

**THE TALL SHIPS RACES 2011 – CRUISE IN COMPANY****1. SUMMARY**

- 1.1 This paper is intended to brief the Area Committee on The Tall Ships Races 2011, which will incorporate Campbeltown and Oban as guest ports, throughout July 2011.

**2. RECOMMENDATIONS**

- 2.1 The Area Committee are asked to note the contents of this report.

**3. BACKGROUND**

- 3.1 The Tall Ships Races, organised by Sail Training International, are held every summer in European Waters, intended as a sail training experience primarily for young people aged 15-25. The event typically attracts between 70 and 100 ships, from 15-20 countries, crewed by approximately 3,000 young people.
- 3.2 The Tall Ships Races 2011 has been in the planning phase since May 2009. At inception the Council offered as guest ports, Campbeltown and Oban. Each was subsequently confirmed, and is now incorporated in the 'Cruise in Company' leg of the Races.
- 3.3 In 2011 the Races will commence in Waterford, Ireland on the 30<sup>th</sup> June, sailing to Greenock. From here ships will leave for the 'Cruise in Company', sailing up the West Coast of Scotland to Lerwick, from the 12<sup>th</sup> to the 21<sup>st</sup> July. This is not a competitive leg, but an opportunity for ships to choose from a variety of unique ports to visit. The Cruise in Company therefore provides guest ports with an opportunity to promote their area, as part of this international event.
- 3.4 Shetland Tall Ships Ltd is coordinating the efforts of guest ports in the Cruise in Company. As a guide they have indicated the following dates when Campbeltown and Oban should anticipate visiting ships:

Campbeltown

Pre Cruise in Company (on route to Greenock)	5 <sup>th</sup> - 8 <sup>th</sup> July 2011
Cruise in Company	12 <sup>th</sup> - 14 <sup>th</sup> July 2011

Oban

Cruise in Company	13 <sup>th</sup> - 16 <sup>th</sup> July 2011
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**4. DETAIL**

- 4.1 Ships intending to participate in The Tall Ships Races must submit an application by the 1<sup>st</sup> May 2011. When doing so they are asked to advise their intention to participate in the Cruise in Company, however are not required to specify which guest ports they intend to visit. Receiving confirmation of finalised plans from ships may be difficult until a later date in 2011, in some circumstances ships may wait until their arrival in Greenock, immediately prior to the Cruise in Company, before confirming their route.
- 4.2 Direct communication with ships has been ongoing since August 2010, and will continue in order to seek ships intentions to visit guest ports, promote each port and to inform the scale of activities on offer.
- 4.3 To date responses have been received from 12 ships, with 8, varying from Class A to C, indicating an interest in visiting Argyll and Bute ports at this stage.

**4.3 Sail Training**

Young people aged 15-25 have the opportunity to participate in any leg of the Races as a Sail Trainee.

Exceptions can be made for those aged over 25 - however a key prerequisite for the event is that 50% of crews must be aged 15-25.

Trainees are required to pay a fee, with costs varying by class of ship, typically ranging from €600-€1200. In order to reduce financial constraints, funds from the revenue Piers and Harbour budget have been identified to cover up to 50% of trainee costs, for a maximum of ten trainees from across Argyll and Bute.

Promotion of sail training has begun and will be ongoing to ensure young people are aware of this opportunity. The Council are working with 'At Sea Sail Training', a company experienced in sourcing and booking trips for trainees. To date one sail trainee from Argyll and Bute has confirmed a place onboard The Wylde Swan, taking part in an EU Exchange in both Race 2 from Lerwick to Stavanger, and Race 3 continuing onto Halmstad.

#### **4.4 Corporate Hospitality**

Many larger Class A and B ships offer the option to book vessels for corporate events, or sailing trips. Prices for in-port corporate hospitality vary between ships, typically cited at approximately €1000 per hour for deck hire, and €3-5000 for day sailing for host ports. However it is anticipated that prices for guest ports in the Cruise in Company may be negotiable.

It is intended to contact a number of businesses throughout guest port areas, outlining this opportunity. If expressions of interest are received, fuller communication with ships offering corporate hospitality will begin. Although the event is not scheduled until July 2011, arrangements are currently being made throughout guest ports, and firm bookings would guarantee ships visit our ports.

#### **4.5 Port-side entertainment**

Options of port-side entertainment and activities on offer for visiting crews and trainees are currently being sought, for example linking with businesses, such as local distilleries to provide tours and outlining sporting activities for trainees.

It is advised, that for the eventuality that ships are unable to fulfil their commitment to guest harbours, the option to link with local events, throughout July 2011, should be considered. Discussions have already begun with members of the Oban Bicentenary Committee, to link with the '10 days in July, Oban 200' festival celebrations. At present limited opportunities to link with local events are available in Campbeltown during this period.

#### **5. Risks**

Guest ports are asked to be mindful that ships may change their plans last minute (e.g. due to unfavourable weather conditions). In addition a lack of commitment from ships provides difficulties in gauging the scale of events to plan, and with no guarantee of arrival, this may provide limited opportunities to plan and promote events.

In addition limited uptake from Sail Trainees, a lack of communication with ships and failure to undertake and manage partnership working, may further reduce the opportunity to provide and promote events.

#### **6. IMPLICATIONS**

Policy:	None
Financial:	£20,000 allocated from the revenue Piers and Harbour budget, primarily to cover funds for sail trainees, in addition to security and event costs.
Legal:	None
Personnel:	None
Equal Opportunity:	None

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