

THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

4A: The Tall Ships Races Magellan-Elcano Review



Magellan Elcano Review



Magellan Elcano

R1 Falmouth- A Coruna

CinC A Coruna - Lisbon

R2 Lisbon - Cadiz





THE HEADLINES

4 HOST PORTS

16 SHIPS FROM **8** NATIONS

1,343 TRAINEES

29 NATIONALITIES OF TRAINEES



HOST PORT REVIEWS





THE TALL SHIPS RACES
Falmouth
Magellan-Elcano
organised by Sail Training International



FALMOUTH TALL SHIPS 15-18 AUG KEY FINDINGS AND LEARNINGS



FALMOUTH
Business Improvement District (BID)



FALMOUTH TOWN COUNCIL



BACKGROUND

- Despite its modest scale and resource, Falmouth, Cornwall UK has held more tall ships events than any other UK port. This is due to:
 1. A strong, experienced local team who facilitate excellent partnerships to enable delivery
 2. A lot of community pride – one that values being associated with tall ships' events...
 3. Excellent previous feedback from attending captains and crew who like coming to Falmouth...
- This gave the team confidence to deliver the 2023 event, the sixth time for Falmouth to host the Tall Ships



FALMOUTH TALL SHIPS MANAGEMENT TEAM 2023:

Led by Richard Gates (third from left), Richard Wilcox (fourth from left) and Samantha Groom (sixth from left)



THE TALL SHIPS RACES
Falmouth
Magellan-Elcano

CHALLENGES TO DELIVERY

Three areas:

1. Current economic climate/cost of living/escalating costs, placed huge pressures on resource and budget – these are enormous challenges facing the events sector
2. Major pressures on local capacity, with other national-scale events also delivered in Falmouth 2023 eg National Armed Forces Day
3. Furthermore, postponements in 2020 and 2021 due to Covid of course, placed further significant pressures in respect of planning time, scheduling and budgets

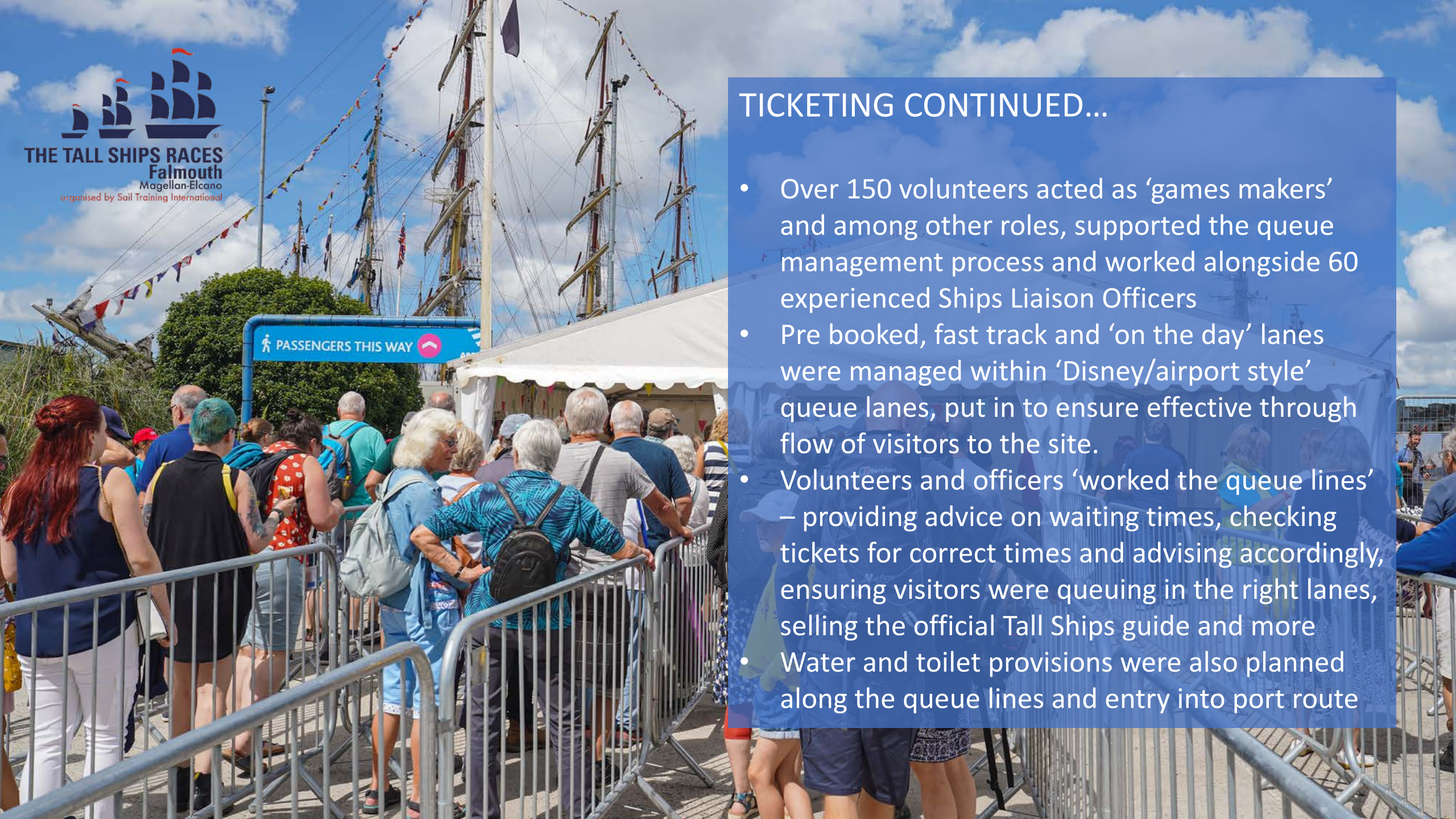
INNOVATION

- So, with the challenges around planning time, budget and capacity, the Falmouth team needed to manage the project even more innovatively:
 1. Effective operational partnerships from previous major events, were reconfigured to deliver the traffic management, marine, safety and logistics plans. Not only efficient but cost effective too.
 2. Public Relations and marketing toolkits were shared with partners, with all supporting the key aims, objectives and messaging – leading to efficient and streamlined communications practices
 3. And, a new concept not utilised anywhere else globally in a tall ships' context, the Falmouth team devised a ticketed, pay-to-enter arrangement into the port. This enabled a crucial income stream - circa £100k, to be realised – going some way to ensure the event's financial viability. Let's focus on this:



TICKETING

- The Falmouth team set up a ticketing site via the SeeTickets.com platform
- Customers had the option of purchasing slots by the hour, and were advised to allow 2 hours per visit
- Price point, competitive - £5 per adult, £2.50 per child. No queries or concerns were ever raised by the public around the pricing structure
- Strong marketing, public relations and social media comms backed up the ticketing campaign
- The key aim was to drive advance, online sales that would assist cashflow, as well as influence operational planning around crowd and queue management (ticketed/non-ticketed lanes etc) in advance of the event. The online ticketing worked well, leading to over 95% of those attending having pre-booked via the See Tickets platform



TICKETING CONTINUED...

- Over 150 volunteers acted as ‘games makers’ and among other roles, supported the queue management process and worked alongside 60 experienced Ships Liaison Officers
- Pre booked, fast track and ‘on the day’ lanes were managed within ‘Disney/airport style’ queue lanes, put in to ensure effective through flow of visitors to the site.
- Volunteers and officers ‘worked the queue lines’ – providing advice on waiting times, checking tickets for correct times and advising accordingly, ensuring visitors were queuing in the right lanes, selling the official Tall Ships guide and more
- Water and toilet provisions were also planned along the queue lines and entry into port route

DAY 1 TICKETING LEARNINGS

- An event of this magnitude will undoubtedly throw up challenges, especially one operating a first-of-its kind tall ships ticketing operation:
 1. Huge numbers put a strain on capacity and resource to manage the queues effectively, especially with ticket checks in play. This led to longer waiting times, some frustrations and complaints from members of the public on Day 1
 2. No 'on the day' ticket sales between peak times of 2-4pm to enable effective throughflow of people
 3. The queues were also exacerbated by only four gangways being available, which caused further bottlenecks. This in effect down to a small fleet and only one wharf available to the team (the event was operated within a commercial port), hence fewer gangways and fewer options to disperse crowds onto ships
- The end of Day 1 operational de-brief led to several things:

DAYS 2 AND 3

1. Enhanced and better briefed volunteer capacity, supporting the queues. This was added to by partner working, with fire, police and security teams aiding this effort
2. More diligent checks on correct tickets. A lot of the first day queue challenges, were due to large numbers turning up at incorrect time slots
3. More effective queue lanes, including fast tracking, with increased use of 'Disney style' lane setup to ensure efficient movement of people through the site.
4. Effective comms through local and social media advising people to only turn up for allotted times and to make clearer, that entry time was to the area not the ships. This worked well.
6. Improved welfare, with increased toilet and water provision around the queue areas
7. Synchronising opening hours on the ships really helped the process
8. Once in the docks site, improving the pedestrian throughflow and operating a one-way system at pinch points
9. Enhanced briefings with STI team, keeping all apprised of the day's progress. This included shared comms between Falmouth and STI comms contacts. This proved effective
10. All of which greatly improved waiting times and movement of people through the venue



THE TALL SHIPS RACES
Falmouth
Magellan-Elcano

1 min Church Street
The Poly, Falmouth Aquarium & W

10 min Discovery Quay (Events)
Maritime Museum, Shops and Caf

15 min The Moor @
Falmouth Art Gallery, Shops, Pubs,
Cafes, Library, Buses and Taxis

PARADE OF SAIL – a good example of partnership working

- The arrival of Storm Betty unfortunately resulted in the very rare cancellation of the Parade of Sail event on the final day
- However, despite the disappointment, the decision to cancel stands as an excellent example of partner-led, command and control decision making and comms planning
- A multi-agency decision involving Coastguard, Harbour Commissioners, Falmouth Docks, Fire, Police and RNLI, all working very closely with STI and the Falmouth team. All parameters were considered – a simplified Parade of Sail, change of times, locations etc
- STI Race Director, Paul Bishop ensured the ships' captains were appraised and engaged, and new race plans established
- A press release was jointly composed between Falmouth and STI, local interviews set up with key personnel Richard Wilcox, Richard Gates and Paul Bishop, and attending press were managed by the team's PR agency.
- Security and safety teams were employed to manage potential traffic and visitors to exposed coastal areas
- A challenging situation handling diligently, professionally and proactively

LEARNINGS FROM FALMOUTH

- Falmouth loves the Tall Ships!
- But, much longer lead time needed, as well as greater resource, capacity and budget
- There also has to be enough ships to make the investment viable
- Having enough ships also dictates greater wharf space and gangways, thereby assisting in crowd dispersal and access to the ships
- Ticketing works and can be innovative, as well as a very useful income stream but ensure your queue and site plans are robust. With increasing costs, more and more trailblazing solutions to realise major events such as Tall Ships, will be needed
- Falmouth for example, delivered Tall Ships 2023 for under £400k, illustrative that effective partnerships really do work in enabling such a large-scale event on a modest budget!

THANK YOU TO ALL INVOLVED,
ESPECIALLY THE SHIPS, CAPTAINS AND CREWS THAT ENABLED
A MEMORABLE EVENT IN FALMOUTH!



FALMOUTH
Business Improvement District (BID)



FALMOUTH TOWN COUNCIL

A CORUÑA

TALL SHIPS

RACES

2023



A Coruña
SIEMPRE ABIERTA

ORGANIZATION

An event of these characteristics needs a great team and fluidity in contact. Different entities participated in the organization of the Tall Ships Races A

Coruña:

- City Council: Departments of Tourism, Sports, Culture and Citizen Security
- Tourism Consortium
- Port Authority
- Juan de Lángara Association



A TEAM OF 1,000 PEOPLE

Safety is a priority at any event, especially one that brings together thousands of people in the same place.

Thus, the Tall Ships Races A Coruña had a large organization and security made up of 1,000 people including volunteers, police, members of Civil Protection, Firefighters or private security both in Palexco and on the ships.



BUDGET AND FINANCING



650,000 MUNICIPAL
FUNDING + SPONSORS



MORE THAN
100,000 VISITS
IN JUST THREE
DAYS



A total of 101,054 people came to the Transatlantic Pier to visit the Tall Ships Races sailboats.

Thursday - 27,590 attendees
Friday - 35,846 attendees
Saturday - 37,618 attendees

*Activities for all audiences between the pier and O Parrote: Coruñam, showcooking, concerts or magic shows, among others.



A CORUÑA, GOING ALL IN ON WHAT IS OURS

- Local, musical and folklore groups.
- Inclusion of the crew parade within the María Pita 2023 Festivities, also coinciding with the Santa Margarida Pilgrimage.

SOCIAL NETWORKS - CONTENT DISSEMINATION

- Transmission of the event and all the simultaneous activities through the RRSS of the Council of A Coruña and Tourism, the most powerful among the municipal networks.
- Communication reinforcement at a digital level from the accounts of Cultura Coruña, Coruña Social and Coruña Deportes depending on the theme.
- Direct contact and feedback with the STI communication team.



SOCIAL NETWORKS - RESULTS

Analysis of the results on Facebook and Instagram from August 20 to 28, 2023:

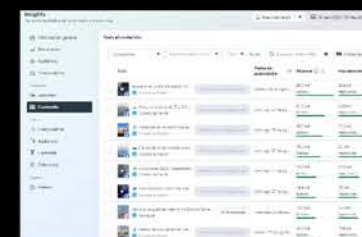
Facebook: 96,192 people (reach)
Instagram: 17,895 people (reach)

Facebook: 12,807 page/profile visits
Instagram: 2,853 page/profile visits

Content slide on Facebook

Analysis of the results on Twitter
from August 20 to 28, 2023

Twitter: 294,4000 impressions
in 8 days



VIOLET POINT

Reinforcement of the Tall Ships security device through a Violet Point:

Initiative to prevent, advise and address possible sexual violence behaviors during the development of the activities planned for the event in the city.



TRIBUTE TO THE URUGUAYAN COMMUNITY. 198TH ANNIVERSARY OF ITS INDEPENDENCE

Floral offering to the statue of General José Gervasio Artigas, recovered and installed in the vicinity of the Opera Palace, taking advantage of the presence of the Uruguayan ship 'Capitán Miranda' in the regatta.



A CORUÑA INTERNATIONAL

A Coruña was a meeting point for international media such as the BBC or Público Portugal.

BBC Sign in Home News Sport Reel Worklife Travel

NEWS

Home | Israel-Gaza war | War in Ukraine | Climate | Video | World | UK | Business | Tech | Science

England | Regions | Cornwall

Tall Ships Race 2023: Fleet arrives in Falmouth for international event

14 August



The Polish ship Dar Miodziezy arrives in Falmouth for the Tall Ships 2023 event

P LOCAL LISBOA PORTO MAIS

VELA

Os grandes veleiros vão estar no Tejo no próximo fim-de-semana

Gigantes do mar movidos pelo vento vão poder ser visitados gratuitamente. Dia 3 de Setembro vão desfilhar nas águas do rio e do Atlântico a partir de Alcântara.

Luciano Alvarez
28 de Agosto de 2023, 15:57



Os grandes Veleiros vão embelezar as águas do Tejo JOÃO PEREIRA GOMES/APROVELA

Ouça este artigo
00:00

02:06

Os gigantes do mar movidos pela força do vento estão de volta a Lisboa. É a regata dos **Grandes Veleiros-Tall Ships** que está de volta a partir desta quinta-feira ao Tejo, com o objetivo de celebrar o Dia do Veleiro.

WINDSEEKER
SET COURSE FOR NEW HORIZONS

+31 6 827 90 115 MAIL US

YOUTH JOURNEYS ALL JOURNEYS EVENTS DINGHY LIFE ON BOARD INFO

JOIN A SAILING ADVENTURE ON A TALL SHIP AND SET COURSE FOR NEW HORIZONS!

Tall Ships Regatta Sail Training

MAYBE:
A CORUÑA (ES) - LISBON (PT)

STO
Garant

18-25: € 1092,-
25+: € 1344,-



8 MILLION EUROS

The Tall Ship Races generated an economic return for the city of more than eight million euros.

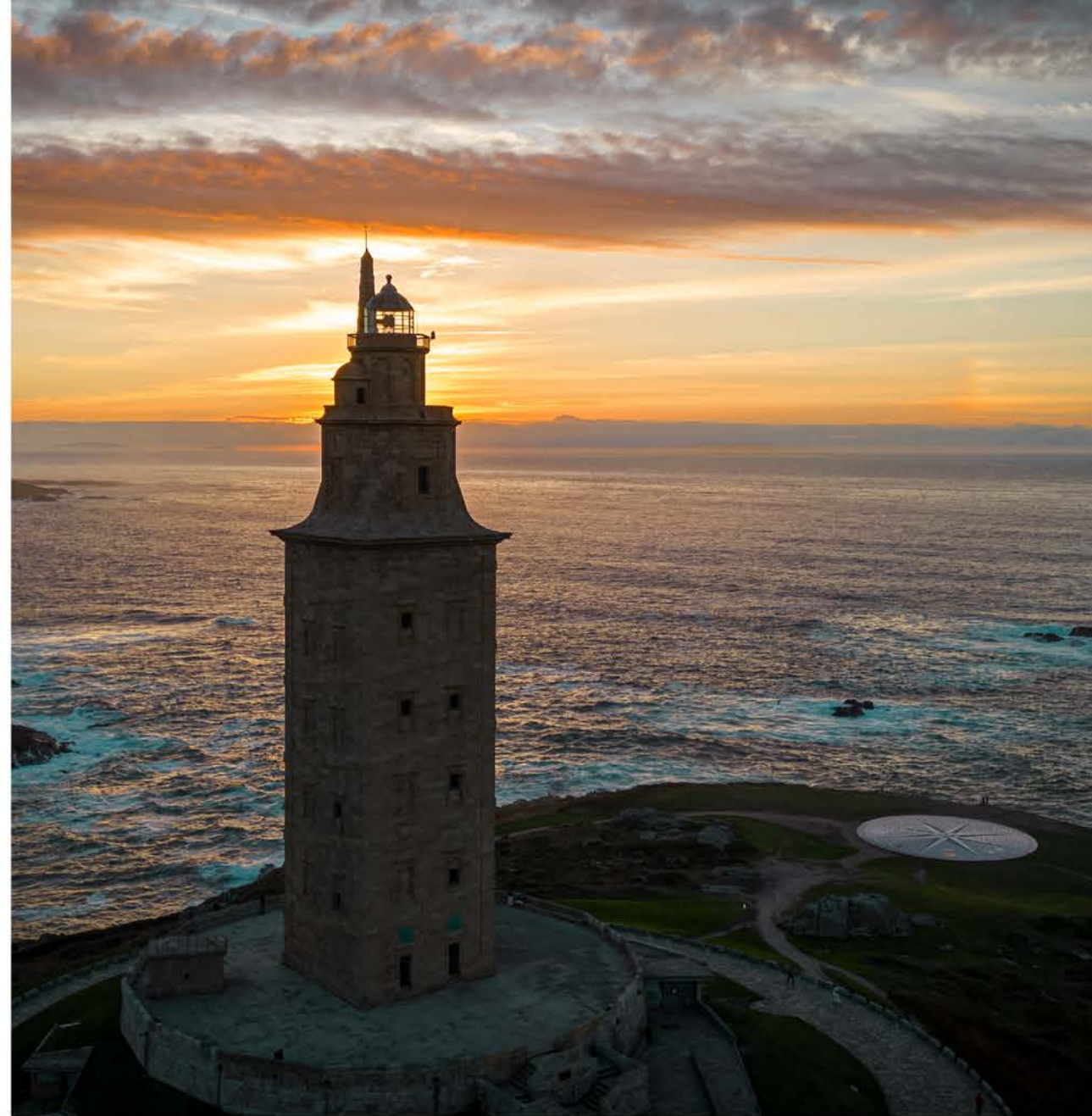
A large-scale sporting and leisure event that attracts the attention of residents and tourists.

The main sectors benefited from the economic impact were food, commerce and hospitality.

TOWER OF HERCULES

A CORUÑA --- IS A MUST

The city is excellently equipped and has an avant-garde venues. In addition, the closeness to the historic center of the city and its leisure offer facilitate the balance between business and pleasure. A Coruña has a thousand reasons why it is an essential destination, that's why A Coruña is a must.





THE TALL SHIPS RACES MAGELLAN ELCANO LISBOA 2023

The lowest budget, fleet and trainees ever!!!!



THE TALL SHIPS RACES
Lisboa 2016
organized by Sail Training International



APORVELA - NSTO
ORGANIZING EVENTS
RUNNING A SAIL TRAINING PROGRAM
RUNNING A SHIP

A DIFFERENT APPROACH FROM PORTS
OR CITIES



Regarding our past success story and working with the same partners:

We had a plan and course of action

We had a nice budget

We had a great program for

- Visitors
- Ships
- Trainees
- Sponsors

But we had covid-19... TSR 2020; 2021; 2022...



We developed a new strategy from January 2017 to February of 2020:

- 1. Focus on commercial revenue;**
- 2. Bigger cultural program;**
- 3. Sponsor more trainees;**
- 4. Achieve bigger port supplier deals;**
- 5. Less spending on branding, communication and marketing;**
- 6. Smaller core staff team – use the more experienced team**



BUT WE HAD COVID-19

1. What to do with the commercial agreements?
2. What about staff?
3. Extra fee?
4. Sponsorship implications?
5. Lisbon was sports capital and green capital of Europe...
6. Budget?

BUDGET

1. TOTAL INCOME: 546 000€
2. EXPENDITURE UP TO 2023- 446 000€
3. BUGET ON 2023 – 100 000€
4. FREE DEALS – waste management; office cleaning; fire extinguishers; captain's dinner; crew parade; crew party venue; media officer; cars; insurance
5. Less spending on branding, communication and marketing;
6. Smaller core staff team – use the more experienced team

KEY FACTS AND FIGURES

Spectators	150.000
Tall Ships	14 (smallest fleet ever in Portugal) – only 5 class A
Trainees	58 (6 STI bursaries)
Staff team	3
Volunteers	123 (492 working days)



TEAM

1 Event Manager

1 Operations Manager

1 Finances Manager

5 Board Members

123 volunteers Through 7 days



We still did some things right:

1. A nice opening ceremony;
2. A different crew parade with a nicer prize giving stage;
3. All ships in the same place;
4. Nice and easy sports competitions;
5. The best of sail parades – easy, fast, stunning for the eye...



AND YET WE MADE IT HAPPEN!!!!

SEE YOU SOON IN PORTUGAL???





THE TALL SHIPS RACES

Magellan-Elcano



THE TALL SHIPS RACES

Magellan-Elcano

organised by Sail Training International

ATLANTIC
OCEAN

Falmouth

FRANCE

BAY OF
BISCAY

A Coruña

PORTUGAL SPAIN

Lisbon

Cadiz

MEDITERRANEAN SEA



EVENT TIMELINE

- POSTPONEMENT June 2020
- POSTPONEMENT May 2021

- STRATEGIC DECISION NEW DATE:
 - September 2023

FLEET SIZE

CLASS	TOTAL
Class A	5
Class B	4
Class C	3
Class D	2
TOTAL	14

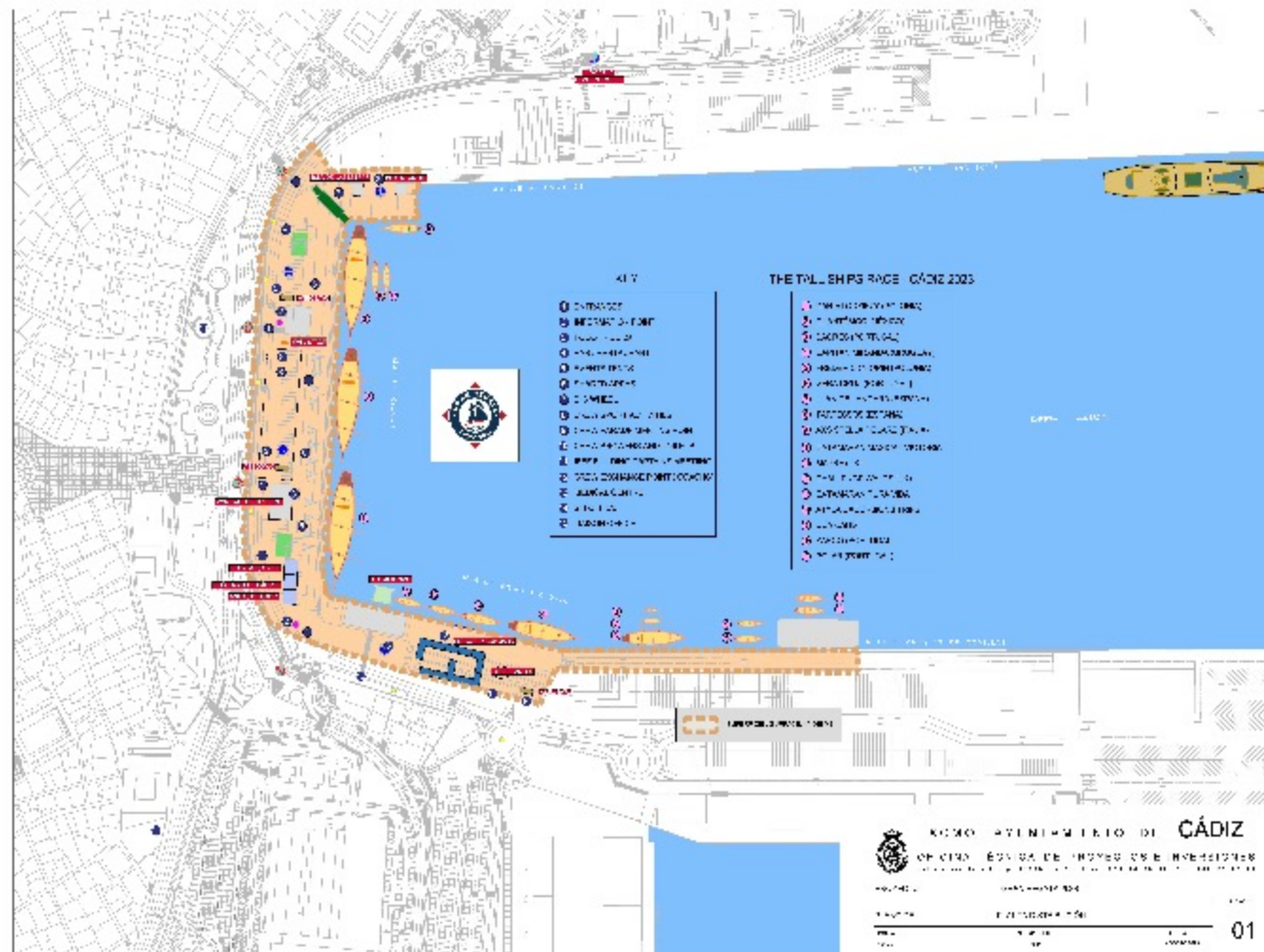


EVENT AREA

- Theme Park 46.514 M2
- Quayside 900 Linear Metres



BERTHING PLAN



ORGANISATIONAL STRUCTURE

CONTRACT REQUIREMENTS

- Sports Dept

PARALLEL PROGRAMME

- Fiestas Dept





CONTRACT REQUIREMENTS

Technical Organisation
Port Services
Hotel Rooms
Social Events
Crew Parade
Prizegiving
Sports Activities
Liaison System
Volunteers







PARALLEL PROGRAMMES

4 Concerts

Cadiz Carnaval

Exhibition activities

Childrens activities

Painting competition

Theatrical Presentations

Cultural Routes



THE TALL SHIPS RACES
Magellan-Elcano













BUDGET SUMMARY

- Infrastructure -----252.000 €
- Parallel Programme -----200.500 €
- Port Services -----31.000 €
- Contract Requirements---95.000 €
- Marketing -----23.000 €

- TOTAL SPEND-----601.500 €

EVENT INCOME

- Sponsorship ----- 335.000 €
- Instituto Municipal de Deporte – 100.000 €
- Cadiz City Council ----- 166.500 €

- TOTAL INCOME----- 601.500 €



VISITOR NUMBERS

Total No of Visitors	1.100.000
-----------------------------	------------------







- **CADIZ HOME TO THE TALL SHIPS!**



- **A HISTORY OF SUCCESSFUL
TALL SHIPS RACES**

- 1992, 2000, 2006, 2012, 2016, 2023,.....2027?



MAGELLAN ELCANO TALL SHIPS RACES 2023

Tall Ships and International Sail Training Conference

Race Director Review

Paul Bishop MBE





Falmouth

ATLANTIC

BAY OF

FRANCE

**EVENT WILL NOT GO AHEAD IN 2021
DUE TO COVID-19 PANDEMIC**

PORTUGAL SPAIN

Lisbon

Cadiz

MEDITERRANEAN SEA





Falmouth - Review



Captains Online Survey Results Falmouth

Overall rating for Falmouth		20% Average	20% Good	60% V Good
○ Communication with Port		20% Ave	20% Good	60% V Good
○ Berthing			40% Good	60% V Good
○ Port services		20% Ave		80% V Good
○ Trainee programme		20% Ave	40% Good	40% V Good
○ Prize Giving and Crew Parade		20% Ave	20% Good	60% V Good
○ Crew Party		20% Ave	40% Good	40% V Good
○ Captains & Programme		20% Ave	20% Good	60% V Good
○ Liaison officer system		20% Ave	20% Good	60% V Good
○ Crew services		20% Ave	40% Good	40% V Good
○ Customs and immigration	33% V Poor			67% V Good
○ Undocking Parade of Sail	25% Poor		50% Good	25% V Good
○ Support for deck events	25% Poor	25% Ave	50% V Good	

Race 1 - Review



Captains Online Survey Results Race One

<input type="radio"/> Overall experience for young people		100% Excellent
<input type="radio"/> Pre-Race Communication.		100% Excellent
<input type="radio"/> Initial Race Office briefing		100% Excellent
<input type="radio"/> Captains Briefing		100% Excellent
<input type="radio"/> Race Start		100% Excellent
<input type="radio"/> Racecourse	25% Ave	75% Excellent
<input type="radio"/> Race Communications	25% Good	75% Excellent

La Coruna - Review



STI - Max Mudie



Sail Training International

Captains Online Survey Results La Coruna

<input type="radio"/> Overall rating for La Coruna		33% Good	67% V Good
<input type="radio"/> Communication with Port		17% Good	83% V Good
<input type="radio"/> Berthing		17% Good	83% V Good
<input type="radio"/> Port services		17% Good	83% V Good
<input type="radio"/> Trainee programme		33% Good	67% V Good
<input type="radio"/> Prize Giving and Crew Parade			100% V Good
<input type="radio"/> Crew Party		17% Good	83% V Good
<input type="radio"/> Captains & Programme		17% Good	83% V Good
<input type="radio"/> Liaison officer system		17% Good	83% V Good
<input type="radio"/> Crew services		17% Good	83% V Good
<input type="radio"/> Customs and immigration	40% Ave	20% Good	40% V Good
<input type="radio"/> Undocking and Parade of Sail		17% Good	83% V Good
<input type="radio"/> Support for deck events		40% Good	60% V Good

Cruise in Company - Review



Captains Online Survey Results Cruise-in-Company

○ Overall experience for young people **100% Excellent**

○ Captains Briefing **17% Good** **83% Excellent**

○ Standard of Ports **20% Ave** **80%. Excellent**

Lisbon - Review



STI - Max Mudie



Captains Online Survey Results Lisbon

Overall rating for Lisbon				28% Ave	57% Good	14% V Good
○ Communication with Port				14% Ave	43% Good	43% V Good
○ Berthing	14% V Poor	14% Poor	42% Ave	43% Good	14% V Good	29% V Good
○ Port services		14% Poor	43% Ave	14% Good		29% V Good
○ Trainee programme				33% Ave	33% Good	33% V Good
○ Prize Giving and Crew Parade		14% Poor	29% Ave	29% Good		29% V Good
○ Crew Party		29% Poor	29% Ave	29% Good		29% V Good
○ Captains & Programme				58% Ave	14% Good	29% V Good
○ Liaison officer system				14% Ave	57% Good	29% V Good
○ Crew services		29% Poor	42% Ave			29% V Good
○ Customs and immigration				20% Ave	40% Good	40% V Good
○ Undocking and Parade of Sail					29% Good	71% V Good
○ Support for deck events				33% Ave	17% Good	50% V Good

Race 2 - Review



STI - Max Mudie



Captains Online Survey Results Race Two

Overall experience for young people **29% Good** **71% Excellent**

○ **Pre-Race Communication** **100% Excellent**

○ **Initial Race Office briefing** **29% Good** **71% Excellent**

○ **Captains Briefing** **14% Good** **86% Excellent**

○ **Race Start** **14% Ave** **86% Excellent**

○ **Racecourse** **29% Ave** **29% Good** **43% Excellent**

○ **Race Communications** **43% Good** **57% Excellent**

Cádiz - Review



STI - Max Mudie



Sail Training International

Captains Online Survey Results Cadiz

Overall rating for Cadiz		14% Good	86% V Good
○ Communication with Port	17% Ave	33% Good	50% V Good
○ Berthing	14% V Poor	14% Ave	43% V Good
○ Port services	14% Ave	43% Good	43% V Good
○ Trainee programme		50% Good	50% V Good
○ Prize Giving and Crew Parade		43% Good	57% V Good
○ Crew Party		29% Good	71% V Good
○ Captains & Programme		14% Good	86% V Good
○ Liaison officer system		57% Good	43% V Good
○ Crew services	17% Ave	33% Good	50% V Good
○ Customs and immigration		60% Good	53% V Good
○ Undocking and Parade of Sail	14% Ave	14% Good	72% V Good
○ Support for deck events	33% Ave		66% V Good

MAGELLAN ELCANO TALL SHIPS RACES 2023

Conclusions

- There were no significant safety issues or incidents to report.
- Safe Access and Gangways
- A small fleet event can have a disproportionately large and positive impact in as STI organised event and be a great success for all stakeholders.
- South American Class A ships add significantly to the event in terms of culture, popularity and spectacle.
- Supreme efforts of Portuguese Navy with Sagres to participate



MAGELLAN ELCANO TALL SHIPS RACES 2023

Conclusions 2/.

- Weather challenging for both race legs – Race Committee decisions.
- The tactical use of reaching WPs should be reviewed by ROC and consideration given to be written into the R&SRs.
- YB Tracking algorithms issues with early leaderboard.
- A small fleet can be particularly effective at engendering close friendships and special bonds between Captains which enhances the experience for young people across the ships.
- Thank you to host port teams, vessel operators and their crews





Thank you for your attention
any questions?

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



THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

**Thank you for joining us.
Please complete the conference evaluation at
<https://www.surveymonkey.co.uk/r/STID23>**

