

Stonehaven Ice Swim Business Engagement Pack

International Ice Swimming GB Championships | 6–7 December 2025



We'd love your business to be part of this exciting weekend! Visitors will be looking for places to eat, shop, and relax—this is a great opportunity to promote your business and showcase Stonehaven globally.

Event Overview

- The 10th International Ice Swimming Association GB Championships will take place at Stonehaven's historic Open Air Pool.
- Competitors: 150 swimmers from 15 countries
- Volunteers: 70
- Expected Visitors: Around 400–500 people including families, friends, and spectators
- Events: 15 races across two days

Estimated Timings* **

Saturday 6 Dec:

- 07:30 – Registration
- 08:30–12:15 – Swim events
- 12:15–13:00 – Lunch
- 13:00–16:30 – Swim events

Sunday 7 Dec:

- 07:30 – Registration
- 08:30–12:30 – Swim events
- 12:30–13:15 – Lunch
- 13:15–17:15 – Swim events

*Timings are an estimate as with any individual sporting event times can vary depending on the speed of the swimmers.

** Times also still need to be confirmed by IISA so this is a guidance.

Visitor Flow & Opportunities

- Arrivals for the event will be from Friday – expect visitors in town
- The pool café cannot accommodate everyone – visitors will seek local businesses for breakfast and lunch and dinner.

- Quick takeaway options will be popular (could this be something you offer over the weekend though you don't normally), but sit-ins will also be welcome.
- Swimmers will have spare recreational time throughout the events and their family/friends will too.
- Visitors will also likely explore local shops and buy gifts, especially as it's the run-up to Christmas!

Event Flyer

- We are going to create a flyer to highlight what is available over the weekend in Stonehaven. If you would like to have your business on this then we need you to email us (**by the 3rd of December**):
 - ✓ Your logo
 - ✓ Opening times (will you open longer/close later?)
 - ✓ Short description of your business (1-2 lines)
 - ✓ Any special offers

Window Stickers

- Show your support! Window stickers will be available - these stickers help visitors know you're welcoming them and the event.
- Please let us know if you would like to put this in your window

Volunteer Film

- We're creating a short film (approx. 10-second clips) to showcase what's available locally.
- Filming Dates: 1–4 December - Want to feature your business? Email us **ASAP** to schedule

Social Media & Promotion

- Press releases and social media start week beginning 24 Nov.
 - Share official posts or create your own. Official posts will be from the Stonehaven Open Air Pool FB page [Stonehaven Heated Open Air Pool | Stonehaven | Facebook](#)
 - Event Hashtag: #StonehavenIceSwim
 - Posts will be amplified through official channels – free marketing reach for your business!
- Engagement Tips:
- Post during event days and share behind-the-scenes moments.
 - Use stories and reels for quick updates.
 - Tag the event hashtag for amplification.

Contact

- Email: rhona.maclennan@aberdeenshire.gov.uk; keith.bell@aberdeenshire.gov.uk