

Report of Chief Executive

Subject: To Agree to Support Ironman Wales 2022-2026

Purpose of Report

To seek agreement to support Ironman Wales for the period 2022-2026.

Background

Since 2011, Ironman Wales has been held in Tenby and has grown to be a high profile event that attracts thousands of competitors and supporters from across the World. Research suggests that the event contributes over £3.5 million to the visitor economy. While the majority of this is focused on the weekend of the event, the event attracts competitors at other times of the year, with some competitors visiting to train and familiarise themselves with the course. The event is also broadcast live over social media platforms providing a profile for the area across the World.

In addition, a high proportion of competitors are from Pembrokeshire, and therefore the event has contributed to improving the health and well-being of the local population and also led to other events and businesses supporting triathlon, running, cycling and swimming in the area.

During the event weekend over 2,500 children compete in a series of Ironkids races. In addition, to attracting significant crowds to Tenby, this encourages children to engage in physical exercise.

The Pembrokeshire Coast National Park Authority worked with Pembrokeshire County Council and the Welsh Government to attract the Ironman event in 2011 and over the period since then has contributed financially to support the event over two five year agreements. Over the first five year agreement the Authority contributed £10,000 a year and for the second five year period this increased to £16,000 per year.

While the Authority will not benefit directly from the support, some of the outcomes we would expect from supporting Ironman Wales are:

- Promoting of the National Park to an audience at locations across the World;
- Provide opportunities for businesses' in Pembrokeshire, in particularly in the visitor economy;
- Encourage visitors to the National Park, during September specifically but across the year;
- Supporting the health and well-being of local people.

Proposals for support for 2022-2026

It is proposed that the partnership approach towards local support for the event will continue from 2022. This will be based on Pembrokeshire County Council and the NPA, with possible support from some local Town and Community Councils. Pembrokeshire County Council have already agreed to support the event.

The request from the Authority for the next five years is to contribute £20,000 per year for the next five years. In return for this:

- The event to meet a sustainable events standard such as ISO - ISO 20121 — Sustainable events, or an equivalent;
- The Authority would have an agreed number of logos on the course and promotional items, to highlight our support for the event;
- 4 free places in the race – these will be passed onto the Pembrokeshire Coast National Park Trust to support their fundraising.

These will provide the additional outcomes of:

- Providing a model of how to run a sustainable sports event, that can influence other events;
- Provide an opportunity for the Pembrokeshire Coast National Park Trust to generate funding that will be used to support work in the National Park.

Financial considerations

The agreement will cost the Authority £100,000 over a five year period. While the Authority will not be able to recoup this contribution, it is expected that the event will yield other non-financial outcomes that support the work of the Authority and the wellbeing of people and businesses of the National Park.

Risk considerations

Some of the Risk considerations are:

- Not supporting the event, may lead to a risk of losing the event from the area. Ironman is a World-wide series and there is some competition to host races;
- Event cancellation due to COVID or other reasons. The event was cancelled in 2020 and the Authority did not make its contribution for that year. The agreement will seek to ensure that the Authority does not contribute if the event is cancelled;

Conclusion

Ironman Wales is a high profile event that provides a number of positive outcomes for people and the communities of Pembrokeshire. The Authority has played a key role in attracting and retaining the event in Pembrokeshire and it is hoped that this will continue for the next five years.

RECOMMENDATION:

That Members agree to the Authority supporting Ironman Wales for the period of 2022 to 2026 with a contribution of £20,000 per year.

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Consultees: Richard Griffiths, Darren Thomas and Marc Owens (Pembrokeshire County Council)