

## **APPENDIX 9**

### Economic Impact Analysis

## Leek Arm - New Leek Terminus

### Economic Impact Analysis

#### Route Option 1

Additional income  
(At 2003 prices)

#### PRIVATE BOATS BASED ON THE CANAL

Cruising spend

*Spend while cruising by boats based at Leek assumed incurred outside the local area*

Non-cruising spend

Number of boats	15
Non-cruising trips per boat per year	6
Duration of non-cruising trips (days)	1.5
<i>Displacement factor</i>	<i>100%</i>
Mean spend per head per day	£12.14
Av. number of people per boat	2.0
<i>Visit-days per year</i>	<i>270</i>
<b>Total Non-cruising spend per year</b>	<b>£3,278</b>

based on capacity of terminus basin

BW Log Book Survey, 1993

BW Log Book Survey, 1993

*zero displacement assumed - all expenditure new to Leek*

ex. Inland Waterway Day Visit Survey (pilot), 2003

BW Log Book Survey 1993

Travel costs

<i>All travel to/from boats assumed by car;</i>	
<i>Travel costs for trips less than 20 miles assumed spent locally</i>	
% trips less than 20 miles	60%
Vehicle cost per mile (full car costs)	0.43
Av. distance travelled (round trips less than 20 miles) (miles)	15
Total visits to boat per year (cruising & non-cruising visits)	12.1
<b>Total travel spend per year</b>	<b>£707</b>

BW boat ownership data

derived from RAC data

Kennet & Avon Boating Survey 1990

BW Log Book Survey 1993

Boat-related  
expenditure

Annual boat running costs (incl.mooring/licence fees)	£2,500
Average length of boat ownership (years)	6.7
Average estimated purchase cost per boat	£18,250

derived from Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Total annual boat running costs	£37,500
Total annual boat purchase costs	£40,858

<b>Total boat sales / construction</b>	<b>£40,858</b>
<b>Total boat running costs</b>	<b>£37,500</b>
<b>Total boating expenditure</b>	<b>£3,984</b>

<b>Total annual expenditure - boats based on canal</b>	<b>£82,343</b>
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#### VISITING POWERED BOATS

Boat movements per year	2,500
% private boats	70%
% hire boats	30%
Private boat days p.a.	1,750
Hire boat days p.a.	750
Av. crew per private boat	3.0
Cruising spend per person per day	£8.50
Total spend p.a. - private boats	£44,625
Av. crew per hire boat	4.1
Cruising spend per person per day	£13.29
Total spend p.a. - hire boats	£40,858
<b>Total cruising spend p.a.</b>	<b>£85,483</b>

assumed

assumed

assumed

*Assume each movement generates a 1-day visit to Leek*

*Assume each movement generates a 1-day visit to Leek*

BW Log Book Survey 1993

ex. BW Log Book Survey, 1993

BW Hire Boat Survey 1990

BW Hire Boat Survey 1990

## TRIP BOATS

### Boat traffic

No.of boats	1
Passengers per boat	50
Occupancy Rate	70%
No.trips per year	450
Total number of passengers carried	15750
<i>Displacement factor</i>	<i>80%</i>

Narrowboat trip boat operation  
assumed  
assumes 25 week season-average 2 trip per day;  
4 trips per weekend day  
  
*assume 20% of visits would have taken place in any case*

### Trip spend

Av.cost per trip	£4.32
<b>Total trip spend</b>	<b>£54,432</b>

Assume £1-50 trip spend plus £2-82 informal recreation spend

## DAY BOATS

### Boat traffic

No. of additional boats	2
Average days spent on canal	115
Average craft occupancy	3
<i>Displacement factor</i>	<i>100%</i>
<i>Visits per year</i>	<i>690</i>

assumed operated in conjunction with trip boat  
assumed 5 days per week with 23 week season  
assumed  
*zero displacement assumed*

### Canalside spend

Cruising spend per person per day	£12.14
Boat hire cost per day	£40.00

ex. Inland Waterway Day Visit Survey (pilot), 2003  
assumed

### Total spend

Boat movement	£8,377
Boat hire	£9,200
<b>TOTAL SPEND</b>	<b>£17,577</b>

## CANOEING

Visits per year	322
% day visits	80%
% holiday visits	20%
Day visits per year	258
Holiday visits per year	64
<i>Displacement factor</i>	<i>100%</i>
People per visit	1.5
Visitor spend per day visit	£2.82
Visitor spend per holiday visit	£34.86
<b>Total spend</b>	<b>£4,457</b>

average of 2 additional visits per day during season (23 weeks)  
based on %age informal day visits to BW waterways  
based on %age informal day visits to BW waterways  
  
*zero displacement assumed*  
mix of 1 & 2-man craft assumed  
as for infomal visitors  
Star UK estimates, Staffordshire, 2002

## ANGLERS

Additional visits per km	400
Appox. length of new waterway created (km)	0.4
Aditonal visits per year	160
Visitor spend per trip (incl. travel/permits)	£6.49
<b>Total spend per year</b>	<b>£1,038</b>

approximates to density of vists on Leek Arm  
  
  
BW Survey of Individual Anglers, 1996

## INFORMAL VISITORS

Total additional visits per year	100,000
% visitors on day visit	85%
No. additional day visits	85000
No. additional holiday visits	15000
<i>Displacement factor</i>	27%
Mean spend/person/day visit	£2.82
Mean spend/person/holiday visit	£34.86
Total additional day visit spend p.a.	£64,719
Total additional holiday visit spend p.a.	£141,183

BW Informal Visitor Survey 2002

BW Informal Visitor Survey 2001

ex. Inland Waterway Day Visit Survey (pilot), 2003

Star UK estimates, Staffordshire, 2002

<b>TOTAL SPEND</b>	<b>£205,902</b>
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## SUMMARY

(£,000s)

Direct spend

### ROUTE OPTION 1

<b>Boats based on the canal - excl. sales / construction</b>	<b>£4</b>
<b>Boat based on the canal - sales / construction costs</b>	<b>£78</b>
<b>Visiting boats</b>	<b>£85</b>
<b>Trip boats</b>	<b>£54</b>
<b>Day boats</b>	<b>£18</b>
<b>Canoeing</b>	<b>£4</b>
<b>Angling</b>	<b>£1</b>
<b>Informal visitors</b>	<b>£206</b>

<b>Total additional visitor spend</b>	<b>£451</b>
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Direct, indirect and induced spend

<b>Total captured direct and indirect visit spend</b>	<b>£587</b>
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Indirect & induced multiplier = 1.3

Retained income

<b>Total retained income</b>	<b>£235</b>
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Based on 60% leakage - Scottish Tourism study Rural model

## EMPLOYMENT ESTIMATES

*Direct, indirect & induced impact*

<b>Total employment generated @ 1 FTE per £31,400 tourist spend</b>	<b>15</b>
<b>Total employment generated @ 1 FTE per £62,800 spend on boat sales / construction</b>	<b>2</b>
<b>Total employment generated - FTEs</b>	<b>17</b>

## ADDITIONAL VISITS PER YEAR

(000S)

<b>Boats based on the canal</b>	<b>0.3</b>
<b>Visiting boats</b>	<b>7.5</b>
<b>Trip boats</b>	<b>15.8</b>
<b>Day boats</b>	<b>0.7</b>
<b>Canoeing</b>	<b>0.3</b>
<b>Angling</b>	<b>0.2</b>
<b>Informal visitors</b>	<b>100.0</b>

<b>Total additional visits</b>	<b>124.7</b>
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## Leek Arm - New Leek Terminus

### Economic Impact Analysis

#### Route Option 2

Additional income  
(At 2003 prices)

#### PRIVATE BOATS BASED ON THE CANAL

##### Cruising spend

*Spend while cruising by boats based at Leek assumed incurred outside the local area*

##### Non-cruising spend

Number of boats	15
Non-cruising trips per boat per year	6
Duration of non-cruising trips (days)	1.5
<i>Displacement factor</i>	<i>100%</i>
Mean spend per head per day	£12.14
Av. number of people per boat	2.0
<i>Visit-days per year</i>	<i>270</i>
<b>Total Non-cruising spend per year</b>	<b>£3,278</b>

based on capacity of terminus basin

BW Log Book Survey, 1993

BW Log Book Survey, 1993

*zero displacement assumed - all expenditure new to Leek*

ex. Inland Waterway Day Visit Survey (pilot), 2003

BW Log Book Survey 1993

##### Travel costs

<i>All travel to/from boats assumed by car;</i>	
<i>Travel costs for trips less than 20 miles assumed spent locally</i>	
% trips less than 20 miles	60%
Vehicle cost per mile (full car costs)	0.43
Av. distance travelled (round trips less than 20 miles) (miles)	15
Total visits to boat per year (cruising & non-cruising visits)	12.1
<b>Total travel spend per year</b>	<b>£707</b>

BW boat ownership data

derived from RAC data

Kennet & Avon Boating Survey 1990

BW Log Book Survey 1993

##### Boat-related expenditure

Annual boat running costs (incl.mooring/licence fees)	£2,500
Average length of boat ownership (years)	6.7
Average estimated purchase cost per boat	£18,250

derived from Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Total annual boat running costs	£37,500
Total annual boat purchase costs	£40,858

<b>Total boat sales / construction</b>	<b>£40,858</b>
<b>Total boat running costs</b>	<b>£37,500</b>
<b>Total boating expenditure</b>	<b>£3,984</b>

<b>Total annual expenditure - boats based on canal</b>	<b>£82,343</b>
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#### VISITING POWERED BOATS

Boat movements per year	2,500
% private boats	70%
% hire boats	30%
Private boat days p.a.	1,750
Hire boat days p.a.	750
Av. crew per private boat	3.0
Cruising spend per person per day	£8.50
Total spend p.a. - private boats	£44,625
Av. crew per hire boat	4.1
Cruising spend per person per day	£13.29
Total spend p.a. - hire boats	£40,858
<b>Total cruising spend p.a.</b>	<b>£85,483</b>

assumed

assumed

assumed

*Assume each movement generates a 1-day visit to Leek*

*Assume each movement generates a 1-day visit to Leek*

BW Log Book Survey 1993

ex. BW Log Book Survey, 1993

BW Hire Boat Survey 1990

BW Hire Boat Survey 1990

TRIP BOATS

Boat traffic	No.of boats	1	Narrowboat trip boat operation assumed assumes 25 week season-average 2 trip per day; 4 trips per weekend day
	Passengers per boat	50	
	Occupancy Rate	70%	
	No.trips per year	450	
Total number of passengers carried		15750	assume 20% of visits would have taken place in any case
Displacement factor		80%	
Trip spend	Av.cost per trip	£4.32	Assume £1-50 trip spend plus £2-82 informal recreation spend
	Total trip spend	£54,432	

DAY BOATS

Boat traffic	No. of additional boats	2	assumed operated in conjunction with trip boat
	Average days spent on canal	115	assumed 5 days per week with 23 week season
	Average craft occupancy	3	assumed
	Displacement factor	100%	zero displacement assumed
	Visits per year	690	
Canalside spend	Cruising spend per person per day	£12.14	ex. Inland Waterway Day Visit Survey (pilot), 2003
	Boat hire cost per day	£40.00	assumed
Total spend	Boat movement	£8,377	
	Boat hire	£9,200	
	TOTAL SPEND	£17,577	

CANOEING

Visits per year	322	average of 2 additional visits per day during season (23 weeks)
% day visits	80%	based on %age informal day visits to BW waterways
% holiday visits	20%	based on %age informal day visits to BW waterways
Day visits per year	258	
Holiday visits per year	64	
Displacement factor	100%	zero displacement assumed
People per visit	1.5	mix of 1 & 2-man craft assumed
Visitor spend per day visit	£2.82	as for infomal visitors
Visitor spend per holiday visit	£34.86	Star UK estimates, Staffordshire, 2002
Total spend	£4,457	

ANGLERS

Additional visits per km	400	approximates to density of vists on Leek Arm
Appox. length of new waterway created (km)	0.25	
Additonal visits per year	100	
Visitor spend per trip (incl. travel/permits)	£6.49	BW Survey of Individual Anglers, 1996
Total spend per year	£649	

INFORMAL VISITORS

Total additional visits per year	130,000
% visitors on day visit	85%
No. additional day visits	110500
No. additional holiday visits	19500
<i>Displacement factor</i>	27%
Mean spend/person/day visit	£2.82
Mean spend/person/holiday visit	£34.86
Total additional day visit spend p.a.	£84,135
Total additional holiday visit spend p.a.	£183,538

BW Informal Visitor Survey 2002

BW Informal Visitor Survey 2001

ex. Inland Waterway Day Visit Survey (pilot), 2003

Star UK estimates, Staffordshire, 2002

<b>TOTAL SPEND</b>	<b>£267,673</b>
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SUMMARY

(£,000s)

Direct spend

ROUTE OPTION 2

<b>Boats based on the canal - excl. sales / construction</b>	<b>£4</b>
<b>Boat based on the canal - sales / construction costs</b>	<b>£78</b>
<b>Visiting boats</b>	<b>£85</b>
<b>Trip boats</b>	<b>£54</b>
<b>Day boats</b>	<b>£18</b>
<b>Canoeing</b>	<b>£4</b>
<b>Angling</b>	<b>£1</b>
<b>Informal visitors</b>	<b>£268</b>

<b>Total additional visitor spend</b>	<b>£513</b>
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Direct, indirect and  
induced spend

<b>Total captured direct and indirect visit spend</b>	<b>£666</b>
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Indirect & induced multiplier = 1.3

Retained income

<b>Total retained income</b>	<b>£267</b>
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Based on 60% leakage - Scottish Tourism study Rural model

EMPLOYMENT ESTIMATES

*Direct , indirect & induced impact*

<b>Total employment generated @ 1 FTE per £31,400 tourist spend</b>	<b>18</b>
<b>Total employment generated @ 1 FTE per £62,800 spend on boat sales / construction</b>	<b>2</b>
<b>Total employment generated - FTEs</b>	<b>20</b>

ADDITIONAL VISITS PER  
YEAR

(000S)

<b>Boats based on the canal</b>	<b>0.3</b>
<b>Visiting boats</b>	<b>7.5</b>
<b>Trip boats</b>	<b>15.8</b>
<b>Day boats</b>	<b>0.7</b>
<b>Canoeing</b>	<b>0.3</b>
<b>Angling</b>	<b>0.1</b>
<b>Informal visitors</b>	<b>130.0</b>

<b>Total additional visits</b>	<b>154.6</b>
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## Leek Arm - New Leek Terminus

### Economic Impact Analysis

#### Route Option 3

Additional income  
(At 2003 prices)

#### PRIVATE BOATS BASED ON THE CANAL

Cruising spend	<i>Spend while cruising by boats based at Leek assumed incurred outside the local area</i>		
Non-cruising spend	Number of boats	15	based on capacity of terminus basin
	Non-cruising trips per boat per year	6	BW Log Book Survey, 1993
	Duration of non-cruising trips (days)	1.5	BW Log Book Survey, 1993
	<i>Displacement factor</i>	<i>100%</i>	<i>zero displacement assumed - all expenditure new to Leek</i>
	Mean spend per head per day	£12.14	ex. Inland Waterway Day Visit Survey (pilot), 2003
	Av. number of people per boat	2.0	BW Log Book Survey 1993
	<i>Visit-days per year</i>	<i>270</i>	
	<b>Total Non-cruising spend per year</b>	<b>£3,278</b>	
Travel costs	<i>All travel to/from boats assumed by car;</i>		
	<i>Travel costs for trips less than 20 miles assumed spent locally</i>		
	% trips less than 20 miles	60%	BW boat ownership data
	Vehicle cost per mile (full car costs)	0.43	derived from RAC data
	Av. distance travelled (round trips less than 20 miles) (miles)	15	Kennet & Avon Boating Survey 1990
	Total visits to boat per year (cruising & non-crusing visits)	12.1	BW Log Book Survey 1993
	<b>Total travel spend per year</b>	<b>£707</b>	
	Boat-related expenditure	Annual boat running costs (incl.mooring/licence fees)	£2,500
Average length of boat ownership (years)		6.7	Private Boating Price-Demand Study 1997 (BW/EA)
Average estimated purchase cost per boat		£18,250	Private Boating Price-Demand Study 1997 (BW/EA)
	Total annual boat running costs	£37,500	
	Total annual boat purchase costs	£40,858	
	<b>Total boat sales / construction</b>	<b>£40,858</b>	
	<b>Total boat running costs</b>	<b>£37,500</b>	
	<b>Total boating expenditure</b>	<b>£3,984</b>	
	<b>Total annual expenditure - boats based on canal</b>	<b>£82,343</b>	

#### VISITING POWERED BOATS

Boat movements per year	1,000	assumed
% private boats	70%	assumed
% hire boats	30%	assumed
Private boat days p.a.	700	<i>Assume each movement generates a 1-day visit to Leek</i>
Hire boat days p.a.	300	<i>Assume each movement generates a 1-day visit to Leek</i>
Av. crew per private boat	3.0	BW Log Book Survey 1993
Cruising spend per person per day	£8.50	ex. BW Log Book Survey, 1993
Total spend p.a. - private boats	£17,850	
Av. crew per hire boat	4.1	BW Hire Boat Survey 1990
Cruising spend per person per day	£13.29	BW Hire Boat Survey 1990
Total spend p.a. - hire boats	£16,343	
<b>Total cruising spend p.a.</b>	<b>£34,193</b>	



## TRIP BOATS

### Boat traffic

No.of boats	1
Passengers per boat	50
Occupancy Rate	70%
No.trips per year	225
Total number of passengers carried	7875
<i>Displacement factor</i>	80%

Narrowboat trip boat operation  
assumed  
assumes 25 week season-average 1 trip per day;  
2 trips per weekend day  
*assume 20% of visits would have taken place in any case*

### Trip spend

Av.cost per trip	£4.32
<b>Total trip spend</b>	<b>£27,216</b>

Assume £1-50 trip spend plus £2-82 informal recreation spend

## DAY BOATS

### Boat traffic

No. of additional boats	2
Average days spent on canal	115
Average craft occupancy	3
<i>Displacement factor</i>	100%
<i>Visits per year</i>	690

assumed operated in conjunction with trip boat  
assumed 5 days per week with 23 week season  
assumed  
*zero displacement assumed*

### Canalside spend

Cruising spend per person per day	£12.14
Boat hire cost per day	£40.00

ex. Inland Waterway Day Visit Survey (pilot), 2003  
assumed

### Total spend

Boat movement	£8,377
Boat hire	£9,200
<b>TOTAL SPEND</b>	<b>£17,577</b>

## CANOEING

Visits per year	322
% day visits	80%
% holiday visits	20%
Day visits per year	258
Holiday visits per year	64
<i>Displacement factor</i>	100%
People per visit	1.5
Visitor spend per day visit	£2.82
Visitor spend per holiday visit	£34.86
<b>Total spend</b>	<b>£4,457</b>

average of 2 additional visits per day during season (23 weeks)  
based on %age informal day visits to BW waterways  
based on %age informal day visits to BW waterways  
*zero displacement assumed*  
mix of 1 & 2-man craft assumed  
as for infomal visitors  
Star UK estimates, Staffordshire, 2002

## ANGLERS

Additional visits per km	400
Appox. length of new waterway created (km)	0.5
Additonal visits per year	200
Visitor spend per trip (incl. travel/permits)	£6.49
<b>Total spend per year</b>	<b>£1,298</b>

approximates to density of vists on Leek Arm  
  
BW Survey of Individual Anglers, 1996

## INFORMAL VISITORS

Total additional visits per year	50,000
% visitors on day visit	85%
No. additional day visits	42500
No. additional holiday visits	7500
<i>Displacement factor</i>	27%
Mean spend/person/day visit	£2.82
Mean spend/person/holiday visit	£34.86
Total additional day visit spend p.a.	£32,360
Total additional holiday visit spend p.a.	£70,592

BW Informal Visitor Survey 2002

BW Informal Visitor Survey 2001

ex. Inland Waterway Day Visit Survey (pilot), 2003

Star UK estimates, Staffordshire, 2002

<b>TOTAL SPEND</b>	<b>£102,951</b>
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## SUMMARY

(£,000s)

Direct spend

### ROUTE OPTION 3

<b>Boats based on the canal - excl. sales / construction</b>	<b>£4</b>
<b>Boat based on the canal - sales / construction costs</b>	<b>£78</b>
<b>Visiting boats</b>	<b>£34</b>
<b>Trip boats</b>	<b>£27</b>
<b>Day boats</b>	<b>£18</b>
<b>Canoeing</b>	<b>£4</b>
<b>Angling</b>	<b>£1</b>
<b>Informal visitors</b>	<b>£103</b>

<b>Total additional visitor spend</b>	<b>£270</b>
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Direct, indirect and induced spend

<b>Total captured direct and indirect visit spend</b>	<b>£351</b>
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Indirect & induced multiplier = 1.3

Retained income

<b>Total retained income</b>	<b>£140</b>
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Based on 60% leakage - Scottish Tourism study Rural model

## EMPLOYMENT ESTIMATES

*Direct, indirect & induced impact*

<b>Total employment generated @ 1 FTE per £31,400 tourist spend</b>	<b>8</b>
<b>Total employment generated @ 1 FTE per £62,800 spend on boat sales / construction</b>	<b>2</b>
<b>Total employment generated - FTEs</b>	<b>10</b>

## ADDITIONAL VISITS PER YEAR

(000S)

<b>Boats based on the canal</b>	<b>0.3</b>
<b>Visiting boats</b>	<b>3.0</b>
<b>Trip boats</b>	<b>7.9</b>
<b>Day boats</b>	<b>0.7</b>
<b>Canoeing</b>	<b>0.3</b>
<b>Angling</b>	<b>0.2</b>
<b>Informal visitors</b>	<b>50.0</b>

<b>Total additional visits</b>	<b>62.4</b>
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## Leek Arm - New Leek Terminus

### Economic Impact Analysis

#### Route Option 4

Additional income  
(At 2003 prices)

#### PRIVATE BOATS BASED ON THE CANAL

##### Cruising spend

*Spend while cruising by boats based at Leek assumed incurred outside the local area*

##### Non-cruising spend

Number of boats	15
Non-cruising trips per boat per year	6
Duration of non-cruising trips (days)	1.5
<i>Displacement factor</i>	<i>100%</i>
Mean spend per head per day	£12.14
Av. number of people per boat	2.0
<i>Visit-days per year</i>	<i>270</i>
<b>Total Non-cruising spend per year</b>	<b>£3,278</b>

based on capacity of terminus basin

BW Log Book Survey, 1993

BW Log Book Survey, 1993

*zero displacement assumed - all expenditure new to Leek*

ex. Inland Waterway Day Visit Survey (pilot), 2003

BW Log Book Survey 1993

##### Travel costs

<i>All travel to/from boats assumed by car;</i>	
<i>Travel costs for trips less than 20 miles assumed spent locally</i>	
% trips less than 20 miles	60%
Vehicle cost per mile (full car costs)	0.43
Av. distance travelled (round trips less than 20 miles) (miles)	15
Total visits to boat per year (cruising & non-cruising visits)	12.1
<b>Total travel spend per year</b>	<b>£707</b>

BW boat ownership data

derived from RAC data

Kennet & Avon Boating Survey 1990

BW Log Book Survey 1993

##### Boat-related expenditure

Annual boat running costs (incl.mooring/licence fees)	£2,500
Average length of boat ownership (years)	6.7
Average estimated purchase cost per boat	£18,250

derived from Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Total annual boat running costs	£37,500
Total annual boat purchase costs	£40,858

<b>Total boat sales / construction</b>	<b>£40,858</b>
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<b>Total boat running costs</b>	<b>£37,500</b>
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<b>Total boating expenditure</b>	<b>£3,984</b>
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<b>Total annual expenditure - boats based on canal</b>	<b>£82,343</b>
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#### VISITING POWERED BOATS

Boat movements per year	3,000
% private boats	70%
% hire boats	30%
Private boat days p.a.	2,100
Hire boat days p.a.	900
Av. crew per private boat	3.0
Cruising spend per person per day	£8.50
Total spend p.a. - private boats	£53,550
Av. crew per hire boat	4.1
Cruising spend per person per day	£13.29
Total spend p.a. - hire boats	£49,029
<b>Total cruising spend p.a.</b>	<b>£102,579</b>

assumed

assumed

assumed

*Assume each movement generates a 1-day visit to Leek*

*Assume each movement generates a 1-day visit to Leek*

BW Log Book Survey 1993

ex. BW Log Book Survey, 1993

BW Hire Boat Survey 1990

BW Hire Boat Survey 1990

## TRIP BOATS

### Boat traffic

No.of boats	1
Passengers per boat	50
Occupancy Rate	70%
No.trips per year	450

Narrowboat trip boat operation  
assumed  
assumes 25 week season-average 2 trip per day;  
4 trips per weekend day

Total number of passengers carried	15750
<i>Displacement factor</i>	80%

*assume 20% of visits would have taken place in any case*

### Trip spend

Av.cost per trip	£4.32
<b>Total trip spend</b>	<b>£54,432</b>

Assume £1-50 trip spend plus £2-82 informal recreation spend

## DAY BOATS

### Boat traffic

No. of additional boats	2
Average days spent on canal	115
Average craft occupancy	3
<i>Displacement factor</i>	100%
<i>Visits per year</i>	690

assumed operated in conjunction with trip boat  
assumed 5 days per week with 23 week season  
assumed  
*zero displacement assumed*

### Canalside spend

Cruising spend per person per day	£12.14
Boat hire cost per day	£40.00

ex. Inland Waterway Day Visit Survey (pilot), 2003  
assumed

### Total spend

Boat movement	£8,377
Boat hire	£9,200
<b>TOTAL SPEND</b>	<b>£17,577</b>

## CANOEING

Visits per year	322
% day visits	80%
% holiday visits	20%
Day visits per year	258
Holiday visits per year	64
<i>Displacement factor</i>	100%
People per visit	1.5
Visitor spend per day visit	£2.82
Visitor spend per holiday visit	£34.86
<b>Total spend</b>	<b>£4,457</b>

average of 2 additional visits per day during season (23 weeks)  
based on %age informal day visits to BW waterways  
based on %age informal day visits to BW waterways  
  
*zero displacement assumed*  
mix of 1 & 2-man craft assumed  
as for infomal visitors  
Star UK estimates, Staffordshire, 2002

## ANGLERS

Additional visits per km	400
Appox. length of new waterway created (km)	0.8
Additional visits per year	320
Visitor spend per trip (incl. travel/permits)	£6.49

approximates to density of vists on Leek Arm

BW Survey of Individual Anglers, 1996

<b>Total spend per year</b>	<b>£2,076</b>
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## INFORMAL VISITORS

Total additional visits per year	200,000
% visitors on day visit	85%
No. additional day visits	170000
No. additional holiday visits	30000
<i>Displacement factor</i>	27%
Mean spend/person/day visit	£2.82
Mean spend/person/holiday visit	£34.86
Total additional day visit spend p.a.	£129,438
Total additional holiday visit spend p.a.	£282,366

BW Informal Visitor Survey 2002

BW Informal Visitor Survey 2001

ex. Inland Waterway Day Visit Survey (pilot), 2003

Star UK estimates, Staffordshire, 2002

<b>TOTAL SPEND</b>	<b>£411,804</b>
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## SUMMARY

(£,000s)

Direct spend

### ROUTE OPTION 4

<b>Boats based on the canal - excl. sales / construction</b>	<b>£4</b>
<b>Boat based on the canal - sales / construction costs</b>	<b>£78</b>
<b>Visiting boats</b>	<b>£103</b>
<b>Trip boats</b>	<b>£54</b>
<b>Day boats</b>	<b>£18</b>
<b>Canoeing</b>	<b>£4</b>
<b>Angling</b>	<b>£2</b>
<b>Informal visitors</b>	<b>£412</b>

<b>Total additional visitor spend</b>	<b>£675</b>
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Direct, indirect and  
induced spend

<b>Total captured direct and indirect visit spend</b>	<b>£878</b>
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Indirect & induced multiplier = 1.3

Retained income

<b>Total retained income</b>	<b>£351</b>
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Based on 60% leakage - Scottish Tourism study Rural model

## EMPLOYMENT ESTIMATES

*Direct, indirect & induced impact*

<b>Total employment generated @ 1 FTE per £31,400 tourist spend</b>	<b>25</b>
<b>Total employment generated @ 1 FTE per £62,800 spend on boat sales / construction</b>	<b>2</b>
<b>Total employment generated - FTEs</b>	<b>26</b>

## ADDITIONAL VISITS PER YEAR

(000S)

<b>Boats based on the canal</b>	<b>0.3</b>
<b>Visiting boats</b>	<b>9.0</b>
<b>Trip boats</b>	<b>15.8</b>
<b>Day boats</b>	<b>0.7</b>
<b>Canoeing</b>	<b>0.3</b>
<b>Angling</b>	<b>0.3</b>
<b>Informal visitors</b>	<b>200.0</b>

<b>Total additional visits</b>	<b>226.4</b>
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22-Nov-06

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## Leek Arm - New Leek Terminus

### Economic Impact Analysis

#### Route Option 5

#### Additional income

(At 2003 prices)

#### PRIVATE BOATS BASED ON THE CANAL

##### Cruising spend

*Spend while cruising by boats based at Leek assumed incurred outside the local area*

##### Non-cruising spend

Number of boats	0
Non-cruising trips per boat per year	6
Duration of non-cruising trips (days)	1.5
<i>Displacement factor</i>	<i>100%</i>
Mean spend per head per day	£12.14
Av. number of people per boat	2.0
<i>Visit-days per year</i>	<i>0</i>
<b>Total Non-cruising spend per year</b>	<b>£0</b>

based on capacity of terminus basin

BW Log Book Survey, 1993

BW Log Book Survey, 1993

*zero displacement assumed - all expenditure new to Leek*

ex. Inland Waterway Day Visit Survey (pilot), 2003

BW Log Book Survey 1993

##### Travel costs

<i>All travel to/from boats assumed by car;</i>	
<i>Travel costs for trips less than 20 miles assumed spent locally</i>	
% trips less than 20 miles	60%
Vehicle cost per mile (full car costs)	0.43
Av. distance travelled (round trips less than 20 miles) (miles)	15
Total visits to boat per year (cruising & non-crusing visits)	12.1
<b>Total travel spend per year</b>	<b>£0</b>

BW boat ownership data

derived from RAC data

Kennet & Avon Boating Survey 1990

BW Log Book Survey 1993

##### Boat-related expenditure

Annual boat running costs (incl.mooring/licence fees)	£2,500
Average length of boat ownership (years)	6.7
Average estimated purchase cost per boat	£18,250

derived from Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Private Boating Price-Demand Study 1997 (BW/EA)

Total annual boat running costs	£0
Total annual boat purchase costs	£0

<b>Total boat sales / construction</b>	<b>£0</b>
<b>Total boat running costs</b>	<b>£0</b>
<b>Total boating expenditure</b>	<b>£0</b>

<b>Total annual expenditure - boats based on canal</b>	<b>£0</b>
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#### VISITING POWERED BOATS

Boat movements per year	1,000
% private boats	70%
% hire boats	30%
Private boat days p.a.	700
Hire boat days p.a.	300
Av. crew per private boat	3.0
Cruising spend per person per day	£8.50
Total spend p.a. - private boats	£17,850
Av. crew per hire boat	4.1
Cruising spend per person per day	£13.29
Total spend p.a. - hire boats	£16,343
<b>Total cruising spend p.a.</b>	<b>£34,193</b>

assumed

assumed

assumed

*Assume each movement generates a 1-day visit to Leek*

*Assume each movement generates a 1-day visit to Leek*

BW Log Book Survey 1993

ex. BW Log Book Survey, 1993

BW Hire Boat Survey 1990

BW Hire Boat Survey 1990

TRIP BOATS

Boat traffic	No.of boats	1	Narrowboat trip boat operation assumed assumes 25 week season-average 1 trip per day; 2 trips per weekend day
	Passengers per boat	50	
	Occupancy Rate	70%	
	No.trips per year	225	
Total number of passengers carried		7875	assume 20% of visits would have taken place in any case
Displacement factor		80%	
Trip spend	Av.cost per trip	£4.32	Assume £1-50 trip spend plus £2-82 informal recreation spend
	Total trip spend	£27,216	

DAY BOATS

Boat traffic	No. of additional boats	2	assumed operated in conjunction with trip boat
	Average days spent on canal	115	assumed 5 days per week with 23 week season
	Average craft occupancy	3	assumed
	Displacement factor	100%	zero displacement assumed
	Visits per year	690	
Canalside spend	Cruising spend per person per day	£12.14	ex. Inland Waterway Day Visit Survey (pilot), 2003
	Boat hire cost per day	£40.00	assumed
Total spend	Boat movement	£8,377	
	Boat hire	£9,200	
	TOTAL SPEND	£17,577	

CANOEING

Visits per year	0	average of 2 additional visits per day during season (23 weeks)
% day visits	80%	based on %age informal day visits to BW waterways
% holiday visits	20%	based on %age informal day visits to BW waterways
Day visits per year	0	
Holiday visits per year	0	
Displacement factor	100%	zero displacement assumed
People per visit	1.5	mix of 1 & 2-man craft assumed
Visitor spend per day visit	£2.82	as for infomal visitors
Visitor spend per holiday visit	£34.86	Star UK estimates, Staffordshire, 2002
Total spend	£0	

ANGLERS

Additional visits per km	400	approximates to density of vists on Leek Arm
Appox. length of new waterway created (km)	0	
Additonal visits per year	-	
Visitor spend per trip (incl. travel/permits)	£6.49	BW Survey of Individual Anglers, 1996
Total spend per year	£0	

INFORMAL VISITORS

Total additional visits per year	25,000
% visitors on day visit	85%
No. additional day visits	21250
No. additional holiday visits	3750
<i>Displacement factor</i>	27%
Mean spend/person/day visit	£2.82
Mean spend/person/holiday visit	£34.86
Total additional day visit spend p.a.	£16,180
Total additional holiday visit spend p.a.	£35,296

BW Informal Visitor Survey 2002

BW Informal Visitor Survey 2001

ex. Inland Waterway Day Visit Survey (pilot), 2003

Star UK estimates, Staffordshire, 2002

<b>TOTAL SPEND</b>	<b>£51,476</b>
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SUMMARY

(£,000s)

ROUTE OPTION 5

Direct spend

<b>Boats based on the canal - excl. sales / construction</b>	<b>£0</b>
<b>Boat based on the canal - sales / construction costs</b>	<b>£0</b>
<b>Visiting boats</b>	<b>£34</b>
<b>Trip boats</b>	<b>£27</b>
<b>Day boats</b>	<b>£18</b>
<b>Canoeing</b>	<b>£0</b>
<b>Angling</b>	<b>£0</b>
<b>Informal visitors</b>	<b>£51</b>

<b>Total additional visitor spend</b>	<b>£130</b>
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Direct, indirect and induced spend

<b>Total captured direct and indirect visit spend</b>	<b>£170</b>
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Indirect & induced multiplier = 1.3

Retained income

<b>Total retained income</b>	<b>£68</b>
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Based on 60% leakage - Scottish Tourism study Rural model

EMPLOYMENT ESTIMATES

*Direct , indirect & induced impact*

<b>Total employment generated @ 1 FTE per £31,400 tourist spend</b>	<b>5</b>
<b>Total employment generated @ 1 FTE per £62,800 spend on boat sales / construction</b>	<b>0</b>
<b>Total employment generated - FTEs</b>	<b>5</b>

ADDITIONAL VISITS PER YEAR

(000S)

<b>Boats based on the canal</b>	<b>0.0</b>
<b>Visiting boats</b>	<b>3.0</b>
<b>Trip boats</b>	<b>7.9</b>
<b>Day boats</b>	<b>0.7</b>
<b>Canoeing</b>	<b>0.0</b>
<b>Angling</b>	<b>0.0</b>
<b>Informal visitors</b>	<b>25.0</b>

<b>Total additional visits</b>	<b>36.6</b>
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