



Event Pitch and Report

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Executive Summary

This report analyses the Swansea events market to determine whether an interactive food festival would appeal to its social and creatively led market. A complete description of its operational and city requirements showcase the extensive limits this event achieved to adhere to any and all conditions. An outline of its necessary resources, costs and income describe the limited budget this event needs to achieve a possible profit.



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1. Introduction

To determine whether an event will be successful, there first needs to be an open gap in the market. Without a clearly defined need, an event may not be suitable for that location. Swansea City has a variety of events which span throughout the year, raising money for its local council and providing entertainment or education for its residents. Although many of these events are successful, the demand for recreational activities causes a constant need for new and creative events.

In response, this report will be defining the potential positive outcomes of introducing a new interactive food festival, DineVersity, to Swansea's existing events portfolio. This will include an outline of Swansea's current events, discussion of a potential market, and why this event would compliment Swansea's portfolio but also be a unique addition. To further this information a clear description of event operations will be discussed, including its requirements and potential income generation. As this would be a council run event, it is crucial for the festival to abide by all local laws and conditions. Due to this, an explanation of how this event would adhere to these requirements will also be defined.

2. Market Research

2.1: Swansea Events

Discovering an open market in Swansea's events calendar could be problematic. This is due to the vast diversity of events Swansea already has to offer. Some of the minor, local events include art exhibitions, theatre performances, vintage fairs, or the annual remembrance day parade (Swansea.Gov, 2019). However, Swansea does have a few major events in its portfolio. The JCP Swansea half marathon sees thousands of participants each year, and nearly as many spectators (Roderick, 2018). This event was awarded Gold place as UK's best half marathon in 2017 (cancerresearchuk.org, 2019). In 2018, Swansea hosted one of UK's biggest transient events, Radio 1's Big Weekend. This spectator event held up to 60,000 attendees and showcased some of the biggest musical stars of the decade. Due to the break in the Glastonbury festival, this event was deemed to be Britain's largest event of the year (Squires, 2018). These examples show the diversity of events Swansea regularly offers, but also the mass size it is capable of accommodating. Therefore, when deliberating what new events could be held in Swansea city, as long as there is a market for it, the possibilities are unrestricted.

2.2: Existing Food Related Events

Swansea holds a variety of food-related events each year. These include the Uplands market, Fantastical Chocolate and the Gower Good Food festival (Mainwaring, 2017). The largest current Swansea food event is the Swansea food festival which spans over three-days and showcases local street food vendors (Rees, 2017). The Abergavenny food festival is a high profile event situated an hour outside of Swansea (Abergavennyfoodfestival, 2019). Although it could be deemed as DineVersity's main competitor, it is solely focused on promoting locally sourced produce (Sweeney, 2018). The new event would not be as limited as those presented above. DineVersity would



encompass elements from all of these existing events to create one multicultural food experience. The festival would include a variety of different restaurants and street food stalls to promote a range of cuisines and advertise local produce. A food festival as diverse as this is not currently found in Swansea and it could have the potential to educate Swansea residents about the vast diversity of food in their local community.

3. Secondary Research

This event has the potential to attract a variety of different people within the community.

The key motives for attending this event are physiological, social and personal (Shone & Parry, 2011). This event will attract those who feel happiness when presented with food, those who thrive on social activities and community interaction, or people who may have a personal link or wish to support their favourite restaurant.

The minimal alternatives and constraints (Raj, R et al. 2009) of this event should ensure a high attendance from those with the aforementioned motives. Although the 'foodies' will attend any food related event, the interactivity and introduction of various business may make DineVersity's appeal to those with social or personal motivations greater than any opposing food event.

3.1: Interactivity

Interactivity is DineVersity's unique selling point and is what makes this festival different to any other currently in Swansea's portfolio. The activities on offer include pancake flipping sessions and pie throwing stalls. The inclusion of these activities allows attendees to mould certain aspects of the event with their own creativity (Yeoman, 2013). A prime example of this is the pasty tasting competition. This activity allows the consumer to present their innovative or traditional flavours and designs in a food-related manner. This may further entice the socially motivated market who aspire to contribute.

4. Operational Requirements

DineVersity is an interactive food festival which promotes the diversity of food within Swansea. The festival will be held annually on the greenery outside the Waterfront Museum. Due to the array of cuisine served during this event, it would be beneficial for the festival to be hosted in Fall or Spring when the weather does not influence peoples eating habits. DineVersity will invite local business from over 65 different cultures to sell small portions of their menu to festival attendees.

DineVersity encourages the community to purchase tokens and participate in many food-related activities. This will leave the customers not only having tasted and learnt about Swansea's diverse cuisine but also having had a fun experience. A partnership will also be made with the Gower College Swansea. This will advertise that not only can you dine in Swansea but also learn to cook and serve diverse dishes too.

4.1: Council Requirements

Many of the council requirements for this event is regarding the food. For example, ensuring hot foods remain at 63° c or above, or that all chefs are hygienically dressed. To ensure these requirements are adhered to and reduce the potential threats shown in Appendix B, a complete analysis of their food hygiene manual (Appendix C) will be carried out and a thorough investigation of each restaurant will be made to reduce the possibility of any violation of health codes or potential for food poisoning.

The event will also ensure to follow the Council's new event policy which requires such things as six months notice, disability access, appropriate licencing and emergency access (Swansea.gov, 2019).

5. Resources, Costs, and Income

As seen in Appendix B, the minimal resources and costs of this event are one of the key benefits of its design. Many of the resources for this event could be sourced free of charge. Due to Swansea having already held food-related events, it is possible that there are stalls in storage that are already council owned. If not the council could hire some from a local vendor in return for advertising at the event. The venue is also on Council property resulting in no costs spent on hiring a location. However, to ensure the event benefits all Swansea residents, a donation could be made to the Waterfront Museum Charity in return for making their entrance access challenging. Portable gas stoves and Baine Marie's could be borrowed from the Gower College Swansea (gcs.ac.uk, 2019) in return for a stall and advertising at the event. Other resources that will cost includes, lighting, music, security, and activity supervisors.

The restaurants will be offered the opportunity to sell their dishes at the event for the profits they make. As the event's prime function is to promote, the council will not pay for the restaurateurs to attend, but then the council will not earn profit from there sales directly. This reduces the cost for the council and acts as an enticer for why the restaurants would take part in the event.

The income for this event is heavily based on reducing financial leakages and attracting customers to dine and Swansea restaurants. The event aims to increase the awareness of how diverse the dining experience in Swansea is, and encourage residents to dine in locally knowing that nearly any cuisine they could want is only a short distance away. If successful, this will increase revenue for local restaurateurs, subsequently raising the profits for the Swansea Council.

An alternative source of revenue is the activity tokens. A local event which uses these is the Swansea's Waterfront Wonderland. This is an annual event which charges £1 per token for its rides. However, each of these rides can cost up to 4 tokens per



person (Bellis, 2018). More than 150,000 people visited the attraction in 2016 (Rees, 2017) which would estimate a £600,000 profit if every person only rode their most expensive ride once. Using this example, if the event charged £2 a token over a shorter period, and the activity costs are nothing compared to the cost of running the Wonderland rides, a reasonable profit could be made.

6. Conclusion

In conclusion, the interactivity and diversity of this new event give it the potential to attract a wide market and promote Swansea as a food tourism destination. The success of this event may take a while to be substantial enough to notice financially. However, if this event attracts the attendees of the Abergavenny and Ludlow food festivals, it would not only make the event attendee numbers higher each year, but would also begin to make those outside Swansea aware of the dining experience Swansea offers. This would greater increase the possibility of a rise in local revenue which is the fundamental aim of this event.

7. Reference List

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8. Appendices

8.1: Appendix A - PEST Analysis

Political	Disable access, Allergies, Hygiene and quality assessment of restaurants taking part.
Economic	Minimal cost for the council to pay with the possibility of high profit.
Social	Raising community, social event, people may come to support their favourite restaurants. Bad hospitality or unedible dishes could deplete a restaurants reputation throughout the city.
Technological	Baine Marie's to keep meals warm, Portable gas stoves for pancakes.

8.2: Appendix B - SWOT Analysis

Strengths	Little cost for the Council. Promoting of Swansea as a food tourism destination and promotion of the restaurants themselves.
Weaknesses	High reliance on tourist and local participation and repeat business. Many health laws to abide by.
Opportunities	More often, possibly biannually. Expansion in size. Include more restaurants. DineVersity Christmas festival: Christmas food from all culters and cuisines.
Threats	An outburst of food poisoning at a marketed event could completely deplete the confidence of locals/tourists resulting in Swansea's reputation being greatly damaged as a food destination.

8.3: Appendix C - Council Requirement PDF

https://www.swansea.gov.uk/media/...food.../Advice_for_new_food_businesses.pdf