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Event Design and Delivery
Assignment 2 – Event Report
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Introduction

The Special Events Team at The City and County of Swansea are searching for unique event ideas to host locally to become a more diverse and exciting city. Dogs and pets are becoming more of a fashion statement and are becoming more popular due to more adorable photos and videos that are put up on social media each day. Events bring people together to socialise and make people happier and healthier. Social media is proving that pets make people happy, while (Bradshaw, 2017) claims pets can combat stress, relieve depression and enhance self-esteem. Swansea lack in animal and pet events so what better way to bring people together than to have dogs and their owners socialise to make Swansea a more animal loving community. The report contains research about why a dog event will be suitable for Swansea and how it will be financially affordable. It will contain a theory of where income will be generated and where the event can be based.

Swansea's Dog Day

Why should The City and County of Swansea have a dog day?

Swansea holds several local events for the community although the events can be more diverse by making an event for both dogs and their owners. Due to the media highly publicizing dogs, more people are keen to buy or adopt one. 47% of households in Wales own a pet and out of those households, 62% own a dog (RSPCA, 2019). There are cafes and pubs in Swansea that are now 'dog friendly' and it is believed that they are now having an increase of customers (Bone Appetite, 2014). Wales Online claim 'dog owners spend over £1,000 a year on their four-legged friends (Pyke, 2019). A dog event at Swansea will attract dog owners who wish to buy things for their pet, meet other dog owners, or give their dog a chance to meet and socialize with other dogs. The statistics show that dogs are a very popular pet in households in Wales and it's enough of a reason to provide an event for all the dogs and dog lovers in Swansea and other local areas. The BBC claim dogs are the most abused animal in Wales and 761 dogs were rescued by the charity in the year 2014 (BBC, 2014). The event can knowledge the guests on what to feed their dog and how often, or if they don't have a dog then the event can urge animal lovers and families to adopt a dog. The event can give information on how to treat their dog which can possibly decrease the animal cruelty in wales and make other people more aware.

The city and County of Swansea have a gap in the event industry for pets and animal lovers, and as its such a popular target audience, the event will be greatly attended.

What will The Dog Day consist of?

The event will carry out several activities for both the dog and owners. There will be activities such as,

- 'Food Tasting' for the dogs
- 'Fetch Ball'
- 'Paint Your Pet'
- Cutest Photo Contest
- Dog Race
- Obstacle course

The event will also have stalls that sell dog food and accsesories, they will also have information desks on charitys, such as the RSPCA, and local adoption centres and vets.

The event will allow local organisations and charities to promote their businesses as well as them being a good factor to market the event.

Where and when will the event be held?

Swansea Dog Day will be held in Singleton Park where it is big enough for the event and also other locals who may want to use the park but not attend the event. The park has several surrounding car parks and is very accessible as well as safe if the event is secured with fences. The event is best to run in July as the holiday weather website proves it is the warmest month of the year on appendix 1 (holiday-weather, 2019).

How will the event be financially affordable?

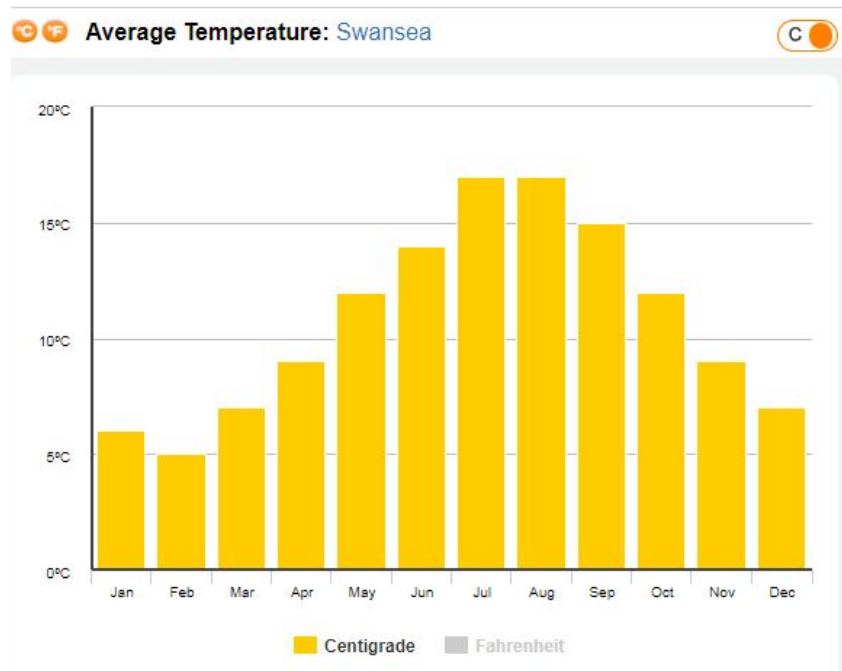
To attend the event, there will be a ticket fee for each dog brought to the event. The staff can be volunteers from universities and charities and they can be offered free food and drink. A payment will be required if an organisation wishes to have a stall at the event to publicise their business. The activities will be cheap to run as their basic materials or materials the council will already have use to. If there is a profit made after the event, the money will be shared between local animal shelters which will give customers more of an initiative to attend because it's for charity.

What are future goals?

There is a dog fest within the UK and it features in Cheshire, Bristol and Hertfordshire and if the event is popular enough, it is able to expand to other cities within Wales. The aim will be to create an event like dog fest; which is extremely popular in England (dog fest, 2019). Dog Fest attracted 46,000+ people in 2016 which shows a direct target market such as dog lovers can be well attended if it is done right (Pet Gazette, 2019).

Appendix

Figure 1. (holiday-weather, 2019)



Reference list

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