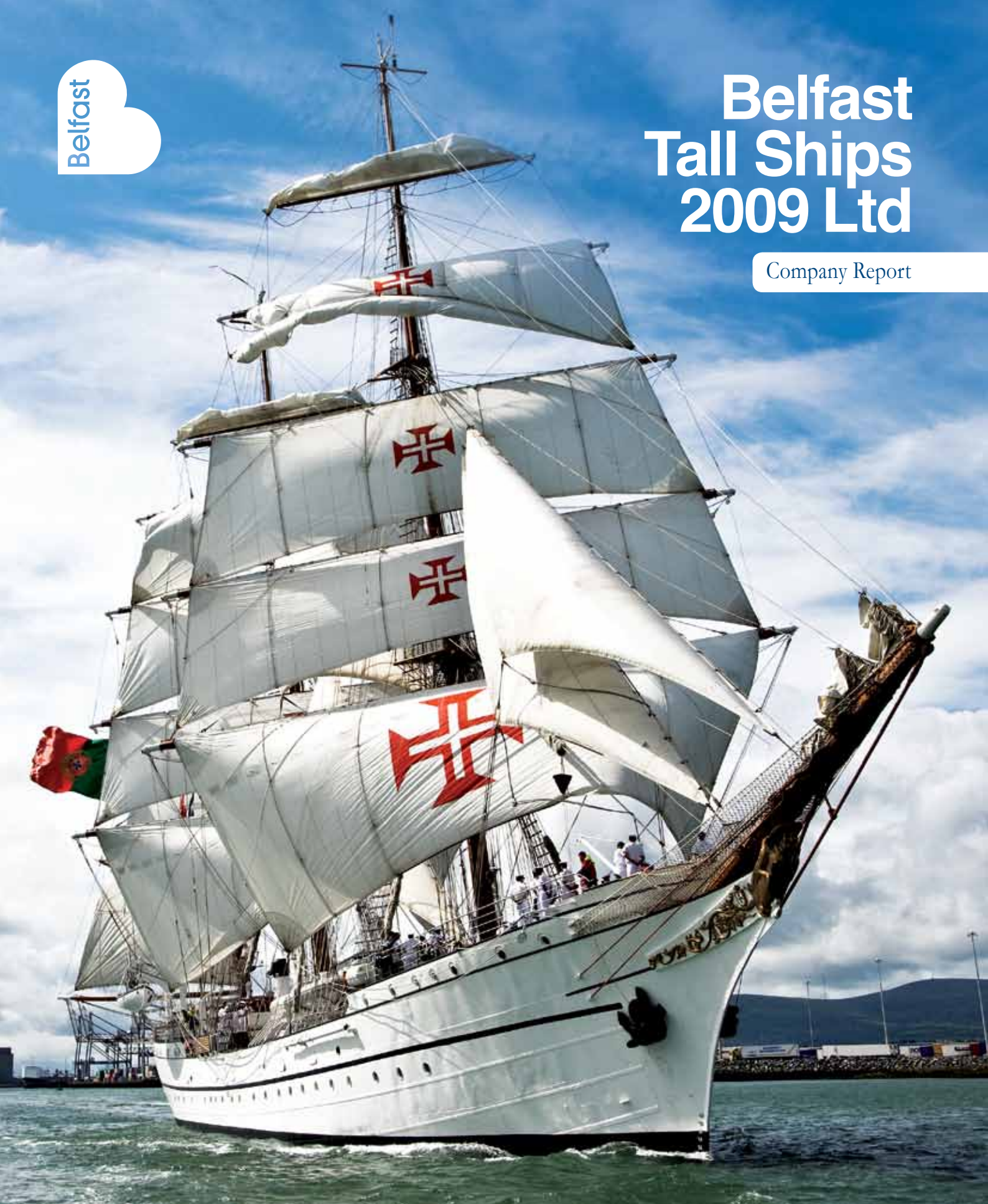


Belfast

Belfast Tall Ships 2009 Ltd

Company Report



Belfast Harbour



Department for
Social Development
www.dsdni.gov.uk



Department of
Culture, Arts and Leisure
www.dcalni.gov.uk



THE BELFAST MARITIME FESTIVAL

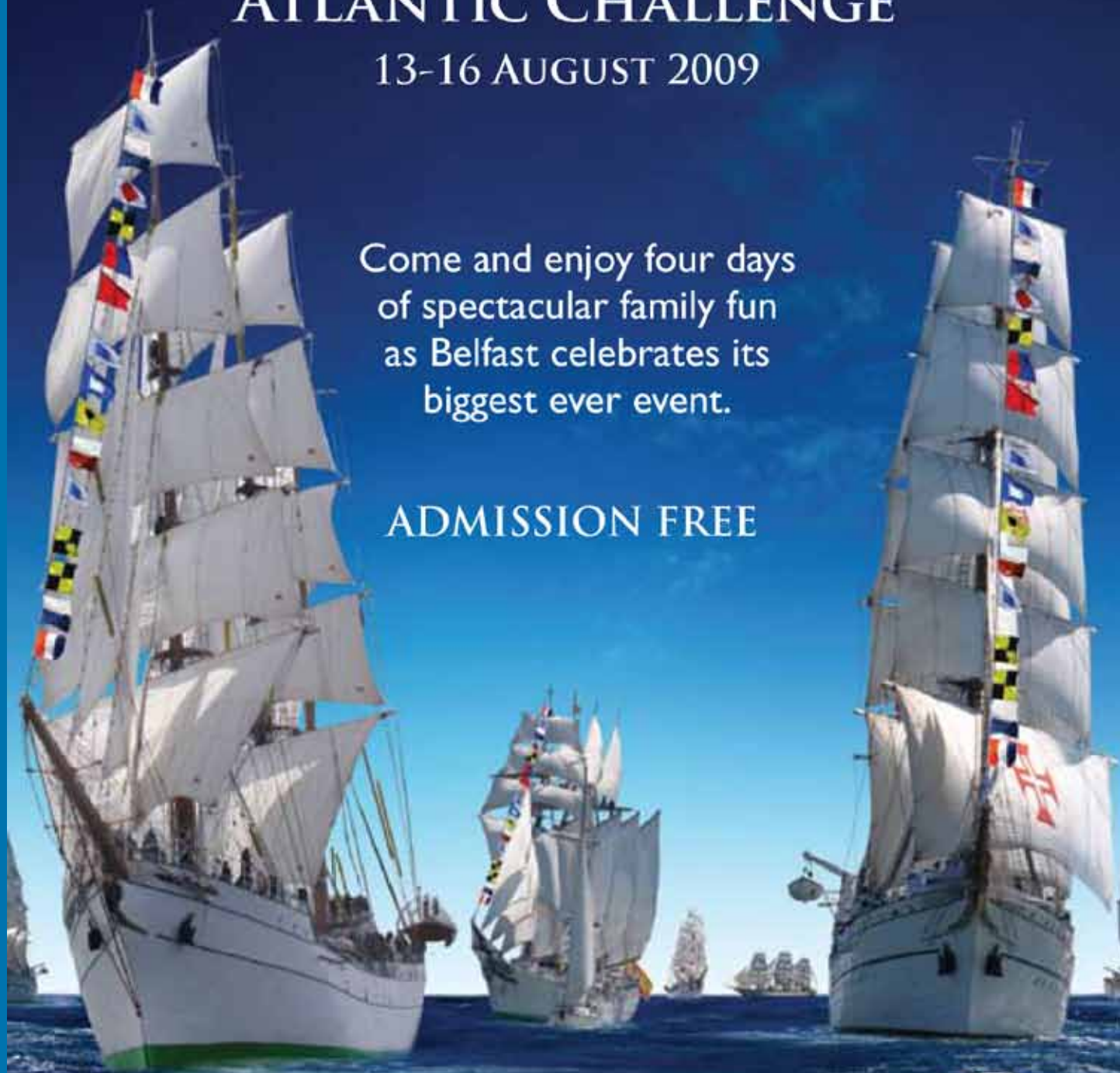
TALL SHIPS

ATLANTIC CHALLENGE

13-16 AUGUST 2009

Come and enjoy four days
of spectacular family fun
as Belfast celebrates its
biggest ever event.

ADMISSION FREE



www.gotobelfast.com

Contents

Foreword	4
Background to event	6
Delivery vehicle	7
Aims and objectives	8
Marketing and promotion	9
Event highlights	
- Public experience	10
- Sail training	12
- Partnerships	14
Physical legacy	15
Social legacy	15
Impact on future events	17
Economic impact	17
Achievements and recognition	17
Budget	18
Acknowledgements	19

Chairman's foreword

For the past decade, Belfast has built up a strong reputation for delivering major, world class events.

The return of the Tall Ships, during the Belfast Maritime Festival 2009, was perhaps the biggest challenge to date, but an opportunity to put ten years of experience to very good use.

Belfast Tall Ships 2009 Ltd was established in November 2007 to deliver the event on behalf of Belfast City Council and its partner, the Belfast Harbour Commissioners. Support from various quarters, including government departments, allowed the organisers to realise their vision of delivering a world class visitor experience.

Targets were set. These included attracting 400,000 visitors to the city of Belfast over the four day period; increasing tourism in Belfast and providing a positive economic impact of approx £9-10million. Another objective was to provide a world class programme of entertainment which met and exceeded the expectations of the audience and crews, and to do so in a safe manner. We wanted Belfast Tall Ships to leave a legacy, both social and physical.

The results exceeded our expectations. Even through inclement conditions over half a million people enjoyed the Belfast event.

Behind the scenes, there were plenty of success stories too. Throughout the extensive event planning stage, Belfast City Council and Belfast Harbour Commissioners formed a partnership which has left a lasting legacy. Without the commitment; and significant investment of both, such a major event could not have happened. In particular, Belfast Harbour became actively involved in the event management, a significant departure from their core business of operating the Port of Belfast. The relationship formed between these two organisations has led to other initiatives in and around the River Lagan.

Strong partnerships were formed with other stakeholders, particularly government departments and regional tourism bodies. This unified approach undoubtedly contributed to the success of the event as a spectacle but also as a tourism product. Central to the delivery of the event was the upgrade of the facilities within the Harbour, again a result of collaboration, and once again leaving a legacy for similar events in the future. It should also be highlighted that the co-ordination and co-operation between the various emergency services and statutory agencies was exemplary, particularly considering the unprecedented scale of the event.

Beyond Belfast, the impact of the event was significant. Port visits took place before and after the main gathering in Belfast, attracting thousands to the coastline, from Lough Foyle to Warrenpoint.

This project, from its planning stage, right through to delivery, is viewed by many as an example of best practice. It has set the scene for future events which will benefit from the foundations which have been put in place by Tall Ships. It has been very well received throughout the industry, securing a number of high profile awards.

For four days in August 2009, the Tall Ships stood majestically in the harbour. Nearly half a million people travelled to the quayside in Belfast to be part of the biggest and perhaps one of the most successful events ever staged on this island.



Dr. Gerard O'Hare CBE,
Chairman, Belfast Tall Ships 2009

“What an
excellent
event”

Francis Reynolds
(spectator)



The Portuguese Tall Ship 'Sagres', which welcomed over 17,000 people during the weekend.



Background to the event

In August 2009 Belfast Tall Ships Ltd presented the Belfast Maritime Festival, featuring the Tall Ships Atlantic Challenge 2009 event. Belfast had been designated the finishing port for the Tall Ships Atlantic Challenge Race, organised by Sail Training International (STI). The ships ranged in size from 30ft yachts to square rigged ships over 300ft long. These events take place in waters around Europe, from the Baltic to the Mediterranean and typically involve seven host ports. The time spent in port is usually three or four days, during which the focus is on activities for the young trainees, and providing a festival atmosphere for the local community. Belfast also hosted the Small Ships Race from Greenock to Belfast simultaneously to the main event. This further enhanced the event with additional ships and enabled more young people from Northern Ireland to participate in sail training.

There were a number of reasons to host such a prestigious event in Belfast. The central one was to provide the public with a world class event, placing Belfast firmly on the map as a welcoming tourist destination capable of delivering exciting, cutting edge events. The recruitment of young people from all walks of life to participate in the Tall Ships Atlantic Challenge was another key aim.

This was done by liaising with all 26 local authorities throughout Northern Ireland, establishing close links with various community organisations and in particular Ocean Youth Trust Ireland to recruit potential crew for the vessels.

Belfast was the host port from 13 to 16 August 2009, although some vessels arrived several days prior to these dates, and called at other Northern Irish ports. Over 45 vessels berthed in Belfast occupying almost a kilometre of quayside. Whilst in port, the vessels offered tours of their decks to members of the public. A carnival atmosphere was created and entertainment provided along the quaysides and adjacent areas.

The event was held in the Port of Belfast with the main event locations being Clarendon Dock, Albert Quay, York Dock, Pollock Dock, Queens Quay, Abercorn Basin and Custom House Square.

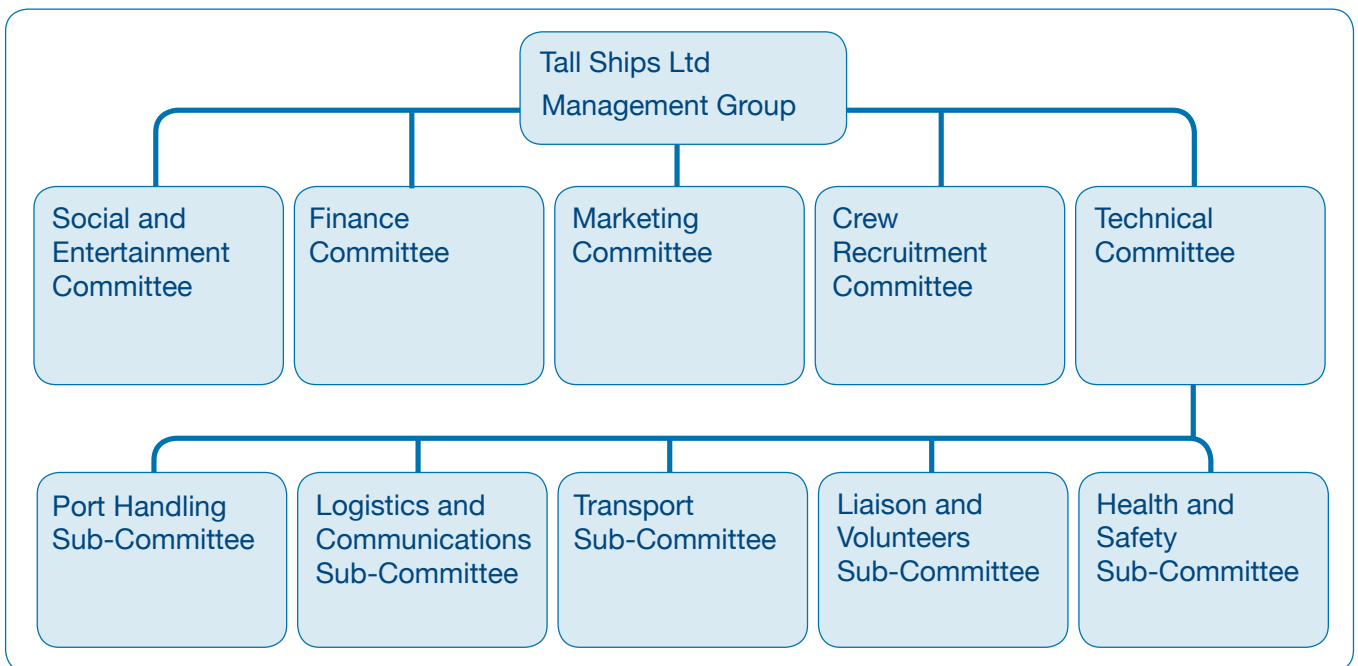
Access to the event was free, and the entertainment on Thursday, Friday and Saturday culminated in a spectacular fireworks display. The overall event finished with a Parade of Sail leaving from the Port of Belfast on the early afternoon of Sunday 16 August.

“Everything’s
shipshape for
city’s biggest
festival ever”

Victoria O’Hara,
Belfast Telegraph,
13 August 2009



Delivery vehicle



The Tall Ships Board

Dr Gerard O’Hare CBE (Parker Green International, who took the role of Chairman in June 2008)

Trevor Anderson (Belfast Harbour Commissioners)

Cllr Bob Stoker (Belfast City Council)

Cllr Francis McCann (Belfast City Council)

Dr Sally Montgomery (W5)

Robert Fitzpatrick (Odyssey Trust)

Jackie Johnston (Dept of Social Development)

Brian Black (Evergreen Productions)

Peter Archdale (Royal Navy Retired)

Gerry Brennan (Ocean Youth Trust Ireland)

Gerry Reid (Ocean Youth Trust Ireland)



Spectacular fireworks displays lit up the Harbour

Aims and objectives

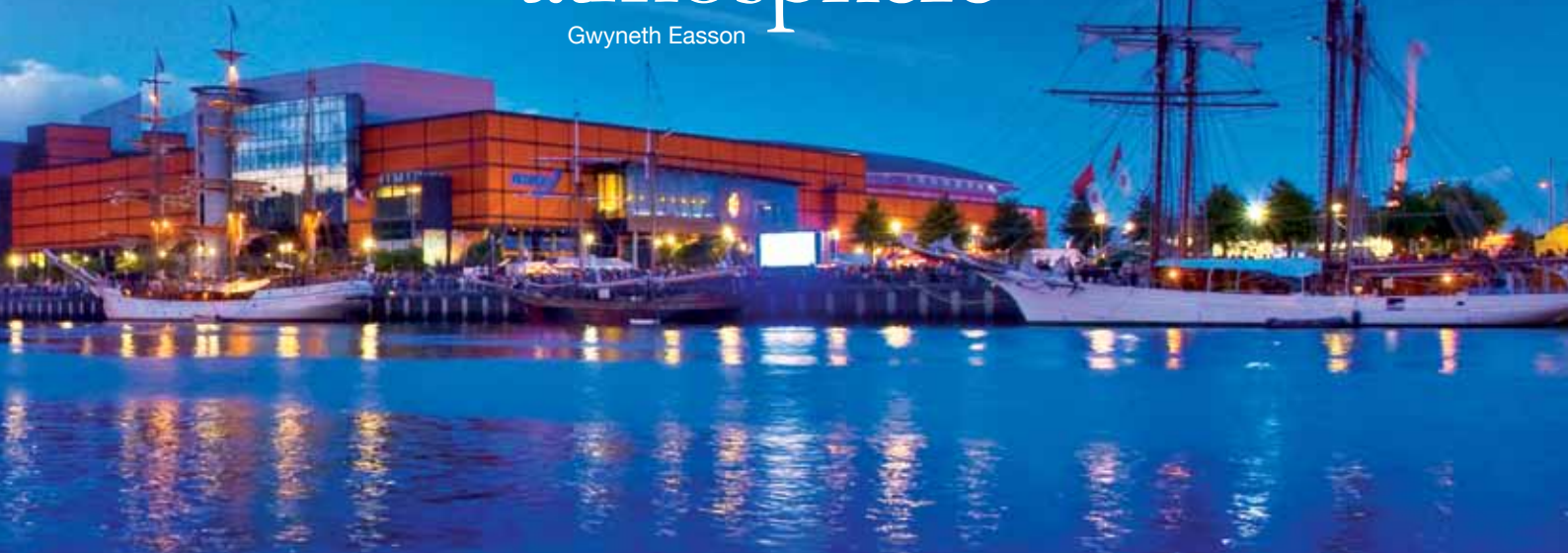
- To promote a positive image of Belfast and Northern Ireland.
- To showcase Belfast as a city capable of producing world class events.
- To create an event for all of the population of Northern Ireland and further afield to enjoy.
- To create numerous jobs in the private sector.
- To increase community involvement.
- To increase involvement in sail training for all sections of the community.
- To act as a conduit for increased tourism in Belfast.
- To provide a feel good factor and a pride to the people of Belfast and Northern Ireland by staging this high profile event.
- To be used as a vehicle to engender local, national and international interest in the 2012 Titanic Celebrations which it is hoped will attract visitors from all over the world to identify with this iconic Belfast-built ship.
- To promote the sporting venues, facilities and infrastructure of Belfast as a place where a first-class event can be easily managed and run, and where the participants will experience a friendly welcome for the duration of their stay.
- To raise awareness of the sport of sailing in Northern Ireland.
- To promote and encourage the development of sailing and all its possible manifestations throughout Ireland and the world.
- To deliver an environmentally friendly event.

**It sold Northern Ireland
as a good place to be.**



“There was a great atmosphere”

Gwyneth Easson



Measuring performance – specific targets

- To attract 400,000 visitors to the city of Belfast over the four day period.
- To create a positive economic impact of £9-10million for Belfast.
- To leave £1million of a physical legacy
- To secure public sector match funding to Belfast City Council's £1m and furthermore attract £500,000 from the private sector
- To deliver on budget.
- To deliver a safe event.
- To achieve public satisfaction levels of 85%.
- To recruit, train and place 80 trainees on sailing voyages associated with the event.

Marketing and promotional aims and objectives

- To manage the communication and development of the event's image in order to improve the perception of Northern Ireland and Belfast as a visitor destination domestically, nationally and internationally.
- To position the event in all key sectors as an exciting, vibrant, cultural and must see event that offers an authentic experience.
- To develop co-ordinated and integrated marketing activities ensuring consistent communications within Belfast brand guidelines and a customer focused approach in the market place.
- To focus on the target markets, sectors and segments that will be most effective and will generate visitors to the event.
- To develop effective partnerships to ensure the delivery and promotion of the event is seamless.



The public experience

500,000 spectators over four days in and around the River Lagan

46 vessels in total

Tens of thousands of people on the shores of Belfast Lough for the Parade of Sail

Entertainment on both sides of the River Lagan

Continental Market

Live music

Numerous port visits in Northern Ireland



Visitors scored the overall experience 8.6 out of 10

(Millward Brown Ulster)



A young girl with long dark hair and colorful face paint (a red heart on her forehead and red and green dots on her cheeks) is smiling and looking towards the camera. She is wearing a light blue and pink patterned top. In the foreground, a man in a light blue polo shirt and a white baseball cap is seen from the back, looking towards the right. A woman in sunglasses is partially visible behind him. The background shows the wooden rigging and ropes of a ship's mast against a bright sky. The overall scene is outdoors on a ship's deck.

“Everywhere was buzzing”

Mark J O' Neill
(spectator)

Sail training

27 trainees, hand picked from hundreds of applicants, placed on race vessels

Participants sailed across the Atlantic Ocean from Halifax

All ages and backgrounds included

Specialist training and preparation provided

Additional trainees, of all abilities, crossed the Irish Sea

A unique programme of social activities for all crew



“Such a life changing experience”

Trainee



“Truly amazing
experience”

Trainee



Above: The new pontoons in Abercorn Basin – part of the physical legacy of Tall Ships 2009

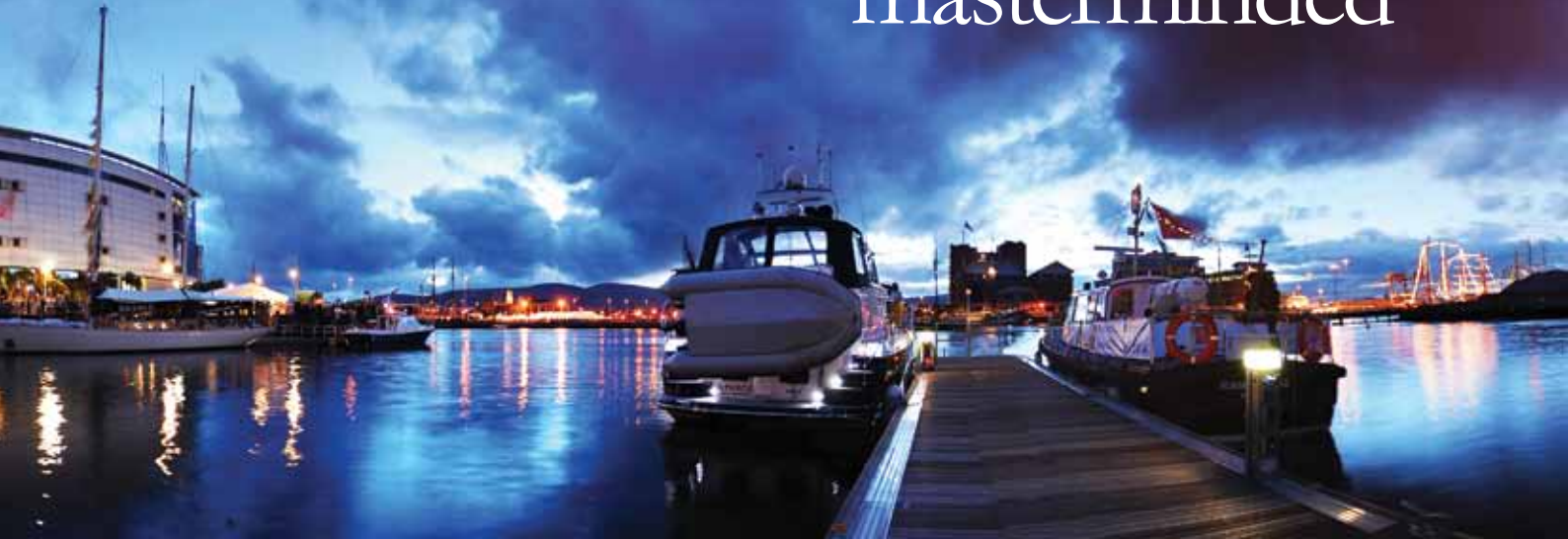
Partnerships

Expertise from many different sectors were brought together to produce the event in August 2009. Event organisers, marketing specialists, health and safety advisors, traffic and port operations experts, volunteered their time to provide guidance to the committees and working groups established to deliver the event, the biggest event Belfast has ever seen!

Working with several partners, 20,000 cars were accommodated at the four designated Park 'n' Ride sites.



“It was a wonderful event, brilliantly masterminded”



Physical legacy

Mooring bollards on Queen's Quay

New pontoons at Abercorn Basin

Leisure craft berthing facilities

£1 million of quayside improvements will support future maritime events and marine leisure activities in Belfast



Social legacy

Creation of 90 jobs

Dozens of event volunteers learned valuable practical skills

Trainee crew received maritime training as well as the life skills that go hand in hand with a Trans Atlantic voyage





Future events

Provides a benchmark for future events

Gateway to Belfast hosting Tall Ships in 2015 and other major maritime events

Displays to funders that events are worth investment

Health and safety measures can be used

Further establishes Belfast as a destination capable to host exciting events

Encourages other organisations to host major events in Belfast and Northern Ireland



Economic impact

Over £16 million generated for the economy of Belfast

Considerable impact in Northern Ireland as a region

Hundreds of jobs created

Local suppliers used to boost local economy



Achievements and recognition

Go Awards - Go Belfast Best Event/Festival of 2009

Northern Ireland Travel and Tourism Awards - Best Event or Marketing Initiative

Northern Ireland Tourism Awards – Winner Excellent Event

UTV Business Eye Awards - Best Tourism or Hospitality Project of the Year

Highly Commended Belfast Business Awards

Budget

Income	
Belfast City Council	£1,077,000
DCAL	£400,000
DSD	£100,000
Other Income	
Commercial Sponsorship	£113,696
Park & Ride	£68,252
Continental Market	£88,495
Fun Fair	£32,000
Custom House Square	£8,696
Corporate Hospitality	£42,902
Merchandising and Programmes	£25,757
Miscellaneous Income	£5,869
Crew Income	£19,000
Balmoral and Waverley	£4,500
	Total Funding and Income
	£1,986,167

Expenditure	
Management and Fees	£120,028
Marketing and PR	£372,618
Festival Programme	£99,738
Fleet Liaison	£159,217
Site Services	£271,706
Traffic Management	£186,667
Public Safety and Welfare	£131,900
Quayside expenditure *	£448,082
Crew Recruitment	£45,556
Insurance	£94,565
Refunds payable to contributors	£56,534
	Total Expenditure
	£1,986,611 **

* This expenditure includes the company's contribution to the new physical infrastructure within Belfast Harbour. This contribution was match funded by the Northern Ireland Tourist Board.

** Variance between income and expenditure is bank interest received during the life of the project.



Acknowledgements

Belfast Tall Ships 2009 Ltd would like to thank the following organisations. Without their hard work, dedication and expertise, this event would not have been possible.

Belfast City Council
Belfast Harbour Commissioners
Parker Green International
BVCB – Belfast Visitor and Convention Bureau
NITB – Northern Ireland Tourist Board
DCAL – Department of Culture Arts and Leisure
DSD – Department for Social Development
DETI – Department of Enterprise Trade and Investment
Translink
OYTI – Ocean Youth Trust Ireland
RNLI – Royal National Lifeboat Institution
Royal North of Ireland Yacht Club
PSNI – Police Service of Northern Ireland
NIFRS – Northern Ireland Fire and Rescue Service
St John's Ambulance
NIAS – Northern Ireland Ambulance Service
Odyssey Trust
British Red Cross



“The combination of visitors from around the world, fantastic ships, entertainment and the sense of needing to be at this event has created a buzz in Belfast and further afield.”

Dr. Gerard O'Hare CBE,
Chairman, Belfast Tall Ships 2009