



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of meeting:	Culture, Regeneration and Economic Development Decision Meeting
Subject:	Large Scale Events Economic Impact Update
Date of meeting:	7 February 2025
Report by:	Director of Culture, Leisure and Regulatory Services
Cabinet Member:	Councillor Steve Pitt
Wards affected:	All

1. Requested by the Director of Culture, Leisure and Regulatory Services

2. Purpose

2.1 To update members on the findings from a recently completed independent report on the positive economic impact of large-scale events on Portsmouth.

3. Information Requested

3.1 The council is aware of the positive impact that supporting larger scale events can have on the city. Through the last calendar year the largest events which took place in Portsmouth were the 80th anniversary events for D-Day 80 and Victorious Festival.

3.2 Whilst there is no independent information about the economic value of the D-Day 80 commemorative events programme we are very aware of the significant increase of the national profile of the city through hosting the event. The opportunity provided Portsmouth with an unprecedented level of marketing, social media awareness and wider TV coverage that only events of such national importance with a global reach can achieve.

3.3 However events with such a profile are rare and should be regarded as occasional due to their nature and scale although their impact on the public's perception of the city should not in any way be underestimated.



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

- 3.4 Officers are however able to provide Members with information from the economic impact report which was commissioned by Victorious Festival in 2024. Undertaken by Bluegrass research specialists, Victorious Festival have ensured that this specific research looks at both the direct and indirect impact of their event on the city and the wider economy.
- 3.5 Victorious Festival have worked with Bluegrass previously which is also an advantage as this enables a series of questions to be asked over repeat years which is helpful in regards to tracking specific elements over a longer period.
- 3.6 The Festival took place over 23 - 25th August 2024 and had a total of 168,019 attendances and 79,294 unique visitors to the festival throughout the event. Bluegrass considered elements such as demographics, duration of visit, place and transport as well as the key statistics around spend to provide the economic impact of the event on the city.
- 3.6 The audience profile changed very little in comparison to the 2023 research with the 45- 54 age group remaining the most prevalent. The percentage of attenders needing physical or mental accessibility provision also remains high for this type of event which reflects the wide range of additional provisions which Victorious provide into the event e.g. accessible viewing platforms, BSL signed artists and Quiet Areas to support festival attenders who need safe, quieter places in order to fully enjoy their experiences.
- 3.7 The festival had a consistent number of attenders who were resident in the city with 3 in 10 attenders living in the city for whom the Festival's weekend tickets being most popular which we believe reflected the option the event provides for people to come and go throughout the event until 20:00 each evening of the event.
- 3.8 Whilst interest in live music remained a consistent theme recorded as an area of interest a shift was seen in attendances at other festivals with 3 in 5 people saying that Victorious Festival would be the only festival they would be attending in 2024. It is currently difficult to speculate the reason for this but it may reflect a change in behaviour post pandemic.
- 3.9 Travel to the event remained broadly the same as the previous 2 years of the Festival with a higher than usual number of people walking to this Festival when compared to other festivals which we believe reflects the higher percentage of residents attending the event.



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

- 3.10 Over 42% of the audience stayed overnight in the city of whom 28% stayed in hotels/B&Bs and 20% took advantage of the camping facilities provided by Victorious. Of the others who stayed overnight they primarily stayed with friends or family or in private rental such as Airbnb. We believe this also reflects the impression of the festival being convenient which 3 in 5 of those sampled agreed with.
- 3.11 There was widespread agreement that the Festival was welcoming to the whole community and over 2 in 5 attenders feeling that coming to such events had a positive impact on their health and wellbeing.
- 3.12 More attendees undertook activities away from the Festival in the city. Over 35% of attenders visited a restaurant/café, 34% visited a pub and 20% went shopping. Perceptions of Portsmouth remain high with 78% rating the city as excellent or good with 19% of attendees saying that visiting the city for Victorious Festival had changed their view of Portsmouth to be a lot more positive.
- 3.13 Bluegrass took overall consideration of the economic impact of the Festival on Portsmouth through considering a range of qualifying questions in order to provide a statistically sound calculation. Using their model and taking all aspects into consideration including visitors, local contracts, crew bed nights, direct and indirect spend the total economic impact of Victorious Festival in Portsmouth was £24,321,000.
- 3.14 It can continue to be demonstrated that large-scale events have a significant and positive impact on the city especially around the areas of secondary spend and accommodation. The hidden impact remains the lasting positive impression of the city which visitors leave with as well as the value of the media coverage of events of significant national importance with a global impact.

.....
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices: None

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:



THIS ITEM IS FOR INFORMATION ONLY

(Please note that "Information Only" reports do not require Integrated Impact Assessments, Legal or Finance Comments as no decision is being taken)

Title of document	Location