



# Hockey League 2022 in Wales

## Feasibility study

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## Introduction

Sporting event means an athletic activity requiring skill or physical prowess, usually competitive in nature and governed by a set of rules provided by a nationally recognized sanctioning body or by a local organization engaged in the development and active promotion of the athletic activity (Sporting event Definition: 309 Samples | Law Insider, 2021). Holding major sporting events in your country/city every 5-10 years would massively help bring in more revenue, how? Holding major sporting events means that more tourists will be heading down and having more tourists means more people spending money in our country. The event that is looking to be held in Swansea is the Women's hockey championship. These will be the National sides that partake. By doing this I want to be able to promote more women's sports, especially in my area and especially sports that are not as popular as your typical football/rugby etc. Hockey in the UK is rarely talked about which is why it would be a good idea to hold a hockey tournament as it will also help the sport be more known. Hockey is a tough, competitive sport; however, it is one of the most exciting sports you could play. Field hockey is one of the oldest team sports in the world, dating back nearly 3,000 years to the Greek classical era, where the sport closely resembled the modern Gaelic sport of hurling (The History of Field Hockey. Where field Hockey Began., 2021). The reason I have chosen Hockey is that it's not very well known or talked about in Swansea, it would be nice to start something that isn't very well known and make it into something that is. Hockey is popular in other parts of the world therefore it would be nice to bring that into Swansea and have more opportunities for girls and boys in Swansea who enjoy hockey to be able to have something big that they can participate in. Swansea ladies Hockey Club are Wales most successful team, and they play in the English national League, it would be a good opportunity for Wales to have another league to encourage more participation in the area.

## 1.1 Aims and Objectives

### Aim 1.

My aim is.

- to create an event in Swansea at national league standard in hockey to encourage participation in Wales.

### Objectives

- I will do this by researching the feasibility of hosting an event like this in Swansea.
- I will look at both the strengths and weaknesses of hosting a hockey competition in Swansea.
- I will look at different locations and facilities to see which one is best suited to achieve this.

### Aim 2.

- See whether it is feasible to host an event like this

## Objectives

- Research how cost effective it would be
- Gather information on whether it will bring in more revenue and tourism

### 1.2 Feasibility and strategic fit

A strategic fit is defined as “a situation that occurs when a specific project, target company, or product is seen as appropriate with respect to an organization's overall objectives.” (Strategic Fit in Mergers & Acquisitions, 2021). My plan is to bring the hockey event to Swansea to increase participation mainly for girls.

### 1.3 Financing options

The funding will come from The Welsh government and the Swansea council. To make this more affordable we will have volunteers from universities in Swansea that are studying coaching and sports qualifications to help host the event, this is feasible, and it also gives University students the opportunity to gain some experience in coaching that will help them in the future. Another option of financing and funding would be the national lottery as ‘Each year, the National Lottery invests millions of pounds into Welsh sport at a strategic and grassroots level’ (Welsh Sport and The National Lottery - Sport Wales, n.d.). The National Lottery is always good to consider as they are always raising money to put into things like major sporting events in Wales, it's what they are there for and what they do to help make these events good so that it attracts people to the area and helps with revenue.

There are a couple of venues in Swansea that I can use, we have Ashley Road, and we also have the Elba in Gowerton. The venue I think would be more ideal is Ashley Road as there is far more parking for people than there is down the Elba and the venue itself is slightly bigger with more things around for people to get snacks/drinks etc. **Ashley Road has two water pitches therefore it is the better option.** The event will be held in Ashley Road in Swansea as this is one of the only areas with the correct pitches to play hockey on. Ashley Road is a big area that can hold many visitors to come and watch the event take place. Swansea has a girls hockey team that will be able to part take in the competition.

Ashley road already has the correct equipment down there to hold a hockey competition, they have the correct goals and pitches, and they also have a lot of the correct hockey balls and have bibs if they are needed at all throughout the competition. This is good for the event as there aren't any extra **costs** that need to be added.

There will be a fee of £10 per person to come and watch the competition, the competition will go on for a whole weekend. **It will be a national league hockey tournament that is held in Ashley Road, Swansea.**

## 1.4 Event market and competition

Sport marketing is the specific application of marketing principles and processes to sport products and content and to the marketing of non-sports products and content associated with a sport,” Shank (2005) in Foster et al (2016, p.242). There are two areas of sport marketing there is marketing through sport; Sport marketing is the specific application of marketing principles and processes to sport products and content and to the marketing of non-sports products and content associated with a sport,” Shank (2005) in Foster et al (2016, p.242). then there is Marketing of sport; “the use of marketing strategies and tools by sporting organisations and athletes to market or co-market their own properties, services, facilities, events and personas,” Foster et al (2016, p.243). So, looking at both marketing strategies it is beneficial to make use of the both of them, marketing for a major sporting event. The reason being is that it is a better way of getting the word out there to people when using different types of strategies, just sticking to one might only target half the audience you are looking to target, whereas using the two can target a larger audience. Its good to market through certain brands as I am wanting to do it in Swansea it would be good for me to market through a Welsh water company to promote the water at my event but also use their water to help promote the event. It is also good to market through Welsh athletes, Leah Wilkinson went from being a history teacher to become the most capped Welsh sportsperson ever. Having someone as amazing as her at the event will attract more people into coming down to the event and watching.

## 2.0 What other competition does Hockey have in Wales or the UK?

There isn't a lot going on in Wales when it comes to hockey. The men's national team have recently qualified for the World Cup for the first time ever. However, for the girls team, it isn't all that popular and not many people know that there even is a girls team. They have a girls Welsh hockey team that compete in different leagues but/ In Swansea they run a hockey team and they train once a week and it is open for anyone to go in and join in with, but as far as seriously competing goes there is next to nothing in Wales.

## 2.1 Target market

### Participants

My target audience is going to be 16–25-year-olds, this is quite a wide range of ages which I think is better as it gives more opportunities for more people to be involved. Starting at 16 would make it better as it can attract people from colleges and universities, Keeping the age range-wide can bring in older people which will help the younger ones in gaining more experience in the sport and giving them a tougher game to play as the older ones will more likely have a better experience.

## Spectators

From a spectators point of view there isn't really any need for a target market as it would be anyone that would want to come and watch, the more people that watch the better the event will be, it will be better for the cities revenue as well.

## 2.2 Social media marketing

Social media marketing (SMM) is a form of internet marketing that uses social media apps as a marketing tool. These social media platforms enable brands to connect with their audience to: build a community of followers to share and engage with content (What is social media marketing (SMM)? 2021). Social media has taken over the world currently and although there are a lot of people out there that are very against social media, the power of social media is incredible. Social media is one of the biggest platforms about and it is excellent for things like marketing. Everyone you know is on social media in all parts of the world and it is so easy to connect with one another via these social media platforms like Facebook, Instagram, and twitter. Using social media as a marketing strategy is going to be able to attract people from everywhere and putting out an ad or a post on any of these social medias about this event is going to get the word around and hopefully attract a lot more people.

## 2.3 Marketing mix- the 4P's

Product. First, it is important to understand the problems your product is trying to solve, because without it, you don't have a place in the market, and you certainly can't sell or advertise something that doesn't exist or doesn't have any demand. (Saxena, 2021). The product is the event itself, **which is a National Women's Hockey Tournament**, without knowing what it is you are marketing for you have nothing,

Price. The price of a product should reflect its value to the customer. This also entails the relative price versus quality level that the product maintains against the competitors (Saxena, 2021). The price of the event is £10 per person for the whole weekend, this amount is feasible for the people that are attending and will be enough to fund the event if enough people do attend. The first ad achieved a CTR of 1.18% and as a result a cost per click of £0.66. The second ad achieved a much lower CTR of 0.58% and a result, clicks cost almost double at £1.09 each (How Much Does Facebook Advertising Cost? (UK, 14, Optimization? and gone! 2021). This is how much an ad would cost on Facebook which is literally next to nothing.

Place. There is a way how the product will be provided to the customer, this is the "Place" factor. Once the place has been decided, the marketing channel to reach the customer is chosen. (Saxena, 2021). **The place in this case is Ashley Road in Swansea, this is where the event will be taking place.**

Promotion. Promotion refers to the marketing communication methods used to inform, persuade, and remind the target market of the product or services, basically any interaction that your company has with the consumer regarding your product (Saxena, 2021) The ad will be shared across the social media platform and when

things start to go quiet it will be a case of putting up another ad to get customers attention again.

### SWOT analysis

The strengths of holding this event in Swansea is that it is good for tourism in the city, it will also be good for revenue as it brings people down to Swansea in which then people are going to go off and explore on the time that the tournament isn't on, people will be visiting restaurants and the tourist attractions that the city has to offer.

The weaknesses that we could face is that the event doesn't go to plan, and we end up spending more on the organisation of the event then we do hold the event which means money would be lost.

The opportunities it could create for Swansea as a city is it can increase tourism, however the opportunities for the event itself is that it can bring more jobs for the people that live in Swansea, any event needs to be managed and needs to have staff working so therefore it can create job opportunities especially for people in University.

A threat could be the lack of support from other companies or even the council to help make the event happen.

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