



# IRONMAN 70.3 Weymouth

# Weymouth/ Dorset Council Update



1. Entries & Demographics
2. Marketing Reach
3. Economic Impact
4. Communications
5. Event Update
6. Event Week Schedule
7. Questions



# 1. Entries



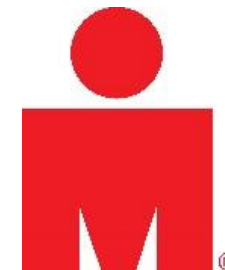
## 2019 Entries

- 2650 Solo Entries
- 53 Relay Teams (3 members)
- 40 Pros
- 2850 total athletes
  - Over 30 countries represented
    - Germany / France / USA / Belgium
  - Growing entries from home County of Dorset
    - Hampshire / Surrey / Devon
- 430+ volunteers

## How does this compare?

- Gradual capacity increase 2017-2019 (approx. 100)
- Biggest 70.3 event in the UK and Ireland
- 2020:
  - Currently 45% sold
  - On course to sell out well in advance of event
  - 2018/19 weather has not significantly impacted on popularity of the race

# 1. Demographics



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## DEMOGRAPHICS

**2,746** PARTICIPANTS

### Athlete Origins

Local (Dorset)	6.12%
National (United Kingdom)	82.21%
International	12.67%



Athletes from 33 countries in total



**78/22** %MALE / %FEMALE



**39** Yrs. AVERAGE ATHLETE AGE



**49%** IRONMAN 70.3 FIRST-TIMERS



**54%** BROUGHT 2+ SUPPORTERS

# 2. Marketing Reach



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## CORE AUDIENCE ENGAGEMENT



**389,405+**  
**ANNUAL PAGE VIEWS**

On the IRONMAN 70.3 Weymouth event page on eu.IRONMAN.COM, 2018

**287,170+**  
**UNIQUE PAGE VIEWS**

On the IRONMAN 70.3 Weymouth event page on eu.IRONMAN.COM, 2018



**3,104+**  
**VIDEO VIEWS**

Of the IRONMAN 70.3 Weymouth 2018 Highlight Video on youtube.com, ytd



**34,018**  
**IRONMAN FANS**

Facebook followers of the newly combined IRONMAN England page feat. all English events and generating a much higher reach.

**62,000+**  
**VIDEO VIEWS**

IRONMAN 70.3 Weymouth 2018 race weekend videos viewed on the IRONMAN England Facebook page, ytd

**646,124+**  
**FACEBOOK REACH**

Facebook reach on the IRONMAN England page, 2018.

# 3. Economic Impact



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## ECONOMIC IMPACT CALCULATION

DIRECT + INDIRECT IMPACT

Spend	Factor
£ 4.445.574,00	Athletes, Friends & Family
£ 104.390,00	Other event attendees
£ 215.000,00	IRONMAN spend
£ 50.000,00	+ unrelated spectator spend
<b>£ 4.814.964,00*</b>	<b>TOTAL IMPACT</b>

### How many nights did you stay?

(Respondents could only choose a single response)

Response	20%	40%	60%	80%	100%	Frequency	Count
0						20.7%	134
1						30.3%	196
2						33.4%	216
3						11.9%	77
4						2.2%	14
5						0.2%	1
6						0.3%	2
7 or more						1.1%	7
						Mean	2.516
						Standard Deviation	1.200
						Valid Responses	647
						Total Responses	647

\*2018 data shown above. 2019 estimate: c£5m.

# 3. Economic Impact



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## ATHLETE SATISFACTION – DORSET

How far do you agree, disagree or neither with following statement: **I would recommend Dorset as a place to visit.**

(Respondents could only choose a single response)

Response	20%	40%	60%	80%	100%	Frequency	Count
Strongly agree						63.5%	416
Agree						31.1%	204
Neither agree/disagree						4.9%	32
Disagree						0.5%	3
Strongly disagree						0.0%	0
Not Answered							5
Mean						1.423	
Standard Deviation						0.608	
Valid Responses						655	
Total Responses						660	

Compared with your expectations before the event, which of the following statements best describes your experience of Dorset as a place to visit?

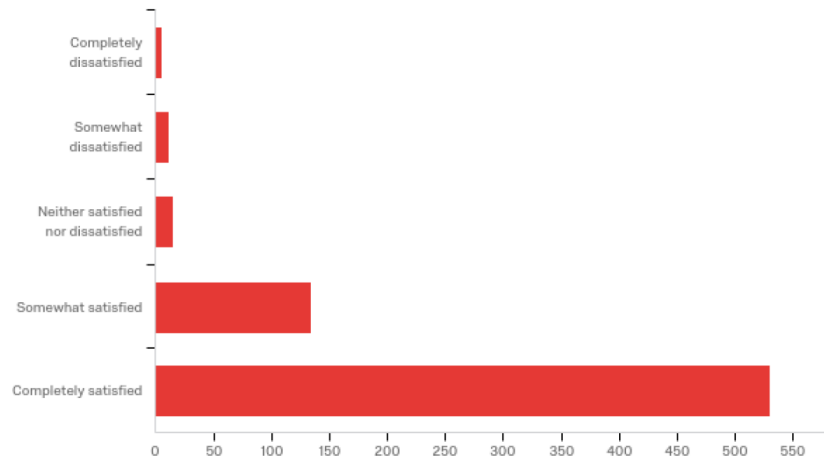
(Respondents could only choose a single response)

Response	20%	40%	60%	80%	100%	Frequency	Count
A lot better than I expected						24.3%	158
A little better than I expected						20.2%	131
About the same as I expected						54.5%	354
A little worse than I expected						1.1%	7
A lot worse than expected						0.0%	0
Not Answered							10
Mean						2.323	
Standard Deviation						0.853	
Valid Responses						650	
Total Responses						660	

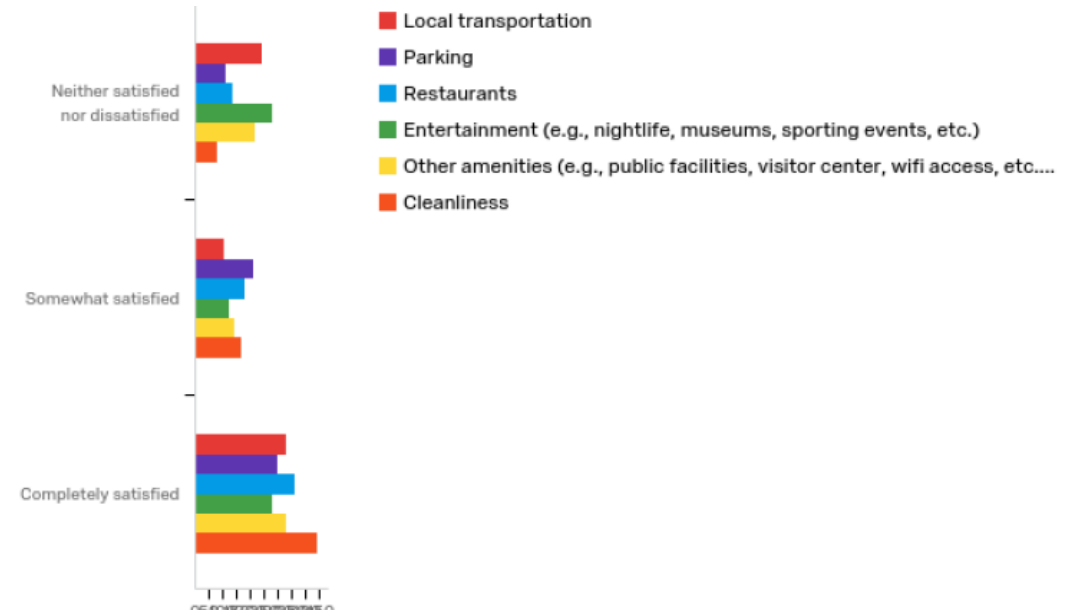
# 3. Economic Impact



Q43 - What was your level of satisfaction with the overall host city experience?



Q44 - What was your level of satisfaction with the following aspects of the host city amenities?



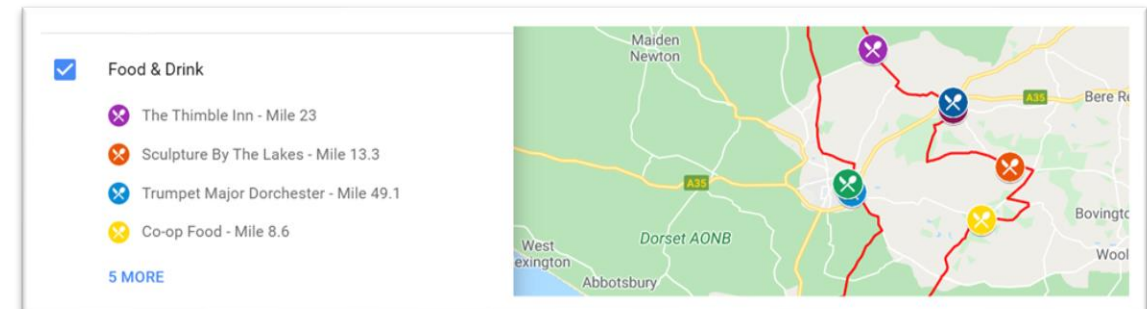


# 4. Communications



## Businesses and Residents

- Businesses on Run / Bike Route
  - Business feedback email to all businesses offering meetings
    - Recent positive meeting with Sculpture by the Lakes
    - Upcoming meeting with Piddle Valley Parish Council
    - Bike course recce and support map
  - Email with maps / closure information
    - Well received - Minimal response
    - Those who did respond have all been actioned
    - NFU also included in all correspondence
  - Email to Bowleaze businesses sharing convoy system for businesses and their customers
- Resident Mailout Letter (72,000+) - July
- Advance Warning Signs (2 weeks prior to race day)



# 4. Communications



## Councils

- County Council Engagement
- Dorset Parish Councils (emailed all route / event and closure info)
  - emailed route / event and closure info
  - Meetings where requested
- SAG Meetings: July and Oct 2019
- WTC Officers; solo / group meetings (Harbour / DWP / Beach)
- Highways Independent meetings
- Dorset and Weymouth Councillors presentation and meeting (Sep 2019)

# 5. Event Status



- Positive SAG debrief held October 2019
- Course to remain unchanged for 2020
- Small number of complaints received (7) some of which related to tailbacks following A35 accident
- Additional signage proposed for A35
- Strengthened waste collection measures
- Continued regular communications with community already underway

# 5. Event Status



## Overall Athlete Satisfaction 2019

- IRONMAN Weymouth; **88.74%\***
- Global Average; **88.18%**

\*Weather Impacted event

Tried and tested event footprint and format.

Safety and monitoring improvements made for 2019 following 2018 adverse weather learnings

2020 later start time to improve decision-making process. Road closure times absorbed within operational timings so no additional impact on road network.



# 6. 2020 – 2022 Agreement



## Process & Head of Terms

Overall aim to get a 3-year Host Venue Agreement in place to give all parties certainty year over year

Engagement process with Weymouth and Dorset Councils over the past number of months – positive feedback on all sides to continue with the event

Culminating in a draft Heads of Terms for agreement

Next step will be the signing of a 3-year Host Venue Agreement (with opt out each year for all parties)



# 6. 2020 – 2022 Agreement



## Host Venue Rights

**Event Name & Logo.** An official event logo will be developed

**IRONMAN's Use of Event Logo.** IRONMAN shall cause the Event Logo to be displayed on all Event-specific items and materials, and the Council's Logos to be displayed on selected Event-specific marketing materials e.g. Event programme;

### **Web, Media, logos.**

- Inclusion of the Councils Logo, with a link to Councils websites, on the Event-specific website
- Host Venue Use of Event Logo and Event-Related Photography.

### **Activation & Signage.**

- Councils Logo(s) on Finish Arch, finish line tape and on the interview backdrop for each Event
- Council branded materials, provided by the Councils, for placement by IRONMAN at the athlete awards ceremony.

### **Dignitaries**

- Councils shall have an opportunity to provide a dignitary each for purposes of officially starting the Event and to present the winners of the Race with prizes at the finish line of each Event and at the athlete awards ceremony;
- Councils shall have an opportunity to make a short speech at the athlete awards;

### **Complimentary Race Entries.**

- One (1) complimentary race entries for each Council (i.e., to participate as an age-group athlete in such races)

# 6. 2020 – 2022 Agreement



## Value in Kind Requirements

**Use of Necessary Car Parks** - To facilitate transition areas, and any other event specific needs – Pavillion, Lodmoor, Street

**Use of Council Lands** - All areas of land and sea required for the event that are under control of Dorset Council or Weymouth Town Council are to be provided to the event without cost – beach, shore, seas, esplanade, harbour wall, specific highways

**Highways & Traffic Management** - as per previous years to facilitate the bike and run courses

**Event Staff Pre/ During Event** – as per previous years assistance with assessment, planning and delivery of the event by relevant council staff

**Event Promotion** - Agreement to promote the event in partnership where possible using Council designated assets around Weymouth and Dorset

# 7. Next Steps & Questions



## Next Steps

- Agreement on the presented draft heads of agreement
- Commitment to move forward in partnership for 2020, 2021 & 2022
- Draft official Host Venue Agreement for review and signing by all parties

