INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE 2018

SESSION 1A THE TALL SHIPS RACES 2018 REVIEW- PART 1













Timeline

- Nov 2014 Confirmed as Host/Start Port for The Tall Ships Races 2018
- Jan 2017 First Ship (Atyla) confirmed
- Apr 2017 Launch of Sponsorship Recruitment Programme
- Sep 2017 Launch of Sail Trainee Recruitment Programme
- Oct 2017 Launch of Event maker Programme
- Jul 2018 The Event!







A city-wide event







50 Ships Representing 16 Countries

Class A - 17

• Class B - 18

Class C - 11

• Class D - 4



Shtandart (A)



Vahine (C)



Etolie (B)

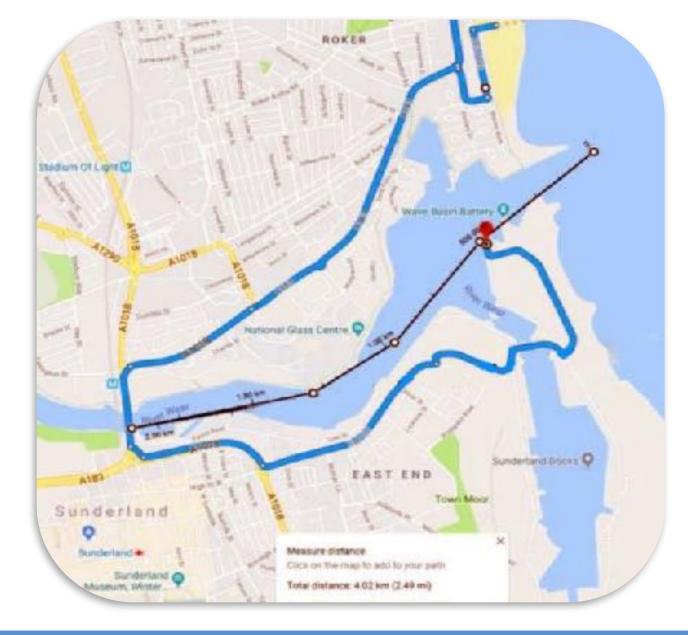


Rona II (D)





- Total length of vessels:
- 1,912m







Planning for 1.5 million visitors













Event Makers

• 235 Event makers

11,650 Event maker hours

• 17 Youngest Event Maker

• 84 Oldest Event Maker

• 101 From Sunderland

• 134 Outside of the city

• 3 From outside North-East

400+ Qualifications NVQ Level 1 in volunteering and personal development





Safety Advisory Group

- Project Team
- Northumbria Police
- North East Ambulance Services
- Tyne and Wear Fire Service
- Hatton Traffic Management
- Go North East
- Phoenix Security
- Network Operations
- Environmental Services
- Health and Safety
- Building Control
- Security Services

- Licensing
- Nexus
- Tyne and Wear Metro
- British Transport Police
- South Tyneside Council
- Northumbria Police Marine Unit
- RNLI
- HM Coastguard
- Port of Sunderland
- MRL Limited
- Environmental Services
- Environmental Health





Parking and Public Transport

• 7,000 Letters to residents and businesses

14,000 Resident parking permits issued

30 Types of parking permits

• 10,000 Park & Ride spaces

• 22,150 Park & Ride passengers

• 248 Blue Badge parking spaces

• 20,922 Shuttle bus passengers

• 54 P&R buses

3,900 Park & Walk spaces

35 Coach parking spaces







Traffic management

• 3,000 Traffic cones

1,500 No Waiting Cones

400 'Special' text signs (black on yellow)

290 Roads/Streets restricted

138 Road Closure Stewards

130 Road Closed Signs

16 Variable Message Signs

7,000 Properties affected





On The Water

• 3 Tugs

4 Safety boats

Pilot vessels

12 Media boat trips

Police Marine Unit vessels











Sunderland Sail Trainee Ambassador Programme

35 Ambassadors

- Schools
- Community groups
- Disadvantaged groups







Sunderland Sail Trainees

146 sail trainees on 15 Ships

- 44 Supported by Sunderland City Council
- 69 Supported by local businesses and organisations
- 25 Self Funded
- Age 15- 66 years old







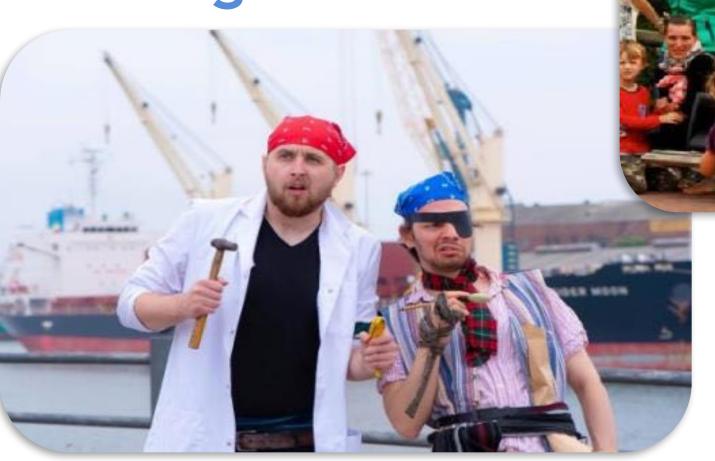








Cultural Programme





- 7 Performance locations
- 7 Ships + crews involved





Crew Parade









220m high-wire walk (36m at highest point)

Cirque Bijou performance

90m long pyrotechnic waterfall







Media Coverage

3 Nov 2014-17 Sept 2018

Initial media value target £4 million

• Regional Print: £2.26

million

• National Print: £524.16k

• Magazines: £356.13k

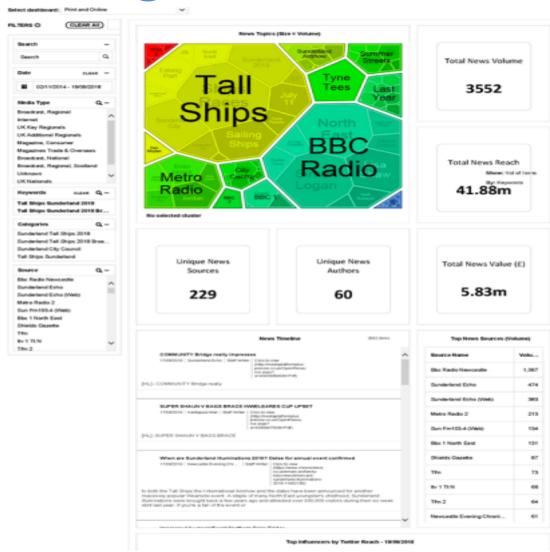
National Broadcast: £241.28k

Regional Broadcast: £957.24k

Social Media: £1.49 million

Value = £5.830,000*

*Advertising Value Equivalent (AVE)







Social Media (April 17- August 18)

#Wearonboard

1.878 million mentions

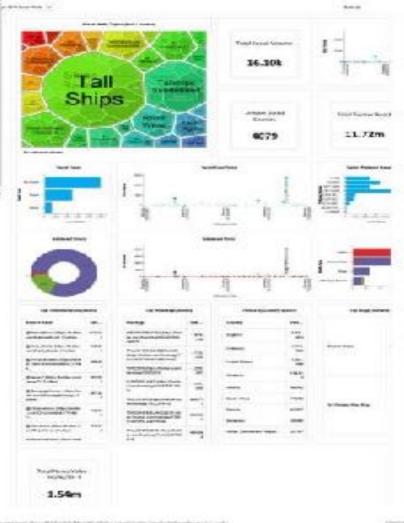
#Tallshipssunderland 1.710 million mentions

#TSR2018 (STI official)

1.296 million mentions

Followed by:

- **United States**
- Barbados
- South Africa
- and The Democratic People's Republic of Korea (North Korea!)









Social Media (10-14 July)

Webcam views:

- Seafront 3,550
- Roker 3,460
- Riverside 5,562

Online feedback 12,099 comments:

- 84% Neutral
- 15% Positive
- 1% Negative

Social Media Visitors by country

1.	United Kingdom	132,769	(93.43%)
2.	United States	2,826	(1.99%)
3.	Germany	671	(0.47%)
4.	Netherlands	626	(0.44%)
5.	France	522	(0.37%)
6.	Denmark	461	(0.32%)
7.	Canada	397	(0.28%)
8.	Norway	390	(0.27%)
9.	Spain	339	(0.24%)
10.	Poland	259	(0.18%)





Visitor Profile

Visitors tended to be:

- From the North East
- Aged over 56
- Travelled by train or on foot, with their partner
- Visitors wanted to maximise their experience with a good spread of visits to all the zones and more than half of visitors saying they planned to spend 2 days or more at the event.
- Websites, social media and advice from friends and relatives were the main sources of information.
- Most had an experience which they expected or was better than they expected.
- 1 in 5 rated the event 9/10 or 10/10.





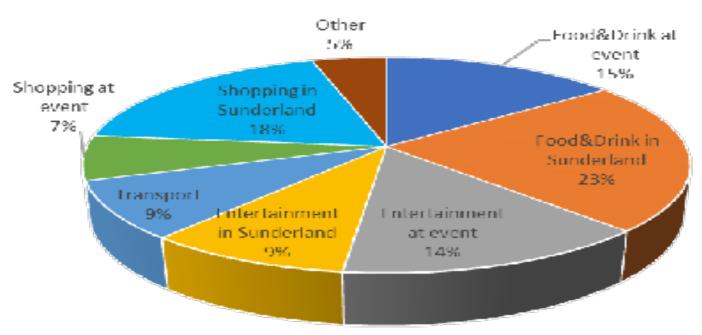
Total economic impact of £13.2 million

The event attracted in the region of 1,200,000 visitors.

From survey:

11% of visitors were overnight visitors

54% day visitors from Sunderland



Sunderland residents - £8.54 per person

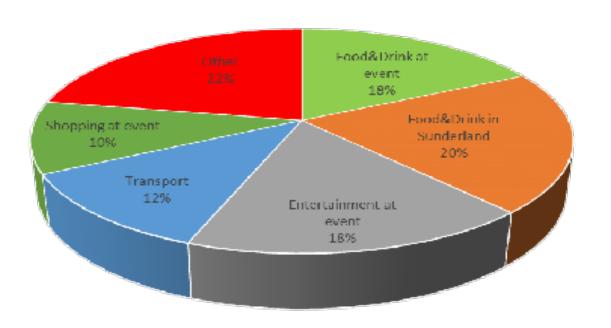
35% non-local day visitors.

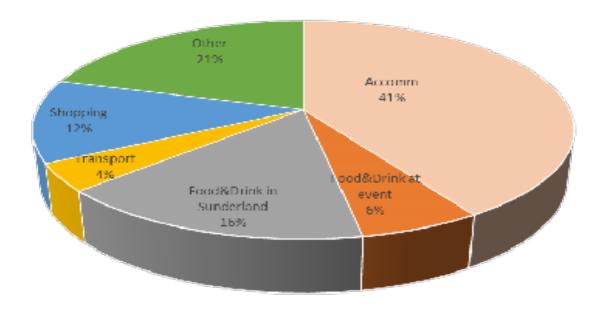
WEAR ON BOARD





Total economic impact of £13.2 million





Non-resident day visitors £6.50

Overnight visitors per person £21.90







What visitors liked







What visitors would like improved



(Most people were happy with everything and felt nothing could be improved!)

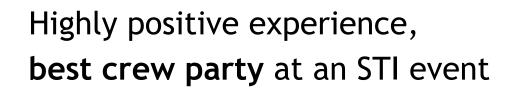






Crew Feedback











Vessel Feedback

- Highly positive experience
- liked port's proximity to sea





- Highly positive experience
- first class SLOs
- best TLO set-up seen at an STI event





Event Sponsors

- 12 commercial sponsors
- In kind £58,000
- Cash £99,000
- Total £157,000



















Return on Investment

Event costs and economic impact still being calculated



• PR spend £71k

Advertising Value generated: £5.8m

Return on investment 82:1









"Can we do it all again?

It was fantastic!"

Hazel (Volunteer)









Race 1 Sunderland to Esbjerg



HOST PORT FEED BACK

Villy Grøn
Esbjerg, Denmark
Host Port City 2018

HIGHLIGHTS FROM ESBJERG









THE EVENT AREA























CREW ACTIVITIES





























JOINT HOST PORT STRATEGY









ORGANISATIONEN

Executive Committee

Chairman: Jesper Frost Rasmussen

Port Committee

Chairman: Villy Grøn

Sekretariat

Liaison Officers Michael Rühe Harbour Michael Fries Esbjerg Havn Technical Jesper Jørgensen Esbjerg Havn Events Mads Stendorf Esbjerg Kommune

Transport & Trafic Mads Astrup Sørensen Esbjerg Kommune Communication & Tourism Thomas Reil Esbjerg Kommune Public Entertainment

Jan Mols

Tobakken

Security Jan Lindhardt



SAFETY























150 TRAINEES FROM ESBJERG







MARKETING









MEDIA COVERAGE







WE ASKED THE VISITORS

	Priority from 1 to 6	
	Lives in Esbjerg	Lives outside Esbjerg
See the ships	1 (24,0 %)	1 (29,9 %)
The maritime atmosphere	2 (21,0 %)	2 (21,1 %)
Visiting the ships	3 (15,2 %)	3 (16,9 %)
Socializing wih others	4 (13,7 %)	4 (12,1 %)
Atmosphere in the city	5 (13,5 %)	6 (9,70 %)
Entertainment	6 (12,6 %)	5 (10,3 %)





