



GREAT SWIM LOCATION PARTNER PROPOSAL





Introduction

The Great Run Company developed the concept of Great Swim in 2008 with the first 1 mile open water event in Lake Windermere. Since then the event series has been a major success with over 22,000 entered the events in 2015 and significant media coverage generated.

Great Swim is a series of televised mass participation open water swimming events, featuring an elite competition. The event locations are chosen to showcase iconic locations and stage varying distances at each event to cater for the masses and varying abilities of swimmers taking on the challenge.

Open-Water Swimming, as an elite sport has been brought to mainstream audiences via the Channel 4 TV programmes and the BBC broadcasting the Great North Swim in 2012.

Event Series Growth

Swimmers	Spectators
2008 - 3,000	2008 - 12,000
2009 - 10,000	2009 - 40,000
2012 - 20,000	2012 - 80,000
2015 - 22,000	2015 - 86,000
Total = 132,000 swimmers have entered a Great	Total = 528,000 spectators

The Great Swim Series currently consists of 5 events throughout the UK.

EVENT	DATE	DISTANCES
Great North Swim, Windermere, Cumbria	10 th - 12 th June	½ mile 1 mile 2 mile 5k 10k Relay
Great East Swim, Alton Water, Suffolk	17 th - 18 th June	½ mile 1 mile 2 mile 5k 10k Splash n dash



		(swim/run)
Great Manchester Swim, Salford Quays, Manchester	2 nd July	1 mile
Great Newham London Swim, Royal Victoria Dock, London	16 th July	½ mile 1 mile 2 mile
Great Scottish Swim, Loch Lomond, Trossachs	26 th -27 th August	½ mile 1 mile 2 mile 5k 10k Splash n dash (swim/run)

The aim of a 'Great Midlands Swim' would be to establish a new location for Great Swim in an area we currently don't service. The Great Run Company has strong links with Birmingham City Council in delivering an extensive Great Run programme reaching around 30,000 runners each year. The aim would be to deliver a televised mass participation swimming event with a view of year one achieving 1,500 participants.

Subsequent years would aim to deliver a larger event, with increased participation numbers, thus increasing the fame of the event and its location over the term.



Key Impacts on Event on Location

Economic Impact

- Every participant brings, on average 3.1 spectators with them to an event*
- 30% of participants stay overnight in paid for accommodation*
- An estimated £118 per participant is spent on entertainment, food, beverages, travel and accommodation at each event*

*based on Great Swim Series Average

Great North Swim Economic Study 2011

- 80% thought the event was 'fantastic'.
- Over 60% of those surveyed were between 25-44 years old.
- Most people came with friends and family members. Just 4% were on their own.
- Average party size was 3.8 people. 13% were children.
- 94% were visiting from outside of Cumbria and 66% from outside the North West.
- 98% of visitors said they made their trip specifically for the Swim.
- 59% of visitors were staying overnight.
- Average length of stay was 2.1 nights.
- 47% of visitors stayed in hotels or B&B's, 17% were staying with friends and relatives and 15% camping.
- 95% said they would definitely return to Cumbria - the Lake District in the next two years.
- 86% said they would like to do another Great North Swim.
- Average per person spend at the Swim was £14.83 and per trip £75.53.
- The Great North Swim is estimated to have drawn in £2.6m in tourism value to the county, with a return on investment of £7.66 for every pound spent.
- Compared to other events the Great North Swim attracted a high proportion of visitors from outside of the county and provided an enormous driver to visit.





Health Impact

- 16% of participants across the Great Swim Series claim to be *new* to swimming
- As a direct result of signing up to a Great Swim, over 70% state their frequency of swimming increased
- 62% train specifically for their event
- 39% state that Great Swim is the first time they have signed up to an Outdoor swimming event
- 44% of participants reason for signing up for a Great Swim is *'for the challenge'*
- 85% would participant in a Great Swim again
- 37% of all participants swim for charity, raising on average £300 per person

Media Impact

- Local and National PR Impact – event launch, press coverage covering human interest stories, elite athlete involvement, community outreach programmes and established media partnerships.
- Brand Awareness of the location via TV coverage (C4 Programme plus highlights programme)
- TV coverage for 2011 exceeded 2million viewers across the series



Great Swim Event Services

Each event requires significant investment in infrastructure, operations and IT in order to ensure Health and Safety requirements are met.

In order to guarantee the best possible consumer experience, guarantee participant safety, maximise media coverage, event fame and exposure for partners of Great Swim events,

Great Swim will look to deliver:-

- A full event management service for the event including a comprehensive safety plan
- Organising of temporary Event infrastructure, where appropriate, to include:
 - Changing areas and toilets
 - Start and finish areas
 - Course branding
 - Medical facilities
 - Baggage facilities
 - Hospitality
 - Retail and charity
 - Marked water course
 - All medical/health & safety facilities
 - Timing System
 - PA System
 - Bespoke swim tracker system
 - Advanced and robust water safety management (experienced personnel, detailed policies and procedures document produced for the event)

Other event areas Great Swim would deliver:-

- Athlete Management
- TV programme and distribution
- A full marketing and PR plan in order to gain both local and national exposure
- Promotion and recruitment of participants for the event
- Account management and liaison for all Partners / Sponsors involved in the event
- Branding production and deployment
- Online entry system on the Great Swim website
- Production of all the swimmers materials to include, t-shirt, medal, branded swim hat and finishes pack.
- Event cancellation insurance



Investment & Rights

- Fee required: £125,000 per annum.

The fee required could be a combination of cash and in kind (majority cash would however be required). Great Swim would look for a 3 year investment in order for us to establish the event and deliver growth, fame and financial stability for the subsequent 3 year term.

In kind Support could include:-

- Exclusive use of the full event area and Watersports centre in order to build the event and strip out post event
- FOC support, such as access to boats, drivers, kayaks, hospitality location, catering costs for VIP and crew catering.
- Power supply for main site area (where applicable)
- Event equipment (barriers, ramps, buoys, ropes etc.)
- Use of buildings prior to the event for:
 - o Pre event meetings
 - o Event Control room
 - o Welfare Room Media Room

Partnership Rights

Recognition and acknowledgement (across marketing collateral, advertising and on site branding) should be commensurate across all partners in line with investment for both public partners and corporate sponsors.

1. Pre-Event

- Location referenced as part of the event title e.g 'The Great Midlands Swim, Staffordshire'
- PR Launch/Media Release announcing partner support
- Partner information provided in Notes to Editors
- Logo, hyperlink & location information on greatswim.org website (circa 500,000 users per annum)
- Logo on event posters and leaflets
- Logo plus 100 words in competitors information leaflet (sent to all participants)

2. During Event

- logo on medal podium prize backdrop
- Branding boards at event (Cost covered by location partner)



- Logo on start Gantry
- Logo on finish Gantry
- Commentator / Announcement at event highlighting partnership

3. Hospitality & Tickets

- 10. x Event entries
- 10 x VIP Hospitality

4. Other

- Opportunity to present medals and presentations at event
- Opportunity to place an Insert in post-race bags (print cost covered by location partner) given to all finishers
- 100 x words plus hyperlink in 1 x pre-race email (sent to all participants of the event)