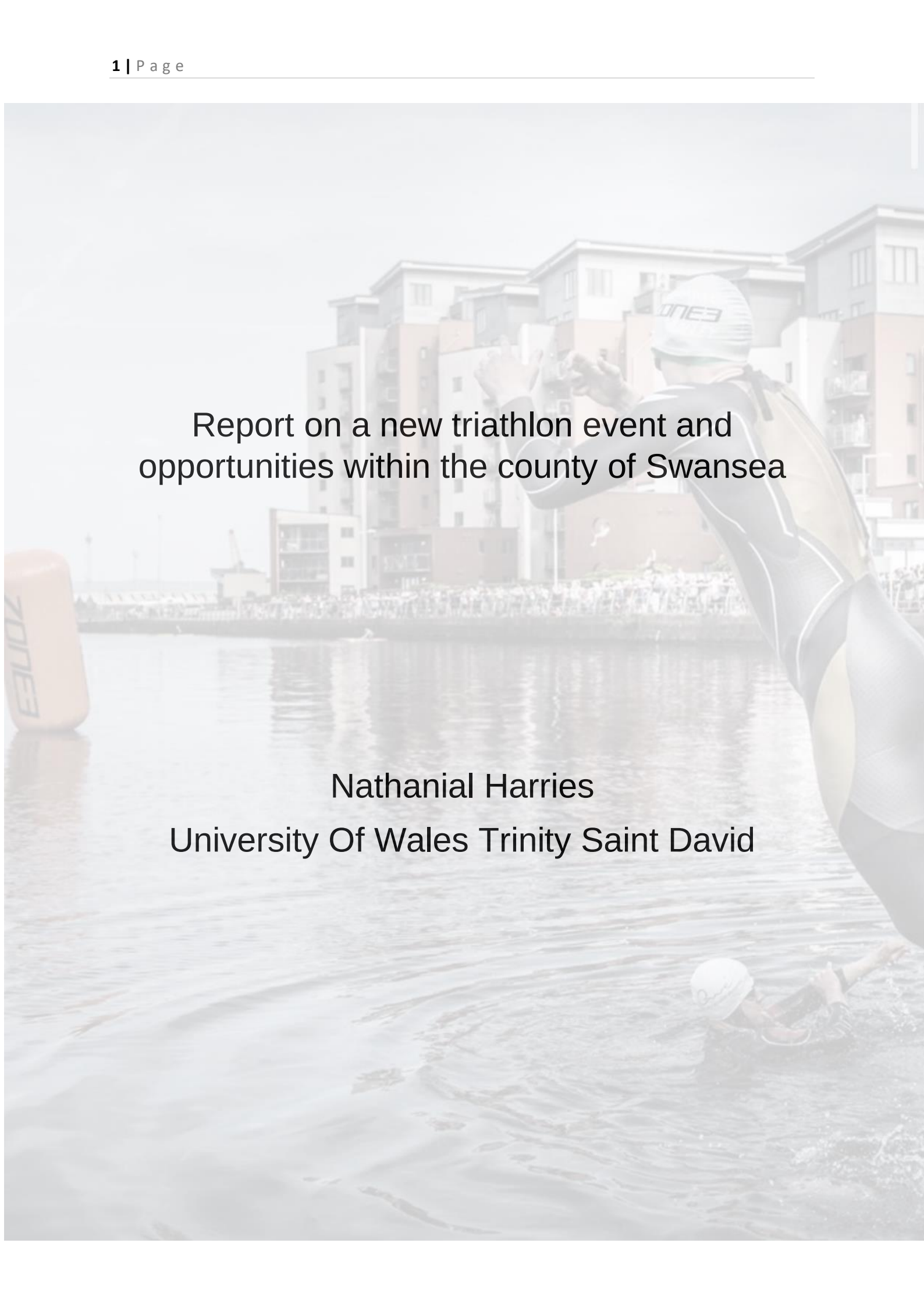




Report on a new triathlon event and opportunities within the county of Swansea

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Introduction

My role within this task will be to organise and plan a Sprint Triathlon event within the county of Swansea. I will be scoping this event by researching the feasibility for the triathlon and analysing a strategic marketing overview for the best results to run this event successfully.

The county of Swansea consists of a variation of 'rural landscapes and urban infrastructure' making it an excellent and extravagant area to hold a wide range of sporting events. With use of the 'opportunities that are provided by the council, schools, colleges, universities, sports clubs and sporting bodies' (*SportWales, 2016*) (*Council, 2019*), Swansea becomes a great foundation to engage the public into general sport and those who wish to achieve with further talent in their chosen sport.

There are limited events circulated around the county of Swansea, where the majority of events take place in the centre of town near the marina. My plan is to create this event towards the rural part of Swansea, providing great landscapes, less congestion to the city of Swansea and a challenging course provided by nature.

Welsh triathlon aims by 2024 to '*increase participation, raise the profile, and ensure the sustainability of triathlon, and its related sports*' (*WTriathlon, 2019*) within Wales where I believe that by producing a sustainable amount of research into holding new event or by increasing acknowledgment of these events in Swansea, the NGB of triathlon will pursue the concept idea, considering all variables are taken into consideration and it is financially viable.

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Event scoping and feasibility

1.1 Aims and Objectives

Aim:

To create a feasible triathlon event in Swansea, to accommodate for both a national standard sprint race and younger generation grass roots event.

Objectives:

- Create a triathlon event which has potential to be part of a National Triathlon Series (Welsh Super Series) and support local grassroot level participation.
- Increase knowledge and participation levels of triathlon within the local community of Swansea
- Inspire younger generations for a healthier, fitter Wales (future generations act Wales)

1.2 Feasibility and strategic fit

This event is very much feasible with the correct guidelines and regulations. The feasibility stage determines *'whether the event can deliver the objectives where it tests the concept'* (Masterman, 2014). There is a range of variables that can affect this event where I must consider all aspects to ensure a safe, enjoyable race within the area of Swansea.

Appendix 1 refers to a SWOT analysis of Swansea city, to host the Oxwich bay triathlon. From the table, there is clearly greater strengths and opportunities provided for this event, though possible threats and weaknesses must be minimised to ensure the event goes ahead smoothly and efficiently.

From researching events within Swansea, the data found showed that there are nine events that take place annually in Swansea, with a further two more events being added to the triathlon calendar in 2022. Despite this there is no statistical data or event shortlist calendar revealing events within triathlon or any other events within the county of Swansea. Therefore, I have summarised a table of events (appendix 2) listing all the events that have taken place within the last three years in Swansea in relation to triathlon (swimming, cycling and running). Though, there are very few events which are based outside of Swansea which aim to involve the younger generation age groups, known as the 'TriStar series' and two 'Welsh Triathlon series' races. Nevertheless, Welsh triathlon stated in their most recent 'Strategic plan 2019-2024' that the national governing body of *'Welsh Triathlon continues to examine its policies and procedures to provide the very best governance'* (WTriathlon, 2019) to ensure more events are held with greater opportunities as they want to *'make Wales the proud home nation of triathlon'* (WTriathlon, 2019).

From the consultation of my finding, the event needs to be planned on a date which does not interfere with other competitive races. In correlation to the Welsh Super Series and Welsh Super Sprint Series, appendix 3 and 4 indicates the key dates of those series races. Having a 'pre-season' race gives a good indication to an individual's fitness and allows adjustments in the individuals performance/training, ready for the race season.

The race is set for the 16/04/2022 where that is the optimum timeframe between other races, tide times (appendix 5) and water temperature (appendix 6).

Appendix 5 specifies the most convenient times to hold the event on each day. (Tides, 2021) suggests that on the 16th and 17th of April 2022, the most convenient time to race for both adults and children would be between 13:00-16:00. This should give sufficient time for both races to start and finish the swim routes. In regard to temperature of the water during this time of year (appendix 6), BTF Rules must be adhered by through the National Governing Body of triathlon (Triathlon B, 2019).

1.3 Financing options

Swansea council offer 'sport funding' in the form of the 'be active Wales fund'. This fund is allocated from Sport Wales where I can either go through the council, or directly to Sport Wales.

The aim for this fund is to *'protect and progress community sport clubs and organisations in Wales'* (Council, Sport Funding, 2021) where their progress grant offers financial support to *'help progress sport and activity to the next step and support long-term sustainability'* (Council, Sport Funding, 2021).

Grants from £300-£50000 are available, where my own 10% contribution equivalent to the grant given by the council is required (applicable for grants over £10000).

'Sponsorship is increasingly critical to the realisation of events' (Masterman, 2014) where it is the *'second most important source of income to the global sports market after income from the sale of broadcasting rights'* (Gratton, 2012). Accordingly, a great example of previous title sponsorship within Swansea is the Admiral Swansea Bay 10K running race, where Admiral have been their lead sponsor since 2007. Admiral help fund the set-up costs of the event, such as the road closures, staffing, medals, first aid and social media advertising. Though, consequently it *'offers a boost to local businesses as they are visited by runners, families and supporters of the 10k'* (Admiral, 2021), putting greater investment into local Welsh community businesses within Swansea city.

Oxwich Triathlon will target sponsors who are locally around Swansea, and brands which are familiar around the triathlon world. In these terms, sponsors such as High 5, Brecon Carreg, Lucozade can help finance the event or provide beverages, or give direct investment via a formal sponsorship agreement. High 5 believe in *'supporting fitness from grassroots to elite level'* (High5, 2021), where this is a prime mixture of both grassroots, participation influence and elite racing.

Swansea Tri Sharks is a local triathlon and swimming club based in Swansea where they offer coaching, memberships, nutrition and any equipment needed prior the race event. Consequently, having this club as a partner for this event will attract more people from their club and increase awareness for the club in Swansea.

1.4 Event marketing and competition

Event marketing is the essential part of any event or race, as this is what sells the products to the public. It consists of a *'fast emerging promotion catalyst via traditional marketing communication tools'* (Gupta, 2003), such as websites, pop-ups, Facebook and other means of digital media. (Bernard J Mullin, 2014) claims that sport marketing on the other hand is *'a rational, coherent system that links sport consumers with sport products'* (Venturoli, 2020) where there are two areas to sport marketing. A defined definition of "marketing through sport" can be known as a *'plethora of non-sport companies using sport as a medium to reach out to sports enthusiasts with their products and services'* (Blakey, 2011). Alternatively, marketing for sport is a way of trying to sell products that are related to the sport or promoting the activity itself. Strictly speaking it, *'centres on the efforts to encourage consumption of products and services of sports'* (Blakey, 2011).

Marketing for sport is my plan of action to exploit the event as I am promoting participation for triathlon, in hope to increase levels of participation and provide a national level event to be part of the super series. I am not selling any products to customers, though entries for the event will be paid prior to the race to enter, which will be promoted by the sponsors, social media and triathlon clubs locally within Swansea.

Over the past few years, as stated previously there are nine events taking place annually in Swansea where 6 of the events consist of the starting, finishing or racing through the city centre of Swansea. As for this, there are limited events around the suburbs and countryside.

My competition in regard to this event consists of other companies and race organisations planning other events. Appendix 2 presents all nine events, providing the following information:

- Date of the events
- Entry price of the race
- Related to triathlon
- Number of participants from most recent results (excluding DNF)
- Total revenue income from entries

These events as seen on appendix 2, provide a large amount of participation levels, with great income for the organisations. Despite the outgoing to sponsors, road closures, staff payments etc, these companies still gain profit. For the Oxwich Triathlon, all profits from the event will be put back into the community sport trust fund, to help community sport within Swansea, as this will be a non-profitable event.

Strategic marketing overview

2.1 Attracting and retaining participants/spectators

Towards attracting customers, I will be using social media platforms and the sponsors to help attract participants, where the *'popularity of social media, sport brands invest significant time and resources to drive engagement and relationships online'* (Kevin Filo, 2015). Organisations *'expend significant resources to integrate social media practices into their marketing strategy'* (Stewart, 2003) to ensure greater influence for the spectators, participants and sponsors.

To help promote my event further, flyers will be handed out prior to the event to local businesses in Swansea, local triathlon clubs (including swimming, cycling and running clubs), where an example piece is shown as appendix 7. The flyer must include the following:

- Location
- Date and times
- Race distances
- Eligibility to participate
- Entry fees
- Discounts
- Sponsors
- Stalls/food wagons
- Contact information

To help retain the participants and spectators, stalls from local organisations within the food and beverage industry will be present as there will be high demand during and post event for both participants and spectators. With these factors, I hope to plan and execute a race which will retain the applicants for the race and tempt a greater number to attend in the following years.

2.2 Market segmentation and customer care

This refers to '*how an event should be positioned in relation to the competition and based on the environmental analysis*' (Parent, 2013), suggests that holding such an event in Oxwich is viable as a local scale or national scale, health focus or sport focus event.

Appendix 8 displays a perceptual map outlying the majority of the possible participants that will attend the event, based on its location and previous racing history within Wales.

The care and safety of the participants and spectators play a huge role in any events. St. Johns ambulance service '*provide fully trained and equipped personnel at more than 20,000 events every year*' (Johns, 2021) where they range in event scales and industries. Consequently, they will be on hand on the run course and start/finishing line. Qualified lifeguards will be assisting the swimmers in their direction and available immediate assistance if a participant is in distress. Motorbike marshals will be required on the roads as the adult's sprint distance event will be involve open roads, where the juniors will require a closed road, which is acceptable and adequate. Lastly, all other marshals will be volunteer lead on the bike and run for aiding turn points, steep climbs and water stations.

2.3 Specific tactics

All entries to the race must be completed two weeks prior to the start date. This allows sufficient time to send race packs out to the participants. Entries to the event will cost £55 per person, where an early registration discount will be available to those who enter the race three months prior the race start date. This will entice people to enter by having a 10% discount.

Furthermore, through social media and flyers, membership discount for Swansea Sharks Triathlon will be available where they will gain 20% discount on their first two months membership. This will benefit the club as they gain more registered athletes, in return that they sponsor the event.

Appendixes

Appendix 1: SWOT analysis of Swansea Area

Strengths	Weaknesses
- Second biggest city in Wales where it has a relatively high population - Various cycling and run paths - Various parks and beaches surrounding Swansea - Attractive landscape in and around the county of Swansea - Easily accessible from straight from the M4 - Great community feel where the public come together - Numerous hotels available to stay in Swansea and the outskirts - Large sporting community	- Traffic - Pollution in the air - Other large cities have better shopping centres with more to offer to the public - Weather the day of the event - Waste disposal: litter on beaches and parks from younger adults and youth
Opportunities	Threats
- Traffic can be directed away from congested areas with alternative routes - Construction of new building to provide better opportunities for the public - Better infrastructure for holding bigger, national events	- Vandalism to new building - Delays from traffic - Cardiff has the infrastructure in place to hold mega events - New events being planned for 2022 - Possible community disagreement

Appendix 2: List of events relevant to triathlon within Swansea area

Swansea Triathlon Event Calendar	Date	Price (£)	Triathlon (Y/N)	Participants to finish (most recent results)	Total income from entries participants X price
Mumbles Duathlon	26/03/2022	49.95	N	312	£15,584.40
Swansea Marina Swim Race	28/05/2022	20	N	N/A	N/A
Swansea Triathlon	29/05/2022	80	Y	807	£64,560
Mumbles Triathlon	01/06/2022	65	Y	N/A	N/A
Swansea Half Marathon	12/06/2022	42.5	N	2098	£89,165
Mumbles Centurion (3 day event)	29-31/07/2022	139	N/A	115	£15,985
Ironman 70.3 Swansea	07/08/2022	350	Y	N/A	N/A
World Para Triathlon Championships	06/08/2022	N/A	Y	N/A	N/A
Swansea Bay 10K Run Race	18/09/2022	27.5	N	2375	£65,312.50

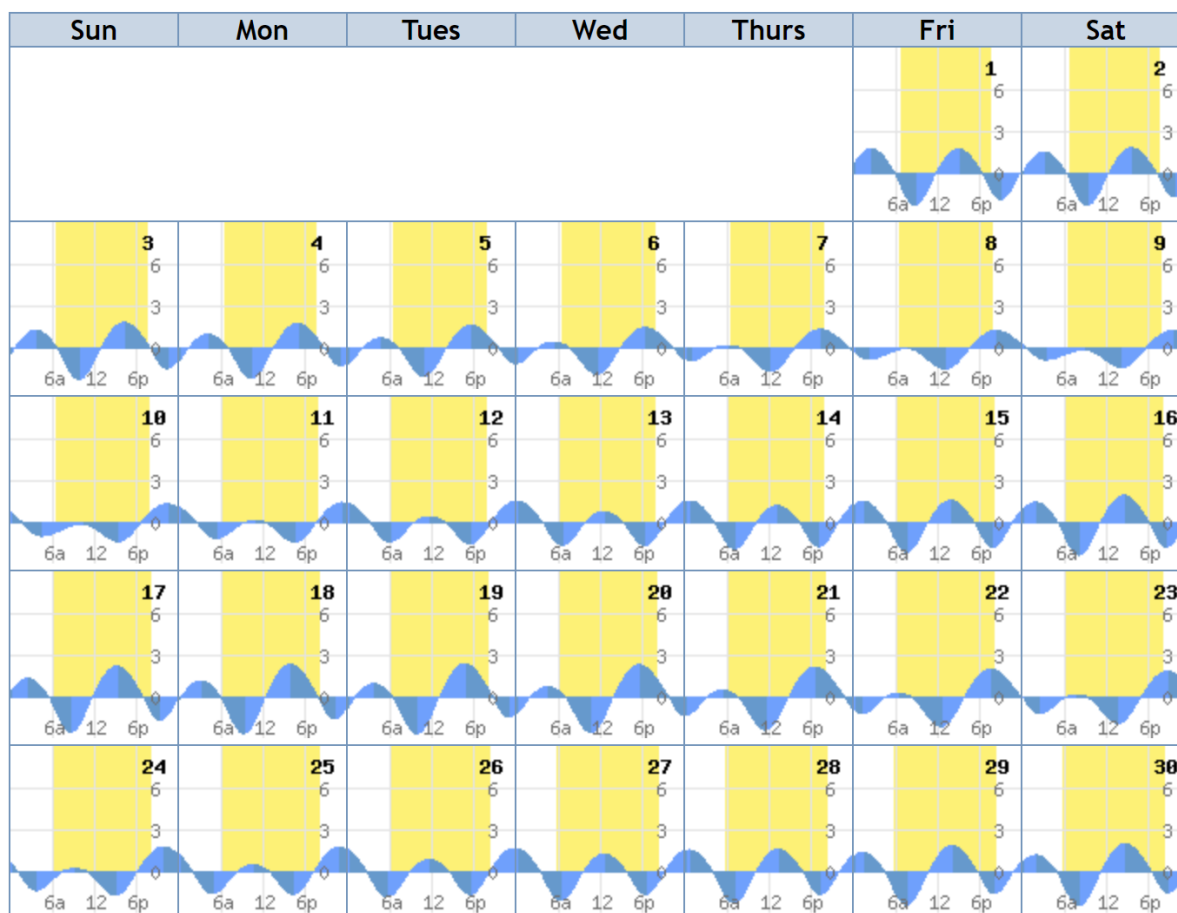
Appendix 3: Welsh Triathlon Series events (Triathlon W. , 2021)

STAGE	LOCATION	DATE	ENTER
Stage 1	Llanelli Sprint Triathlon, North Dock	Sunday 15th May 2022	
Stage 2	TATA Steelman Standard, Eglwys Nunydd Reservoir	Sunday 12th June 2022	
Stage 3	AWE Fishguard Sprint Triathlon, Fishguard	Sunday 19th June 2022	Enter here
Stage 4	The Bluestone Pembrokeshire Coast Triathlon, Broadhaven	Saturday 16th July 2022	Enter here
Stage 5	Bala Standard Triathlon, Llyn Tegid	Sunday 4th September 2022	Enter here
Stage 6	The Llandudno (Sprint) Triathlon, Llandudno	Sunday 25th September 2022	Enter here

Appendix 4: Welsh Triathlon National Championships events (Triathlon W. , 2021)

WELSH NATIONAL CHAMPIONSHIP	EVENT ORGAINSER	EVENT NAME	DATE
Duathlon Championships	Always Aim High Events	Harlech Duathlon	27/03/2022
Club Mixed Relay	Healthy Life Activities	Llanelli Mixed Club Relay	14/05/2022
Middle Distance Triathlon	Activity Wales Events	Wales Triathlon Cymru	18/06/2022
Sprint Distance Triathlon	Always Aim High Events	Cardiff Sprint Triathlon	26/06/2022
Standard Distance Triathlon	Tough Runner Events/ Clwb Beicio Bala	Bala Standard Triathlon	04/09/2022
Cross-Duathlon	Tough Runner Events	Escape to Afan	26/11/2022
Aquathlon	Monmouth Triathlon Club	Monmouth Aquathlon	TBC

Appendix 5: Oxwich Bay tide times in April 2022 (Tides, 2021)



Appendix 6: Oxwich Bay water temperature (from previous two years) (SeaTemperature, 2021)

16 th April 2022	2020	2021	Min	Max
Degrees Celsius >	9.9	9.2	7.1	10

Appendix 7: Flyer handouts for the event

16th
April 2022

Scenic routes,
Friendly hospitality,
Plenty of support!

£55 entry!



Oxwich Triathlon

10% EARLY REGISTRATION DISCOUNT

Juniors: age 10-18
Adults: 18+

Sponsors:

Each age group will be categorized following the **Welsh Triathlon series**

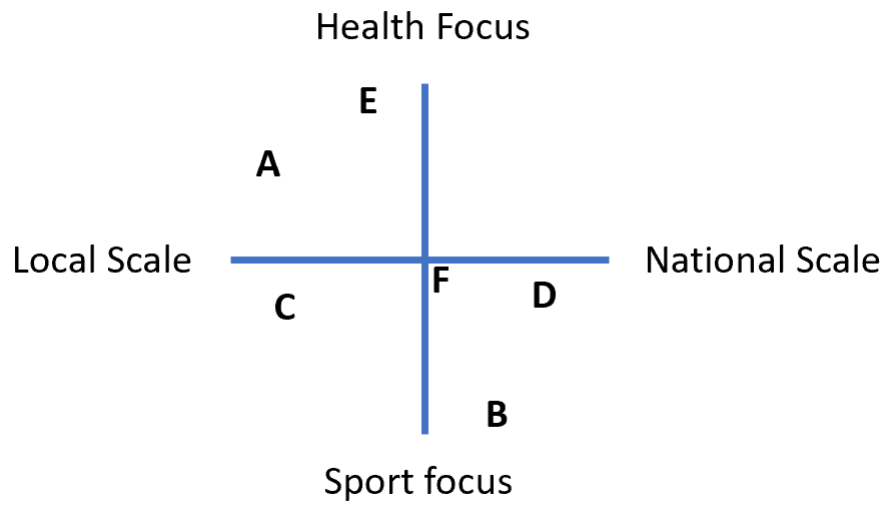
Race distances:

	Swim	Cycle	Run
Sprint	750m	21.8km	6.4km
Juniors	300m	7.4km	3km

For any further queries or questions,
please feel free to contact us!

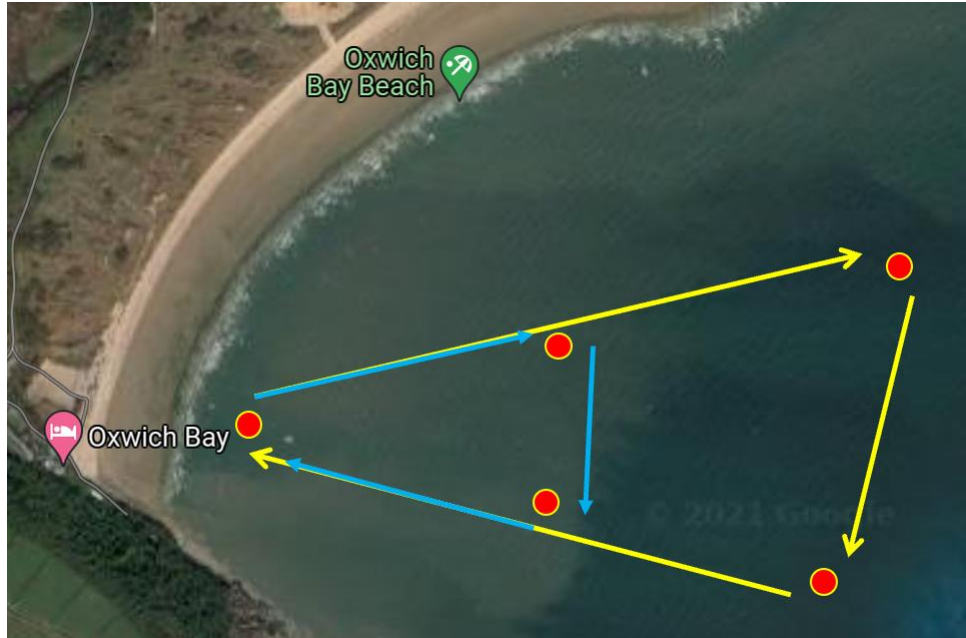
Nathanial Harries: 07946809497
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Appendix 8: Perceptual map

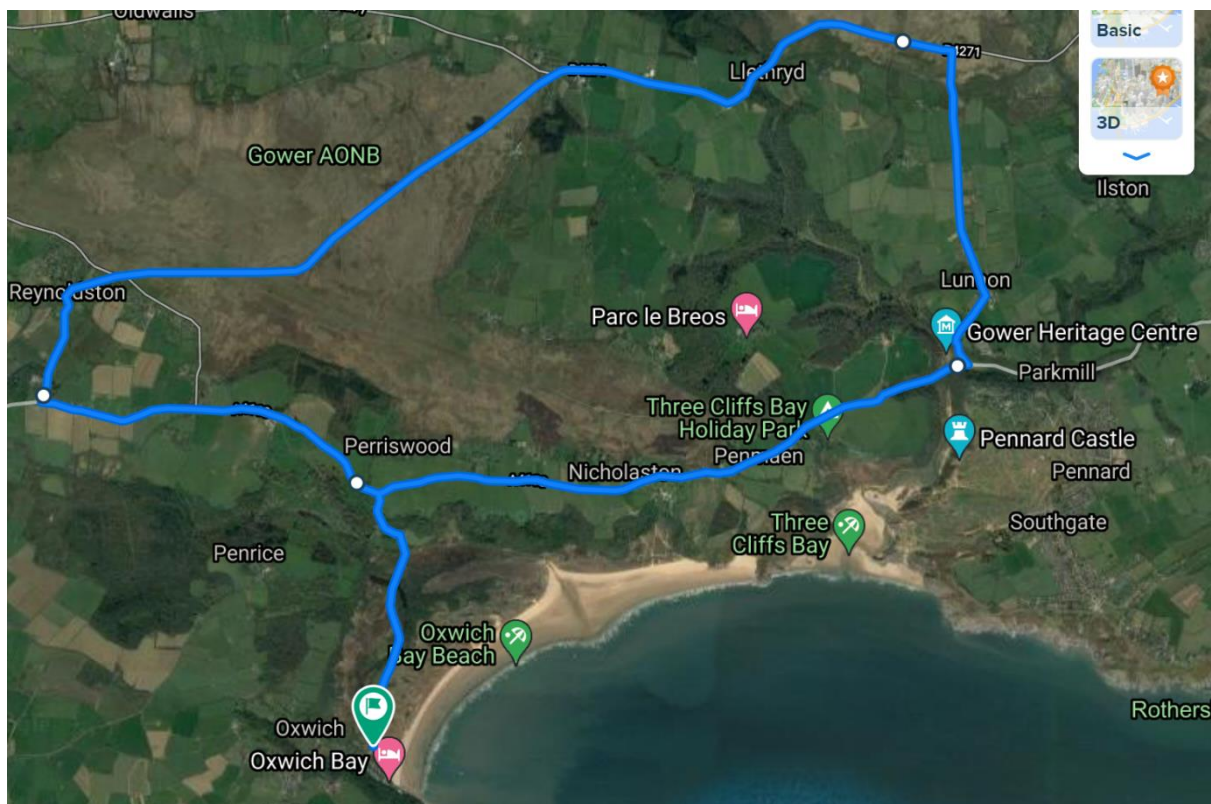


A	Locals taking part for enjoyment and supporting local events
B	Athletes aiming to win and collect points for the series
C	Participants ages 25-40 aiming to compete against each other
D	Juniors with competitive edge to pursue further in triathlon
E	Participants purely taking part for enjoyment
F	Majority of relay teams

Appendix 9: Swim routes (sprint distance – yellow) (junior – blue)



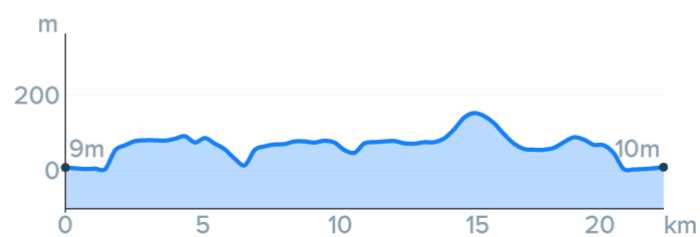
Appendix 10: Sprint distance triathlon routes (bike/run)

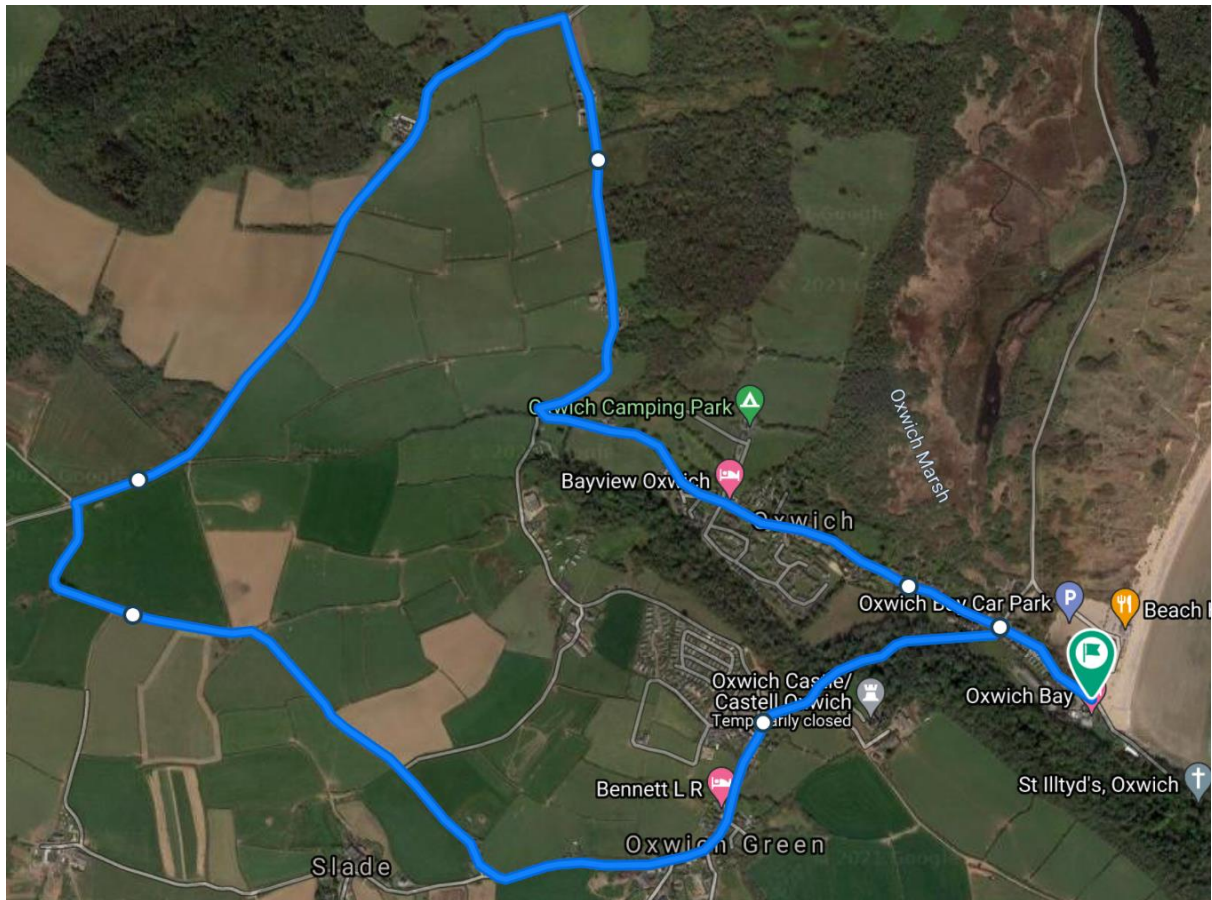


21.8 km
↔ Distance

300 m
↑ Ascent

300 m
↓ Descent



**6.4** km

↔ Distance

90 m

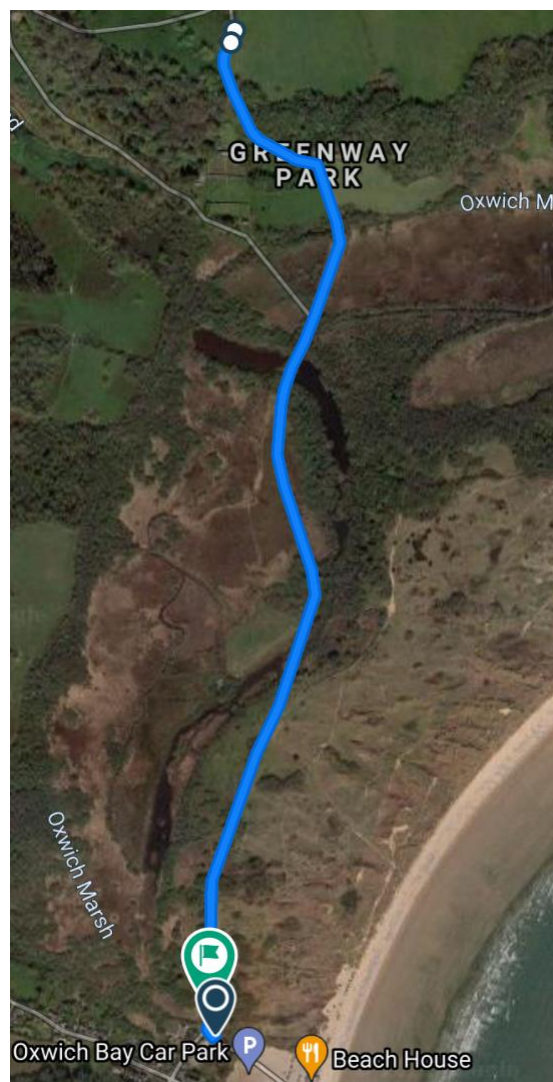
↑ Ascent

90 m

↓ Descent



Appendix 11: Junior Distance triathlon routes (bike/run)



7.4 km

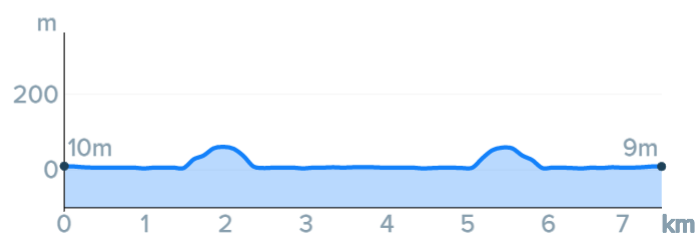
↔ Distance

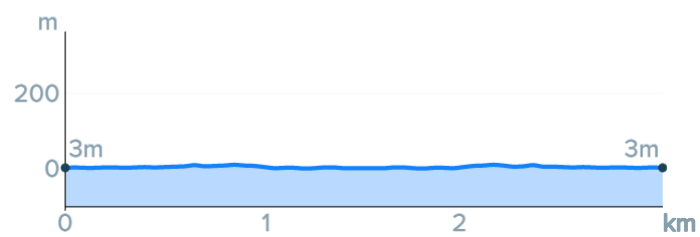
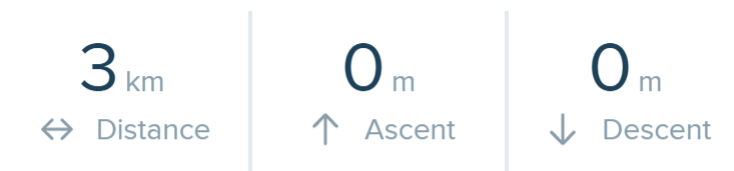
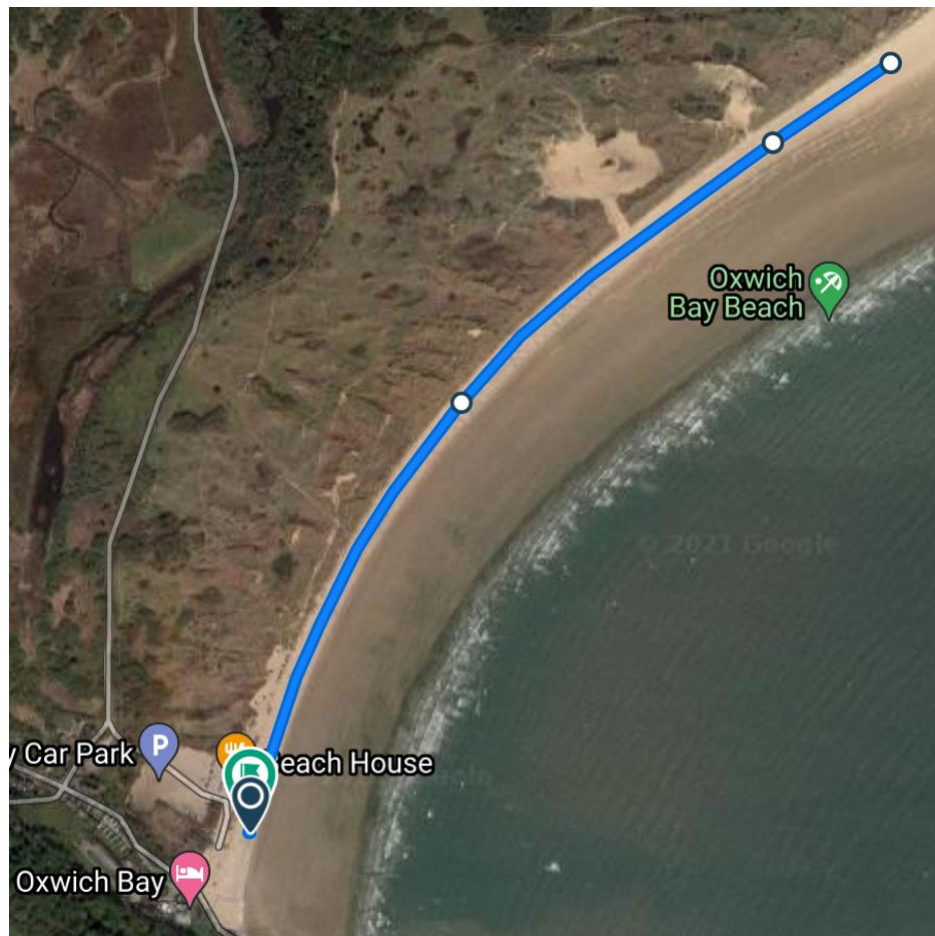
110 m

↑ Ascent

110 m

↓ Descent





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