

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Friday, 31 October 2008

at 10.00 am

in the Council Chamber, Civic Centre, Hartlepool

MEMBERS: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM:

Councillors R W Cook, S Cook, Gibbon, London, A Marshall, Morris, Richardson, Wright and Young.

Resident Representatives:

John Lynch, Brian McBean and Iris Ryder

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

3.1 To confirm the minutes of the meeting held on 3 October 2008

4. RESPONSES FROM THE COUNCIL, THE EXECUTIVE OR COMMITTEES OF THE COUNCIL TO FINAL REPORTS OF THIS FORUM

None

5. CONSIDERATION OF REQUEST FOR SCRUTINY REVIEWS REFERRED VIA SCRUTINY CO-ORDINATING COMMITTEE

None

6. CONSIDERATION OF PROGRESS REPORTS / BUDGET AND POLICY FRAMEWORK DOCUMENTS

None

7. ITEMS FOR DISCUSSION

Scrutiny Investigation into the Marketing of Hartlepool

- 7.1 Scrutiny Investigation Into The Marketing Of Hartlepool: The Tall Ships' Races
2010– *Director of Regeneration and Planning Services*

8. ISSUES IDENTIFIED FROM FORWARD PLAN

9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT

ITEMS FOR INFORMATION

- i) **Date of Next Meeting, 13 November 2008, commencing at 2.00 pm in the
Council Chamber, Civic Centre**

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

3 October 2008

The meeting commenced at 2.00 pm in the Civic Centre, Hartlepool

Present:

Councillor: Councillor Shaun Cook (In the Chair)

Councillors: Rob W Cook, Steve Gibbon, Frances London, Ann Marshall, Dr Morris, Carl Richardson and Edna Wright

Resident Representatives:

John Lynch and Brian McBean and Iris Ryder

Also Present:

The Mayor, Stuart Drummond, Regeneration and Liveability Portfolio Holder

Councillor Victor Tumilty, Culture Leisure and Tourism Portfolio Holder

Officers: Stuart Green, Assistant Director, Planning and Economic Development

Antony Steinberg, Economic Development Manager

Jo Cole, Principal Economic Development Officer (Tourism)

James Walsh, Scrutiny Support Officer

Denise Wimpenny, Principal Democratic Services Officer

47. Apologies for Absence

None.

48. Declarations of interest by Members

Resident Representative John Lynch declared a personal and non-prejudicial interest as a member of one of the Tall Ships Work Streams.

49. Minutes of the meeting held on 4 September 2008

Confirmed.

50. Responses from the Council, the Executive or Committees of the Council to Final Reports of this Forum

None.

51. Consideration of request for scrutiny reviews referred via Scrutiny Co-ordinating Committee

None.

52. Consideration of progress reports/budget and policy framework documents

None.

53. Scrutiny Investigation into the Marketing of Hartlepool – Setting the Scene Report *(Director of Regeneration and Planning Services)*

The Assistant Director submitted a report setting the scene for the Forum's investigation into the marketing of Hartlepool. The report outlined the current ways in which the Council and various partners marketed Hartlepool and how Hartlepool's strengths and opportunities to various audiences were promoted.

With regard to marketing to leisure visitors, the Forum was advised that the key focus of the Council had been to support those businesses in Hartlepool who had an interest in visitors not only through delivery of marketing activity but also to signpost businesses to the potential opportunities provided by partners. This had been effective through three key partnerships, details of which were outlined in the report. The report included information on the key marketing activity of the Tourism Team, budgetary information together with Scarborough Tourism Economic Activity Monitor (STEAM) statistics on the economic volume and value of tourism to visitors.

The marketing activities in relation to the attraction of investor/developers and businesses, and examples of some of the investments attracted, were also detailed in the report.

In addition, the Principal Economic Development Officer (Tourism) and the Economic Development Manager provided a brief presentation which included the following issues:-

- Marketing Activity – Hartlepool Mini Guide, Dining Out Guide, To Let information, Investment Prospectus, Enterprise Newsletter, Tees Pride Campaign

- Visitor information
- Hartlepool Networks
- Website information – Destination Hartlepool and Invest in Hartlepool
- Opportunities with advanced technology
- Business marketing - Importance of meeting needs of business community

Discussion ensued in which the following issues were raised:-

AT THIS POINT IN THE MEETING, COUNCILLOR ANN MARSHALL DECLARED A PERSONAL AND NON-PREJUDICIAL INTEREST AS A MEMBER OF THE TALL SHIPS PROJECT BOARD.

- (i) In response to a Member's query as to whether labour market information was available for foreign investors, it was reported that the Council had completed a skills analysis of the workforce in Hartlepool with engineering being an area of strength. Where gaps existed, work was currently being undertaken on the skills agenda.
- (ii) Some concern was expressed that translation services were not available to foreign visitors.
- (iii) A Member queried what marketing activity was being generated to encourage businesses to Seaton Carew and the Headland. The Assistant Director reported that SRB and other funding had been utilised to improve the appearance of the Headland and emphasis was placed on business support with the Hartlepool Enterprise Centre providing advice on business start up. With regard to Seaton Carew, Members were advised that the scope for further property investment was being explored, but that development on the sea front was subject to receipt of clarification regarding the coastal defence position.
- (iv) The need for Hartlepool to continue to invest in facilities/activities/attractions for visitors as well as the people living in the town was acknowledged.
- (v) Concerns were expressed regarding the lack of disabled accommodation and disabled toilet provision in the town for visitors. The Principal Economic Development Officer (Tourism) reported that the Disability Discrimination Act requirements and accessibility issues had been raised with accommodation establishments and training had been offered on how to make premises more accessible. It was acknowledged that disabled accommodation was limited and therefore information on the types of facilities available had been distributed to accommodation establishments to assist with signposting people in the right direction.
- (vi) Following concerns in relation to figures relating to spend on shopping as detailed in the statistics provided by STEAM and the

number of businesses closing in the shopping centre a lengthy discussion ensued on what measures could be introduced to assist and encourage businesses to operate in the town. Members were advised that marketing activity was a commercial consideration between operators and traders but that officers did liaise with the shopping centre management over measures to seek to support the centre. Discussions had taken place on how to encourage more use and it had recently been agreed that car parking charges would be reduced at certain times of the day.

- (vii) In response to a request for clarification, the Principal Economic Development Officer (Tourism) provided details of the types of expenditure included in the indirect expenditure figures as set out in the report.
- (viii) With regard to the Tall Ships Event, a Member emphasised the importance of providing appropriate toilet facilities and highlighted the benefits of employing toilet attendants. In response, the Assistant Director stated that a whole range of facilities including the provision of toilet facilities was currently being examined by the various Tall Ships work streams.
- (ix) In terms of the marketing of the town, it was suggested that the possibility of a webcam facility be explored. It was noted, however, that there may well be practical difficulties with this approach and that enhancements of the website (including more interactive imagery) were being explored.

Recommendation

That the evidence provided and the comments of the Forum be used to assist with the scrutiny investigation.

54. Scrutiny Investigation into the Marketing of Hartlepool – Evidence from the Portfolio Holder for Regeneration and Liveability and Portfolio Holder for Culture, Leisure and Tourism *(Scrutiny Support Officer)*

As part of the Forum's investigation into the marketing of Hartlepool, the Portfolio Holders for Regeneration and Liveability and Culture Leisure and Tourism had been invited to the meeting to provide evidence in relation to responsibilities and views on the marketing of Hartlepool.

The Mayor commented on the need to reach an agreement on the level of funding required to adequately market the town and the importance of promoting the towns attractions to visitors as well as residents of the town. It was reported that 70% of the towns population had not visited Hartlepool

Maritime Experience.

In addition to the issues outlined above, the Mayor suggested that the marketing of Hartlepool should focus on the following issues:-

- Encourage visitors to stay in the town with the provision of discount vouchers to encourage take-up of attractions.
- Explore the possibility of joint advertising of events with the local football club to encourage supporters to stay at weekends.
- Invite Hartlepool Shopping Centre Town Centre Manager to a future meeting of the Forum to discuss marketing relating to retail provision in the town.
- Organise event for high street retailers not currently represented in the town to encourage investment in the town.

Discussion ensued in which the following issues were raised:-

- In response to a request for clarification, the Economic Development Manager provided details on the level of occupation at the Rivergreen and Queens Meadow's business centres. It was suggested that the feasibility of reducing rates to encourage occupation of empty sites across the town be examined. The Economic Development Manager stated that incentives could be provided through grant assistance, however, business rates were the responsibility of the District Valuer.
- During discussions in relation to the current marketing budget and a Member's query regarding the desired level of funding required for market purposes, officers commented that the level of budget required depended to some extent on the subject matter and media used for different marketing campaigns.
- Concerns were expressed regarding the unoccupied site at Jacksons Landing and various suggestions were made in relation to possible future use of this site which included the provision of a musical entertainment arena. The Assistant Director provided advice on the types of use that would be acceptable in planning and economic development terms.

The Culture Leisure and Tourism Portfolio Holder reported that recent discussions with Australian tourists visiting the town were most encouraging. The importance of residents taking responsibility for litter problems was highlighted as well as the need to promote the excellent facilities the town had to offer.

A resident representative commented on the state of disrepair of walkways at the Marina and expressed disappointment that the owners were not taking responsibility for maintenance.

Following further discussion in relation to the need for appropriate toilet facilities in the town, Members were advised that there were plans in place to

build new toilet facilities at Newburn Bridge.

The Chair highlighted the benefits of cycle routes as a means of attracting visitors to the area and requested that the development of a cycle route between Saltholme and Seaton Carew be explored in partnership with Stockton Borough Council.

Recommendation

That the information given, be noted and the comments of the Forum and evidence provided be used to assist with the scrutiny investigation.

55. Issues Identified from Forward Plan

None

56. Date and Time of Next Meeting

It was reported that the next meeting would be held at 10.00 am on 31 October 2008 to discuss the promotion of the Tall Ships Event and links with the marketing of Hartlepool.

The meeting concluded at 4.05 pm.

CHAIRMAN

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

31 October, 2008



Report of: Director of Regeneration and Planning Services

**Subject: SCRUTINY INVESTIGATION INTO THE MARKETING
OF HARTLEPOOL: THE TALL SHIPS' RACES 2010**

1. PURPOSE OF THE REPORT

- 1.1 This report seeks to outline to the Forum the current ways in which the Council and its various partners have commenced marketing and communicating The Tall Ships' Races 2010.
- 1.2 Given the investigation's focus on marketing, the report concentrates on how we promote The Tall Ship' Races 2010 to various audiences, rather than on the diverse range of preparations for managing the whole event – the latter role involves a very wide range of activities across the Council and other parties, beyond the scope of this investigation.

2. BACKGROUND

- 2.1 The Tall Ships' Races are an internationally acclaimed annual competition organised by Sail Training International and held every summer in European waters. Each year between 70 and 100 vessels from 15-20 countries, crewed by some 5-6,000 young people from over 30 countries worldwide take part in this unique event that combines four days of activities in each port with racing or cruising-in-company between ports. The main aim of the event is to provide an opportunity for young people to develop their personal skills in a challenging and memorable sail-training environment and hence at least 50% of a Tall Ship's crew must be aged 15-25.
- 2.2 Since being chosen as host port for 2010, a strong project management team has been developed comprising a dedicated Tall Ships' Races Office which draws on the expertise and resources of Hartlepool Borough Council and partners in PD Ports Ltd, Hartlepool Marina Ltd, visitTeesvalley and many others. Extensive research has been conducted with previous and future host ports of Belfast, Liverpool, NewcastleGateshead, and working closely with

fellow host ports of Antwerp, Aalborg and Kristiansand, two of whom have previously hosted The Tall Ships' Races.

2.3 Six Workstreams have been established to concentrate on specific aspects of the Tall Ships event: -

a) Event Technical is led by Hartlepool Borough Council's Neighbourhood Services Team and concentrates on traffic modelling, transportation, park and ride, car parking.

b) Fleet Technical is led by PD Ports Ltd and Hartlepool Marina Ltd and is responsible for the ships' berthing plans and fleet liaison activity.

c) Event Management is led by Hartlepool Borough Council's Community Services Division. It is organising the core public event and entertainment for 2010 and has responsibility for links with schools

d) Marketing and Communications is led by visitTeesvalley and also has responsibility for accommodation, and the skills and business support agenda.

e) Safety Advisory Group is led by Hartlepool Borough Council's Emergency Planning Unit and its membership includes Hartlepool Primary Care Trust, Cleveland Police, Cleveland Fire Brigade and the Coastguard.

f) Finance and Legal is led by Hartlepool Borough Council's Economic Development Team and its membership includes the North East Chamber of Commerce, Federation of Small Businesses and the Hartlepool Business Forum.

2.4 The workstreams are backed up by a Management Board, Project Board and Stakeholder Steering Group with various representatives and stakeholders sitting on these groups.

2.5 In line with the focus of the Regeneration & Planning Services Scrutiny Forum, it is the work delivered through the Marketing & Communications Forum that is being discussed within this report. This group features a mix of public and private sector partners from across the region including representatives from One NorthEast, visitTeesvalley, PD Ports and Middleton Grange Shopping Centre. The Workstream is also supported by a Tall Ships Marketing & Communications Sub Group whose role it is to ensure delivery of activity.

3. TARGET AUDIENCES

3.1 The marketing activity now and leading up to The Tall Ships' Races 2010 will focus on several key audiences, with various marketing and communication techniques used to target them:-

- a) Leisure Visitor – day visitor market (local and regional), national visitor, international visitor
- b) Residents, visiting friends & relatives market (VFR)
- c) Business market – tourism related sector (hotels, attractions, restaurants) and non – tourism related sector.
- d) Group travel and coach operator market
- e) Participants – Captains and crew on board the tall ships
- f) Media
- g) Education market
- h) Project staff
- i) HBC staff and Councillors
- j) External partners

- 3.2 The key opportunity for Hartlepool, Tees Valley and the North East is the huge increase in publicity for the area via targeted PR and marketing campaigns which will significantly increase the numbers of visitors to the area for the event and afterwards. Whilst Hartlepool will be leading on delivering to many of these audiences, key agencies (visitTeesvalley and One NorthEast) will lead on delivering where appropriate (in particular group travel, national and international audiences).

4. DEVELOPING THE MARKETING & COMMUNICATIONS PLANS

- 4.1 The Hartlepool Project Management Team has developed excellent relationships with previous and future host ports of Aalborg, Antwerp, Kristiansand, Belfast, Liverpool and NewcastleGateshead so that lessons can be learned in best practice.
- 4.2 There have particularly been strong links between the Tall Ships Marketing and Communications Workstream and staff who led on marketing & pr activity during the 2005 event at NewcastleGateshead and their experience has been invaluable in terms of developing two key plans, the Marketing Plan and the PR & Communications plan. These two working documents identify the focus of activity and budget spend but must also be acknowledged as working documents in terms of the activities delivered.

5. MARKETING ACTIVITY FOR THE TALL SHIPS' RACES 2010

- 5.1 The last year has seen the development of several key pieces of activity relating to marketing of The Tall Ships' Races 2010 and developing the brand. In January 2008, RDW were appointed through an open tender procurement exercise as the preferred design agency for the event. Since their appointment a 'brand' specific for the Hartlepool event and a series of marketing materials have been produced.
- a) the official 'Sail Training International' logo for Hartlepool was designed (and approved by Sail Training International, the organisation responsible for the Tall Ships' Races).

- b) An event graphic has been developed to encourage many of our target audiences to promote the dates of the event in Hartlepool. Key businesses within the town are including the graphic within their own marketing material and websites.
- c) The launch of the official website for the event, www.hartlepooltallships2010. The website is seen as the key vehicle for providing up to date information as the event unfolds and all marketing and media activity will encourage visitors to the site where there is also the opportunity to 'sign up' for additional information and therefore encourage data capture. Colourful flyers have been produced and are to be distributed to promote the website.
- d) Letterhead and letterhead templates are currently being produced in the brand style along with a powerpoint presentation template
- e) Folders are being printed which can be used to various audiences and information included can be bespoke to the audience targeted.
- f) The Marketing & Communications Group are currently looking at opportunities for banners, roundabout signage and other forms of town dressing. The group are liaising with other host ports to determine the timescales for commencing such activities.
- g) Targeting the coach and group travel market has commenced in light of the larger coach operators working on 18 months – 2 year lead times for developing programmes and itineraries to market.
- h) Utilising current marketing materials to endorse the message of The Tall Ships' Races 2010 has been a cost effective way of delivering the message in these early stages and also linking it into the current marketing of Hartlepool. This has also been supported by other key agencies such as visitTeesvalley and One NorthEast who are also supporting the marketing of the event through their own print and marketing campaigns and who will continue to do so up to the event in 2010
- i) Work is in progress to develop an e.newsletter which will provide a cost effective approach to targeting specific audiences and providing up to date information – the function of the newsletter to drive readers to the website.

5.2 All of the marketing activity has the consistent branding approach in its design in order to encourage recognition of marketing materials related to the event. Examples of these materials (and examples of public relations activity) will be presented at the forum meeting.

6. PUBLIC RELATIONS/COMMUNICATIONS FOR THE TALL SHIPS' RACES 2010

6.1 The PR/Communications role for The Tall Ships Races' 2010 has been undertaken by the Council's in-house Public Relations Team. Since June 2006 – the date when it was announced that Hartlepool had won the bid to host the event – there has been a steady stream of PR/Communications activity to target the various audiences identified in 3.1. Initiatives so far include the following:-

- a) A pro-active media relations approach has been adopted to ensure a regular flow of The Tall Ships' Races related news stories to the media. Since January 2008 a total of 18 press releases have been issued. There has been extensive local and regional media coverage.
- b) Good links have been forged with the Hartlepool Mail which has resulted in regular features being carried by the newspaper.
- c) A media familiarisation visit on the eve of the Maritime Festival in July 2008 was attended by six regional media representatives. This was a good bridge building exercise in the build up to the 2010 event.
- d) Four media representatives took part in a day sail aboard the Lord Nelson in August 2008. This resulted in significant coverage on both BBC radio and television plus the Evening Gazette, Northern Echo and Hartlepool Mail.
- e) Good progress has been made to appoint official Media Partners through the work of Roberts and Partners – the event's appointed sponsorship company.
- f) A regular Tall Ships' Races newsletter from the Tall Ships Project Manager has been circulated to key internal personnel including councillors.
- g) An e-newsletter with a much wider circulation aimed at the public at large will be launched on November 5.
- h) Well established publications including Hartbeat, Newline and the Hartlepool Enterprise newsletter have been utilised to raise awareness of the event.
- i) Local key events such as the Round Table's Annual Beer Festival have been used to promote the event.
- j) A part-time Tall Ships public relations officer has been appointed to strengthen and work alongside the in-house team.
- k) Useful discussions have been held with key partner organisations such as visit Tees Valley and One NorthEast to ensure that there is a coordinated approach to PR/Communications.
- l) Since January 2008, around 50 talks have been given to organisations throughout the North East.

7. MONITORING AND EVALUATION

7.1 The Marketing and Communications Workstream are gathering research and monitoring activity continually to determine the effectiveness of the marketing and PR activities.

7.2 Two surveys have been undertaken so far to help establish a number of key factors in relation to the 2010 event. Around 1,000 Hartlepool residents were surveyed via the Council's Viewpoint survey in March 2008 and around 2,000 residents in North Yorkshire were asked similar questions in June 2008. The full results are attached in Appendix I and II). The findings to one of the key questions is below:-

Question - Before receiving this survey, did you know that Hartlepool would be part of The Tall Ships' Races in 2010?

Answer	Hartlepool residents	– Yes 96%	No 4%
	North Yorkshire residents	– Yes 25 %	No 71%

7.3 Similar surveys are currently being carried out in Stockton on Tees and Middlesbrough to provide comparative information which will help influence the Marketing and PR/Communications plans.

7.4 Other key outputs which can be identified in relation to the activities within the Marketing & Communications Workstream are:-

- Over 100 people have signed up to receive additional information through the website and research questionnaires
- www.hartlepooltallships2010 has currently received 518 unique visitors since going live in July
- 17 visitors to the website have downloaded the 'we're part of it' event graphic to use to promote the event since it went live in September.
- 18 press releases have been circulated since January 2008
- 50 organisations have benefited from presentations on The Ships' Races 2010 since January 2008

7.5 The progress in marketing and communications was commended by the Sail Training International representatives within their recent visit to monitor the overall preparations for The Tall Ships' Races 2010

8. FORWARD PLAN & NEXT STEPS

8.1 The Marketing & Communications Workstream will continue to work to deliver the two plans which have been developed to fulfil marketing, PR and communications. Key next steps identified as priorities are:-

- a) Continued development of the website as this is perceived to be the key function for providing the most up to date information on the developments of The Tall Ships' Races 2010.
 - b) Develop communication links with businesses who will potentially benefit from The Tall Ships' Races 2010 both locally and around the region (accommodation providers in particular)
 - c) Develop communication links with people who have requested more information on The Tall Ships' Races 2010 through the website and market research
 - d) Continue to work with partners to market the event, particularly in targeted markets which are being driven by external sources (group travel market, international market).
 - e) Investigate new approaches to marketing which are key to target specific audiences, particularly in relation to web based marketing
 - f) AR – do you want to add
- 8.2 The marketing of The Tall Ships' Races 2010 is not intended to work in isolation, but to be an integral part of the marketing of Hartlepool, in order for the town to make the best of this fantastic opportunity to raise the profile of Hartlepool to visitors and the media. References to The Tall Ships' Races 2010 are therefore built into broader marketing activity as appropriate to the purpose and audience.

9. RECOMMENDATIONS

- 9.1 That the Forum notes the report and raises comments/queries on the marketing approaches adopted.



Viewpoint Your Views are Important

This latest Viewpoint questionnaire seeks your views on a variety of local issues. It aims to find out what you and others from across the community think about these matters so that we can take your views into account when making decisions that affect your daily life. The questionnaire should only take about 10 to 15 minutes to complete. The issues covered this time include:

**Tall Ships Races 2010
Neighbourhood Consultative Forums
Emergency Planning
Contacting the Council**

There are no right or wrong answers to any of the questions; we just want to find out what you think of our services and other important issues that affect your daily lives. If you can't complete a question or feel you don't want to answer a particular question, don't worry, just leave it blank and move on to the next one.

When you have completed the questionnaire please return it to us in the enclosed reply paid envelope, no stamp required, by **7th March 2008**

We will look at what the Viewpoint members say and the Council's response in the next Viewpoint Newsletter, which you receive with your next Viewpoint questionnaire.

All the information you provide is confidential and we will never pass your name or address to any other organisation. What's more, if at any time you wish to leave Viewpoint, for whatever reason, simply let us know.

If you require any further information, need a large print questionnaire or any help filling it in then please contact:

**Lisa Anderson
Hartlepool Borough Council,
Civic Centre, Hartlepool, TS24 8AY
Telephone: (direct line) 01429 523584,
Email: lisa.anderson@hartlepool.gov.uk**

VP24, 69% response rate, 802 completed questionnaires (results are weighted up to 1200)

= Less than 0.5%; - = No responses; * excluded from calculations

Tall Ships Races 2010

The Tall Ships Races are held every summer and in 2010 Hartlepool will host the final leg of the Tall Ships Race. Up to 120 ships will arrive in Hartlepool between 7th and 10th August 2010, although some could stay longer as it is the end of the race. Hartlepool Borough Council would like to find out if you were aware this event was taking place in Hartlepool, and what you think about it.

If you would like any further information on this topic please call (01429) 523420 or e-mail tallships@hartlepool.gov.uk.

You can also visit the website: www.hartlepooltallships2010.com

1. Before receiving this survey, had you heard of the Tall Ships Race?

Yes	98%	Go to Q2
No	2%	Go to Q3
Don't know	*	Go to Q3

2. And, did you know that Hartlepool would be part of this event in 2010? (N = 1154)

Yes	96%
No	4%
Don't know	*

3. How interested are you in the Tall Ships Race? (PLEASE TICK ONE BOX ONLY)

Very interested	34%
Fairly interested	43%
Neither interested nor uninterested	14%
Fairly uninterested	4%
Not interested at all	6%
Don't know/have no opinion	*

4. The Tall Ships Race will be taking place in Hartlepool on 7th to 10th August 2010. As well as the ships coming in there will be a programme of entertainment and other attractions. I know it is a long way away but do you think you are likely to attend this event?

Yes	88%	Go to Q6
No	12%	Go to Q5
Don't know	*	Go to Q6

5. If no, why do you think you would not want to attend the Tall Ships event?
(PLEASE TICK ALL THAT APPLY) (N = 122)

Not interested in this type of event	53%
Don't like crowds	34%
It will cost me too much	19%
It will be difficult to get to	18%
I am likely to be on my holidays	4%
Don't know	4%
Other (please specify_____)	3%
Old age/poor health	7%

6. Do you think your friends/relatives from outside the town would travel to Hartlepool to attend the Tall Ships Races?

Yes	77%
No	23%
Don't know / does not apply to me	*

7. What information would you like to see about the Tall Ships Race?
(PLEASE TICK ALL THAT APPLY)

More information about entertainment & attractions	76%
Information on how the town will accommodate so many visitors	42%
Where the ships will be berthed	56%
How much this event will cost the Council	52%
How businesses will benefit from the event	36%
Where people will park	59%
* How to get involved in the event	16%
Don't know	4%
Other (please specify_____)	1%
Better toilets	1%
No answer	2%

- * The race organisers are looking for volunteers to help assist with the Tall Ships Race 2010. **If you would be interested in helping with this event, please tick this box.** 14%

If you would like to be kept informed about Tall Ships generally, please tick this box. 50%

Please note we will need to pass your details onto the Tall Ships Team within Hartlepool Borough Council. Your details will not be shared outside the Council.

8. Please say whether you agree or disagree with the following statements.
(PLEASE TICK ONE BOX ON EACH LINE)

	Strongly agree	Agree disagree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
	%	%	%	%	%	%
The Tall Ships event will benefit the town	58	25	14	3	1	*
This event will be important in attracting investors and developers to Hartlepool	47	27	17	7	1	*
Tall Ships will put Hartlepool on the map	50	30	13	5	1	*
This event will be good for local businesses	55	32	11	2	#	*
I am concerned about the level of traffic that Tall Ships will attract	38	19	29	12	2	*
I don't know enough about the Tall Ships event	10	22	41	21	5	*

9. Do you have any other thoughts or comments you would like to tell us about the Tall Ships Race? If so, please use the space below to let us know: (No. of comments)

Ensure that it is of benefit to Hartlepool	(48)
Worried about how much it will cost/cost to tax payer	(40)
Looking forward to it/will visit	(28)
Provide enough public toilets	(24)
Hartlepool is not equipped for event of this size	(21)
Improve public transport	(17)
Provide enough car parking	(17)
Lack of accommodation for visitors	(16)
Ensure no traffic problems	(13)
A waste of money	(9)
Ensure good advertising/more information	(7)
Clean up Hartlepool	(5)
Other	(60)

Citizens'

Panel 14

Summer 2008

Draft 25.07.2008

Questionnaire marked-up with weighted topline findings

Results based on 1,690 returned questionnaires

(Data weighted by interlocked 'Age x Gender' and District)

(Percentages given are based on the 'valid' response, excluding 'missing' responses)

The Tall Ships Races – Hartlepool 2010

The Tall Ships' Races are held annually and in 2010 Hartlepool will host the final leg. Up to 120 ships are expected to arrive in Hartlepool between 7th and 10th August 2010 and the event is likely to attract interest throughout Northern England and beyond. On behalf of Hartlepool Borough Council, we'd like to ask you some questions about your awareness of and interest in the event.

Q.18 Before receiving this survey, had you heard of the Tall Ships Race? *(Please tick one box only)*

Yes 74% - Please go to Q.19

No.....26% -

Please go to Q.21

7.1 Appendix 2

Q.19 If your answer to the above question was 'YES', please tell us how you heard about the Race.

(Please tick as many as apply) (1317 respondents)

Word of mouth	30%	Other <i>(Please write details</i>	
<i>below)</i>	17%	
Newspaper	39%	
Radio	23%	
TV	59%	Can't remember	5%
Internet	4%		

Q.20 And, did you know that Hartlepool would be part of the event in 2010? *(Please tick one box only)*
(1316 respondents)

Yes25% No..... 71% Not sure4%

All respondents

Q.21 How interested are you in the Tall Ships Race? *(Please tick one box only)*

<u>Very</u> <u>interested</u>	<u>Fairly</u> <u>interested</u>	<u>Neither interested</u> <u>nor uninterested</u>	<u>Not very</u> <u>interested</u>	<u>Not at all</u> <u>interested</u>	<u>Not sure</u>
10%	33%	31%	13%	11%	2%

7.1 Appendix 2

Q.22 During the 2010 race, a programme of entertainment and other attractions will also be provided in Hartlepool. Despite it being two year's into the future, please tell us if you would be interested in seeing this programme? *(Please tick one box only)*

Yes45% No..... 38% Not sure17%

Q.23 The Tall Ships Race organisers are looking for volunteers to assist with the Race in 2010. Please tick the relevant box to tell us if you would be interested in volunteering to help with the event:
(Please tick one box only)

a) Yes6% No..... 83% Not sure11%

And, if 'yes', would you be happy for us to pass your details on to Hartlepool Borough Council:
(100 respondents)

b) Yes98% No..... 0% Not sure2%