



Stonehaven Land Train
Economic Impact Assessment
January 2016



Introduction

This paper sets out the economic impact assessment of the Stonehaven Land Train which was in operation from August 2014 to October 2015. The assessment draws upon various sources, including a survey of passengers, a review of financial monitoring data, patronage records and assumptions from secondary sources including VisitScotland and VisitBritain research.

Background

The Stonehaven Town Partnership (STP) successfully applied for a Coastal Communities Fund (CCF) grant in 2013, of which an aspect was to purchase a Land Train. The rationale was to operate a local passenger service during the tourism season to transport local residents and visitors around the town, showcasing attractions and providing an opportunity to 'hop off' and 'hop on'.

The Land Train started operating in mid-August 2014, although drivers and conductors were paid from the end of July as STP was waiting for the train to be registered by DVLA. It operated daily until mid-October 2014, it was out for the Christmas Extravaganza at the end of November and for ten days in December. Although patronage figures were not recorded during the first year of operation it is estimated by STP that there were 4,000 passengers in 2014.

The Land Train commenced operation in Easter 2015 and ran on weekends until June, when the days increased, and the train ran for seven days a week in the summer holidays. The Land Train was operational at weekends during September and October 2015. Official patronage figures were collated throughout 2015, which indicated there were 4,600 passengers in 2015.

Overall around 8,600 passengers boarded the Stonehaven Land Train over the period from August 2014 to October 2015.

Primary Research

A passenger survey was conducted in August 2015, in total 96 self-completion surveys were completed. Although this only represents around 1% of total passengers it does provide an insight into the demographics, motivation, spending habits and perceptions of the Land Train.

96 completed surveys from a total population of 8,600 passengers gives a level of accuracy at the 95% confidence level of $\pm 9.9\%$. Successfully achieving 96 quality responses can allow a good reflection of views however it should be noted that the results are not reflective of the entire population of passengers.

The passenger survey was carried out to ascertain the profile of the audience – visitor or resident, how they found out about the event, group dynamics, visitor experience, spending, accommodation

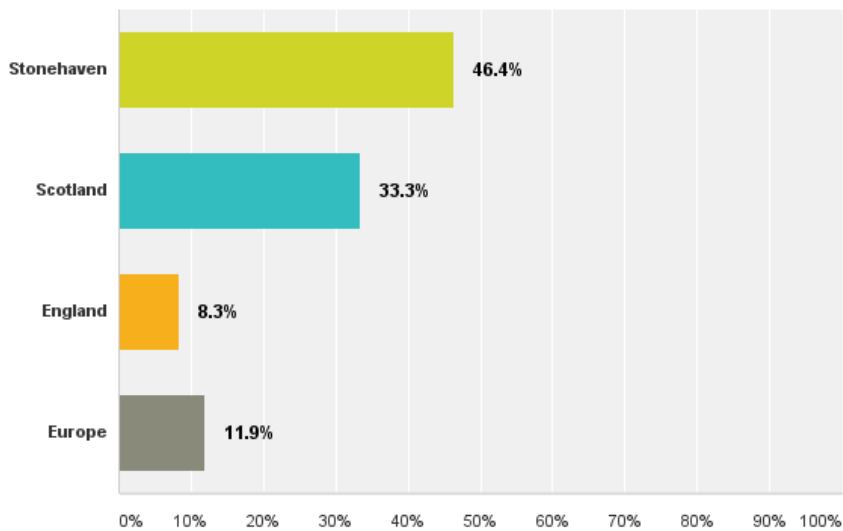
used, duration of stay, levels of satisfaction and general feedback. The results of the survey are outlined below.

Passenger Origin

The following figure outlines that almost half the passengers were local residents, one third were from Scotland, 8% from England and 12% from Europe.

Q1 Where have you travelled from today to ride on the land train?

Answered: 84 Skipped: 12

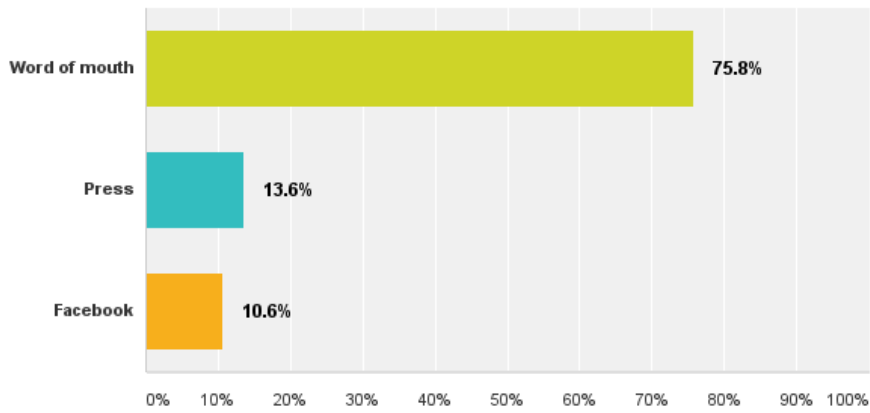


Land Train Knowledge

More than three quarters of passengers heard about the Land Train from other people, 14% from press articles and 11% from Facebook.

Q2 Where did you hear about the land train?

Answered: 66 Skipped: 30

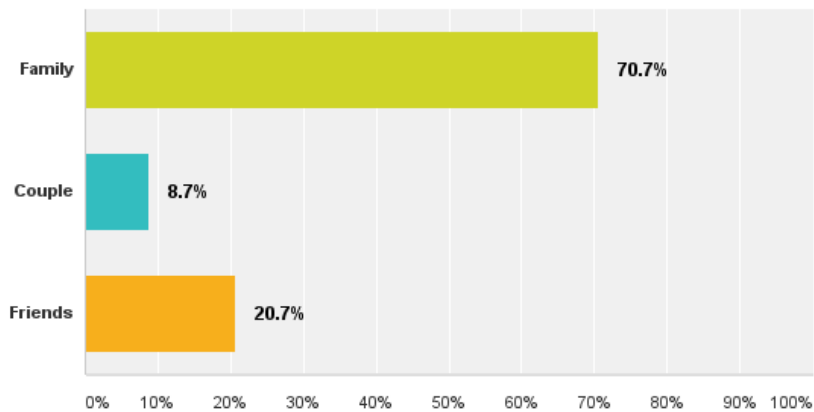


Group Type

Seven in every ten groups were family groups, 20% were made of groups of friends with the remaining 8% being couples.

Q3 Who is in your group?

Answered: 92 Skipped: 4

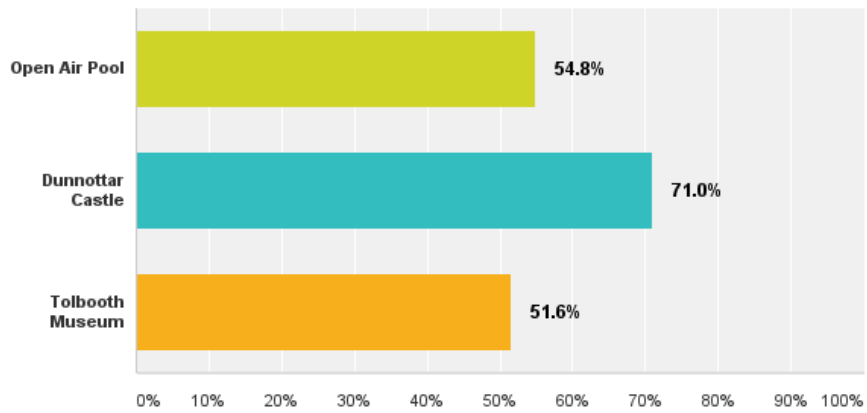


Other Visitor Attractions

The most popular attraction visited by passengers was Dunnottar Castle, followed by the Open Air Pool and then the Museum. Other attractions visited included the beach, harbour and shops.

Q4 Will you be visiting any other attractions in Stonehaven?

Answered: 62 Skipped: 34

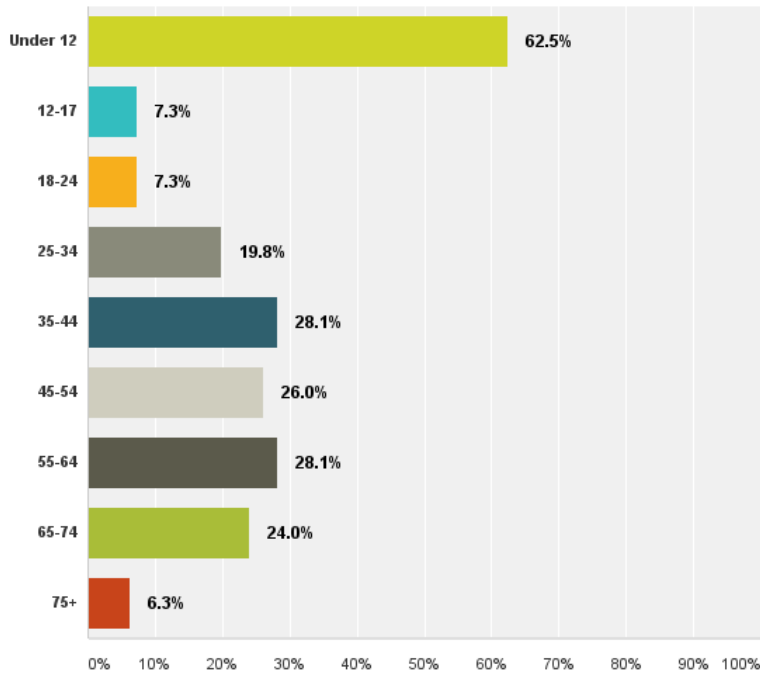


Age of Group Members

Of all responses, the most popular age group was children under 12, there was an even spread of other age groups, however there was a lower proportion of young people aged between 12 and 24.

Q5 Age of all group members?

Answered: 96 Skipped: 0

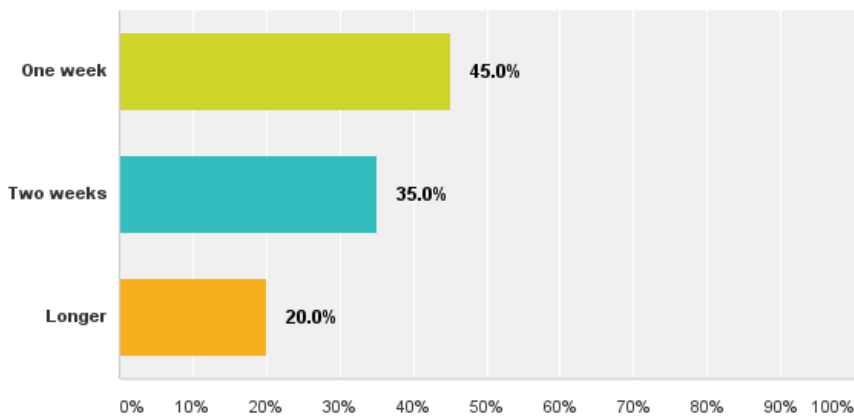


Trip Duration

In terms of trip duration, visitors were tending to stay for one week, however a number of visitors were staying for two weeks and some staying as long as three weeks.

Q8 How long is your trip?

Answered: 40 Skipped: 56

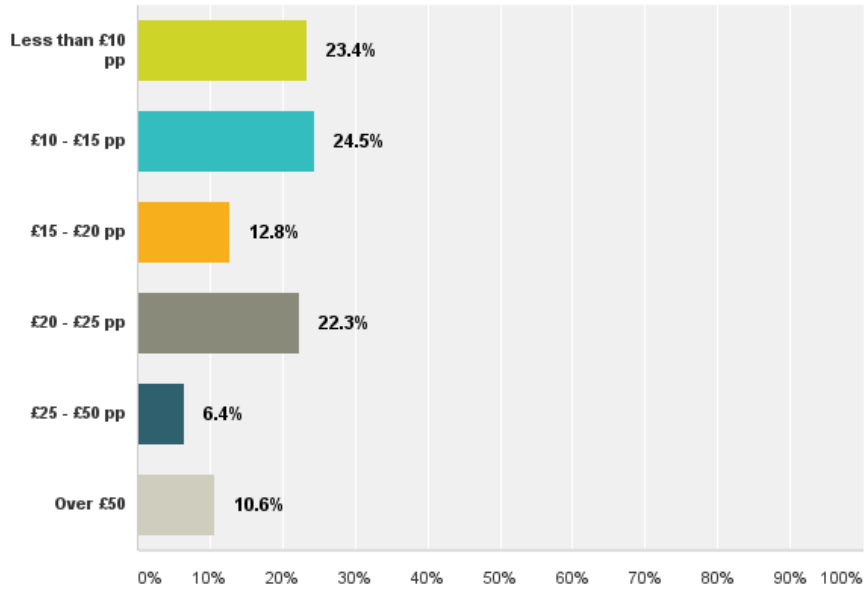


Visitor Spending

Passengers were asked how much they would spend in Stonehaven as part of their trip on the Land train, with the average spend per person per day being around £22.00.

Q6 As part of your trip on the Land Train how much will you spend in Stonehaven today per person?

Answered: 94 Skipped: 2



Visitors were also asked where they staying while in Stonehaven, with a number of visitors staying in the caravan park, a number of visitors were staying in local B&Bs and hotels and a others were staying with friends and family.

General views and feedback is provided in Annex 1.

Economic Impact Assessment

In terms of the Economic Impact Assessment it is assumed that 8,600 passengers had a trip on the Land Train in 2014/15. The average spend per person is assumed to be £22. This is seen as a robust, but conservative figure, as VisitScotland Statistics (2014) suggest the average tourism spend per day is £75. Therefore we can assume that passengers quoted a spend figure that is related to their trip on the Land Train. This assumes a total passenger expenditure of **£189,200**.

However, in order to ensure the figures do not over exaggerate the true impact of their trip, as it is likely that some passengers may have spent money in the area anyway, we need to consider ‘deadweight’ or ‘attribution’. Deadweight accounts for the benefits that would have occurred without the Land Train, essentially outlining what benefits can be attributed to the Land Train. As the spend figure (£22) is considerably lower than the VisitScotland figure (£75) we can assume passengers have provided a robust figure, however in line with Scottish Enterprise Economic Impact Guidance we have assumed a ‘low’ deadweight, in other words the majority of the benefits are as a result of the Land Train. Deadweight has been assumed to be 25%.

Passenger expenditure will also have had two types of wider impact on the economy:

- Supplier effect: an increase in sales in a business will require it to purchase more supplies than it would have otherwise. A proportion of this 'knock-on' effect will benefit suppliers in the local economy; and
- Income effect: an increase in sales in a business will usually lead to either an increase in employment or an increase in incomes for those already employed. A proportion of these increased incomes will be re-spent in the local economy.

The Scottish Tourism Multiplier Study (STMS) provides standard supplier and income multipliers for the tourism sector. This estimates that the combined supplier and income multiplier for a rural location is 1.65.

The table below outlines that the Land Train injected an additional £234k into the Stonehaven economy over the 2014 – 2015 tourism season. Adopting standard spend: employment assumptions, where 1 tourism related job is safeguarded for every £54,000 of visitor spend, the event helped safeguard 4.3 tourism jobs.

Gross Spend	Deadweight %	Deadweight £	Net Spend	Multiplier	Net Direct Spend	Spend per Job	Jobs
£189,200	25%	£47,300	£141,900	1.65	£234,135	£54,000	4.3

In addition to the above economic impacts, there have been wider economic benefits associated with the procurement, upkeep, operation and staffing of the Land Train. For instance the staffing costs alone have been around £13k per annum, and has been manned by local people. These costs have largely been covered by the income generated from ticket sales, and therefore ticket sales have been excluded from the economic impact assessment. There are other expenditure items, many of which accruing outside the local area.

Annex 1: General Passenger Feedback

Very informing & entertaining

Really good idea a very friendly people

Polite, efficient staff

Excellent. Seen views of Stonehaven I have never seen before. Very informative in very entertaining way. Thank you so much

Very enjoyable and well organised

Wonderful - very interesting and informative guide

Nice to see something different in Stonehaven kids loved it

Great idea for visitors. Highly recommend

Fabulous time, with great guide!

Excellent! Really good fun conductor was awesome

Looks good and seats are comfy

Beautiful Stonehaven

Nice for the town, everyone was enjoying it

Really happy ride, everyone was smiling. Children loved it and it was very cheap

Every enjoyable - kids love it

Lovely. Very informative too

Fantastic - great for the local economy and fun for all - a wee adventure! Thank you

Good fresh air transport

Excellent idea for summer holiday - thank you!

Saw it advertised and came down for the day. Had a great time. Children loved it and it was extremely cheaper for a family!

Delightful

Wonderful experience

Great fun, good for kids. Good visitor attraction

Great fun, informative, pity about the Bervie Braes

Very enjoyable

Good

Great way to see the sights

Great fun

Can't hear the guide if you are seated at front

Sat at the front and unfortunately couldn't hear the guide. Lovely attraction for Stonehaven. Great for kids and adults

Good fun. STPweb could show more into times and where pick-ups are along the way route and ticket feasibility i.e. hop on/off

Great fun

Lovely, fantastic, Stonehaven is beautiful

Its ace and good fun

Lovely time on train...merci

Lovely tourist attraction

Fantastic service

It was great

Shame about the rain

My son loves the train

Good afternoon for visitors

Very convenient

Easy way to get to the castle (walking back) driver - friendly and helpful

Good fun

We love it!! Used it every week of the holidays

We use the train a lot - children love it, it should have another carriage as it gets very busy in the good weather

What a happy conductor and driver, the trip was good for all ages. Another carriage would be good for getting everyone on board. Some people couldn't get on due to lack of space

Lovely thank you. A very good idea to do

Excellent, we have been on it before and will go on it again. It is great for Stonehaven and the kids love it. Well done STP!!

Lots of people trying to get on the train who couldn't. Trip was very nice

Tres bon - a very nice day out

Fantastic fun

Great fun will do it again. Well done for getting it going

Very, very nice

Enjoyed it!

Friendly helpful staff

Good fun. Enjoyed it! Very cheap for 40 minutes

Need another carriage and should come down Bervie Brae. Thanks to all the volunteers

Fab train, driver & conductor very friendly. Would recommend

Excellent!

It's fantastic fun. A great attraction that brings all the other attractions together - like hop on/off buses in cities. The local children really benefit too - they love going on it and waving at it. It's for locals and visitors. Plus it's very sociable - people chat and got to know each other - and welcome visitors and give tourists tips about the town.

Only negative - wish the commentator would just not mention the Bervie Braes problem. We can't go down it so just don't mention it. We just want to focus on the positive aspects.

Kids loved it, interesting trip & bonnie views

Very helpful and enjoyable way of seeing the sights of Stonehaven

Good value for money, very informational

Good fun, guide was great (Grant!) lovely sights, weather not good though

Brilliant idea, must be bringing in lots of people to spend money in the town!

Absolute fun. Children loved it. Story teller was fantastic and everything about Stonehaven is wonderful

We all very much enjoyed it

Great fun, wonderful initiative for the town. Very, very busy, very cool!

Very good for little kids, great wee activity

Great fun, very helpful staff. It was great thank you

Enjoyed Bill's information - great for visitors - thank you

Wonderful asset for the town

Great initiative

Excellent attraction for residents and tourists - children loved it

Very good

Very good for sightseeing - children love it