

Callum Andrews

European Longboard Surfing Championship in Wales

Introduction

In this assignment I will be demonstrating and proposing potential future ideas on how sporting events based in the Wales could be influenced for future financial, political and economic gain. I will be targeting a sporting event that clearly has popularity for people in the south of Wales in terms of culture growth. The event I plan to deliver will be to inspire this and the next generation of future participation.

Summary of the Event

The sporting event I plan to deliver will be a European Longboard Surfing Championships based in Rhossili located in the Gower Peninsula during the summertime. I have decided to take this event in this location as Swansea is vastly known all around the United Kingdom and potentially around Europe as well to host one of the best beaches there is. Having known this information immediately shows an uplift of potential of attraction for participants or spectators to invest into the event. To make this event successful I will need to underline the positives and nullify the weaknesses of the potential event I will plan to theoretically deliver and to identify how I could strengthen my overall event for customers. The structure of this longboard surfing event is the key to make this successful. This kind of event screams potential from all over the UK as longboard surfing is exceedingly popular across the coast all over the UK but there are not many events that support this kind of event. This instantly shows a huge gap in the market not just in Wales but across the UK as well.

Why have I chosen a Longboard surfboard for the Event?

Due to the unpredictable nature of the waves on the day of the event, the waves may be a bit too flat in most areas in south Wales. To nullify the chances of flat waves in regular surfing the event can host a longboard surfing competition to suite all needs prior to the event and produce the perfect sized waves for the type of event to get the best out of the participants and viewing for the spectators

Aim of the Event

The aim of this event is to try and promote physical activity and to improve the culture of surfing in Wales. As we know Wales has a reputation of having the best beaches in the United Kingdom so why can't we make the most of these wonderful sceneries to try and expose the country to those across the United Kingdom and potentially to the rest of Europe by holding an event to remember?

To try and make this event more enjoyable for the audience/spectators I will introduce unique ideas to help support the event which I will later explain down the below which will make my theoretical event stand out as appose to other events towards longboard surfing across the rest of Europe

Structure/Format of the Event

The structure of the event will be that the Welsh championships will start at earliest approximately at 11am open for all age groups for spectators also closing the event at potentially 9pm latest, I have chosen these timings because this would be perfect what I'll be planning to introduce to make this longboard surfing event fun and effective for spectators. The types of things I could introduce could be Food and Drink stalls and providing the audience with live music on the bank just above the beach to keep all kinds of spectators happy and enjoying the overall event. I will plan to start the

food and drink stalls to have various food options such as late breakfast open and usable at prior 10am for participants and general spectators who have made the trip the long trip into Rhossili for an early freshly cooked meal. I could then get a variety of food stalls serving the likes of Thai food etc after 1pm or 2pm whilst also opening to alcoholic drinks at this time, however by then the music will start playing which will keep all spectators amused during the half time of the longboard surfing event for example.

The longboard surfing event will continuously run from 11am until 5pm which will give everyone, even the participants and the lifeguards a chance to grab a bite to eat during and after the longboard surfing event. Which means food stalls and other branding stalls will run until 6pm and alcoholic beverages will continue until 8pm before the event will end at approximately 9pm

Strengths of the location

So, how can this event be beneficial for the average tourist spectating the event? Being based in Rhossili has its advantages of having venues such as the Lookout and the Worms Head Hotel and most importantly access to camping fields and parking for motorhomes which are available throughout the summer. This can be accessed through different locations based less than 5 miles from the event an example would be Llangennith and Port Eynon/Oxwich bay which both supply access to caravans, camping and potential hotels for this upcoming event, these facilities especially when camping provides toilets, local shops, chip shops and coffee shops.

One of the strengths having been based in Rhossili is the fact that this is the perfect place to catch the perfect wave as it provides better service of waves as appose to other beaches in south Wales such as Swansea Beach where the sea is a lot calmer, and the tide wouldn't suite the event I plan to design.

Branding the event

The future of introducing the longboard surfing Welsh championships workable as participants will obviously need to bring their own surfboard to take part in. Ideas I have in mind are quite broad such as having stalls at the beach to supply food, drink and the typical beach games such as volleyballs etc. I could then introduce depending on the exposure of branding on this event I could have companies selling items of clothing such as top surfing culture brands for example Salt Rock, Rip Curl etc., to be there at the event to help sell their clothing and most importantly exposing the event to gain general revenue.

With all these ideas in mind, one idea which stood out like a saw thumb for me and is that I could introduce bands performing live music. I plan on doing this by placing this on top of the hill located on the field next to the Lookout Café. This would be great location to place this as you can view the event from the above with a better view of the event and by making the most of the scenery for the spectator whilst also having the choice of going down to the beach to watch the actual event with food and drink still being still being able to get for the spectator.

Not only that, but I will also expose the use of Recycling by putting recycling bins consistently around the event promoting recycling and maintaining a clean and healthy environment for mainly plastic reaching the sea and covering the overall event.

Local Authorities/Council Approval

As we know the potential benefits of this event could be huge and inspiring to those who would want to take part in longboard surfing in general, the event would need a confirmation from the

local council and the local authorities by sending a permission request to hold the event. However, I do see that this event could heavily outweigh the negatives as to why this event shouldn't occur. A massive positive would be that the event could spark up this area for tourists generating good commercial revenue of the different venues that are already down and based in Rhossili. The impact of the area commercially could increase by making this event a yearly occurrence.

Potential Costs - With all these kinds of potential ideas I could put in place to make my event successful for customers, most importantly what would be the budget I could put aside to invest into this event? The image on the right could stand for a quick estimation of what the event could financially cost with a total budget of roughly £27,000 with a predicted cost of £22,500. Reason being after researching individual costs for each different kind of hire for the event in terms of average costs with excellent quality based in Wales.

Hospitality	budget	£20000	other outgoing	budget	£4000
hiring of bands		£4000	Total Prize Money		£1000
stalls supplying food and drink		£8500	railings/gates		£2000
staging equipment		£4000	Recycling		£200
		£16500			£3200
	budget	£3000			
Officials	£750		Event insurance		£100-£500
Staff	£800				
Security	£500				
Volunteers	£0				
		£2300			
Total Budget	£27000				
Predicted costs	£22500				

Risk Assessment

In this part of my essay i am going to be underlining the importance of providing a risk assessment prior to running the event. By setting the event on the coastline it is essential that i undergo a risk assessment by looking into any potential weaknesses that may flow through my event

Risk	Scale (1-10)	Probability (1-10)	Impact	Prevention
Flat Waves – prior to the event the waves are not surfable due to the waves being too flat	10	5	This catastrophically could affect the whole event as there are no waves to surf	Making sure there is a second venue in place prior to the event by sending people across the whole Gower area such as Caswell etc to quickly relocate
Fire	10	1	This could make an enormous impact of the health of anyone at the event and can potentially make this situation life threatening	There will be fire procedures in place to follow at the event on where to go if this was the case, the stalls will have fire equipment to help dismantle the fire. Also, there is a fire station nearby in Reynoldston
Surfers – if there is a surfer in distress in the sea	10	2	The impact of this is that the surfer could drown and make a	This will be prevented by having the

			devastating impact on the event	coastguard on high alert and having lifeguards at the event watching any suspicious behaviours from the people in the water in general
Worms Head - people at the event might go adventuring towards the area of Worms head a bit further down and may get stranded by the tide	5	2	The impact of this would not be significant per the event but can lead to hypothermia or death if someone is stranded trying to get back to the mainland	This can still be prevented by reissuing people with the times of the tide online or publicly on display
Pathways - cliffs, where to go etc.	7	8	The impact of this could be that someone could fall or follow the wrong pathways to the event	This can be prevented by making sure staff correctly guide people on which path to take following the event
Security - assaults, theft etc.	10	1	The impact of this could be that the event could lose money or potentially lose good reputation from the public if anything illegal was to occur	To prevent anything like this we will need to hire security or call on duty police to keep a close eye on the event to patrol various areas
Weather	10	7	The impact of this could mean that the event may not be suitable for those who want to stay dry this will affect the attendance of the event massively	Delay the times or cancel the event for the next weekend.
Litter				

Part 2: strategic marketing overview (1000 words)

In this part of my assignment, I will be exploring and exploiting on different ideas on how I could find different ways of attracting and retaining future customers to my potential up and coming events for the long-term.

providing a longboard Surfing event based in Rhossili will obviously have its advantages and should attract and potentially even keep any possible customers that choose to visit my event again. This kind of event in this area of South Wales has a huge gap in the market anyways let alone customers travelling in the region going to other events based in the United Kingdom in general due to travel distances.

The growing popularity of surfing in the modern era

Statistics show that Surfing is a continuously rising popular sport globally, **Being the first-time surfing was a part of the Olympics, 40 athletes from across 17 countries participated in the 2020 Tokyo Games. The team included 20 men and 20 women.** This statistic clearly shows a huge interest and an increased rise of participation levels surrounding the sport because of the Olympics in recent times giving the sport a chance to be covered and shown globally to further increase the levels of participation. Why? Due to the impact of climate change surfing can be accessed to all over the world. Popular destinations for this sport include Australia, The United States of America and many more hot spots across the world. Longboard Surfing is most participated during the summer months of people's respective countries as it is when the weather is at its best and warmest.

Surfing has also been known to have plenty of access to as the sport does not require any sort of state-of-the-art facilities but a surfboard and a wetsuit and making use of mother nature's cause and that is indeed the sea.

This longboard surfing event would be perfect to help retain customers and general spectators by ensuring the event is based not only just on surfing but targeting the customer to other options whether that is a family day out supplying food and drink and even some music in the background enjoying the wonderful view of what Rhossili has to offer.

Strategic Participant and Spectator Retention

To make this event even more successful I could introduce a VIP section with less crowds of people and a better view of the contest just above the beach on the bank where there will be a large marquee with a seating area and by potentially supplying them a private food and drink stall supplied from the lookout café and potentially other businesses by charging the customers £10 per person to gain access to. The benefits of this area would be that the customers could see the longboard surfing event more clearly and a live band would be based there. This idea would be ideal if the customers didn't want to get all sandy and dirty and just wanted to enjoy the general atmosphere of the longboard surfing event.

Profitable gains

In this part of planning my longboard surfing event it is important to analyse the potential outcomes in terms of confirming financially, reason being to make this event sustainable for the future and to keep this event running yearly as planned the financial side of the event needs to be profitable. If this event attracts enough customers to the event and everything else will go to plan, I have no doubt customers/spectators will enjoy this longboard surfing event attracting people from all over the country to take part in

Conclusion

In conclusion, the European longboard surfing event has many kinds of potential influences from getting people outdoors and socialising to participating in the longboard surfing event but not only

just that the main target of this event is to generate enough financial income to help invest into a consistent yearly event for potential years to come and having this set up brings the possibilities of invest this event to be branded around all over the country of Wales and make use of the beaches Wales has to offer. As highlighted various weaknesses i do believe that this event has the potential to outweigh the weaknesses highlighted by providing the public with enough opportunities to attend for different outcomes such as socialising with friends providing food, drinks and an overall great scenery which is fantastic for overall exposure

Timeline

References

D, G. (no date) *Home, Street Food Central*. Available at: <https://streetfoodcentral.com/how-much-does-it-cost-to-have-a-food-stall-at-festivals/> (Accessed: 17 October 2024).

Pinto, L.M. (no date) *How to plan and organize a surf competition, Surfertoday*. Available at: <https://www.surfertoday.com/surfing/how-to-plan-and-organize-a-surf-competition> (Accessed: 17 October 2024).

Festival stage hire prices (no date) *Event Equipment Hire*. Available at: <https://www.eventequimenthire.co.uk/festival-stage-hire> (Accessed: 17 October 2024).

Harris, M. (2024) *18+ mind-blowing surfing statistics you need to know, Swimmer Living*. Available at: <https://www.swimmerliving.com/820/surfing-statistics/> (Accessed: 17 October 2024).