

THE INTERNATIONAL SAIL TRAINING & TALL SHIPS CONFERENCE 2023

**5A: The Tall Ships Races as a
Means to Engage with the
Wider Community and Create a
Legacy**



The Tall Ships Races as a means to engage with the wider community and create a legacy

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**TALL
SHIPS
RACES
2026
HARLINGEN**



Hartlepool

Hartlepool is a coastal town in the North East of England with a population of 93,000 people.

With a rich maritime heritage Tall Ships Races contributed significantly to enable us to celebrate place and the ship building history which evolved the town to be what it is.

Hartlepool has wider spread deprivation and inequalities, raising the aspirations of our communities is vital and generating a good visitor economy is important for the towns growth and development.



Engaging the community in a large town schools and colleges

- Adopt a ship programme
- Sail Trainees
- Volunteering
- Community programming
- Learning and skills
- Heritage
- Digital/Film



local businesses

- Procurement and supply chain
- Sponsorship
- Corporate Hospitality
- Growth and planning for the hospitality sector
- Land licenses
- Tall Ships Business Network
- Investment and regeneration



Other organisations, voluntary and community sector

- 'You give you get' programme
- Volunteering
- Big Town Tidy Up
- Community Garden
- Safe spaces



Legacy

- Strategic visioning and policy
- Heritage and culture
- Events
- Learning and Employment
- Hartlepool as a destination



Harlingen

53° 18' 0" N, 5° 41' 0" E



- Only Seaport in province of Friesland
- C. 16.000 Inhabitants
- Hosts in: 2014, 2018, 2022
- 2026: Ocean of Experience
- Foundation Sail Harlingen supported by Municipality of Harlingen & Province of Fryslan

Engaging the community in a small town

2014 evaluation showed a need for more local involvement

Sail InSight *A multi year community wide programme to:*

- Increase the interest and enthusiasm in Harlingen for The Tall Ships Races events.
- Educate and motivate the trainees of the future.
- Promote Harlingen's role as an important port town and the opportunities it brings.



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Edition 1 2018

Ocean of Experience - life on a Tall Ship.

focused on all round involvement emphasising aims and benefits of the event.

- Promotional lead up with Jan Holstein
- Two week long programme prior to the main event
- 1300 primary school children
- 500 secondary schools children
- Over 25 local groups, businesses and organisations



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Edition 2 2022

Crossing borders. Our sea and where we live!

Focused on responsibilities and opportunities of living by the sea

- Workshops created by the PGCE/PABO and Creative craftsman course.
1300 primary school children.

Promotion of local waterbased activities (cadets, sail school)



TALL SHIPS RACES 2022 HARLINGEN



Legacy

That every child in Harlingen has an understanding of the opportunities and responsibilities of where they live.

That all youth of the appropriate age are aware of traineeships, the Tall Ships Races and the opportunities available to them in the maritime sector

- Adopt a trainee
- School liaison
- Every year Mini Sail InSight
- Optimist on Tour
- Every 4 years *Sail InSight*



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Summary

- Importance of early local buy in and engagement
- Use of the Tall Ships Races message to tell local maritime story
- Sustainable opportunities through education
- Continuous solid message to prevent 'reinventing the wheel'

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