



***Stuart Drummond,
Mayor of Hartlepool***

“The good. The bad. The legacy”

THE TALL SHIPS RACES 2010

Hartlepool

7-10 August

be part of it!

www.hartlepooltallships2010.com

north east
england

Visitor targets achieved



970,000 visitors

- 27% Hartlepool
- 42% Tees Valley
- 65% North East
- 14% Yorkshire
- c21% rest of UK



be part of it!

59 Tall Ships and 2,000 – 3,000 crew



be part of it!

Over £3m value of print, TV and radio coverage



Radio Hartlepool
Hartlepool Mail
Real Radio
BBC Tees
Northern Echo
Evening Gazette
Look North
Tyne Tees
The Mirror
The Observer
New Zealand Herald
West Australia Travel Guide



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Tall Ships themed education activities



Mini Parade of Sail with local schoolchildren



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275 volunteers were recruited and trained – 43% from Hartlepool



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A colourful and entertaining atmosphere



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A superb entertainment programme



be part of it!

Impressive Parade of Sail



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What didn't go so well?



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What will we learn for the future?



- ⚓ **More seating.**
- ⚓ **More event staff** on the ground to support the needs of traders, exhibitors and sponsors.
- ⚓ Insufficient clarity in the pre-event publicity as to the **size and complexity of the site.**
- ⚓ **Ground surface conditions** on a part of the Tall Ships Village site were not ideal for wheelchairs and pushchairs and if using a working commercial port again, this would need to be rectified.



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What went well?



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What went well?



- 😊 Little disruption to town centre.
- 😊 Extensive positive media coverage.
- 😊 Successful volunteer programme.
- 😊 Increased pride in the town by local people.

- 😊 A safe event.
- 😊 Good partnership working
- 😊 Recruitment of experienced Site Manager.
- 😊 Official Tall Ships website was well promoted and well used.
- 😊 The weather!!!



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Some comments from visitors



“The Tall Ships event has been fantastic, the town has really pulled it off. Proud to live in the town...”

“ I would just like to say how fantastic the Tall Ships weekend was. Thoroughly enjoyable and hopefully a big poke in the eye to all the "Doom and Gloom" merchants. “

“Yeah, the event for me was a total success and it’s certainly put ‘Artlepool on the map for the right reasons.”

“fantastic weekend, made me very proud to be from Hartlepool, everyone involved should be very proud of themselves.”

“Overall... Well done Hartlepool - let's do it again! “



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Legacy



- ☀ Fact finding visit from Japanese Local Government Association on tourism in Hartlepool.
- ☀ Romanian delegation to visit Hartlepool to investigate best practice in tourism.
- ☀ Possible tourism link with Kusadasi, Turkey.
- ☀ Mayoral speech at Climate Change conference in Vietnam.
- ☀ Achievement of BS8901 Sustainable Event Management.



be part of it!



Thank you

Any questions?



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