



EVENT WALES BID

PRESENTATION LINK – NOTES – REFERENCES AND SOURCES

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Link to presentation via OneDrive:

<https://1drv.ms/p/s!Aroz0O2W0Gr0qUxQ0xFIXPikI6pv?e=bmWaGe>

Personal notes for supportive narrative:

Slide 1:
Title

Slide 2:
Background to Tour De France
Getz (2012), describes an event as a temporary and unique phenomena where people come together for a common focus point. An event is a chance for people to experience something new and different, creating an image of being a 'once in a lifetime' opportunity.

Slide 3:
According to Reutsch (2020), major events are defined by their scale and the attraction that they have on large international audiences. They involve high media coverage and provide a chance for the host destination to experience a positive boost in their economy and in promoting their area and image. An event of this size can bring in international sponsors and create a significant impact on influencing people. They are most often sporting events.

Slide 4:

Presenting TDSW

Slide 5:
Norton et al, (2006) suggest that undertaking a location analysis is vital in the early stages of planning.

A location analysis should involve the external environment in a macro context. Evans (2020) .describes this as understanding and analysing the social, technological, economic, environmental and political influences.

As Peattie and Moutinho (2000) point out the environment itself has become a focus point for governments and the need to introduce measures to control pollution and limit emisisions is critical. Cycling itself isn't bad but there will be media cars, service cars and extra people in the area to consider

Slide 6:
+ on location analysis WHY SOUTH WALES

Slide 7:
Bladen et al (2018), define a stakeholder analysis as a way of monitoring and evaluating the need for investors, employees and attendees who wish to benefit from the event and its impacts. This can also include local businesses, residents and anyone who may be affected by the event taking place.

Johnson (2002), identifies the grouping of key and primary stakeholders

Can be international organisations, media, governments, services, road authorities...
Some active role and some more in the background

Slide 8:
In the case of TDSW, stakeholders, investors and sponsors could consist of local businesses from the Vale of Glamorgan, Carmarthenshire, the Valleys and so forth. More so, nationwide companies and sports industry high-end brands can also find their place and jump on board.

- In the book of Events Feasibility and Development O'toole (2011), states that stakeholders have expectations, and these expectations need to be assessed throughout the planning of and the live event.
- *Bringing a major sporting event to Wales and showing the global stage the wonders of the Welsh land, heritage and culture whilst bringing both local and international people together and boosting local economy and demand in tourism..*

Providing, as Bladen et al. (2016) point out, that the sponsor receives appropriate rights and commercial advantages in return of their investment in the event.

Slide 9:

Shone and Parry (2013) state that events are an occasion for improving social ties between people in communities as well as a chance for them to show that they can pull together and make something really work. Raj (2003) also describes them as being able to bring an economic impact but sometimes the social benefits are much more significant.

Impacts and outcomes on the community can either be positive or negative, Taks, M. (2015) talks about outcomes having the possibility of creating a sort of legacy. TDF has become an annual event since 1903. A chance for Wales to potentially create its own.

Slide 10:

Economic benefits

According to Lilley and Defranco, (2003) Eco Impacts don't always provide direct employment or income but they can have a type of ripple effect on local businesses and services. In this case, a tourism boost and bringing locals out of their specific areas to see others.

Number of new FTE jobs created in Wales

Generate lots of new jobs for local welsh (name areas)
Student opportunities from uni / college

Number of visitors from outside Wales

Outside peak season, if like TDY could bring in a few million to area

Net additional contribution to the Welsh economy

If like TDY, could bring in an extra X million (SOURCE)

Other public and private sector investment leveraged

Hospitality and tourism sectors involved as well as tourism

Use of local (Welsh) products and services

Food, drink, accommodation, facilities (such as...)

→ 2019 TDY economic assessment impact report by Kyriaki, G. (2019)

That between the 2nd and 5th May 2019 an estimated 1.96 million spectators lined the route

Slide 11:

→ To attract sponsors and audience, Bowdin et al (2011) suggest making the event as attractive as possible in terms of media coverage

Landscapes, injuries, drama, news, politics... ALL ATTRACT

- Carlsen et al, (2001), make a point when describing media coverage as one of the most powerful tools for marketing and growing a brand or in this case, an event, and its attractiveness.
- See on the image on the right (and the link below) the example of audience and media coverage throughout the 2018 TDY event. The sponsors were promoted through international coverage, digital impacts, and the live audiences on the different cycling routes. Television and social media will be the key tools in advertising and covering the overall event.

Slide 12:

- Everything that could involve the people, with an emphasis on the Welsh population
- Education opportunities
- Business opportunities
- Networking opportunities

Example: Business Wales provide skills development programmes, skills training, recruitment support, opportunities for disabled people to be employed etc...

Support from a company such as Business Wales or local community colleges, universities and schools....

Slide 13:

- Promotes and supports equality of opportunity
- Implementation of an Equal Opportunities Policy (covering employment, event access and engagement with under- represented groups)
- **Definitions from the diversity and equal opportunities policy written by the UK GOV (paraphrase from following)**
 - Equal Opportunities
 - Equal opportunities is a principle that emphasizes that opportunities in employment, education and other areas are available to all. Equal Opportunities in particular relates to a Legal Framework, which makes it illegal to discriminate against people because of a protected characteristic they have.
 - Diversity
 - Diversity is a broader concept that builds upon the progress made through equal opportunities. Everyone is different and diversity is about recognising, respecting and valuing the differences we each bring to work.
 - Equal opportunities and diversity work together by identifying and addressing any inequalities and barriers faced by people and by valuing, learning and benefiting from the diverse cultures in society and our staff.
 - Direct Discrimination
 - Direct discrimination occurs when an individual is treated less favourably than another because of a protected characteristic they have.
 - Discrimination by association
 - This is direct discrimination against someone because they associate with another person who possesses a protected characteristic.
 - Perception discrimination
 - This is direct discrimination against an individual because others think they possess a protected characteristic. It applies even if the person does not actually possess the protected characteristic.
 - Indirect Discrimination

- Indirect discrimination occurs when a provision, criterion or practice is applied universally, but its effect disadvantages people who share a protected characteristic.
- + North Yorkshire page on equal opportunities (see slide)

Slide 14:

- Promotes, supports, and makes use of the Welsh language Implementation of a
 - Welsh Language Policy (covering event activities/performances, marketing and communications and event access)

Example of Eistedfodd from Jonest et al. (2016)

Slide 15:

- Promotes and supports sustainability management and minimises waste through reduction, reuse and recycling
 - Implementation of a Sustainable Events Policy (including steps taken to follow BS ISO 20121 guidelines, or to achieve formal accreditation)

→ ISO describe themselves on their site as an organisation that helps to find a balance between the environment, society, and the economy as it is essential for events moving forward.

They highlight the need for proper use of resources, and correct ways to implement waste management to help tackle the issues of climate change.

→ Promoting sustainable development = using environmental management systems

This helps with: (SEE SLIDE)

Slide 17:

Visit Britain: The bold 21st century Wales is here for everyone to discover. From exploring on a short break in one of Wales' cities or getting active in one of our epic national parks, there's plenty on offer here.

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