

Noel C

Noel C Duggan

From: Top Class Horses [topclasshorses@eircom.net]
Sent: 26 May 2010 23:01
To: ncdel@eircom.net
Subject: World Equestrian Games Bid - Controversy
Attachments: World Equestrian Games 2014.doc; ATT00034.htm

To Whom It Concerns

Please find attached a copy of a Proposal to Host the World Equestrian Games in Millstreet in 2014. Unfortunately, this proposal was never considered as venues outside of the Dublin area were not included in the HSI/Mazars feasibility study for same, and Millstreet - the largest equestrian venue in the land with a proven track record in staging world class events was never contacted nor consulted.

It was with great disappointment that we the Duggan family and the community of Millstreet learned through the media of the failure of HSI to make a bid for the games, especially when we had what we considered to be a perfectly viable proposal which would not have cost HSI nor the Irish government any expense.

To our great regret, efforts to get HSI to view the proposal and the facilities were not taken up by its Chairman Mr. Joe Walsh.

Following an interview by Mr. Pearse Lyons, President of Alltech -sponsors of the the World Equestrian Games 2010 in Kentucky - who expressed his disgust at Ireland's decision not to bid for the 2014 games, we feel it necessary to make known our proposal which was not considered and express our dismay at the missed opportunity and the questionable feasibility study.

Noel C. Duggan

Further information : Mr. Noel C. Duggan (Green Glens Millstreet) 086-2571639

2011/11/11
K. Keenan

Green Glens Arena, Millstreet, Co. Cork, Ireland
Proposal To Host
The World Equestrian Games 2014

The following report has been drafted following a detailed examination of the feasibility of hosting the 2014 World Equestrian Games (WEG) at the Green Glens and Drishane Castle Estate in Millstreet, Co. Cork, Ireland. In compiling the report a number of essential criteria were borne in mind. These included:

- * The requirement for world class facilities.
- * The expertise required to plan, prepare, and eventually host the games.
- * The cost of hosting the games and the financial resources available.

The requirement for world class facilities

Disciplines

The WEG comprises eight distinct events, each with their individual arena requirements. These are detailed as follows:
Showjumping, Dressage, and Para-equestrian all require an outdoor arena. It is desirable that these are all-weather sand-surfaced arenas.
Eventing, Driving, and Endurance each take place over a cross-country course.
Reining and Vaulting each require an indoor arena.

Facilities For Staging Competitions

The Green Glens Arena within the Drishane demesne comprises over 500 acres of beautiful historical parkland and woodland landscape. It is endowed with mature trees, rivers, lakes, roadways and pathways- an ideal panorama for a world-class event. It also features a magnificent 15th Century Tower (Drishane Castle) having an ideal vantage point from which a large portion of the cross-country events may be televised. It is proposed to create a complete all-weather course for these events. Also on site is the indoor complex which covers approximately 200,000 square feet and can accommodate up to 6,000 seated spectators. Just outside is approximately ten acres of all-weather sand arenas for jumping, dressage and para-equestrian competitions.
Plans are also well-advanced for the construction of covered seated viewing stands to surround the international arena.
All the above is available to the games rent-free.

Stabling and horse facilities

There are currently 1,500 stables onsite and parking space for unlimited cars and 1,000 horseboxes. Power points are installed for the provision of electricity to horseboxes. Water is piped to all stable blocks and dedicated hosing down areas exist.

Hospitality

The indoor complex currently has two restaurants with seating for 300 seated guests, and has a number of bars.

The Expertise required to plan, prepare and eventually host the games

Event Management Experience

The Duggan Family is a well-known established family in the business of Hardware and Structural Steel dating back to 1868 in Millstreet Town. The family employs almost 200 people and are financially strong and without borrowings. They are particularly proud of its reputation and creditability, and consequently, would not be involved in or attempt any venture they might not be capable of or that would not be successful. Noel C. Duggan has gained a national and international reputation for 'making things happen successfully'.

The Green Glens Arena itself is one of Ireland's premier event locations. The venue attracts over 200,000 visitors each year. It has been staging horse shows for 37 years and the owners, the Duggan family, have invested substantially in equestrian facilities over the years. They have successfully staged the European Junior Show Jumping Championships, the European Pony Show Jumping and Eventing Championships, and the European Young Rider Championships. It has been the venue for 30 International Horse Shows including 9 Show Jumping World Cup Qualifiers.

The most recent Millstreet Horse Show (August 12th to 17th 2008) catered for 10,000 entries, 92 competitions, 12 arenas, 1,500 stables, 30,000 people, 50,000 meals, and 200 kegs of beer. The show was staged outdoor in daylight and indoor after dark. It started on time and finished on time, and despite very difficult weather conditions that week, not one event was cancelled and everyone went home satisfied. It was also the first horse show in Ireland to process competition entries online.

Among the other events staged in the complex were:

- * The Eurovision Song Contest which involved 37 Nations and was televised to 600 million viewers worldwide.
- * The World Boxing Championships (Eubanks v Collins)
- * The World Caravan and Camping Congress involving 40 countries, 1,500 units and 3,500 people over two weeks.
- * The World Friesian Dairy Show and Conference involving 35 nations.
- * River Dance
- * Disney on Ice
- * Religious and Political Conferences and
- * Numerous music concerts by international stars

It is obvious from this that the Management of the Green Glens has the ability, experience and track record to plan, organise and stage any major event.

Community Support and Volunteers

Millstreet is one of the tidiest towns in Ireland and has an extraordinary community ready to support any project which comes to the Green Glens Arena. Letters of support for the games have been received from:

- * Cork Business Association
- * Fáilte Ireland
- * Chambers Ireland
- * Cork County Council
- * Kerry County Council
- * Regional Urban District Councils

- * Cork International Airport
- * Kerry Regional Airport
- * Shannon International Airport
- * Cork Port
- * An Garda Síochána (Irish Police- who are ready to implement traffic management solutions)
- * Irish Rail
- * Bus Éireann
- * Millstreet Community School
- * Millstreet Banks – AIB, Bank of Ireland, and IIB.
- * Irish Examiner Newspaper

In addition to this support, a host of other organisations have expressed willingness to provide volunteers for WEG. These include:

- * Hunt Clubs
- * Pony Clubs
- * Schools and Colleges
- * Riding Clubs
- * Scouts
- * Members of various equestrian bodies of Horse Sport Ireland
- * West Cork Breeders Co-operative
- * Irish Draught Society
- * Irish Farmers' Association
- * Irish Creamery Milk Suppliers Association and
- * Macra na Feirme (Young Farmers' Association)

Financial Security

It is the intention that the organising of WEG at the Green Glens will cover costs and will not bring any undue financial pressure on the Irish Government or the governing body for equestrian sport, Horse Sport Ireland. The excellent credit standing of the Duggan family is corroborated by financial institutions.

In consideration of these facts the Green Glens complex is the only facility in Ireland with the capability of staging the World Equestrian Games in one venue/location. Having consulted with previous organisers of the games it is obvious that it is most desirable that the games are staged in one venue. This avoids the necessity for duplication of facilities, resources and costs, and ensures a more vibrant atmosphere at the venue due to increased numbers of spectators in a single location. It also provides a better package for the spectator who can observe all eight disciplines at the games.

Media

It is expected that somewhere between 1200 and 1500 journalists and up to 400 photographers may need to be accommodated. In addition, all of the competitions will be televised and dedicated television production facilities will be available throughout the games. The Green Glens Indoor arena is fully equipped with flood lighting which has been especially installed to meet the highest television broadcasting standards.

The onsite community school is available to the organisers and it is envisaged it will host, among others, the press corps. It will be equipped with appropriate internet and telecommunications equipment. It also has capacity for a large number of meeting rooms for officials.

Costs of Hosting the Games

Alltech, an international animal health organisation, are prepared to invest c. €10million while Noel C. Duggan has committed €2million to the project. We are given to understand that the games in Aachen cost 25 million but we expect that we can produce an equally good show for much less expenditure.

Mr. Frank Mulvihill
Director of WEG 2014 Project Team

On behalf of Mr. Noel C. Duggan.



Lyons 'baffled' by failure to host WEG

Alltech man breaks silence on Ireland's missed opportunity

NEWS
Frank Mulvihill
Dr Pearse Lyons, President of the animal nutrition group Alltech, has spoken publicly for the first time about his frustration that Ireland missed the opportunity to host the World Equestrian Games (WEG) in 2014. Dr Lyons heads up the company, which is the title sponsor of this year's Alltech World Equestrian Games in Kentucky and his company also sponsored the European Equestrian Championships held in London last year.

Speaking on RTE's *Countrywide* radio programme last weekend, he said he was "baffled and disgusted" by the fact that Ireland turned down the chance to host 2014 WEG with the promise of his underwriting the games and marketing them.

In the interview, Dr Lyons said he was baffled

Following several meetings with relevant associations and politicians, the entrepreneur failed to get support from Ireland to host the 2014 games. According to Dr Lyons, the response from the Government was that the time was not right as the country was going into a recession.

Following Dr Lyons's remarks last weekend, the governing body for the Irish Sport Horse industry, Horse Sport Ireland (HSI), released a statement saying that last week's RTE interview was the first time that Pearse Lyons had made it known publicly that he was willing to underwrite the entire event.

HSI said that in its discussions with Dr Lyons, his offer to underwrite the event amounted to \$10 million, and the feasibility study, conducted by HSI and Mazars Consulting, estimated the cost of staging the Games to be in the region of \$25-\$30 million, leaving a shortfall of \$15-\$20 million which it says would have had to be picked up by the Irish Government.

On 31 October 2008, following consultation with Minister for Sport Martin Cullen, HSI said that after calculating the cost of hosting the games, it would be



Joe Walsh

he sees the excitement in Kentucky at the moment as it prepares for the Games and he cannot understand why Ireland did not make a bid, especially when it was not going to cost the Government anything.

In revenue terms, he argued that the event would attract 900,000 visitors (maybe more because of the games being in Ireland). Unlike Kentucky, Ireland also has a large supply of hotels and lots of exciting things to do and see. It would be four to five times the size of the Hyder Cup and, based on the Kentucky games, would be supported by over 60 countries.



Dr Pearse Lyons

\$12 millions promoting the event, and it will spend another \$12 million in the run-up to the Games.

He said it was the smartest decision he has ever made and if it were to cost him twice as much, he would do it again. As it happens, France was the only country to make a bid for the 2014 Games and they will now take place in Deauville - a racing venue without any history in the sport horse disciplines. He still has hopes for Ireland hosting the games some time in the future.

FEASIBILITY STUDY QUESTIONED

The decision by HSI not to



Noël C Duggan

The Irish Horse to make it known publicly that in 2008 he had put together a proposal to host the 2014 WEG in Millstreet.

Mr Duggan was highly critical of the Mazars feasibility study. According to Mr Duggan, neither HSI nor Mazars had made any approach to consider the largest equestrian facility in the country, the Green Glens in Millstreet, as a possible venue. Mr Duggan also stated that he believed the Mazars' cost for hosting the event to be over-estimated.

The Millstreet proposal, which has been seen by *The Irish Horse*, saw the games being staged with the Green

Duggan, was to be utilised to accommodate the eventing and endurance disciplines.

Mr Duggan had already upgraded all the arenas at the Millstreet venue to all-weather surfaces and had drafted plans to install an all-weather eventing course throughout the estate and to erect a substantial viewing stand around the international arena. The Millstreet proposal guaranteed financial support of €10 million.

Mr Duggan said he had lost all faith in equestrian bodies in Ireland who he says continue to ignore the Millstreet venue. In an effort to have his proposal considered by HSI, Mr Duggan said he had spoken with HSI chairman Joe Walsh and offered to meet him to discuss the matter before the deadline for submission to the ECI on 10 November 2008. Mr Duggan claims Joe Walsh was not available for the meeting.

Having staged World Cup show jumping competitions in Millstreet for years, Noël C Duggan, said the Green Glens had demonstrated its ability to host world-class competitions and had the volunteers, accommodation, ferries and airports to serve the venue. Documents provided to *The Irish Horse* show Mr Duggan