

Economic Impact of Major Events at Finsbury Park

Final Report

December 2018

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1 Executive Summary

The aim of this report is to assess the economic impact of the programme of major events held in Finsbury Park over the summer of 2018. Figure 1 shows the programme. There were 12 event days over five weekends. Attendance was about 306,000, about 88% of capacity.

Figure 1: Programme of major events in Finsbury Park, 2018

Date	Festival	Attendance	Capacity	Organiser
1 Sat 26 May	Steel Yard day 1	10,500	15,000	Festival Republic
2 Sun 27 May	Steel Yard day 2	14,000	15,000	Festival Republic
3 Sat 9 Jun	Southport Weekender	11,000	12,000	Slammin' Events
4 Sun 10 Jun	Tranzmission	8,000	12,000	Slammin' Events
5 Fri 29 Jun	Liam Gallagher	41,361	45,000	Festival Republic
6 Sat 30 Jun	Queens of the Stone Age	41,640	45,000	Festival Republic
7 Sun 1 Jul	Community Festival	30,081	45,000	Festival Republic
8 Fri 6 Jul	Wireless Day 1	41,342	45,000	Festival Republic
9 Sat 7 Jul	Wireless Day 2	41,659	45,000	Festival Republic
10 Sun 8 Jul	Wireless Day 3	42,514	45,000	Festival Republic
11 Sat 22 Sep	Hospitality in the Park	12,000	12,000	Slammin' Events
12 Sun 23 Sep	Abode in the Park	12,000	12,000	Slammin' Events
Total:		306,097	348,000	

The main source of data for the report was a survey of visitors to the events and a survey of businesses in the location. This has been supplemented by information from Festival Republic about the number of people employed at events. Key information that has emerged from the research is:

- 8% of the audience lives locally. That represents about 23,000 visits by local people.
- The “Community Festival”¹ attracted a larger local share, about 20% of its visitors.
- About 55% of people attending the events travelled from a part of the UK outside London.
- The event was the reason for visiting London for almost everyone who came from out of London.
- About half of those coming from outside London stayed in London for the event, about half of them staying in a hotel or other type of serviced accommodation, a fifth staying in self-catering and the remainder with friends or relatives. This represents about c.140,000 visitors staying at least one night in a hotel or guest house, and c.55,000 paying to stay in self-catering. They stayed for an average of about 2.2 nights, representing about 308,000 guest nights in serviced accommodation and about 120,000 guest nights in self-catering. Given that most would share a room, this probably represents about 170,000 room nights sold in serviced accommodation² and 50,000 apartment nights in self-catering³.

¹ The title is something of a misnomer as it is a commercial event, but it has greater local focus than the others.

² Assuming 1.8 people per room.

³ Assuming 2.5 people per apartment.

- Over 60% were visiting the area for the first time. Most of those who had been before, other than locals, had done so infrequently. 72% were visiting an event in the park for the first time.
- Most travelled by public transport to the event.
- There is a big difference in the age profile between the rock-orientated events (Liam Gallagher and Queens of the Stone Age) and the dance / grime / community festival events, with the latter having a much younger audience
- There is also a big difference in the gender profile of audiences between the rock events and the dance / grime / community events, with the former being male-orientated and latter being female-orientated.
- Most of the respondents were either in employment / self-employment or full-time students, with students forming a large proportion of the audience for the dance / grime events and the majority of the community festival.
- People are most likely to visit the events as a group of adults, although the pattern is a little different between dance / grime and rock events, with people most likely to visit rock concerts with one other adult, reflecting an older demographic.
- People attending the events spent about £172 each, almost half on food and drink and 30%, on average, on accommodation.

Figure 2: Average spend per festival goer (excluding tickets)

	Accommodation	Eating & drinking	Merchandise	Travel & Parking	Other	Total
At the Festival		£61.18	£5.93	£22.05	£1.11	£90.26
In Haringey Area		£7.99	£0.92	£0.68	£0.16	£9.73
In London	£51.43	£11.18	£6.29	£2.37	£1.04	£72.31
Total:	£51.43	£80.35	£13.14	£25.09	£2.30	£172.30
Percentage:	30%	47%	8%	15%	1%	100%

- The survey suggests that they spent about £44.5 million in total, c.£2.5 million in local businesses (not including hotels and other accommodation).

Figure 3: Total spend by festival goers (excluding tickets)

	Accommodation	Eating & drinking	Merchandise	Travel & Parking	Other	Total
At the Festival		£18,489k	£1,791k	£6,662k	£335k	£27,277k
In Haringey Area		£2,414k	£278k	£204k	£47k	£2,940k
In London	£15,541k	£3,380k	£1,901k	£716k	£314k	£21,852k
Total:	£15,541k	£24,283k	£3,969k	£7,583k	£696k	£52,070k
Percentage:	30%	47%	8%	15%	1%	100%

- About £11 million would have been spent on tickets in addition to this.

- There would be additional income from sources like advertising and sponsorship.
- A reasonable approximation of the total amount of expenditure resulting from the events is about £60 million.
- The events themselves had revenue, including that of contractors, of about £36 million.
- It is not possible to tell, without more detailed research, what proportion of that is in London and in the Haringey area. A high proportion will be spent in London and a relatively small proportion – perhaps £4 million - in the Haringey area.
- The events are estimated to have created about £45 million of economic activity that would not have taken place otherwise, most of it in London, and perhaps £4 million or so in the vicinity of the park.
- This implies additional Gross Value Added (GVA) of about £25 million.
- Ticket sales and related income pays for a host of expenses including artiste fees and costs, the staff working for promoters, the technicians involved in staging the concert, catering for those involved in setting up the concert, and much else.
- About 50 technicians work on the set up of an event over about 7 days, with the number building up towards the performance date. Many of them are also needed for the take down of the event.
- Many use hotels and other accommodation locally and will make purchases in many local businesses.
- Over 3,000 people work on the largest of the events. The 2018 events programme would have involved about 19,000 days of work at the park, equivalent to about 9 FTE jobs.
- Other jobs will also have been created / sustained in planning and implementing the events, and expenditure by visitors will help to sustain many others.
- Just over half of respondents to the business survey thought that the impact had been very positive or positive. 22% thought it was negative or very negative, only two taking the view that it was very negative.
- Eating and drinking establishments were much the most likely to consider that the effects had been very positive. Shops were considerably the least positive. This matches the expenditure pattern shown in the visitor survey, with food and beverage orientated businesses being much greater beneficiaries than shops.
- 57% of the business surveyed said that their weekly turnover increased because of the events, with about a quarter (24%) saying the increase was more than 25%.
- Wireless had considerably the highest number of ratings from local businesses for having had greatest impact.
- About 30% of the businesses reported having additional staff on event days compared to normal, amounting to an average of about 0.8 people per business (1.2 per eating & drinking place).

2 Methodology

Two research surveys have been undertaken by Spirul, a market research company, to provide data and intelligence for this study.

The first was a survey of a sample of people attending the events. 578 face to face interviews were conducted at events, as shown in Figure 4. The events have been divided into three categories for purpose of analysis – “Dance / Grime”, “Rock” and “Community” – to allow analysis of differences between them. The categorisation is also shown in Figure 4.

Figure 4: Number of interviews

	Classification	Interviews
Steel Yard	Dance / Grime	102
Southport Weekender	Dance / Grime	47
Tranzmission Festival	Dance / Grime	54
Liam Gallagher	Rock	55
Queens of the Stone Age	Rock	63
Community Festival	Comm Fest	61
Wireless	Dance / Grime	196
Total		578

This is a crude categorisation. The events categorised as “Dance / Grime” do attract a younger audience than “Rock”, however. The so-called “Community Festival” has a local bias, which is reflected in the audience profile, but is operated on a commercial basis, so that name is misleading, and it could have been included in Dance / Grime. The survey numbers for “Community Festival” are small - the objective of separating it is to see if there is evidence of a more local audience for it than the other events.

Figure 5 shows the split of audiences and completed surveys by the three types of event. “Dance / Grime” events are slightly over-represented in the overall survey and “Rock” events slightly under-represented.

Figure 5: Split of audiences and survey responses

	Attendance		Surveys	
	Number	%	Number	%
"Dance / Grime"	189,115	63%	399	69%
"Rock"	83,001	27%	118	20%
"Community Fest"	30,081	10%	61	11%
Total:	302,197	100%	578	100%

Information from the visitor survey about the nature and behaviour of people attending the events is reported in Section 3. Information from the survey about how much they spent is reported in Section 4. Results from Wireless are separated in Section 4⁴.

⁴ This was because Festival Republic asked for it. It was easy to do for expenditure, but the main analysis had been done by then and it would have been very time intensive to repeat it.

The second survey was of businesses in the vicinity of the Finsbury Park. Spirul surveyed 91 businesses, 43 face to face and the remainder by phone, between 22 August and 23 September 2018, after all the events in the park had taken place other than the two at the end of September. The businesses have been grouped into four categories for analysis. Figure 6 shows the nature of the businesses surveyed and how they have been categorised.

Figure 6: Businesses interviewed

EATING AND DRINKING		32 Cafe	HOTELS & SERVICED	
1 Cafe	33 Restaurant	1 Serviced apartments		
2 Pub	34 Resaurant/take away	2 Hotel		
3 Take away/ restaurant/ kebab shop	35 Cafe	3 Hotel		
4 Cafe	36 Take away	4 Hotel		
5 Youth hub centre cafe	37 Coffee shop	5 Hotel		
6 Cafe	38 Cafe	6 Hotel		
7 Irish pub	39 Off licence	7 Hotel		
8 Pub	40 Take away	8 Hotel		
9 Cafe/Deli	41 Pub	9 Hotel		
10 Cafe	42 Take away			
11 Cafe/ Grill	43 Restaurant	1 Hardware	RETAIL	
12 Cafe	44 Take away	2 Furniture store		
13 Restaurant	45 Restaurant	3 Clothes shop		
14 Restaurant	46 Pub	4 Clothing store		
15 Cafe/Restaurant	FOOD AND DRINK RETAIL		5 Clothing store	
16 Pub	1 Off licence	6 Charity shop		
17 Cafe	2 Food and wine	7 Charity Shop		
18 Restaurant	3 Food centre	8 Florists		
19 Cafe/ Restaurant	4 Food and wine	9 Pharmacy		
20 Cafe/Restaurant	5 Food shop	10 Home goods store		
21 Cafe	6 Butchers	11 Pawnbrokers		
22 Restaurant	7 Bakery	12 Gift shop		
23 Restaurant	8 Restaurant	13 Bike hire		
24 Restaurant	9 Food chain	14 Social enterprise		
25 Restaurant	10 Deli	15 Foreign exchange		
26 Coffee shop	11 Off licence	16 Newsagents		
27 Cafe	12 Off licence	17 Newsagents and shop		
28 Cafe/shop	13 Off licence	18 Newsagents		
29 Cafe	14 Off licence	19 Newsagents		
30 Take away	15 Off licence and	20 Law firm		
31 Cafe & ice cream shop	16 Off licence			

Figure 7 shows the position in the organisation of those interviewed.

Figure 7: Position in the organisation of those interviewed

Other senior position	36
Owner / Proprietor	25
Other	15
Chief Executive / Managing Director	11
Deputy Chief Executive / Managing Director	4
Total	91

Figure 8 shows the number of full-time⁵ and part-time employees in the organisations surveyed. Most are small enterprises, with only 9 (10%) having 10 or more full time employees.

Figure 8: Number of Full Time and Part Time Employees

Number of employees per organisation	No of Organisations with this number of FT employees	No of Organisations with this number of PT employees	Number of employees per organisation	No of Organisations with this number of FT employees	No of Organisations with this number of PT employees
EATING AND DRINKING			HOTELS & SERVICED APARTMENTS		
70	1		15	2	
30		1	10	2	
19	1		6	1	1
17	1		5	1	
14		1	4		2
12		1	3	2	3
9	1		2	1	1
8		2	1		1
7	2	2	RETAIL		
6	5	5	16	1	
5	4		6	1	1
4	8	6	5	1	
3	7	11	4	1	
2	9	5	3	2	3
1	2	3	2	4	5
0	5	8	1	8	2
FOOD AND DRINK RETAIL			0	2	9
12	1				
7	2				
6	1				
5		1			
4	1	2			
3	4				
2	6	5			
0	1	4			

Figure 9 shows the average number of employees by type of organisation.

Figure 9: Average number of staff per organisation

	Full Time	Part Time	All Staff
Hotels & Serviced Apartments	7.7	2.9	10.6
Eating and Drinking	5.5	4.3	9.7
Food & Drink Retail	3.8	1.8	5.6
Retail	2.7	1.4	4.1
Total:	4.8	3.1	7.8

Only a third of respondents were able or willing to provide an estimate of the turnover of the company. 80% of those which did estimated annual turnover to be under £100,000 per annum.

⁵ Working 30 hours or more per week

Figure 10: Turnover of businesses surveyed

TYPE	Under £50k	£50 - £100k	£100- £200k	£200- £500k	Responses	Prefer not to say	Total
Eating & Drinking:	7	6	1	3	17	29	46
Food & Drink Retail:	4	3	0	0	7	9	16
Hotels & Serviced Apartments:	0	1	1	0	2	7	9
Retail:	1	2	1	0	4	16	20
Total:	12	12	3	3	30	61	91
PERCENTAGE OF RESPONSES							
Eating & Drinking:	41%	35%	6%	18%	100%		
Food & Drink Retail:	57%	43%	0%	0%	100%		
Hotels & Serviced Apartments:	0%	50%	50%	0%	100%		
Retail:	25%	50%	25%	0%	100%		
Total:	40%	40%	10%	10%	100%		

The results from the business survey are reported in Section 5.

3 Nature and Behaviour of Visitors

The survey suggests that about 8% of the audience lives locally. That represents about 23,000 visits by local people. The Community Festival attracted a larger local share. The largest proportion of people attending the events, about 55% in total, travel from a part of the UK outside of London.

Figure 11: Home location of audience

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Elsewhere in the UK	236	59%	63	53%	21	34%	320	55%
Elsewhere in London	120	30%	44	37%	28	46%	192	33%
Haringey	24	6%	11	9%	12	20%	47	8%
Overseas	19	5%		0%		0%	19	3%
Respondents	399	100%	118	100%	61	100%	578	100%

The event was the main reason for visiting London for almost everyone who came from out of London.

Figure 12: Question: "If you are visiting from outside of London, is this Finsbury Park music event your main reason for visiting London?"

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Main reason for visiting London	247	97%	59	94%	18	86%	324	96%
Not main reason for visiting London	8	3%	4	6%	3	14%	15	4%
Total	255	100%	63	100%	21	100%	339	100%
Not relevant:	144		55		40		239	
Survey responses:	399		118		61		578	

About a third of respondents were not visiting from home. That suggests that about half of those coming from outside London were staying in London for the festival.

Figure 13: Respondents visiting on a day trip from home

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
On a day trip from home	265	66%	77	65%	49	80%	391	68%
Other	134	34%	41	35%	12	20%	187	32%
Total	399	100%	118	100%	61	100%	578	100%

Figure 14 shows that about half of those who were not visiting from home stayed in serviced accommodation (hotel or guest house), and a fifth stayed in self-catering accommodation, the remainder staying with friends or relatives. That means that about 140,000 visitors to the events will have stayed at least one night in a hotel or guest house, and about 55,000 will have paid to stay in self-catering. There is not much difference in the proportion using paid accommodation between the Dance / Grime and Rock events. About 3% (representing c.8,500 people) said they stayed in a hotel or guest house in the borough, and a similar proportion said they used self-catering.

Figure 14: Accommodation used by those staying away from home

	Dance / Grime			Rock			Community Fest			Total		
	No	% of Staying Visitors	% of all Visitors	No	% of Staying Visitors	% of all Visitors	No	% of Staying Visitors	% of all Visitors	No	% of Staying Visitors	% of all Visitors
IN HARINGEY												
Friends & Relatives	14	40%	4%	4	40%	3%	1	20%	2%	19	38%	3%
Serviced Accom	13	37%	3%	4	40%	3%	2	40%	3%	19	38%	3%
Self Catering	8	23%	2%	2	20%	2%	2	40%	3%	12	24%	2%
Total	35	100%	9%	10	100%	8%	5	100%	8%	50	100%	9%
IN REST OF LONDON												
Friends & Relatives	24	23%	6%	8	25%	7%	4	57%	7%	36	25%	6%
Serviced Accom	62	58%	16%	16	50%	14%	2	29%	3%	80	55%	14%
Self Catering	12	11%	3%	5	16%	4%	1	14%	2%	18	12%	3%
Airbnb	6	6%	2%	2	6%	2%	0	0%	0%	8	6%	1%
Other	2	2%	1%	1	3%	1%	0	0%	0%	3	2%	1%
Total	106	100%	27%	32	100%	27%	7	100%	11%	145	100%	25%
TOTAL PEOPLE STAYING AWAY FROM HOME												
Friends & Relatives	38	27%	10%	12	29%	10%	5	42%	8%	55	28%	10%
Serviced Accom	75	53%	19%	20	48%	17%	4	33%	7%	99	51%	17%
Self Catering	20	14%	5%	7	17%	6%	3	25%	5%	30	15%	5%
Airbnb	6	4%	2%	2	5%	2%	0	0%	0%	8	4%	1%
Other	2	1%	1%	1	2%	1%	0	0%	0%	3	2%	1%
Total	141	100%	35%	42	100%	36%	12	100%	20%	195	100%	34%
All respondents	399		100%	118		100%	61		100%	578		100%

Those staying in London reported spent just over two nights in accommodation on average.

Figure 15: Average nights in London for those staying at least one night

Dance / Grime	2.3
Rock	2
Community Festival	1.5
Total:	2.2

A high proportion of visitors were coming to the area for the first time. Although visitors were asked about Haringey, it is unlikely that most will be aware of the boundaries of the borough. Their response will be about an undefined area around Finsbury Park.

Figure 16: Q: Approximately how many times have you visited Haringey in the last 12 months?

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
First visit to Haringey	248	62%	72	61%	37	61%	357	62%
Been before:	151	38%	46	39%	24	39%	221	38%
	399	100%	118	100%	61	100%	578	100%

Most of those who had visited the area before had done so infrequently.

Figure 17: Number of previous visits to Haringey of those who were not local and had visited previously

No of visits	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
1	14	4%	3	3%	0	0%	17	3%
2	53	13%	13	11%	10	16%	76	13%
3	19	5%	7	6%	0	0%	26	4%
4	10	3%	3	3%	1	2%	14	2%
5	8	2%	4	3%	0	0%	12	2%
6	3	1%	1	1%	0	0%	4	1%
7	1	0%	1	1%	0	0%	2	0%
8		0%	2	2%	0	0%	2	0%
10	7	2%		0%	0	0%	7	1%
12	1	0%		0%	0	0%	1	0%
15	1	0%		0%	0	0%	1	0%
20+	7	2%	1	1%	0	0%	8	1%
Not relevant:	275	69%	83	70%	50	82%	408	71%
Total:	399	100%	118	100%	61	100%	578	100%

72% of respondents said they were visiting a large event in Finsbury Park for the first time. The proportion was similar across the different types of event.

Figure 18: Q: Approximately how many times have you visited a large event in Finsbury Park before?

No of visits	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
First Visit	286	72%	83	70%	45	74%	414	72%
Been before	113	28%	35	30%	16	26%	164	28%
Total:	399	100%	118	100%	61	100%	578	100%

A small proportion of those interviewed said they were regular visitors to major events in the park.

Figure 19: Number of events attended by those who had attended one before

No of visits	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
1	16	4%	11	9%	11	18%	38	7%
2	58	15%	14	12%	3	5%	75	13%
3	14	4%	8	7%	2	3%	24	4%
4	2	1%		0%		0%	2	0%
5	7	2%		0%	1	2%	8	1%
6	3	1%		0%		0%	3	1%
7	2	1%		0%		0%	2	0%
8	2	1%		0%		0%	2	0%
9	1	0%		0%		0%	1	0%
10+	6	2%	1	1%		0%	7	1%
Not relevant:	286	72%	84	71%	44	72%	414	72%
Total:	399	100%	118	100%	61	100%	578	100%

Figure 20 shows there is a big difference in the age profile between the rock events and the dance / community events, with the latter having a much younger audience.

Figure 20: Age profile of all individuals in the parties interviewed

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
11-13	1	0%	2	1%	0	0%	3	0%
14-15	31	3%	8	3%	0	0%	39	2%
16-24	686	58%	76	24%	148	77%	906	54%
25-34	294	25%	74	24%	28	15%	393	23%
35-44	128	11%	95	31%	9	5%	232	14%
45-54	46	4%	42	14%	6	3%	94	6%
55-59	4	0%	10	3%	0	0%	14	1%
60-64	2	0%	4	1%	0	0%	6	0%
Total:	1,192	100%	311	100%	191	100%	1,687	100%

There is also a big difference in the sex profile between the rock events and the dance/ grime events, with the former being male-orientated and latter being female-orientated.

Figure 21: Sex of all individuals in the parties interviewed

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Female:	671	56%	141	45%	100	52%	911	54%
Male:	521	44%	170	55%	91	48%	775	46%
Total:	1,192	100%	311	100%	191	100%	1,686	100%

Most of the respondents were either in employment / self-employment or full-time students, with students forming a large proportion of the audience for the dance events and the majority of the community event.

Figure 22: Occupation of respondents

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
In employment	189	47%	76	64%	28	46%	293	51%
Self-employed with employees	20	5%	10	8%	1	2%	31	5%
Self-employed without employees	19	5%	4	3%	0	0%	23	4%
Full-time student	159	40%	20	17%	32	52%	211	37%
Never worked	1	0%	0	0%	0	0%	1	0%
Unemployed	10	3%	0	0%	0	0%	21	4%
Retired	1	0%	3	3%	0	0%	4	1%
Total:	399	100%	118	100%	61	100%	578	100%

Figure 23 shows the type of work done by respondents that are in employment or self-employed.

Figure 23: Type of work done by respondents

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Modern professional occupations	61	15%	17	14%	5	8%	83	14%
Technical & craft occupations	38	10%	13	11%	2	3%	53	9%
Routine manual & service occupations	19	5%	20	17%	8	13%	47	8%
Clerical & intermediate occupations	28	7%	13	11%	3	5%	44	8%
Senior managers or administrators	33	8%	9	8%	1	2%	43	7%
Traditional professional occupations	22	6%	7	6%	1	2%	30	5%
Semi-routine manual & service occupations	17	4%	6	5%	5	8%	28	5%
Middle or junior managers	14	4%	7	6%	2	3%	23	4%
(Unable to say)	7	2%	6	5%	2	3%	15	3%
None	160	40%	20	17%	32	52%	212	37%
Total:	399	100%	118	100%	61	100%	578	100%

People are most likely to visit the events as a group of adults, although the pattern is a little different in this between Dance / Grime and Rock events, with people most likely to visit rock concerts with one other adult, reflecting an older demographic. Organised groups represented a large share of parties interviewed at the Community Festival.

Figure 24: Q: Who did you visit this Finsbury Park event with today?

No of visits	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Adult party	194	49%	38	32%	36	59%	268	46%
One other adult	187	47%	4	3%	1	2%	192	33%
One other adult	1	0%	66	56%	1	2%	68	12%
Organised group	2	1%		0%	20	33%	22	4%
Family party inc children	13	3%	7	6%	1	2%	21	4%
Individual	3	1%	3	3%	1	2%	7	1%
Total:	399	100%	118	100%	61	100%	578	100%

The average number of individuals per group is just under 3, with Dance and Community being higher than Rock.

Figure 25: Average number of people per party

Dance/Grime	Rock	Comm Fest	Total
3.0	2.6	3.1	2.9

Just under 80% of those interviewed at the dance and rock events were white; about 62% of those interviewed at the community festival were.

Figure 26: Ethnic origin of respondents

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
White / White British / White Irish	313	78%	91	77%	38	62%	442	76%
Black / Black British	33	8%	13	11%	1	2%	47	8%
Mixed: White & Black	22	6%	6	5%	8	13%	36	6%
Asian / Asian British	17	4%	2	2%	1	2%	20	3%
Other	8	2%	5	4%		0%	13	2%
Mixed: White & Asian	5	1%		0%	4	7%	9	2%
Chinese	1	0%		0%	1	2%	2	0%
Total:	399	100%	118	100%	61	100%	578	100%

Most travelled by public transport to the event.

Figure 27: Travel to Finsbury Park from other parts of London

	Dance / Grime		Rock		Comm Fest		Total	
	No	%	No	%	No	%	No	%
Underground	166	56%	59	59%	27	56%	252	57%
Overground train	51	17%	10	10%	5	10%	66	15%
Bus	36	12%	11	11%	8	17%	55	12%
Car	21	7%	10	10%	5	10%	36	8%
Taxi	21	7%	8	8%	3	6%	32	7%
Bicycle		0%	2	2%		0%	2	0%
Total	295	100%	100	100%	48	100%	443	100%

4 Expenditure by Festival Goers

4.1 Ticket Purchase

Figure 28 shows the ticket prices.

Figure 28: Ticket Prices

	Face Value	Booking Fee
WIRELESS		
Friday	£55.00	£7.00
Saturday	£62.00	£7.40
Sunday	£62.00	£7.40
Weekend	£160.00	£15.00
Fri + Sat	£110.00	£11.25
Fri + Sun	£110.00	£11.25
Sat + Sun	£117.50	£12.00
COMMUNITY		
	£40.00	£5.25
STEELYARD		
	£45.00	
SOUTHPORT WEEKENDER, ABODE & HOSPITALITY		
Started at £25. Went up in £5 increments to £50.		
TRANZ-MISSION		
Started at £25. Went up in £5 increments to £40.		

The average price paid per day, including booking fees, giveaways and discounted tickets, was probably about £45.00, c.£36 excluding VAT. This suggests that total ticket sales were about £11 million⁶.

4.2 Other Promoter Generated Income

Promoters generate income from sources like advertising and sponsorship. It represented about 30% of ticket sales at Wembley but is likely to be lower at a venue that is not permanent. £1 million might be a reasonable estimate.

4.3 Spend by Festival Goers

People surveyed were asked how much they expected to spend at the festival, in the local area near the festival site, and in the rest of London.

⁶ 302,197 attendance x £36, rounded up.

The dance / grime events have, for this purpose, been divided between Wireless and Steel Yard / Transmizzion / Southport Weekender.

Respondents were asked to estimate how much they expected to spend themselves, other than on accommodation, where they were asked to estimate for the group they were staying with.

Figure 30 shows the total estimated by all respondents and Figure 31 shows the average per respondent, shown by size of party. Figure 29 summarises the average and total spend.

Figure 29: Estimated expenditure on the festival site

Events	Attendance	SPENT AT FESTIVAL SITE				Total
		Eating & drinking	Merchandise	Travel & Parking	Other	
AVERAGE SPEND PER VISITOR						
Dance		£86.62	£6.50	£19.20	£2.66	£114.99
Rock		£48.04	£6.30	£9.23	£0.34	£63.91
Wireless		£51.40	£5.43	£36.94	£0.13	£93.91
Community		£34.43	£4.87	£8.55	£0.66	£48.50
Total:		£61.18	£5.93	£22.05	£1.11	£90.26
TOTAL SPEND						
Dance	63,600	£5,509k	£414k	£1,221k	£169k	£7,313k
Rock	83,001	£3,987k	£523k	£766k	£28k	£5,304k
Wireless	125,515	£6,452k	£682k	£4,637k	£16k	£11,787k
Community	30,081	£1,036k	£146k	£257k	£20k	£1,459k
Total:	302,197	£18,489k	£1,791k	£6,662k	£335k	£27,277k
% of total:		68%	7%	24%	1%	100%

The figures suggest that festival goers spent about £23 million getting to the festival and in the park during events, about 68% of that on food and drink. The average expenditure of £61 on food and drink is not far off a figure of £50 per person produced from research of attendees at UK festivals by the research company CGA.

4.4 Expenditure in Vicinity of Finsbury Park

The survey results suggest that the events programme results in additional expenditure of just under £3 million in businesses in the vicinity of the park, excluding visitor accommodation. Most of it is in eating and drinking establishments.

Economic Impact of Major Events at Finsbury Park

Figure 30: Total estimated spend by survey respondents

	Groups Individuals		SPENT ON ACCOMMODATION			SPENT AT FESTIVAL SITE					SPENT REST OF HARINGEY					SPENT REST OF LONDON				
			Overall Spend	Number of nights	No of people paying for	Eating & drinking	Mercha ndise	Travel & Parking	Other	Total	Eating & Drinking	Shopping	Leisure & entertai nment	Other	Total	Eating & Drinking	Shopping	Leisure & entertai nment	Other	Total
STEEL YARD, TRANSMIZZION & SOUTHPORT WEEKENDER																				
Singles	3	3	£30	1	1	£95	£25	£5	£0	£125	£10	£0	£0	£0	£10	£5	£0	£0	£45	£50
Two Person	80	160	£3,353	53	51	£4,351	£478	£1,322	£105	£6,256	£540	£70	£60	£0	£670	£955	£375	£215	£130	£1,675
Three Person	40	120	£615	8	11	£2,467	£135	£363	£120	£3,085	£210	£35	£70	£0	£315	£175	£40	£120	£40	£375
Four Person	52	208	£4,463	62	68	£9,008	£606	£1,936	£290	£11,840	£965	£85	£130	£70	£1,250	£1,482	£495	£595	£190	£2,762
Five + Person	26	147	£460	9	9	£1,490	£63	£234	£20	£1,807	£222	£60	£50	£20	£352	£155	£60	£110	£60	£385
Total:	201	638	£8,921	133	140	£17,411	£1,307	£3,860	£535	£23,113	£1,946	£250	£310	£90	£2,596	£2,772	£970	£1,040	£465	£5,247
WIRELESS																				
Singles																				
Two Person	118	236	£6,009	85	64	£5,587	£515	£3,521	£0	£9,623	£527	£10	£0	£0	£537	£1,763	£1,340	£20	£0	£3,123
Three Person	38	114	£1,670	15	18	£1,745	£190	£836	£0	£2,771	£126	£20	£0	£0	£146	£235	£120	£0	£0	£355
Four Person	22	88	£4,300	26	24	£1,763	£315	£2,479	£0	£4,557	£150	£0	£0	£0	£150	£120	£320	£0	£0	£440
Five + Person	18	111	£1,580	10	20	£980	£45	£405	£25	£1,455	£165	£0	£0	£0	£165	£20	£30	£0	£0	£50
Total:	196	549	£13,559	136	126	£10,075	£1,065	£7,241	£25	£18,406	£968	£30	£0	£0	£998	£2,138	£1,810	£20	£0	£3,968
LIAM GALLAGHER & QUEEN OF STONE AGE																				
Singles	4	4	£50	1	1	£105	£0	£7	£0	£111	£32	£0	£10	£0	£42	£15	£10	£0	£80	£105
Two Person	71	142	£5,789	35	44	£3,965	£570	£663	£0	£5,198	£862	£80	£0	£0	£942	£990	£680	£10	£30	£1,710
Three Person	24	72	£80	1	2	£807	£75	£213	£0	£1,095	£130	£10	£30	£0	£170	£130	£60	£70	£4	£264
Four Person	14	56	£610	6	12	£580	£105	£171	£20	£876	£216	£0	£0	£0	£216	£173	£0	£30	£0	£203
Five + Person	6	33	£100	1	2	£260	£0	£46	£20	£326	£95	£100	£0	£0	£195	£20	£50	£0	£0	£70
Total:	119	307	£6,629	44	61	£5,717	£750	£1,099	£40	£7,605	£1,335	£190	£40	£0	£1,565	£1,328	£800	£110	£114	£2,352
COMMUNITY FESTIVAL																				
Singles	1	1	£0	0	0	£30	£0	£0	£0	£30	£20	£0	£0	£0	£20	£0	£0	£0	£0	£0
Two Person	20	40	£0	0	0	£705	£69	£166	£0	£940	£107	£5	£20	£0	£132	£55	£15	£133	£20	£223
Three Person	20	60	£120	3	2	£740	£93	£209	£0	£1,042	£122	£30	£10	£0	£162	£45	£0	£40	£0	£85
Four Person	12	48	£320	9	5	£315	£65	£89	£0	£469	£70	£25	£0	£0	£95	£70	£20	£25	£0	£115
Five + Person	8	40	£125	2	2	£310	£70	£58	£40	£478	£40	£0	£10	£0	£45	£45	£15	£0	£0	£35
Total:	61	189	£565	14	9	£2,100	£297	£521	£40	£2,958	£359	£60	£40	£0	£454	£215	£50	£198	£20	£458
ALL RESPONDENTS:	577	1,683	£29,674	327	336	£35,303	£3,419	£12,721	£640	£52,082	£4,609	£530	£390	£90	£5,614	£6,453	£3,630	£1,368	£599	£12,025

Economic Impact of Major Events at Finsbury Park

Figure 31: Average estimated spend per respondent

	SPENT ON ACCOMMODATION			SPENT AT FESTIVAL SITE					SPENT REST OF HARINGEY					SPENT REST OF LONDON					
	Groups	Individuals	No of people paying for	Eating & drinking	Mercha nse	Travel & Parking	Other	Total	Eating & Drinking	Shopping	Leisure & entertai nment	Other	Total	Eating & Drinking	Shopping	Leisure & entertai nment	Other	Total	
STEEL YARD, TRANSMIZZION & SOUTHPORT WEEKENDER																			
Singles				£32	£8	£2	£0	£42	£3	£0	£0	£0	£3	£2	£0	£0	£15	£17	
Two Person				£54	£6	£17	£1	£78	£7	£1	£1	£0	£8	£12	£5	£3	£2	£21	
Three Person				£62	£3	£9	£3	£77	£5	£1	£2	£0	£8	£4	£1	£3	£1	£9	
Four Person				£173	£12	£37	£6	£228	£19	£2	£3	£1	£24	£29	£10	£11	£4	£53	
Five + Person				£18	£57	£2	£9	£1	£70	£9	£2	£2	£1	£14	£6	£2	£4	£2	£15
Total:				£44	£87	£7	£19	£3	£115	£10	£1	£2	£0	£13	£14	£5	£5	£2	£26
WIRELESS																			
Singles																			
Two Person				£47	£4	£30	£0	£82	£4	£0	£0	£0	£5	£15	£11	£0	£0	£26	
Three Person				£46	£5	£22	£0	£73	£3	£1	£0	£0	£4	£6	£3	£0	£0	£9	
Four Person				£195	£80	£14	£113	£0	£207	£7	£0	£0	£0	£7	£5	£15	£0	£20	
Five + Person				£88	£54	£3	£23	£1	£81	£9	£0	£0	£0	£9	£1	£2	£0	£3	
Total:				£69	£51	£5	£37	£0	£94	£5	£0	£0	£0	£5	£11	£9	£0	£20	
LIAM GALLAGHER & QUEEN OF STONE AGE																			
Singles				£26	£0	£2	£0	£28	£8	£0	£3	£0	£11	£4	£3	£0	£20	£26	
Two Person				£56	£8	£9	£0	£73	£12	£1	£0	£0	£13	£14	£10	£0	£0	£24	
Three Person				£34	£3	£9	£0	£46	£5	£0	£1	£0	£7	£5	£3	£3	£0	£11	
Four Person				£41	£8	£12	£1	£63	£15	£0	£0	£0	£15	£12	£0	£2	£0	£15	
Five + Person				£43	£0	£8	£3	£54	£16	£17	£0	£0	£33	£3	£8	£0	£0	£12	
Total:				£56	£48	£6	£9	£0	£64	£11	£2	£0	£0	£13	£11	£7	£1	£1	£20
COMMUNITY FESTIVAL																			
Singles				£30	£0	£0	£0	£30	£20	£0	£0	£0	£20	£0	£0	£0	£0	£0	
Two Person				£35	£3	£8	£0	£47	£5	£0	£1	£0	£7	£3	£1	£7	£1	£11	
Three Person				£37	£5	£10	£0	£52	£6	£2	£1	£0	£8	£2	£0	£2	£0	£4	
Four Person				£26	£5	£7	£0	£39	£6	£2	£0	£0	£8	£6	£2	£2	£0	£10	
Five + Person				£39	£9	£7	£5	£60	£5	£0	£1	£0	£6	£6	£2	£0	£0	£4	
Total:				£9	£34	£5	£9	£1	£48	£6	£1	£1	£0	£7	£4	£1	£3	£0	£8
Singles				£46	£4	£28	£0	£79	£5	£0	£0	£0	£5	£14	£11	£0	£1	£26	
Two Person				£53	£7	£15	£1	£75	£8	£1	£0	£0	£9	£12	£6	£1	£1	£20	
Three Person				£59	£6	£36	£1	£102	£6	£1	£1	£0	£7	£5	£5	£2	£1	£13	
Four Person				£126	£9	£30	£4	£169	£16	£1	£2	£1	£19	£20	£6	£7	£2	£36	
Five + Person				£52	£5	£33	£0	£90	£6	£1	£0	£0	£7	£10	£8	£1	£0	£19	
ALL RESPONDENTS:				£51	£61	£6	£22	£1	£90	£8	£1	£1	£0	£10	£11	£6	£2	£1	£21

Figure 32: Expenditure by festival goers in the Haringey area

Events	Attendance	SPENT REST OF HARINGEY				
		Eating & Drinking	Shopping	Leisure & entertainment	Other	Total
Dance		£9.68	£1.24	£1.54	£0.45	£12.92
Rock		£11.22	£1.60	£0.34	£0.00	£13.15
Wireless		£4.94	£0.15	£0.00	£0.00	£5.09
Community		£5.89	£0.98	£0.66	£0.00	£7.44
Total:		£7.99	£0.92	£0.68	£0.16	£9.73
TOTAL SPEND						
Dance	20,100	£195k	£25k	£31k	£9k	£260k
Rock	83,001	£931k	£133k	£28k	-	£1,092k
Wireless	125,515	£620k	£19k	-	-	£639k
Community	30,081	£177k	£30k	£20k	-	£224k
Total:	258,697	£2,066k	£238k	£175k	£40k	£2,517k
% of total:		82%	9%	7%	2%	100%

4.5 Expenditure in London

The research suggests that the concerts result in about £22 million expenditure in the London economy⁷, about 70% of which is spent on accommodation.

Figure 33: Expenditure by festival goers in London

Events	Attendance	SPENT REST OF LONDON					
		Accommodation	Eating & Drinking	Shopping	Leisure & entertainment	Other	Total
Dance		£44.38	£13.79	£4.83	£5.17	£2.31	£70.49
Rock		£55.71	£11.16	£6.72	£0.92	£0.96	£75.47
Wireless		£69.18	£10.91	£9.23	£0.10	£0.00	£89.42
Community		£9.26	£3.52	£0.82	£3.25	£0.33	£17.18
Total:		£51.43	£11.18	£6.29	£2.37	£1.04	£72.31
TOTAL SPEND							
Dance	20,100	£892k	£277k	£97k	£104k	£47k	£1,417k
Rock	83,001	£4,624k	£926k	£558k	£77k	£80k	£6,264k
Wireless	125,515	£8,683k	£1,369k	£1,159k	£13k	-	£11,224k
Community	30,081	£279k	£106k	£25k	£98k	£10k	£517k
Total:	258,697	£13,304k	£2,893k	£1,628k	£613k	£269k	£18,707k
% of total:		71%	15%	9%	3%	1%	100%

⁷ Excluding the expenditure in the vicinity of Finsbury Park

4.6 Total

The survey suggested that the events in the park resulted in expenditure by festival-goers of about £44.5 million, excluding the cost of purchasing tickets.

Figure 34: Overall average and total expenditure by festival visitors (excluding tickets)

	Accommodation	Eating & drinking	Merchandise	Travel & Parking	Other	Total
At the Festival		£61.18	£5.93	£22.05	£1.11	£90.26
In Haringey Area		£7.99	£0.92	£0.68	£0.16	£9.73
In London	£51.43	£11.18	£6.29	£2.37	£1.04	£72.31
Total:	£51.43	£80.35	£13.14	£25.09	£2.30	£172.30
Percentage:	30%	47%	8%	15%	1%	100%
TOTAL EXPENDITURE BY FESTIVAL GOERS						
	Accommodation	Eating & drinking	Merchandise	Travel & Parking	Other	Total
At the Festival		£18,489k	£1,791k	£6,662k	£335k	£27,277k
In Haringey Area		£2,414k	£278k	£204k	£47k	£2,940k
In London	£15,541k	£3,380k	£1,901k	£716k	£314k	£21,852k
Total:	£15,541k	£24,283k	£3,969k	£7,583k	£696k	£52,070k
Percentage:	30%	47%	8%	15%	1%	100%

The events caused expenditure of about £57 million including ticket sales and revenue from sources like sponsorship and advertising.

This expenditure will have a ripple effect, which is called “induced” impact⁸. A reasonable approximation of the total amount of expenditure resulting from the events is about £60 million.

The events themselves had revenue, including that of contractors, of about £36 million.

It is not possible to tell, without information from event organisers that would be difficult to collate, what proportion of that is in London and in the Haringey area. A high proportion will be spent in London and a relatively small proportion – perhaps £4 million - in the Haringey area.

Not all the expenditure will be incremental to what people would have spent anyway⁹. A high proportion will be, however. 75% is perhaps a reasonable estimate. That suggests that the events created about £45 million of additional economic activity, most of it in London.

⁸ It is the impact caused by money being “recycled” in the economy – a member of staff, for example, spending money in their local shop and, in so doing, helping to provide employment in that business. 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 some guidance on multipliers in 2008. It suggested that local multipliers tend to range from 1.05 to 1.15, with regional multipliers ranging between 1.3 and 1.76.

⁹This is called “displacement”

4.7 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 events in the park) 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.

is assumed to be 55% of turnover. That implies that the events resulted in additional Gross Value Added of about £25 million.

5 Employment

Ticket sales and related income pays for a host of expenses including artiste fees and costs, the staff working for promoters, the technicians involved in staging the concert, catering for those involved in setting up the concert, and much else.

About 50 technicians work on the set up of an event over about 7 days, with the number building up towards the performance date. Many of them are also needed for the take down of the event.

Many use hotels and other accommodation locally and will make purchases in many local businesses.

Figure 35 shows the number of passes issued by Festival Republic for people involved in Wireless, and the purpose for which they were issued. 3,030 passes were issued for people working on the site.

Figure 35: Passes issued for Wireless Festival

Bars	989	33%
Security	988	33%
Contractors	427	14%
Sponsorship	253	8%
Cleaners	108	4%
Traders	95	3%
Medical	84	3%
Event Production & Marketing	70	2%
Sustainability	16	1%
Total:	3,030	100%

Source: Festival Republic

Not all of the people that have these passes will work every day of a festival. Assuming 2,500 staff days worked for an audience of 40,000, the 2018 events programme would have involved about 19,000 days of work at the park, equivalent to about 9 FTE jobs¹⁰.

Other jobs will also have been created / sustained in planning and implementing the events, although it would be difficult to estimate as they will work on other events in other places also.

Expenditure by visitors resulting from the concerts will also sustain other jobs. £130,000 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. The average turnover per employee for small and medium sized enterprises in the UK is about £110,000¹¹. There are big differences between different sectors. The average turnover per employee for food and beverage businesses in London is, for example, about £53,000¹²; 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 £154,000¹³. Those sectors are all large beneficiaries of income generated directly and indirectly from the events.

About £20 million of extra spend in London¹⁴ would theoretically sustain about 150 FTE jobs. That will not happen in practice because most of the additional business is “top up” revenue for businesses that have core staff that are able to absorb additional capacity but gives an idea of the scale of benefit that the concerts will create.

¹⁰ 19,000 divided by 2,080 hours, the number worked by a normal full-time employee.

¹¹ Department for Business, Innovation and Skills.

¹² A figure of that order is true of the catering jobs in the stadium itself.

¹³ Office for National Statistics, Annual Business Survey

¹⁴ £26 million x 75% for displacement, rounded up to nearest million.

6 Business Survey

Respondents were asked if the events programme had a positive or negative effect on their business. Figure 36 shows that just over half of respondents thought that the impact had been very positive or positive. 22% thought it was negative or very negative – only two respondents taking the view that it was very negative. Eating and drinking establishments were much the most likely to consider that the effects had been very positive. Shops were considerably the least positive (this is to be expected because people are not likely to go shopping on the way to a festival as they would have to carry the shopping around with them, and most shops are not open afterwards, even were festival-goers in a mood for shopping).

Figure 36: “Did Finsbury Park Music Events 2018 have a positive or negative impact on your business?”

TYPE	Very positive	Positive	Neither positive nor negative	Negative	Very negative	Total
Points allocated:	5	4	3	2	1	
NUMBER OF BUSINESSES						
Eating and Drinking	10	16	10	8	2	46
Food & Drink Retail	5	4	6	1	0	16
Hotel / Serviced Apartments	1	5	2	1	0	9
Retail	1	5	6	6	2	20
Total:	17	30	24	16	4	91
Eating and Drinking	59%	53%	42%	50%	50%	51%
Food & Drink Retail	29%	13%	25%	6%	0%	18%
Hotel / Serviced Apartments	6%	17%	8%	6%	0%	10%
Retail	6%	17%	25%	38%	50%	22%
Total:	19%	33%	26%	18%	4%	100%

Figure 37 gives an average rating out of 5 based on a score of 5 for very positive, 4 for positive, 3 for neither positive nor negative, 2 for negative and 1 for very negative. Shops on the whole were slightly negative; other types of business were quite strongly positive.

Figure 37: Average Rating by Business Type

Type	Respondents	Average Rating
Food & Drink Retail	16	3.8
Eating and Drinking	46	3.5
Hotel / Serviced Apartments	11	3.7
Retail	20	2.9
Total:	93	3.4

Figure 40 shows reasons given for the assessment made. Positive comments are predominantly about the additional footfall in the area. Negative comments are predominantly about anti-social behaviour, particularly from events that attracted younger audiences, and the effects of safety measures.

Figure 38 shows that 57% of the business surveyed said that their weekly turnover increased because of the events, with about a quarter (24%) saying the increase was more than 25%.

Figure 38: Question: “In comparison to a “normal” week, what business activity did you achieve during the Finsbury Park Music Events 2018 in relation to turnover?”

TYPE	+50% more	26-50% more	11-25% more	0-10% more	About the same	0-10% less	11-25% less	26-50% less	+50% less	TOTAL
Points allocated:	8	7	6	5	4	3	2	1	0	
NUMBER										
Eating and Drinking	7	5	10	8	10	2	3	1	0	46
Food & Drink Retail	2	5	1	3	3	1	1	0	0	16
Hotels & Svced Aparts	1	1	2	3	2	0	0	0	0	9
Retail	0	1	2	1	12	1	2	0	1	20
Total:	10	12	15	15	27	4	6	1	1	91
PERCENTAGE										
Eating and Drinking	15%	11%	22%	17%	22%	4%	7%	2%	0%	100%
Food & Drink Retail	13%	31%	6%	19%	19%	6%	6%	0%	0%	100%
Hotels & Svced Aparts	11%	11%	22%	33%	22%	0%	0%	0%	0%	100%
Retail	0%	5%	10%	5%	60%	5%	10%	0%	5%	100%
Total:	11%	13%	16%	16%	30%	4%	7%	1%	1%	100%

Figure 39 shows the average score out of 8 used by applying the points shown in the heading of Figure 38. It suggests that hotels and places to eat and drink reported most benefit to turnover, with shops selling food and drink showing a lesser level of benefit and shops showing no change from normal.

Figure 39: Average increase in weekly turnover

Food & Drink Retail	5.3
Hotels & Serviced Apartments	5.6
Eating and Drinking	5.6
Retail	4.0
Total:	5.1

Figure 40: Reasons given for rating of whether events had a positive or negative impact on the business

Rating	Reason given for rating
	EATING AND DRINKING
Very Positive	Lots of customers kept us very busy we are normally quiet
Very Positive	Lots of customers but sometimes getting out of hand too busy
Very Positive	More people , more business
Very Positive	More sales
Very Positive	Lots of customers
Very Positive	Lots of customers, lots of people eating
Very Positive	Come out from event and get food from us
Very Positive	More busy in shop
Very Positive	Lots of customers
Very Positive	Revenue
Positive	More money
Positive	Known music venue, positive different crowds
Positive	More youth coming in taking part in our events
Positive	More customers came in during the wireless weekend and more customers come
Positive	More customers. good vibe
Positive	No major fights
Positive	Bring alot of business through the door
Positive	Increased sales
Positive	More customers flowing through the door
Positive	More people came for coffee so it was very good for business
Positive	Liam Gallagher brought more business
Positive	More people
Positive	More customers but more disruption
Positive	Busier
Positive	More people in the area, more customers
Positive	More customers, more people having food
Neither Pos or Neg	Nothing different for us, we saw fliers but no negative or positive impact
Neither Pos or Neg	Rowdy crowd, starting fights, damaging property. Rude customers coming in from
Neither Pos or Neg	Not customers we target, the wireless crowd is rowdy and noisy, we dont think
Neither Pos or Neg	We are next to a bed and breakfast hotel, and we may have had few customers
Neither Pos or Neg	It had no impact on us, we did not know about the events, we hardly had
Neither Pos or Neg	More customers came in, but rowdy teenagers in the area
Neither Pos or Neg	Was great when older crowd were in for us.
Neither Pos or Neg	People went to the other side of the park
Neither Pos or Neg	Didn't affect me at all
Neither Pos or Neg	The teenagers and drunk people brought it down
Negative	Lack of information given about events. Businesses should be informed how to
Negative	Extra security needed, lack of communication between organisers and businesses
Negative	The wireless crowd is less likely to come to our cafe, we were not informed and it
Negative	More policing in the roads, crowding areast, electricity gone at restaurant site,
Negative	Customers went to festival instead of coming to us
Negative	Some disruption, one exit was closed during the festival so it caused disruption as
Negative	They blocked certain roads and it affected our business badly
Negative	Only the rock festivals were good for us, the other festivals were all a nuisance,
Very Negative	There were metal barriers which stopped customers coming into shop, closed
Very Negative	They closed our side of the street and made a one way system, customers

FOOD AND DRINK RETAIL	
Very Positive	More business
Very Positive	More business
Very Positive	More customers
Very Positive	More customers
Very Positive	More footfall
Positive	More customers/business
Positive	More business
Positive	Brings in more customers
Positive	Because there were more customers
Neither Pos or Neg	Not in close proximity
Neither Pos or Neg	It brought lots of customers to the shop however I didn't know what was going on
Neither Pos or Neg	Streets closed so lack of people came to the area where our business is located
Neither Pos or Neg	Because punters don't come this way
Neither Pos or Neg	Only Wireless brought customers
Neither Pos or Neg	The entrance was at the other side of the park so it didn't affect us that much
Negative	We lose customers due to the smell. The area is polluted, noise, traffic, anyway is
HOTELS & SERVICED APARTMENTS	
Very Positive	The influx of people coming in.
Positive	No complaints it was good for business
Positive	Brought in more custom
Positive	More bookings
Positive	Raised bookings
Positive	More bookings
Neither Pos or Neg	Stressful and manic during the events, congested area, a lot of drug abuse, litter,
Neither Pos or Neg	Much more organised, more security was available, according to us it was
Negative	Customers are rowdy, they drink way too much, messy around the area, although
RETAIL	
Very Positive	More footfall
Positive	Brought more people to the community
Positive	More customers coming in, however dirty streets.
Positive	We managed to get some volunteers from the Hackney area to work at the
Positive	More customers
Positive	More people
Neither Pos or Neg	Doent make a difference to line of work
Neither Pos or Neg	No change to us
Neither Pos or Neg	No access to our business, couldn't apply for local advertising from council and
Neither Pos or Neg	No problems in the shop
Neither Pos or Neg	They stopped entrance for this side of the street
Neither Pos or Neg	It does not effect us as we are a law firm however it would be good to be kept up
Negative	Too much crowd, disturbance of customers, we decided to close earlier due to
Negative	Noisy and disturbance atmosphere
Negative	If its been raining the come in for umbrellas, we've had no notification or
Negative	Did not effect the running of the shop
Negative	Poor security provision, lack of business because of rowdiness, less people come
Negative	Crowded and so much traffic and messy streets

Twenty seven of the respondents had a view as to whether any of the specific events had greatest or least impact compared to the others. Figure 41 shows that Wireless had considerably the highest number of ratings for greatest impact.

Figure 41: Events rated as having greatest and least impact

Greatest Impact		Least Impact	
Wireless	19	Steel Yard	7
Liam Gallagher	7	Tranzmission	5
Community	6	Community	5
Southport Weekender	5	Southport Weekender	4
Queens of the Stone Age	5	Queens of the Stone Age	4
Tranzmission	3	Wireless	4
Steel Yard	2	Liam Gallagher	2

Four businesses (three eating and drinking establishments and one food and drink shop) reported that they extended their hours during events. Three shops reported they reduced their hours.

About 30% of the businesses reported having extra staff on duty during the events, with eating and drinking places most likely to and also bringing in the most people.

Figure 42: Extra staff taken on during events

	Extra Staff		No Extra Staff		Total	Total Extra Staff	Av for all those that did	Average for all
	Yes	%	No	%				
Eating and Drinking	16	35%	30	65%	46	53	3.3	1.2
Food and Drink Retail	4	27%	11	73%	15	7	1.8	0.5
Hotels & Serviced Apartments	2	22%	7	78%	9	4	2.0	0.4
Retail	4	20%	16	80%	20	7	1.8	0.4
Total:	26	29%	64	71%	90	71	2.7	0.8

Respondents were asked to give an opinion of the events on four criteria. The full results are shown in Figure 44. It indicates that businesses were, in general, positive about the benefits, especially in the sectors (accommodation and food and beverage-orientated) that are able to directly benefit. Shops were less positive. Businesses were, overall, neutral about the impact on residents and the success of organisers in keeping them informed (hotels being notably more positive about this than other businesses, and shops notably less).

Figure 43: Average rating given on four variables (5 = strongly agree; 4 = agree; 3 = neither agree or disagree; 2 = disagree; 1 = strongly disagree).

Type	Respondents	Was good for bringing business to the area.	Was good for my business.	Was a good thing for Haringey residents.	The organisers did a good job of keeping local businesses informed
Eating and Drinking	46	3.9	3.7	3.2	3.2
Food and Drink Retail	16	3.9	3.9	3.1	3.1
Hotel / Serviced Apartments	9	4.2	4.2	2.7	3.7
Retail	20	3.3	2.7	3.1	2.5
Total:	93	3.7	3.5	3.0	3.0

Figure 44: Rating of the events on four variables

TYPE	Was good for bringing business to the area.		Was good for my business.		Was a good thing for Haringey residents.		The organisers did a good job of keeping local businesses	
EATING AND DRINKING								
Strongly agree	13	28%	13	28%	6	13%	11	24%
Agree	23	50%	16	35%	9	20%	13	28%
Neither agree or disagree	4	9%	7	15%	19	41%	3	7%
Disagree	6	13%	9	20%	10	22%	14	30%
Strongly disagree	0	0%	1	2%	2	4%	5	11%
Total:	46	100%	46	100%	46	100%	46	100%
FOOD & DRINK RETAIL								
Strongly agree	6	38%	6	38%	2	13%	4	25%
Agree	6	38%	5	31%	5	31%	2	13%
Neither agree or disagree	2	13%	3	19%	3	19%	3	19%
Disagree	1	6%	1	6%	4	25%	6	38%
Strongly disagree	1	6%	1	6%	2	13%	1	6%
Total:	16	100%	16	100%	16	100%	16	100%
HOTELS & SERVICED APARTMENTS								
Strongly agree	2	22%	2	22%	2	29%	2	22%
Agree	7	78%	7	78%	2	29%	4	44%
Neither agree or disagree	0	0%	0	0%	0	0%	1	11%
Disagree	0	0%	0	0%	3	43%	2	22%
Strongly disagree	0	0%	0	0%	0	0%	0	0%
Total:	9	100%	9	100%	7	100%	9	100%
RETAIL								
Strongly agree	1	5%	0	0%	1	5%	0	0%
Agree	9	45%	6	30%	5	24%	6	30%
Neither agree or disagree	5	25%	3	15%	7	33%	0	0%
Disagree	5	25%	10	50%	7	33%	12	60%
Strongly disagree	0	0%	1	5%	1	5%	2	10%
Total:	20	100%	20	100%	21	100%	20	100%
TOTAL								
Strongly agree	22	24%	21	23%	11	12%	17	19%
Agree	45	49%	34	37%	21	23%	25	27%
Neither agree or disagree	11	12%	13	14%	29	32%	7	8%
Disagree	12	13%	20	22%	24	27%	34	37%
Strongly disagree	1	1%	3	3%	5	6%	8	9%
Total:	91	100%	91	100%	90	100%	91	100%

Figure 45 shows comments that were made on how the events could be more effective for local businesses in future. The only one that is repeated much is a request for additional security / policing.

Figure 45: Do you have any suggestions for how the impact of large events on local businesses could be improved in the future?

A lot of shops suffered with drunk people urinating on their buildings and dropping litter everywhere
 Although it brought in more business there was more vandalism and we had to hire more security
 Clean the streets
 Close park at night time
 Didn't affect my business as everyone went to the other side of the park
 Feeling it was bad for some smaller businesses
 Felt unsafe, more security and better crowd control, rubbish after event was awful
 Fights
 Give businesses more information about the events
 Had to close early because of feeling vulnerable, urinating against building, no advice or extra support, need more
 Hope it will happen again next year
 I think events are good but only wireless brought more customers
 I think events are good for business in the area
 If we had known more from the organisers it would have been better
 It was great when Liam Gallagher played. Sometimes police wouldn't let people up our street which was bad
 It was great, fantastic!
 Less space too crowded, stinks the area, an event of this scale needs to happen in Hyde park or Wembley
 Lots of disruption, lots of drunk people
 More music festivals
 More often please, more events are good for business
 More police and security needed
 More police officers or community officers
 More policing needed during the events
 More rock festivals, good for pubs, friendly bunch
 More security and policing throughout event and on the roads.
 More security needed, security at every door, it was out of control
 More security/policing needed at these events
 Need better communication from event organisers
 Need more toilets during events, keep the roads cleaner
 No information given to the charity shops, we want to know what's going on.
 Ok for us
 Policing needs to be stronger in the area when these events take place.
 Rubbish problem is a nuisance
 The council needs to provide information to the businesses about the events, the lack of communication affects
 The event had a negative impact, very poor. Noisy, we do not want to give extra details so negative feedback overall.
 The park is under used, it needs cleaning up, it has great potential to be the best park in London. We need more
 The wireless event was terrible the people were young and disruptive
 They should do it more often
 Very good for business, really organised
 Very good for the area, good for the economy
 We didn't benefit like other businesses because of the roads they closed
 Wireless used to bring in business, but now spending so much money on security due to fights etc. Liam Gallagher
 Would have been nice to be involved

Appendices

1 Assumptions

Some assumptions have to be made in a study like this. Key ones are:

- The “Local Area” is interpreted to be roughly equivalent to the borough of Haringey.
- It is assumed £130,000 of turnover or expenditure by visitors sustains one Full Time Equivalent Job in suppliers and organisations that benefit from visitor spend. This only applies to estimates of indirect benefit. Jobs created directly in the stadium have been calculated from actual data. The £130,000 figure used for indirect benefit is higher than the figure commonly used in studies of this nature¹⁵, but is perhaps more realistic. The average turnover per employee for small and medium sized enterprises in the UK is £110,000¹⁶. There are big differences between different sectors. The average turnover per employee for food and beverage businesses in London is, for example, about £53,000¹⁷; 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 £154,000¹⁸. Those sectors are all large beneficiaries of income generated directly and indirectly from events in the park. The average turnover is not necessarily the right figure to use, however, because most of the additional business is “top up” revenue for businesses that have core staff that are able to absorb additional capacity.
- It is assumed that 15% of money paid to people working on events in the park is spent in the local area, with 55% spent elsewhere in London. Most of these staff are employed by agencies so it has not been possible to determine with accuracy where they live and might spend their money. Work we did at Wembley ascertained that it had about 500 staff on its books, 8% of them living in the local area. The nature of these staff means that the proportion living outside the local area and outside London is likely to be higher than for staff used at events as a whole. Most of those staff will work at a number of other venues in addition to Wembley and will live in many locations.
- Allowance is made for displacement in a simple “balancing” manner. Displacement is the economic activity that would have taken place anyway. The objective of studies of economic impact is to assess economic activity over and above that which would have taken place anyway. It is not a serious issue, in this case, because, as the research for the study shows, most of the business generated by the stadium originates from outside London and, therefore, must be additional to the economy. There is almost no displacement at local level because no more than 1% of visitors to the stadium are locals. The business surveys also showed that stadium events do not have an adverse impact on the normal trading of businesses in the vicinity of the stadium. There will be some displacement at London level. About 15% of visitors to the stadium come from London and they would, if they did not go to Finsbury Park, spend money on other things in London, albeit probably less than they spend at the festival. The customer

¹⁵ A 2012 report estimated the economic impact of music concerts that was prepared for the trade organisation, UK Music, by the International Centre for Hospitality and Tourism Research at Bournemouth University, assumed £72,000 per full time job outside London and £96,000 per full time job in London. The Scarborough Tourism Economic Assessment Model (STEAM), commonly used for assessing the economic impact of tourism, typically assumes about £60,000. Our view is that these figures are unrealistically low and produce estimates that, therefore, lack credibility.

¹⁶ Department for Business, Innovation and Skills.

¹⁷ A figure of that order is true of the catering jobs in the stadium itself.

¹⁸ Office for National Statistics, Annual Business Survey

survey found, however, that 16% of people visiting events are accompanied by people who do not attend the event. They will, in most cases, spend money in the London economy. They will probably, on average, spend a lot of money because many will use the opportunity to go shopping and do leisure/tourism activities. It has, for simplicity, been assumed that the two factors counterbalance each other.

- No allowance is made for induced impact. That is a third category, in addition to direct and indirect, that economists normally include. It is the impact caused by money being “recycled” in the economy – a member of staff, for example, spending money in their local shop and, in so doing, helping to provide employment in that business. Economists normally calculate induced impact by using a “multiplier”. The multipliers typically low for local areas and higher for larger areas. A government agency called English Partnerships provided some guidance on multipliers in 2008. It suggested that local multipliers tend to range from 1.05 to 1.15, with regional multipliers ranging between 1.3 and 1.76. We have taken the view that adding this would further complicate matters without adding much additional value.
- Gross Value Added (GVA) is assumed to be 55% of turnover. 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 stadium) 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.

Economic Impact of Major Events at Finsbury Park

2 Visitor Survey

3 Business Survey

All information, analysis and recommendations made for clients by Fourth Street are made in good faith and represent Fourth Street's professional judgement on the basis of information obtained from the client and elsewhere during the course of the assignment. However, since the achievement of recommendations, forecasts and valuations depends on factors outside Fourth Street's control, no statement made by Fourth Street may be deemed in any circumstances to be a representation, undertaking or warranty, and Fourth Street cannot accept any liability should such statements prove to be inaccurate or based on incorrect premises. In particular, and without limiting the generality of the foregoing, any projections, financial and otherwise, in this report are intended only to illustrate particular points of argument and do not constitute forecasts of actual performance.



Finsbury Park Events 2018 Survey

Good morning/afternoon. My name is from Spirul, on behalf of Haringey Council [Show ID]. We are gathering visitors views about the 2018 Finsbury Park Events as part of an assessment into what impacts the concerts have in Haringey.

The survey will take approximately 5 to 10 minutes to complete. All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct and everything you say will be treated as confidential, unless you say otherwise. By taking part in the survey you will be giving your consent for the responses to be used only for the purposes of the study. Your data will not be shared with any third party and no personal identifiers will be included in the results. If you have any questions regarding the survey you can contact Spirul on 01484 686377 at any time or Sarah Jones at Haringey Council on 020 8489 5699.

Interviewer to note at which event the interview was conducted

- | | | | |
|-------------------------------|-----------------------|-------------------------------|-----------------------|
| Steel Yard | <input type="radio"/> | Community Festival | <input type="radio"/> |
| Southport Weekender | <input type="radio"/> | Wireless | <input type="radio"/> |
| Transmizzion Festival | <input type="radio"/> | Hospitality in the Park | <input type="radio"/> |
| Liam Gallagher | <input type="radio"/> | Abode in the Park | <input type="radio"/> |
| Queens of the Stone Age | <input type="radio"/> | | |

Q1 Where is your primary residence?

[Tick one box only]

- | | | | |
|---------------------------|-----------------------|---|----------|
| Haringey | <input type="radio"/> | 1 | Go to Q4 |
| Elsewhere in London | <input type="radio"/> | 2 | Go to Q3 |
| Elsewhere in the UK | <input type="radio"/> | 3 | Go to Q2 |
| Overseas | <input type="radio"/> | 4 | |

Q1a If you live outside the UK, please tell us your COUNTRY of origin.

[Write in]

Q2 If you are visiting from outside of London, is this Finsbury Park music event your main reason for visiting London?

[Tick one box only]

- | | | |
|---|-----------------------|---|
| Yes, this event is the main reason for visiting London | <input type="radio"/> | 1 |
| No, this event is not the main reason for visiting London | <input type="radio"/> | 2 |

Q3 Approximately how many times have you visited Haringey in the last 12 months?

[Tick one box or write in a number only]

This is my first visit to Haringey.....

[Write in how many]

Q4 Approximately how many times have you visited a large event in Finsbury Park before?

[Tick one box or write in a number only]

This is my first visit to a large event in Finsbury Park.....

[Write in how many]

Your Visit

Q5 Who did you visit this Finsbury Park event with today?

[Tick one box only]

- Family party including children..... 1
- Non-family party including children 2
- Organised group..... 3
- One other adult 4
- Adult party 5
- Individual 6

Q6a [SHOWCARD A] Which of the following best describes your visit?

[Tick one box only for question Q6a or Q6b]

On a day trip from home Go to Q7

Q6b

	In Haringey	In rest of London
Staying overnight with friends or relatives	<input type="radio"/>	<input type="radio"/>
Staying overnight in serviced accommodation	<input type="radio"/>	<input type="radio"/>
Staying overnight in self-catering accommodation	<input type="radio"/>	<input type="radio"/>
Staying overnight in camping / caravanning accommodation ...	<input type="radio"/>	<input type="radio"/>
*Other	<input type="radio"/>	<input type="radio"/>

Please tell us what?

Q7

What is the main form of transport you used to visit Finsbury Park today?

[Tick one box only for column A. Tick one box only for column B if a visitor from rest of UK or overseas]

	Column A Finsbury Park	Column B London
Car	<input type="radio"/>	<input type="radio"/>
Bus	<input type="radio"/>	<input type="radio"/>
Overground Train	<input type="radio"/>	<input type="radio"/>
Underground	<input type="radio"/>	<input type="radio"/>
Taxi	<input type="radio"/>	<input type="radio"/>
On foot	<input type="radio"/>	<input type="radio"/>
Bicycle	<input type="radio"/>	<input type="radio"/>
Motorbike	<input type="radio"/>	<input type="radio"/>
*Other	<input type="radio"/>	<input type="radio"/>

***Please tell us how**

What have you spent?

Q8a How much do you estimate you are personally spending on accommodation? The number of nights this is for and the number of people you are paying for?

[Write in number in each box for the PEOPLE on OVERNIGHT stay ONLY]

Overall Spend

Number of nights

Number of people paying for.....

Q8b [SHOWCARD B] How much have you/will you spend today in the festival site on the following categories?

[Write in number for each that apply e.g. £10, £20.50 etc]

Eating and drinking

Merchandise

Parking and travel to Finchley Park.....

Other

Q8c [SHOWCARD C] How much have you/will you spend today in the Rest of Haringey on the following categories?

[Write in number for each that apply e.g. £10, £20.50 etc]

Eating and drinking

Shopping

Leisure and entertainment

Other

Q12 Are your day-to-day activities, or the activities of anyone visiting with you today, limited because of a health problem or disability which has lasted, or is expected to last, at least 12 months? Would you say...?

[Read out and tick one box only]

- Yes, limited a lot 1 No 3
Yes, limited a little 2 (Prefer not to say) 4

Q13a [SHOWCARD F] Finally we need to ask the following set of questions to gather information that helps Haringey Council with its culture strategy. You do not have to answer but it would be helpful to Haringey Council if you could answer all of the questions. Which of the following applies to you?

[Tick one box only]

- Full-time student 1 Go to End
Currently in paid employment 2 Go to Q13b
Not currently employed but have been employed within last 12 months... 3 Go to Q13b
Not been in paid employment for last 12 months..... 4 Go to Q13b
Retired from paid work 5 Go to Q13b
Never worked 6 Go to End

Q13b [SHOWCARD G] Thinking about your current job or most recent job, do you / did you work as an employee or are you / were you self-employed?

[Tick one box only]

- Employee..... 1
Self-employed with employees 2
Self-employed/freelance without employees 3

Q13c How many people work / worked at your actual place of work?

[Tick one box only]

- 1 to 24 1 25 or more 2

Q13d Do you / did you supervise any other employees? By supervise I mean be responsible for overseeing the work of other people on a day-to-day basis.

[Tick one box only]

- Yes 1 No..... 2

Q13e [SHOWCARD H] Please tell me which is the closest to describing the type of work you do / did.

[Tick one box only]

- Modern professional occupations 1 Routine manual and service occupations 6
Clerical and intermediate occupations 2 Middle or junior managers 7
Senior managers or administrators 3 Traditional professional occupations .. 8
Technical and craft occupations 4 (Unable to say)..... 9
Semi-routine manual and service occupations 5

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Haringey Council and this interview has been conducted within the Market Research Society Code of Conduct .

Interviewer declaration: I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewer Name:

(Please write clearly your full name)

Date of interview:

(Please use this format)

DD/MM/YY

Interviewer Signature:

Data Inputter:



Finsbury Park Events 2018 Business Questionnaire

Hello, my name is from an independent Market Research Company called Spirul, and I am carrying out research on behalf of Haringey Council. The survey is to find out about the impact of the Finsbury Park Events 2018 on your business and your views on its organisation.

Could you help me with some feedback?

All of Spirul's surveys are conducted under the Market Research Society Codes of Conduct and your answers will be treated as completely anonymous, unless you tell us otherwise.

Q0 Please note form of interview

Face to Face Telephone

Q1 Could you please confirm your role within this company?

[TICK ONE BOX ONLY]

- Owner / Proprietor.....
- Chief Executive / Managing Director
- Deputy Chief Executive / Managing Director
- Finance Director
- Operations Director.....
- HR Director.....
- No, none of these.....
- Don't know / Refused
- Other senior position

PLEASE TELL US WHAT TYPE OF SERVICE

Q2 What type of business are you?

Please write in

Q3 Including you, how many full-time and part-time staff are employed at this SITE? Please give your best estimate for both full-time and part-time?

[WRITE IN NUMBER E.G. 3, 4 etc]

Full-time staff that work 30 hours or more a week

Part-time staff that work 30 hours or less a week

Q4 Thinking about your suppliers and where they are based - what proportion by value of purchases are from suppliers based in Haringey and the Rest of London?

[TICK ONE BOX FOR EACH. THE PERCENTAGES SHOULD TOTAL NO MORE THAN 100%]

	None	1-9%	10-24%	25-49%	50%	51-75%	76-90%	91-99%	100%	Don't know
a. Firstly, what proportion are based in Haringey?	<input type="checkbox"/>									
b. Secondly, what proportion are based within Rest of London	<input type="checkbox"/>									

Q5 What is the total turnover of your business?

[TICK ONE BOX ONLY FOR EACH COLUMN THAT APPLIES]

	At this establishment?	Overall?
Under £50,000	<input type="checkbox"/>	<input type="checkbox"/>
£50,001 - £100,000	<input type="checkbox"/>	<input type="checkbox"/>
£100,001 - £200,000	<input type="checkbox"/>	<input type="checkbox"/>
£200,001 - £500,000	<input type="checkbox"/>	<input type="checkbox"/>
£500,001-£1,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£1,000,001-£10,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£10,000,001-£50,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£50,000,001-£100,000,000	<input type="checkbox"/>	<input type="checkbox"/>
Over £100,000,001	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>	<input type="checkbox"/>
Don't know	<input type="checkbox"/>	<input type="checkbox"/>

Q6 Did the Finsbury Park Music Events 2018 have a positive or negative impact on your business?

[TICK ONE BOX ONLY]

	Tall Ships Festival 2017
Very positive	<input type="checkbox"/>
Postive	<input type="checkbox"/>
Neither positive nor negative	<input type="checkbox"/>
Negative	<input type="checkbox"/>
Very negative	<input type="checkbox"/>

Q7 Please tell us why?

[WRITE IN]

Q8 In comparison to a “normal” week, what business activity did you achieve during the Finsbury Park Music Events 2018 in relation to customers and turnover?

[TICK ONE BOX ONLY]

	Customers	Turnover
Over 50% more	<input type="checkbox"/>	<input type="checkbox"/>
26 - 50% more	<input type="checkbox"/>	<input type="checkbox"/>
11 - 25% more	<input type="checkbox"/>	<input type="checkbox"/>
10% more	<input type="checkbox"/>	<input type="checkbox"/>
About the same	<input type="checkbox"/>	<input type="checkbox"/>
10% less	<input type="checkbox"/>	<input type="checkbox"/>
11 - 25% less	<input type="checkbox"/>	<input type="checkbox"/>
26 - 50% less	<input type="checkbox"/>	<input type="checkbox"/>
Over 50% less	<input type="checkbox"/>	<input type="checkbox"/>

Q9 Did you employ additional staff during the Finsbury Park Music Events 2018?

[TICK ONE BOX ONLY]

	Finsbury Park Music Events 2018
Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
IF YES, HOW MANY?	<input style="width: 300px; height: 20px;" type="text"/>

Q10 Did you change your usual opening hours for the Finsbury Park Music Events 2018?

[TICK ONE BOX ONLY]

Yes

No Go to Q11a

Q10a Did you extend or reduce your opening hours?

[TICK ONE BOX ONLY]

	Finsbury Park Music Events 2018
Extend	<input type="checkbox"/>
Reduce	<input type="checkbox"/>

Q11 Please tell us whether you agree or disagree with the following statements about the Finsbury Park Music Events 2018? The Finsbury Park Music Events 2018...

[TICK ONE BOX ONLY FOR EACH ROW]

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Was a good source of new business for me..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was a good thing for Haringey.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was a good thing for Haringey residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was good for encouraging the local population to see Haringey as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Was good for promoting Haringey as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 How would you rate the Finsbury Park Music Events 2018 for the following on a scale of Very Good to Very Poor? [TICK ONE BOX ONLY FOR EACH ROW]

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Its contact with local businesses.....	<input type="checkbox"/>					
Its marketing.....	<input type="checkbox"/>					
Its media and PR.....	<input type="checkbox"/>					
Meeting the needs of the local population.....	<input type="checkbox"/>					
Keeping businesses informed about opportunities to get involved.....	<input type="checkbox"/>					
Keeping businesses updated about the event's logistics.....	<input type="checkbox"/>					

Q13 Do you have any suggestions for how the impact of large events on local businesses could be improved in the future?

[WRITE IN]

THANK YOU AND CLOSE

TO BE COMPLETED BY INTERVIEWER

I declare this interview has been conducted according to the MRS Code of Conduct.

Interviewer name (WRITE IN BLOCK CAPITALS)

Interviewer signature

Interview Date (dd/mm/yyyy)

Data Inputter

Case Number