

Alice Surgy

by Alice Maria SilvaSurgyPereira

Submission date: 10-Nov-2017 01:55PM (UTC+0000)

Submission ID: 77250841

File name: 1880_Alice_Maria_SilvaSurgyPereira_Alice_Surgy_81299_792677507.docx (3.1M)

Word count: 4485

Character count: 29480

Student Self Evaluation Form			
Student name:	Alice Surgy	Student P number:	P147900
Programme:	Sports Management	Year of programme	3rd
Assignment Title:	Case for Sports Event and Operational Planning Document		

This section repeats in brief the common assessment criteria detailed on previous pages. The *extent* to which these are demonstrated by you determines your mark. Using these criteria, tick the box that best indicates the level of achievement you feel you have achieved with regard to each of them.

Common Assessment Criteria Applied	Level of Achievement						
	REFER		3 rd	2:2	2:1	1 st	1 st
	OUTRIGHT FAIL	UNSATISFACTORY	SATISFACTORY	GOOD	VERY GOOD	EXCELLENT	EXCEPTIONAL
1. Research-informed Literature	0-29% ☐	30-39% ☐	40-49% ☐	50-59% ☐	60-69% ☒	70-79% ☐	80-100% ☐
2. Knowledge and Understanding of Subject	0-29% ☐	30-39% ☐	40-49% ☐	50-59% ☐	60-69% ☒	70-79% ☐	80-100% ☐
3. Analysis	0-29% ☐	30-39% ☐	40-49% ☐	50-59% ☒	60-69% ☐	70-79% ☐	80-100% ☐
4. Practical Application and Deployment	0-29% ☐	30-39% ☐	40-49% ☐	50-59% ☐	60-69% ☒	70-79% ☐	80-100% ☐
5. Skills for Professional Practice	0-29% ☐	30-39% ☐	40-49% ☐	50-59% ☐	60-69% ☒	70-79% ☐	80-100% ☐

PLEASE COMMENT ON AREAS IN WHICH YOU FEEL THAT YOU HAVE PERFORMED WELL	PLEASE COMMENT ON AREAS YOU FEEL THAT YOU NEED TO DEVELOP
Gantt charts and Finance	Time management and Theory on some parts
Marker Comments	

Student's Name	Alice Surgy	Date	10.11.2017
Student's Signature			



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David



Global Sports Events Management

Assignment 1

Matthew James

Alice Surgy, p147900



Table of Contents

Introduction Part 1	5
Sports Event Calendar of Swansea	6
Welsh Governments Well-being of Future Generations Act (2015)	6
The Planning Process	7
Objectives	7
Rationale	7
Impacts	8
Concept	8
SWOT Analysis	8
PEST Analysis	9
Feasibility	10
Introduction Part 2	10
Implementation Planning	10
Financial	10
Human Resources	11
Staff	11
Volunteers	11
Partnerships	Error! Bookmark not defined.
Suppliers	Error! Bookmark not defined.
Services	12
Facilities	12
Equipment	12
Sales and Marketing	12
Media	13
Evaluation	13
Feedback	13
Legacy	Error! Bookmark not defined.
Stakeholders	9
Customers	9
Partners	9
Internal and External decision-makers	Error! Bookmark not defined.
Investors	Error! Bookmark not defined.
Sponsors	9
Bibliography	32





Executive Summary

This report is divided into two segments which follows Masterman (2014) event planning process and analyses the sports event calendar of Swansea and the Welsh Government's Well-being Future Generations Act (2015) to discover a gap in the market to create a feasible event that could be held in Swansea to aid the Act.

Furthermore, the author also explains the aims and objectives of the event itself and focuses on the important aim of increasing the interest of the younger generation in basketball and hopefully it will result in an increase in participation.

This basketball tournament will be held in 2018 and will include a variety of school and abilities, it will have positive impacts in the community and create potential future basketball sports clubs that will then result in an increase of participation and therefore result in a wealthier Wales.

Part two looks more in depth into every part mentioned in part 1 and it provides detailed explanations of everything involved in this event such as financial charts, Gantt charts for the event and staff, the agenda, SWOT analysis and marketing strategies.

Finally, this report analyses the legacy of the event measuring it against the goal and objectives stated in part 1 to ensure a positive legacy in the long-term.



Introduction Part 1

The first part of this assignment looks in depth into the theory and evidence involved in planning an event that is feasible and necessary to the city of Swansea. It also critically analyses the concept and objectives of the event as well as comparing and ensuring it contributes to the Welsh Government's Well-being Future Generations Act (2015).





Sports Event Calendar of Swansea

Swansea is a very diverse town when it comes to sports, since it has two universities with various university teams in netball, football, basketball, lacrosse and others. Even though there is a fair amount of opportunities both for the students and the younger generation, there seems to be a gap in the market when it comes to basketball. The Swansea council offers a range of activities varying from badminton to tennis and even martial arts (Swansea Council, 2014). However there is not a Swansea Council basketball or football club but when it comes to football there are a lot of football teams that young people can join but there is not a lot of basketball teams in Swansea.

Swansea Storm is the leading team in Swansea competing in the South Wales League and this team hosts a range of coaching sessions to U10 up to U18 and are highly involved with local primary and secondary schools to ensure that the sport does not die. (Swansea Storm Basketball, 2017). Therefore the author believes that is highly important to put an event on in Swansea to promote basketball and to hopefully increase the participation levels.

Welsh Governments Well-being of Future Generations Act (2015)

The Well-being of Future Generations Act (2015) focuses on improving the social and overall well-being of Wales. The government has designed a plan according to this act that reflects the Wales we want by 2050 focusing on various goals such as a Wales more prosperous and a healthier Wales. (Welsh Government, 2015)

The author believes that this event will work alongside these goals to create a healthier Wales and a more community involved Wales, this event will hopefully create a higher demand for basketball clubs and therefore improve the health of the younger generation to create a future impact in the generation of 2050. It might not be a major event that will influence the lives of everyone however, if the event is successful the legacy of it could impact the upcoming generations. *"What Wales is doing today we hope the world will do tomorrow – action more than words is the hope of our future generations."* (Seth, n.d.)



The Planning Process

To design and plan this event the author has used and applied Masterman (2014) event planning process which can be found in [Appendix 1](#). This process consists in focusing on the “where” and “how” of the events and therefore making sure the foundations of the event are established before continuing and delivering the event. A timeline of the planning of the event can be found on [Appendix 2](#).

10

Objectives

It is highly important to determine the objectives of the event so that the event organisers and managers stay focused on the objectives of the event and it makes easier to compare the outcomes against the objectives after the event to get feedback and help plan future events (Van Der Wagen and White 2010, p.26).

Good point

Good citation

The objectives need to also be SMART (specific, measurable, achievable, resources, time bound) so that the event planner can manage the performance and the effectively of both the event and employees (Hoye et al, 2012, p.152). The primary aim of this event is to increase participation in the short term and in the long term is to improve the health of the younger generation which links to the Wales we want by 2050.

Good point

Good citation

Sp.

These objectives are very ambitious especially for such a small event however it is the legacy of the event that will help achieve these objectives. In the short term the main objectives are to introduce the sport to a large quantity of people and to make the event an annual or biannual tournament that will then create a legacy. For this legacy to be positive the planning stage is crucial to that the events manager can minimize any possible negative impacts and create an event which will have a positive impact in the immediate and wider environments (Masterman, 2014, p.99).

11

Good citation

Rationale

This event is being planned and delivered with the intent of becoming an ongoing event that can be hosted annually or biannually, so it is very important that the format and concept of the event is successfully planned (Bowdin et al, 2011, p.245). The reason behind this event is to mainly increase participation but also to include an opportunity for those interested in playing or trying basketball. It is highly

Good citation



important that events like these happen on a regular basis so that the younger generation can be presented to various types of sports. 12

Impacts

Van der Wagen and White (2010 p.13) categorise the impacts of an event into three sections, social and cultural, environmental and economic. Even though the event is a minor event that is not targeted at a large number of people it will still have positive and **unfortunately negative impacts**. In terms of economic impacts there is not a short-term link with the event itself however the LC2 could potentially financially benefit from the event as some people that attend the tournament might want to join and use their facilities. 13

For this specific event the social and cultural impacts are the biggest factors as the overall aim is to increase participation so it is very important that the social and cultural impacts are positive, these factors are *"vital contributions to the calculation of an event's overall impact"* (Bowdin et al, 2011, p.80). Good citation

Concept

Good citation Masterman (2014 p.81) Capital letter outlines that the key parts of concept are *"what is the event?"* and *"what does it look like?"* this event is a basketball tournament that will be held at the LC2 in Swansea on January 10th 2018. The agenda for this event **will be in** 14 **Appendix 3**. The reason why the event is so early in the year is because the event hopes to increase participation and therefore if the participants enjoyed the event they Good point will want to play more at school and consequently it will result in more schools incorporating basketball into their sports curriculum.

SWOT Analysis

A swot analysis is very important as Sp. identifying the strengths will maximise the opportunities and likewise knowing the weakness will help minimise risks, similarly creating contingency plans and Good citation identifying threats will help improve the feasibility of an event (Van der Wagen and White 2010, p.403). A SWOT analysis for the basketball tournament can be found on **Appendix 4**. 15



PEST Analysis

A PEST analysis focuses more on the external factors that affect and impact an event in a macro level, it provides a framework and guideline for the event manager to improve and “react to changes in its external environment.” (Gupta, 2013). A full PEST analysis will be in Appendix 5.

16

17

Stakeholders

The main stakeholders for this event include Swansea Storm, the LC2 who are part of the day leisure organisation and South Wales Basketball League and of course the target market of the event which consists of children aged 8-10. Swansea storm will be both partners and sponsors, they are offering funding and helping with the implementation of the event.

Capital letter

Capital letter

Customers

Good citation

Beech and Chadwick (2013 p.233) say that understanding the needs and wants of your customers is a crucial part in developing a business strategy and their needs should define the product whether it be tangible or intangible.

Partners

Partners are an essential ingredient in the success of an event, they can offer experience, contacts and links to other like-minded organisation with similar goals. Bowdin et al (2011 p.144) state that connections between organisations can facilitate the sharing of pertinent information that can benefit everyone.

Sponsors

Sponsors are vital and most events cannot go ahead without them, it would not be feasible for an event to be planned with no money to spend. Foster et al (2016 p.292) say that a key aspect of sponsorship activation is awareness, and that converting exposure into awareness is the key. There will be a sponsorship contract in the Appendix 6 which the sponsors will fill in.

Good citation



Feasibility

“Testing the feasibility of the event is critical, thus ensuring that any expenditure of time or money is not going to be superfluous.” (Masterman, 2014, p.95). It is highly important to check all important factors to the planning stage such as budget and risk assessments to ensure that the event runs smoothly and that for example the event planner does not run out of funds for the event. Security and the risks involved with hosting an event are two very important parts of the feasibility study that should be conducted for the assignment therefore a risk assessment for the event is vital and it can be found on **Appendix 7**. (Kaspar and Kaiser cited in Beech and Chadwick 2014, p.109)

Good citation

Good citation

19

Introduction Part 2

The second part of this report also focuses on the various operational strategies involved in the event such as partnerships, stakeholders, facilities and marketing. It also critically analyses the feasibility of the event and the importance of a positive legacy in the long-term. Lastly, it links throughout with part one to relate with the objectives and aims to ensure that those SMART targets are met.

Good point

Implementation Planning

This stage covers the operational strategies involved in the event, these strategies link to the aims and objectives and it is vital that all stages are considered in depth. (Masterman, 2014, p.86).

Financial

Finance is a very important part of the event planning and adapting to the ever increasing challenges that affect events is crucial, these factors include competition and economic uncertainty, inflation and government regulation. (Van der wagen and White, 2010, p.319). In order for this event to take place it is essential that the organisation applies for the Community Chest in order to obtain the £1,500 budget so that the entry for the school and community is free. In the event that the funding does not come through or something does go wrong the sponsors have agreed to financially aid the event so that the event still goes on, the author goes more in depth into the sponsors involved in the sponsors section of the report.

Good point

Good citation

NS



Budget

"Budgeting for events consists of identifying where revenue will derive from, determini^{Good citation}d setting performance targets that will realize the objectives set." (Masterman, 2014 p. 141)^{NS} Budgeting appropriately will ensure^{Awk.} that the event runs smoothly and that is feasible, it is vital that the amount of money out does not exceed the amount in so that the event is successful and that it can work towards the aims and objectives. A full budget sheet of the event can be found in [Appendix 8](#).

Human Resources

"The effective management of human resources is imperative to conducting a successful event". (Arthur cited in Beech and Chadwick, 2013, p.260). For this event human resources contains 2 sections, volunteers and paid staff. it is important that this section of the event is critically organised to guarantee that there is people referring, scoring, setting up and general duties on the day. A full list of the staff timeline and roles can be found on [Appendix 9](#).^{Poor grammar} ^{Sp.}

Staff

^{Poor grammar} ^{Sp.} There is a number of paid staff at the event because it is important that those referring and scoring for the whole day get paid, however in order to keep the prices down and within the budget the referees and scorers came from Swansea Storm and the South Wales League, both of which work closely with organisations to promote participation so therefore they gave a certain price for the event discounted. All the scorers and referees are at least level 2 qualified and there will be one referee and one scorer for each game, both of the referees and scorers will work together for the semi-finals and finals.^{Vague}

Volunteers

This organisation works closely with the University of Wales trinity Saint David^{Capital letter} and the Gower College so therefore 3 volunteers were picked that had interest in the sport and that knew the basis of the game. In order to find the right volunteer we conducted a presentation to the college and university of promote the event. The right candidate had to have interest in the sport, first aid training and a DBS check.





Services

There is a café at the LC2 which both the staff and the schools coming can however the schools were informed to bring their pack lunches and snacks for the event. Good point

The LC2 also offers a wide range of other services that might attract the participants involved which could hopefully lead to an increase in memberships at the LC2.

Facilities

Good point

The LC2 was the chosen facility for the event because it is the home venue for Swansea Storm and therefore the LC2 is very interested in promoting and increasing basketball participation levels in Swansea. Since the LC2 is so interested they have provided the facilities free of charge for this year and if the event is successful then they will continue to offer the facilities for upcoming events. An image of the facilities can be found in [Appendix 10](#).

Within the LC2 there are 2 courts so therefore there will be 2 games going on at the same time throughout the day, the tournament layout will be on [Appendix 11](#). The LC2 also kindly provided the café area for the event so it can be used for lunch time.

Equipment

All the equipment is provided by the LC2, so for example the basketball and the actual court with the hoops. For the scoring and refereeing the paid scorers and referees will bring their own equipment such as scoring books and score board.

Sales and Marketing

22

"The marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market." Good citation

23

(Kotler and Armstrong, 2012, p.75). [Appendix 12](#) contains a diagram that identifies the different marketing tools allocated to each P and furthermore [Appendix 13](#) analyses the marketing mix for this specific event. Even though this event is only a minor event it is still highly important to correctly market it to ensure that aims and objectives are met. The event is a public event open to both schools and the Swansea community so in order to market to



schools, emails have been sent to invite them to the event and also to expand the invitation list to various age groups. A copy of these emails can be found in **Appendix 14**. In terms of the community, posters and social media will be used as methods to market the event. The poster used to advertise the event can be found in **Appendix 15**. Social media will play a key part in advertising the event as it helps to create a conversation with various people from the community. **Good citation** will encourage the promotion of the event. (Blythe and Martin, 2016, p.234).

Media

25

Evaluation

"In one form or another, theories and planning models identify that evaluation of the event, and then feedback to aid future practice, is a key component."(Masterman, 2014, p.88). In order to evaluate the event in a short-term way questionnaires will be handed out to both the participants and the staff to measure the likelihood of doing the event again. Both questionnaires (to the staff and participants) can be found on **Appendix 16 and 17**. **Good citation**

Feedback

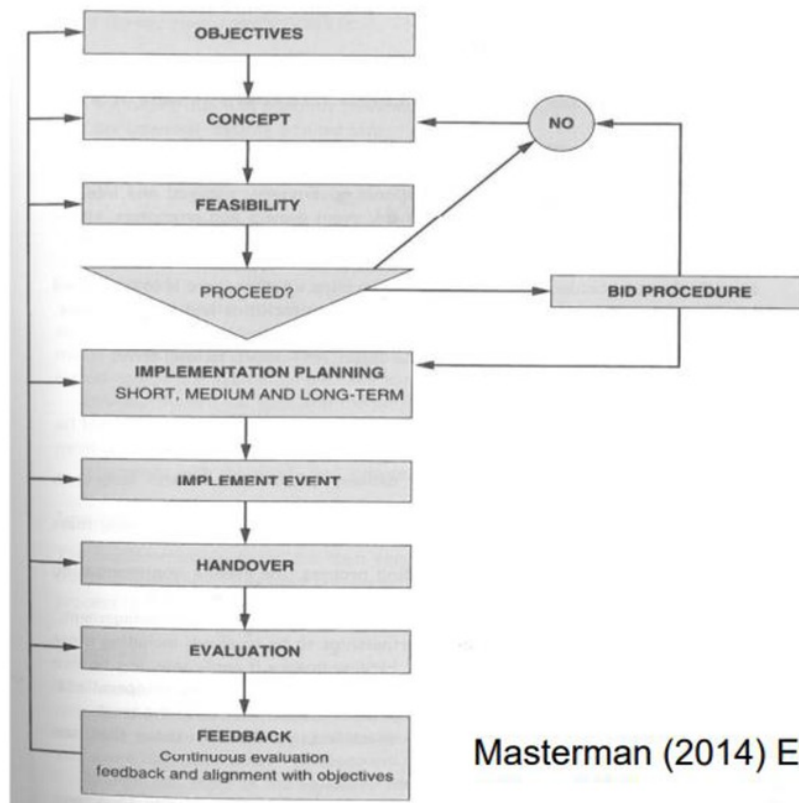
After careful analysis of the questionnaires provided by the staff and participants then the event organiser and the stakeholders involved can decide whether or not the event should happen again and any changes that should be done.

Good point meeting between the planning organisation and the stakeholders also needs to happen to discuss the event and the future of the event.



Appendix

(1) Masterman process p.71



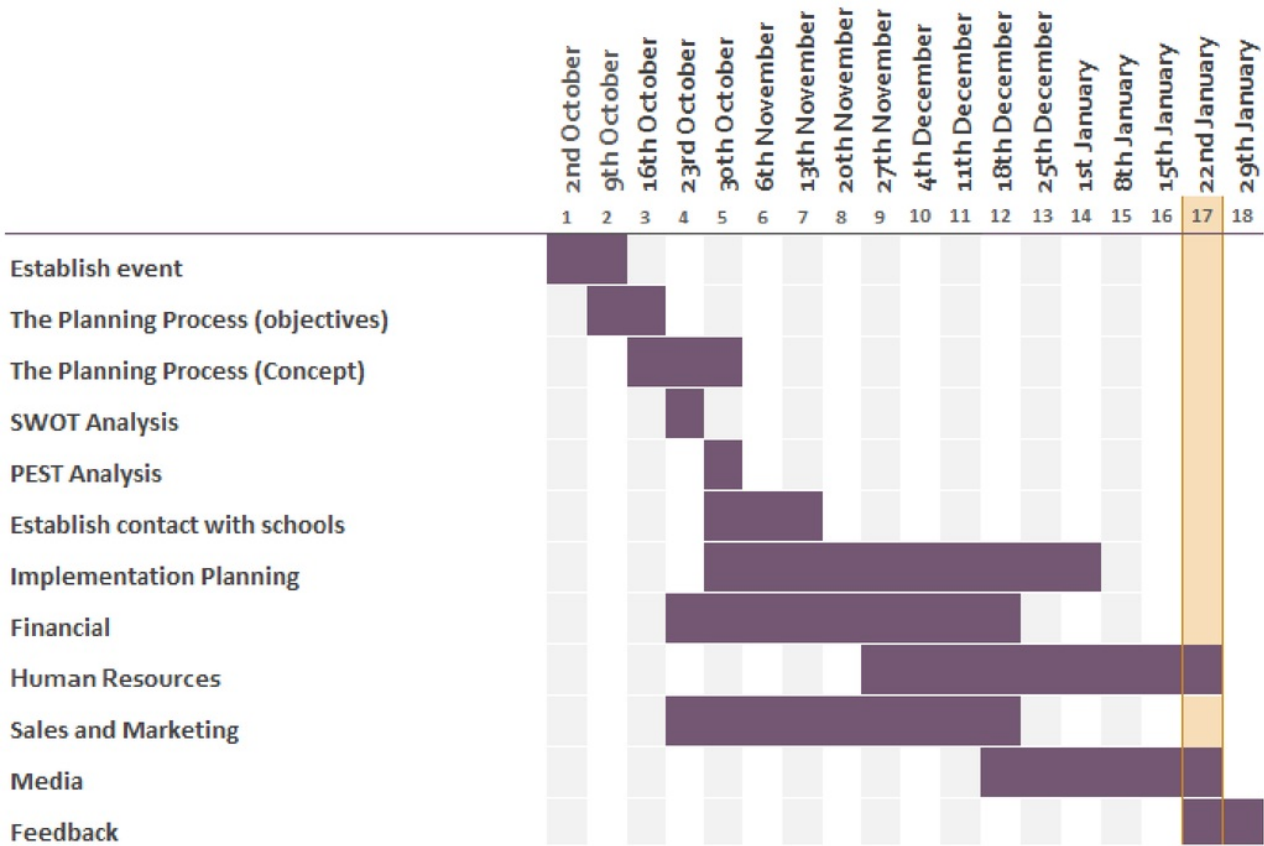
Masterman (2014) Event Planning Process



(2) Planning timeline

Basketball Tournament

26





(3) Agenda

Basketball Tournament LC2 Swansea

10 th January 2018	
9:30 am to 9:45 am	Reception and Opening Ceremony
9:45 am to 10:00 am	Introducing the school / clubs involved
10:00 am to 10:30 am	Creating Teams
10:30 am to 10:40 am	Game 1
10:45 am to 10:55 am	Game 2
11:00 am to 11:15 am	Break
11:15 am to 11:25 am	Game 3
11:30 am to 11:40 am	Game 4
11:45 am to 11:55 am	Game 5
12:00 pm to 1:00 pm	Lunch
1:15 pm to 1:25 pm	Game 6
1:30 pm to 1:40 pm	Game 7
1:45 pm to 1:55 pm	Game 8
2:00 pm to 2:15 pm	Break
2:15 pm to 2:30 pm	Semi Finals
2:35 pm to 2:55 pm	Semi Finals
3:00 pm to 3:15 pm	Finals
3:20 pm to 3:35 pm	Awards
3:40 pm to 3:50 pm	Closing Ceremony and Acknowledgments

27



(4) SWOT analysis

<u>Strengths</u> - One of the only basketball tournaments in Swansea for the targeted age group. - Free for those attending - Local - Schools and the community both get involved	<u>Weaknesses</u> - One sport only so not aimed at everyone. - Even though local is a strength it is also a weakness because it means the event is neglecting other areas, however it could mean that if the event was to be successful those areas could be involved next year. - Various levels of abilities
<u>Opportunities</u> - Increase of participation - To start a basketball club - Positive impact in the community	<u>Threats</u> - Other sports clubs



(5) PEST analysis



Political	- 2 health and safety officers which are first aid trained that is required by law - Following the LC2 rules there is a limit of 100 people that can be at the event - Obey to the minimum wage when paying the staff so £7.20
Economic	- Different socio-economic backgrounds depending on the school attending - Free event so it can cater people with lower disposable income
Socio-cultural	- Community based event aimed at the younger generation - The event will incorporate different people's religious beliefs.
Technological	- Social media to advertise and promote the event since it is aimed at the younger generation who use social media regularly - Infrastructure is at the centre of Swansea to cater to all the school and communities.



(6) Sponsorship contract

EVENT SPONSORSHIP CONTRACT

SUMMARY

Event Details	
Name of Event:	
Contact Details:	Tel No:
Email:	

Sponsor Details	
Name of organisation/company:	
Address:	
Contact name:	Job title/Position:
Tel No:	Email:
Sponsorship Type:	
Sponsorship Total:	
Contract Length:	

Start date:

End Date:



DESCRIPTION OF SPONSORSHIP

EVENT DESCRIPTION

SPONSOR DESCRIPTION



TERMS OF SPONSORSHIP

TARGET AUDIENCE

• • •

COSTS FOR SPONSOR

Description and details of any financial agreement:			
Duration:		Total cost	£

BENEFITS OF SPONSORSHIP FOR THE EVENT (including non-financial benefits)

• • •

BENEFITS OF SPONSORSHIP FOR THE SPONSOR (including non-financial benefits)

• • •

DEVELOPMENT

Future opportunities include:



GENERAL TERMS AND CONDITIONS AND CLAUSES (e.g. 'the small print', exclusivity, restrictions)

-
-

ANY OTHER RELEVANT INFORMATION

MONITORING THE AGREEMENT (e.g. KPIs, review dates)

TERMINATION CLAUSE



AUTHORISED SIGNATURES

Event Representative	Sponsor Representative
Name:	Name:
Signed:	Signed:
Date:	Date:

(7) Risk Assessment



Risk	Likelihood	How to prevent it
Slippery floor	Very Likely	Ensure that all staff is on the lookout and that they clean it as soon as noticed.
Blockage of fire exit	Likely	When setting up ensure all fire exits are free
Shoelaces untied	Very Likely	Before every game the staff must ensure that all players have their shoes tied.

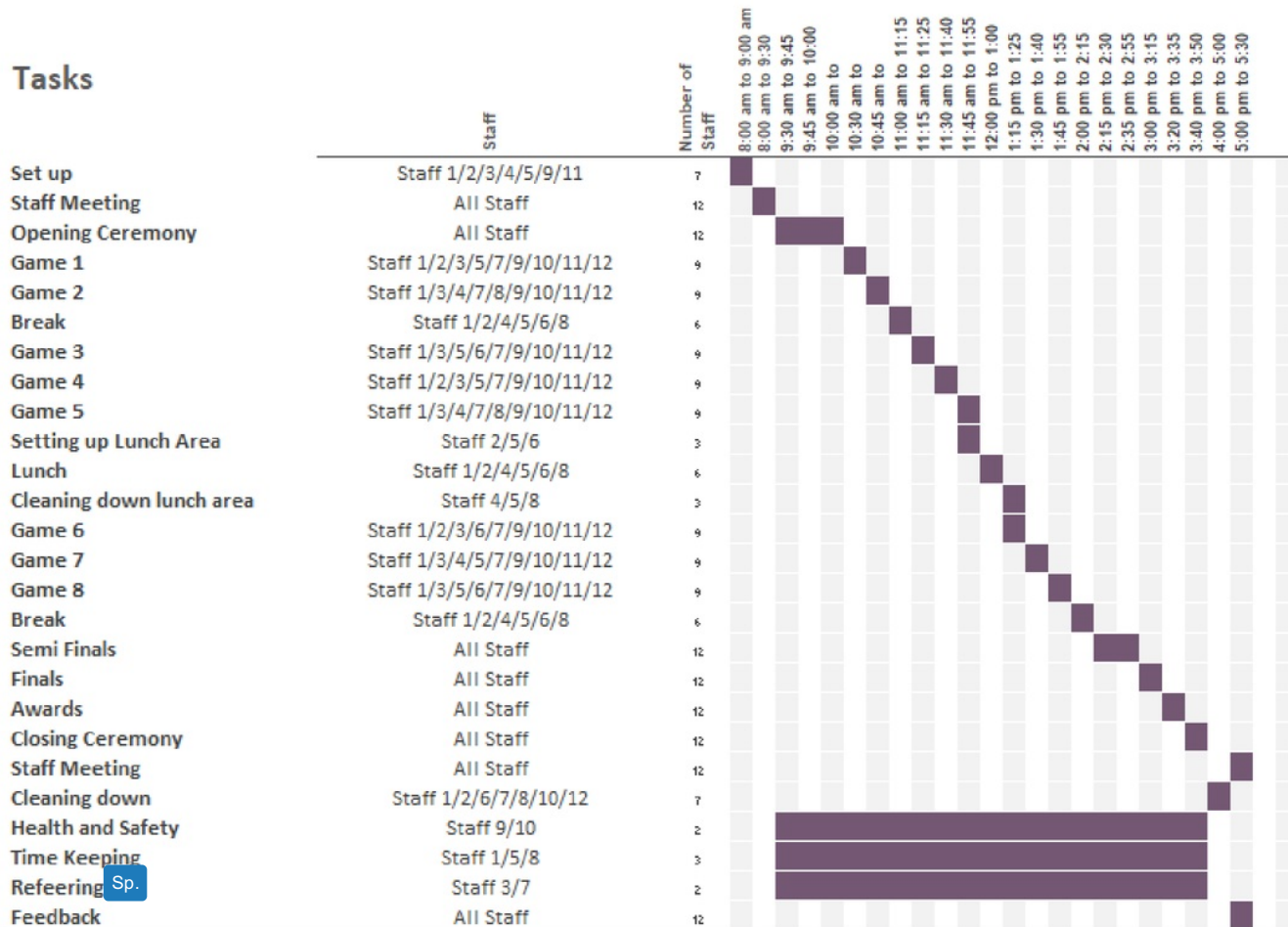
**(8) Budget Sheet**

Income	In	Actual	Out	Actual	Included in the payment
Community Chest	£1.500				
Expenditure					
Facilities			\$0		
Paid Referee			£120		£10 per game so 10 x 12
Paid Referee 2			£120		£10 per game so 10 x 12
Paid Scorer			£60		£5 per game so 5 x 12
Paid Scorer 2			£60		£5 per game so 5 x 12
Paid member of staff			£64.8		£7.20 per hour x 9
Paid member of staff			£64.8		£7.20 per hour x 9
Health and Safety Officer			£64.8		£7.20 per hour x 9
Health and Safety Officer 2			£64.8		£7.20 per hour x 9
Marketing			£200		Posters and any more advertising costs
Volunteer expenditure			£60		Providing transport and food (20 per volunteer) so 20 x 3
Awards			£200		Medals for all the participants and winners
Total	£1.500		£1079.2		
Left over for contingency and any problems that might occur	£420.8				£1.500 - £1079.2



(9) Staff Timetable

Tasks



Staff Roles

Staff 1 - Organizer

Staff 2 - Volunteer

Staff 3 - Paid Referee

Staff 4 - Volunteer

Staff 5 - Paid member of the tournament event organising team

Staff 6 - Volunteer

Staff 7 - Paid Referee

Staff 8 - Paid member of the tournament event organising team

Staff 9 - Health and Safety Officer

Staff 10 - Health and Safety Officer

Staff 11 - Paid Scorer

Staff 12 - Paid Scorer



(10) Facilities



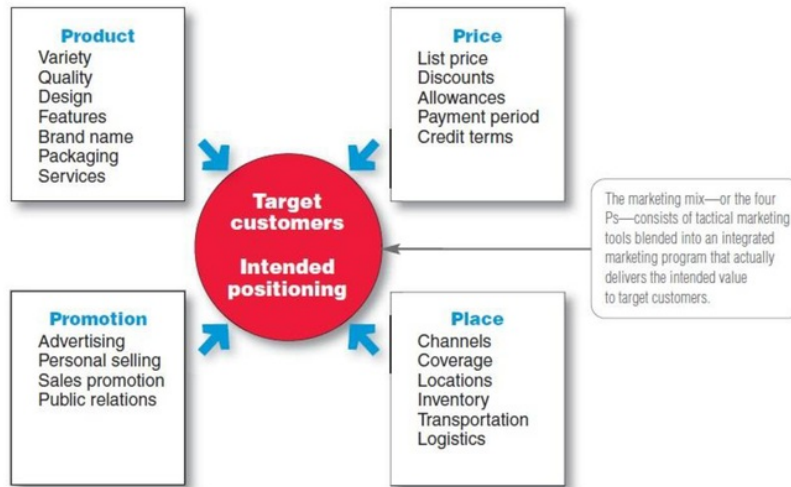


(11) Tournament layout





(12) Marketing Mix



(Kotler and Armstrong, 2012 p.76)

(13) The event marketing mix

Product - A basketball tournament aimed at schools and communities to increase participation in Swansea	Price - Free for those attending - Income from a Community Chest to cover the costs of the event - Non-profit
Promotion - Posters - Social Media advertising to increase awareness of the event	Place - LC2 Swansea - Schools must provide own transport - Equipment provided by the LC2

33



(14) Emails

Add a subject

To whom it may concern

I would like to invite you to a basketball tournament that will be held on the 10th of January 2018. this tournament aims to increase participation of basketball in the local area within the age group of 8-10, enclosed is a consent form that the parents will be required to sign and hand in the school prior to the event, the event is free but the transport will need to be organised by the school,if transport cannot be provided by the school there will be alternative options that can be discussed.

Regards Alice Surgy

34



Send

Discard



 Draft saved at 13:43

(15)

Poster





(16) Staff questionnaires

Feedback Questionnaires – Staff/Volunteer

36

Question 1: On a Scale of 1 to 10 (1 being the worst and 10 the best) what did you think of the organisation of the event?

1 2 3 4 5 6 7 8 9 10

Question 2: Do you think the event was successful, justify.

Yes No

Question 3: Do you think this event should happen again next year? Why

Yes No

Question 4: If this event was to happen again, would you be interested in working again in it?

Yes No

If no, why?

Question 5: What were your positives and negatives of the event and why?



(17) Participants questionnaires

Feedback Questionnaires - Participants

Question 1: Are you female or male?

37

Female Male

Question 2: Do you play sports?

Yes No

If yes, which ones?

Was this your first time playing a game of basketball?

Yes No

Question 4: On a scale of 1 to 10 (1 being the worst and 10 the best) how much did you enjoy the tournament?

1 2 3 4 5 6 7 8 9 10

Question 5: Would you participate in this tournament again if we were to plan it again?

Yes No

If no, why?

Question 6: What was your favourite part about the tournament?

Question 7: What was your least favourite part about the tournament? And why?

Question 8: Would you like to join a Basketball club if there was one in the area?

Yes No

If no, why?



38

Bibliography

Allen, J., O'Tootle, W., Harris, R., McDonnell, I. (2011). *Festival & Special Event Management*. 5th edition. Milton: Wiley.

Ammon, R., Southall, R., and Nagel, M. (2010). *Sports Facility Management – Organizing Events and Mitigating Risks*. 2nd edition. West Virginia University

Beech, J., and Chadwick, S. (2013). *The Business of Sport Management*. 2nd edition London: Pearson Education Ltd.

Blythe, J., and Martin, J. (2016). *Essentials of Marketing*. 6th Edition. Harlow: Pearson.

Bowdin, G., Allen, J., O'Toole, W., Harris, R., McDonnell, I. (2011) *Events Management*. 3rd Edition. Oxford: Elsevier Butterworth-Heinemann

39

Foster, G., O'Reilly, N., and Davila, A. (2016). *Sports Business Management – Decision Making Around the Globe*. Routledge.

Future Generations (2017). Available at: <https://futuregenerations.wales/> [Accessed 8 Nov 2017]

Gupta, D. (2013). Environmental and pest analysis: An approach to external business environment. *Merit Research Journal of Art, Social Science and Humanities*, [online] 1(2), pp.13-17. Available at: <http://www.meritresearchjournals.org/assh/Content/2013/June/Gupta.htm> [Accessed 8 Nov. 2017].

Hoye, R., Smith, A., Nicholson, M., Stewart, B., and Westerbeek, H. (2012). *Sports management – principles and applications*. 3rd edition. Oxon: Routledge.

Kotler, P., and Armstrong, G. (2012). *Principles of Marketing*. 14th edition. Harlow: Pearson.

Mallen, C., and Adams, L. (2008). *Sports, Recreation and Tourism Event Management – Theoretical and Practical Dimensions*. Oxford: Elsevier Butterworth-Heinemann

Masterman, G. (2004). *Strategic Sports Event Management – An International Approach*. Oxford: Elsevier Butterworth-Heinemann



Masterman, G. (2014). *Strategic Sports Event Management*, Third Edition. Oxon: Routledge.

O'Toole, W. (2011). *Events Feasibility and Development – From Strategy to Operations*. Oxford: Elsevier Butterworth-Heinemann

Swansea Council (2014). *Swansea – A-Z of kids sports and fitness*. [online] Swansea.gov.uk. Available at: <http://www.swansea.gov.uk/article/5496/A-Z-of-kids-sport-and-fitness>. [Accessed 8 Nov. 2017]

Swanseastorm.leaguerepublic.com. (2017). *Swansea Storm Basketball Club - Home*. [Online] Available at: <http://swanseastorm.leaguerepublic.com/index.html> [Accessed 9 Nov. 2017].

Van der Wagen, L, and White, L. (2010) *Events Management for tourism, cultural, business and sporting events*. 4th Edition. Melbourne, Australia: Pearson.

Welsh Government (2015). *Well-being of Future Generations Act*. Available online at: http://www.legislation.gov.uk/anaw/2015/2/pdfs/anaw_20150002_en.pdf. [Accessed 8 Nov 2017]

Westerbeek, H., Smith, A., Turner, P., Emery, P., Green, C., Leeuwen, L. (2006). *Managing Sport Facilities and Major Events*. Oxon: Routledge.

FINAL GRADE

71 /100

GENERAL COMMENTS

Instructor

Alice,

This is an excellent piece of work and you have demonstrated a mature writing style.

The assignment is clearly structured and aligned with Masterman's event planning model, and I commend you for the effort you have made to underpin your work with accurate citations.

You make a convincing case for your choice of event and location and the operational plan, including appendices, is very thorough.

I think you should have considered what role Active Swansea could have played in the promotion and delivery of the event, and how your event fits into the wider sports policy context e.g. Sport Wales' Vision for Sport - Every Child Hooked on Sport etc. I would also prefer to see the sections and sub sections numbered.

Please revisit the PEST and SWOT tools as your understanding of these is lacking, and allow more time for proof reading so that you can eliminate typos etc.

Finally, please take note of the comments I have made on your script and I am happy to discuss these and the feedback above via a drop in tutorial.

PAGE 1

PAGE 2

PAGE 3



Comment 1

This is a very good structure



Comment 2

?

PAGE 4

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

QM

Sp.

Spelling error

QM

Sp.

Spelling error

QM

NS

Start a new sentence here



Comment 3

be careful here. Better to concentrate on health and sport benefits.

PAGE 5



Comment 4

I would prefer to see the sections and sub sections numbered. It helps the reader to navigate the report.



Comment 5

You don't need this big gap

PAGE 6

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.



Comment 6

delete full stop



Comment 7

I don't understand the point here. Are you saying because there is only one basketball club in Swansea, you need to promote the sport more?

QM

Good citation



Comment 8

Full stop should be after the bracket.

QM

WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.

Additional Comment cohesive? Inclusive?

QM

NS

Start a new sentence here



Good point

Good point.



Comment 9

I like this quote but I'm afraid you have not referenced it in your list.

PAGE 7



Comment 10

Masterman's



Good point

Good point.



Good citation



Good point

Good point.



Good citation



Sp.

Spelling error



Comment 11

event's



Good citation



Good citation

PAGE 8



Comment 12

You could have brought in some theory here. Regular opportunities are key to keep people hooked on sport.



Comment 13

Such as?



Good citation



Good citation



Capital letter

You should use a capital letter here



Comment 14

is in



Good point

Good point.



Sp.

Spelling error



Good citation



Comment 15

You should have summarised the main findings from your SWOT and PEST analysis in the main body of the report.

PAGE 9



Comment 16

You need to provide a page number here



Comment 17

is



Capital letter

You should use a capital letter here



Capital letter

You should use a capital letter here



Good citation



Comment 18

It's good that you are underpinning your work with frequent citations to theory; but it always needs applying to the question. You could do this here with one practical example for each of these points.



Good citation

PAGE 10



Good citation



Comment 19

This is better - applying the theory to your assignment/event.



Good citation



Good point

Good point.



Good point

Good point.



Good citation



NS

Start a new sentence here

PAGE 11



Good citation



NS

Start a new sentence here



Awk.

Awkward:

The expression or construction is cumbersome or difficult to read. Consider rewriting.



Sp.

Spelling error



Poor grammar

Basic grammatical error



Poor grammar

Basic grammatical error



Sp.

Spelling error



Vague

Unclear:

When making a point in one of your body paragraphs, one of the most common mistakes is to not offer enough details. A paragraph without much detail will seem vague and sketchy. A paper is always strengthened when your claims are as specific as possible. The more detailed evidence you offer, the more reference points your reader will have. Remember that you are communicating your argument to a reader who has only your description to go by. Someone who reads your essay will not automatically know what you mean to express, so you have to supply details, to show the reader what you mean, not just tell him or her.



Capital letter

You should use a capital letter here



Comment 20

Could have brought in some theory here regarding managing volunteers effectively.

PAGE 12



Good point

Good point.



Comment 21

Poor formatting



Good point

Good point.



Comment 22

no comment



Good citation



Comment 23

This needs introducing better

PAGE 13



Comment 24

delete full stop



Good citation



Comment 25

?



Good citation



Good point

Good point.

PAGE 14

PAGE 15



Comment 26

This shows you understand the Gantt chart.

PAGE 16



Comment 27

This looks fine

PAGE 17



Comment 28

This is limited.



Comment 29

You should be identifying external opportunities here e.g. Community Chest funding.

PAGE 18



Comment 30

This is a poor attempt. The PEST needs to identify external factors e.g. financial austerity means funding & sponsors are harder to secure; or Bay Leisure may be less likely to provide the facility FOC; or time pressures on volunteers meaning you may not be able to recruit enough volunteers.

PAGE 19

PAGE 20

PAGE 21

PAGE 22

PAGE 23



Comment 31

This is adequate. Would be better on a standard RA template

PAGE 24



Comment 32

Good budget

PAGE 25



Sp.

Spelling error

PAGE 26

PAGE 27

PAGE 28



Comment 33

Good

PAGE 29



Comment 34

Good email



WC

Word choice error:

Sometimes choosing the correct word to express exactly what you have to say is very difficult to do. Word choice errors can be the result of not paying attention to the word or trying too hard to come up with a fancier word when a simple one is appropriate. A thesaurus can be a handy tool when you're trying to find a word that's similar to, but more accurate than, the one you're looking up. However, it can often introduce more problems if you use a word thinking it has exactly the same meaning.



Comment 35

Nice design.

Could do with a few more details e.g. contact details for further information; price (FOC); duration.



Sp.

Spelling error



Comment 36

Good questionnaire



Comment 37

Good questionnaire



Comment 38

Should be references



Comment 39

Well done - you have followed the Havard referencing conventions with precision.

1. RESEARCH-I

EXCELLENT
70-79%

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions

OUTRIGHT FAIL 0-29%	Little or no evidence of reading. Views and findings unsupported and non-authoritative. Referencing conventions largely ignored.
UNSATISFACTORY 30-39%	Poor evidence of reading and/or of reliance on inappropriate sources, and/or indiscriminate use of sources. Referencing conventions used inconsistently.
SATISFACTORY 40-49%	References to a limited range of mostly relevant sources. Some omissions and minor errors. Referencing conventions evident though not always applied consistently.
GOOD 50-59%	Inclusion of a range of research-informed literature, including sources retrieved independently. Referencing conventions mostly consistently applied.
VERY GOOD 60-69%	Inclusion of a wide range of research-informed literature, including sources retrieved independently. Selection of relevant and credible sources. Very good use of referencing conventions, consistently applied.
EXCELLENT 70-79%	A comprehensive range of research informed literature embedded in the work. Excellent selection of relevant and credible sources. High-level referencing skills, consistently applied.
EXCEPTIONAL 80-100%	Outstanding knowledge of research-informed literature embedded in the work. Outstanding selection of relevant and credible sources. High-level referencing skills consistently and professionally applied.

2. KNOWLEDGE

VERY GOOD
60-69%

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

OUTRIGHT FAIL 0-29%	Major gaps in knowledge and understanding of material at this level. Substantial inaccuracies.
UNSATISFACTORY 30-39%	Gaps in knowledge, with only superficial understanding. Some significant inaccuracies.
SATISFACTORY 40-49%	Evidence of basic knowledge and understanding of the relevant concepts and underlying principles.
GOOD 50-59%	Knowledge is accurate with a good understanding of the field of study.
VERY GOOD 60-69%	Knowledge is extensive. Exhibits understanding of the breadth and depth of established views.

EXCELLENT 70-79%	Excellent knowledge and understanding of the main concepts and key theories. Clear awareness of challenges to established views and the limitations of the knowledge base.
EXCEPTIONAL 80-100%	Highly detailed knowledge and understanding of the main theories/concepts, and a critical awareness of the ambiguities and limitations of knowledge.

3. ANALYSIS

GOOD 50-59%

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence

OUTRIGHT FAIL 0-29%	Unsubstantiated generalisations, made without use of any credible evidence. Lack of logic, leading to unsupportable/ missing conclusions. Lack of any attempt to analyse, synthesise or evaluate.
UNSATISFACTORY 30-39%	Some evidence of analytical intellectual skills, but for the most part descriptive. Ideas/findings sometimes illogical and contradictory. Generalised statements made with scant evidence. Conclusions lack relevance.
SATISFACTORY 40-49%	Evidence of some logical, analytical thinking and some attempts to synthesise, albeit with some weaknesses. Some evidence to support findings/ views, but evidence not consistently interpreted. Some relevant conclusions and recommendations, where relevant
GOOD 50-59%	Evidence of some logical, analytical thinking and synthesis. Can analyse new and/or abstract data and situations without guidance. An emerging awareness of different stances and ability to use evidence to support the argument. Valid conclusions and recommendations, where relevant
VERY GOOD 60-69%	Sound, logical, analytical thinking; synthesis and evaluation. Ability to devise and sustain persuasive arguments, and to review the reliability, validity & significance of evidence. Ability to communicate ideas and evidence accurately and convincingly. Sound, convincing conclusions / recommendations.
EXCELLENT 70-79%	Thoroughly logical work, supported by evaluated evidence. High quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Strong, persuasive, conclusions, justifiable recommendations.
EXCEPTIONAL 80-100%	Exceptional work; judiciously selected and evaluated evidence. Very high quality analysis, developed independently or through effective collaboration. Ability to investigate contradictory information and identify reasons for contradictions. Highly persuasive conclusions

4. PRACTICAL

GOOD 50-59%

Effective deployment of appropriate methods, materials, tools and techniques; extent of skill demonstrated in the application of concepts to a variety of processes and/or contexts; formulation of innovative and creative solutions to solve problems.

OUTRIGHT FAIL 0-29%	Limited or no use of methods, materials, tools and/or techniques. Little or no appreciation of the context of the application.
UNSATISFACTORY 30-39%	Rudimentary application of methods, materials, tools and/or techniques but without consideration and competence. Flawed appreciation of the context of the application.
SATISFACTORY 40-49%	An adequate awareness and mostly appropriate application of well established methods, materials, tools and/or techniques. Basic appreciation of the context of the application.
GOOD 50-59%	A good and appropriate application of standard methods, materials, tools and/or techniques. Good appreciation of the context of the application, with some use of examples, where relevant.
VERY GOOD 60-69%	A very good application of a range of methods, materials, tools and/or techniques. Very good consideration of the context of the application, with perceptive use of examples, where relevant. Evidence of some innovation and creativity.
EXCELLENT 70-79%	An advanced application of a range of methods, materials, tools and/or techniques. The context of the application is well considered, with extensive use of relevant examples. Application and deployment extend beyond established conventions. Innovation and creativity evident throughout.
EXCEPTIONAL 80-100%	Outstanding levels of application and deployment skills. Assimilation and development of cutting edge processes and techniques.

5. SKILLS FOR

EXCELLENT
70-79%

Demonstrates attributes expected in professional practice including: individual initiative and collaborative working; deployment of appropriate media to communicate (including written and oral); clarity and effectiveness in presentation and organisation.

OUTRIGHT FAIL 0-29%	Communication media is inappropriate or misapplied. Little or no evidence of autonomy in the completion of tasks. Work is poorly structured and/or largely incoherent.
UNSATISFACTORY 30-39%	Media is poorly designed and/or not suitable for the audience. Poor independent or collaborative initiative. Work lacks structure, organisation, and/or coherence
SATISFACTORY 40-49%	Can communicate in a suitable format but with some room for improvement. Can work as part of a team, but with limited involvement in group activities. Work lacks coherence in places and could be better structured.
GOOD 50-59%	Can communicate effectively in a suitable format, but may have minor errors. Can work effectively as part of a team, with clear contribution to group activities. Mostly coherent work and is in a suitable structure.
VERY GOOD 60-69%	Can communicate well, confidently and consistently in a suitable format. Can work very well as part of a team, with very good contribution to group activities.

EXCELLENT 70-79% Can communicate professionally and, confidently in a suitable format.
Can work professionally within a team, showing leadership skills as appropriate, managing conflict and meeting obligations.
Work is coherent, very fluent and is presented professionally.

EXCEPTIONAL 80-100% Can communicate with an exceptionally high level of professionalism.
Can work exceptionally well and professionally within a team, showing advanced leadership skills.
Work is exceptionally coherent, very fluent and is presented professionally.
