

**Report To: Regeneration Committee**

**Date: 25 May 2010**

**Report By: Corporate Director Regeneration &  
Environment**

**Report No:  
R144/10/AF/HD**

**Contact Officer: Helen Drummond**

**Contact No: 01475 755080**

**Subject: SAIL INVERCLYDE – THE TALL SHIPS RACES 2011**

---

## 1.0 PURPOSE

- 1.1 The Board of Sail Inverclyde has been meeting since October 2008, and this report is to update Inverclyde Council on progress in planning for The Tall Ships Races which will be hosted in Inverclyde 9<sup>th</sup> -12<sup>th</sup> July 2011.

## 2.0 SUMMARY

### 2.1 The 2011 Ports Marketing Initiative

Since mid 2007 the host ports for The Tall Ships Races 2011 have been working together to attract ships and develop their programmes to make the event attractive to ship owners, their captains and sail training organisations. This has been done through exhibitions, joint print, advertising and a co-ordinated approach to Embassies and Consulates of countries with sail training vessels.

The 2011 ports are:

- Waterford starting 30<sup>th</sup> June
- Greenock
- Lerwick
- Stavanger
- Halmstad finishing 8<sup>th</sup> August

### 2.2 Site Planning for Greenock

The public event is to be contained within James Watt Dock, however this depends on the drafts of the ships which register in March 2011. If any require over 6 metres of water, the Great Harbour may have to be included in the site.

Capplielow is to be used for office and event space for Sail Training International and crew activities.

### 2.3 Traffic Management

Consideration is being given to the most economic and practical solution to traffic management and parking. It is hoped to keep the temporary car parks within Inverclyde and to work with local bus operators and FirstScotrail to encourage visitors to the event to use public transport.

---

## 2.4 Finance

In 2007, the estimated budget required to host a top quality event was £2,823,500. This was set prior to the recession and there was an expectation that a high level of sponsorship would come from the financial sector. The current budget is £2,488,561 with contributions from the 3 partners of;

- £1,100,000 from Riverside Inverclyde
- £ 482,000 from Inverclyde Council
- £ 164,500 from Clydeport

Work has started towards closing the funding gap of £742,061 through sponsorship, grants and donations and trading income.

## 3.0 RECOMMENDATIONS

- 3.1 It is recommended that the members of the Regeneration Committee note the progress which has been made since 2007.
- 3.2 It is also recommended that Sail Inverclyde provides the Regeneration Committee with a quarterly budget and event update.

Legal & Democratic Services

## **4.0 SAIL INVERCLYDE LIMITED – THE STRUCTURE**

The Tall Ships Races are presented by Szczecin and organised by Sail Training International. Each port has a hosting organisation and in Greenock's case this is Sail Inverclyde Limited, a registered charity (SC 025613) with a board of eight trustees representing Riverside Inverclyde, Inverclyde Council and Clydeport Limited. It is chaired by Councillor David Wilson who is on the board of Riverside Inverclyde.

It has three advisors:

- the Chief Executive of Riverside Inverclyde;
- the Corporate Director Regeneration & Resources; and
- the Harbour Master.

4.1 The Management Team is led by Inverclyde Council's Event Team Leader currently assisted by an entertainment manager, a site manager, a PR and media consultant, and accountant all of whom are from private sector companies. Further staff will join the team late this year with a view to being up to full strength by early 2011.

4.2 The management team is supported by 6 working groups.

- Harbour & Berthing chaired by Charlie Mawer – marine officer/pilot;
- Liaison chaired by Ian MacKenzie – Commodore Royal Gourock Yacht Club;
- Sponsorship chaired by Ralph Leishman - Vice Chairman Sail Inverclyde;
- Transport & Traffic Management chaired by Robert Graham - I.C Roads;
- Marketing & PR chaired by The Big Partnership; and
- Entertainment chaired by Kim Wilson, Entertainment Manager

In total there will be a team of around 200 people working on this event, many of them in a voluntary capacity.

## **5.0 THE EVENT SITE**

5.1 Environmental Improvements

Most of event site is owned by the James Watt Dock LLP and is the focus for considerable environmental improvements and regeneration over the next decade.

While it is unlikely there will be any new building prior to the tall ships arriving, improvements will include:

- a new 6 lane access road, with traffic lights at the east end of the site;
- a double access stair from the A8 near the Titan Crane;
- further improvements to the Sugar Sheds including lighting;
- the development of James Watt Square at the east end of the dock;
- railings and posts and chains around the docks; and
- pontoons with marine pillars.

5.2 Zoning the site

The site is to be zoned into 4 distinct areas, and it is hoped that each will offer a different visitor experience to encourage members of the public to spend more than one day at the event.

The 4 zones are:

- Titan next to the crane
- The Sugar Sheds
- James Watt Square
- Garvel

### 5.3 Berthing

Sail Training International will not be able to confirm which ships will attend until March 2011. Despite this, a berthing plan has been developed based on the 1999 fleet. By berthing large ships along the north and south harbour walls and the smaller vessels on the middle finger, it is possible to accommodate a fleet of 80 comfortably.

Depth is an issue. If any ships have drafts in excess of 6 m, they will have to be berthed in the Great Harbour.

### 5.4 Use of Capplielow

Capplielow is being considered as the location for:

- Sail Training International offices;
- A large marquee for crew related events; and
- The Prize Giving after the crew parade.

While the office accommodation is subject to agreement by Sail Training International, it would be a more cost effective than providing and servicing temporary accommodation at James Watt Dock.

## 6.0 FINANCIAL IMPLICATIONS

### 6.1 Event Costs and Projected Income

The estimated cost of delivering a high quality event to meet the requirements for ships and crews specified in the Port Contract between Inverclyde Council and Sail Training International and to exceed visitor expectations is £ 2,511,500.

The three partners supporting Sail Inverclyde have agreed the following contributions:

| <b>Funding Partner</b> | <b>Total</b>      | <b>In cash</b>   | <b>In Kind</b>  |
|------------------------|-------------------|------------------|-----------------|
| Riverside Inverclyde   | £1,100,000        | £1,100,000       |                 |
| Inverclyde Council     | £ 482,000         | £ 282,000        | £200,000        |
| Clydeport Ltd          | £ 164,500         |                  | £164,500        |
| <b>TOTAL</b>           | <b>£1,746,500</b> | <b>£1,382,00</b> | <b>£364,500</b> |

It should be noted that the Council's original contribution of £470,000 has been increased by £12,000 from the Common Good in 20010/11. This is to be used to fund 8 sail training places during the Tall Ships Races 2011 and to run circus skills/juggling workshops for community groups such as the Cub Scouts. Szczecin, the presenting sponsor for The Tall Ships Races, will be sending teams of jugglers to every port, and it is hoped the Inverclyde community will be able to join them in a record breaking attempt.

There is a funding gap of £765,000 which requires to be filled through:

| <b>Projected Income</b>  | <b>Requirement</b> |
|--------------------------|--------------------|
| Trading Concessions      | £100,000           |
| Exhibition & Stand Space | £ 50,000           |
| Media Sponsorship        | £ 20,000           |
| Grants                   | £200,000           |
| Cash Donations           | £ 50,000           |
| Cash Sponsorship         | £200,000           |
| In-kind support          | £122,061           |
| <b>TOTAL</b>             | <b>£742,061</b>    |

There is also £29,000 in Sail Inverclyde's bank account. This account is being used to cover current expenditure and is from £33,000 transferred from Greenock Tall Ships 1999 accounts held in the Royal Bank of Scotland, to Sail Inverclyde's account with the Clydesdale Bank.

In the event of Sail Inverclyde failing to meet its fund raising targets, marketing activities and the range of entertainment will be reduced.

#### 6.2 Financial Implications - One off Costs to Inverclyde Council

| <b>Cost Centre</b> | <b>Budget Heading</b> | <b>Budget Year</b> | <b>Proposed Spend this Report</b> | <b>Virement From</b> | <b>Other Comments</b> |
|--------------------|-----------------------|--------------------|-----------------------------------|----------------------|-----------------------|
| Earmarked Reserves |                       | 2007/12            | £120,000                          |                      |                       |
| Common Good        | Events                | 2008/12            | £162,000                          |                      |                       |

In addition the Council has agreed to contribute £200,000 in "in kind" support. Discussions as to how this is made up are ongoing.

#### Financial Implications - Annually Recurring Costs/ (Savings)

| <b>Cost Centre</b> | <b>Budget Heading</b> | <b>With Effect from</b> | <b>Annual Net Impact</b> | <b>Virement From (if applicable)</b> | <b>Other Comments</b> |
|--------------------|-----------------------|-------------------------|--------------------------|--------------------------------------|-----------------------|
| Not applicable     |                       |                         |                          |                                      |                       |

#### 6.3 Personnel:

The Council's Event Team Leader has been working full time on The Tall Ships Races 2011 since August 2009 and it is likely that an administrator will be seconded from the Council for a year starting September 2010.

An allowance has been made for the time commitment for staff serving on the infrastructure working group which is dealing with site issues and traffic management and for environmental services.

#### 6.4 Legal:

Inverclyde Council's Legal Service was involved in changing the names of the charity and trading company to Sail Inverclyde Limited and Sail Inverclyde Trading Limited.

Local solicitors, Patten and Prentice, are acting as Company Secretaries. This is in-kind sponsorship.