

TK 8. Eventful Carmarthenshire – Evaluation Template

Evaluation Report

Complete all grey shaded boxes. These will expand if you require more space.

Event name:	
Date:	
Total attendance numbers:	
Advance ticket sales:	
Sales on the door:	
Total income:	
Total expenditure:	

Event objectives (Taken from your Event Plan)	Target (if applicable)	Achieved:

Marketing objectives (Taken from your Marketing Plan)	Target (if applicable)	Achieved:

Sustainability objectives (Taken from your Sustainability Plan)	Target (if applicable)	Achieved:

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Use the budget table below in conjunction with the *Event Budget* template. Add the cost and income headings appropriate to your event.

Budget		
Main cost headings	Total Budgeted	Final Costs
<i>e.g. Administration</i>	£1,500	£1,350
<i>e.g. Event Costs</i>	£9,000	£10,250
<i>e.g. Marketing Costs</i>	£600	£590
<i>other</i>		
<i>other</i>		
<i>other</i>		
<i>other</i>	£0	£0
Total Budget	£11,100	£12,190
Expected Income	Total Expected	Final Received
<i>e.g. Own funds & fundraising</i>	£2,500	£2,990
<i>e.g. Event grant</i>	£5,000	£5,000
<i>e.g. Sponsorship</i>	£1,100	£1,100
<i>e.g. Ticket sales / admissions</i>	£2,500	£3,100
<i>other</i>		
<i>other</i>		
<i>other</i>		
<i>other</i>	£0	£0
Total Income	£11,100	£12,190
Over/Under	£0	£0

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3. Do you have any further comments to make about this event?

Summarise responses here

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4. What events would you like to see more of in Carmarthenshire?

Summarise responses here

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5. Demographics						
Total respondents by gender:	Male	Female				
Total respondents by age range:	17-24	25-34	35-44	45-54	55-64	65+
Total respondents by origin:	A local resident	A day visitor	On holiday	Other:		
				<i>Enter summary of responses</i>		

6. Is this event the main reason for your visit today?	Yes	No
Total responses:		

7. Do you consider yourself to have a disability?	Yes	No
Total responses:		

If 'Yes' please let us know if we could have done more to make the event more enjoyable for you:

Summarise responses here

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8. How many people are in your group today?	<i>Enter average size of group</i>
Of those, how many are aged 16 or under?	<i>Enter average number per group</i>

9. Where do you live?	<i>Count once per group</i>
Calculate average miles travelled by respondents	
Number of respondents travelling less than 10 miles	
Number of respondents travelling 11-30 miles	
Number of respondents travelling 31-60 miles	
Number of respondents travelling over 60 miles	

10. How did you get here today?	<i>Enter total responses</i>
Walking	
Cycling	
Public Transport – Train	
Public Transport – Bus	
Coach	
Private car	
Other - Summarise responses here	

11. How much do you estimate you will spend today including admission?				
<i>Enter total responses</i>				
£00- £10	£11 - £20	£21 - £30	£31 - £40	Over £40

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Event Team Feedback	
Role in planning or delivering the event	Summary of comments

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Unexpected outcomes (positive and negative)

Key lessons learnt

Event Organiser Closing comments

Report completed by:

Date: