POST EVENT OUTCOME REPORT

* Please supply the required information in the relevant text boxes (boxes expand as you type)
* The information required is a mix of hard numbers (quantitative) and more qualitative feedback (i.e. views on the event etc.) – please give as much information as you can
* The evaluation activity that you undertake in respect of your event should be structured and planned in order to provide the information required
* If you require any further guidance in order to complete this report, please contact your Event Manager
* Guidance notes on completing sections 3 and 7 of the form are given in Appendix 1 at the end of this document

**Section 1: Event Details**

|  |  |
| --- | --- |
| **Event Name:** | Dedication of Prestonpans [1745] Memorial Tables |
| **Event Date(s):** | 15th September 2018 |
| **Event Venue(s):** | Prestonpans |
| **Local Authority Area(s):** | East Lothian Council |
| **Element(s) of Event Supported:** | Clan-themed programming and marketing activity |
| **Total Award:** | £5,000 |

**Section 2: Clan and Contact Details**

|  |  |
| --- | --- |
| **Clan Name:** | The Battle of Prestonpans (1745) Heritage Trust |
| **Main Contact:** | Dr Gordon Prestoungrange MBE |
| **Contact Telephone Number:** | 01604 858322 |
| **Email Address:** | prestoungrange@aol.com |

**Section 3: Final Event Budget**

Guidance notes on completing this Section are given in **Appendix 1**. In order to put the EventScotland element in context, your total event budget figures should be supplied here. **Please submit the final event budget with the outcome report**.

1. **Please double click to open and complete the embedded Excel template and details below. Once you have input all your figures, click SAVE and to save and embed to this report.**



|  |  |
| --- | --- |
| **Total Event Budget** (INCLUDING in-kind)**:** | £31,000 |
| **Total Cash Budget** (EXCLUDING in-kind)**:** | £n/a |
| **Other Public Sector** | £ 5,000.00 |
| **Private Income/Sponsorship** | £26,000 |
| **Other Income (tickets, merchandise, etc.)** | £0 |

|  |  |
| --- | --- |
| **What percentage of the event’s cash budget was spent in Scotland?** | 100% |

1. **Please provide details of how many suppliers your event supported via orders or in kind support**

|  |  |  |
| --- | --- | --- |
| **Supplier Engagement** | **Number of Suppliers Supported** | **Value of Suppliers Supported (£)** |
| **Suppliers - Scotland** | 4 | £31,000 |
| **Suppliers – Rest of UK** |  |  |
| **Suppliers - Overseas** |  |  |
| **TOTAL** | 4 | £31,000 |

**Section 4: Agreed Key Performance Outcomes**

***Note:*** *The boxes expand as you type so please give full answers and provide any attachments to evidence as necessary.*

|  |  |
| --- | --- |
| **Agreed Key Performance Indicators (KPIs)** | **Performance against agreed KPIs - Please give a full description.** |
| **Attract 600 total attendances from Clan members** | Yes; included Clan Chiefs/ Representers who also provided Clan Information and joined Parade with banners. All visited the new Memorial Tables on Waggonway for Commemoration |
| **Attract 1000 total attendances from non-clan members** | Yes; included Clan eponymous street residents in Prestonpans and Clan names across county/ Scotland. Total 2000+ over weekend including linked Encampment & Re-enactments |
| **Attract 35% visitors from outside the local authority area** | Yes; est. 40% from across MidLothian and Edinburgh and Scotland at large visitors and re-enactors |
| **Engage with local community and deliver an event which deepens public understanding of clan histories and Scottish ancestry** | Extensive Clan/ eponymous street Briefings at Gothenburg and Clan encounters on 15th/ 16th ; Local Primary Schools created banners to carry in Parade. Lottery buyers locally briefed and offered concessionary entry. |

**Section 5: Event Attendance**

1. **(i) How many people attended your event in 2018? And how does this compare with your previous event (if applicable)?**

|  |  |  |
| --- | --- | --- |
|  | **Year of Support 2018** | **[Re-enactment**  **in 2015]** |
| **Clan Members/Staff** | 1000+ | 500 |
| **Volunteers /Re-enactors** | 200 | 200 |
| **Spectators (non-Clan members)** | 800+ | 800 |
| **TOTAL** | **2000+** | **1500 est.** |

1. (ii) It is assumed that the above information is ‘Total Attendance’ as opposed to ‘Unique Visitors’.

Please confirm this in the appropriate box by indicating with an ‘X’:

|  |  |  |  |
| --- | --- | --- | --- |
| Total Attendance | 2000+ | Unique Visitors | 1600+ |

Note: When estimating the impact of your event, EventScotland requires to understand whether you have provided us with the number of attendances or the number of unique visitors. For example - if one individual attends your event on two days then we count that as two ‘attendances’ but only one ‘unique visitor’. This is important to understand so that there is no double counting of the individual when measuring the impact of your event.

1. (ii) If your event offered multiple separate events/activities as part of your overall programme, on average how many events/activities did an individual attend?

|  |  |
| --- | --- |
| Average Number of multi-visits: | 3 |

If you wish to add any further comments around your answers above, please do so here:

|  |
| --- |
| The Parade & Dedication was followed by Encampment & multi-event Re-enactment weekend and month long exhibitions of 2500 x 2 Paper Prestonpans Soldiers & The 104 metre Prestonpans Tapestry + 5 Evening Clan Briefings |

1. What percentage of attendees travelled from the following geographic regions?

|  |  |
| --- | --- |
|  | **2018** |
| **Overseas** | 4% |
| **Rest of UK** | 6% |
| **Rest of Scotland** | 40% |
| **Local Area** | 50% |
| **TOTAL** | **100%** |

***Note:*** *The total must add up to 100%*

1. Which countries did visitors travel from?

|  |
| --- |
| **New Zealand, France, Netherlands, USA, Ireland, England** |

1. **Please provide the percentage split whether the attendances in question 5. c) were Day Visitors or Overnight Visitors**

Note: For each category of attendees the totals must add to 100%.

|  |  |  |  |
| --- | --- | --- | --- |
| Attendees: Day/Overnight | % Day Attendances in year of support | % Overnight Attendances in year of support | Total % in year of support |
| Clan Members/Staff | 100% | Not applicable | 100% |
| Volunteers (non-clan members) | 100% |  | 100% |
| Spectators (non-clan members) | 100% |  | 100% |

1. **On average how many nights did overnight visitors stay?**

|  |  |
| --- | --- |
| **Area** | **Number of Nights** |
| Overseas | Not applicable |
| Rest of UK | n/a |
| Rest of Scotland | n/a |

1. **How was the information you have provided to answer Section 5 of the Outcome Report gathered? Please mark ‘X’ as appropriate.**

|  |  |
| --- | --- |
| **Box Office / Registration Form** |  |
| **Anecdotal from following Re-enactments** | **X** |
| **Audience Feedback Forms/ Questionnaire** |  |
| **Liaison with Clans** | **X** |

**Section 6: Impact and Legacy**

1. **Please describe what the funding added to your event (e.g. what it allowed you to do and the impact the funding had on your overall event)**

|  |
| --- |
| The Clan Event Fund enabled us to bring the Memorial Tables: [a] to final installation on the 1722 Waggonway; [b] to invite Clan Chiefs and Representers of all the Clans that Came Out with The Prince on September 21st 1745 to Parade across the battlefield to then be welcomed by our Lord Lieutenant & Provost and to be present for the Commemoration and Dedication of the Tables; [c] ensure widespread understanding across our community residing in Clan eponymous streets of the significance of their designations – mainly incomers to Prestonpans since 2000 ; |

1. **Have you seen a rise in Clan Membership following your event?**

|  |
| --- |
| This was not an intended outcome for us but Clans took the opportunity throughout the weekend to meet with interested members of our community. |

**Section 7: Key Outcomes**

Summary of key outcomes achieved in relation to sections of the application form. Guidance notes on completing this Section are given in **Appendix 1.**

**Brand, Identity and Reputation:**

**How did your event and planned activity complement Scotland’s Year of Young People themes?**

*The Year of Young People aims to provide opportunities for generations to come together and celebrate our nation’s young people and provide a platform for young people (aged 8 to 26). The themes of the year are CULTURE, EDUCATION, ENTERPRISE AND REGENERATION, EQUALITY AND DISCRIMINATION, HEALTH AND WELLBEING and PARTICIPATION.*

|  |
| --- |
| Young people were specifically engaged in the creation of banners to be carried in the Parade and displayed at the encampment. They also had a dedicated centre in the main marquee and a specific opportunity to meet with re-enactors in the programme. Those living on eponymous streets were made aware of the origins of their designations.  The overarching goal of the Trust in Prestonpans since 2006 has been the creation of a Living History Centre in our community so that the young and especially incomers as we expand will be aware of the cultural heritage and that it can act as a stimulus to visitor numbers and socioeconomic regeneration. |

**Economic and Tourism:**

**How did your event encourage regional spread of visitors? Where did visitors travel to and what activities were undertaken?**

|  |
| --- |
| The Parade and Commemoration/ Dedication was promoted via relevant Clan Chiefs/ Associations but by extensive PR and publicity by Martha Bryce [of which separate analysis will be tabled]. Clan Chiefs/ Representers came from all designated Clans. |

**Social and Cultural:**

**How did your event engage with the general public and local community? Have there been any direct benefits to the Clans from doing so?**

|  |
| --- |
| We believe that for the local community the highlighting of the role played in September 1745 by the Clans which have eponymous street names was significant – both in publicity terms but also in ensuring the Parade the length of Appin Drive and passed all the relevant streets. As already mentioned many of the residents are incomers to the new homes there so for them it was an important message. Clan Nights also offered a similar opportunity.  Similarly the names of Gardiner and Cope were highlighted for their eponymous streets. |

**General Feedback:**

**Please use the space below to provide any feedback you have from working with EventScotland through the Scottish Clan Event Fund 2018. We would be interested to hear about your experience and any suggestions for how the process could be developed or improved. Thank you!**

|  |
| --- |
| *The staff at the Scottish Clan Event Fund were at all times supportive and proactive. Couldn’t ask for more! Thanks for that. No suggestions for improvement but then we were surely atypical.*  The Clan Fund Support received by the Prestonpans Heritage Trust was invested alongside EventScotland support to the Scottish Battlefields Trust for the Encampment and Re-enactments for the East Lothian Battles as a National Event; also supported by East Lothian Council as a Signature Event.  This particular year was year was made most exceptional and very well attended by the addition of the Clan Event i.e. the Call to The Clans, the Parade, and the Commemoration and the Dedication of the Memorial Tables.  It was a great disappointment that at the last moment the British Army were unable also to be present on September 15th. However, a unique occasion has now been arranged on November 15th with Lt General Riddel-Webster, Governor of Edinburgh Castle and CinC Scotland to honour those who died from the Regiments who served in September 1745 whose names are inscribed on their own Memorial Table on the 1722 Waggonway. He himself originally served with the Black Watch which is one of the Regiments commemorated. |

**Please ensure you supply the following when submitting this completed form**

*Please tick all boxes to acknowledge inclusion of all items:*

|  |  |
| --- | --- |
| A final copy of your event budget detailing actual income and expenditure  *(preferably* ***embedded within this document****)* | X |
| A sample of marketing materials used to advertise the event/ **from Martha Bryce in a separate Report comprehensive report.** | X |
| Any supporting documentation - **Photographs on Tables & Parade** | X |

|  |
| --- |
| **Comments (EventScotland use only)** |
|  |