



The Tall Ships Races-Lerwick

21-25 July
2011



The Tall Ships Races 2011



- 53 Tall Ships visited
- 16 Class A vessels
- Over 1980 crew from 12 Countries
- Over 27,000 attendees
- Generated £2.41m, net additional expenditure and £1.53m media value = £3.94m

Pre event - Engaging with Community



Build interest for people in Tall Ships

Get the community excited about event

Get local media and business onboard

Set early targets for Sponsorship

With over two years
lead in- we raised
£400,000 private
sector investment



Community participation- Volunteering

CLO recruited in
August 2010

Good lead-in and
training for over 90
LO's recruited

7 sessions starting in
February 2011
including session on
Statsraad Lehmkuhl



Key Focus on Sail Training



- Established Sail Training Shetland in 2009 and allows us to build sail training into future
- We ensured that our PR agency focused on trainee coverage throughout the Races
- Daily blogs, facebook activity and media reporting to follow their journey



Sail Training Shetland provides sail training opportunities for young people between 15-25

- Recruited over 45 local trainees for The Tall Ships Races 2011
- Over 150 Scottish trainees took part this year



2011 Trainee Feedback

“An unforgettable adventure”

“Fantastic, educational and memorable”

“Exciting, eventful and challenging”

“One of the best experiences of my life”

Cruise in Company

12th-21st
July 2011



£1.66m
return

27,000
visitors



Tall Ships-Event Delivery



- Recruited Production Manager early - January 2010
- Built strong partnership with Lerwick Port Authority- essential to have good relationship with Port
- Logistics are key in a remote area- first thing I did was order toilets and showers in 2008!

Tall Ships-Welcoming Ceremony



- Young performers delivered fantastic Welcoming Ceremony to thousands of visitors
- Gave focus for local community to welcome Tall Ships to Shetland



Tall Ships- Entertainment



- Contracted Music Programmer in January 2010
 - Over 100 music performances
 - Sell-out gigs for Levellers and Bjorn Again
 - Showcased Shetland Talent
 - 3 Music venues- all well attended
-
- 97% of spectators and crew rated event as very good/good

Tall Ships- Entertainment



Contracted Family Entertainment coordinator

Aimed to offer something for all ages

- Street Theatre
- Plays and Funfair
- Fun and Games



Tall Ships- Arts and Crafts



Delivered Busy Shetland Showcase area during event



Tall Ships- Food and Drink



Local consortium delivered Bar Services during event

Variety of food traders at all sites- ensuring local businesses were key part of event delivery



Tall Ships- For next time!

Crew Activities

Hugely popular crew tours were oversubscribed

Would have benefited from ticketing system

Travel

Subsidised Travel scheme was not particularly utilised by Tall Ships crew proving regular fares were affordable

Order better weather...



Tall Ships – Key Ingredients

- Tall Ships and Trainees
- Community
- Sponsors
- Volunteers
- Performers
- Visitors



Until the next time!



- Hosted a successful world-class event
- Showcased Shetland as a unique sailing and tourism location
- Built Community Pride
- Built a sustainable legacy for sail training development