses should get free or discounted tickets to festival to compensate

12 Impact on Businesses in the Area

12.1 The Survey

Figure 84 shows the type of business that were surveyed.

Figure 84: Type of businesses surveyed.

Type	No	%
Hotel	10	24%
Restaurant	8	20%
B&B / Guesthouse	6	15%
Café	3	7%
Food shop	3	7%
Other Shop	3	7%
Bar/Pub with rooms	2	5%
Takeaway food	2	5%
Holiday let	1	2%
Charity clothing shop	1	2%
Bar/Pub without rooms	1	2%
Chemist	1	2%
Total	41	100%

Most of the businesses were in Lytham town centre. A few accommodation businesses were in St Annes or elsewhere in the borough.

Figure 85: Location of the business.

Rating	No.	%
In Lytham town centre	36	88%
St Annes	3	7%
Elsewhere in Fylde Borough	2	5%
Total	41	100%

About 80% (32 respondents) categorised themselves as small or medium sized enterprises, the other 9 categorising themselves as large enterprises. About two thirds were standalone businesses, with the remainder being branches of a larger organisation.

Figure 86: Nature of the company.

Type	No	%
The only part of the operation	27	66%
Part of an operation headquartered elsewhere	13	32%
The headquarters of a larger operation	1	2%
Grand Total	41	100%

Figure 87 shows the position of the person interviewed.

Figure 87: Position of person interviewed.

Owner / Proprietor	14
Chief Executive / Manager	9
Staff	4
Deputy Chief Executive / Manager	3
Operations Manager	3
Assistant Manager	2
Supervisor	2
Booking Manager	1
Director	1
Pharmasist	1
Revenue Manager	1
Total:	41

They reported an average of 7 full time staff and 9 part time staff. 8 (20%) reported more than 10 full time staff, with the largest having 40.

Interviewees were asked "Thinking about your suppliers and where they are based, I am going to ask you what proportion, by value of purchases, are from suppliers based in Fylde". 24 of the businesses answered the question. The average was 68%[23].

Figure 88: % of purchasers from suppliers based in Fylde.

1	Hotel	100%	13	Restaurant	80%
2	B&B / Guesthouse	100%	14	Hotel	75%
3	Hotel	100%	15	Café	60%
4	Hotel	100%	16	Restaurant	50%
5	Café	100%	17	Restaurant	45%
6	Takeaway food	100%	18	Restaurant	30%
7	Hotel	90%	19	Other Shop	30%
8	Hotel	90%	20	Food shop	30%
9	Hotel	80%	21	Food shop	25%
10	Hotel	80%	22	Bar/Pub with rooms	25%
11	Restaurant	80%	23	Charity Shop	20%
12	Takeaway food	80%		Average:	68%

12.2 Impact on Business

Respondents were asked what impact the festival had on their business, given a choice of Very Negative (0 points allocated), Negative (2.5 points), Neither Positive or Negative (5 points); Positive (7.5 points) and Very Positive (10 points). A large proportion said it was very positive. Only one said it was negative. The average score was 8.1 out of 10.

[23] This, in reality, will be an overstatement. Many of the purchases will be from wholesalers based in Fylde, but the goods themselves will be made elsewhere.

Figure 89: Did Lytham Festival 2023 event have a positive or negative impact on your business?

Rating	Score	No.	%
Very positive	10	18	44%
Positive	7.5	16	39%
Neither positive nor negative	5	6	15%
Negative	2.5	1	2%
Very negative	0		0%
Grand Total		41	100%
Average score:		8.1	

This is higher than we have every experienced before in an equivalent survey.

Figure 90 shows that the businesses involved in eating and drinking and accommodation gave the highest rating for positive impact, but most shops also said that it was positive.

Figure 90: Did Lytham Festival 2023 event have a positive or negative impact on your business?

	Very Positive	Positive	Neither Postive nor Negative	Negative	Very Negative	Total	Score
Score	10	7.5	5	2.5	0		
B&B / Guesthouse	3	3				6	8.8
Bar/Pub with rooms	1	1				2	8.8
Restaurant	5	2	1			8	8.8
Takeaway food	1	1				2	8.8
Café	2		1			3	8.3
Hotel	3	6	1			10	8.0
Bar/Pub without rooms		1				1	7.5
Charity Shop		1				1	7.5
Food shop	2			1		3	7.5
Holiday Let		1				1	7.5
Other Shop	1		2			3	6.7
Chemist			1			1	5.0
Total	18	16	6	1	0	41	8.1

Figure 91 shows reasons given by interviewees who said that the festival had a positive impact on their business, and also whether there were any other positive or negative effects.

Figure 91: Please tell us why you said Did Lytham Festival 2023 event have a positive or negative effect on your business.

	Reason for Assessment	Other ways that the festival had a positive impact on the business	Any other ways the festival had a negative impact on the business
VERY POSITIVE			
B&B / Guesthouse	Fully booked		
B&B / Guesthouse	More business to hotel. Great atmosphere.		Parking is difficult.
B&B / Guesthouse	Economic benefit.		The parking is hindered and the green is damaged.
Bar/ Pub with rooms	Amazing atmosphere and a record week for the site.	Tourism, advertisment.	
Café	Very busy. Workers had plenty of hours		
Café	Full through majority of day.		Harder for regulars to get seats.
Food shop	Increase footfall and turnover.	General vibe of town.	
Food shop	Increased footfall and revenue.		
Hotel	Economic and community factors.		Disorderly conduct from customers, high police presence.
Hotel	Increasing room rates, and bar takings.	Repeat bookings.	Logistics of moving that many people.
Hotel	So many guests.	Happy, great, more guests.	No, but people get very drunk.
Other Shop	Footfall and sales rised.	Exposure.	Internet blocker affected sales.
Restaurant	Increased customers and revenue.		
Restaurant	Increased footfall and turnover in a bad weather week.	Exposure. Networking.	Rubbish Not a lot of toilets so people came asking for that.
Restaurant	We're in the middle of the square so it brought us many more customers during that week.	Got our name out there.	We made the most money the business has ever made.
Restaurant	Record sales week.	Local exposure.	
Restaurant	Brought extra footfall.	New footfall.	
Takeaway food	Bigger footfall busier getting noticed.	Opens the door to more customers.	Parking more difficult.
POSITIVE			
B&B / Guesthouse	Business brought to area.		
B&B / Guesthouse	Plenty of bookings - economic factor.	Repeat custom, new visitors to town and to local hotels.	Not for us, but heard of issues in the past.
B&B / Guesthouse	Sell all the rooms.		
Bar/Pub with rooms	It brings in a lot of business for us to maximize profits.	We have return guests for the hotel part of our business.	
Bar/Pub w/ut rooms	Busy.		
Charity Shop	Busy.		
Holiday Let	More bookings.		
Hotel	Good for tourism, fully booked.	High profile event.	Rooms empty, bar tends to be empty.
Hotel	Increase room rates.		
Hotel	Filled spare rooms.		Rowdy people on street.
Hotel	Different clientele so good.	More repeat bookings.	Infrastructure problems. Lytham is gridlocked during festival.
Hotel	Higher rates.		
Hotel	Economic factor - increase bed nights.	Increases bed nights.	
Restaurant	Brought in customers and revenue.		
Restaurant	Increased trade.		Parking and litter.
Takeaway food	New customers footfall good.	Buzz in the city center.	

Figure 92: Please tell us why you said Did Lytham Festival 2023 event have a positive or negative effect on your business

	Reason for Assessment	Other ways that the festival had a positive impact on the business	Any other ways the festival had a negative impact on the business
NEITHER POSITIVE OR NEGATIVE			
Café	More people but less locals.		
Chemist	Slight decrease but nothing major.	New temp customers.	Discourages customers coming in. Harder accessibility.
Hotel	Rates were higher and didn't fill up.	Different type of customers.	Didn't fill up, calendar gaps.
Other Shop	No increase in sales or loss.	More people finding out about the company.	High footfall.
Other Shop	No drivers to the High St from the festival. Also not allowed to take products we sell onto festival site.	Deliveries can't be made due to restrictions on the High St.	Increased shoplifting. Need more police on patrol in high st over festival.
Restaurant	Weekends were great. Weekdays quiet.	New faces.	Traffic parking.
NEGATIVE			
Food shop	Cars couldn't come in. Older people didn't want to come.		

Accommodation businesses were asked to estimate how many room nights they sold to people who attended the festival.

Figure 93: Roughly how many room nights do you think you sold to people visiting the festival?

Business Type	Rooms Sold
B&B / Guesthouse	4
B&B / Guesthouse	100
B&B / Guesthouse	15
B&B / Guesthouse	3
B&B / Guesthouse	All
Bar/Pub with rooms	16
Hotel	80%
Hotel	85%
Hotel	100%
Hotel	64
Hotel	10
Hotel	24
Hotel	77
Hotel	260
Hotel	Much more full

17 of the businesses (41% of those surveyed) said they had employed staff for additional hours. Figure 94 shows the extra hours they reported. The 17 businesses reported 1,147 hours between them, at an average of 68 each (equivalent to an average of 28 extra hours across the whole sample).

Figure 94: Extra staff hours used during the festival.

		Extra Hours			Extra Hours
1	Bar/Pub with rooms	30	10	Other Shop	40
2	Bar/Pub with rooms	250	11	Restaurant	80
3	Bar/Pub without rooms	40	12	Restaurant	10
4	Café	160	13	Restaurant	100
5	Café	35	14	Restaurant	125
6	Food shop	40	15	Restaurant	20
7	Food shop	35	16	Restaurant	120
8	Hotel	12	17	Takeaway food	32
9	Other Shop	20		Average:	68

Eight of the surveyed businesses (20%) said they had extended their opening hours.

Figure 95: Businesses that extended their opening hours as a result of the festival.

Bar/Pub without rooms
Café
Food shop
Hotel
Other Shop
Restaurant
Restaurant
Restaurant

12.3 Opinion of the Festival

Respondents were asked to give an opinion about the impact of the festival on three criteria. Figure 96 shows that respondents were strongly positive on each, with most interviewees strongly agreeing that the festival is a good thing for their business, for other businesses and for the local area generally.

Figure 96: Average rating given on three variables.

		Is a good source of income for your business		Is a good source of income for local businesses generally		Is a good thing for the area generally	
	Score	No	%	No	%	No	%
Strongly agree	10	26	63%	26	65%	29	73%
Agree	7.5	9	22%	9	23%	9	23%
Neither agree nor disagree	5	5	12%	2	5%	1	3%
Disagree	2.5	1	2%	2	5%	1	3%
Strongly disagree	0	0	0%	0	0%	0	0%
Total:		41	100%	40	100%	40	100%
Average score:		8.7		8.6		9.1	
Don't know				1			

They were separately asked, near the start of the survey “To what extent is the Lytham Festival a significant factor in your business being located in this area?”. This was intended to ascertain if one or two had some special relationship with the festival. Almost half, however, answered that the festival was either significant or very significant to them being in the area.

Figure 97: Extent of festival being a significant factor in the business being in the area.

Rating	No.	%
Very significant	12	30%
Significant	8	20%
Neither	6	15%
Insignificant	2	5%
Very insignificant	11	28%
Total:	40	100%
Don't know	1	

Figure 98 shows that a wide range of businesses felt this way. It suggests that the festival has become a significant factor in sustaining a large number of local businesses.

Figure 98: To what extent is the festival a significant factor in your business being located in this area?

	Very Significant	Significant	Total	
	No.	No.	No.	%
B&B / Guesthouse		4	4	20%
Restaurant	4		4	20%
Hotel	2	1	3	15%
Food shop	2		2	10%
Other Shop	2		2	10%
Holiday Let		1	1	5%
Bar/Pub with rooms	1		1	5%
Bar/Pub without rooms	1		1	5%
Charity Clothing		1	1	5%
Takeaway Food		1	1	5%
Total:	12	8	20	100%

Interviewees were much less positive when asked about other aspects of the management of the festival that could affect them, although they were positive on balance.

Figure 99: Opinion of aspects of the management of the festival.

		Enabling local businesses to get involved		Keeping businesses updated about the event's logistics		Minimising anti-social behaviour	
	Score	No	%	No	%	No	%
Very good	10	7	17%	9	22%	9	23%
Good	7.5	11	27%	10	24%	10	25%
Neither good nor poor	5	10	24%	12	29%	9	23%
Poor	2.5	4	10%	4	10%	3	8%
Very poor	0	4	10%	4	10%	3	8%
Total		41	100%	41	100%	40	100%
Average score:		5.2		5.7		5.4	
Don't know						1	

13 Opinions of Festivalgoers

Festivalgoers were asked, in the survey, to rate different elements of the experience from 1-5 where 1 is very poor and 5 is very good. Figure 100 shows the ratings given (translated to a score out of 10). It shows that all elements of the festival were given a very positive rating.

Figure 100: Ratings given to different elements of the festival experience.

Score	Getting on to the festival site		Number of toilets		Quality of toilets		Number of food outlets		Quality of food outlets		Number of bars		Quality of bars		Overall enjoyment of the event	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
1	7	1%	5	1%	5	1%	1	0%	1	0%	1	0%	1	0%	0	0%
2	14	2%	2	0%	4	1%	4	1%	2	1%	1	0%	1	0%	1	0%
4	35	6%	17	4%	30	7%	19	6%	16	5%	15	4%	16	5%	5	1%
4	66	11%	56	13%	76	18%	58	18%	63	21%	39	12%	48	14%	60	15%
5	495	80%	352	81%	303	72%	245	75%	221	73%	283	83%	272	80%	336	84%
Total:	617	100%	432	100%	418	100%	327	100%	303	100%	339	100%	338	100%	402	100%
Score	9.2		9.3		9		9.1		9.1		9.4		9.4		9.5	

14 Charity Benefits

Five charities were allowed to collect donations. They raised £19,115 (Mary O'Gara Foundation £3,878; Park View 4U £2,578; Lytham Rotary £3,678; Trinity Hospice £5,143; North West Blood Bikes £3,838).

Cuffe and Taylor make donations to various local groups on a continuing basis: Lytham in Bloom £3,000, RNLI £1,500 and £3,000 to local sports and youth groups.

Their Proms Concert at Lytham Hall raised £153,000 in 2021 and £53,000 in 2022. The donation is likely to be about £10,000 this year because of lower attendance than normal.

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