

REPORT OF DISCOVERY TEAM LEADER

SUBJECT: REVIEW OF ACTIVITIES AND EVENTS PROGRAMME FOR 2012

Purpose of Report:

A review of the seasons activities and events programme.

Background

1. OPERATIONAL BACKGROUND

The Discovery (Education) Team has managed the programme of activities and events that feature in Coast to Coast over a number of years. The team is responsible for:

- i. Planning and designing the overall programme of events**
- ii. Delivering significant elements of the programme, with the support of Rangers, the PCNPA Centres and external contributors.**
- iii. Monitoring and evaluating the programme each year.**

The activities and events programme has a well defined 'main season' usually commencing at the end of March/beginning of April each year and running until the end of October. Outside this period there are very few activities and events delivered at present, although the Centres (Oriol y Parc, Castell Henllys and Carew) deliver an extensive series of independent events.

2. EVALUATING THE PROGRAMME

Evaluation of the activity and events programme has (in recent years) been very thorough. The data collected from both participants and contributors is analysed at the end of each delivery period in order to assess the success (or otherwise) of activities and events delivered. Data is collected from evaluation forms completed by the public and from monitoring data submitted by leaders/ contributors.

Quantitative and qualitative information is collected enabling us to assess attendance and income (for example), whilst also being able to reflect on levels of learning and enjoyment etc in relation to specific activities and events.

3. THE 2012 ACTIVITIES AND EVENTS PROGRAMME

Table 1 – Comparison of 2011 Season and 2012 Season

	2011	2012
Number of Events Cancelled	11	12
Total Attendance	2,134	1,716
Total Attendance less free adults	1,886	1,438
Average attendance per event	22	19
Total Income	£7,196.50	£6,972.25
Average Spend per person	£3.84	£4.85

Table 2 - Attendance by day of the week:

Day of week	2011	2012
Monday	20	9
Tuesday	20	17
Wednesday	27	18
Thursday	14	18
Friday	15	14
Saturday	12	15
Sunday	16	14

Table 3 - List of events and average attendance

Event	Average Attendance	% Attendance	Average Attendance	% Attendance
	2011		2012	
Pond Safari ^{**} (2)	N/A	N/A	8	53
In the River for Youngsters (3)	11	73	10	66
Crab Catching (11)	18	91	14	63
Bitches! Wild and Dangerous (1)	7	23	14	47
Brilliant Bats (11)	24	64	21	70
Dawn Chorus Walk (1)	N/A	N/A	14	47
Chuffed About Choughs (1)	N/A	N/A	4	13
Seal Walks (4)	12	17	8	42
Marine Wildlife Safari (4)	10	51	14	58
Beach Discovery (9)	12	56	14	46
Skomer: Wild Island (12)	21	60	19	64
Colby Events (11)			37	94
Range Events (12)	14	57	14	58
Preseli Events (7)	9	6	6	19
Leisurely Lighthouse Walk (2)	N/A	N/A	20	100
Welsh Walk (1)	18	78	22	96
Coast Path Walk (1)	21	91	8	36

' % attendance' provides a measure of actual attendance against the maximum capacity for this event

*** (X) the number of events of this type run in 2012*

Key Statistics for 2012

- Total attendance 1453 (1731 including free adults)
- Average attendance per event 16 (19 including free adults)
- Total Income £6972.25. Average spend per person £4.85

2012 Top Five Events

1. Leisurely Lighthouse Walk – not only full, but with a waiting list.
2. Welsh Walk – three day event, organised by Carol Owen and Richard Vaughan
3. Colby Events – partnership with the National Trust at Colby Woodland Garden
4. Brilliant Bats
5. In The River For Youngsters

Conclusion

Whilst numbers were down somewhat, reduction in income is more modest and spend per head has increased.

There are likely to be many reasons for this including poor summer weather, large events (e.g. Olympics) and poor state of the economy generally.

We are currently reviewing lessons learned with a view to improving the activities and events programme for 2013.

Recommendation

Members' comments are invited.

(For further information, please contact Graham Peake, Discovery Team Leader, Extn. 4861)

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Consultees: