

# Destination Management Wales

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Organising sustainable events and festivals								



[www.dmwales.com](http://www.dmwales.com)

## Outdoor sports events

Wales' landscapes and seascapes provide the backdrop for hundreds of outdoor events, including mountain and fell running races, mountain and road cycling challenges and kayaking events. When planned well, these events help showcase Wales and can help draw out-of-season visitors whilst supporting local businesses. However care must be taken to ensure such events do not overly burden the local recreation infrastructure whilst demonstrating a high level of environmental stewardship. Please consider the following when organising such events:

- **Timing** – seek to complement similar events taking place in your area, maybe through joint marketing. Be aware of the potential risks of organising events during peak-times (congestion, lack of parking, impact of road closures and other user groups); can your event be held during the off-season? Adverse weather isn't always a barrier to outdoor sports!
- **Access and communication** – please be aware that the countryside is a resource for all to enjoy and often a place of business for farmers. Continuous communication with the relevant authorities, landowners and other user groups is vital to the success of outdoor sport events. It is vital you contact all relevant authorities prior to any event taking place thus ensuring the appropriate access agreements and compliance with health and safety rules.
- **Countryside code** – the countryside code applies to all who access the countryside for recreation purposes – individually or as part of a mass event. Please ensure participants are provided with the necessary information to ensure they enjoy the outdoors and allow others to do the same. For further information please visit [www.countrysidecodewales.org.uk](http://www.countrysidecodewales.org.uk)
- **Taster sessions** – if your event is successful in attracting sponsors try and tempt them into holding taster sessions for novices or beginners in the sport. This will add to the events appeal whilst widening the potential market.

In addition to the relevant National Park Authority, event organisers are also encouraged to contact local outdoor recreation charter/user groups. These can provide details of other events held locally and assist with ensuring participants get the most of the experience and will want to return.

Snowdonia National Park – Snowdonia Active  
[www.snowdonia-active.com](http://www.snowdonia-active.com)

Brecon Beacons National Park  
<http://www.beacons-npa.gov.uk/the-authority/working-in-partnership/tourism-new/brecon-beacons-outdoor-charter>

Pembrokeshire National Park  
[www.pembrokeshireoutdoors.org.uk](http://www.pembrokeshireoutdoors.org.uk)



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