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Economic Impact Toolkit
Impact estimates for the cultural sector

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Help & Guidance

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Where do I start?

Use the links below to go through our step-by-step guide to getting an estimate using the Economic Impact Toolkit. Depending on the type of event and what you want to calculate, you will use different parts of the toolkit.

You can find out more about each section of the toolkit, including descriptions of what each one is for and which calculators contribute to each section, on the About page.

The sections are listed in the order that you will use them, starting with identifying if the EI Toolkit will be suitable for your project and needs, and ending with understanding the final report. It's well worth spending some time getting an overview of the whole process, especially before using the toolkit for the first time. A little time planning will ensure you collect all the data you need to make a good estimates.

Step 1: What do I want to measure?

This section outlines what the different calculators will tell you, and also explains how to test for possible impact using the Quick Calculator tool.
This step is recommended for all projects.

Step 2: Selecting a 'Geographical Area of Interest'

This section helps you define your 'Geographic Area of Interest' - the geographical area for which you want to measure the impact of your project.
This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

Step 3: Creating questionnaire(s)

This section outlines what questions to ask participants, as well as guidance on carrying out research.
This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

Step 4: Collecting questionnaires

This section contains valuable advice on how to encourage project participants to complete questionnaires, as well as how to achieve a robust sample.
This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

Step 5: Cleaning the data

This section contains guidance on how to prepare questionnaire data to get it ready for analysis.
This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

Step 6: Analysing the data

This section contains guidance on how to analyse participant questionnaire results using Microsoft Excel.
This step is recommended for users that want to calculate Economic Impact and/or Social Return on Investment.

Step 7: Monitoring information

This section contains guidance on what information to collect about projects e.g. income and expenditure information from project managers.
This step is recommended for all projects.

Step 8: Completing the calculators

This section contains support on entering data into the online calculators, as well as generating reports.
This step is recommended for all projects.

Interpreting the report

This section outlines what each part of the report generated by the toolkit means, helping you to further understand what the figures outputted mean for your project.

Frequently asked questions

This section contains a list of questions or queries that may occur while working throughout the toolkit. Some of them also occur across the toolkit itself, but we have combined them here into one handy resource.