

The economic and social impact of Saffron Hall

Saffron Hall Trust commissioned Stephen Connolly at DC Research to study box office data and survey members of the audience to determine the impact Saffron Hall has on Saffron Walden and Uttlesford. The impact has been measured using nationally and internationally recognised methodology from organisations such as DCMS and the HM Treasury Green Book.

The overall gross economic impact of Saffron Hall in 21/22 on the Saffron Walden and Uttlesford economies was **£1.36 million** GVA (Gross Value Added).

This included an estimated off-site visitor spend of almost **£0.5 million** in Saffron Walden.

The overall net additional economic impact for Saffron Hall in 21/22 on the Saffron Walden and Uttlesford economies was **£688,700**. This is the scale of the impact that would not have occurred in the absence of Saffron Hall. This included the creation of an additional **5.6 full time equivalent jobs** in the wider Uttlesford community.

Saffron Hall employed a total of **68 staff** in 21/22. It is estimated that this employment equated to **18.6 FTE jobs**.

On top of this Saffron Hall Trust clearly makes a notable and sustained contribution to wellbeing impacts for volunteers, schools and community participants, and amateur performers which was estimated at a value of **£775,000**.

The wellbeing impact of our Learning and Participation engagement was estimated to be just over **£362,000***

The wellbeing impact for volunteers was estimated to be **£65,592^** and the wellbeing impact for amateur performers was estimated to be almost **£350,000***

The audience survey revealed that **85%** of those who live outside of Uttlesford reported that Saffron Hall was the only or main reason to return to Saffron Walden in the next 12 months.

60% of those surveyed reported that Saffron Hall had a critical or significant impact on their health and wellbeing.

You can find the full report on Saffron Hall's website

* Wellbeing metric from Fujiwara (2014)

^ HM Treasury Wellbeing Guidance for Appraisal: Supplementary Green Book Guidance