

WELCOME TO HARTLEPOOL

Hartlepool **THE TALL SHIPS' RACE 2023**

A waterfront of creative and cultural ambition





Councillor Shane Moore
Leader of Hartlepool Borough Council

Hartlepool is a town with a proud maritime heritage and to host The Tall Ships again in 2023 would be a huge honour.

Hartlepool has already shown it has an appetite for Tall Ships when it hosted the event in 2010 and the hundreds of thousands of visitors from far and wide created a real party mood throughout the whole town.

We have an enviable record for partnership working and Hartlepool Borough Council, The National Museum of the Royal Navy Hartlepool, PD Ports and Hartlepool Marina Ltd are proud to present this proposal for consideration.

Hartlepool Waterfront and its associated facilities are second to none and we proved during 2010 that we have the capability to host an event of this magnitude.

Exciting plans have just been announced to redevelop the museum and the wider Hartlepool Waterfront site and I believe we would be a fitting venue for the Tall Ships in 2023.



Gill Alexander, Chief Executive
Hartlepool Borough Council

Hartlepool has a passionate maritime tradition dating back hundreds of years. We are proud to be the home of HMS Trincomalee, the oldest warship still afloat in Europe and more recently we were delighted to work with The National Museum of the Royal Navy to secure the arrival of RML 497 – a unique World War Two Rescue Motor Launch.

Securing the arrival of the National Museum of the Royal Navy in Hartlepool has ensured the town has a permanent visitor destination of national significance and the Council is delighted to be working in partnership with the museum, PD Ports and Hartlepool Marina Ltd to present this exciting proposal to host The Tall Ships in 2023.

Alongside our friends at the National Museum of the Royal Navy, we've just announced big plans for the Hartlepool Waterfront site and by 2023 the early stages of redevelopment will be in place, which would help establish a wonderful setting for the event.

Hartlepool has an excellent record for partnership work and I really hope we are given the opportunity to deliver on our promise to host The Tall Ships in 2023.



Proud of our maritime heritage

Backing the bid



Ben Houchen
Tees Valley Mayor

"As Mayor of the Tees Valley, I have always had the aim to talk up Teesside, Darlington and Hartlepool. We have so much in our area that is great, and we need to build on all these positives to drive us on further.

Bringing the Tall Ships back to Hartlepool would attract international attention to the whole of the Tees Valley, boosting the region's economy and showcasing all we have to offer.

In 2010, Hartlepool hosted the Tall Ships with an enormous amount of success, with it becoming the largest free event held in England that year. I have absolutely no doubt that we would deliver an even bigger event 13 years on! Hartlepool has an amazing maritime history and a fantastic marina, and I can think of nowhere better for this event to be held.

In the time that I have been Mayor, Teesside, Darlington and Hartlepool has hosted a series of high-profile event, including BBC's Big Weekend and the Great North Games. Each of these events were extremely successful being attended by thousands of people from the Tees Valley and indeed the country.

Finally, now that we have ownership of Teesside International Airport and have introduced six domestic flights in addition to the international flight to Amsterdam, the Tees Valley is truly connected to the world. Visitors will be able to travel with ease to see the Tall Ships and enjoy Hartlepool and the surrounding areas.

I am whole-heartedly behind this bid and will support the event fully should it be brought to Hartlepool."



Roslyn Adamson
National Museum of the Royal Navy Hartlepool

"The National Museum the Royal Navy arrived in Hartlepool in 2016 bringing with it access to national collections which tell the rich stories of our naval heritage

With over 1 million visitors making their way through our Portsmouth site, and large audiences at our Somerset and Belfast museums, we are perfectly placed to draw national and international visitors to The Tall Ships Race in 2023.

The scene is already set with HMS Trincomalee berthed at the heart of the town and maritime enthusiasts able to experience for themselves boarding the oldest warship still afloat. The unique experience afforded to visiting tourists doesn't end there however. Live weapon and rope making demonstrations are just some of the activities on offer to ensure a visit to Hartlepool is one never forgotten. A brand new outdoor playground ensures there really is something for everyone.

The museum's latest project comes in the form of a World War II rescue craft, RML 497 which has already attracted a large team of volunteers keen to get involved in its restoration. The Tall Ships Race would be the ideal arena to showcase the vessel and the efforts of the local community in preparing her for public display.

With exciting development plans now being taken forward for the museum and surrounding waterfront, the 2023 event would also bring the opportunity to present the newly refurbished PS Wingfield Castle and new naval galleries packed with large scale objects from the museum's national collection (work due to be taken forward in 2020)."



Backing the bid



Captain PD Brooks
Harbour Master

PD Ports would like to offer our support to Hartlepool Borough Council in their bid to host the Tall Ships’ Race in 2023.

In principle, PD Ports will be able to offer a large land area for the event site, berths within the harbour to accommodate the Tall Ships and the time and expertise of our management team to facilitate the delivery of a successful event.

We feel that this event would be a very valuable boost to the region, as was the Tall Ships’ event in 2010.



Allan Henderson
Director
Hartlepool Marina Ltd

“The Tall Ships event at Hartlepool in 2010 was a true spectacle and put the region well and truly on the map. The feedback from visitors to the marina was positive and created a sense of pride in the town and region wide.

All too often I have received comments such as when are they coming back. Indeed last year Sunderland played host to these magnificent vessels crews and visitors. Hartlepool however has an unrivalled location for the delivery of Tall Ships unlike other ports such as;

- All size ships can be accommodated between PD Ports and the marina within an easily walked site.
- There is direct access to the sea for sailing trips
- Easy access via road rail and bus routes
- Success story in 2010
- Many other tourist attractions close by
- Affordable accommodation close by
- A proven working partnership between the local authority and the private sector.

Should we be successful in the bid Hartlepool Marina Ltd would be a proactive committed partner in the event.”



Chris Soley
Director and General Manager
Camerons Brewery Limited

“Camerons Brewery has been part of the Hartlepool landscape since 1865 and as well as being an important part of the town's history and heritage we are also one of the town's major employers.

Our beers are part of the fabric of Hartlepool with iconic brands such as Strongarm and Trophy Special which are now joined alongside beers from our newer Anchor Range, Motorhead and Tooth & Claw brands. The Anchor Range was inspired by our coastal links with ales such as Boathouse, Spinnaker and Sanctuary; the latter of which we donate 5p from every pint sold to the RNLI. Indeed our Tooth and Claw logo incorporates the coastline that runs past Hartlepool.

We saw the huge positive social and economic impact the Tall Ships event had on Hartlepool in 2010. The amount of town pride at first winning the tender and then hosting it was an incredible sight to behold and it was great to see everyone in the community come together to support the event and make it a fantastic success.

The impact this had to raise both the profile of the town and our brewery was amazing and we would certainly welcome the opportunity to see it return to Hartlepool in 2023. It will be a great chance to build on the previous event in 2010 and we would love to play a key part in making this next event an even bigger success.”



Hartlepool is and would be the captains' and crews choice for The Tall Ships' Race in 2023 because they know that we know the sea

Welcome to Hartlepool, a proud and passionate town with the sea in its blood. A place steeped in maritime heritage that becomes obvious when you visit - from the scale and nature of the physical assets built to handle an intimate relationship with the sea, to the people who have lived by it for hundreds of years. That intuitive awareness of the ocean can be seen in the way we meet and greet sailors and their vessels with a very real understanding of what they have been through to get here and what they need to recover, recuperate and move on, both in body and mind and in ship shape order.

For decades Hartlepool has been visited by both commercial and leisure sailors, so we are more than suited to handle the competitive demands of a hundred or more Tall Ships. We have shown many times before that we can administer a comprehensive programme of vessel management and we are confident we can do it again with our usual degree of professionalism, enthusiasm and specialist knowledge.

We have a bank of learning from delivering Maritime Festivals over a number of years, as host of the 2010 Tall Ship Race, plus the material resources and the specialist marine skills to thoroughly entertain The Tall Ships' Race in 2023. We will do all this with a degree of personal intimacy that will make the visit so very special to all the crew and create lasting relationships and stories for years to come. Our capacity, capability and competency cannot be copied by any other destination in the UK:

Our history, previous organisational experience in 2010 and innate understanding of all things seafaring makes it easier for us to run Maritime Festivals than

many other destinations. The vessels themselves can be on the high sea within minutes of Hartlepool Waterfront and this will bring many advantages to the ships in terms of corporate hospitality, operational efficiency and safety.

All vessels will be clustered close together with a connecting entertainments village that will service the every need of the captains and crew. We can use existing land and buildings as well as our floating assets to maximise The Tall Ships' experience for crew, community and visitors alike. We have many programmes of work already in existence that engage with the local community that can be "tuned" into the ambitions and objectives of STI. We believe that by the time the crew leave they will know where they have been!

Hosting the event will create a genuine catalytic impact upon the regeneration of the town, increasing investor confidence and stimulating even further investment in our infrastructure and creating more visits from tourists who have heard about us through the Race.

Finally, it's not just Hartlepool that wants the Race to return to the town in 2023. Just ask any of the crew or captains who have visited before. It is those people who have experienced first-hand our hospitality, who have seen our intuitive understanding of their needs both nautical and personal and who have lobbied us to submit a request for the race to return to Hartlepool. Believe us when we say we are holding our breath, as persuading The Tall Ships' Race to return to Hartlepool will be one of the defining moments in the town's maritime history that will create an impact and legacy for generations to come. We proudly boast the most creative ideas to entertain crew and community and

the most empathetic appreciation of what the whole event is all about – bringing people together in friendship and understanding.

WELCOME TO HARTLEPOOL

We are shaped by the sea

Technical Information illustrating how we can host The 2023 Tall Ships' Race.

Fleet Facilities Berthing for A,B,C,D vessels

Hartlepool has been welcoming ships of all sizes and from all corners of the globe for centuries. We therefore understand the functional needs of these vessels and first amongst those in hosting The Tall Ships' Race is good berthing facilities. We are able to offer the captains and crews of all vessels high quality, close proximity berthing opportunities at Hartlepool Waterfront, a stones-throw away from the sea. Setting sail to being under sail can be achieved within 10 minutes. We have included a technical specifications map with this submission highlighting all proposed requirements as laid out in the Ports Manual.

From our experience of the 2010 event it is clearly evident that we have the capability to host an event of this scale and nature. We have proposed a hub and spoke arrangement for managing the in-port logistics. All Class A vessels will have direct access to the sea and all Class B, C and D vessels are berthed within Hartlepool's marina setting with access to the sea via lock gates. No wind constraints nor state of tide will affect the ability of boats to put to sea and with our extensive experience of running an operation such as this, we will ensure that the crews will have safe access to and from their vessels at all times.

Linking these clusters of ships together will be an active entertainment zone, on our newly developed Waterfront Events Area, where crew and community can interact, play and compete.

Spinning out from that central zone of participation are areas that provide rest and respite and more fun and distraction. We have proposed a natural balance of areas and buildings that can bring the crews together yet also give them space to reflect.

We understand this is more than just a physical journey across water and that minds and bodies will be stretched to the full – at sea and on land. This physical and emotional arrangement will engender and maintain that important feeling of "family" amongst all participants irrespective of age and the management of visitors to the site will be based on equality of access to all vessels, irrespective of size. The lay of the land and water in the berthing zone contributes positively to that objective. We will be ready to find you somewhere to moor up whatever time of the day or night you arrive.



Meeting the needs of ships and crew

We are confident, because of our history and complementing physical assets, that Hartlepool Waterfront can handle any number of vessels that will participate in The 2023 Race. We are a working marina and port and have been in this business long enough to know and understand instinctively the needs of the vessels and crew when laying up. Equally therefore we have facilities for the vessels, where required, to access Pilots and supply the service of a Tug. These will be provided free of charge.

Hartlepool Waterfront has a maintained depth of water ranging from 6 metres within the marina (and of course no tidal pull means no scrabbling for views or boarding problems) to 9 metres at low water for the adjacent port. This will provide more than adequate clearance for any type of vessel and maximize the enjoyment by all of the experience of pulling alongside such a well serviced destination.

The marina has easy access to fuel pumps for the smaller vessels (B,C,D), which will be dispensed at discounted prices. The Class A vessels will be serviced from a tanker as currently are all ships berthing in the port.

All ships in all locations can be effectively and conveniently serviced when it comes to emptying the ships' holding tanks – again we have considerable practical experience of delivering this service.

We know that it will be vitally important for the captains and crew to feel welcome but also to be warm and dry. We do not underestimate the magnitude of this necessity. We are therefore pleased to be able to offer to all participants dedicated quality facilities. On the marina we already have a shower and laundry block nearby. We will also be stationing at appropriate points and in sufficient numbers for all vessels, additional portable lavatories and shower blocks. Furthermore, every ten ships will have a dedicated service point providing an electricity generator, water,

washing machines, refuse and laundry collection services - in fact, exactly as we have previously provided for The Tall Ships' Race in 2010. The same holds true for public toilet provision and the use of both will be managed under careful supervision. In all instances, these facilities will be kept clean, safe and secure.

Additionally, as a working port, we have access to all the other real world goods and services vessels needed after a hard sail. These include lifting facilities up to 40 tons; a mobile crane; chandlery with charts, ropes, paints, fixings etc.; rigging and sail repairs; engine and outboard repairs and free workshop facilities. These services were put to practical use when The Tall Ships' were in town in 2005. "Mercedes" had some fuel leaks which were braised back together, "Ocean Scout" required repairs to her starter motor and "Pride of Baltimore 2" required the speedy delivery of some specialised heavy oil.

The biggest single collective effort involved the "Lord Rank" when she lost her propeller at midnight and by lunchtime the following day she was back in action.

We confirm that a dedicated VHF channel will be allocated for the use of The Tall Ships' Race fleet when in port.

We will be providing telephone and internet facilities in two places for use by the travelling crew. Communication points are and will be housed in both the Tees & Hartlepool Yacht Club and the Lock Office, adjacent to the lock gates. These are secure, landline facilities and are complemented by wireless broadband that covers the whole of the Hartlepool Waterfront area.

We have shown the Crew Centre on the enclosed plan and it is proposed to be located in the Tees & Hartlepool Yacht Club. The Club House here has more toilets, showers and drying facilities as well as telephones, but

in this instance also has catering and leisure facilities suitable for young people including pool and darts and an internet café. It is within 5 minutes-walk from the central hub of activity and ideally placed for the crews to relax with outstanding views across the bay from a balcony and a chance to mingle with sailors from the town who know what they have been through to get here.

Because we are a settlement by the sea, so our physical makeup is inextricably tied to meeting and satisfying the needs of sailors. This is reflected in the amount and quality of the assets we can put at the disposal of STI to host an outstanding and unforgettable round of The Tall Ships Race in 2023.



Race Office Facilities

We have taken some time to carefully consider the strategic and operational needs of the various organisations charged with running and managing an international event of this size and type on our doorstep. We have also thought deeply about what the crews need to rest and recuperate but also participate and become re-energised – how to maintain that momentum of enthusiasm, learning and ambition. We have then balanced this with our real world experience in delivering Maritime Festivals over the years.

We have sought to uphold the principles of “family” within our approach to “on-the-ground” organisational management whilst at the same time, recognising that different bodies sometimes need different spaces to do their jobs properly.

The enclosed plan shows indicatively which land and buildings will accommodate which functions. Equally, if an alternative approach is necessitated, we can offer a very flexible solution based on portable buildings.

To this end, we are proposing to locate the STI Race Offices and Port Committee General Office

in our Coast Watch buildings which have direct line of sight out to sea and are located adjacent to the Class A boats. They stand in their own grounds with associated parking facilities and can be easily made secure. This will provide a place for calm reasoning and decision making yet is within a stone’s throw of the entertainment village and all the vessels participating in the race.

The fully equipped Media Centre will be housed close to the vessels. Here, all the necessary communication equipment will be readily available and the position allows journalists and associated visitors a bird’s eye view of the marina and its surroundings and a balcony looking out to sea.

All buildings will be ready for occupancy well before the arrival of the race and afterwards as necessary. In the main, they are already kitted out to the level required by STI to service its communication requirements. Where additional equipment is required this will be brought in, tested and made ready before the vessels arrive.



Photo by In Studio

Green credentials

We are working to ensure that Tall Ships Hartlepool 2023 will be the greenest Tall Ships Race to-date. The intention of this policy is to enshrine in our staff, visitors, partners and suppliers a greater understanding of how the way we operate impacts on the environment. We will explore the various aspects of our operation and how we can work to mitigate this impact. This is designed to be a positive process that will improve our working environment, our ways of working and the community of Hartlepool. To achieve this we will deliver the event whilst adhering to sustainable actions in the following areas:

- A ban on single use plastics on Tall Ships sites.
- Use tendering/procurement and fly-pitching enforcement to prevent the sale of plastic landfill fodder.
- Recycling bins.
- Composting food waste.
- Points for refilling water bottles.
- Encourage stalls to offer discounts for people with their own cups, forks and tubs.
- Explore sustainable electricity to power the festival site.
- Reduce car use by offering public transport, walking and cycling alternatives.
- Offsetting some of the carbon footprint by planting trees in a 'Tall Ships Forest'.
- Eco education stands, craft stalls and children's eco craft activities.
- Vegan and vegetarian food offer to be clearly offered.
- Prizes for the crew with the best green policy.
- Keep Hartlepool and its beaches 'Clean and Tidy Campaign', using community champions.
- Ban the selling or distributing of balloons due to the close proximity to the coast and the detrimental impact these objects have on marine wildlife and birds.
- Ask suppliers what they are doing to reduce packaging.
- Use the procurement/tendering process to engage sustainable suppliers with a green policy.
- Moving towards digital marketing.
- Explore options for Local Community Wealth building.
- Promote the localism agenda when procuring services.
- On-site signage asking visitors to support our 'Green Mission'.



Race management, accommodation and transport during the race

Accommodation

Hartlepool is extremely fortunate to have a 60 bed hotel on the marina overlooking all the Class B, C and D vessels. This is a Premier Travel Inn which is a brand that does not sign up to the inspection schemes of the AA, RAC or English Tourism Council. It does however have one of the highest occupancy rates in the town and is well regarded by business travellers. This combined with its dramatic location makes it difficult to dismiss from the selection process. Also in the immediate vicinity of the Waterfront area in the Travelodge Hotel. We also have four 4 Star hotels within 20 miles of Hartlepool ranging from the Middlesbrough Thistle (10 miles away) to Crathorne Hall (19 miles away), the Hilton Hotel in Stockton (8 miles away), Wynyard Hall (6 miles away), Hardwick Hall in Sedgfield (8 miles away) and the Durham Marriott in Durham City (18 miles). Hartlepool itself has a number of other hotels including The Staincliffe, Altonlea Lodge, The Ship Inn, Cosmopolitan Hotel, Mariners Point Appartments, The Douglas Hotel and Marine Hotels in Seaton Carew to the Grand Hotel in the town centre, 5 minutes' walk from Hartlepool Waterfront. Because of the extensive nature of the Hartlepool's "restaurant" offer adjacent to the vessels, we would be able, through our restaurant association, to provide a variety of dining experiences for STI Race Officials and partners using a voucher or other system – we can offer Indian, Chinese, Thai, European and Spanish culinary experiences and even traditional fish and chips on the Quayside - in fact, something for every pallet and pocket. This mix of accommodation and restaurants will be offered to the Organisers Management Team for the planning visits (x4), including the "Joint Host Ports" meeting.

Transport

The intimate nature of Hartlepool Waterfront means extensive ground handling solutions are not required to move race officials around the site. However, we can make pool or chauffeured cars available both adjacent to the Coast Watch building (and Class A vessels) and the Divers Club. We are proposing to make extensive use of water taxis to move organisers, sponsors and race officials around the Waterfront complex. The water layout will make this form of transport very efficient in Hartlepool. Equally, bicycles will be provided free of charge to STI Race Officials and we will ensure route links are optimised to allow free flowing traffic of different types. Hartlepool has a train station serving communities both north and south and the town with a direct line. Teesside International Airport is less than 10 miles from the town.

Road Traffic and Car Parking

Hartlepool has extensive experience of running large scale events that naturally put pressure on the physical infrastructure of the town. We are fortunate in that we can balance this pressure with careful planning, robust control mechanisms and efficient use of land, buildings and highways. We have already placed the vessels to optimise their access by the crew and for visitors. We anticipate various road closures, extensive parking measures including park and ride and traffic management solutions that allow for a selective approach to handling cars driven by sponsors, organisers and STI officials. The Police have already been informed of Hartlepool's bid and will form an important partner in the planning of your visit. We take security seriously here and we understand our responsibilities to the STI, captains and crew when it comes to creating a safe and secure environment in which to relax. We will be exploring public transport options, Park and Ride and Park and Walk alternatives.

Volunteers and Liaison Officers

Previous experience tells us that when we go out looking for volunteers for our Maritime Festivals and Tall Ships 2010 we are inundated with more offers than places. The word spreads quickly through the town and we are inevitably inundated with proposals to come and help out. The people putting their names forward are also from marine backgrounds - be they fishermen, berth holders, or yacht club members. Volunteers are selected for their knowledge of the local area, friendliness and willingness to get stuck in and help, whatever the request or time of day. We also sign up individuals with foreign language skills. We would use a cascade approach to recruitment for The Tall Ships Race as we already have 12 proven Volunteer Ships Liaison Officers and these will be called upon to act as "Volunteer Supervisors" to be responsible for 10 further Liaison Officers to provide total coverage for the ships in port. We will recruit volunteers through the Council's website 'Volunteer Hartlepool'. This intense voluntary support will be a real asset in sustaining communication with captains and crew and facilitating the smooth running of the event. At no time should any ship not know what is going on nor be kept waiting for assistance. We will follow the suggested volunteer training schedule as depicted within the Ports Manual. The office of and for the Chief Liaison Officer will be part of the entertainment village, for space and proximity reasons. It will also include an integrated mailing system with a mail box for every ship.

A place for friends to meet

Sponsorship, other commercial arrangements and media facilities

We are proposing to create a “Sponsors’ Zone” for all levels of sponsors involved in supporting the race. The main Race Title Sponsors Office will be the National Museum of the Royal Navy. The other sponsors – “Event Support Sponsor” and “Host Port Sponsor”- will be housed in a tented village adjacent to the main Title Sponsor. This will create a complementary situation with a significant critical mass of coverage for all sponsors in a key location adjacent to both the National Museum of the Royal Navy, the key festival site area and the water playground.

Members of the public and invited guests will only be allowed to access the water from this point, thereby ensuring maximum exposure for all those sponsors through directed footfall through this area.

We will also be increasing the concentration of activity in the immediate vicinity with a French/Continental Market, local craft stalls and Sea Shanty singers. This will also be the suggested location for the STI stall to promote sail training to the visitors, many of whom will be families. Because of the amount of public space in Hartlepool Waterfront, the Civic Authority can control and influence the location of banners, signage and bunting (for instance there are 50 flag poles across the Quays site as a whole) and ensure the agreed balance of promotion is achieved and sustained and that no conflicts of interest emerge.

Events and entertainment

To enhance the atmosphere, visitor figures and superiority of the Tall Ships Visit, we have a wealth of experience in delivering high quality, year round events in Hartlepool, including Maritime Events and Festivals.

With a dedicated cultural workforce and events team, we pride ourselves in artistic commitment, diversity and quality experiences in the Tees Valley. We would plan to concentrate on daytime and evening events across the weekend, commencing on Friday evening until Sunday evening. The daytime events held on the Saturday and Sunday will be family orientated, with the inclusion of a Street theatre adaptation of Gulliver’s Travels where the action will encompass the audience, street theatre would also be active as well as participatory acting in music and the arts. The Friday evening would instigate an affluence of high quality artists descending on Hartlepool with a well-known comedian gracing the stage. The Saturday evening would not disappoint the audience with a well versed and notorious live music event from the International stage complete with Fireworks ensuing the Sunday is not missed with a folk event with a multitude of live artists and cultural activity.

The Hartlepool Civic Authority is comfortable over the requirements of VIP invitations and confident it can deliver an exceptional level of service and experience to these special guests. Maritime destinations tend to major on hospitality and understand the needs of the sailing community and its followers. Hartlepool acknowledges that the Organiser has the sole and exclusive rights to all intellectual property rights pertaining to the race and will, with the written permission of that Organiser, arrange a Port Sponsor that will not include alcohol, tobacco or military related products or compete with the interests of the other sponsors. Hartlepool recognises its obligations to the STI officials over invitations to special social and other events.

Port Fees

Hartlepool acknowledges its obligations to pay to the Organiser port fees and other related costs as set out in the Host Port Contract.

Media Facilities

Hartlepool has very good relations with local print and broadcast media organisations, with a history of constructive partnership working on event coverage. This has ranged from a countdown campaign in the local press to competitions on the radio and the placement of outside broadcast units on site to cover the event live – speaking to participants, visitors and organisers.

We strongly believe this level of interaction and more can be anticipated for The Tall Ships’ Race and we are also confident that wide televised coverage will also be achieved at a local, regional and national level. All involved parties wish to maximise the coverage and impact of the visit by the vessels in what is a highly visual and participatory event with attention-grabbing and engaging human interest stories. Hartlepool Borough Council has its own dedicated Communications and Marketing Team from which secondments will take place during the running of The Tall Ships’ Race. These people will be based in the Media Centre to help handle enquiries and service requests for information, interviews and photographs. On the latter point, a full time photographer will be employed to cover every aspect and angle of the event from start to finish. A full catalogue of all images captured will be delivered to the STI post event. Each member of the Communications and Marketing Team is able to produce high quality video content to be shared via social media which will help the wider public to fully engage with the event.

The base of the media centre has been chosen for its views across the fleet, location next to an area where crew will be available for interviews and photo opportunities (as they go through the lock gates) and its capacity to handle

the often varied and last minute requirements of such an operation and have restricted access capability. Getting onto the water can also be achieved very quickly from this point and two boats will be identified for the media’s dedicated use that meet the stated requirements of speed, capacity and layout.



Social, Sports and Cultural Programme

Captains’ Dinner

It is proposed that we offer a first night dinner will take place at Hartlepool Borough Hall, the dinner will be part of a Tees Valley well-being project led by Masterchef Professionals 2016 Quarter Finalist Matei Baran and team. This will include a drinks reception in the newly refurbished 1930’s inspired Henderson’s Bar inclusive of a live pianist on the baby grand piano enhancing venue ambience. Dinner will be served in the main auditorium underneath the magnificent chandelier and bespoke ceiling art. Two invitations per ship will be issued and this will also be a chance to meet some of the local organisers.

Crew Party

We are proposing to hold the crew party on the evening of the second official day. This will take place at the town’s historic theatre. Live music from local well-established musicians will ensure complete inclusion in the diverse tastes of the audience. We will also invite an established DJ to close the evening with fully costumed entertainers and dancers in the purposefully designed crow’s nest and bird cages to add to the ultra-stylised high quality finale event. A robust system of control will be implemented over the serving of alcohol and other drinks. Stewards and Liaison Officers will be present to ensure everyone has a great time. Anti-Terrorism policy and procedure will be implemented alongside a rigorous safety and search team managing entry/egress to the venue. We would also organise a crew parade to take place at a time suitable to the STI and captains. We would suggest a route around the Waterfront site, up Church Street (where we will implement road closures) and back to the vessels via the town centre. Hartlepool has plenty of experience involving parades of different types, styles and sizes. We

do know this can represent a wonderful opportunity for local schools to also get involved. As well as the planting of trees with our environmental sponsor and team from the Woodland Trust.

Ships’ Officers Party

On the evening of the third night we propose to organise a beer/rum festival for the older first officers, engineers, navigators etc. This will be held at the National Museum of the Royal Navy. A commemorative steel mug to represent the Caribbean steel drum and the former ship building industry of Hartlepool to keep will be given to each guest on arrival and they will be offered a broad selection of rum/ beers (up to 40) from around the world/region, each keg, sponsored by local companies. A stand up Caribbean and Puerto Rican buffet will be provided as well as a live band, on the stage, soaking up the sunny colourful atmosphere from sunnier climates around the world celebrating Hartlepool’s evolving multi-cultural and vibrant town. Additionally, during one of the days of The Tall Ships’ Visit we are proposing to hold a “town parade”, Involving local schools celebrating the arrival of The Tall Ships’ to Hartlepool. This allows all our communities of people, young and old to be involved and to say “thank you for coming”.

Local Facilities

Many entertainment venues exist on and around the Hartlepool Waterfront site to entertain the crews. Free entry into all Civic Authority controlled assets can be guaranteed and we will negotiate for similar terms with the private sector venues. Facilities the crews can expect to access generally within 5 minutes of their ships are as follows:

- National Museum of the Royal Navy
- (Includes HMS Trincomalee)
- Museum of Hartlepool
- Hartlepool Art Gallery
- Hartlepool Town Hall Theatre
- The Heugh Battery Museum

- The Borough Hall
- Middleton Grange Shopping Centre
- Swimming Pool/ indoor sports hall
- Squash Courts/Tennis Courts
- Summerhill Country Park
- Larry’s Lanes 10 pin bowling – Seaton Carew
- A number of private gym operators
- Cycling hubs and recreational cycling routes
- Golf at Seaton Carew
- Mecca Bingo
- Brewery Tour
- The Headland
- Seaton Carew
- And of course all the restaurants and bars along Navigation Point surrounding the moored vessels.
- Sightseeing Tours

We will be putting on tours for the crews that will appeal to the different age ranges on board, which will run every day across the full length of their stay. This will be a great opportunity for many people to experience the wider Tees Valley, where we are already building on our rich culture and heritage and the rest of the region. We will put a tour guide on every coach to ensure a rich immersive experience can be had by all. We would suggest the following tours appeal to a cross section audience:

- Follow in the Footsteps of Captain Cook
- The Way of St Hild (Hartlepool to Whitby)
- Team White Water Rafting on the Tees Barrage
- Durham City and Cathedral
- Beamish Open Air Museum
- Hadrian’s Wall (World Heritage Site) Tour
- Harry Potter Trail (Alnwick Castle and Gardens)
- Redcar, Saltburn & Guisborough
- North York Moors
- Saltholme Nature Reserve
- Football Tour (Middlesbrough Football Club)
- Birth of the Railways



Photo by In Studio

Activities in port and our involvement in Sail Training

Within the Hartlepool Waterfront area we are proposing a high quality entertainment zone for the crews on land and water. We are creating a Tall Ships' Entertainment Village for crews to participate within and for visitors to watch. This zone will be the hub and connecting quarter for all travelling sailors and provide the "mustering point" for ships' crews. We have shown a diagrammatic representation of this area within the submission (page 10). Not only will we be hosting many of the land based activities in this village but it will also house the First Aid Post, Tourist Information (International) Centre, Bureau de Change and more showers and toilets. Given this creates a natural gathering point we will also base the entertainments administrative function here with notice boards, tour bookings, Ships Liaison Officers assembly point and bicycle loan points. Here, the smaller vessels will have the opportunity to become involved in the sports and games by joining up with other vessels' teams if their own crew numbers are limited. We will put all practical measures in place to ensure every ship and its crew is given the opportunity to be involved at every level with the entertainments on offer. The aim of running these competitions will be to encourage friendly competition, give the crews an opportunity to mingle and hold crews' interest and motivation from docking to departing. We will be providing the following inclusive activities to entertain the crews that will also contribute to a festival-wide competition for all ships. This could include:

- Tug of War
- Cycling
- Football
- Beach Volley Ball
- Surfing
- Quoits
- Basketball/Netball
- Soft Tennis
- Paddle boarding
- Horizontal Bungee Challenge
- Nutty Slack Race (a local tradition involving carrying bags of coal!)
- On the water playground in front of the Sponsors' Village and behind the Media Centre, complementary challenges continue and contribute towards the overall competition.
- These activities could involve:
- Pontoon Pull
- Dragon Boat Racing
- Dinghy Racing
- Jet Ski Challenge
- Raft Building Competition
- Triathlon
- Canoeing
- Windsurfing in Numbers
- Greasy Pole
- Bird Man Flying Competition – one member per vessel wearing an outfit designed made and sponsored by a local school.
- The Port Committee will be donating the prizes for all these sports and games competitions, to be presented at the appropriate time.

The Promotion of Sail Training

Hartlepool already has a number of sail training initiatives taking place from the private sector provision of RYA courses by the Bobby Moncur Sailing School to the Tees & Hartlepool Yacht Club to Powerboating and the Sea Cadets, who have a boat on hand to help the Organisers or media. We have dedicated a space adjacent to the Sponsors Village for a stall to be set up to promote sail training to the visitors where their concentration is likely to be heaviest. Hartlepool Civic Authority and its partners will make a commitment to both sponsor a vessel and provide a crew of at least 25 people who will also be responsible for finding in part their own sponsorship. Hartlepool Borough Council is currently pursuing a number of young person initiatives that can provide both the context and the funding for such an intervention and indeed we have already been involved in providing young people for The Tall Ships' Races in the past. Local schools are investigating enhanced curriculum opportunities and "Friendship Overseas" initiatives all of which align with the requirements of finding and following a crew from the town to participate in the Race. Hosting The Tall Ships' Race in 2023 gives a goal to aim for and we anticipate many schools being involved both directly and indirectly.



Hospitality and Publicity

Paraphernalia

We confirm that Hartlepool will pay £6,000 towards Race paraphernalia such as T shirts, badges, pennants, ships' board names and wrist bands etc.

Trophies

We confirm that Hartlepool will jointly produce, and pay for, in association with the other Host Ports, Class Prizes. We would be happy to recommend a local artist who can design and produce these to a very high standard. We would also be happy to display the trophies at the National Museum of the Royal Navy where large numbers of people will come into contact with them. The prize giving ceremony can take place in either The Tall Ships' Village or the crew party area. In either case all the required equipment will be available as specified within the Port Manual.

Publications

Hartlepool will pull together a comprehensive guide to hosting The Tall Ships' Race in the town for all captains in a Captains' Manual and all crew will receive a Crew's Handbook with the programme of activities and a map showing where and when every event takes place.

Management

Hartlepool will keep the Organiser informed on a regular basis of all steps being taken for the Race and any other information requested by that Organiser. We will undertake regular communications, intensifying as the Race date gets closer.

Insurance

Hartlepool will undertake to arrange and maintain public liability insurance of at least £10 million and other such forms of insurance reasonably required by the Organiser and/or participating ships as soon as possible after the Host Port Contract is signed. Hartlepool agrees to indemnify the Organiser in relation to any claims arising from any activity or event forming part of the activities of the Race within the Port Area and on land at the port but not arising out of negligence or action of the Organiser or any of their representatives.

General

Hartlepool may sub-contract certain aspects of its responsibilities as it sees fit provided that the Organiser is made aware of this in writing in advance and that Hartlepool accepts full responsibility for the due performance by that subcontractor/s.

Finance

Hartlepool understands that a significant budget will be required to cover the costs of the visit of The Tall Ships' Race. This is why we have involved all economically relevant stakeholders in our bid to STI. We are confident that the required level of funding will be available to host the event and are happy to meet the committee to explain how the finances will be raised through our partners and other sponsors.

We confirm all invoices will be paid by Hartlepool within 30 days of date of invoice.



Remember the fun we had last time?

A waterfront of creative and cultural ambition

To Sum Up

We have tried to show you in this submission how we would host The Tall Ships' Race in 2023. But, just as importantly, we have tried to talk about the why as well. Having The Tall Ships' visit here would mean so much to the town and its people and would create such an impact across the wider Tees Valley area and North East region.

This bid has been collated by the four main partners (Hartlepool Borough Council, The National Museum of the Royal Navy, PD Ports and Hartlepool Marina Ltd) who control virtually all the land and water assets that would be involved in the successful running of the event. This allows for a high degree of control and co-ordination that will minimise risk, maximise return and allow for quick and decisive decision making – important in an event of this nature and scale. We already have the support of the key regional and sub regional governmental agencies who will work with us to fully capitalise on the visit and make sure the economic and social returns arising are both sustainable, embedded and leave a lasting legacy.

But perhaps most importantly of all, we have the support of every person in the town who has chosen, or been drawn, to live work and play in Hartlepool, by the sea. That geographical fact has shaped our character.



A vibrant, welcoming and inspiring place



