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THE TALL SHIPS' RACES 2010

Hartlepool

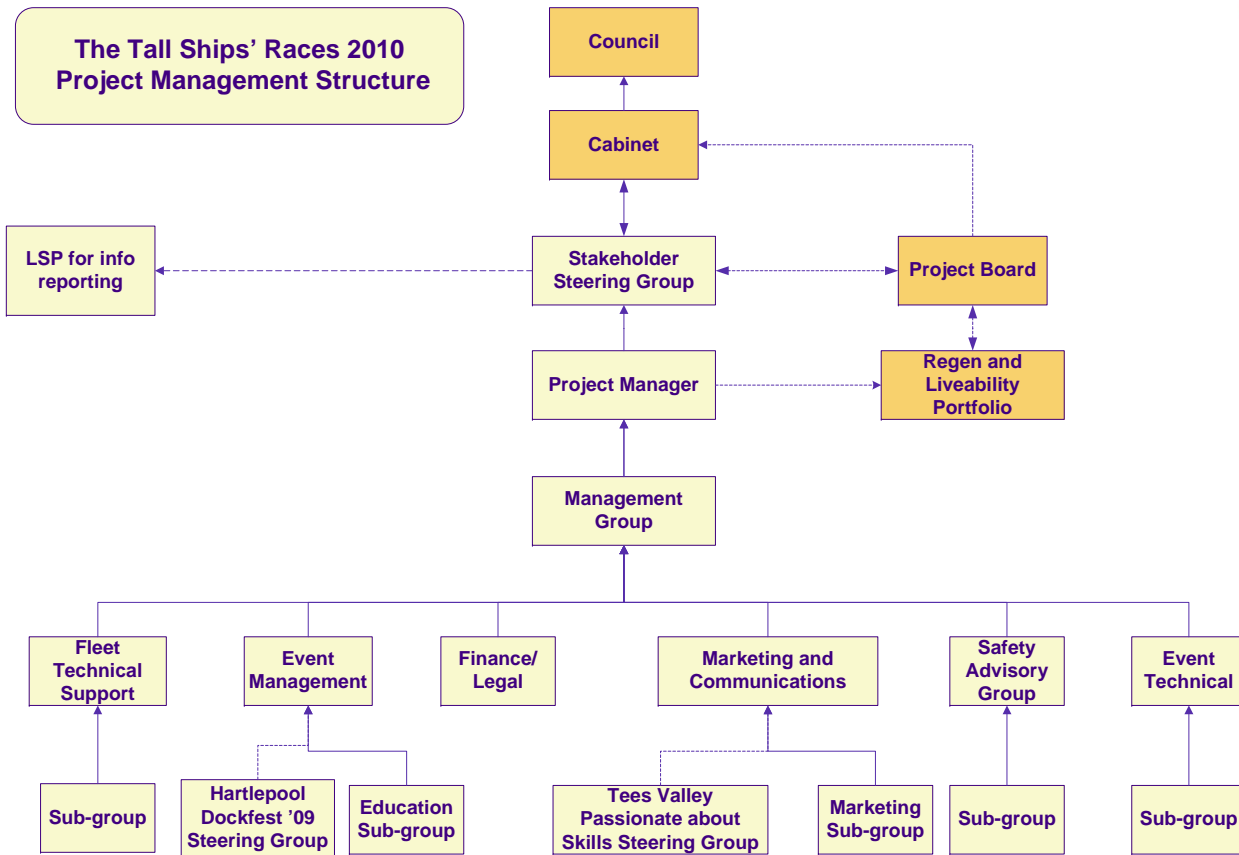
7-10 August

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[www.hartlepooltallships2010.com](http://www.hartlepooltallships2010.com)

north east  
england

# Project Management Structure



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DON'T WASTE TIME....  
Plunge straight in with publicity



30 June 2006



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# Build bridges with the media



- Meetings with editors
- Secure your own backyard
- Community talks
- Be pro-active
- Enlist various spokespeople



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# Building the anticipation....



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# Keep the stories coming...

- Lord Nelson trip
- Ships registered
- ORCEL Sea Training
- Schools projects



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...in a regular drip-feed....

- Entertainment updates
- STI visits
- Latest sponsors
- Artworks



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# Partnership Working



- Hartlepool Council – North East media
- visitTeesvalley – National media
- One NorthEast – International media

visit**Tees**valley



Regional Development  
Agency



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# Real good deal



**Real Radio** – one of the region’s biggest commercial radio stations signed two year sponsorship deal.

## Benefits -

- Significant revenue contribution;
- Constant radio coverage including on-line competitions;
- Five days of broadcasting from site during the event.



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# CALLING ALL VOLUNTEERS....



- **Publicity around appointment Chief Liaison Officer**
- **Volunteer recruitment campaign in papers and neighbouring council publications**
- **275 volunteers recruited and trained**



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# Getting publicity into resistant media



vTv organised competitions in 6 key titles in Yorkshire and Humberside ensuring prominent Tall Ships coverage in these target regions



**Get on board**  
with the Tall Ships Races 2010

The Tall Ships Races is England's biggest free event, and its coming to Tees Valley

In celebration of Tees Valley's most eagerly awaited event The Tall Ships Races, which is coming to Hartlepool this August, Look It Up has teamed up with one of Tees Valley's most exclusive hotels, Crathorne Hall Hotel, to offer one lucky couple the chance to enjoy a luxurious night's stay in the hotel, enjoying all its facilities.

Not only that, we're offering two tickets to Hartlepool's Maritime Experience where you can learn all about the seafaring history and heritage of the area. You'll also be whisked off on a speed boat ride across Hartlepool Marina in the Thundercats or jump into a giant sphere and literally walk on water.

The Tall Ships Races will be arriving in Hartlepool on August 7, staying until August 10. They'll include a spectacular fleet of massive square rigged vessels, some of which you'll be able to board and meet the captains and crew. There will be so much to see and do throughout the four-day event with a packed line up of live music and entertainment.

For more on information on The Tall Ships Races 2010 visit [www.hartlepooltallships2010.com](http://www.hartlepooltallships2010.com).

To be in with a chance of winning a night in this great hotel send your answer to the following



question to Lynne Martin, Tall Ships competition, 76-86 Walmgate, York, YO1 9YN.

**Question: Which town in Tees Valley is hosting The Tall Ships Races?**

**Terms and conditions**  
Closing date for entries is June 20, 2010. Usual Newsquest York rules apply. The editor's decision is final.

The prize is valid until October 3, 2010 and winners must notify visit Teesvalley, the Area Tourism Partnership) of the dates they wish to stay at Crathorne Hall Hotel by no later than July 31, 2010. Confirmation of the winner's reservations will be sent via post. The competition can not be used in conjunction with any other competition or offer.



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# TALL SHIPS CHALLENGES



**Prepare for the worst (traffic gridlock)**

**Park and Ride**

**Attracting visitors**

**Accommodation**



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# GETTING THE MESSAGES ACROSS



- Used our residents' magazine to publicise key messages;
- Travel advice press release August 5;
- Plugged Park and Ride in press releases.

### Pre-book parking for races

PEOPLE intending to visit The Tall Ships Races in Hartlepool are being urged to pre-book their parking places as soon as possible.

Pre-booked park and ride places are available at a discounted rate of £7.50 per day, they are normally £10, and people taking advantage of the offer will also receive a voucher giving a discount of £2 off a copy of the official event guide.

The deadline for park and ride bookings is Sunday, August 1, and people who book in advance will receive a receipt and discount voucher by return email which they must print off and bring along with them when they attend the event.

Reservations can be made online via the tall ships website at and by following the "park and ride" link on the homepage.

There will be three park and ride sites on the outskirts of town, but visitors with mobility problems can also still book blue badge parking spaces which are to be located close to the main tall ships village.

These cost £7.50 per day, plus £2 off the official guide, and as well as bookings for coaches, which are £20 a day.

The deadline for blue badge and coach parking bookings is Friday, July 23, so that council officials have adequate time to send out permits in the post.

Figures up to July 13 show that since March 1 this year 1,431 parking places have been pre-booked.

This figure comprises 619 blue badge parking spaces, 229 coach spaces and 583 park and ride spaces.

For further information about the event, call the Hartlepool Tall Ships office on (01429) 523636 or email tallships@hartlepool.gov.uk

To keep up to date with the list of registered ships go to [www.hartlepooltallships2010.com](http://www.hartlepooltallships2010.com)

## The Tall Ships Races Hartlepool 7-10 August 2010

### Transport information at your finger tips

WE'RE expecting up to one million visitors to descend on Hartlepool for the event which is great news for the local economy. But it will mean that those of us who live in the town will have to plan ahead so that we can enjoy all that The Tall Ships Races has to offer. Tips include:

- Do your supermarket shopping well in advance and stock up on essentials like milk and bread.
- Car share where possible, or walk, cycle and use public transport.

#### ROAD CLOSURES

Some roads around the Tall Ships site will be closed in the interests of safety. These include:-

- Marina Way, between the ASDA roundabout and Bury roundabout (Middleton Road), from 1pm to midnight on 7, 8, 9 and 10 August.
- Maritime Avenue (between Marina Way and Victoria Terrace) and Middleton Road - Closed from 9.00am until approximately midnight on 6, 7, 8, 9 and 10 August.
- Coronation Drive, Seaton Carew. Will be closed to through traffic for the Parade of Sail from 2.00pm to 7.00pm on Tuesday 10 August. Access to and from the Park and Walk site will be maintained.

Temporary Parking Restrictions on Emergency Routes- Residents affected by these will receive a letter shortly explaining the restrictions, controls and emergency parking measures.

#### FOR VISITORS TRAVELLING FROM OUTSIDE HARTLEPOOL

At least 15,000 car parking spaces are available each day at designated Park and Ride sites. Motorists can pre-book online via ([www.hartlepooltallships2010.com](http://www.hartlepooltallships2010.com)) at a discount rate of £7.50 per day. The usual cost is £10. Motorists pre-booking also receive a £2 voucher off the Official Event Guide. Park and Ride spaces can be pre-booked by phone (01429 523636) or at the Civic Centre at the same

Marina Way.

#### PARK AND WALK

Payable on the day and costs £10 per car per day. 11,000 spaces are available each day. Sites are located within 15-20 minutes walk of the Tall Ships site. Sites will be clearly signposted.

#### BLUE BADGE PARKING

500 spaces have been allocated for drivers with a disability on Greenland Road near to the site. Same booking arrangements apply as Park and Ride.

#### COACH PARKING



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# GO TO OUR WEBSITE

- **Plugged website for up to date travel info including train timetables;**
- **Travel and traffic info updated on website during event;**
- **Accommodation link to whole of the North East.**



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# THE PAYOFF



- Very few problems with traffic and transport;
- Residents hosted visitors
- Trains and buses well used.



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# COURTING THE MEDIA



- Established on-line accreditation and Media Section on Tall Ships website;
- Included downloadable photos and key facts and figures;
- Worked closely with ITV Tyne Tees and BBC to plan their coverage from 2008.



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# COME ON BOARD



- There were regular meetings with the Hartlepool Mail
- Out of this grew a partnership campaign which led to daily coverage in the paper for months beforehand....



...more than 70 countries were featured and readers became Tall Ships ambassadors overseas



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# MEDIA DAY-100 DAYS TO GO!



- Invited all major regional media to Hartlepool
- Presentation from key Tall Ships people
- Lunch aboard HMS Trincomalee
- Trip around Tall Ships Village site with commentary
- Two stories to cover for media
- Trip aboard Adventure- maiden voyage



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# MEDIA DAY FEEDBACK



- Media Day described by ITV Tyne Tees as the best event briefing they'd attended
- Interview and photo ops ensured widespread coverage of the event in the media
- Builds up anticipation for the Tall Ships arrival



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# MEDIA CREW PLACES



- Offered key media crew places aboard a Tall Ship for the final leg of the Races
- 7 places were accepted- ITV Tyne Tees, BBC, Journal/Chronicle, Hartlepool Mail, Real Radio, Radio Hartlepool all represented



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# THE PAYOFF



- **Widespread Tall Ships coverage in print and broadcast media in crucial event lead-up**
- **Powerful images of ships at sea create public buzz**



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# MEDIA CENTRE



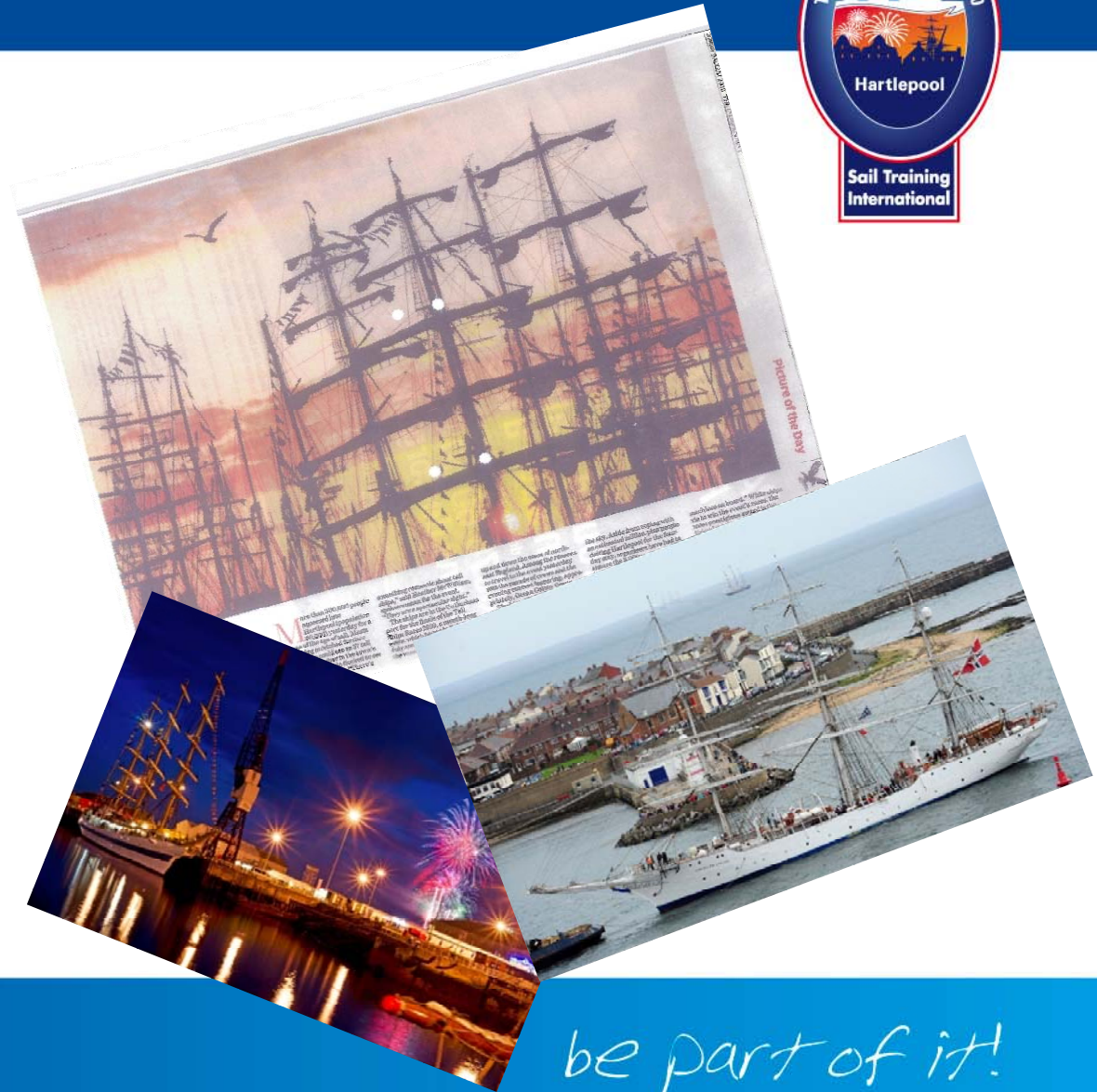
- **Based in Divers Club- central location**
- **Importance of backup staffing plan**
- **Daily media briefings**
- **Regular press releases/web updates**
- **Laptop and WIFI access**
- **Buffet**
- **Media boats**
- **Aerial photography**
- **Internal communications**
- **Dedicated spokespeople**



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# THE PAYOFF

- Around 200 media from 63 organisations accredited
- Media Centre and Media Boats well used
- Aerial pictures used on TV and in newspapers



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# WHAT WE ACHIEVED

- Coverage in The Independent, The Times, The Guardian, The New Zealand Herald
- More than 2 hours of television coverage during the event
- Widespread radio coverage, including Radio Four and in Australia



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# OOPS!



Of course there was the odd daft story...  
But it did generate national publicity!



**PAINTED YELLOW:** The squashed hedgehog with yellow lines painted on it in Hart Lane, Hartlepool

## Workmen paint over dead hedgehog

A WORKER painted yellow lines over a dead hedgehog rather than move it off the road, a council spokeswoman has admitted.

Mother-of-four Allison Hart could not believe the animal had not been removed by the painters, who blitzed Hartlepool streets ahead of welcoming hundreds of thousands to the Tall Ships Races.

She was shown the hedgehog with a yellow stripe across its flattened belly outside the home of her mother-in-law, Margaret Mcleod, in Hart Lane.

The 37-year-old, who works in a florist and fruit shop, took a photograph on her mobile phone and has shown it to disgusted customers.

**By Graeme Hetherington**  
graeme.hetherington@rme.co.uk

She said: "It's unbelievable. The whole town went double yellow line mad for the Tall Ships. Someone went over the hedgehog with yellow paint.

"They knocked on doors to get people to move their cars, but whoever did this didn't even ask for a shovel to move the poor hedgehog. All they had to do is kick it to one side. It's shocking really."

Mrs Mcleod, who lives in the Headland area of Hartlepool with her husband, Paul, and four children, Jake, 14, Jamie, 13, Robyn, 11, and nine-year-old Joe, works at CMB Fruitlers and Florist. "I have shown

people who have been into work and they have all been gobsmacked," she said.

"People who I have spoken to think it's absolutely disgusting, they just can't believe what they have done and that they couldn't have just moved the hedgehog."

A Hartlepool Borough Council spokeswoman said: "Contractors have done a phenomenal amount of line painting in and around the town in preparation for the Tall Ships Races. They have done an exceptional job.

"This is obviously an unfortunate incident, but it was the only one reported during the massive project."

Meanwhile, the races have been hailed a stunning suc-

cess by organisers. Initial estimates suggest that 970,000 people visited the flotilla in Hartlepool over the four days.

Mayor Stuart Drummond said it was important the spectacle was used as a springboard to secure future flag-ship events.

"We have made people sit up and take notice of us by proving that we are capable of delivering an international event of this magnitude, and we have put Hartlepool on the map," he said.

There were 57 vessels in port during the event, which also featured a programme of live music, a world market, street theatre, a folk festival and fireworks displays.



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# WHAT WAS IT WORTH?

**Generated more than £3m of print and broadcast publicity between April – September 2010 alone.**

**Print - £1.3m**

**Television - £1.1m**

**Radio - £0.8m**

**An estimated 13 million + people have read about the Tall Ships in Print.**



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# Has it changed perceptions?



- 95% of Hartlepool residents;
- 86% of UK residents
  - said that they now feel a little or more positive about Hartlepool
  
- 83% of North East England residents
- 69% of UK residents
  - are likely to visit Hartlepool in the future



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# Legacy after August 2010



- **Great pride in town and region.**
- **Strengthened position as a prime visitor destination.**
- **Developed strong partnerships.**
- **Marina as Olympic Games 2012 training camp.**
- **Able to attract more large scale events.**
- **Adventure - Our own Tall Ship.**
- **Potential inward investment**
- **Cost £2m, expected cash boost to economy of at least £16m.**



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# Any Questions?



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