
The Tall Ships Races – Project Planning

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The Tall Ships Races – Project Planning

- The Tall Ships Races
- What to do when in order to maximise success
- The NewcastleGateshead experience
- Lessons learnt



So You Want to Host The Tall Ships Races...

- **Even before you bid...**
- Engage in and support sail training initiatives
- Become a sail training friendly port
- Build up local support for bidding
- Attend STI Conferences, get to know and learn from STI, other ports and the ships' representatives
- A long process, NewcastleGateshead have been involved for 25 years

North East England and The Tall Ships Races

- 1986: First visit to NewcastleGateshead
- 1993: Largest fleet, 126 ships
£38m to local economy
- 2005: 105 ships, 28 Class A's
£50m to local economy
- 2010: Hartlepool, finish port



2005: An Unforgettable Event

- 1.5 million visitors
- Largest free visitor event in the UK
3,000 crew members, 23 countries
- Unprecedented media coverage, 300
accredited journalists, £3.8m media
value, improved perceptions
- Over £50 million regional spend



2005: An Unforgettable Event

- A highly popular and memorable event –
local people always asking ‘when will the
Tall Ships return’
- An invaluable tool in shaping tourism
and creating a lasting legacy for
youngsters, communities, businesses
and visitors







You've Been Chosen as a Host Port.....

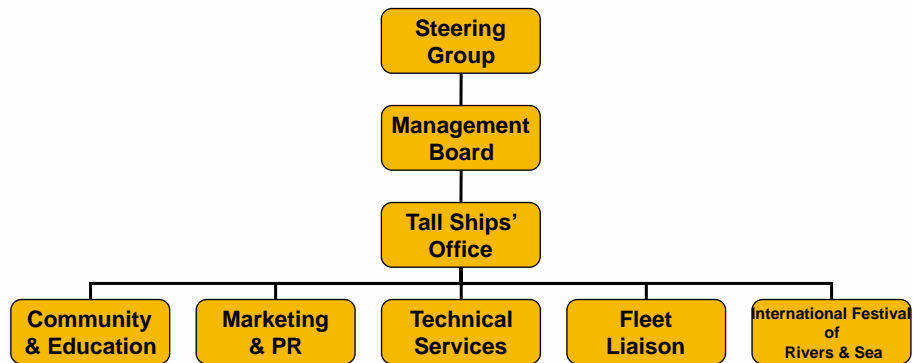
- Now what?!
- Ports normally chosen 4 years in advance
- Congratulations, you've got the event but you haven't got any ships!
- Learn the Port Manual, use the STI Checklist, learn from the STI inspection visits
- **First priorities** – Organisation, Funding and Marketing



In The First Year.....

- Identify key 'champion' with real power to implement actions, preferably a Senior Director in the local authority
- Identify and appoint the Project Manager to liaise with STI and manage the project, establish Tall Ships Office
- Harness key local support, in particular local and regional government funders and port authorities
- Secure key public sector funding
- Establish the management structure, starting with the overall Steering Group and Management Group

Organisation Chart



Roles and Responsibilities

- Steering Group – comprising the Chief Executives or Senior Directors of all the key organisations involved. Overall responsibility for policy direction and coordination. Meet on a quarterly basis.
- Management Group – chaired by Senior Director, includes Project Manager and chairs of all Sub Groups. Day to day management, agrees overall budget allocations and receives regular progress reports. Meet on a six weekly basis initially.

Funding and Income Generation

A True Funding Partnership – start as soon as possible:

- Newcastle City Council
- Gateshead Council
- Regional Development Agency, One North East
- Sponsorship
- Park and Ride income
- Merchandising, retail and catering concessions

Sponsors

• Remember:

Sail Training International and City of Szczecin have the 'headline' sponsorship

• Early sponsors to secure:

- Media partner
- Merchandising partner



Retail & Catering Concessions

- In the final 12 months:**
- Retail Stalls
 - Mobile Caterers
 - Marquee Caterers
 - Marquee Bars
 - Mobile Bars
 - Ice Cream Vans
 - Craft Marquees
 - Exhibitions
 - Fair Ground

Marketing and Communications

- **First Task:** Design and register logo
- **Attraction of Tall Ships:**
 - Joint ports marketing and visits
 - STI Conferences
 - Receptions at Races
 - Letters of invitation to ships
 - Corporate hospitality – appoint official provider
12 months before event



Marketing and Communications

- Income generation depends on early marketing and PR
- Tourism marketing – important for public sector funders
- Don't forget to organise visitor survey and economic impact assessment during the event – invaluable for securing future events



Technical Services

- Appoint Site Services Manager and involve the Emergency Services from the start
- Site management, crowd control and safety issues
- Emergency planning
- Traffic management and access arrangements, park and ride, signage
- Site cleansing



Site Components

- Race, crew, fleet liaison, and media facilities, event control, retailing, catering, exhibitions

- **Number 1 lesson** - be ready for the first ship, the public will be there!



Site Issues

- **First task:** Site survey – assess need for pontoons and quay edge and site works

- Order pontoons, barriers etc as soon as possible – key kit will be in short supply

- Identify and book event management facilities

- Engage with nearby local residents

- Appoint stewarding company 12 – 18 months before event



Site Issues

- Appoint Park and Ride coach company
12 months before the event
- Prepare Event Safety Manual and
undertake Emergency Planning exercise
6 to 12 months or more before the event
- Publish Traffic Management Plan, issue parking
permits in lead up to the event



Fleet Liaison

- Port Issues – pilotage, tugs,
berthing, repairs, Parade of Sail – start
to source maritime suppliers and
supplies as soon as possible
- Crew Issues - cultural, social,
sports and official programmes, book
accommodation, coaches etc 1 to 2
years before the event



Events and Activities

- Crew Visits & Sporting Events
- Captains Dinner & Crew Party
- Crew Parade & Crew Prize Giving
- Quayside Celebrations



Recruitment

- Appoint Chief Liaison Officer up to 2 years before the event and start recruitment and training of Volunteers Liaison Officers
- Consider which ships you are going to put crew on. NewcastleGateshead supported:
THE PRINCE WILLIAM
QUEEN GALADRIEL
JAMES COOK
TENACIOUS
CHRISTIAN RADICH



Community and Education

- Start educational and schools projects as soon as possible – build up local support and engagement
- Ark of Friendship Sea Creatures with 1,000 NewcastleGateshead children lining the Crew Parade
- Community involvement in the event and local maritime festivals



Thank You

