
Report To: Regeneration Committee

Date: 1 September 2011

Report By: Corporate Director – Regeneration and Environment

Report No: R218/11/AF/HD

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Subject: THE TALL SHIPS RACES 2011 - GREENOCK

1.0 PURPOSE

- 1.1 The purpose of this report is to provide Committee with an overview of the successful Tall Ships Greenock Event in July; highlighting both its successes and the lessons that can be learnt for future events in Inverclyde.
- 1.2 This paper also provides details of the financial management of the event; outlining the budget shortfall which has occurred and seeks authority to remit the financial implications of the shortfall in funding to the next Policy & Resources Committee for consideration.

2.0 SUMMARY

- 2.1 The event itself took place over four days from 9 – 12 July and, in addition to meeting the contractual obligations imposed by Sail Training International (STI), the race series organisers, the event achieved much in terms of:

- Attracting in excess of 700,000 visits to Inverclyde's waterfront, 75% of whom were from outwith Inverclyde;
- sponsoring 91 young people to participate in the Races;
- promoting the regeneration programme in Inverclyde, specifically at James Watt Dock; generating positive publicity for Inverclyde for a prolonged period of event promotion; providing contract opportunities and increased business for local companies; and
- offering volunteering opportunities to 150 local people.

- 2.2 Initial calculations suggest economic benefits in the region of:

- £10.4m net additional spend in Inverclyde;
- £8.6m additional spend in the West of Scotland; and
- £5.2m in Scotland.

In Inverclyde the return on investment for the public sector is £1:£5.4.

- 2.3 Survey work during the event indicates that the ships and the overall experience were rated very highly by visitors, with 99% and 97% respectively rating these as very good/good. This was followed by entertainment (90%) and the stalls and exhibitions (88%).

An event of this scale however will never be without its challenges, and on this occasion the problem areas have included:

- the ground conditions in some parts of the site;

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- the provision of toilets;
 - parking; and
 - inadequate signage.

2.4 Furthermore Sail Inverclyde has encountered financial issues in the delivery of this event and anticipates a shortfall of £195,000 in revenue required to meet expenditure levels. This overspend largely relates to the underuse of the park and ride scheme put in place for the event and the need to bring additional resources onto site to cope with visitor numbers.

3.0 RECOMMENDATIONS

- 3.1 That the Regeneration Committee note the content of this paper and recognise the successful of the Tall Ships event in 2011; and
- 3.2 That Committee notes the reasons for the shortfall and requests that the Policy & Resources Committee agree to provide 50% of the event funding shortfall up to a maximum of £100,000.

Aubrey Fawcett
Corporate Director
Regeneration and Environment

4.0 DELIVERY OF THE TALL SHIPS EVENT

4.1 Meeting the contract with Sail Training International

Detailed feedback from STI regarding the event has not yet been received however comment at the time suggests that Sail Inverclyde and its partners had met all their contractual obligations and that STI were happy with the event as a whole. Some of the key requirements of the contract between STI and Inverclyde Council included:

Provision of Fleet Facilities

In accordance with STI's stipulations, the fleet of 53 ships were accommodated at James Watt Dock and Inchgreen Quay. Clydeport Operations arranged the berthing of these vessels; providing pilots and temporary berths; bunkering; and briefing to captains prior to arrival and departure. For the smaller vessels crew toilets and showers were installed close to their berths in the James Watt Dock marina.

Race Office, Media Facilities, Accommodation and Transport

STI personnel were accommodated at the Premier Inn for the duration of the event and office space was provided at both Clyde View and in temporary premises at James Watt Dock. The media centre was sited on River Clyde Homes land at the entrance to James Watt Dock and was managed jointly by STI and The Big Partnership, Sail Inverclyde's PR consultants. Press boats were provided by Serco.

A fleet of cars were provided to the event by Phoenix Car Company and Kia Ltd as an in kind contribution to Sail Inverclyde and similarly Phillips Cycles, Gourock, generously provided bicycles for use by STI.

Ship Trainees

In line with the contract with STI and in partnership with Inverclyde Council and CoSLA, 91 young people benefited from the experience of sailing on a Tall Ship; a third of whom are from Inverclyde.

Social Programme

With the support of local businesses and the community, visiting crew enjoyed a wide and varied social programme encompassing guided tours of Inverclyde, Glasgow and Stirling, bowling, football and cinema passes. These activities were provided at little or no cost to Sail Inverclyde.

The Sugar Warehouse provided a great location of the crew party while the Captains' Dinner in the spiegel tent was also warmly praised.

Generating In Port Income

A total of 12 corporate parties for between 40 and 250 guests were organised on board ships during the event and these were catered for by local company Millar Catering. In addition, individual corporate hospitality tickets were sold on line to members of the public.

4.2 Economic benefits to Inverclyde

Ekos Ltd are currently completing an economic impact assessment of the event and a copy of the full report will be made available to a future committee. The survey work associated with this exercise indicates a high level of satisfaction with the event and early indications suggest that visitor numbers similar to 1999 will have benefited local companies significantly and net additional spend in Inverclyde was £10.4m, £8.6m for the west of Scotland and £5.2m in Scotland.

While the majority of tender opportunities for the provision of bars, fairgrounds and infrastructure were awarded to companies outwith Inverclyde some did benefit and many opted not to submit tenders, possibly due to involvement in other major events in Scotland that weekend.

Local service companies did benefit from smaller contracts; transport providers reported an upsurge in passengers; local supermarkets reported empty shelves as ships' crews replenished supplies; and local hotels were all full during the event with many accommodating contractors for up to three weeks.

In addition, where contractors were external to Inverclyde such as the bar operator, the sweet purveyors, security and the park and ride operator, they did recruit locally. The bar operator alone trained 120 students from James Watt College to work over the event period.

The PR value of the Sail Inverclyde's modest investment in media communications and publicity is estimated by the Big Partnership, to be in the region of £2,500,000 with 10 hours of broadcast coverage and 500 pieces of print and digital coverage serving to promote the area to a wide audience.

4.3 Volunteering opportunities

The Tall Ships Event provided volunteering opportunities for local people, albeit because Sail Inverclyde itself had a very small core team. In total some 200 people gave of their time and expertise to support the event across a range of activities and for many local students the chance to be involved in this scale of event was a major opportunity to add to their CV.

4.4 Community Involvement

In addition to support with crew activities, community groups; bands and performers added to the entertainment programme in the Sugar Warehouse and the main stage at Inchgreen. The Welcome Extravaganza saw children as young as eight performing alongside local pensioners in what was a vibrant and colourful launch of the event and provided a chance for Inverclyde to showcase its huge talent.

The entertainment programme boosted three internationally renowned headline acts as well as compères Colin and Justin and Kay Adams and entertainers 4 Poofs and A Piano. While these acts all drew big crowds to the event site many of the less well known such as Bags of Rock, Big Vern and the Shootahs, Salsa Celtica and up and coming local rock bands proved extremely popular with the public. The use of the Sugar Warehouse as an entertainment location captured the imagination of the public and is the theme of continued discussions on social media networks.

5.0 OPERATIONAL ISSUES

- 5.1 While the above provides a very positive overview of the event, some issues were encountered.

The Event Site

Separately James Watt Dock and Inchgreen Quay provided largely a hard surfaced accessible site but the link created between the two did prove problematic and caused difficulties for some visitors. While removing vegetation and debris and using heras fencing and blue scrim did much to hide some of the dereliction of the site; walking surfaces were at times difficult to negotiate. The site team fastidiously filled holes with aggregate and rolled surfaces but both the link and the area around the titan crane at James Watt Dock were of a poorer quality than Sail Inverclyde and its partners had envisaged.

Toilets

For a free, public and outdoor event it is difficult to estimate accurately how many toilet units are required and Sail Inverclyde based its original order on the Health and Safety Executive's Purple Guide to Event Safety. Due to the popularity of the event, on day one it became apparent that the number of toilets was inadequate and overnight a further 30 units were brought on site. The requirement for toilet facilities continued to be challenging throughout the full event.

Signage

Comments have been received regarding the site signage. There were site plans displayed at each entrance and various points across the site and the event programme provided a similar level of detail. However it is clear that more signage would have proved beneficial for visitors.

Parking

Perhaps the most challenging issue in the build up to and during the event has been parking. In terms of disabled parking temporary spaces were provided on a site adjacent to Clyde View but the surface proved difficult for wheelchair users and while the site was busy for most of the event and was at least close to the event site and comments have been received about both the cost and the surface conditions.

Planning on the basis of visitor numbers in 1999, the Sail Inverclyde Board agreed, after discussion with all partners and relevant agencies, to provide a Park and Ride scheme for the Event. Spaces were allocated on a field near Bishopton (Nether Southbar) and at IBM's site at Spango Valley.

These sites were deemed the most suitable for this purpose and it was considered that this would reduce congestion in Greenock and Port Glasgow. Unfortunately the uptake of this scheme was very poor and complaints were received about parking locations, conditions and cost.

Details of the usage versus the original estimates is provided below:

DAY	Nether Southbar	IBM	% Uptake	Original uptake	estimated
SATURDAY	791	352	14	60	
SUNDAY	848	314	15	100	
MONDAY	399	173	7	30	

Sail Inverclyde had originally planned to have park and ride at these two sites on day four as well but under usage over the weekend led to the decision to move the park and ride on day four.

The impact of this low usage has been a shortfall in anticipated revenue from

the scheme of £217,000 and a need to secure additional resource to pay for the scheme.

6.0 FINANCIAL MANAGEMENT

6.1 At the time of writing this report, invoices are still outstanding and it is therefore impossible to provide entirely accurate figures on the overall financial position although it is clear that there will be a gap between expenditure and income and that additional resource is required to fill that and pay creditors.

The current position anticipates a shortfall of £195,000. This figures includes £123,000 shortfall on the park'n ride and £72,000 on other expenditure items. Including increased policing, site preparation and security costs plus increased health and safety costs.

It is proposed that this report, together with a request for additional support, be remitted to the next Policy & Resources Committee. Partner organisations have been contacted with a view to providing additional funding.

7.0 IMPLICATIONS

7.1 Financial Implications - One off Costs

Previous increases in Council contributions have been matched by Riverside Inverclyde. It is recommended in this case that the same approach be taken and as such the Council contribution to the deficit be limited to 50% of the deficit or £100,000, whichever is the lower.

Cost Centre	Budget Heading	Budget Year	Proposed Spend this Report	Virement From	Other Comments
General Fund Reserves		2011/12	Up to £100,000		Subject to P&R Approval.

Financial Implications - Annually Recurring Costs/ (Savings)

Cost Centre	Budget Heading	With Effect from	Annual Net Impact	Virement From (if applicable)	Other Comments

7.2 HR: None

7.3 Legal: None