

**THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023**

# **3A: The Tall Ships Races 2023 Review**



# TALL SHIPS RACES 2023 REVIEW





# THE HEADLINES

**5 HOST PORTS**

**53 SHIPS**

**2,343 TRAINEES**

**677 HOST PORT FUNDED TRAINEES AGED 15-25 YRS**

**4,400 TOTAL CREW**

**16 NATIONALITIES**

**1,200,000 VISITORS**

**1,000 MILES SAILED**

**105 PRIZES AWARDED**



# HOST PORT REVIEWS



*Final Evaluation*

Chairman: Arian Minderhoud

Director: Jeroen Franken

Nautical Director: Robbert van den Oord



**THE TALL SHIPS RACES**  
**Den Helder 2023**



**SAILDENHELDER**

# Organisation

- Sail Den Helder Board
- Directorate SDH23
  - Overall Director
  - Nautical Director
  - Director Events
  - Secretariat
- Municipality of Den Helder
- Royal Netherlands Navy – Navy Days team
- Sail Academy Den Helder
- Windseeker



# Plus

- 275.000 visitors over 4 days
- Clean event area
- Visitors rating 8,2/10
- Municipality/inhabitants/local retailers: very happy
- 661 young people involved as volunteer + 166 trainees





# Lessons Identified

- More professional teams required versus volunteer organisation
  - Regulations driven
  - Complex safety & security licencing
  - Requirements by partners
  - Execution phase
- Transition from planning phase to actual execution
- Hospitality – very complex task with many stakeholders



# Budget / Sponsoring

- Budget: 2,2 M€ - spent 2,3 M€
- In kind support: 0,8 M€
- Total budget appr. 3 M€
  - 25% in kind
  - 30% governmental support
  - 30% sponsorships by partners
  - 15% generated income (catering, merchandise)
- Deficit 0.16 M€ despite accurate administration
  - Budget did not account for 12% inflation
  - Increased regulation pressure (e.g. safety, security)
- Sustainability expenses: >150.000 €
- Trainee funding and recruitment: €186.000
- Generated income tall ships:  
34 deck events + 166 trainees
- Overall economic impact: estimated 3.1 M€  
(only based on spending by non-local visitors)



# Highlights

- Sail-in, especially for partners
- Captains Dinner, thanks to Royal Netherlands Navy
- Crew Parade, including impact on City
- Crew Party, much appreciated by crews
- Sail-out = public's favourite despite strong head wind
- Clean event area



# New initiatives

- Sustainability agenda
  - Clean event area
  - Paperless
  - H2 Congress
  - Offshore Experience
  - GEM-stage
  - Light & Laser shows



# Major challenges

- Safety & Security licensing
- Additional Nitrogen calculations + nature impact studies
- Complex hospitality organisation with (too) many stakeholders



# Future Participation of Den Helder to TSR

- Budget for next edition (2029?) expected 5M€
- (More) professional organisation required
- Port facilities issue for the future
- Strategic vision required by municipality (does SDH/TSR meet requirements and is it worth the taxpayer's money)
- Feasibility study addressing all relevant factors



*Good to see you again*



**THE TALL SHIPS RACES**  
**Den Helder 2023**



**SAILDENHELDER**

# THE TALL SHIPS RACES HARTLEPOOL



THE TALL SHIPS RACES  
Hartlepool 2023  
organised by Sail Training International

6<sup>TH</sup>-9<sup>TH</sup> JULY 2023 HARTLEPOOL

FREE ENTRY

LIVE MUSIC & ENTERTAINMENT

FOOD & DRINK

## TALLSHIPS REVIEW HARTLEPOOL 2023

Gemma Ptak

Hartlepool Borough Council

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



HARTLEPOOL  
**TALL SHIPS**  
6-9 JULY 2023



# Why did we host the Tall Ships Races 2023



- To change the lives of local young people
- To improve civic pride and community engagement
- To raise aspirations of our residents and businesses
- To improve and highlight the importance of sustainability
- To offer opportunity, adventure and education
- To develop meaningful partnerships
- To put Hartlepool on the map as a visitor destination
- To tell the story of Hartlepool and create a lasting legacy

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



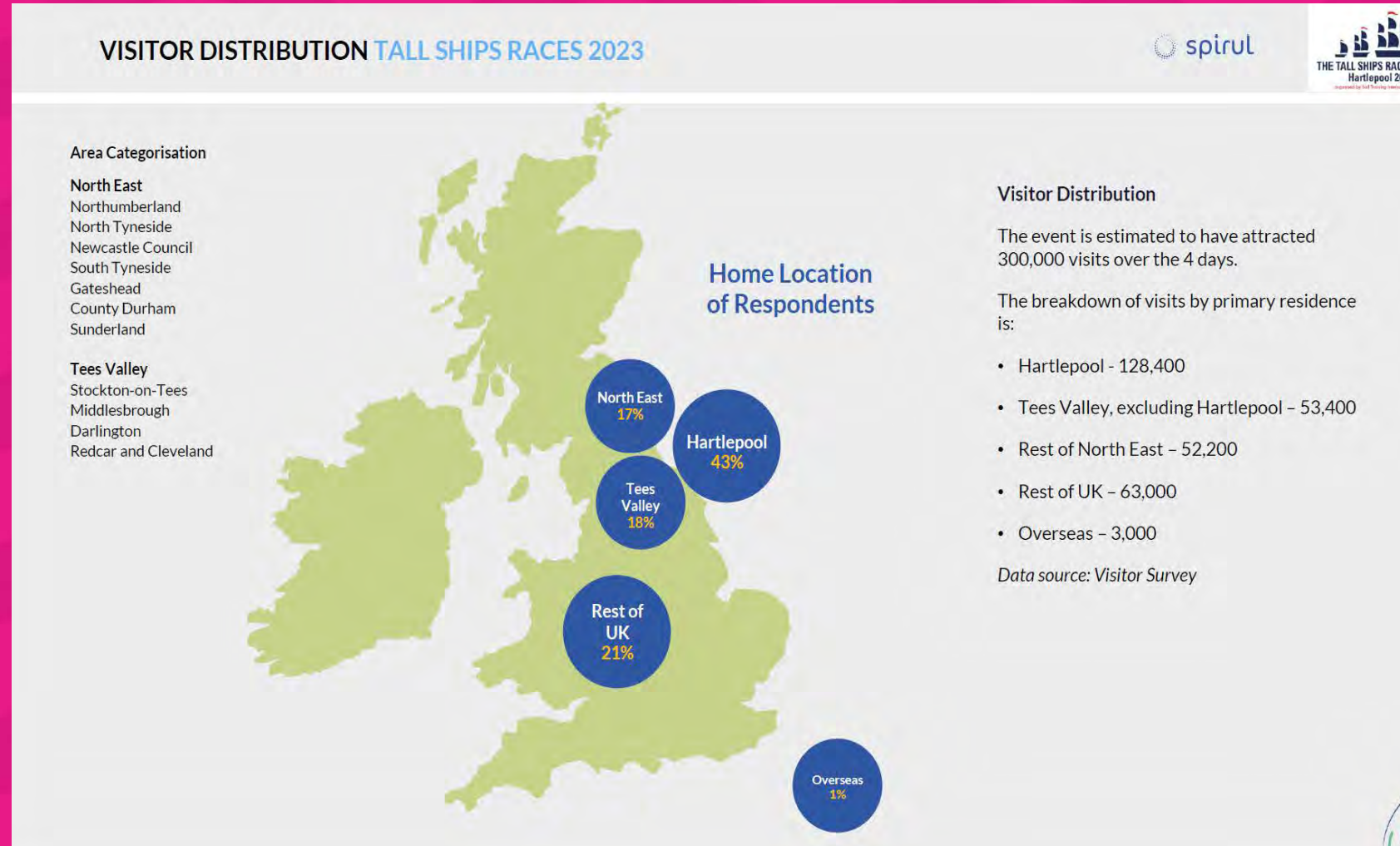
# Headlines

- 37 ships visited Hartlepool from all over the world including Indonesian and Uruguay
- 85 young people from Hartlepool and surrounding areas were part of the Sail Trainee programme either taking part in Race 1 or 2 of Tall Ships Races 2023
- It is estimated over 300,000 people visited Tall Ships over the four day period
- 27 event sponsors, highest value £25,000

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Headlines...



[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)

# Headlines



- 92% of people only came to visit to see the Tall Ships Races 2023
- 40% of people had never visited a Tall Ships Race
- 42% of people said it was much better or better than expected (46% said it was as expected)
- 99% of people said they strongly agree or agree it was good for Hartlepool
- 91% of people strongly agree or agree it was good for Hartlepool residents
- 98% of people strongly agree or agree it was good to promote Hartlepool as a place to visit

# Headlines

## Volunteers

Volunteers contributed 4,845 hours, with an equivalent volunteer value of £50,485.

There were 203 Hartlepool residents involved in the event as a volunteer.

It was generally a positive experience for the volunteers.

## Community Engagement

There was a wide-ranging community engagement programme.

21 local community groups participated in 30 different activities.

94 sessions were delivered involving 1,952 participants.

## School Engagement

33 Hartlepool schools took part in a Tall Ships based activity.

There were 2,343 pupil engagements.

## Local creatives/community groups/artists

There were 104 performances at the festival, with 23 performers from Hartlepool and 38 from Tees Valley. In addition, artists were involved in activities and events outside of the 4 days of the festival.

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Economic Impact

*The independent evaluation report outlines the significant economic impact that Tall Ships Races Hartlepool 2023 has had with an overall value of **£12,531,633** calculated for the event, demonstrating the impact an event of this magnitude can have on a place.*

*A Social Return on Investment (SROI) ratio can be applied to the economic impact created by the Tall Ships Races 2023. The SROI ratio shows the value of the social impact in relation to the investment required to achieve it. In this case **£12,531,633** of additional expenditure into the local economy, divided by the total investment by Tees Valley Combined Authority, Hartlepool Borough Council and Arts Council England gives an SROI ratio of 3.62:1. That is, for every £1 invested a social value of **£3.62** is created. The SROI ratio for the investment from Hartlepool Borough Council is 9.61:1 meaning for every £1 invested a social value of **£9.61** has been created.*

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Community Garden



**THE TALL SHIPS RACES  
Hartlepool 2023**  
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[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)

 **TALL SHIPS**  
HARTLEPOOL  
6-9 JULY 2023

# Sustainability and Environment



## SUSTAINABILITY POLICY TALL SHIPS HARTLEPOOL OUR AIMS AND OBJECTIVES

### Raise awareness of sustainability initiatives

Ensure all stakeholders, including visitors, are aware of the sustainability policy and what it means to their decision-making process and requirements.



### Reduce energy & carbon intensity

Reduce energy consumption during the event through intervention and behaviour change. Consider low-carbon menus and carbon offsetting.

### Limit water consumption and waste

Water is one of the most important elements for the preservation of life and most of us are almost unaware of how much water we waste on a daily basis. Water conservation can go a long way!



### Promote sustainable & active travel

Promoting healthy and sustainable transport options is not just better for the planet but also for our health.

### 100% plastic free

Plastic waste does not decompose and can last in landfill for many years. It is also toxic to the marine environment, and can infiltrate our bodies in the form of micro-plastics.



### Implement the waste hierarchy

Apply a systematic order of managing waste according to what's best for the environment. Rethink our relationship with waste based on these five priorities!

PREVENTION

RE-USE

RECYCLE

RECOVER

DISPOSAL



### 100% material separation of waste

Effective and efficient waste separation starting at the source makes life easier further down the processing line. Separating the different elements found in waste streams is crucial for recovering valuable materials, minimising the amount of material sent to landfills, and repurposing recyclable materials.

### Source locally & support local businesses

Local businesses build a stronger economy and a stronger community. Support local businesses to improve relationships between small businesses to create a cohesive and welcoming community identity.



### Accessibility

Ensure that everyone has a fantastic time! Make sure that every component of the event is accessible to every single participant.

### Diversity, inclusion & fair working conditions

Make sure all voices are heard and that everyone feels welcome, regardless of their identity and status. Always consider the full breadth of diversity.



HARTLEPOOL  
BOROUGH COUNCIL



THE TALL SHIPS RACES  
Hartlepool 2023  
organised by Sail Training International



HARTLEPOOL  
TALL SHIPS  
6-9 JULY 2023



# Sail Trainees



“We saw some killer whales!! I’ve enrolled in Marine School” Louis, 18 years

“Experience of a lifetime, I cant believe I did it, my confidence has grown so much!” Poppy 15 years

“I loved meeting new people and making friends for life” Tegan, 15 years

“It was really hard work, but worth it for the experience” Charlie, 24 years



[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)



# Legacy

- **Strategic Visioning & Policy** – considering volunteer engagement, the Safety Advisory Group role and a collaborative approach to sustainability.
- **Heritage and Culture** – considering programming opportunities, links to capital schemes and increasing awareness of Hartlepool’s heritage.
- **Events** – looking at how investment can be secured for future high profile events, how stakeholders can collaborate to deliver events and opportunities for smaller scale events that benefit residents and visitors.
- **Learning and Employment** – working in partnership with stakeholders to develop pathways into maritime industries, providing ongoing support for local Sail Trainees and developing employment opportunities.
- **Hartlepool as a Destination** – considering how regattas and maritime events can help to develop place identity and raising the profile of Hartlepool linked to the recently agreed Destination Management Plan.

[www.tallshipshartlepool2023.co.uk](http://www.tallshipshartlepool2023.co.uk)





# The Tall Ships Races Fredrikstad

July 15 – 18 2023

BORG  HAVN



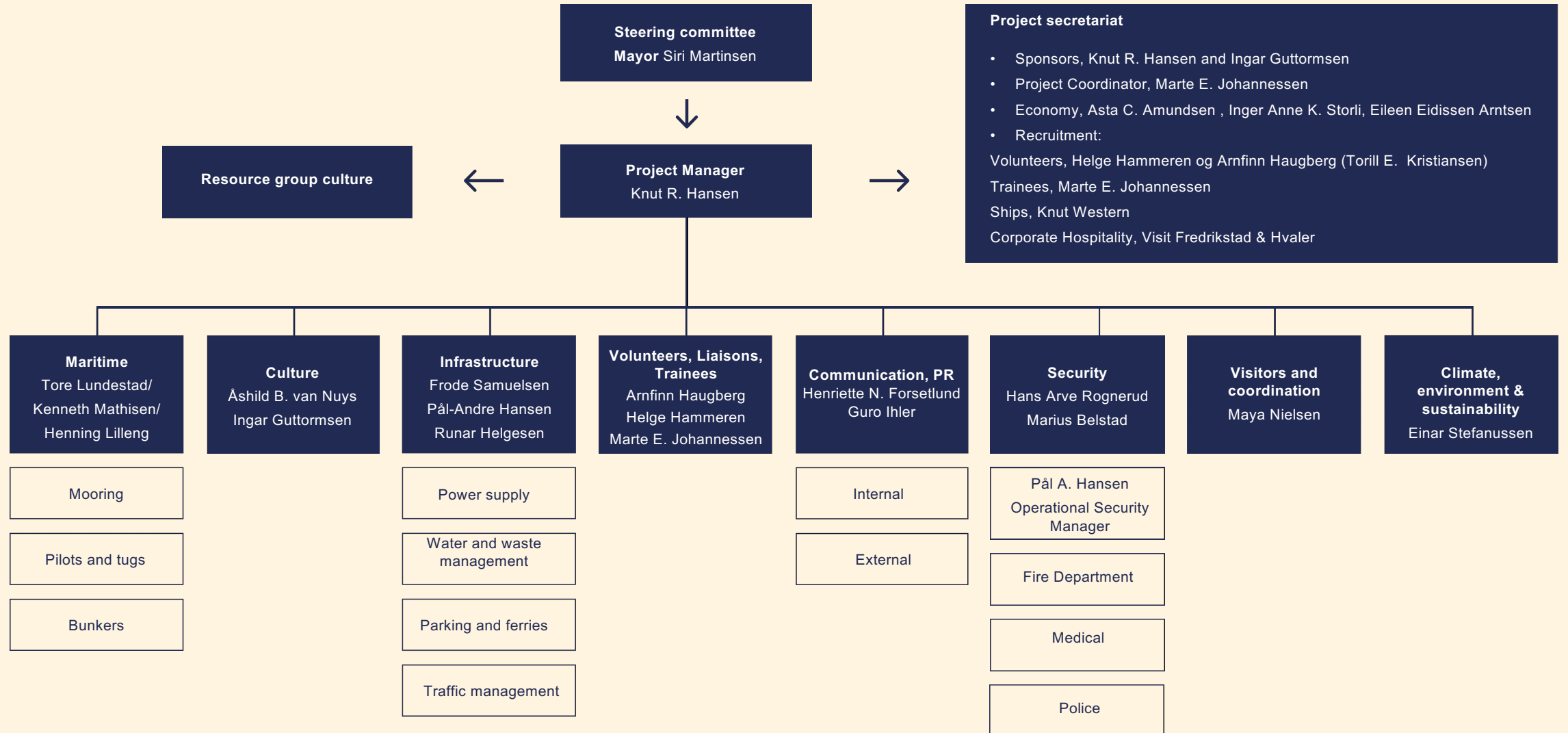
FREDRIKSTAD  
KOMMUNE



THE TALL SHIPS RACES  
Fredrikstad 2023  
organised by Sail Training International



# Organisation



# The team (Key persons)

**PROJECT MANAGER**



**KNUT R. HANSEN**



**PROJECT ADVISOR**



**MARTE E. JOHANNESSEN**



**HEAD OF SHIP RECRUITMENT**



**KNUT WESTERN**




**VOLUNTEERS COORDINATOR**




**HELGE HAMMEREN**



**CHIEF LIAISON OFFICER**



**ARNFINN HAUGBERG**




**VOLUNTEERS COORDINATOR**




**TORILL KRISTIANSEN**




**MARITIME GROUP LEADER  
BORG HAVN**



**HENNING LILLEENG**



**BORG HAVN**



**KENNETH MATHISEN**



**HEAD OF SECURITY**



**HANS ARVE ROGNERUD**



**HEAD OF SECURITY**



**MARIUS BELSTAD**



**COMMUNICATIONS MANAGER**



**HENRIETTE FORSETLUND**



**COMMUNICATIONS**



**GURO IHLER**




**CULTURE PROGRAMME  
MANAGER**




**ÅSHILD VAN NUYS**



**OFFICIAL OPENING  
CEREMONY**



**INGARR GUTTORMSEN**




**TECHNICAL INFRASTRUCTURE  
MANAGER**



**FRODE SAMUELSEN**



**SECURITY  
MANAGER**



**PÅL ANDRÉ HANSEN**




**CORPORATE HOSPITALITY  
VISIT FREDRIKSTAD & HVALER**



**RENATE JACOBSEN**



**VISIT FREDRIKSTAD  
& HVALER**



**MAYA NIELSEN**



**INTERNATIONAL  
COORDINATOR**



**EINAR STEFANUSSEN**





# Communication

- From June 15 to July 31, our social media accounts reached nearly 500 000 users
- In the same period our website had 90,345 users
- We have been strategically targeting a younger demographic in our marketing efforts, by utilizing digital channels and implemented targeted communication strategies
- Collaboration with various external partners like local businesses, tourist office and media, has been instrumental in expanding our reach



# Commitments (STI) and goals

	<b>GOAL</b>	<b>RESULT</b>
Trainees	160	<b>171 (164)</b>
Deck Events	25	<b>27</b>
Vessels	50	<b>37*</b>
Isegran		
Colin Archer Club +++	0	<b>25</b>
<b>TOTAL</b>		<b>62</b>

\***43** vessels recruited.  
6 unsubscribed.



# Trainees

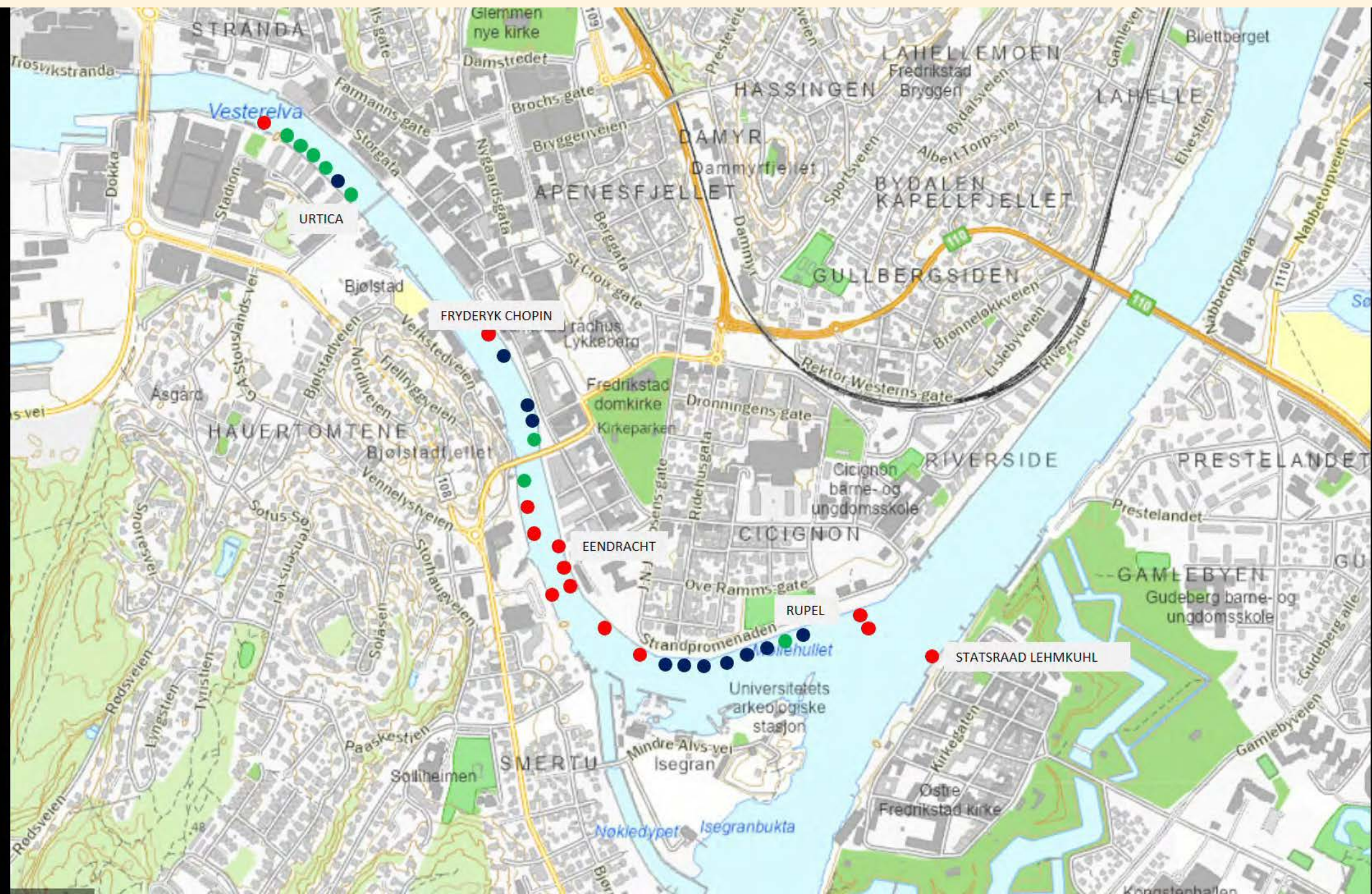
- Recruited in total (2022 & 2023): **202**
- Participated in total: **171 (164)**
- Young people with limited resources: **18**
- Total cost: **2.3 MNOK (230 000 EURO)**





# Vessels

- **37 vessels**  
(+ Isegran/Colin Archer Club)
- **14 nationalities**



Vestereilva

URTICA

FRYDERYK CHOPIN

STATSRAAD LEHMKUHL

# Volunteers

- **VOLUNTEERS IN TOTAL: 461**
- **TOTAL WORKING HOURS: 12 330**
- 1-10 hours: 26%
- 11-20 hours: 25%
- 21-30 hours: 25%
- 31-40 hours: 9%
- More than 40 hours: 15%



# Culture programme

- **266** culture events (10 concerts)
- **18** crew activities
- **284 events in total**
  
- Crew Parade
- Prize Giving Ceremony
- Captains' Dinner
- From stage on the river - to stage in the air



# CREW PARTY



# CREW AFTER PARTY



# Budget

- Budget: 19,6 MNOK/1,96 MEURO
- Result: 20,2 MNOK/2 MEURO (1 Nov 2023)
  
- Income: 22,9 MNOK/2,29 MEURO
  
- Positive result: 2,7 MNOK/270 000 EURO (1 NOV 2023)

## SPONSORS

- Budget: 4,9 MNOK/490 000 EURO
- Result: 7,1 MNOK/710 000 EURO





# PwC-report 2023

- **153 597 unique visitors**  
(2019: 143 528)
- **357 501 visitors in total**  
(2019: 330 114)
- **62,3 % non local visitors**  
(2019: 58,6 %)
- **Economic Impact: 84,7 MNOK/7,3 MEURO**  
(2019: 68.1 MNOK)

**PricewaterhouseCoopers (PwC)**  
Economic Impact Study of The Tall Ships Races Fredrikstad 2023



# Climate, environment and sustainability

Ref. presentation 7C: Organising sustainable events/Åshild van Nuys

**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



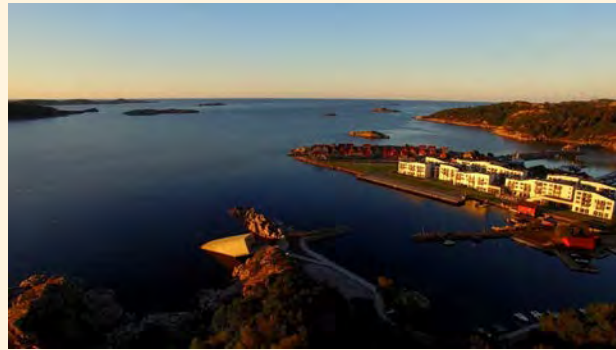
**17** PARTNERSHIPS FOR THE GOALS



# Cruise in Company

18 – 26 July

- The Norwegian and Scottish coastlines
- Collaboration with Emma and the Shetland-team





- Knut R. Hansen  
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[www.tallshipsfredrikstad.no](http://www.tallshipsfredrikstad.no)

Facebook: TheTallShipsRacesFredrikstad

Instagram: tallshipsfredrikstad





**THE TALL SHIPS RACES**  
**Lerwick 2023**

organised by Sail Training International

# Reflections from a Host Port

## Lerwick 2023

Emma Miller

Project Manager



# Our Team

- Board of Directors
- Project Manager
  - Project Assistant
  - Digital Media Assistant
  - Chief Liaison Officer
- Planning Committees
- Key Contractors



# Our Team

- Volunteers
- Liaison Officers

# Challenges

- Timescale
- Staff / Volunteer Resources





# Our Event Crew Activity

- Parade & Crew Party
- Captains Dinner
- Activities
  - Sports Programme
  - Cultural Tours
  - Yoal Racing
  - Construction & welding workshops
  - Viking Procession



# Our Event Public Activity

- 26<sup>th</sup> – 29<sup>th</sup> July
- 37 ships
- Two harbour areas
- 52,309 attendees
- 17,626 online visitors
- Music Programme
- Family Entertainment



# Our Event

## Royal Visit

- HRH The Princess Royal
- Attended Captain's Dinner
- Quayside visits to ships



# Our Event- Challenges

- Availability of event industry services following Covid
- Lower number of volunteers
- Security of sites and visitors

# Our Event- Successes

- Excellent public engagement and ship interaction
- Open Ship events
- Cruise in Company – local visits



# Event Finance - Costs

- Total event expenditure: £2,290,662
- Key expenditure areas:
  - Race Management and Planning (inc. fees): £627,370
  - Port Operations: £88,230
  - Social Programme: £761,603
  - Trainees: £147,072
  - Event Infrastructure: £292,468
  - Deck Hires: £74,869 (£36,673 direct spend with 8 ships)



# Event Finance - Funding

- Local Authority and other public funding: £1,200,000
- Ticket sales: £186,275
- Trainee costs funded by Sail Training Shetland: £145,240
- Port contribution, In Kind: £99,039
- Other: £193,521
- Sponsorship: Target £500,000
  - Achieved 97% of total
    - £265,050 cash
    - £220,992 In-Kind



# Event Finance - Challenges

- Budgeting from pre-covid to post covid
- VAT status: Partial exemption due to grant funding
- Attracting sponsorship in a small business community

# Event Finance - Successes

- Event delivered within budget and financial resources
- 97% of commercial sponsorship target achieved
- Legacy funding for Sail Training through ongoing sponsorship





THE TALL SHIPS RACES 2023

# Economic Impact Summary

## Shetland Impacts



Gross Direct Spend: £4.5m



Net Direct Spend: £3m



Net Additional GVA: £1.4m



30 Net FTE Jobs

## Scotland Impacts



Gross Direct Spend: £6.4m



Net Direct Spend: £4m



Net Additional GVA: £1.9m



40 Net FTE Jobs





# Sail Trainees - Recruitment

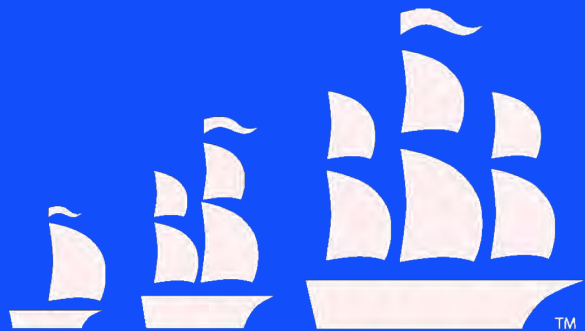
- Contracted to recruit and place 75 trainees
- Trainee Programme managed by Sail Training Shetland
  - Registered Charity run by volunteers
  - Unique organisation established in 2009
- Working with other Ports and areas in Scotland, recruited and fully funded 100 trainees – 50 from Shetland.
- Day-sail experiences offered to 70 applicants in Shetland aboard *Swan* – also offered to Orkney trainees



# Sail Trainees - Funding & Placement

- 100 trainees funded by grants and sponsorship secured by Sail Training Shetland
- Placed aboard 8 ships between Cruise in Company and Race 3
  - Recruitment costs: £6,437
  - Travel, accommodation & insurance costs: £24,483
  - Ship placement costs: £114,319





**THE TALL SHIPS RACES**  
**Arendal 2023**  
organised by Sail Training International

**DUNKERQUE**

**17th Nov.**

Sylvia Jacobsen  
Project Manager

**AH  
OY!**



# ORGANIZATION FROM A – Z

## Key Figure

17 Month of organizing and planning

350 Volunteers during the event

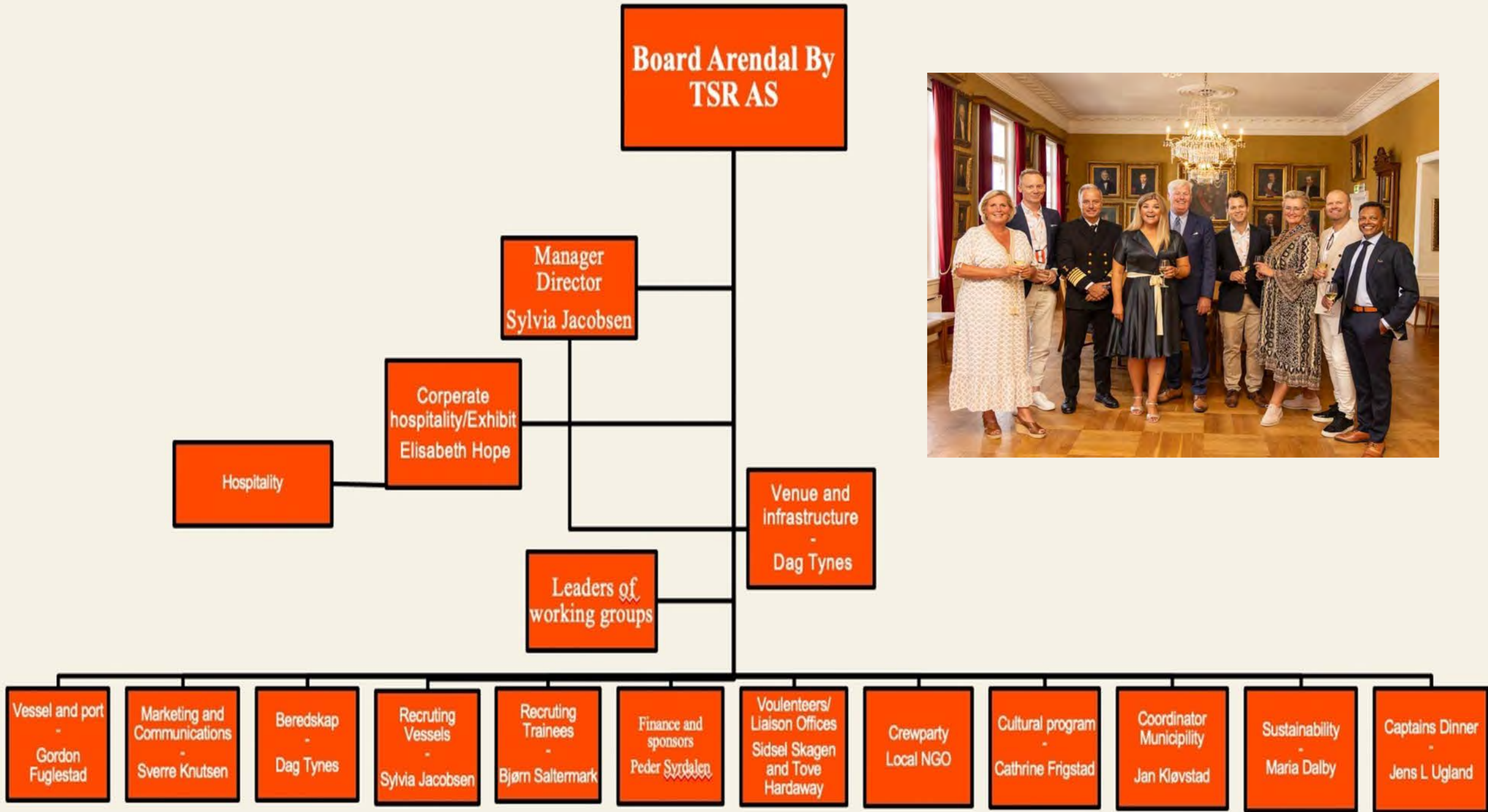
50 Volunteers who worked from March 2022 - August 2023

13000 Volunteer hours

31 Local sponsors

3600 Coffee cups





# SHIP RECRUITING

## 35 Vessels

Lerwick – Arendal



*For us, a perfect number considering our harbor which is only 900 meters!*

# How did we work?

## The steps towards 35 Vessels

What could we done differently and what didn't work?



# RECRUITMENT OF TRAINEES

Contract with STI: 150 Trainees

*Recruited primarily from the region*

Social media, ambassadors, word of mouth, local press, spoke in schools, short films



Goal 1 - Recruit 150 trainees from Agder

Goal 2 - 30% of 150 trainees - Inexclusion - Social exclusion /

Goal 3 - Recruitment of all trainees by December 2022

Goal 4 - 50% boys/girls



# RESULTS

1. We sent 159 trainees from the region in 2023
2. Recruited 20% of 150 trainees who fall outside - Exclusion
3. December 2022 - waiting lists trainees
4. 55% boys and 45% girls recruited

*\*Over 70% had no experience with sailing*



*«I have made many new friends from all over the world. I am still in contact with many of them today»  
- Trainee , Arendal 2023*

*«Liberating, educational, wonderful»  
- Trainee , Arendal 2023*

*«The trip was one of the most fun I've ever been on. Fantastic boat, weather, food and not least PEOPLE!»  
- Trainee , Arendal 2023*

# THE TRAINEE PROGRAM

*Four meetings and seminars April – July  
2023*

Focus on:

Fellowship

Information about the journey for  
the trainees and parents

Packing list

Arendal's history of sailing

And the possibility of getting a career at  
sea or within shipping

What could we have done differently?



# THE CREW ACTIVITIES

Organized activities– *Crew party – Crew parade*

*For the captains:*

*Captains dinner*

*Captains Regatta*

*Organized activities:*

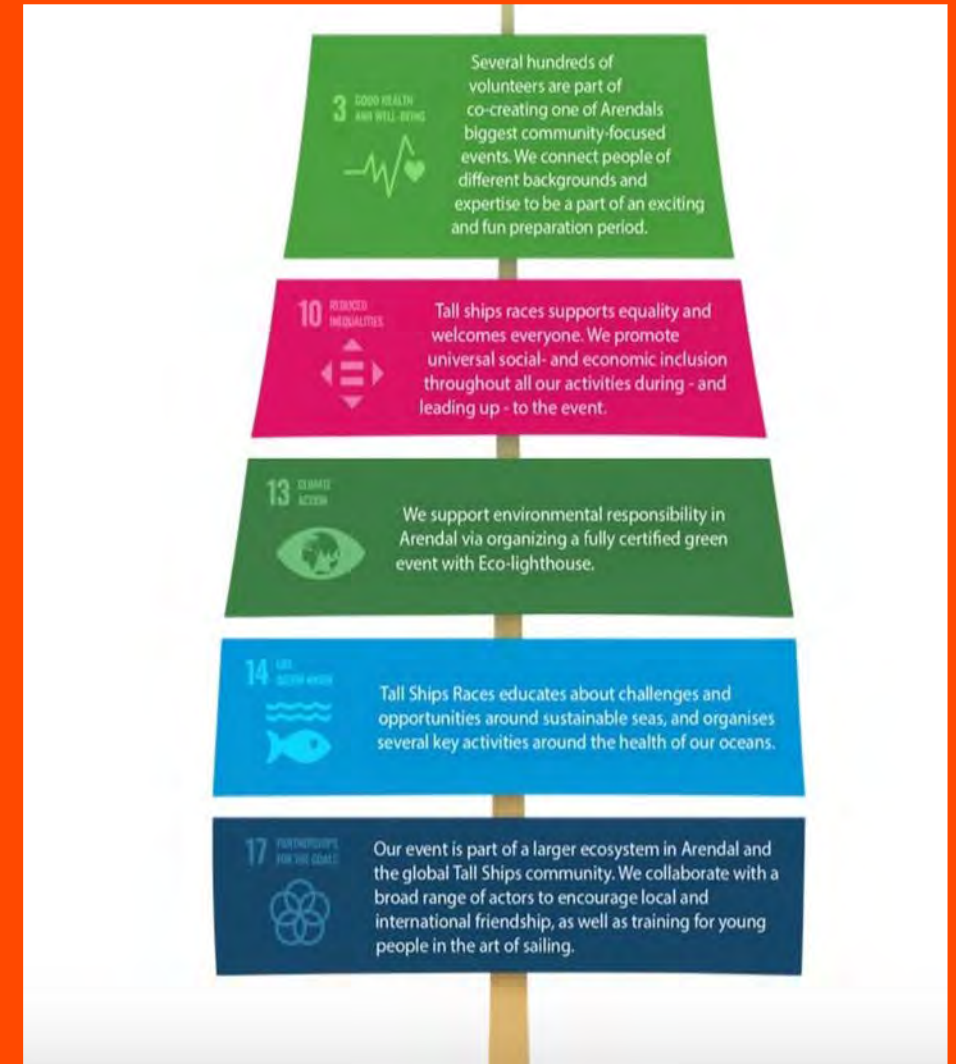
- *Excursion to Merdø*
- Beach volleyball tournament
- Football tournament
- Tug of war
- Border protection



# Our approach, evaluation, and suggestions for host-ports globally to further integrate sustainability before and during the event

Our efforts were guided by the UN Sustainable Development Goals

- 3. Good Health and Well-being
- 10. Reduced Inequalities
- 13. Climate Action
- 14. Life Below Water
- 17. Partnerships for the goal



# HOSPITALITY

Contract with STI 25 deckevents  
**Results:** 27 deckevents

## RESULTS OF THE EVENT

230 000 visitors

140 different activities and culture event

**€3.4 million**

*Economic impact analysis. Not included the 60% local visitors*

**€1.45 million** The accounts balanced

Expenses: €1.45 million

Revenue: €1.45 million

What could we have done differently?





Thank you ❤️



**A BIG THANK YOU  
TO ALL OUR TSR2023  
HOST PORTS – YOU HAVE  
BEEN AMAZING!**

