

Event Bid Script

<https://youtu.be/z5-ju6HEdpM>

Introduction

Hi. My name is Laura Farrell, and today I'm going to be presenting a bid for a Welsh heritage and produce event called 'Dragonfest'.

Now that the United Kingdom has left the EU, it is incredibly important for the local government and Events Wales to be supporting and promoting Welsh local produce (Gov.wales, 2021).

Creating a Welsh heritage-themed festival will hopefully encourage national pride within Wales during the implementation of Brexit changes and by utilising internationally recognised products such as Penderyn alcohol will create a worldwide profile for Welsh produce and market the festival itself.

Background/context for the proposed Event, Convention or Festival

The concept for this event derives from the world's largest folk festival, Oktoberfest.

Originating in 1810, the festival began as a commemorative horse race in honour of the royal wedding of Prince Ludwig and Princess Therese (Oktoberfest.de, 2021). From there, the event has expanded and developed into a two-week-long festival which celebrates the traditions of Germany and typically gains around 6.3 million attendees (Oktoberfest.de, 2021).

Although the festival is widely known for its consumption of German beers, it also allows German residents to show pride for their heritage and teaches those who attend about their traditions (Oktoberfest.de, 2021). For example, the event consists of multiple artists, singing, dancing and celebrating the art stylings of German performance, traditional clothing is worn by German locals, and foreign visitors alike, and the food prepared within the 17 large and 21 small tents is sourced and prepared by local food vendors (Sims, 2017).

Dragonfest is designed to use a similar technique of utilising local alcoholic produce to attract national and international tourists to a Welsh Heritage site where all can participate in the culture and traditions of Wales.

Dragonfest is a three-day springtime event at St.Fagans Museum spanning across Friday, Saturday and Sunday.

The decision for this date is in an attempt to attract tourism to the venue during its off-peak season when there are little to no other events occurring.

The festival will be held in two parts: a day time, family-friendly atmosphere, and an evening, nightlife party.

This decision is to allow the local produce and artisan stalls to close before the evening arrivals and be fenced off during the nighttime experience to ensure the products' security.

Between 11 am and 5 pm, the festival will offer a variety of local produce stalls to promote sales of Welsh products. These include items such as Welsh cheeses, jewellery, wines, clothes, art and other locally sourced produce.

All alcoholic drinks sold on the premises will be from local vineyards and distilleries. Local brands such as Gower Gin, Llanerch vineyards, and Gwynt Y Ddraig cider will be asked to participate; however, the primary focus will be on the brand Penderyn.

Another area of the venue will focus on food and drink trucks and a pop-up restaurant tent. Each outlet will be run by Welsh chefs, offer traditional Welsh foods, supply locally sourced ingredients and support the Welsh hospitality community.

To provide entertainment, the stage will see a variety of traditional performances throughout the day. Welsh folk dancers, local choirs, Clog dancing, children's Welsh performance groups and interactive activities. Hopefully, this will provide an entertaining experience for individuals and families to socialise post-covid whilst also celebrating Welsh heritage and produce.

Evening events will focus on music and socialisation for a student-friendly atmosphere while maintaining the Welsh promotion. All artists will be of Welsh nationality to promote the Welsh music scene, but will be performers of modern music and will showcase up and coming Welsh artists.

The fields of the venue will be segregated into different sections. The performance stage with dancing space, local food stalls, local product stalls, and an area for alcohol.

As the museum entry is typically free, there needs to be a clear separation. To ensure this difference, the entire area selected for the festival will also be gated off to differentiate between the festival and museum.

Included in the £5 entry fee will be free food or drink token and a band to allow access back and forth between the event and museum during the daytime.

Location analysis and impact on stakeholder and communities

The St Fagans National Museum of History is Wales' most visited heritage attraction and was awarded Museum of the Year in 2019 (Owen, 2019). The location sits on 100 acres of land and houses 40 historical buildings along with the St Fagans Castle. These re-erected houses, schools and chapels allow visitors to experience Welsh residents' lives from different points in time (Museum.wales, 2021).

The popularity and welsh theme of the venue provides the perfect atmosphere for a Welsh heritage festival. The venue offers ample space in its external acres to host a major event and supplies additional activities and collections to view within its existing infrastructures (Pickford, 2019).

Although St Fagans already hosts a food festival in the Autumn (Museum.Wales, 2021), this event will be different due to its size and international presence. The two-day food festival focuses on welsh recipes and encourages healthy well-being. It's features target an audience that are interested in a combination of making food and learning relaxation techniques (Williams, 2017).

Dragonfest is a more social event that advertises all Welsh produce, like art and music, not just the production of edible goods. The events design also targets a wider audience by creating a different day and night atmosphere and utilising international advertising.

The decision to begin the festival days an hour after the museum's opening time is to allow the venue to be undisturbed whilst completing their usual morning routine. Similarly, although the festival field will remain open between 5 pm and 6 pm, the evening entertainment will not be advertised until an hour after the museum's closing time. This will allow for the venue to close its non-event related infrastructure, as usual, to remove typical visitors from the premises and move event attendees back into the festival space before the addition of the evening arrivals.

Due to the location of the venue being on the outskirts of Cardiff and parking being the only cost the venue typically charges, public transport is going to be necessary for visitors, especially those planning to consume alcohol in the evening festivities. There are three busses which travel from Cardiff city and stop at St Fagans village (Museum.wales, 2021). However, to decrease the impact the potential mass of festival attendees will have on the general public, organised coaches or minibuses could be arranged to transport people between the city centre train station and the venue. These busses could also be branded for the event, providing free advertisement and generating intrigue and discussion surrounding the festival by those who see it (Ogunlade, 2015).

Due to the size of the location, there will be signposts and directions to lead visitors from the parking lot and museum, through the acres of land, to the festival site. Although this may seem tedious, having to drive past festival on the way into the venue to get to the parking area may cause excitement and haste when walking, especially for those of a younger age. An area closer to the event will be designated as a disabled access (Darcy, 2012); however, the mass of visitors will be unable to use this entrance to minimise congestion on the roads.

Providing a major event may also have a positive impact on the accommodation industry in Cardiff. This accounts to not only the major hotels in the city centre, but for locally run B&B's, campsites and Inns within the surrounding community.

These smaller, community-run accommodations will be advertised on the Dragonfest website to promote host revenue and minimise financial leakages. This will also support the Welsh pride theme of the festival by providing a traditionally Welsh place to stay rather than endorsing corporate hotel chains.

Event KPI - Event Wales

Economic Impacts

To comply with Events Wales economic performance indicators (Gov.Wales, 2021), Dragonfest will create yearly job opportunities for those in the hospitality, produce, events and music industry. The event will provide income for the individual stalls and performers whilst also generating revenue for the Amgueddfa Cymru charity at St Fagans (Museum.Wales, 2021). The vendors will be offered a free plot at the event, providing they donate 5% of their profits to the charity to ensure economic benefits for the companies involved and the venue's mission alike.

Along with the networking opportunities with vineyards, distilleries, farmers, artisans and musicians, a collaboration with Welsh university will offer a variety of events based work experiences for students and volunteers. Providing the success of the event, this concept could develop to encourage those from Universities outside Wales to travel to St Fagan's and generate additional income for the surrounding accommodation industry.

International profile and reputation of Wales

To encourage student participation, those who can provide their student ID will receive discounted tickets. The purpose of this is so international students will take the knowledge and experience of this event with them when they return home. By utilising this international community, the event can encourage word of mouth advertisement for the festival and Wales across the globe.

Penderyn alcohols have been chosen as Dragonfests alternative to Oktoberfests beer due to its international reputation. The distillery has won various international competitions in the past four years including 35 gold medals (Tregenna, 2019). In the months prior to the event, all international exports could be labelled with a Dragonfest logo to advertise their participation in this event across the world. Hopefully, this will generate an awareness of the existence of Wales within the global event community, and encourage foreign Penderyn admirers to attend the event.

Due to the demographic targeted for the event, social media will also be utilised as an international advertising method. Students and parents are some of the biggest users of social media due to their desire to broadcast and document the experiences they have shared with friends or children (Duggan, et al., 2015). An additional free drink or food item will be offered to those who can prove that they have posted imagery or comments about the festival, including the hashtag #Dragonfest Wales. Since the '80s, it has been theorised that visual advertisement better engages with the audience as they can physically see the product (Rossiter & Percy, 1980). For an event, this creates excitement and drive to experience what is illustrated through the image or video. Encouraging Dragonfest guests to post visual advertisements to be viewed by friends and family from their home location will send imagery and promotion of the festival across the world.

These advertising methods aim to portray Wales as a culturally supportive country who is proud of the produce and music created by its local residents. And that there are opportunities to socialise within Wales for both those wanting a family-friendly outing or a night time music experience.

Socio-cultural impacts

Like Oktoberfest, Dragonfest will also ensure an environmentally friendly event. Due to the surrounding trees being over 100 years old and teeming with wildlife (Museum.Wales, 2021) the festival location will be distanced from those areas. All lights will be faced inward with soft, natural colouring; the music will be of a reasonable volume, and coverings will be placed on the ground where appropriate to conserve the greenery. The forest area will also be restricted and fenced during the evening experience to prevent potentially intoxicated guests damaging, littering, or fooling around in those areas. Any attendee caught trying to access the woodland during the evening experience will be removed from the premises.

The festival will allow attendees to not only participate in art and creation during the event, but also to attend professional classes after these taster sessions. The local businesses displaying their hand-crafted items and offering quick tutorial sessions will be promoted in an 'After the Event' section of the brochure to encourage continued learning and enjoyment in crafting.

The requirement to comply with policy

All vendors will have to provide a valid liquor license if they wish to provide alcoholic beverages. St Fagans applied for an extension of their liquor and music licence in 2018 (Valeofglamorgan.gov, 2018). This licence will need to be assessed to ensure that the premises is legally granted to serve alcohol and play recorded music during the festival hours.

Surrounding the venue will be recycling collection points to collect waste produce. In an attempt to ensure the use of these disposal areas, it will be advertised that the plastic items can be washed, decorated and used to create a large recycled piece of artwork. This would be a fun activity for not only children but for those of all ages wanting their name or design to become

immortalised and framed in a community artwork piece. These creations can then be displayed in the St Fagan gallery to commemorate the years of successful Dragonfest events.

The Welsh language will be used frequently throughout this festival. All directions and signposts will be bilingual, as well as all advertising and promotions. As the stalls will be run by Welsh companies, their names and branding will either be in the Welsh language or include Welsh iconography. The stage performances will include a variety of Welsh and English language songs, however even if the artist chooses to sing in English, the song or performer will be of Welsh origins.

Conclusion

In conclusion, if this event is successful, it will provide a sustainable and entertaining experience for its attendees, while creating a positive financial change to the Welsh community. It will also generate international tourism and a positive profile for Wales. If Dragonfest has a continued success, it could advertise and potentially create trade opportunities for local Welsh produce across the world.

Thank you for listening to my presentation, and I hope you choose Dragonfest as Wales' next major event opportunity.

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