

## Spotlight on Wales: Rally GB

The UK's round of the FIA<sup>1</sup> World Rally Championships (WRC), the Wales Rally GB, is one of the country's long-standing flagship events and has been hosted in Wales since 2002. In 2013 the event moved exclusively to North Wales and introduced RallyFest stages, making it more attractive to a wider audience.



Credit: Chris Davies Photography

2016 saw Wales Rally GB (WRGB) awarded an 'Achievement of Excellence' under the FIA Institute sustainability programme. WRGB intends to be the first WRC round to achieve the ISO20121 event sustainability standard.<sup>2</sup>

With 174 of the 190 miles of events and stages taking place within the WGWE, it is recognised by Welsh Government as an exclusive opportunity to showcase the scenery of Wales to a global audience of over 60 million. Commenting on the rally, Ben Taylor, Managing Director, Dayinsure Wales Rally GB, said:

*"The rally is one of Wales' biggest events and delivers almost £10m in benefit to the local economy. The Welsh forests have a legendary reputation as among the finest in the world but we couldn't do any of it without the support and cooperation of everyone at NRW."*

In 2014, WRGB attracted 45,000 additional visitors from outside of Wales plus a further 55,000 visitors from within Wales. Organisers report over 2,000 volunteers also help-out during set up, rally stages and take down of facilities.

WRGB continues to develop relationships with Wales' advanced materials and manufacturing industry and in 2015 introduced a STEM<sup>3</sup> event supported by over 40 companies and targeted at 1,300 key stage three students<sup>4</sup>.

Pursuing SMNR:



<sup>1</sup> Fédération Internationale de l'Automobile (International Automobile Federation)

<sup>2</sup> ISO 20121 offers guidance and best practice to help you manage your event and control its social, economic and environmental impact

<sup>3</sup> Science, Technology, Engineering and Maths

<sup>4</sup> KS3 is the 3 years of education for pupils aged between 11 and 14.