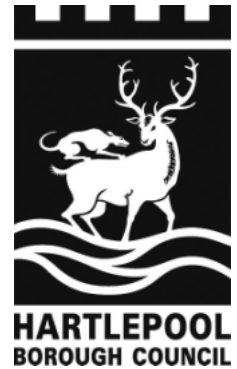


REGENERATION AND PLANNING SERVICES SCRUTINY FORUM AGENDA



Thursday, 20 January 2011

at 3.00 pm

in Committee Room B, Civic Centre, Hartlepool

MEMBERS: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM:

Councillors Barclay, Cook, Cranney, Gibbon, James, A Lilley, London, Rogan and Wells

Resident Representatives:

Ted Jackson, John Maxwell and Angie Wilcox

1. APOLOGIES FOR ABSENCE

2. TO RECEIVE ANY DECLARATIONS OF INTEREST BY MEMBERS

3. MINUTES

3.1 To confirm the minutes of the joint meeting of the Adult and Community Services Scrutiny Forum, Children's Services Scrutiny Form and Regeneration and Planning Services Scrutiny Forum held on 27 September 2010

3.2 To confirm the minutes of the meeting held on 25 November 2010

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

No items.

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

No items.

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

- 6.1 Proposals for inclusion in Regeneration and Neighbourhoods Departmental Plan 2011/12 – *Director of Regeneration and Neighbourhoods*

7. ITEMS FOR DISCUSSION

- 7.1 Scrutiny Investigation into 'Working Neighbourhoods Fund' - Draft Final Report - *Regeneration and Planning Services Scrutiny Forum*
- 7.2 Scrutiny Investigation into Domestic Violence Services for Male Victims - Scoping Report - *Scrutiny Support Officer*
- 7.3 Economic Impact Assessment And Evaluation Of The Tall Ships
- (a) Covering Report - *Scrutiny Support Officer*
- (b) The Tall Ships Races – Hartlepool 2010 Independent Evaluation And Economic Impact Assessment – *Director of Child and Adult Services*

8. ISSUES IDENTIFIED FROM FORWARD PLAN

9. ANY OTHER ITEMS WHICH THE CHAIRMAN CONSIDERS ARE URGENT

ITEMS FOR INFORMATION

Date of Next Meeting Thursday, 3 February 2011 at 3.00 pm in Committee Room B, Civic Centre, Hartlepool

JOINT MEETING OF THE ADULT AND COMMUNITY SERVICES, CHILDREN'S SERVICES AND REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

27 September 2010

The meeting commenced at 5.00 pm in the Civic Centre, Hartlepool

Present:

Councillors: Rob Cook, Steve Gibbon, Mary Fleet, Sheila Griffin, Marjorie James, Trisha Lawton, Ann Marshall, Arthur Preece, Chris Simmons and Ray Wells.

Resident Representatives:

Evelyn Leck and Joan Steel

Officers: Dave Stubbs, Director of Regeneration and Neighbourhoods
Damien Wilson, Assistant Director, Regeneration and Planning
Nigel Johnson, Housing Regeneration & Policy Manager
Phil Homsby, Strategic Commissioner - Older People
James Walsh, Scrutiny Support Officer
Elaine Hind, Scrutiny Support Officer
Jo Wilson, Democratic Services Officer

1. Appointment of Chair

Councillor Chris Simmons was appointed Chair for the duration of the meeting.

2. Apologies for Absence

Apologies for absence were received from Councillors Kevin Cranney, Peter Ingham, Sarah Maness, Jane Shaw and Paul Thompson and the young people representatives from the Children's Services Scrutiny Forum.

3. Declarations of interest by Members

Councillor Chris Simmons declared a personal interest in minute 8.

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. Issues Identified from Forward Plan

None.

8. Scrutiny Co-ordinating Committee Referral – Housing Adaptations Policy 2010-2013 *(Scrutiny Support Officer/Housing Regeneration and Policy Manager)*

The Scrutiny Support Officer presented a report which provided the background to the referral from the Scrutiny Co-ordinating Committee and the opportunity for Members to contribute to the consultation process for the development of the draft Housing Adaptations Policy 2010-2013. Members were concerned that there appeared to have been limited Elected Member involvement in the consultation process, prior to this meeting being arranged. It was therefore suggested that Members are included in the consultation process for all policies of the Council so that their views can be taken into account before they are enforced.

The Housing Regeneration and Policy Manager gave a detailed and comprehensive presentation which provided the background to the Housing Adaptations Policy (Disabled Facilities Grants) and outlined the findings of the review being undertaken of the Housing Adaptations Policy. The objectives of the policy were detailed in the presentation and the process highlighting how housing adaptations were progressed was also included. The Action Plan arising from the consultation included:

- A proposal for an Adaptations Operational Panel to be established with options
- To look at how best the clients needs can be met

3.1

- To close monitor how delivery can be improved, including use of stock and early preventative work
- To work with Registered Providers to encourage greater partnership working.

A discussion ensued which included the following:

- (i) A Member questioned whether applications for adaptations were means tested? The Housing Regeneration and Policy Manager indicated that allocation of adaptations was undertaken through the Disabilities Facilities Grant process although this was not part of the Housing Adaptations Policy.
- (ii) It appeared that the provision of adaptations takes twice as long as other local authorities in the area, was this due to funding restrictions? The Housing Regeneration and Policy Manager confirmed that at the beginning of each financial year, there was almost a years worth of applications already received. The funding received from Central Government amounted to half of what was required to satisfy the applications received with the remaining funding being sought from Council budgets elsewhere.
- (iii) A Member sought clarification on whether the number of people with disabilities in the town was increasing? The Housing Regeneration and Policy Manager indicated that there was an increasing number of people needing disabled access and facilities.
- (iv) It was questioned whether urgent assessments were undertaken and if so how long did they usually take. The Housing Regeneration and Policy Manager confirmed that an Occupational Therapist would determine the urgency of an application and if it was deemed urgent would be undertaken almost immediately if technically possible.
- (v) A Member questioned whether the Council would instigate and support a campaign to encourage the take up of attendance allowance as this may trigger an increase in funding for the Council from Central Government. The Housing Regeneration and Policy Manager commented that this would be looked into.
- (vi) The level of consultation undertaken with Members was questioned. The Director of Regeneration and Neighbourhoods confirmed that consultation had commenced prior to this meeting being scheduled and it was programmed to consult Members on the action plan arising from the consultation. The Director confirmed that the action plan related to the current policy as the policy was not changing.
- (vii) A Member sought clarification on the number of applications on the waiting list for adaptations from Registered Providers. The figures were not available at the meeting but would be provided for Members' information.
- (viii) Clarification was sought on the amount Council funding required for adaptations in view of the contribution made by Housing Hartlepool. The Housing Regeneration and Policy Manager confirmed that negotiations were being undertaken to split the costs associated with the provision of housing adaptations with Housing Hartlepool. The Chair confirmed that Housing Hartlepool as part of the stock transfer

3.1

agreement had funded housing adaptations until 2010 but it had no statutory duty to continue to do so.

- (ix) The earlier comments in relation to encouraging applications for attendance allowances were endorsed and it was highlighted that this should include younger people with disabilities also.
- (x) A Member questioned why there was a backlog in processing applications. The Director of Regeneration and Neighbourhoods confirmed that there had been a backlog for some time due to the number of applications received against the level of funding available to provide the adaptations.
- (xi) Members were concerned as it was reported in Government figures that the number of people aged over 80 will double in the next two decades and yet it was unlikely that the funding for housing adaptations would increase in line with this. It was therefore hoped that housing providers would adapt properties and utilise new properties to ensure that the needs of older and people with disabilities were met whilst encouraging tenants to move to properties that were more suitable to their needs wherever appropriate.
- (xii) It was noted that a comprehensive database was to be established which would monitor and track where adaptations were in use as well as what kind of adaptations had been undertaken to different properties. This should hopefully maximise the use of appropriate adaptations and properties.
- (xiii) In response to a Member's question, it was noted that there was reference to partnership working with the health authority within the Housing Adaptations Policy to ensure that older people would be encouraged to stay at home with adaptations in place where necessary to avoid where possible, lengthy stays in care homes or hospitals.
- (xiv) A resident representative questioned whether adaptations included the provision of home insulation due to the level of treatment provided by the NHS for illnesses caused by fuel poverty. The Housing Regeneration and Policy Manager confirmed that whilst this issue did not form part of the Housing Adaptations Policy, the Council performed well ensuring that homes were fitted with appropriate insulation. The Chair commented that any new social housing was built to a Level 4 standard which was the highest insulation level achievable.
- (xv) In response to a question from a resident representative, the Chair confirmed that an Adaptations Operations Panel would be formed to look at each application for a housing adaptation based on officers' recommendations. It was suggested that Occupational Therapists and the applicant's family members should also be consulted.

In conclusion it was noted that in principle Members were comfortable with the current policy and review being undertaken and recommended that the Housing Adaptations Policy (2010 – 2013) should proceed as planned. However, should any individual Members wish to make further comment they were encouraged to forward them to the Housing Regeneration and Policy Manager who would collate those responses and submit them as part of the consultation process. Members also recommended that the Adaptations Operations Panel be convened on a flexible basis and that Members are

involved at appropriate stages in the continuing development of the Housing Adaptations Policy (2010 – 2013).

Members also wish to be included in the consultation process for all policies of the Council to enable their views to be taken into consideration prior to policies being submitted to Council for adoption.

Recommended

That Members' views and comments be formulated into a response to be submitted to the Scrutiny Co-ordinating Committee.

9. Any Other Items which the Chairman Considers are Urgent

None.

The meeting concluded at 6.00 pm

CHAIR

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

MINUTES

25 November 2010

The meeting commenced at 3.00 pm in the Civic Centre, Hartlepool

Present:

Councillor: Kevin Cranney (In the Chair)

Councillors: Allan Barclay, Rob Cook, Marjorie James, Alison Lilley, Trevor Rogan and Ray Wells.

Resident Representatives:
John Maxwell and Angie Wilcox

Officers: Antony Steinberg, Economic Development Manager
Patrick Wilson, Employment Development Officer
Elaine Hind, Scrutiny Support Officer
James Walsh, Scrutiny Support Officer
Angela Hunter, Principal Democratic Services Officer

39. Apologies for Absence

Apologies for absence were received from Councillors Steve Gibbon and Frances London and resident representative Ted Jackson.

40. Declarations of interest by Members

Councillors Allan Barclay, Rob Cook, Kevin Cranney, Marjorie James and Trevor Rogan declared personal interests in minute 45.

41. Minutes of the meeting held on 14 October 2010

Confirmed.

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

None.

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

None.

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

None.

45. Scrutiny Investigation into 'Working Neighbourhoods Fund' – Evidence from the Regeneration and Planning Services Department *(Scrutiny Support Officer/Economic Development Manager/Employment Development Officer)*

The Scrutiny Support Officer informed Members that the Economic Development Manager and the Employment Development Officer had been invited to attend this meeting to provide evidence in relation to the ongoing investigation into the Working Neighbourhoods Fund (WNF).

The Employment Development Officer gave a detailed and comprehensive presentation which provided a re-cap on the achievements of the WNF since April 2008, the current position in relation to the impact of the Comprehensive Spending Review and how the Economic Development Team were working with WNF providers to examine ways of securing alternative funding streams via the Government and voluntary and community sector.

The Employment Development Officer advised the Forum that there would be funding opportunities available for the Voluntary and Community Sector which the public sector could not access and that these should be explored by each organisation. The need for organisations to be in a position to apply for funding independently of the Council was stressed along with the need to promote and sell their services.

Members were concerned that the prime providers' main aims would be to generate profits as opposed to the voluntary and community sector who run services because they care about the residents of Hartlepool. There was also concern expressed that the local voluntary sector organisations may not have the capacity to become sub-contractors to the prime providers.

It was acknowledged that in the current economic climate there would be a significant amount of job losses in the public and private sectors. However, a lot of people leaving these sectors would be computer literate, with recent experience of a work environment and in a better position to secure alternative jobs than a lot of residents already unemployed making it even more difficult for them to access employment. In addition to this, a lot of projects jointly operated by the local authority provided help to enable the hardest to reach people to secure employment. The loss of one job that supported this type of

project could have a knock-on effect to the significant amount of people that would benefit from support in order to gain employment.

In response to question from a resident representative, the Employment Development Officer commented that residents could form community interest companies which would enable them to bid for funding. It was noted that should any residents wish to progress this, there was help and support available from the Hartlepool Voluntary Development Agency.

A Member questioned whether any organisations had exit strategies in place to better prepare them for the end of WNF. The Employment Development Officer confirmed that the Economic Development Team had worked with a number of providers to help develop exit strategies but there was always been hope that an alternative stream of Government funding would replace the WNF. In response to a further question the Employment Development Officer indicated that it was difficult to confirm how many jobs created by WNF would still exist once the WNF funding was abolished.

It was noted that the majority of Government grants to local authorities with the exception of those passported to children and adults would be unringfenced thus enabling local authorities to allocate this funding to whatever areas they deemed were special areas of concern or most in need of support. It was noted that Hartlepool Council would remain committed to the jobs and economy theme along with eradicating child poverty within the town. All voluntary and community groups were encouraged to lobby the local authority and highlight the issues and pressures they faced as a result of the WNF being abolished. It was highlighted that representatives from the Hartlepool Voluntary Development Agency (HVDA) would be available to assist organisations to put letters together and make sure all appropriate channels were utilised to ensure that the voluntary and community sector voice was heard.

A representative from the Voluntary and Community Sector (VCS) questioned how many of the WNF programmes would still exist after March 2011. The Employment Development Officer indicated that this information would be available around February 2011. The VCS representative requested that a copy of the projects continuing post March 2011 be provided to those organisations that continued to provide advice and support for them.

In response to a question from a VCS representative, the Employment Development Officer confirmed that under the work programme, anyone unemployed would be eligible to access assistance from a private provider on day 1 of being unemployed. The Economic Development Manager confirmed that one of the key aims was to foster excellent links with local businesses with training and support to provide employment. It was acknowledged that all the organisations that form the VCS should work together through the sharing of resources and development of programmes to actively support the jobs and economy theme and eradicate child poverty.

Recommended

The presentation and discussion that followed were noted and would be used to inform Members during this investigation.

46. Scrutiny Investigation into ‘Working Neighbourhoods Fund’ – Evidence from the Working Neighbourhoods Fund Providers *(Scrutiny Support Officer)*

The Scrutiny Support Officer informed Members that representatives from ‘jobs and the economy’ themed Working Neighbourhoods Fund (WNF) programmes were in attendance to provide evidence in relation to the ongoing WNF investigation.

DISC – This would impact on four workers from DISC. No additional Human Resources support was currently required however, the organisation were exploring opportunities for further funding whilst also examining ways of reducing running costs. In response to a question it was noted that DISC current had around 30 open cases with an expectation that additional support for housing issues would be quite sizeable.

Manor West – This would impact on three employees, 1 part-time and 2 full-time. Concerns had been raised through letters which had been received by employees advising them on legislation and the provision of support through Jobsmart. However, it was highlighted that Jobsmart was being provided by Manor West and was one of the schemes that would go under the withdrawal of WNF funding.

MIND – This would impact on three employees. MIND currently supported around 300 people through WNF with an average of 150 referrals made every six months. It was noted that MIND supported people who would not normally get the opportunity to work and provided training for the skills they need to live effective lives and secure employment. However, the timescale of provision to service users may be an issue of concern for prime providers as people may use the service for up to 12 months before they were in a position to secure employment. The provision of support from MIND supported people to connect to the community regardless of ability.

HARTLEPOOL VOLUNTARY DEVELOPMENT AGENCY (HVDA) – This would impact on five employees. During the last year the agency recruited 375 volunteers covering 88 different voluntary groups and 22 with other agencies. During this period 89 people undertook training with 27 achieving NVQ Level 2 or higher, 37 people secured employment with a further 18 reporting that they had secured employment (although this was unverified information). So far this year, 24 people had found work.

WEST VIEW PROJECT – This would impact on five employees with three continuing employment active skills programmes in different formats. The

West View Project's key aim was to motivate people into securing employment and had over achieved across this aim. It was noted that the Project had a substantial reserve which should keep the organisation active for the next year but it will end the year after.

HARTLEPOOL CARERS – Rigorous bidding processes were already being undertaken to ensure the 'positive choices' programme did not end. The importance of collective working was again stressed.

HARTLEPOOL WORKING SOLUTIONS – This project provided support for 16-24 year olds to secure employment and was well on target to achieve its aims this year.

WHARTON TRUST – This would impact on two full time and three part time employees. The Trust was currently exploring ways of applying for funding as if the WNF could not be replaced, the whole service provision would cease.

The discussions had highlighted that the VCS and public sector do work effectively together to provide services to the hardest to reach groups. A number of strategies were being explored around the jobs and economy theme and how all organisations could work together for the improvement of Hartlepool. One of the biggest fears identified was that multi-national organisations would take over VCS operations within Hartlepool without having the local empathy and connection.

It was noted that Owton Fens Community Association (OFCA) would lose 14 employees and this amounted to around 60 job losses across the VCS directly as a result of the abolishing of WNF. This would also result in knock-on consequences affecting small and medium enterprises within the town as well as the local economy. A collective approach across all organisations was needed to best utilise resources and attract funding.

A Member commented on the worthwhile and effective role the VCS played but it had to be acknowledged that there may be areas of duplication and this would need to be examined as part of the way forward. There was some support for local businesses at risk through business rate relief and organisations were urged to contact the Economic Development Team and explore this option where appropriate.

In response to a question the Employment Development Officer confirmed that bids for funding were being submitted under Hartlepool Works and it was suggested that all organisations should submit expressions of interest. In order to help organisations with this, the Employment Development Officer indicated that a pro-forma could be forwarded to any interested organisations.

It was suggested that one of the best ways of providing support to local organisations could be through a workshop format. The Economic Development Manager confirmed that there were a series of provider meetings scheduled for the next week or so and these meetings could refocus on the provision of support should that be appropriate.

Recommended

The information provided by the different organisations and discussion that followed were noted and would be used to inform Members during this investigation.

47. Forward Plan

None.

48. Any Other Items which the Chairman Considers are Urgent

The Chairman ruled that the following items of business should be considered by the Committee as a matter of urgency in accordance with the provisions of Section 100(B) (4)(b) of the Local Government Act 1972 in order that the matter could be dealt with without delay.

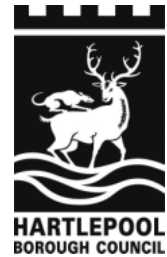
(i) The Chair confirmed that there will be representatives from the Child and Adult Services Department in attendance at the meeting on 20 January 2011 to provide a presentation on the Economic Impact of the Tall Ships Event. This report will be presented to Cabinet on 20 December 2010.

Meeting concluded at 4.32 pm

CHAIR

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

20 January 2011



Report of: Director of Regeneration and Neighbourhoods

Subject: PROPOSALS FOR INCLUSION IN REGENERATION
AND NEIGHBOURHOODS DEPARTMENTAL PLAN
2011/12

1. PURPOSE OF REPORT

- 1.1 To provide the opportunity for the Regeneration and Planning Services Scrutiny Forum to consider the proposals for inclusion in the 2011/12 Regeneration and Neighbourhoods Departmental Plan.

2. BACKGROUND

- 2.1 Service Planning for the last 3 years has been based on a common set of outcomes shared by the Council in the Departmental and Corporate Plans and the Hartlepool Partnership in its Local Area Agreement (LAA). The current LAA will end in March 2011 and we have recently received confirmation that there will be no requirement from central government to prepare a new LAA from April 2011.
- 2.2 The removal of this requirement has provided an opportunity to review the outcome framework and develop a more targeted and slimmed down version of what is currently in place. With this in mind a review of the outcome framework has been undertaken and proposals for a new outcome framework, to be implemented from April 2011, was reported to Scrutiny Coordinating Committee on 10 December 2010 and Cabinet on 10 January 2011.
- 2.3 It is proposed that service planning will continue to be based on this common set of outcomes, shared by the Council in the departmental and Corporate Plans and by the Hartlepool Partnership in its Partnership Plan. As in previous years the departmental and Corporate Plans have included a small number of additional outcomes that do not form part of the Partnership Plan. These additional 'Council' outcomes were included in the reports to Scrutiny Coordinating Committee and Cabinet in December/January.

2.4 As in previous years it is proposed that the detailed proposals should be considered by each of the Scrutiny Forums in January. A report will be prepared for Scrutiny Coordinating Committee on 25 February 2011 detailing the comments/observations of each of the Scrutiny Forums to inform a response to Cabinet.

2.4 The Departmental Plan is a working document and as such there are still a small number of areas where further information is still to be provided. This information will be included in the version of the Plan that is to be considered by Scrutiny Coordinating Committee in March and by Cabinet in April 2011

3. PROPOSALS

3.1 The Director of Regeneration and Neighbourhoods (or his representative) will deliver a short presentation at the meeting detailing the key issues and challenges that the department faces over the next year, and beyond, and setting out proposals for how these will be addressed.

3.2 Although the Outcome Framework has been reviewed the basis for developing the outcomes remaining the same – actions, performance indicators and risks. The Council's service planning framework remains based on having a clear set of outcomes that the Council is working towards achieving.

3.3 Officers from across the Council have been developing the outcomes agreed at Scrutiny Coordinating Committee in December, and setting out in detail how they will be progressed up to March 2012. This includes identifying the Performance Indicators (PIs) that will be monitored throughout the year to measure progress, and the key actions that are required to achieve success. This detail is included in the proposed Regeneration and Neighbourhoods Departmental Plan, attached at **Appendix A**.

3.4 In 2011/12 only Key Performance Indicators will include future targets, and other indicators will be included for monitoring purposes only. For those indicators where targets have been proposed it may be necessary for the targets to be revised based on final year outturns for 2010/11 and/or final budget decisions. Any changes to proposed targets will be included in future proposals to Scrutiny Coordinating Committee and Cabinet.

3.5 Scrutiny Coordinating Committee on 10 December commented on the aspirational nature of many of the outcomes and the risks in present circumstances that it will be difficult to make progress or achieve individual targets. This is undoubtedly the case when a wide range of events pose risks that will or could impact on the achievement of the outcomes. In a number of the proposals included in the frameworks considered by Scrutiny this has already been considered, there are a range of proposals now and plans for future years which are essentially about looking to maintain service levels rather than increase them. The risks include: -

The Economy – poor levels of growth or further downturn in the economy could have wide ranging impacts such as increasing demand for council services, increasing poverty, greater unemployment and reduced business start ups.

Local Government Finance – the 2011/12 and 2012/13 settlements have been announced and these confirmed the Council's financial planning scenarios set out in the Medium Term Financial Strategy. Further significant reductions are planned for the two following years. The Coalition Government are undertaking a review of local government finance for implementation for years after 2012/13 which further increases uncertainty regarding funding and therefore how we deliver our services. The drastic reduction in capital spending has already had a significant local impact with the cancellation of much of the Building Schools for the Future programme and other changes will have further implications.

Changing Government Policy – the Coalition Government are implementing a wide range of policy initiatives which will impact on Local Government. These include the Decentralisation and Localism Bill, Welfare Reform Bill and the Academies Act bringing significant changes to the benefits, planning and education systems.

Partnership arrangements – the Council's key partners, Police, NHS and Voluntary Sector, are also subject to significant financial pressures. Police and health are undergoing major organisational change through the Police Reform and Social Responsibility Bill and Health Bill. These have the potential to disrupt well established partnership working arrangements and the capacity to address issues jointly across organisations.

- 3.6 The proposed outcomes are also part of the Hartlepool Partnership's management arrangements, adopted by the Council. The Partnership's long-term vision, agreed in 2008, looks 20 years ahead:

'Hartlepool will be a thriving, respectful, inclusive, healthy, ambitious and outward looking community, in an attractive and safe environment, where everyone is able to realise their potential.'

- 3.7 There are also 8 more specific aims for each of the Community Strategy themes (see **Appendix B**). These provide a positive and ambitious view of Hartlepool's future and undoubtedly the current circumstances make progress very difficult. Departments keep significant risks under review in order to ensure that risks are minimised and that benefits are maximised. Significant changes to risks and risks with a potentially significant impact are reported to the executive and scrutiny forums on a regular basis. Where targets have been set progress will also be reported to the executive and scrutiny as part of the Council performance management arrangements enabling elected members to keep progress under review.

4. RECOMMENDATIONS

4.1 It is recommended that the Regeneration and Planning Services Scrutiny Forum: -

- considers the proposed outcome templates for inclusion in the 2011/12 Regeneration and Neighbourhoods Departmental Plan
- formulates any comments and observations to be included in the overall presentation to the meeting of the Scrutiny Coordinating Committee on 25 February 2011.

7. BACKGROUND PAPERS

7.1 None.

Contact Officer: - Dave Stubbs
Director of Regeneration and Neighbourhoods
Tel: 01429 523301
E-mail: Dave.Stubbs@Hartlepool.gov.uk

Regeneration and Neighbourhoods Departmental Plan Proposals 2011/12

SECTION 1 OUTCOME DETAILS			
Outcome:	1. Hartlepool has increased levels of investment and is globally competitive	Hartlepool Partnership Outcome?	Yes

Owner:	Antony Steinberg (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Jobs & The Economy	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None Identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Investigate and pursue funding opportunities to deliver Innovation Skills Quarter Gateway Scheme		Mar-12	Rob Smith
Support PD Ports in the delivery of offshore wind facilities at Victoria Harbour by encouraging inward investment and job creation by supporting development of Regional Growth fund bid		Mar-12	Antony Steinberg
Continue to engage and manage up to 12 tourism network group meetings to develop and support visitor economy businesses		Mar-12	Antony Steinberg
Deliver a minimum of 5 bespoke training packages to enhance the quality of visitor services including Discovery Tours and My Hartlepool		Mar-12	Antony Steinberg
Promote the visitor offer in Hartlepool to residents and potential visitors within a 1-2 hour drive time through the delivery of 5 targeted marketing campaigns.		Mar-12	Antony Steinberg
Deliver a new marketing plan for economic development to promote Hartlepool as a place to work, live and visit		Jul-11	Antony Steinberg
Redesign destinationhartlepool.com in line with the future of the regional destination		Sep-11	Antony Steinberg

management system			
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SECTION 1 OUTCOME DETAILS			
Outcome:	2. People have greater access to employment and skills opportunities	Hartlepool Partnership Outcome?	Yes

Owner:	Antony Steinberg (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Jobs & The Economy	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	Overall Employment rate (working-age)	Antony Steinberg	Monitor
	Employment Rate (16-24)	Antony Steinberg	Monitor
	Unemployment rate (Hartlepool)	Antony Steinberg	Monitor
	New business registration rate	Antony Steinberg	Monitor
	Working age people on out of work benefits	Antony Steinberg	Monitor
	Working age people claiming out of work benefits in the worst performing neighbourhoods	Antony Steinberg	Monitor
	Youth Unemployment rate (Hartlepool)	Patrick Wilson	Monitor
	Youth Unemployment rate (Neighbourhood Renewal narrowing the gap)	Patrick Wilson	Monitor

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Achieve sub contracting arrangements under the Department for Work and Pensions (DWP) Work Programme with Prime providers		Sep-11	Antony Steinberg

Develop 3 employment and training initiatives in partnership with key stakeholder for residents which meet the demands of the local labour markets and the business community		Mar-12	Antony Steinberg
Continue the delivery of the Future Jobs Fund to support 720 clients		Nov-11	Antony Steinberg
Continue to implement Targeted Recruitment & Training clauses and section 106 agreements, set targets and monitor beneficiaries of regeneration initiatives		Mar-12	Antony Steinberg
Continue the delivery of the Worksmart programme to support local businesses with 10 seminars		Mar-12	Antony Steinberg

SECTION 1 OUTCOME DETAILS			
Outcome:	25. Hartlepool is at the forefront of economic policy making at the national, regional and sub-regional levels	Hartlepool Partnership Outcome?	No

Owner:	Derek Gouldburn (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Jobs & The Economy	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Safeguard and promote Hartlepool's regeneration priorities by ensuring that these are included in key Tees Valley Strategies and Plans including the Tees Valley Economic Regeneration Investment Plan and by regular attendance at meetings including Directors of Regeneration		Mar-12	Derek Gouldburn
Produce a new Hartlepool economic regeneration strategy		Oct-11	Antony Steinberg

SECTION 1 OUTCOME DETAILS			
Outcome:	26. Key public buildings and spaces are improved to reflect Hartlepool's economic ambition	Hartlepool Partnership Outcome?	Yes

Owner:	Andy Golightly (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Jobs & The Economy	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Complete design and feasibility study for Crown House		Jan-12	Rob Smith
Identify funding and procurement strategy to support the delivery of Seaton Carew Master Plan		Mar-12	Derek Gouldburn
Undertake feasibility study for the acquisition and development of Jackson's Landing		Apr-11	Antony Steinberg
Implement 5 targeted environmental improvements to key sites within the Southern Business Zone undertaken by Environmental Task Force		Nov-11	Antony Steinberg

SECTION 1 OUTCOME DETAILS			
Outcome:	5. To promote opportunities for all children and young people to reach their full potential by accessing good quality teaching and curriculum provision which fully meets their needs and enables them to participate in and enjoy their learning	Hartlepool Partnership Outcome?	Yes

Owner:	Caroline O'Neil (C&AS)
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Lead Dept:	Child & Adult Services
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Theme:	Lifelong Learning & Skills
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Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Through Hartlepool skills partnership, produce new skills strategy and action plan.		Dec-11	Antony Steinberg

SECTION 1 OUTCOME DETAILS			
Outcome:	6. Provision of high quality learning and skills opportunities that drive economic competitiveness, widen participation and build social justice	Hartlepool Partnership Outcome?	Yes

Owner:	Diane Martin (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Lifelong Learning & Skills	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Explore initiatives with Hartlepool College of Further Education to respond to emerging offshore wind opportunities		Sep 11	Antony Steinberg
Work in partnership with Skills Funding Agency to address skills needs of the local economy through the delivery of 6 Skills Partnership meetings		Mar-12	Antony Steinberg
Continue to develop and implement education – Business links to encourage entrepreneurship and highlight future career opportunities by organising Enterprise week		Nov-11	Antony Steinberg

SECTION 1 OUTCOME DETAILS			
Outcome:	11. Hartlepool has reduced crime and repeat victimisation	Hartlepool Partnership Outcome?	Yes

Owner:	Brian Neale (R&N)
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Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Community Safety
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Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	Criminal damage	Sally Forth	Target
	% of unsuccessful (broken) cases due to victim witness issues	Brian Neale	Monitor
	% of successful domestic violence prosecutions	Brian Neale	Monitor
	Deliberate Fires (Hartlepool)	Sally Forth	Monitor
	All Crime	Brian Neale	Target
	Number of domestic burglaries	Brian Neale	Target
	Vehicle crime (theft of and from a motor vehicle)	Brian Neale	Monitor
	Reduce the incidents of local violence (common assault and wounding)	Brian Neale	Monitor
	Repeat incidents of domestic violence	Brian Neale	Monitor

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Assist partners to implement national guidance locally under tackling organised crime groups in Hartlepool		Mar-12	Brian Neale
Produce in conjunction with partners, an action plan which will aim to deliver a multi agency		Jun 11	Laura Gourlay

response to tackling domestic abuse			
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SECTION 1 OUTCOME DETAILS			
Outcome:	13. Communities have improved confidence and feel more cohesive and safe	Hartlepool Partnership Outcome?	Yes

Owner:	Sally Forth (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Community Safety	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Ensure the development of the PREVENT agenda as guided by the local Silver group against an accurate and updated action plan		Mar-12	Brian Neale
Implement year one of new anti-social behaviour strategy action plan		Mar-12	Nicholas Stone
Agree and publish agreed minimum standards for dealing with anti-social behaviour across partners		Nov-11	Sally Forth

SECTION 1 OUTCOME DETAILS			
Outcome:	14. Offending and re-offending has reduced	Hartlepool Partnership Outcome?	Yes

Owner:	Denise Ogden (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Community Safety	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	None identified		

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Explore opportunities for restorative justice with adult offenders		Jul 11	Brian Neale
For Prolific & Priority Offenders (PPO) & High Crime Causers (HCO), re-introduce the design out crime team by working with Probation Trust		Jul 11	Brian Neale
Develop working protocol for joint working between Anti Social Behaviour Unit and Youth Offending Services for those young offenders causing Anti Social Behaviour.		Jul 11	Sally Forth

SECTION 1 OUTCOME DETAILS			
Outcome:	15. Hartlepool has an improved natural and built environment	Hartlepool Partnership Outcome?	Yes

Owner:	Damien Wilson (R&N)	Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Environment	Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	Number of Volunteer days spent working on nature conservation	Ian Bond	Target

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Produce Core Strategy Publication Document		Jul-11	Derek Gouldburn
Continue the preparation of the Local Development Framework including publication of the Core Strategy and development of Supplementary Planning Document's/Development Plan Document's in accordance with Local Development Scheme		Mar-12	Derek Gouldburn

SECTION 1 OUTCOME DETAILS			
Outcome:	19. Hartlepool has a more balanced housing provision	Hartlepool Partnership Outcome?	Yes

Owner:	Amy Waters (R&N)
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Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Housing
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Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	Number of affordable homes delivered (gross)	Amy Waters	Target

SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee

SECTION 1 OUTCOME DETAILS			
Outcome:	23. Local people have a greater voice and influence over local decision making and the delivery of services	Hartlepool Partnership Outcome?	Yes

Owner:	Denise Ogden (R&N)
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Lead Dept:	Regeneration & Neighbourhoods
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Theme:	Strengthening Communities
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Other Contributors:	
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SECTION 2 PERFORMANCE INDICATORS			
Code	Indicator	Assignee	Target or Monitor
	Number of Community/Voluntary sector groups and organisations supported/signposted/assisted	Sylvia Burn	Target
	Complete update of one Neighbourhood Action Plan (NAP)	Sylvia Burn	Target

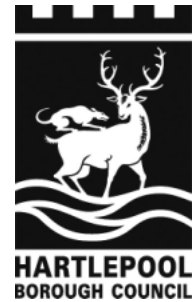
SECTION 3 ACTIONS			
Action	Taken From	Due Date	Assignee
Complete annual internal review of neighbourhood renewal priority areas		Jan-12	Sylvia Burn
Complete update of Neighbourhood Action Plan for North Hartlepool and commence consultation on updating another (priority area to be determined)		Mar-12	Sylvia Burn
Prepare the 2012/13 Compact Action Plan with partners		Mar-12	Sylvia Burn

2008 Community Strategy themes and priority aims

The 2008 Community Strategy themes and priority aims	
Theme	Priority Aim
1 Jobs and the Economy	Develop a more enterprising, vigorous and diverse local economy that will attract new investment, enable local enterprises and entrepreneurs to be globally competitive and create more employment opportunities for local people.
2 Lifelong Learning and Skills	All children, young people, individuals, groups and organisations are enabled to achieve their full potential through equal access to the highest quality education, lifelong learning and training opportunities.
3 Health and Well-Being	Work in partnership with the people of Hartlepool to promote and ensure the best possible health and well-being.
4 Community Safety	Make Hartlepool a safer place by reducing crime and anti-social behaviour, and tackling drugs and alcohol misuse.
5 Environment	Secure and enhance an attractive and sustainable environment that is clean, green, safe and valued by the community.
6 Housing	Ensure that there is access to good quality and affordable housing in sustainable neighbourhoods and communities where people want to live
7 Culture and Leisure	Create a cultural identity for Hartlepool which attracts people to Hartlepool and makes us proud to live and work here.
8 Strengthening Communities	Empower individuals, groups and communities, and increase the involvement of citizens in all decisions that affect their lives.

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

20 JANUARY 2011



Report of: Regeneration and Planning Scrutiny Forum

Subject: DRAFT FINAL REPORT – WORKING
NEIGHBOURHOODS FUND

1. PURPOSE OF REPORT

- 1.1 To present the findings of the Regeneration and Planning Scrutiny Forum following its investigation into the 'Working Neighbourhoods Fund'.

2. SETTING THE SCENE

- 2.1 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 8 July 2010, Members determined their work programme for the 2010/11 Municipal Year. The issue of 'Working Neighbourhoods Fund' was selected as the first Scrutiny topic for consideration during the current Municipal Year.
- 2.2 The Working Neighbourhoods Fund (WNF) was introduced in April 2008 to support local authorities' efforts to promote enterprise, tackle worklessness and reduce levels of deprivation in the most deprived areas of the country. The fund replaced the Neighbourhood Renewal Fund (NRF) and incorporated the Deprived Areas Fund (DAF) to create a single discretionary fund for local authorities to work with their partners at a local level. The withdrawal of the WNF will have a major impact on the worklessness agenda in Hartlepool.

3. OVERALL AIM OF THE SCRUTINY INVESTIGATION

- 3.1 The overall aim of the scrutiny investigation was to assess the reduction and potential withdrawal of the Working Neighbourhoods Fund, its impact on the worklessness agenda and giving consideration to any potential future funding streams available to maintain service provision and to support how such funds may be utilised.

4. TERMS OF REFERENCE FOR THE SCRUTINY INVESTIGATION

4.1 The Terms of Reference for the Scrutiny investigation were as outlined below:-

- (a) To gain an understanding of the overall aim of the services the WNF provides and what positive outcomes look like;
- (b) To examine how WNF services are currently provided in Hartlepool (including the input of partner organisations) and explore their effectiveness, particularly with regard to the worklessness agenda;
- (c) To determine the impact of the reduction and potential withdrawal of the Working Neighbourhood Fund;
- (d) To consider the options for the continuation of WNF service provision giving due regard to:
 - (i) How services could continue to be provided (within the resources available in the current economic climate);
 - (ii) How services can be delivered more efficiently and effectively, particularly in relation to the worklessness agenda.

5. MEMBERSHIP OF THE REGENERATION AND PLANNING SCRUTINY FORUM

5.1 The membership of the Scrutiny Forum was as detailed below:-

Councillors Barclay, Cranney, Cook, Gibbon, James, A E Lilley, London, Rogan and Wells.

Resident Representatives:

Ted Jackson, John Maxwell and Angie Wilcox.

6. METHODS OF INVESTIGATION

6.1 Members of the Regeneration and Planning Services Scrutiny Forum met formally from 12 August 2010 to 20 January 2011 to discuss and receive evidence relating to this investigation. A detailed record of the issues raised during these meetings is available from the Council's Democratic Services.

6.2 A brief summary of the methods of investigation are outlined below:-

- (a) Detailed Officer presentations and reports supplemented by verbal evidence;

- (b) Evidence from the Authority's Portfolio Holder for Regeneration and Economic Development;
- (c) Presentation and verbal evidence from a representative from the Hartlepool Voluntary Development Agency; and
- (d) Verbal and written evidence received from representatives of jobs and the economy themed WNF programmes.

FINDINGS

7 OVERALL AIM OF THE SERVICES THE WNF PROVIDES AND WHAT POSITIVE OUTCOMES LOOK LIKE

- 7.1 The Regeneration and Planning Services Scrutiny Forum met on 9 September 2010 where Members received detailed evidence from the Economic Development Manager and the Employment Development Officer regarding the historical development of the Working Neighbourhoods Fund (WNF), the areas of the town covered by the fund and details of jobs and the economy themed programmes. As part of the evidence, the Employment Development Officer highlighted priority groups the fund targets and the level of funds allocated to the Voluntary and Community Sector (VCS) in Hartlepool.
- 7.2 During the presentation by the Employment Development Officer Members of the Forum were informed that the aim of the WNF was to turn around long term unemployment in the most disadvantaged communities and that the fund was dedicated to local councils and community organisations to address worklessness, skills and enterprise and reduce levels of deprivation in the most deprived areas of the country.
- 7.3 The Forum learned that the total WNF allocated to Hartlepool in 2010/11 was over £5 million and that since 2008 approximately 60 projects per year had been approved by the Local Strategic Partnership (LSP) to deliver bespoke initiatives which had considerably improved economic growth and narrowed the gap within local areas.
- 7.4 The Forum was informed that the WNF links into other initiatives and funding streams including the Regional Employability Framework (REF). This was designed to provide a framework through which partners are able to connect and deliver national priorities for economic development, employment, skills and neighbourhood renewal both at regional, sub-regional and local level.
- 7.5 Members learned that the Department for Work and Pensions (DWP) and Skills Funding Agency (SFA) commissioning and tendering processes are increasingly requiring that all partners deliver employment and training activities in line with the REF. Alongside this, Hartlepool has reconfigured WNF to ensure that it follows the REF and compliments other external funding opportunities. Through creation of the REF model, jobs and the

economy themed projects are provided with the ability to deliver all elements of the journey from initial engagement through to sustained employment. The WNF programmes have been commissioned to add value to existing mainstream service available from agencies including Job Centre Plus and Connexions.

7.6 The Forum noted that the benefits of WNF are that it can be matched with a wide variety of funding streams including:-

- Third Sector funding including Northern Rock, Comic Relief and Lottery Funding
- European Social Fund (ESF)
- European Regional Development Fund (ERDF)
- Future Jobs Fund (FJF)
- SFA, i.e. Train2Gain
- Single Programme Funding

7.7 Members were pleased to note that Hartlepool has fully maximised the matching of WNF with other funding streams and partners have been able to offer enhanced services to clients.

7.8 The Forum acknowledged that positive outcomes have been achieved through the use of the WNF where individuals have been supported back into work, to live independently and run their own affairs. Members were also encouraged to note that opportunities for young people to gain employment through programmes such as the Future Jobs Fund, with the appropriate support in place, had proven successful.

7.9 Members were particularly interested in gaining an insight into the business assistance programmes offered by the Council. At the meeting of the Regeneration and Planning Services Scrutiny Forum on the 14 October 2010 the Economic Development Manager indicated that this business assistance programme included advice on HR and current legislation. Financial assistance was also given on a case by case basis including business rate relief and possible rate holiday periods for small to medium enterprises facing financial hardship; individual applications for this assistance were considered by the Portfolio Holder for Finance and Procurement.

8 HOW WNF SERVICES ARE CURRENTLY PROVIDED IN HARTLEPOOL AND THEIR EFFECTIVENESS

8.1 The Members of the Regeneration and Planning Services Scrutiny Forum gathered evidence from a number of different sources in relation to the delivery and effectiveness of WNF services in Hartlepool. Information considered by Members is detailed overleaf:-

Evidence from the Economic Development Team

- 8.2 The Regeneration and Planning Services Scrutiny Forum met on 9 September 2010 and received evidence from the Economic Development Manager and the Employment Development Officer on the jobs and the economy themed services provided through the WNF by Hartlepool Borough Council and the Community and Voluntary Sector within the town.
- 8.3 Members learned that there were 66 WNF programmes being delivered in 2010/11, of which 27 were of the jobs and the economy theme. Members were asked to note that other worklessness programmes also exist under the lifelong learning and health & social care themes. The services provided by the 27 jobs and the economy themed projects included the following:
- Engagement with hard to reach groups
 - Information, Advice and Guidance (IAG) Interviews
 - Regular Jobsearch facilities
 - Self-employment and new business start up advice
 - Pre-employment programmes (including preparing for interviews)
 - Volunteering opportunities
 - Links to sector specific training
 - Grants and subsidies for residents to enter into employment and training
 - Intermediate Labour Market (ILM) placements
 - In-work mentoring and aftercare support
 - Pastoral support
 - Specialist support including mental health provision and benefits advice
- 8.4 The Forum was informed that there are key priority groups living within the WNF areas that have been identified as being disadvantaged within the labour market. The jobs and economy themed WNF is particularly targeted at the groups shown below:
- Young people who are at risk of/or who are not in employment, education or training (NEET)
 - Young unemployed/Long term unemployed
 - Adults on incapacity or other sickness related benefits
 - Lone parents
 - Adults with caring responsibilities
 - Adults with no or low level skills
 - Adults with mental health issues or learning disabilities
 - People with disabilities and long term limiting illnesses
 - Ex Offenders
 - Adults at risk of becoming /or who are homeless
 - Adults with drug and alcohol misuse problems

- 8.5 Members of the Forum were advised that the Voluntary and Community Sector (VCS) receives approximately 40% of the overall WNF jobs and the economy themed budget.
- 8.6 Table 1 highlights the VCS contribution to WNF outputs for 2008/09 and 2009/10 relating to residents entering employment, training and volunteering as shown overleaf:-

Table 1 VCS Contribution to WNF outputs.

WNF Outputs	VCS 08/09	Total WNF 08/09	VCS 09/10	Total WNF 09/10
Residents into Employment	303	640	334	874
Residents into Training	305	935	443	1260
Residents into Volunteering	195	195	309	309
Residents Referred	146	146	130	130
Voluntary Sector Contribution to Employment Outcomes for 2008/09		47%		
Voluntary Sector Contribution to Employment Outcomes for 2009/10		38%		

- 8.7 Members were encouraged to note that WNF projects had overachieved in a number of areas despite the significant impact that the global economic downturn had at a local level over the past three years. Figure for projected and actual outputs for jobs and the economy themed projects in 2009/10 overall are as follows:-

	Actual	Projected
New businesses assisted	898	474
New businesses created	77	63
Clients engaged	2,451	1,869
Clients entering into training	1,394	932
Clients achieving a qualification	651	607

- 8.8 Members of the Forum were please to see that projects have over-achieved in a period when there has been fewer live vacancies and more people were losing their job/being made redundant.
- 8.9 The Forum recognised that there may be duplication in the services provided in relation to the worklessness agenda, which could potentially be eliminated by partnership working. Members were told of plans by the Economic Development Team to examine a range of programmes especially in relation

to duplication with a suggestion of organisations coming together to reduce overheads, possibly through the merging of back office functions or simply sharing a building. As part of this review, organisations were being asked to show what they had done to ensure that the future of their organisation was sustainable.

Evidence from the Portfolio Holder for Regeneration and Economic Development

- 8.10 When the Regeneration and Planning Services Scrutiny Forum met on 14 October 2010, Members welcomed the Portfolio Holder for Regeneration and Economic Development, to provide evidence in relation to the current provision of services funded by the WNF in Hartlepool.
- 8.11 The Portfolio Holder indicated that it would be worthwhile examining how services were currently provided, how they were structured and how different organisations work together. One option that may be considered would be the provision of one uniform service across the town as there appeared to be several across different areas in the town but providing the same service. The Portfolio Holder felt that this may result in cost efficiencies and possible streamlining of service provision for the user. It was noted that the Economic Development Team were currently undertaking a review of projects funded through the WNF although it may be necessary for a more radical approach to ensure services were provided by the most appropriate and effective providers.
- 8.12 The Portfolio Holder commented that the level of debate should be raised and co-ordinated in relation to the effective and efficient delivery of these services and that the information gathered as part of the inquiry would inform Members to deal with the bigger crisis' ahead, it was also noted that all organisations need to work together and look at sustainable ways of working to ensure that any relevant grant funding was secured.

ERS Independent Evaluation of WNF

- 8.13 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 9 September 2010 Members received details of an independent evaluation of WNF programmes was conducted by ERS in 2008/09 – with the final report being published in April 2009.
- 8.14 Members were interested to learn that overall the evaluation noted that the majority of projects provided good value for money. The report recognised that due to the complexity of the client group that WNF providers worked with it was important not to judge initiatives solely on their 'cost per job rate'. Members were advised that it was difficult to quantify value for money across WNF programmes due to the differing circumstances faced by each individual. The report emphasised the significant barriers that many clients faced in entering into work and their distance from the job market. It

recognised that many of the projects provided a first point of contact and engagement with hard to reach groups including people who were long-term unemployed and young people who are NEET.

- 8.15 The report acknowledged that the services were easily accessible to local residents' and that there was good spatial coverage of employment and training programmes across the WNF geographical areas. There was recognition that WNF providers had improved partnership working with key stakeholders across the town and that the WNF plugged gaps in mainstream Job Centre Plus (JCP) provision by offering day one eligibility for clients (some JCP provision is currently only available after a client is unemployed for six months).
- 8.16 There were high levels of satisfaction recorded with WNF clients who were interviewed and positive feedback on the services offered. There was acknowledgement that projects 'went the extra mile' for the client and provided very good pastoral support. There were areas for improvement identified including a need for some projects who worked with specific priority groups to work closer with statutory agencies including the Youth Offending Service and Connexions. Due to the economic climate, there was also a demand for projects to be reconfigured to ensure that increased levels of support for incapacity benefit claimants was made available to prevent them moving further away from the job market (including intensive mental health support services).

Evidence from Hartlepool Voluntary Development Agency

- 8.17 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 14 October 2010, Members were delighted to hear evidence from the Manager of the Hartlepool Voluntary Development Agency (HVDA).
- 8.18 The Manager of the HVDA provided Members with an insight into the range of programmes currently funded through the WNF in Hartlepool and the success of these programmes in assisting people in their search for work.
- 8.19 The Forum was informed of the work carried out by the HVDA and that in 2009/10 759 volunteers were supported and 375 were recruited, of which 255 were unemployed and 173 were long term unemployed. The Forum was delighted to learn that 32 obtained verifiable sustainable paid employment.
- 8.20 The Forum recognised that in addition to securing employment there were benefits that could not be measured, such as the changes this made to peoples lives and the positive impact having a working role model in the household had on 2nd and 3rd generation families suffering unemployment.
- 8.21 Members of the Forum were particularly interested in the Community Campus programme highlighted in the evidence presented by the Manager of the HVDA. The Forum learned that this was a scheme aimed at getting young people job ready and in a good position to progress through the

recruitment process, by gaining places on entry to employment programmes with local employers. Following participation on the Community Campus scheme it was noted that a number of other schemes were in place which offer 26 to 52 weeks paid employment with the Council or private sector employers. Members were concerned to hear that over 400 applications had recently been received for 4 apprenticeship posts within the Council.

9 IMPACT OF THE REDUCTION AND POTENTIAL WITHDRAWAL OF THE WORKING NEIGHBOURHOODS FUND

- 9.1 Members of the Regeneration and Planning Services Scrutiny Forum were keen to gain an understanding of the impact the reduction and potential withdrawal of the WNF would have on the worklessness agenda in Hartlepool. Evidence gathered on the impact of the reduction or withdrawal of the fund is detailed below:-

Evidence from the Economic Development Team

- 9.2 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 9 September 2010 Members were advised by the Employment Development Officer that the reduction or removal of the WNF would have a significantly adverse effect on the worklessness, skills and enterprise agenda in Hartlepool (and particularly for those residents and businesses from the most deprived wards). The Forum also noted (with concern), that the loss of the WNF would damage the organisations that deliver the employment, training and business support programmes, as some are wholly dependent on the fund.
- 9.3 The Forum learned that as of 2008 there were 8 priority neighbourhoods established within the town which had been identified as part of the Neighbourhood Renewal Strategy (as shown below):-
- Burbank
 - Dyke House/Stranton/Grange
 - Hartlepool NDC
 - North Hartlepool (Central Estate, Headland & West View/King Oswy)
 - Owton
 - Rift House/Burn Valley
 - Rossmere
 - Throston
- 9.4 The Forum was informed that 55% of Hartlepool's population currently live in these eight priority neighbourhoods and the town has 17 wards of which 11 fall within the Neighbourhood Renewal area. Members were provided with a copy of the current employment and key worklessness rates within each of the neighbourhood areas as an indication of the ongoing challenges that are still faced and the impact a removal of the WNF may have on these areas, attached as **Appendix A**.

- 9.5 At the meeting of the Forum on 25 November 2010 Members were advised that the loss of the WNF would result in a loss of the structure and skills that currently were in place to assist with the worklessness agenda and that this would happen at a time when these services would be in the most demand.
- 9.6 Members noted that the Economic Development Team were providing support to the VCS regarding exit strategies and redundancy issues.

Evidence from the Portfolio Holder for Regeneration and Economic Development

- 9.7 At the meeting of the Forum on 14 October 2010, the Portfolio Holder for Regeneration and Economic Development expressed concerns that the withdrawal of the Working Neighbourhood Fund would have a profound effect on the town, including the withdrawal of service provision by the local authority and community and voluntary sectors. It was noted that whilst job losses would be a factor in the short term, the longer term effects on the community had yet to be identified.
- 9.8 The Portfolio Holder commented that some local authority services may be mainstreamed but with local authorities also facing dramatic cuts in funding this was questionable. In addition, the reductions in the regional partnerships would also result in less funding available for the North East area.

Evidence from the Voluntary and Community Sector

- 9.9 At the meeting of the Forum on 25 November 2010, following the Comprehensive Spending Review (CSR), Members were advised by the Employment Development Officer that there would be no funding to replace the WNF when it came to an end on 31 March 2011.
- 9.10 Voluntary and Community Groups, along with representatives from Hartlepool Borough Council jobs and the economy themed WNF programmes gave evidence to the Forum in relation to the numbers of posts which were fully funded by the WNF and the numbers of redundancies their programmes were likely to need to make. Some of the organisations felt that their services would not be of interest to the new agencies likely to take over provision of services (known as prime providers) as they did not directly get people back into employment, but assisted them with the life skills they needed to consider becoming active in the employment market.

10 CURRENT AND FUTURE BUDGET PRESURES AND OPTIONS FOR THE CONTINUATION OF SERVICES CURRENTLY FUNDED BY WORKING NEIGHBOURHOODS FUND

- 10.1 Members of the Regeneration and Planning Services Scrutiny Forum were keen to explore the impact of current and future budgetary pressures and to

examine any options available to continue the services currently funded by the WNF. The Forum considered evidence as follows:-

Evidence from the Economic Development Team

- 10.2 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 9 September 2010 Members agreed that the Economic Development Team had an excellent track record of securing external funding on behalf of the Council and third sector groups in Hartlepool and that whilst future funding would be restricted there may still be opportunities. The Emerging Works Programme and Local Enterprise Partnerships (LEPs) could provide opportunities for local providers to tender for employment, training and business investment funding. The Forum was informed that the Economic Development Team were working closely with Tees Valley Unlimited to ensure the town can capitalise on funding.
- 10.3 The Forum were also asked to note that as part of the LEPs, the Government announced a £1 billion Regional Growth Fund to help areas and communities at risk of being particularly affected by public spending cuts, the fund will be available in 2011/2012 and 2012/2013 and will help areas most dependent on public sector employment. Private sector and public-private partnerships will be able to bid for funding by demonstrating that their proposal will bring in private investment and support sustainable increases in private sector jobs and growth in their area.
- 10.4 At the meeting of the Regeneration and Planning Services Scrutiny Forum on 25 November 2010 the Employment Development Officer gave a presentation to highlight the CSR announcement would result in a loss of £5 million per annum to contribute to the worklessness, skills and enterprise agenda, a loss of specialist services, strong partnerships and established structures that provided a unique service to vulnerable groups, the potential loss of highly skilled workers and all at a time when there would be increased pressures to access provision by residents and their families.
- 10.5 The Employment Development Officer detailed the work which had been carried out with WNF programmes in preparation for the potential withdrawal of the fund completely. Members questioned whether more should have been done to prepare groups at an earlier stage for no further funding streams to be available, especially given that the WNF had a completion date of 31 March 2011 from the outset. However, the Employment Development Officer confirmed that as part of annual WNF verification visits, all WNF providers were advised by the department from the outset that funding would cease within the above timescale. Within these verification visits, WNF providers were also encouraged to consider how they would sustain their activity beyond March 2011. Therefore, WNF providers had up to three years in which to prepare for the eventual ceasing of this funding stream which is sufficient planning time.

- 10.6 The Forum were encouraged to note that Voluntary and Community Groups may have access to apply for funding that would not be available to the public sector, but were advised that that each organisation would need to explore this independently of the Council and that the VCS needed to be in a position to maximise their specialism's and promote and sell their services. Members noted that the VCS could not rely on the Council to source funding and needed to be as pro-active as possible however, Members were please to learn that advice on this was available from the Economic Development Team.

Evidence from Jobs and the Economy Theme WNF Programmes

- 10.7 The Forum was very keen to hear the views of internal and external jobs and the economy themed service providers who received WNF funding. An invitation was extended to all jobs and the economy themed programmes to attend the meeting of the Forum on 25 November 2010 to express their views or to submit written evidence. Representatives expressed the following views:-
- 10.8 Some groups were confident that a number of opportunities exist to exploit their expertise and sell some aspects of their services to the new service providers or businesses; they also felt that there were potential funding opportunities to sub contract services. A number of VCS groups raised concerns that the clients they engaged with needed intensive one to one support which may not be attractive to prime providers and some had been unsuccessful in securing alternative funding to date.
- 10.9 Organisations requested assistance from the Economic Development Team in the future to complete large Government grant applications.
- 10.10 Some groups are developing strategies to look at new ways of working with partners to influence local delivery and also diversifying delivery to meet current and future economic development needs, others are strengthening their business model, revising the target client group and making course more attractive at full cost to ensure sustainability in the future.
- 10.11 Collectively 34 staff are at risk of redundancy from the groups who submitted written evidence to the Forum. No support was required with redundancies other than that already available through HBC internally or provided by the Economic Development Team.
- 10.12 All organisations who submitted written evidence were satisfied with the support received from Hartlepool Borough Council.
- 10.13 Additional comments received requested that the VCS look to include projects currently funded through HBC, such as Hartlepool Working Solutions, in bidding and funding opportunities the public sector are unable apply for, or the potential to sub contract out work should VCS applications be successful. Hartlepool Mind also raised concerns regarding access to

services for people with mental health problems once WNF funding is removed as this service was unique and not attractive to prime providers.

- 10.14 VCS representatives recognised the need to work together and support each other and that where possible resources should be shared and programmes developed in conjunction with other organisations. It was also recognised that there was a need to look at organisations collective resources and utilise these in the best way possible to attract more finance, to ensure expertise was shared and funding was targeted more selectively.
- 10.15 Members were encouraged to note the VCS had recognised the need to work collectively and reduce duplication in order to continue in the provision of worthwhile services.

11 CONCLUSIONS

11.1 The Regeneration and Planning Scrutiny Forum concluded:-

- (a) That the WNF had contributed significantly to the positive outcome of the long term unemployed in Hartlepool and engaged people who would be outside of the reach of normal routes into employment;
- (b) That Hartlepool Borough Council and Voluntary and Community Sectors work well together to secure funding and deliver vital employment services to those most in need;
- (c) That the HBC Economic Development Team have an excellent track record of securing external funding on behalf of the Council and third sector groups in Hartlepool;
- (d) That the withdrawal of the WNF will have a major impact on the ability of organisations to deliver jobs and the economy themed services within Hartlepool;
- (e) That there is a greater need for Voluntary and Community organisations to work together to ensure survival and sustainability in the future and to remove duplication and silo working practices;
- (f) That services supporting hard to reach client groups which require intensive one to one support may not be attractive to prime service providers;
- (g) That some organisations may have skills that are of interest to prime providers and these organisations should look to promote and sell on their unique skills where feasible;
- (h) That there may be opportunities for VCS organisations to apply directly for funding in the future;

- (i) That a support arrangements had been put in place to by the Economic Development Team to provide advice on issues such as redundancy rights with the VCS;
- (j) That assistance was available from HBC for businesses in times of hardship.

12 RECOMMENDATIONS

12.1 The Regeneration and Planning Scrutiny Forum has taken evidence from a wide range of sources to assist in the formulation of a balanced range of recommendations. The Forum's key recommendations to the Cabinet are as outlined below:-

- (a) That where organisations can independently apply for funding that Hartlepool Borough Council should provide assistance with this process;
- (b) That promotion of support and assistance available for local businesses is undertaken including;
 - (i) Increasing the awareness of hardship assistance available to businesses from Hartlepool Borough Council, for example through the prominent inclusion of information with business rates demands;
 - (ii) Ensuring Hartlepool Borough Council staff who deal with local businesses can signpost people to appropriate sources of information and advice at the first point of contact;
- (c) That to encourage and support local businesses in Hartlepool:-
 - (i) The use of local providers to supply goods and services to Hartlepool Borough Council, where economically sensible, is explored; and
 - (ii) The e-quotations system is prominently highlighted to all relevant local businesses.
- (d) That the development of a 10 year jobs and the economy strategy for Hartlepool be explored and that at the outset of this, a working group of voluntary and private sector organisations is established;
- (e) That work is undertaken to establish a jobs and the economy themed social enterprise building on the work of Hartlepool Works, encompassing a partnership between the local authority, private enterprises and the voluntary sector, to bid for and commission services to support people into employment.

ACKNOWLEDGEMENTS

The Committee is grateful to all those who have presented evidence during the course of our investigation. We would like to place on record our appreciation, in particular of the willingness and co-operation we have received from the below named:-

Hartlepool Borough Council:

Councillor Pamela Hargreaves - Portfolio Holder for Regeneration and Economic Development

Dave Stubbs - Director of Regeneration and Neighbourhoods

Damien Wilson – Assistant Director of Regeneration and Planning

Antony Steinberg – Economic Development Manager

Mick Emerson – Principal Economic Development Officer (Business)

Patrick Wilson – Employment Development Officer

Jackie McGarry - Economic Development Officer

External Representatives:

Keith Bayley – Hartlepool Voluntary Development Agency

Ilse Bray – Wharton Trust

Carl Crossman – Wharton Trust

Jan Hollis – Hartlepool Carers

Tracy Jefferies – Hartlepool Carers

Julie Marshall – Owton Manor West

Jimmy McKenna – Hartlepool Voluntary Development Agency

Dave Thompson – DISC – STEP Project

David Simpson – Owton Manor West

Catherine Wakeling – Hartlepool MIND

Chris Wise – West View Project

Dave Wise – West View Project

**COUNCILLOR KEVIN CRANNEY
CHAIR OF THE REGENERATION AND PLANNING SCRUTINY FORUM**

JANUARY 2011

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BACKGROUND PAPERS

The following background papers were consulted or referred to in the preparation of this report:-

- (i) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into Working Neighbourhoods Fund – Scoping Report' presented to the Regeneration and Planning Services Scrutiny Forum of 12 August 2010.
- (ii) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into the Working Neighbourhoods Fund – Setting the Scene – Covering Report' Presented to the Regeneration and Planning Services Scrutiny Forum of 9 September 2010.
- (iii) Report and Presentation of the Economic Development Manager entitled 'Working Neighbourhood Fund' presented to the Regeneration and Planning Service Scrutiny Forum of 9 September 2010.
- (iv) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into Working Neighbourhood Fund – Evidence from the Portfolio Holder for Regeneration and Economic Development – Covering Report' presented to the Regeneration and Planning Services Scrutiny Forum 14 October 2010.
- (v) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into the Working Neighbourhoods Fund – Evidence from Voluntary Organisations – Covering Report' presented to the Regeneration and Planning Services Scrutiny Forum on 14 October 2010.

- (vi) Report and Presentation of the Manager of the Hartlepool Voluntary Development Agency presented to the Regeneration and Planning Services Scrutiny Forum of 14 October 2010.
- (vii) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation into the Working Neighbourhoods Fund – Evidence from the Regeneration and Planning Department – Covering Report presented to the Regeneration and Planning Services Scrutiny Forum on 25 November 2010.
- (viii) Report of the Scrutiny Support Officer entitled 'Scrutiny Investigation onto the Working Neighbourhoods Fund' – Evidence from WNF Providers – Covering Report presented to the Regeneration and Planning Services Scrutiny Forum on 25 November 2010.
- (ix) Presentation of the Employment Development Officer entitled 'Working Neighbourhood Funding' delivered to the Regeneration and Planning Services Scrutiny Forum on 25 November 2010.
- (x) Northumberland County Council WNF 2009 – 2011 Guidance for Applicants.
- (xi) Minutes of the Regeneration and Planning Services Scrutiny Forum of 12 August 2010, 9 September 2010, 14 October 2010, 25 November and 20 January 2011.

Appendix A – Neighbourhood Renewal Areas (Key Economic Statistical Data)

The table below shows the latest key statistics for the Hartlepool Neighbourhood Renewal Areas (NRA) and is measured against the performance of Great Britain, regional, sub-regional and local rates. Unless otherwise stated, the data below relates to working-age adults and is sourced from the Office of National Statistics (ONS), mid-year estimates from 2009 with Tees Valley Unlimited providing an estimation for the neighbourhood figures.

Area	No of Working Age Pop.	% Employed Status	% Self Employed Status (2001 Census % of 16-74s)	% Worklessness	% Unemployed	% on IB	% on IS	% Children in Poverty (HMRC Data)
Burbank	795	42.8	2.6	57.2	14.5	22.6	21.0	61
Dyke House / Stranton / Grange	4350	57.4	3.1	42.6	11.1	14.2	19.3	50
Hartlepool NDC	6185	55.1	3.4	44.9	12.8	14.1	18.7	53
North Hartlepool	7420	58.2	3.2	41.8	8.5	14.7	17.3	41
Owton	4115	55.3	2.8	44.7	10.3	14.3	21.6	50
Rift House / Burn Valley	3190	60.0	2.7	40.0	9.5	13.4	13.4	35
Rossmere	3215	63.8	3.1	36.2	8.0	11.5	12.1	31
Throston	1115	61.9	2.6	38.1	6.8	15.9	11.2	20
Hartlepool	55200	66.8	4.3	33.2	7.1	10.0	11.3	30
Tees Valley	404200	68.3	4.8	31.7	6.3	8.0	10.0	26
Northeast	1601600	-	5.3	-	-	-	-	24
GB	33882200	74.0	8.3	26.0	4.1	6.5	7.3	22

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

20 January 2011



Report of: Scrutiny Support Officer

Subject: SCRUTINY INVESTIGATION INTO DOMESTIC
VIOLENCE SERVICES FOR MALE VICTIMS –
SCOPING REPORT

1. PURPOSE OF REPORT

- 1.1 To make proposals to Members of the Regeneration and Planning Services Scrutiny Forum for their forthcoming investigation into Domestic Violence Services for Male Victims.

2. BACKGROUND INFORMATION

- 2.1 At the meeting of this Forum on 8 July 2010, Members determined their work programme for the 2010/11 Municipal Year. The issue of 'Domestic Violence Service for Male Victims' was selected as the second Scrutiny topic for consideration during the current Municipal Year.
- 2.2 The Home Office definition of Domestic violence is "any threatening behaviour, violence or abuse between adults who are or have been in a relationship, or between family members. It can affect anybody, regardless of their gender or sexuality. The violence can be psychological, physical, sexual or emotional."
- 2.3 According to Home Office Statistics for 2008/09 more than one in four women (28%) and around one in six men (16%) had experienced domestic abuse (any emotional, financial or physical abuse, sexual assault or stalking by a partner or family member) since the age of 16. These figures are equivalent to an estimated 4.5 million female victims of domestic abuse and 2.6 million male victims. Women were significantly more likely to tell someone about the abuse than men (81% of women compared with 59% of men), including telling the police.

3. OVERALL AIM OF THE SCRUTINY INVESTIGATION/ENQUIRY

- 3.1 To assess the availability, ease of access and effectiveness of services provided to male victims of domestic violence in Hartlepool.

4. PROPOSED TERMS OF REFERENCE FOR THE SCRUTINY INVESTIGATION/ENQUIRY

- 4.1 The following Terms of Reference for the investigation/review are proposed:-

- (a) To gain an understanding of the overall aim of services provided to male victims of domestic violence and what positive outcomes look like;
- (b) To examine how domestic violence services for male victims are currently provided in Hartlepool, including the input of partner organisations;
- (c) To assess the effectiveness of the delivery of services provided to male victims of domestic violence in Hartlepool in comparison to local and national baselines;
- (d) To gain an understanding of the impact of current and future budget pressures on the way in which male domestic violence services are provided in Hartlepool;
- (e) To explore how male domestic violence services could be provided in the future, giving due regard to:
 - (i) Improving the effectiveness and efficiency of the way in which the service is currently provided; and
 - (ii) If / how the service could be provided at a reduced financial cost (within the resources available in the current economic climate).

5. POTENTIAL AREAS OF ENQUIRY / SOURCES OF EVIDENCE

- 5.1 Members of the Forum can request a range of evidential and comparative information throughout the Scrutiny review.
- 5.2 The Forum can invite a variety of people to attend to assist in the forming of a balanced and focused range of recommendations as follows:-
- (a) Member of Parliament for Hartlepool;
 - (b) Elected Mayor;
 - (c) Director and / or appropriate officers of Regeneration and Neighbourhoods Department and Child and Adult Services Department;

- (d) Appropriate national/regional organisations and partner agencies;
(i.e. Cleveland Police, Probation Service, Youth Offending, A&E, Harbour, Housing Hartlepool, Hart Gables, Mankind, Broken Rainbow)
- (e) Another Local Authority as an example of good practice;
- (f) Local residents and people who use services;
- (g) Representatives of minority communities of interest or heritage; and
- (h) Ward Councillors.

5.3 The Forum may also wish to refer to a variety of documentary / internet sources, key suggestions are as highlighted below:-

- (a) <http://www.mankind.org.uk>
- (b) <http://www.broken-rainbow.org.uk>
- (c) <http://rds.homeoffice.gov.uk/rds/pdfs10/hosb0110.pdf>
- (d) <http://www.cfps.org.uk/scrutiny-exchange/library/housing/?id=1978>

6. COMMUNITY ENGAGEMENT / DIVERSITY AND EQUALITY

6.1 Community engagement plays a crucial role in the Scrutiny process and diversity issues have been considered in the background research for this enquiry under the Equality Standards for Local Government. Based upon the research undertaken, paragraph 5.2 includes suggestions as to potential groups which the Forum may wish involve throughout the inquiry (where it is felt appropriate and time allows).

7. REQUEST FOR FUNDING FROM THE DEDICATED OVERVIEW AND SCRUTINY BUDGET

7.1 Consideration has been given, through the background research for this scoping report, to the need to request funding from the dedicated Overview and Scrutiny budget to aid Members in their enquiry. At this stage no additional funding has been identified as being necessary to support Members in their investigation. Members, however, may wish to seek additional funding over the course of the investigation and the pro forma attached at **Appendix A** outlines the criteria on which a request to Scrutiny Co-ordinating Committee will be judged.

8. PROPOSED TIMETABLE OF THE SCRUTINY INVESTIGATION

- 8.1 Detailed below is the proposed timetable for the review to be undertaken, which may be changed at any stage:-

20 January 2011

Scoping Meeting – To agree the aim, terms of reference and timescale for the investigation in to Domestic Violence Services for Male Victims.

3 February 2011

‘Setting the Scene’ – Presentation covering *Terms of Reference (a) & (b)*. To gain an understanding of the overall aim of the services provided to male victims of domestic violence.

Evidence Gathering - Presentations covering *Terms of Reference (b) to (e)* to include;

- (i) Details of current services available to male victims of domestic abuse in Hartlepool including;
 - how services are accessed (referral routes);
 - ease of access to services;
 - awareness of services available;
 - numbers accessing services;
 - extent of services offered;
 - signposting to other organisations.
- (ii) Departmental presentation on where Hartlepool sits in the provision of services to male victims of domestic abuse in comparison to other Local Authorities;
- (iii) Invitations to hear the views of national, regional and partner organisations that provide services;

(i.e. Cleveland Police, Probation Service, Youth Offending, A&E, Housing Hartlepool, Harbour, Mankind, Broken Rainbows)
- (iv) Identification by the Forum of suggestions for improvements to the services available to male victims of domestic violence in Hartlepool, including how services can be maintained at a reduced financial cost (to cover *Term of Reference (e)*).

31 March 2011 – Consideration of Draft Final Report.

15 April 2011 – Consideration of Final Report by the Scrutiny Coordinating Committee.

9 or 23 May 2011 – Consideration of Final Report by the Cabinet/Council (tentative date).

9. RECOMMENDATION

- 9.1 Members are recommended to agree the Regeneration and Planning Services Scrutiny Forum's remit of the Scrutiny investigation as outlined in paragraph 4.1.

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BACKGROUND PAPERS

The following background paper was used in the preparation of this report:-

- (i) Home Office Statistical Bulletin Volume 2, Homicides, Firearms and Intimate Violence Supplementary Volume 2 to Crime in England and Wales 2008/09 (third edition).

APPENDIX A

**PRO-FORMA TO REQUEST FUNDING TO SUPPORT
CURRENT SCRUTINY INVESTIGATION**

Title of the Overview and Scrutiny Committee: REGENERATION AND PLANNING SERVICES SCRUTINY FORUM
Title of the current scrutiny investigation for which funding is requested: DOMESTIC VIOLENCE
To clearly identify the purpose for which additional support is required:
To outline indicative costs to be incurred as a result of the additional support:
To outline any associated timescale implications:
To outline the 'added value' that may be achieved by utilising the additional support as part of the undertaking of the Scrutiny Investigation:

To outline any requirements / processes to be adhered to in accordance with the Council's Financial Procedure Rules / Standing Orders:

To outline the possible disadvantages of not utilising the additional support during the undertaking of the Scrutiny Investigation:

To outline any possible alternative means of additional support outside of this proposal:

REGENERATION AND PLANNING SERVICES SCRUTINY FORUM

20 January 2011



Report of: Scrutiny Support Officer

Subject: ECONOMIC IMPACT ASSESSMENT AND
EVALUATION OF THE TALL SHIPS – COVERING
REPORT

1. PURPOSE OF REPORT

- 1.1 To inform Members of the Forum that the Assistant Director of Community Services and the Events and Visitor Services Manager have been invited to attend this meeting to present the Economic Impact Assessment and Evaluation of the Tall Ships Event.

2. BACKGROUND INFORMATION

- 2.1 Members will recall that at the meeting of this Forum on 8 July 2010 during the determining of the Forums work programme for 2010/11, it was requested that Economic Impact Assessment and Evaluation of the Tall Ships event was presented to the Forum.
- 2.2 Consequently the Assistant Director of Community Services and the Event and Visitor Services Manager from Hartlepool Borough Council have agreed to attend this meeting to present a report outlining the results of the Economic Assessment and Evaluation.

3. RECOMMENDATION

- 3.1 It is recommended that Members of the Regeneration and Planning Services Scrutiny Forum consider the results of the Economic Impact Assessment and Evaluation of the Tall Ships event, as presented by the Assistant Director of Community Services and the Tall Ships Project Manager from Hartlepool Borough Council in attendance at the meeting and seek clarification on any relevant issues where required.

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BACKGROUND PAPERS

The following background papers were used in the preparation of this report:-

- (i) Minutes of the Regeneration and Planning Services Scrutiny Forum of 8 July 2010.
- (ii) Report of the Scrutiny Support Officer titled 'Determining the Scrutiny Forum's Work Programme for 2010/11' presented at the meeting of the Regeneration and Planning Services Scrutiny Forum of 8 July 2010.

REGENERATION AND PLANNING SCRUTINY FORUM

20 January 2011



Report of: Director of Child and Adult Services

Subject: THE TALL SHIPS RACES – HARTLEPOOL 2010
INDEPENDENT EVALUATION AND ECONOMIC
IMPACT ASSESSEMENT

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to present the independent evaluation report of The Tall Ships Races – Hartlepool 2010 to Members.

2. BACKGROUND INFORMATION

- 2.1 The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it gathered an independent picture of the event.
- 2.2 Moreover, the completion of an independent evaluation exercise was a requirement of the funding offer letter from One NorthEast, who contributed £775,000 to the project.
- 2.3 Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd, to undertake research to evaluate and provide an insight into the economic impact of The Tall Ships Races – Hartlepool 2010.
- 2.4 The views of visitors, crew, traders and exhibitors, stakeholders and local businesses were taken into consideration. The full report is attached at **Appendix 1**.

3. KEY FINDINGS

- 3.1 The key findings from the independent evaluation are as follows:-
- Just under two thirds of visitors were aged over 45 years and half of visitors attended with one other adult.

- Visitor feedback was excellent. The majority of visitors said that they thought The Tall Ships Races was good or very good at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors and enhancing community pride.
- Of the estimated 970,000 visitors attracted to the event over 5 days, 717,800 were attracted to the town from outside of Hartlepool.
- Over three quarters of visitors said that they were likely to visit Hartlepool, the Tees valley and the North east in the future.
- The crew generally gave very good feedback. They felt the Liaison Officer system, the entertainment, facilities were good, but Hartlepool did not compare favourably with the other 3 host ports.
- Feedback from businesses was mixed. Half experienced a positive impact from the event and half a negative impact. Businesses felt that they were not kept up to date with how plans for the event were developing.
- Traders and exhibitors who chose to be part of the survey felt that the logistics and communication both prior to the event and on site was poor. More traders lost trade than increased trade. But, three quarters still want to be involved in similar future events.
- In terms of economic impact, visitors spent on average £30.59 each, which, when disregarding what they would have spent anyway, means that the event generated an economic impact of £26.5m, £10m more than anticipated.
- Over £3m worth of advertising value was generated through coverage on television, newspapers and radio and the PR and marketing activity reached an estimated 16m people.

4. CONCLUSIONS

- 4.1 The external evaluator's report concludes that the economic impact achieved for the investment of £3.9m represents excellent value for money, particularly when the economic climate is taken into consideration.
- 4.2 The report also highlights the additional wider benefits for the town which were generated as a result of the event such as increased hotel occupancy rates, development of strong partnership working. There is also a recognition that the wider economic benefits to the town may not be realised for some time.
- 4.3 Spirul Ltd have also identified areas for development which event organisers must bear in mind in the planning and delivery of future events. The report raise the need for improved communication with businesses on logistics such as road closures prior to the event and on site during the event;

bringing in commercial expertise from the private sector to maximise income potential; better awareness raising on the opportunities on offer for businesses.

- 4.4 At the meeting of Council on 28th October it was agreed that additional evaluation be commissioned and Spirul Ltd have been contracted to do this additional work.

5. RECOMMENDATIONS

That Members of the Forum note the content of the report.

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BACKGROUND PAPERS

Appendix 1

The Tall Ships Races – Hartlepool 2010
Evaluation and Economic Impact Assessment 2010

Hartlepool Borough Council

The Tall Ships Races – Hartlepool 2010 Evaluation & Economic Impact Assessment 2010

November 2010



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1. Executive Summary

1.1 Introduction

The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it gathered a full and complete picture of the event. The impact of The Tall Ships Races can be substantial, as demonstrated by the experiences of other towns and cities that have hosted the event.

Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd to undertake research to evaluate and provide an insight into the economic impact of The Tall Ships Races – Hartlepool 2010.

The research was undertaken using a mixed methodology approach. Data was collected via:

- Face to face interviews undertaken with visitors to the event;
- In depth interviews with key stakeholder organisations;
- Face to face and phone interviews with representatives from local businesses;
- Self completion and telephone survey of traders and exhibitors; and
- Self completion survey of crew members.

1.2 Main Findings

Visitor Survey Findings

The key issues to be drawn from the visitor surveys are as follows:

Visitor Profile

- Just under two thirds of visitors were aged over 45 years.
- Half of visitors attended with one other adult.
- The most popular day for visiting The Tall Ships Races – Hartlepool 2010 was Sunday 8th August with just half of visitors attending on that day.
- Just over three quarters of visitors were on a day trip from home and just under a quarter were on an overnight stay.

Motivation

- The majority of visitors said that they had come on the trip especially to attend The Tall Ships Races – Hartlepool 2010.
- Just over two thirds of visitors said that they came in particular to see the Tall Ships.

Transport

- Just over half of visitors travelled to the event by car and one fifth by bus or coach.

- Over half of visitors on a day trip travelled to the event by car and just under one fifth by bus or coach.
- Two thirds of visitors staying overnight for one or more nights to attend the event travelled from home by car and one quarter travelled by bus or coach.
- Over three quarters of visitors agreed or strongly agreed that there were good parking facilities at the event.
- The majority of visitors agreed or strongly agreed that there were clear directions to the site for vehicles.
- Over three quarters of visitors agreed or strongly agreed that there were clear directions to the site for pedestrians.
- Over three quarters of visitors agreed or strongly agreed that there was good public transport provision to the event site.

Perceptions

- The majority of visitors said that they thought that The Tall Ships Races – Hartlepool 2010 was good or very good at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors and enhancing community pride.
- The majority of visitors thought that the atmosphere, the variety of food and drink, the quality of food and drink, the Tall Ships Village, helpfulness of stewards and quality of merchandise at the event were good or very good.
- The majority of visitors thought that the music programme at the event was good or very good and just under one third of visitors thought that the music programme was very good.

- Three quarters of visitors thought that the street theatre and fireworks displays were good or very good.
- Two thirds of visitors thought that the Folk Festival at the Headland, the Hot Potato Cabaret Tent and the Georgian Festival at HME were good or very good.
- Almost all visitors agreed or strongly agreed that the event was a good thing for Hartlepool and was good for promoting Hartlepool as a place to visit.
- The majority of visitors agreed or strongly agreed that The Tall Ships Races – Hartlepool 2010 was good for promoting the North East as a place to visit, was good for promoting the Tees Valley as a place to visit and was a good thing for Hartlepool residents.
- Three quarters of visitors agreed or strongly agreed that The Tall Ships Races – Hartlepool 2010 encouraged the local population to see Hartlepool as a good place to live.
- Just under one third of visitors said that The Tall Ships Races – Hartlepool 2010 had changed how they feel about Hartlepool and more than one in ten visitors said that the event had changed how they feel about the Tees Valley and the North East.
- The majority of visitors who said that the event had changed how they feel about Hartlepool, the Tees Valley and the North East now feel more positive about the area.
- Two thirds of visitors said that the event had changed how they feel about Hartlepool's ability to host large events.
- The majority of visitors who said that the event had changed how they feel about Hartlepool's ability to host large events said that they now feel more positive about it.

- Over three quarters of visitors said that they were likely or very likely to visit Hartlepool, the Tees Valley and the North East in the future.

Marketing

- Over half of visitors said that they look on websites, just under one third of visitors said that they rely on TV and magazine articles when they're looking for information about events and attractions to visit.
- Just under one quarter of visitors said that they rely on advertising and advice from friends and relatives when they are planning a day out.
- One in five visitors said that TV was the most important source of information in influencing their decision to attend The Tall Ships Races event.
- Just over one in ten visitors said that other websites, advertising and advice from friends and relatives were the most important sources of information in influencing their decision to attend The Tall Ships Races event.
- TV and Radio (29%) and websites (25%) were the most important sources of information about the event. No single source of information was identified as the major factor in influencing visitors to attend the event and this suggests that a strong marketing mix, utilising multiple information outlets was important.

Crew Survey Findings

The key issues to be drawn from the crew survey are as follows:

Perceptions

- Just under half of crew members said that the event was better or much better than expected.
- Only a minority of crew members said that the event was worse than expected or much worse than expected.
- Three quarters of crew members thought that that the atmosphere of the event was good or very good.
- Two thirds of crew members thought that the Tall Ships Village and the entertainment programme were good or very good.
- Over half of crew members thought that the helpfulness of stewards, quality of food and drink, quality of merchandise and signposting were good or very good.
- Just under half of crew members thought that the value of merchandise was good or very good.
- Over one third of crew members thought that the toilets were poor or very poor and just under one third of crew members thought that the value of food and drink was poor or very poor.
- Just under three quarters of crew members thought that the Liaison Officer system at the event was good or very good.
- Two thirds of crew members thought that the Crew Centre and the fleet facilities were good or very good.

- Just over half of crew members thought that the berthing areas and the overall management of the event were good or very good.
- The majority of crew members thought that The Tall Ships Races – Hartlepool 2010 was a good thing for Hartlepool and was good for promoting Hartlepool as a place to visit.
- Just over three quarters of crew members thought that the event was a good thing for Hartlepool residents.
- Just over two thirds of crew members thought that the event encouraged the local population to see Hartlepool as a good place to live.
- Just over one third of crew members said that the event had changed how they feel about Hartlepool and one third said that it had not.
- Over three quarters of crew members who said that the event had changed how they feel about Hartlepool said that they now felt more positive about the area.
- Two thirds of crew members thought that the event was good at enhancing community pride and meeting the needs of visitors.
- One quarter of crew members thought that Hartlepool was better or much better than Kristiansand and just under half of crew members thought that Hartlepool was worse or much worse than Kristiansand.
- Just under one quarter of crew members thought that Hartlepool was better or much better than Antwerp and just under two thirds of crew members thought that Hartlepool was worse or much worse than Antwerp.

- Less than one quarter of crew members thought that Hartlepool was better or much better than Aalborg and just under two thirds of crew members thought that Hartlepool was worse or much worse than Aalborg.

Business Survey Findings

The key issues to be drawn from the business survey are as follows:

Perceptions

- The majority of businesses agreed or strongly agreed that the event was a good thing for Hartlepool and the Tees Valley.
- The majority of businesses agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit.
- Three quarters of businesses agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live.
- Half of businesses agreed or strongly agreed that the event was a good thing for Hartlepool residents. However, more than one third of businesses disagreed or strongly disagreed that the event was a good thing for Hartlepool residents.

Impact

- Just over half of businesses said that the event had a positive or very positive impact on their businesses. One

third of businesses said the event had a negative or very negative impact on their business.

- Half of businesses said that they had an increase in customers during the course of the week in comparison to a normal week and just over one quarter said that they had a decrease in customers.
- Half of businesses said that they had an increase in turnover during the course of the week in comparison to a normal week and one third of businesses said that they had a decrease in turnover.
- Three quarters of businesses did not employ additional staff for the duration of the event and one quarter of businesses did.
- Just under one third of businesses extended their usual opening hours for the duration of the event and just over two thirds did not.
- The majority of those businesses that changed their usual opening hours for the event said that they extended their hours.
- Half of businesses agreed or strongly agreed that the event was a good source of new business for them.
- Just over one third of businesses disagreed or strongly disagreed that the event was a good source of new business for them.
- Two thirds of businesses thought that the event's marketing was good or very good.
- Just under two thirds of businesses thought that the event's media and PR were good or very good.

- Just under half of businesses thought that the event's contact with local businesses and their ability to meet the needs of the population was good or very good.
- Approximately half of businesses thought that the event's ability to keep businesses informed about opportunities to get involved and keep them updated about the event's logistics was poor or very poor.

Trader & Exhibitor Survey Findings

The key issues to be drawn from the trader and exhibitor survey are as follows:

The Tall Ships Races Event

- Two thirds of traders and exhibitors have traded at other events in the region and one third has not.
- Just under one quarter of traders and exhibitors said that they found out about the opportunity to become involved in the event from friends and colleagues and the Tall Ships website.
- One quarter of traders and exhibitors said that they had an increase in customers during the course of the event in comparison to other events and half of traders and exhibitors said that they had a decrease in customers.
- One quarter of traders and exhibitors said that they had an increase in turnover during the course of the event in comparison to other events and two thirds of traders and exhibitors said that they had a decrease in turnover during the course of the event.

- Three quarters of traders and exhibitors would like to be involved in similar types of events in the future and one quarter would not.

Impact

- Just under half of traders and exhibitors said that the event had a positive or very positive impact on their businesses. Just under half of traders and exhibitors said the event had a negative or very negative impact on their business.
- Three quarters of traders and exhibitors agreed or strongly agreed that the event was a good thing for Hartlepool.
- Two thirds of traders and exhibitors agreed or strongly agreed that the event was a good thing for the Tees Valley.
- Just under two thirds of traders and exhibitors agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit.
- Over half of traders and exhibitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live.
- Just under half of traders and exhibitors thought that the event's marketing was good or very good.
- The majority of traders and exhibitors said that the event's value for money was poor or very poor.
- Three quarters of traders said that the event's facilities for stall holders and its organisation and communication were poor or very poor.
- Just over half of traders and exhibitors said that the event's procedure for booking was poor or very poor.

Stakeholder Interview Findings

The key issues to be drawn from the stakeholder interviews are as follows:

- The benefits created from The Tall Ships Races – Hartlepool 2010 are felt to be substantial for Hartlepool, particularly in relation to increasing awareness amongst potential visitors and in raising pride in the local area.
- The long term planning and Workstream approach was a positive aspect in ensuring that stakeholders and partners were confident about the delivery of the event.
- The overall impression of the event is very positive for individuals, organisations and for Hartlepool.
- In general partnerships have been strengthened within Hartlepool and neighbouring authorities.
- The Workstream approach could be enhanced by broadening the skills involved in each.
- During the event there was a lack of flexibility in dealing with issues as they arose which isolated partners and had a negative impact on the visitor and individual experience.
- The planning for the event would have been enhanced by including more commercial acumen.
- Commercial benefits were mixed for stakeholders and whilst some gained it was felt by others that the benefits to Hartlepool as a whole were not shared by them as an organisation.

Economic Impact Analysis

A direct result of The Tall Ships Races – Hartlepool 2010 taking place in Hartlepool is that it provided a range of benefits for the local economy in Hartlepool and the wider Tees Valley economy. This economic impact assessment has sought to quantify these benefits through an estimate of the expenditure generated within both Hartlepool and the rest of Tees Valley.

Overview

- The Tall Ships Races – Hartlepool 2010 attracted an estimated 970,000 visitors to Hartlepool. A direct benefit of attracting visitor numbers of this level is that the local, sub regional and regional economies will have experienced significant expenditure.

Visitor Numbers

- It is estimated that 77% of the visitors attracted were day visitors and 23% were visitors staying for one or more nights.

Visitor Expenditure

- The average level of spend per visitor within Hartlepool was estimated to be £30.59. On the basis of these assumed levels of expenditure the event generated £29.6 million of income for Hartlepool.
- In order to assess the level of expenditure that would have happened anyway the survey analysed the levels of

expenditure of visitors on a comparable day when the event was not taking place.

- The effect of allowing for this deadweight¹ is that the level of additional expenditure into Hartlepool is reduced to **£26.5 million**.
- The visitor spend analysis highlights that £1,192,153 of expenditure would normally have been spent elsewhere in Tees Valley and a further £2,154,113 would have been spent elsewhere in the North East.
- In addition to the visitor spend further expenditure of £350,000 was created by the crews of the Tall Ships whilst in Hartlepool.

Organisational Spend

- The overall estimated budget for the event was £3.9 million and a significant proportion of this was spent in the local and regional economy. It is estimated that £952,443 was spent in Hartlepool, £175,852 was spent in Tees Valley and £1,924,436 was spent in the rest of the North East.

Gross Value Added

- One of the key economic indicators used for measuring the performance of an area or sector is Gross Value Added (GVA). However GVA is a more difficult concept to grasp than other measures such as household income. Put simply, GVA is the value of goods and services produced by an area, sector or producer minus the cost of the raw materials and other inputs used to produce them.

¹ Deadweight – The level of spend that would have occurred anyway.

- The additional visitor, organisational and crew spend estimated for Hartlepool has been assumed to be equivalent to increased turnover across a range of tourism associated businesses. The additional Gross Value Added generated as a result of the event is £7,526,098 in Hartlepool.

Gross and Net Additional Jobs

- The Tall Ships Races event involved approximately 230 volunteers supporting the event in roles such as liaison officers, administration assistants in event offices and information providers. This number of volunteers equates to 5 full time jobs².
- The indirect employment supported by the additional visitor and organisational spend is calculated to be 397 gross additional indirect jobs³ at the Hartlepool level. Therefore the additional expenditure in the Hartlepool economy is the equivalent to supporting this level of employment.
- The above job figure is the gross additional indirect jobs as it does not take into account additional factors. After allowing for the leakage⁴ and multiplier⁵ effects it is calculated that 310 net additional person years of employment have been supported by the event

² Based on 5 days of the Tall Ships Races event and assuming 230 working days each year

³ Assuming 230 working days per year

⁴ Leakage – Any expenditure directly related to the festival where the end beneficiary is not Hartlepool based

⁵ Multiplier effect – the additional benefit generated by the direct beneficiaries of the additional expenditure generating further local expenditure.

Wider Benefits

It is estimated that in the six months between April and September 2010 Hartlepool benefitted from £3,235,581 of Advertising Value Equivalent (AVE) media coverage. A full report is appended (see appendix A) but the event drew coverage from international, national, regional and local media over the full course of the event.

The Tall Ships Races – Hartlepool 2010 also provided a boost to tourism in the region. Occupancy rates in Tees Valley were up by 9% for the 5 days of the event, compared to 2009 and this was mirrored elsewhere in the North East with occupancy rates up by 6% in County Durham and 7% in Newcastle⁶.

It has already been highlighted in the visitor survey findings that perceptions of Hartlepool were changed as a result of attending the event and it has encouraged people to consider a return trip as a result of attending the event which will provide a boost to the tourism industry.

The hosting of The Tall Ships Races – Hartlepool 2010 has done much to change the perceptions of the borough from a visitor and media perspective and this will bring benefits to Hartlepool in the future.

There is also an economic development impact for Hartlepool as the event provided a showcase for the town, the port and its facilities. Whilst it is not possible to quantify the impact of this the ability to host corporate hospitality in Hartlepool, as opposed to a major event elsewhere such as the Ryder Cup,

⁶ Source – One North East

enabled potential customers to fully appreciate the potential of Hartlepool and its port facilities.

There was a programme of activities undertaken within schools and colleges to link with The Tall Ships Races – Hartlepool 2010. This provided a real opportunity for children to engage with the event by getting them involved at an early stage and providing a central coordinator. Every school took part in some event and linked aspects of the curriculum to the visit of the Tall Ships. (See Appendix B).

The volunteer programme recruited 230 volunteers who got valuable experience and personal accomplishment. Without the input from volunteers, in a variety of roles, the event would not have made the impact that it did. (See Appendix C).

Planning and delivering an event of this size was a major undertaking and one that Hartlepool Borough Council, and its partners, will look to learn lessons from for the future. Part of this process was achieving BS8901, the British Standard which has been developed specifically for the events industry with the purpose of helping the industry to operate in a more sustainable manner. Achieving this standard is recognition of the systems put in place and provides Hartlepool Borough Council with a sustainable event management system.

1.3 Conclusions

The hosting of The Tall Ships Races – Hartlepool 2010 should be regarded as a success. Planning and delivering an event of this size and scale was a first, both for Hartlepool and the organisations involved. So how should the event be judged? In terms of numbers they are impressive:

- 970,000 visitors attracted to the event over 5 days;
- 717,800 visitors attracted from outside Hartlepool Borough;
- £26.5 million of economic impact created in the local economy;
- £3.2 million of Advertising Value Equivalent (AVE) media coverage;
- 310 net additional person years of employment has been supported by the event; and
- 230 volunteers supporting the event.

The numbers have been achieved for an investment of £3.9 million, which represents excellent value for money. It should also be recognised that the economic climate in the period between winning the bid and hosting the event are completely different. Achieving these results in the current economic climate is a considerable achievement.

The numbers above do not tell the whole story. The event has generated awareness and publicity for Hartlepool that will reap benefits in the future. Visitor perceptions of Hartlepool have been enhanced and visitors from Tees Valley, the rest of the North East and the rest of the UK have said that they are very likely or likely to return to Hartlepool.

Almost all visitors agreed that the event was a good thing for Hartlepool and that it was good for promoting Hartlepool as a place to visit.

From a community perspective almost all visitors from Hartlepool agreed that the event was a good thing for the town and the majority felt that it encouraged residents to see Hartlepool as a good place to live. Businesses also supported the event and the majority agreed that the event was a good thing for the town and that it was good for promoting Hartlepool as a place to visit.

In delivering the event it is widely acknowledged that the processes and planning that was put in place worked well. Partners and stakeholders involved in the organisation of the event felt confident in the level of planning that had been undertaken and there was a real sense of partnership created in the lead up to, and during the event.

Having delivered an event with 970,000 visitors there is now a body of expertise within the town that would be hard to replicate elsewhere. The process of planning and delivering the event has been a steep learning curve for all involved, both internally within Hartlepool Borough Council and externally with public and private sector partners. It is fair to say that the level of commitment within Hartlepool to ensure that the event was a success should be applauded. Should Hartlepool set out to host events in the future, it can do so in the knowledge that it has both the experience of individuals and organisations to create successful events.

However, despite all of the positive outcomes it should be noted that there are significant lessons that need to be learned from this event. From a commercial viewpoint there

are issues that need to be addressed in future events in regard to traders and exhibitors. It should be recognised that the event took place on land associated with a commercial port and this created challenges for the Council, and its partners, in meeting the needs of traders and exhibitors and balancing the commercial and operational requirements of maintaining day to day operations. The site conditions, layout of the site, communication and liaison with traders and exhibitors needs to be improved. There is a suggestion that dedicated support should be in place to look after the booking system and to provide a liaison point during the event.

Bringing in commercial expertise from the private sector could also be considered in maximising the income potential from the event. Whilst the private sector was represented on the Finance and Legal Workstream group it was still regarded as an area that could have been improved.

Communication with businesses in Hartlepool could also be improved, both in terms of marketing the potential opportunities on offer and also in ensuring information is provided on the logistics of an event; for example road closures, public transport changes etc. This should be communicated at the earliest possible opportunity to ensure that businesses can plan in advance.

The planning process is accepted as a success for the event however improvements to the communication processes and consideration to the expertise within partner organisations could strengthen future planning for major events. Certainly communication during the event could be strengthened with all organisations involved.

This is the first time Hartlepool has hosted an event of this size and stature and it is to be expected that there will be aspects of the event from which all involved can learn. What is apparent from this evaluation is that the event has had a positive effect on visitors' perceptions of Hartlepool as a place to visit, it has created significant economic impact for Hartlepool and there is now considerable expertise, systems and knowledge of delivering a large scale event that places Hartlepool in a strong position to take advantage of other opportunities in the future.

2. Introduction

2.1 Context for the Research

Hartlepool Borough Council was proud to have won the opportunity to be the only UK, and the final host port in the internationally acclaimed Tall Ships Races on 7th to 10th August 2010.

The Tall Ships Races are an annual competitive event organised by Sail Training International (STI) and held every summer in European waters. Each year between 70 and 100 vessels from 15 to 20 countries, crewed by some 5 to 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 Tall Ships Races - Hartlepool 2010 led by Hartlepool Borough Council in partnership with PD Ports Ltd and Hartlepool Marina Ltd.

Hartlepool Borough Council anticipated that they would be welcoming up to 1 million visitors and up to 100 Tall Ships to the event over the 4 day period, generating £millions for the regional economy.

The location of the site was in the heart of Hartlepool incorporating a £500 million regeneration initiative breathing new life into Hartlepool's maritime heritage.

The largest vessels in the fleet (the A class) were berthed within Victoria Harbour with the smaller B, C & D class craft within Hartlepool Marina. Between the two sites a 'Tall Ships

Village' was created to cater for the needs of the visitors and crew.

The objective of The Tall Ships Races - Hartlepool 2010 was:

"To successfully deliver a spectacular and safe 4 day event in Hartlepool in August 2010 which will attract the best Tall Ships; 1,000s of local, regional, national and international visitors and put Hartlepool, Tees Valley and the North East Region on the map".

The evaluation and economic impact assessment is an important component of the delivery of a successful Tall Ships Races event and Hartlepool Borough Council were keen to ensure that it got a full and complete picture of the event. The impact of the event can be substantial, as demonstrated by the experiences of other towns and cities that have hosted it.

2.2 Purpose of the Research

Hartlepool Borough Council commissioned Proportion Marketing, in conjunction with Spirul Ltd, to undertake research to evaluate and provide an insight into the economic impact of the Hartlepool Tall Ships Races event. The research focussed on a number of key areas, including;

- The economic impact of the event in terms of increased visitor spend and achievement of public and private sector contributions;
- Visitors' perceptions of Hartlepool and the North East;
- To what extent the local community and local businesses have been engaged and involved in the event;

- To what extent the expectations of visitors, stakeholders, funders and partners were met; and

The purpose of evaluating economic impact is to provide an indication of the benefits to a local economy that arise from the investment and expenditure of the event. What the evaluation seeks to present is an indication of the economic activity that is generated as a result of the event taking place.

2.3 Methodology

The research was undertaken using a mixed methodology approach. Data was collected via face to face interviews with visitors at the event, in depth interviews with key stakeholders, face to face and phone interviews with local businesses, a self completion and telephone survey of traders and exhibitors after the event and a self completion survey of crew members. The following were undertaken as part of the research:

- Face to face interviews undertaken with 1,011 visitors to the event;
- In depth interviews with 5 key stakeholder organisations;
- Face to face and phone interviews with representatives from 50 local businesses;
- Self completion and telephone survey of 21 traders and exhibitors; and
- Self completion survey of 87 crew members.

The visitor surveys took place over the 5 days of the event; Friday 6 August to Tuesday 10 August 2010. The surveys were conducted as a face to face interview with a random sample of visitors located in and around The Tall Ships Races

– Hartlepool 2010 site. The interviews were carried out by an experienced team of interviewers, lasted approximately 10 minutes and were conducted within the Market Research Society Code of Conduct.

The questionnaires and discussion guide for each element of the research were developed in conjunction with Hartlepool Borough Council, Visit Tees Valley and ONE North East. The questionnaires and discussion guide are included. (See Appendices D and E).

A total of 1,011 face to face interviews with visitors were conducted over the duration of the event. The responses were evenly spread over the 5 days of the event. A sample of this size will give a confidence interval of +/- 3.08% which is within the +/- 5% level for statistical validity.

A self completion questionnaire was prepared for crew members taking part in The Tall Ships Races and stopping at Hartlepool as a host port. The questionnaire consisted of an A5 booklet and enclosed a reply paid envelope. The self completion questionnaires were distributed to the ships and were either collected from the ships at a later time or crew members could post them back after the event.

Key stakeholders were contacted and asked to participate in in-depth interviews, either face to face or via phone. A total of 5 key stakeholder organisations agreed to take part in the interviews, which were facilitated by an experienced member of the Spirul interview team and lasted for approximately 1 hour. Some interviews were digitally recorded, with the participants' permission and transcribed prior to analysis.

A total of 50 face to face and phone interviews were carried out with businesses in Hartlepool. The interviews were carried out with a cross section of retail, hotels, cafes, restaurants, fast food and hospitality businesses.

Traders and exhibitors were approached during The Tall Ship Races – Hartlepool 2010 and asked to participate in a survey after the event via telephone, post or email. A total of 21 traders and exhibitors agreed to take part in the survey after the event.

Analysis

It should be remembered that the responses gathered from the surveys represent a cross section of visitors to The Tall Ships Races – Hartlepool 2010 and a cross section of crew members and traders and exhibitors that attended the event. A cross section of retail, cafes, bars, restaurants hotels and accommodation businesses agreed to take part.

The survey data is based on the total number of respondents who answered the questions appropriately, missing responses “not stated” and “don’t know” (where appropriate) are excluded from the calculation of the final rating.

Where percentages do not add up to 100, this may be due to computer rounding, or multiple responses.

In regard to the findings from the in depth interviews, it is important to note that qualitative research is designed to be illustrative rather than providing statistically representative data.

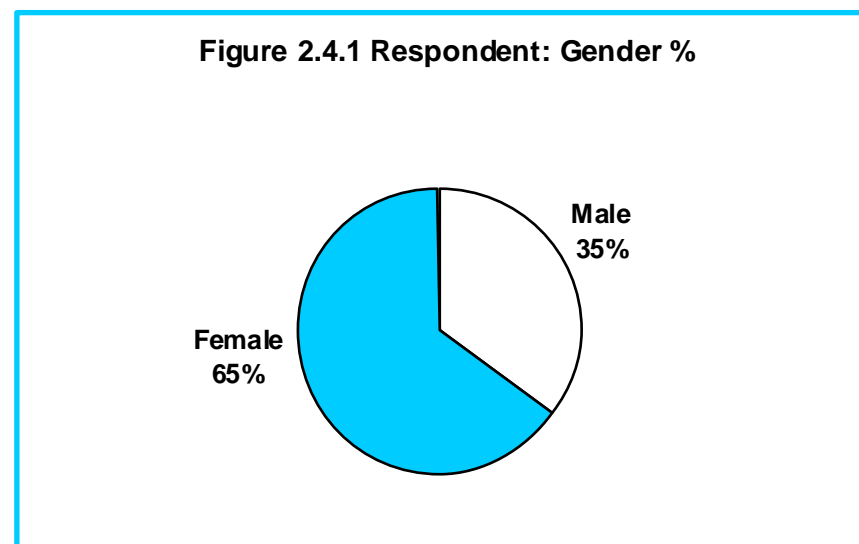
It should also be remembered that throughout this report we record perceptions, not facts, and participants may hold views based on incorrect information. These perceptions are reported here.

2.4 Respondent Profile

Visitor

The following charts show the profile of respondents who visited The Tall Ships Races – Hartlepool 2010 and that took part in a face to face interview.

Two thirds of respondents at the event were female (65%) and one third were male (35%).

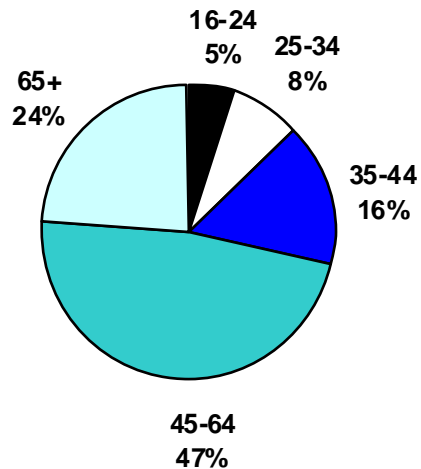


Just under three quarters of respondents were aged 45 and over (71%). Just under half of respondents were aged 45 to 64 years old (47%) and one quarter was aged 65 or over (24%).

Just under one third of respondents were aged under 45 years old (29%); 16% were aged 35 to 44, 8% were aged 25 to 34 years old and 5% were aged 16 to 24 years old,

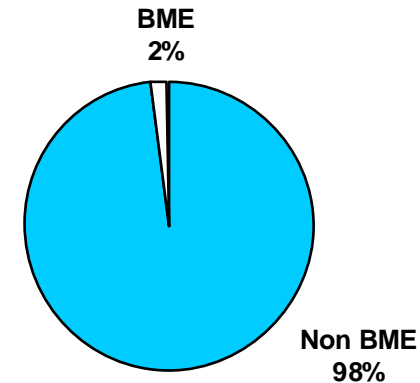
The findings suggest that the event had a broad appeal across the 45 plus age groups with a fairly even split between these age bands.

Figure 2.4.2 Respondent: Age %



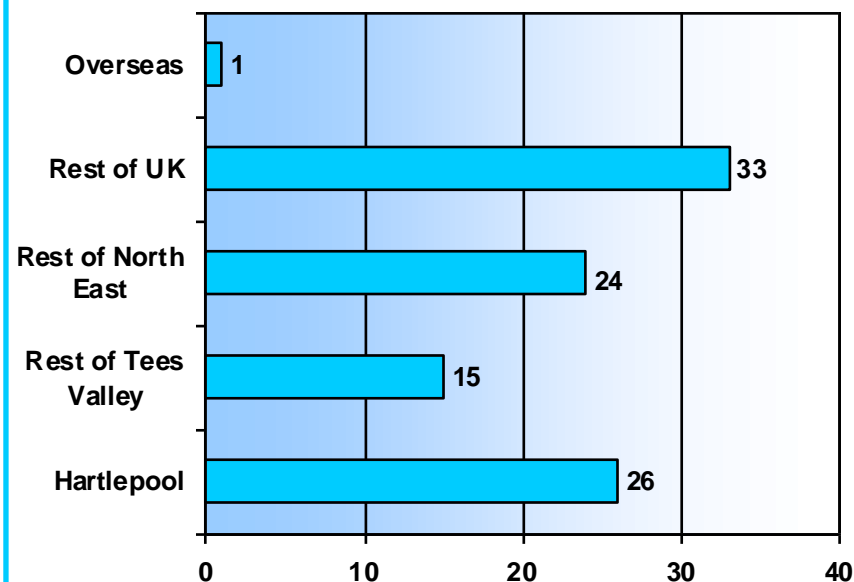
The majority of respondents at the event were white or white British (98%) and only a minority (2%) were from a Black or minority ethnic (BME) background.

Figure 2.4.3 Respondent: Ethnicity %



One quarter of respondents that attended The Tall Ships Races Hartlepool 2010 were from Hartlepool (26%). Visitors from the rest of Tees Valley accounted for just over one in ten respondents (15%), the rest of the North East accounted for one quarter of respondents (24%), the rest of the UK for one third of respondents (33%) and overseas for 1% of respondents. This suggests that the event attracted its audience from a fairly broad radius.

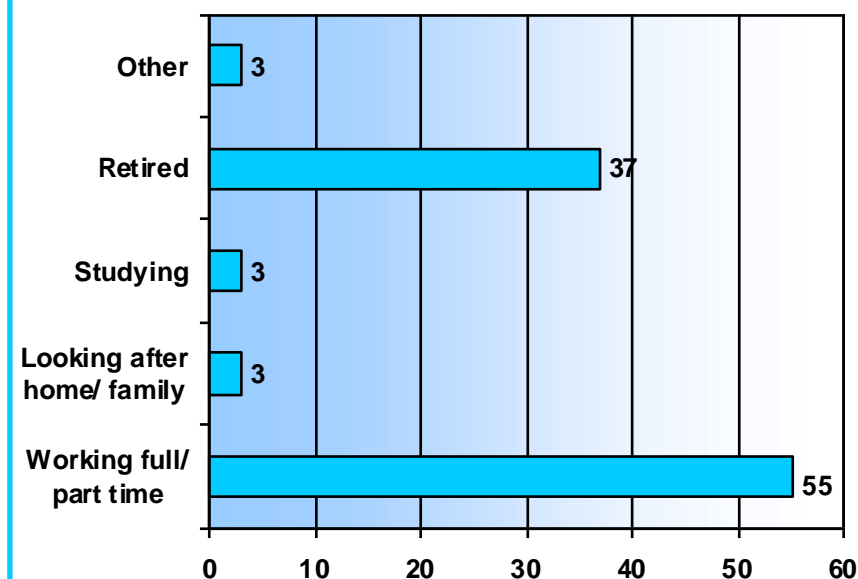
Figure 2.4.4 Respondent: Home Location (%)



Over half of respondents (55%) were working either full or part time.

Just over one third of respondents were retired (37%), 5% were looking after the home or family, and 3% were studying. Those respondents that said they were doing something else were currently; seeking employment (1%), permanently sick or disabled (<1%), on a government supported training scheme (<1%), a full time carer (<1%) or a volunteer (<1%).

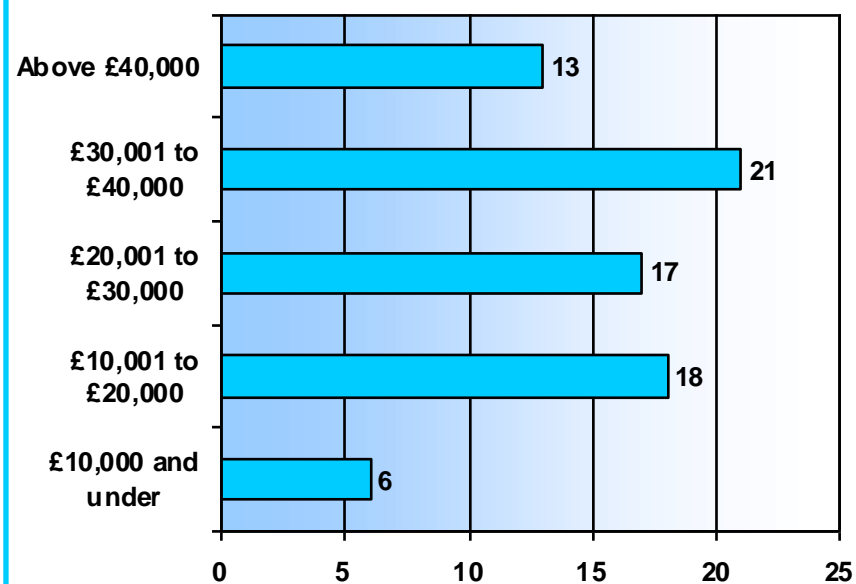
Figure 2.4.5 Respondent: Current Activity (%)



Over half of respondents (59%) said that they either didn't know or preferred not to say what their total household income is. Of those that did respond one quarter of respondents (24%) had a household income of £20,000 or less.

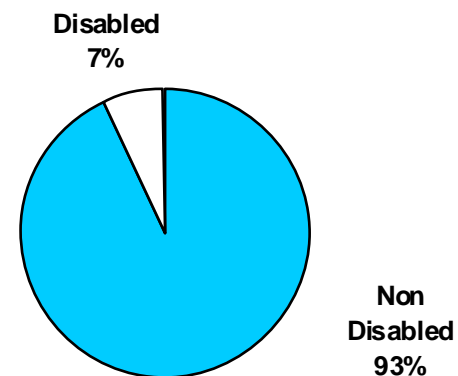
Just under one third of respondents had a household income of £20,001 to £40,000 (38%) and 13% had a household income of over £40,000.

Figure 2.4.6 Respondent: Income (%)



Only a minority of respondents at the event considered themselves to be disabled (7%) and the majority did not (93%).

Figure 2.4.7 Respondent: Disability %

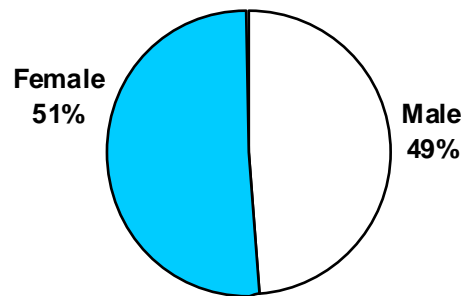


Crew

The following charts show the profile of the crew members that completed and returned questionnaires. The results are based on responses from 87 crew members attending the event on 17 ships.

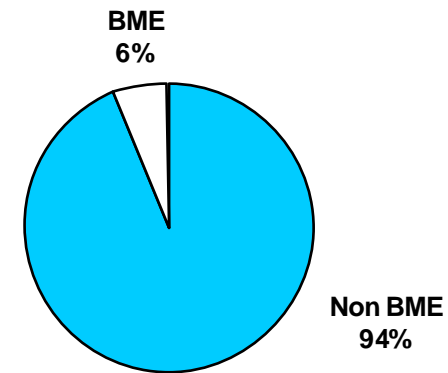
Half of crew members at the event were female (51%) and half were male (49%).

Figure 2.4.8 Crew: Gender %



The majority of crew at the event were White or White European (94%) and only a minority (6%) were from a Black or minority ethnic (BME) background.

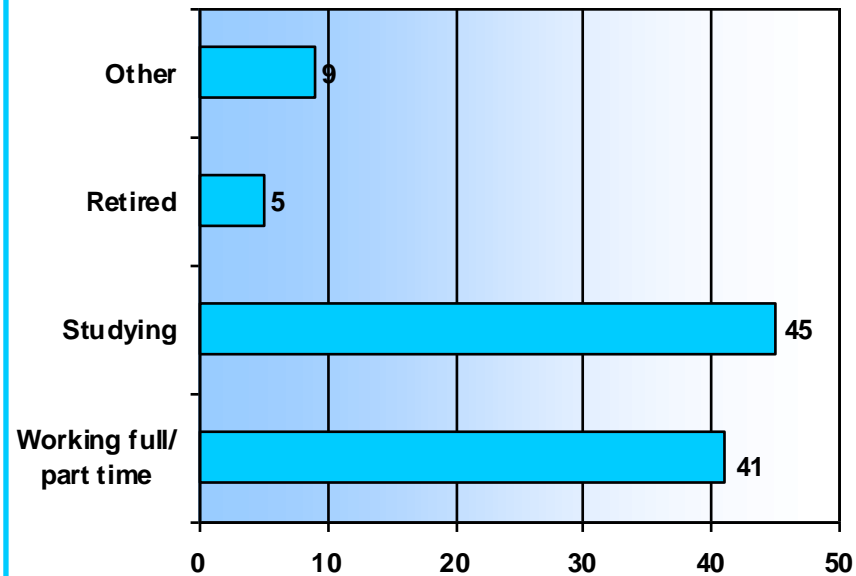
Figure 2.4.10 Crew: Ethnicity %



Under half of crew members were in full time education (45%) and under half were working either full or part time (41%).

Only 5% of crew members were retired, one in ten was doing something else, i.e. looking after the home, permanently sick or disabled (9%).

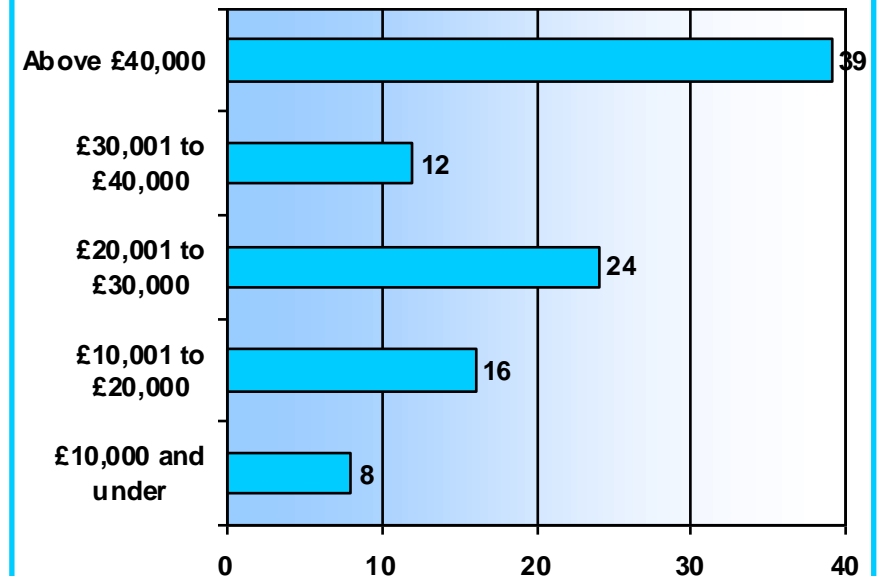
Figure 2.4.11 Crew: Current Activity (%)



Just under half of crew members (44%) said that they either didn't know or preferred not to say what their total household income is. Of those that did respond, over one third of crew members (39%) had a household income of £40,000 or more.

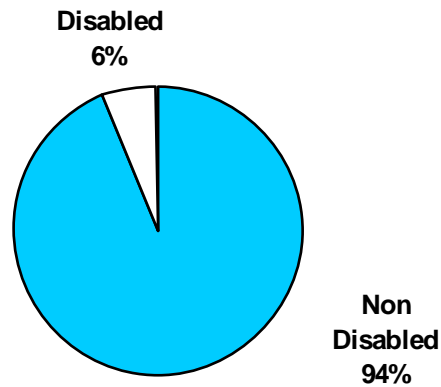
Just over one third of crew members had a household income of £20,001 to £40,000 (36%) and one quarter of crew members had a household income of £20,000 or less (24%).

Figure 2.4.12 Crew: Income (%)



Only a minority of crew members at the event considered themselves to be disabled (6%) and the majority did not (94%).

Figure 2.4.13 Crew: Disability %



Just under two thirds of crew members were from the United Kingdom (60%) and just over one third was from overseas (40%). The numbers of crew members from Norway may be influenced by the fact that the host port prior to Hartlepool was Kristiansand in Norway.

Figure 2.4.14 Crew: Country of Origin (%)

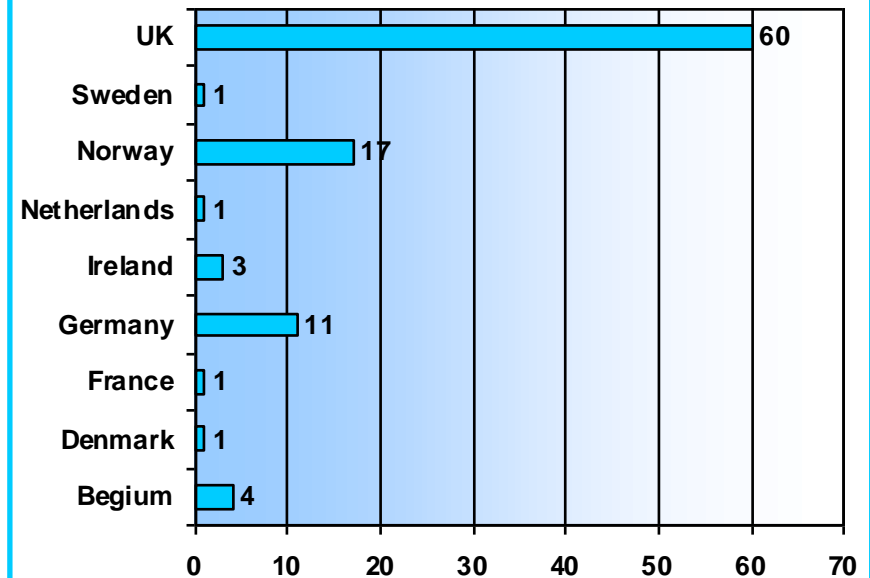


Figure 2.4.15 details where crew members from the UK were from. Just over one in ten crew members were from Hampshire (13%), Greater London (11%), Tyne and Wear (11%) and West Midlands (11%), 9% were from Yorkshire and 7% were from Kent.

Less than 5% of crew members were from; Scotland (4%), Shropshire (4%), Nottinghamshire (4%), Dorset (4%), Wiltshire (2%), Tees Valley (2%), Surrey (2%), Somerset (2%), Lancashire (2%), Greater Manchester (2%), Durham (2%), Cornwall (2%) and Cambridgeshire (2%).

Figure 2.4.15 Crew: Postcode Location (%)

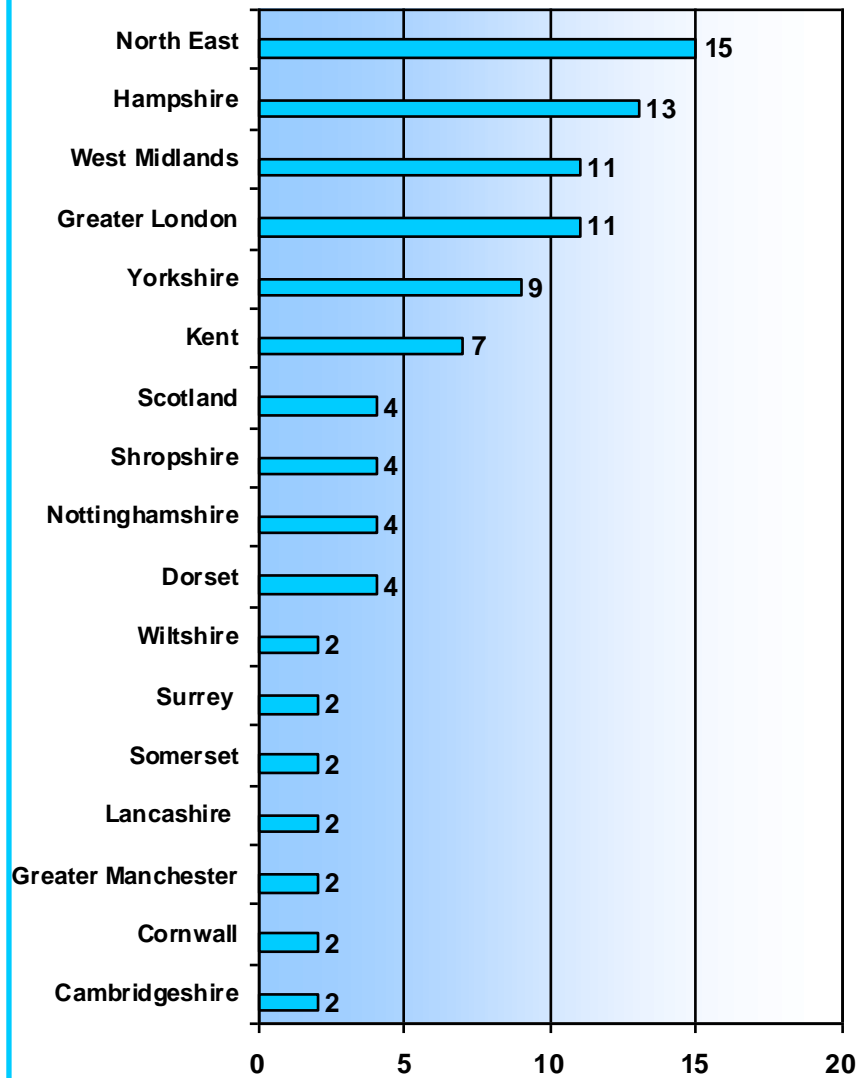
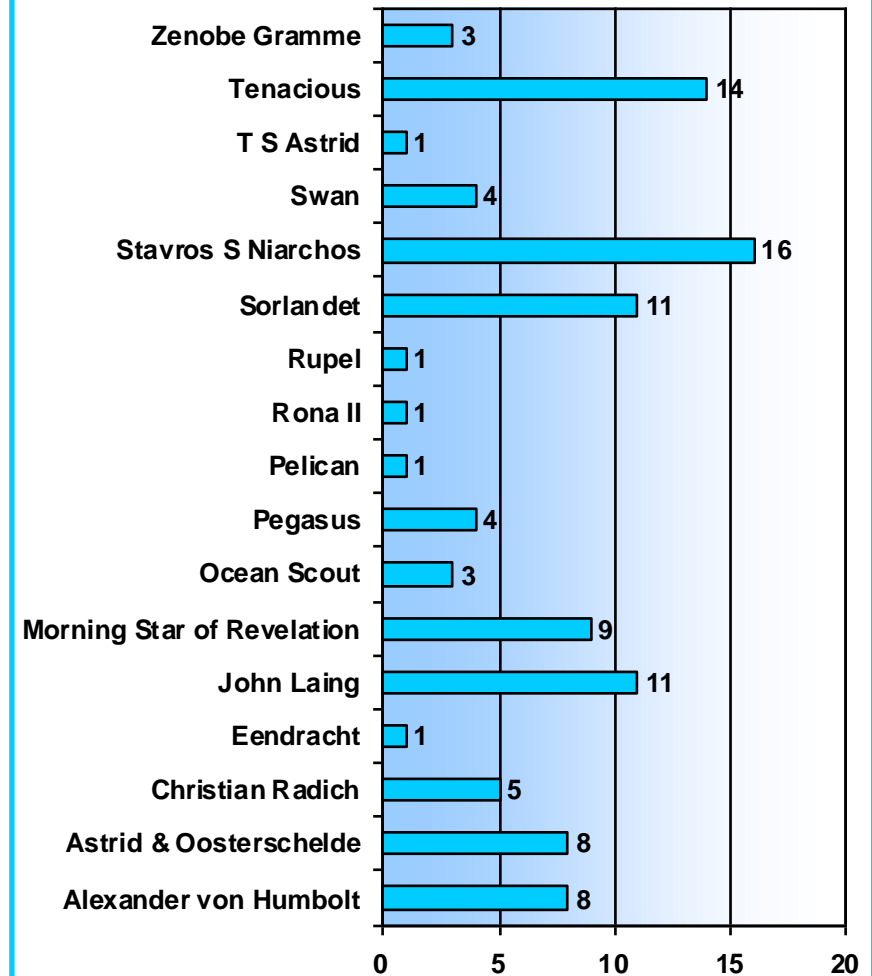


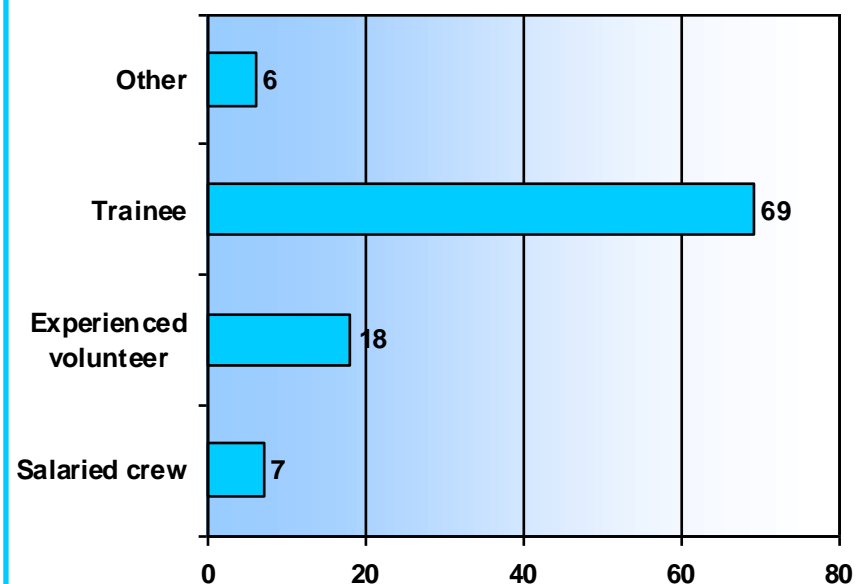
Figure 2.4.16 below details the vessels that crew members had sailed on to reach Hartlepool.

Figure 2.4.16 Crew: Vessel (%)



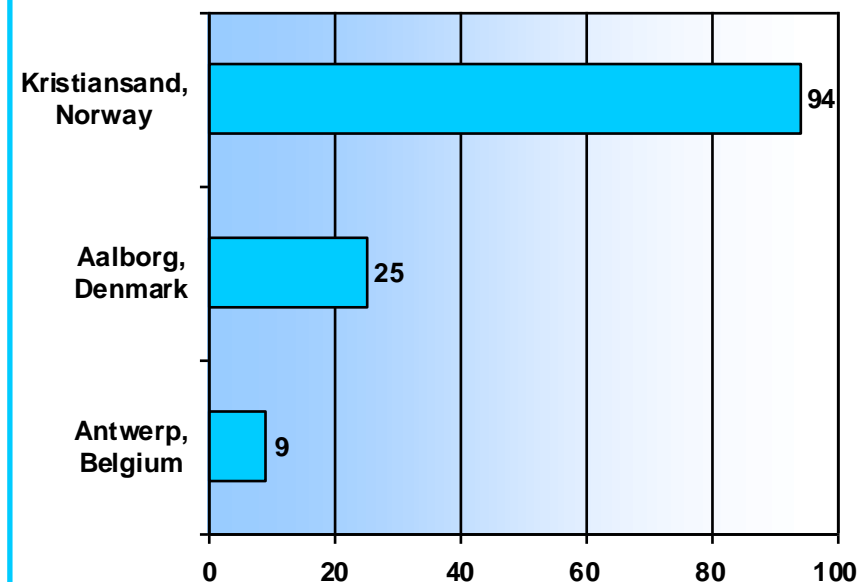
Two thirds of crew members were trainees (69%), 18% were experienced volunteers and 7% were salaried crew. Other capacities of crew members on board include; volunteer voyage crew (n=3)⁷, crew member without salary (n=1) and inexperienced volunteer (n=1).

Figure 2.4.17 Crew: Capacity (%)



Crew members were asked which other of The Tall Ships Races ports they had personally stopped at. The majority of crew members had stopped at Kristiansand, Norway (94%), one quarter had stopped at Aalborg, Denmark (25%) and one in ten had stopped at Antwerp, Belgium (9%).

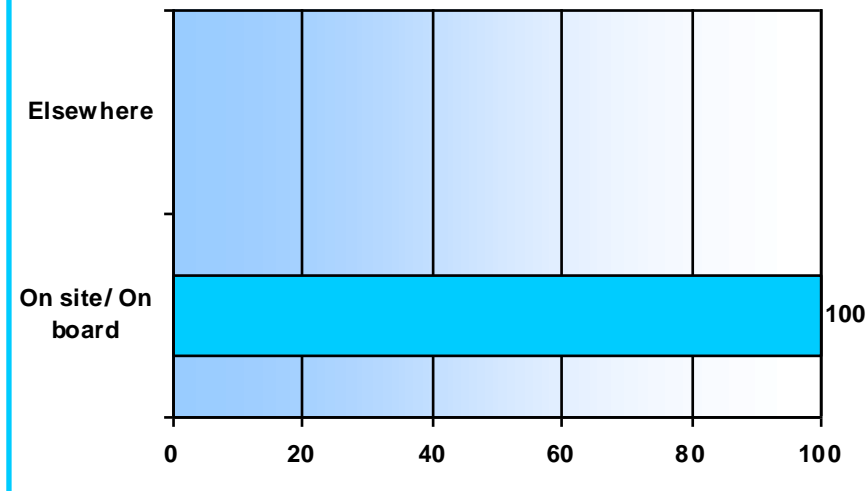
Figure 2.4.18 Crew: Ports (%)



⁷ (n=) actual number of responses =

All crew members that completed and returned a questionnaire were staying either on board their vessel or on site.

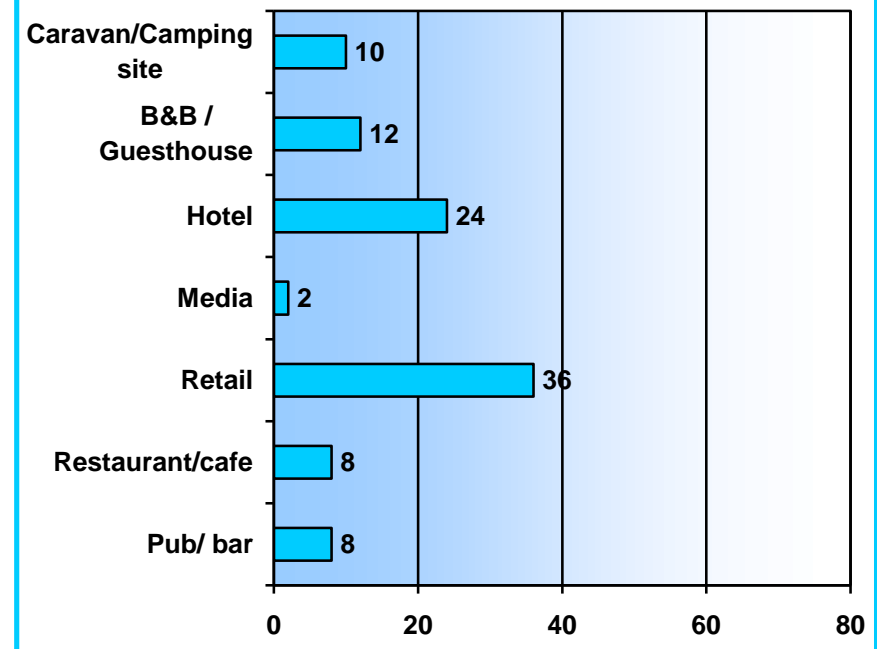
Figure 2.4.19 Crew: Staying on Site/on Board or Elsewhere (%)



Business

The following charts show the profile of the local businesses that took part in the face to face and phone interviews after the event. The results are based on responses from 50 local businesses.

Figure 2.4.20 Business: Type (%)

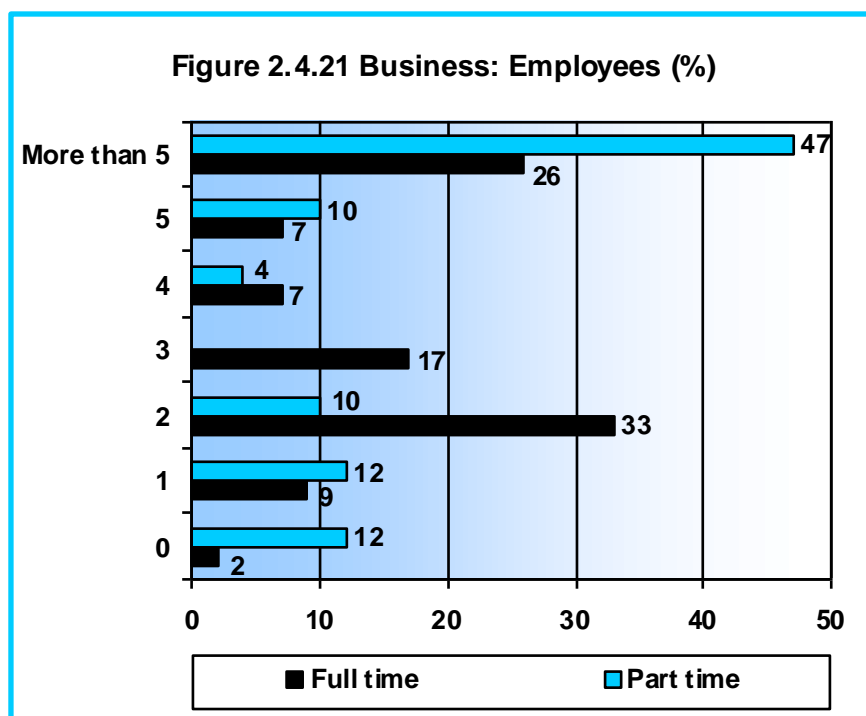


Just over one third of businesses (36%) who took part in the face to face or phone interviews were retail businesses, one quarter were hotels (24%), 12% were B&B's or guesthouses, 10% were caravan or camping sites, 8% were pubs and bars,

8% were restaurants and cafes and 2% were media businesses.

Just under two thirds of businesses (61%) had 3 or less full time staff and just over one third of businesses (34%) had 3 or fewer part time staff.

Just over one third of businesses (40%) had 4 or more full time staff and just under two thirds of businesses (61%) had 4 or more part time staff.



Businesses were asked to identify what proportion of purchases, by value, was from suppliers based within Hartlepool, Tees Valley & the North East. Figure 2.4.22 details their responses.

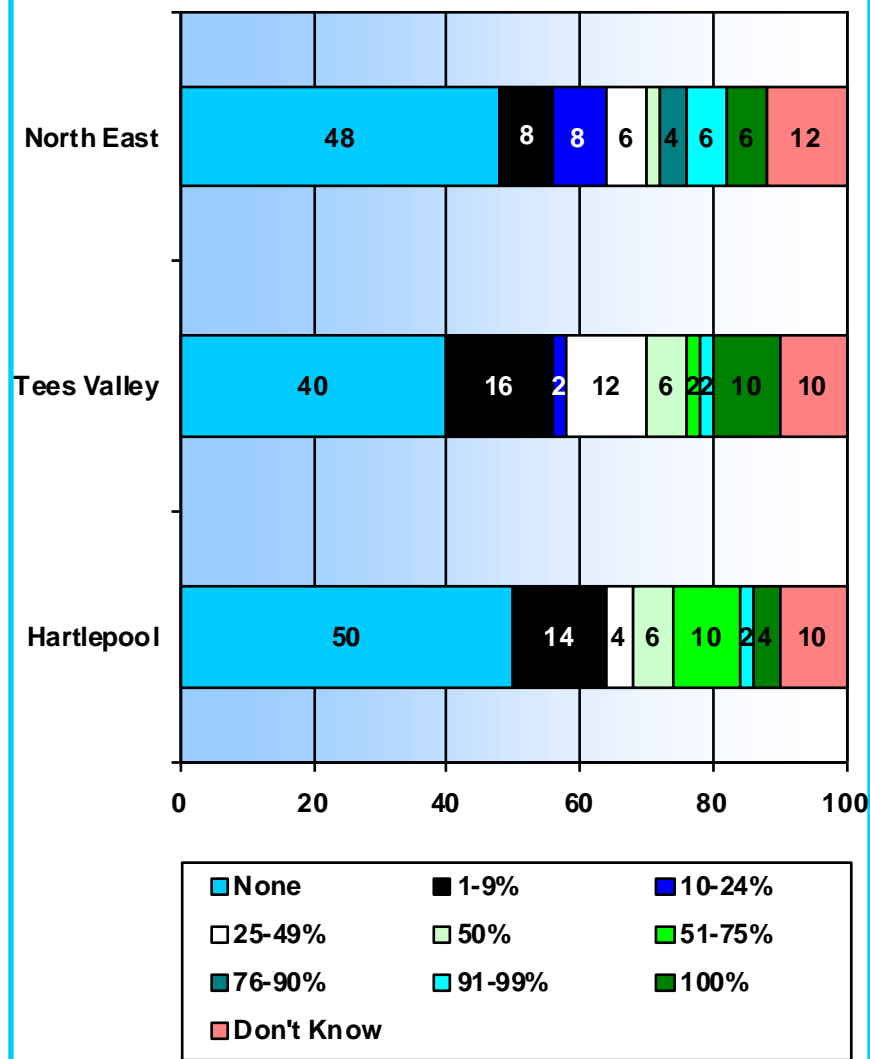
Half of businesses (50%) said that none of their purchases were from suppliers in Hartlepool, one quarter of businesses (24%) said that 1% to 50% of their purchases were from suppliers in Hartlepool and a further 16% that 51% to 100% of their purchases were from suppliers in Hartlepool.

Less than half of businesses (40%) said that none of their purchases were from suppliers in the Tees Valley and just under half of businesses (48%) said that none of their purchases were from suppliers in the North East.

Over one third of businesses (36%) said that 1% to 50% of their purchases were from suppliers in the Tees Valley and a further 14% that 51% to 100% were from suppliers within the Tees Valley.

One quarter of businesses (24%) said that 1% to 50% of their purchases were from suppliers in the North East and a further 12% that 51% to 100% were from suppliers within the North East.

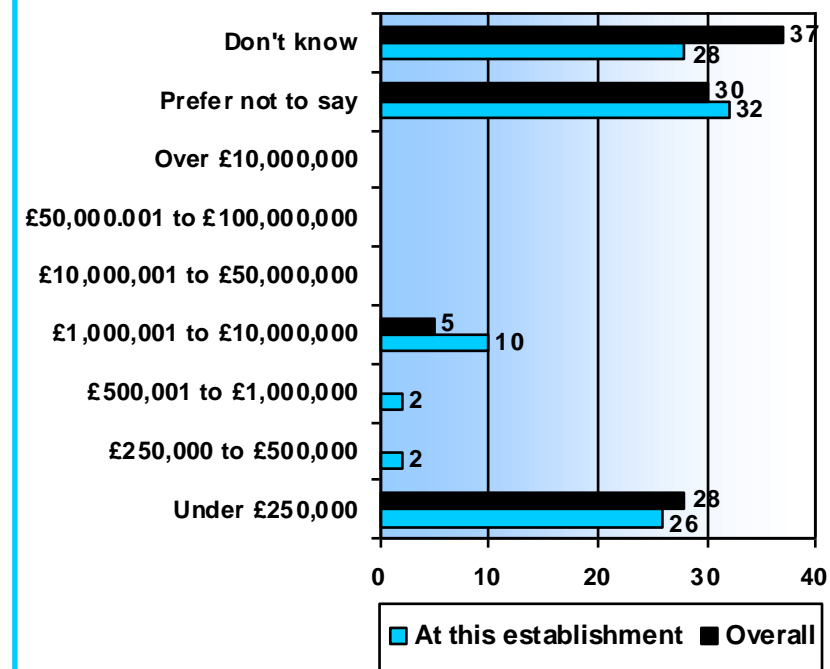
Figure 2.4.22 Business: Suppliers (%)



Two thirds of businesses said that they did not know what their business turnover was or that they would prefer not to say what their business turnover is at the establishment where the interview took place (60%) or overall for the business (67%).

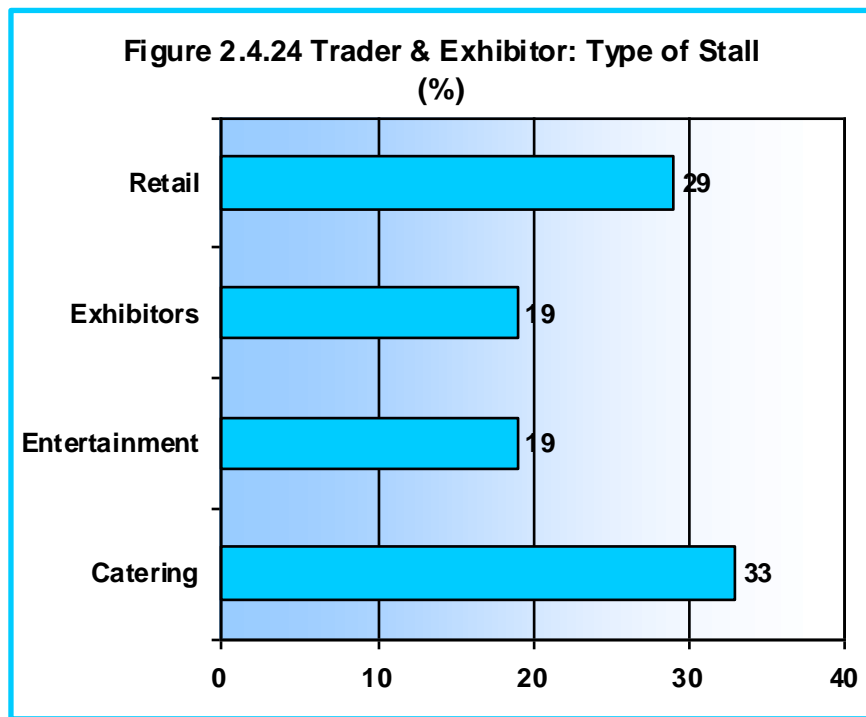
One quarter of businesses said that their turnover at the establishment where the interview took place (26%) and overall (28%) was under £250,000, 14% that their turnover at the establishment where the interview took place was over £250,000 and 5% that the overall turnover of the business is over £1,000,000.

Figure 2.4.23 Business: Turnover (%)



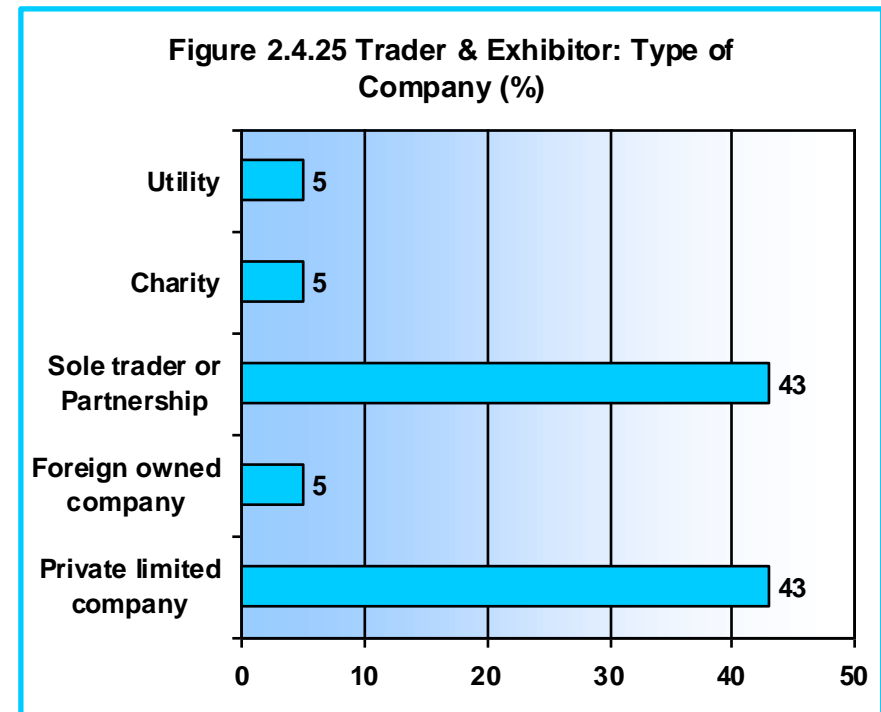
Trader & Exhibitor

The following charts show the profile of the traders and exhibitors that attended The Tall Ships Races – Hartlepool 2010 and who completed and returned questionnaires after the event. The following results are based on 21 completed and returned questionnaires.



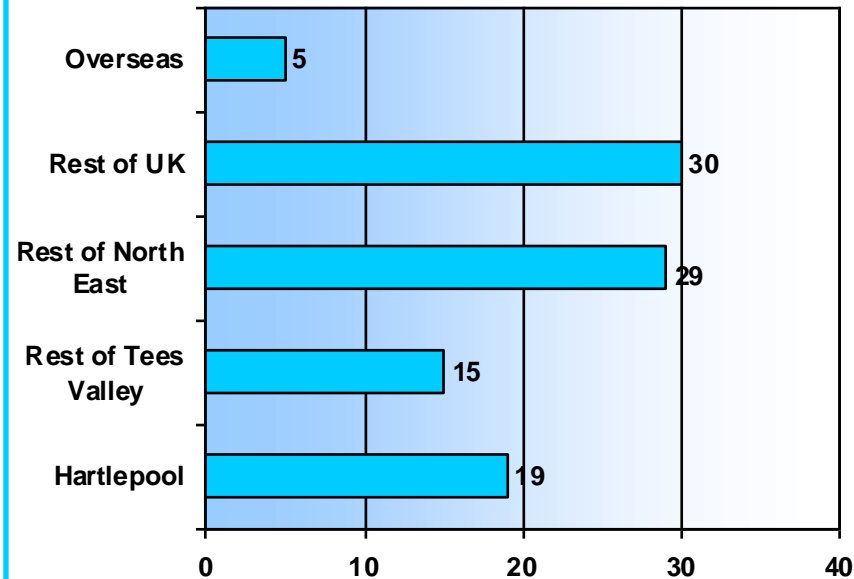
One third of traders' and exhibitors' stalls at the event were catering (33%), just under one third were retail (29%), 19% were entertainment and 19% exhibitors.

Just under half of traders and exhibitors were sole traders or partnerships (43%) and private limited companies (43%), 5% were foreign owned companies, 5% were charities and 5% were utility companies.



Just under one third of traders and exhibitors were from the rest of the UK (30%) and the rest of the North East (29%), 19% were from Hartlepool, 15% were from the rest of the Tees Valley and 5% were from overseas.

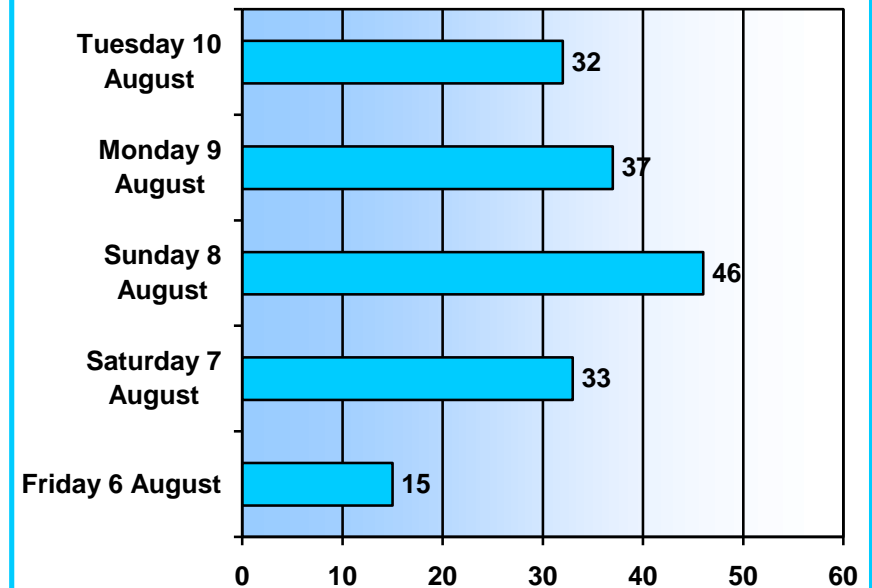
Figure 2.4.26 Trader & Exhibitor: Location (%)



2.5 Visitor Profile

The following charts show the profile of the visitors to The Tall Ships Races – Hartlepool 2010 that took part in the face to face interviews.

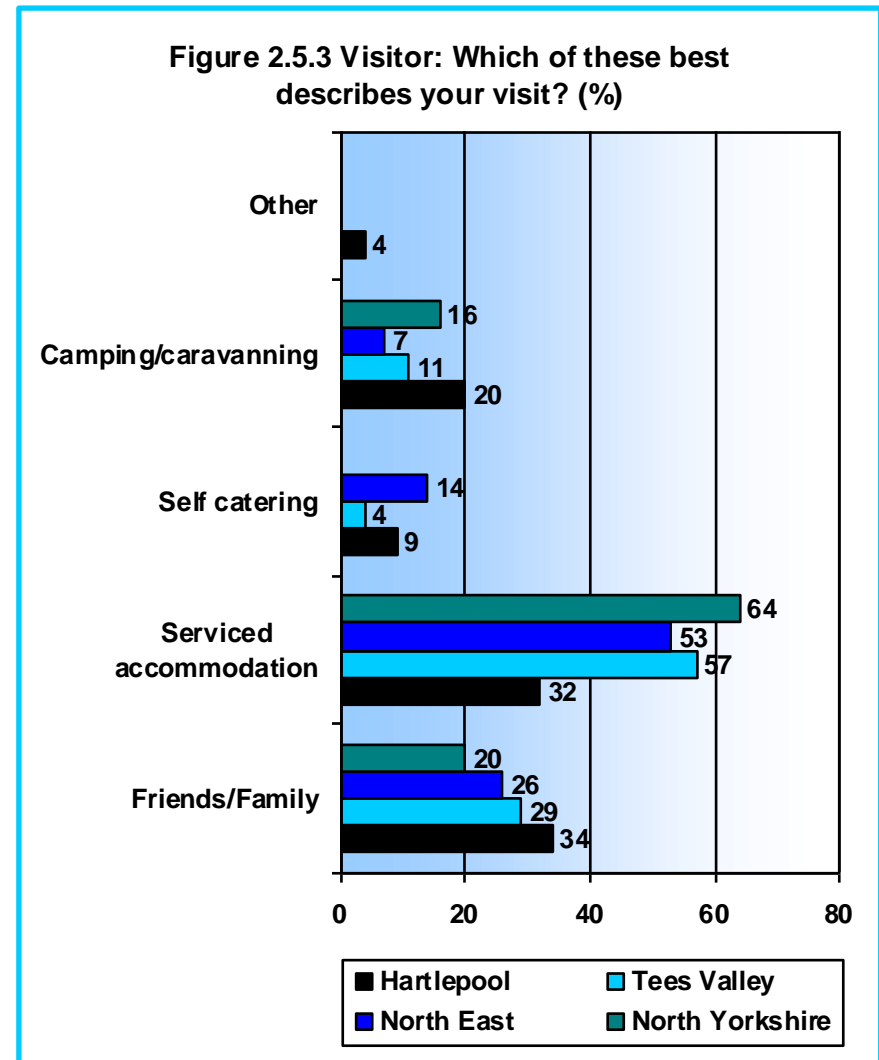
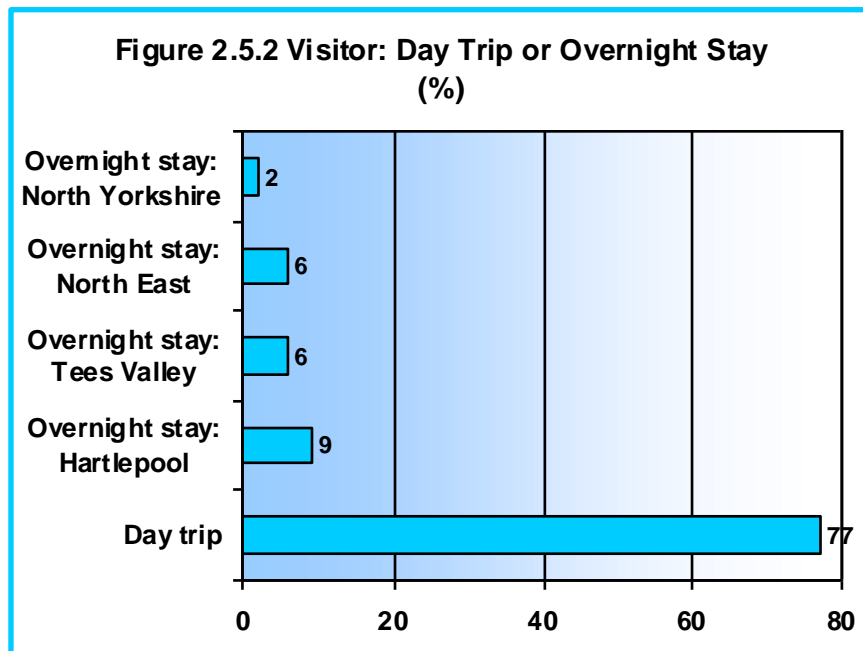
Figure 2.5.1 Visitor: Festival Days Attended (%)



Just under half of visitors attended The Tall Ships Races event on the Sunday (46%), one third attended on the Saturday (33%), Monday (37%) and Tuesday (32%) and 15% attended on the Friday of the event.

Three quarters of visitors (77%) were visiting the event as part of a day trip from home and one quarter (23%) were visiting as part of a trip with an overnight stay of one night or more.

One in ten visitors staying overnight in the area were staying in Hartlepool (9%), 6% in the rest of Tees Valley, 6% in the rest of the North East and 2% were staying in North Yorkshire.

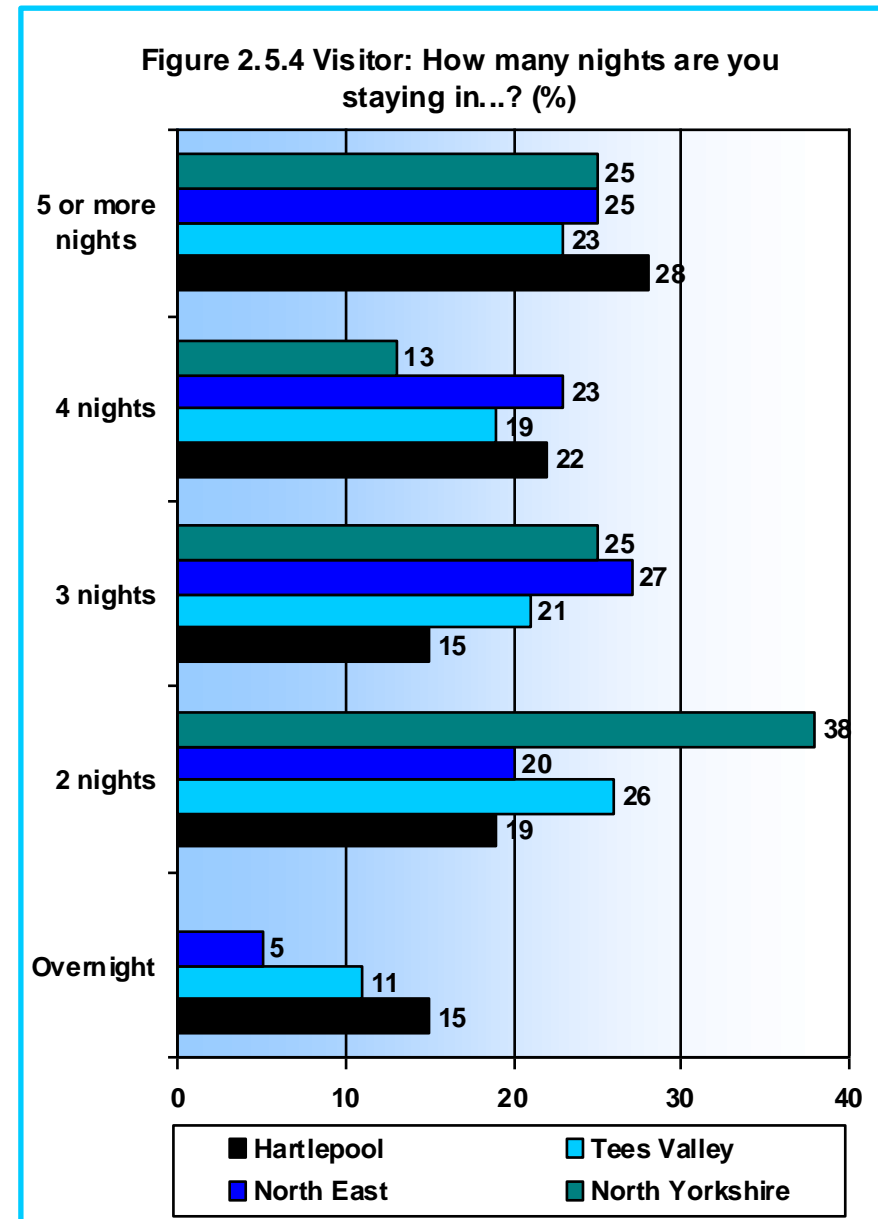


One third of visitors staying overnight in Hartlepool to attend the event were staying with friends and relatives (34%) and in serviced accommodation (32%), just under one quarter were staying in camping or caravanning accommodation (20%) and 9% in self catering accommodation.

Over half of visitors staying overnight in the rest of Tees Valley to attend the event were staying in serviced accommodation (57%), just under one third were staying with friends or relatives (29%), one in ten were staying in camping or caravanning accommodation (11%) and 4% in self catering accommodation.

Over half of visitors staying overnight in the rest of the North East to attend the event were staying in serviced accommodation (53%), one quarter were staying with friends or relatives (26%), 14% were staying in self catering accommodation and 7% were staying in camping or caravanning accommodation.

Two thirds of visitors staying overnight in North Yorkshire to attend the event were staying in serviced accommodation (64%), just under one quarter were staying with friends or family (20%) and 16% were staying in camping or caravanning accommodation.



Half of visitors staying overnight in Hartlepool to attend the event were staying four or more nights (50%), 15% were staying one night, 19% were staying two nights and 15% were staying three nights.

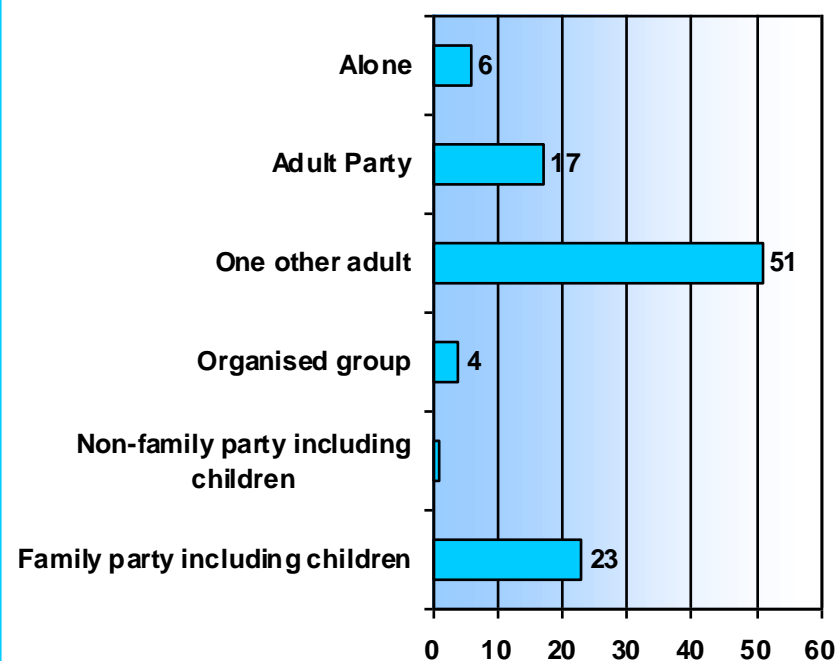
Just under half of visitors staying overnight in the rest of Tees Valley to attend the event were staying four or more nights (42%), 11% were staying one night, one quarter were staying two nights (26%) and just under one quarter were staying three nights (21%).

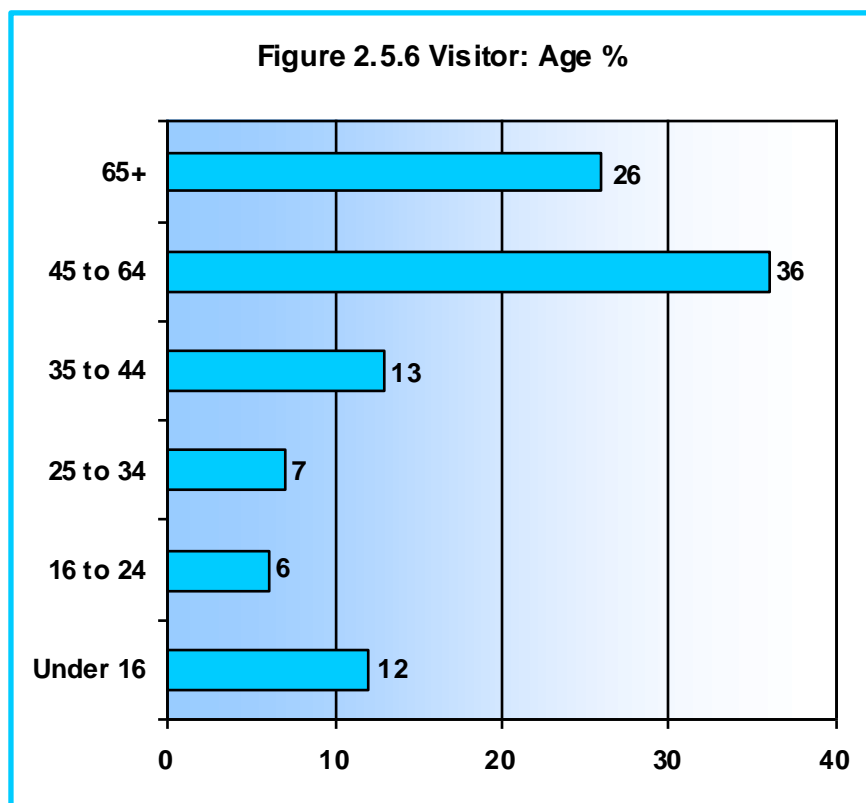
Half of visitors staying overnight in the rest of the North East to attend the event were staying four or more nights (48%), 5% were staying one night, just under one quarter were staying two nights (20%) and just over one quarter were staying three nights (27%).

Just over one third visitors staying overnight in North Yorkshire to attend event were staying four or more nights (38%), no visitors were staying one night, just over one third were staying two nights (38%) and one quarter were staying three nights (25%).

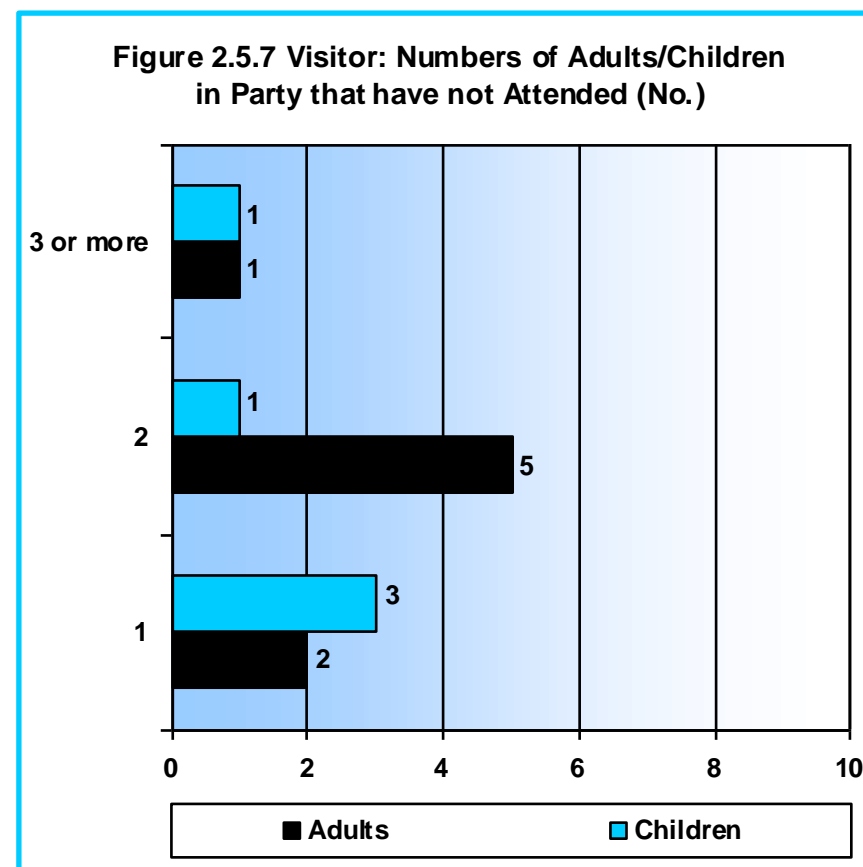
Half of visitors surveyed attended the event with one other adult (51%), one quarter attended in family parties, including children (23%), 17% attended in adult parties (more than one other adult), 6% attended alone, 4% attended in an organised group and less than 1% attended in non-family parties including children.

Figure 2.5.5 Visitor: Party Composition %





One third of visitors were aged 45 to 64 years old (36%) and one quarter was aged 65 or over (26%). One in ten visitors were aged 35 to 44 years old (13%) and under 16 (12%), 7% were aged 25 to 34 and 6% were aged 16 to 24 years old.



Visitors were asked how many children and adults in their parties had not attended The Tall Ships Races event with them today. Only a small number of visitors said that any members of their party had not attended the event with them on the day (n=13). Figure 2.5.7 details the numbers of children and adults that visitors said had not attended the event with them on the day.

3. Main Findings

3.1 Visitor Survey Findings

This section of the report details the main findings from the survey of visitors to The Tall Ships Races - Hartlepool 2010.

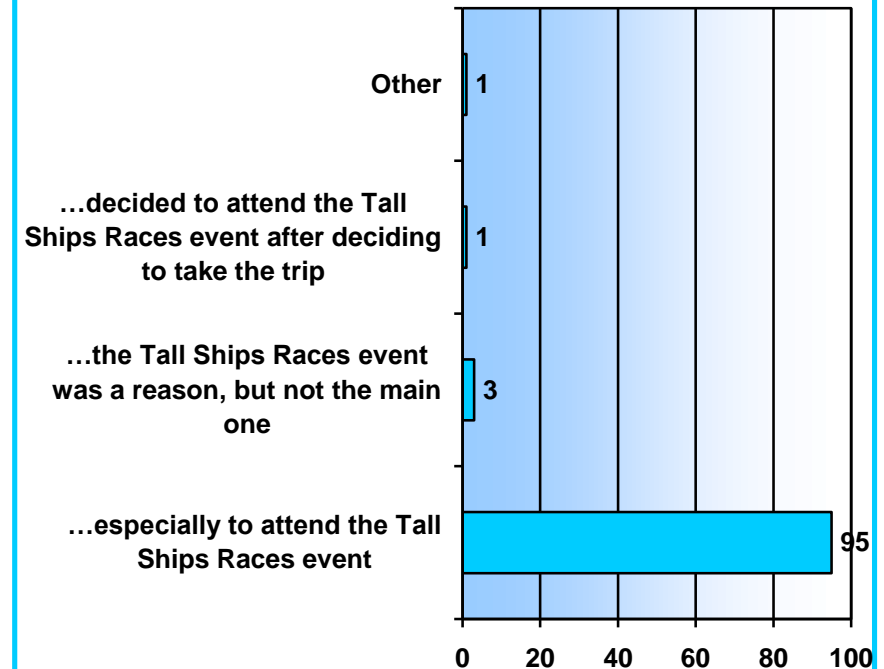
Motivation

Visitors to the event were asked the main reason for their trip to Hartlepool. Figure 3.1.1 details their responses.

The majority of visitors (95%) said that they had come on the trip especially to attend the event. A minority of visitors said that attending The Tall Ships Races event was a reason, but not the main reason (3%) and that they decided to attend The Tall Ships Races event after deciding to make the trip (1%).

A small number of visitors also said that they attended the event for other reasons (n=4); meeting a crew member (n=1), motor caravans rally (n=1), travelling on board (n=1) and visiting family (n=1).

Figure 3.1.1 Reason for Trip (%)



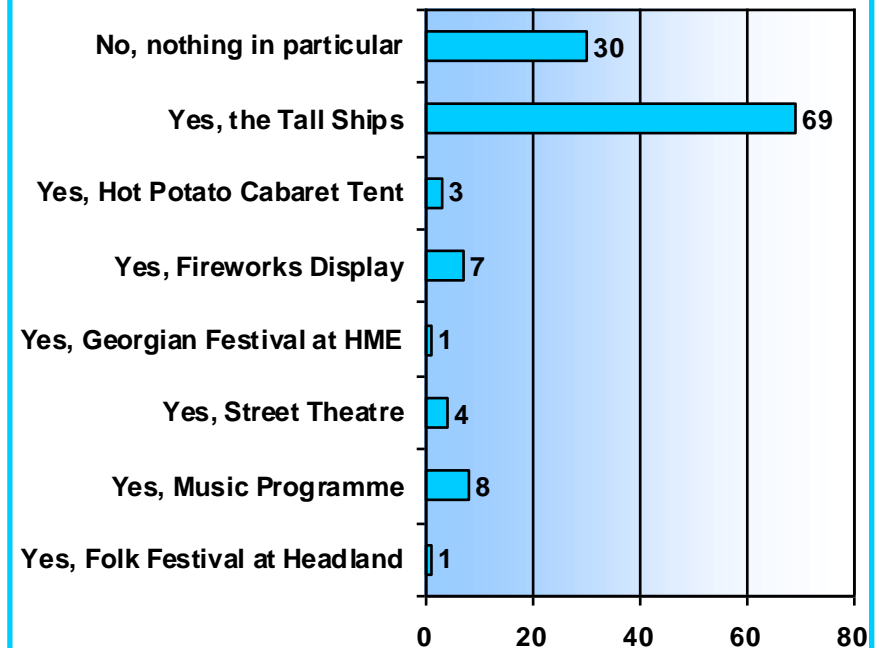
Visitors were asked if there was something in particular they came to see at the event. Figure 3.1.2 details their responses. Just over two thirds of visitors said that they came in particular to see the Tall Ships (69%).

Just under one third of visitors said that they didn't come to see anything in particular (30%). Just under one in ten visitors said that they particularly came to see the music programme (8%), 7% said the fireworks display, 4% said street theatre, 3% said the Hot Potato Cabaret Tent, 1% said the Georgian Festival at HME and 1% said that they particularly came to see the Folk Festival at Headland.

Just under one quarter of Hartlepool residents (22%) said that they particularly came to see the music programme, compared to only a minority of Tees Valley (6%), North East (4%) and UK residents (3%).

A higher proportion of Hartlepool residents (19%) said that they particularly came to see the fireworks, compared to Tees Valley (4%), North East (2%) and UK residents (3%).

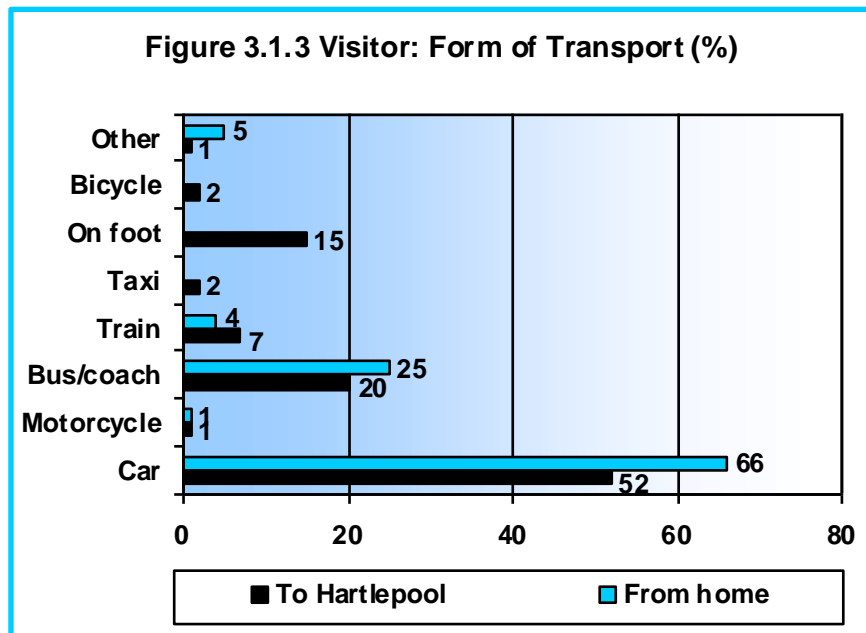
Figure 3.1.2 Was there something in particular you came to see? (%)



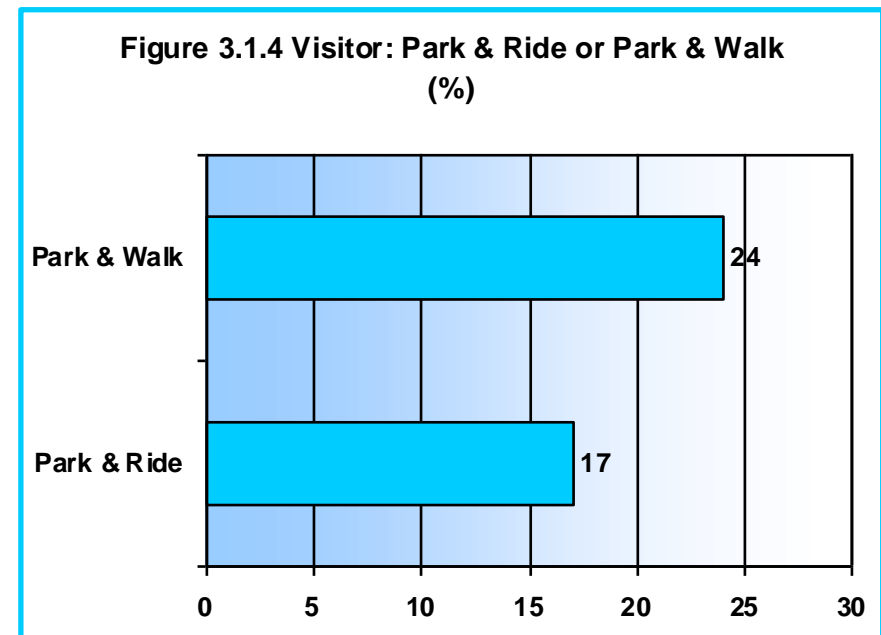
Transport

Over half of visitors on a day trip travelled to the event by car (52%), just under one quarter by bus or coach (20%) and 15% on foot. A small number of visitors on a day trip travelled by other means (n=8); 3 visitors travelled by motor home and 5 visitors travelled by boat.

Two thirds of visitors staying overnight for one or more nights to attend the event travelled from home by car (66%), one quarter travelled by bus or coach (25%) and 4% travelled by train. A small number of visitors staying overnight for one or more nights to attend the event travelled by other means (n=9); 4 visitors travelled by plane, 3 visitors travelled by motor home and 2 visitors travelled by boat.



Visitors that had travelled to the event by car or motorcycle were asked if they had used the Park and Ride or Park and Walk facilities at the event. One quarter of visitors that had travelled by car or motorcycle had used Park and Walk (24%) and 17% had used Park and Ride. The findings from the survey are consistent with the level of income received from the Park and Ride and Park and Walk facilities as 41% of the 52% of visitors that had travelled by car or motorcycle had used them. It should also be remembered that only 6% of visitors had travelled alone and therefore respondents to the survey could be either passengers or drivers of vehicles that used the facilities.



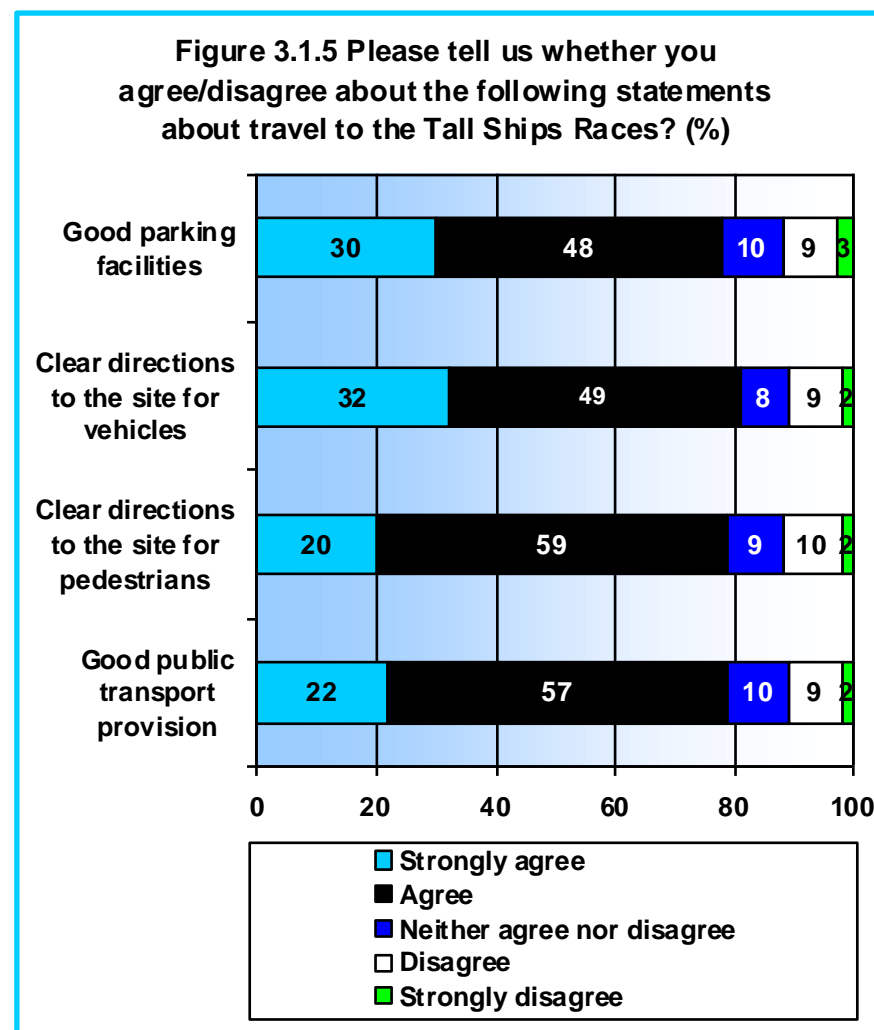
Visitors were asked whether they agreed or disagreed with a number of statements about travelling to and parking at the event site. Figure 3.1.5 details their responses.

Over three quarters of visitors agreed or strongly agreed that there were good parking facilities at the event (78%). Just under one third of visitors strongly agreed that there were good parking facilities at the event (30%) and only a minority of visitors disagreed or strongly disagreed that there were good parking facilities at the event (12%).

The majority of visitors agreed or strongly agreed that there were clear directions to the site for vehicles (81%). Just under one third of visitors strongly agreed that there were clear directions to the site for vehicles (32%) and only a minority of visitors disagreed or strongly disagreed that there were clear directions to the site for vehicles (11%).

Over three quarters of visitors agreed or strongly agreed that there were clear directions to the site for pedestrians (79%). Just under one quarter of visitors strongly agreed that there were clear directions to the site for pedestrians (20%) and only a minority of visitors disagreed or strongly disagreed that there were clear directions to the site for pedestrians (12%).

Over three quarters of visitors agreed or strongly agreed that there was good public transport provision to the event site (79%). Just under one quarter of visitors strongly agreed that there was good public transport provision (22%) and only a minority of visitors disagreed or strongly disagreed that there was good public transport provision (11%).



N.B: Valid responses only, "don't know" have been removed.

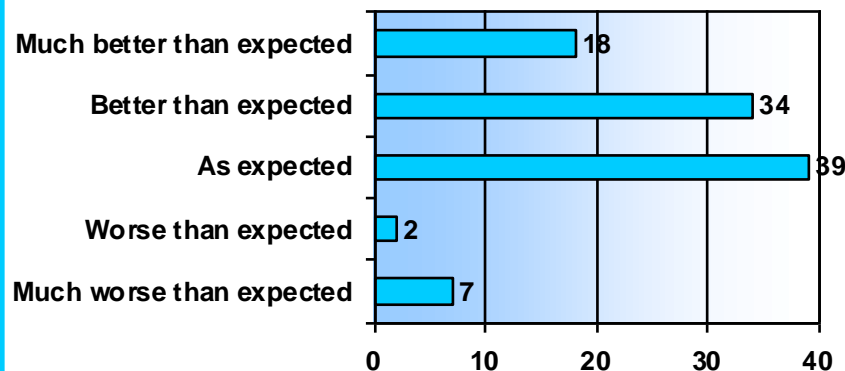
Perceptions

Visitors were asked how the event measured up to their expectations. Figure 3.1.6 details their responses. Over half of visitors said that the event was better or much better than expected (52%); one third of visitors said that the event was better than expected (34%) and 18% that the event was much better than expected.

Just under three quarters of Hartlepool residents (71%) said that the event was better or much better than expected compared to approximately half of Tees Valley (53%), North East (49%) and UK residents (42%).

Over one third of visitors said that the event was as expected (39%). Only a minority of visitors (9%) said the event was worse than expected (2%) or much worse than expected (7%).

Figure 3.1.6 How does the event measure up to your expectations (%)



Visitors were asked why they thought that the event was better or worse than expected. A cross section of their responses is given below.

Better than expected:

Spectacular ships, friendly people

No idea there'd be so many boats

Didn't know what to expect - but impressed

Excellent, lovely sense of atmosphere

Better than Newcastle, better layout

Much bigger and better organised than I thought

Nice to see it in Hartlepool, layout is very good. Great variety of ships

Well organised, lovely place, lots to see and do

Plenty of room, can see all of the ships

The whole event is spectacular - great weather

Saw it in Newcastle - Much better here

Never seen anything like it before

Pleasantly surprised wished we had it more often

Was all put together, makes you proud to come from Hartlepool

Worse than expected:

Lots of walking

Poor signposting and information

Very spread out, can't grasp the whole event

It is so spread out and so little information - no advice where to go

Too far to walk for disabled people

No seating, long walk back to coach

Size of the site - surfacing in the Tall Ships area is poor. Not enough seating

Not as good photo opportunities

Site is difficult to move around and show ships in their best light

Not as good as Newcastle - not as many ships too spread out

Visitors were asked how good or poor they thought that a number of different elements of The Tall Ships Races event were. Figure 3.1.7 details their responses.

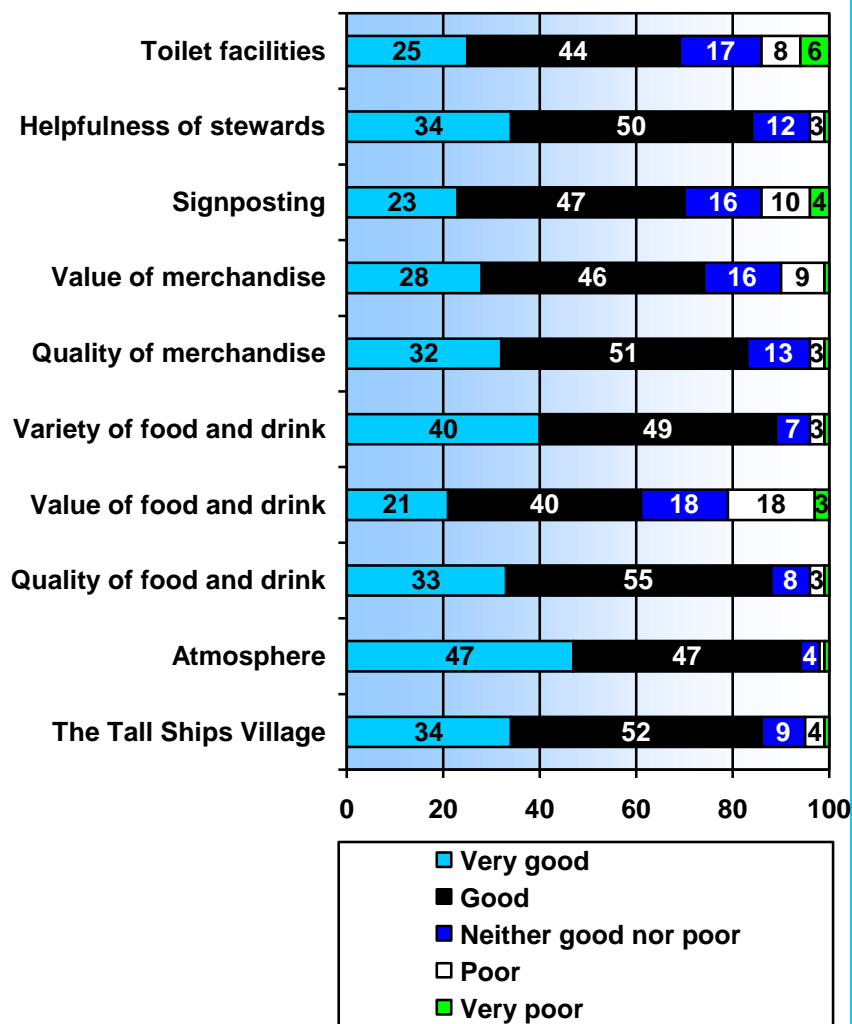
The majority of visitors thought that the atmosphere (94%), the variety of food and drink (89%), the quality of food and drink (88%), the Tall Ships Village (86%), helpfulness of stewards (84%) and quality of merchandise (83%) was good or very good. Only a minority of visitors (<5%) thought that any of these elements were poor or very poor.

Three quarters of visitors thought that the value of merchandise was good or very good (74%) compared to only one in ten visitors who thought it was poor or very poor (10%).

Just under three quarters of visitors thought that signposting was good or very good (70%) compared to just over one in ten visitors who thought that signposting was poor or very poor (14%).

Just under two thirds of visitors thought that the value of food and drink was good or very good (61%) and just under one quarter thought that the value of food and drink was poor or very poor (21%).

Figure 3.1.7 Please tell us how good/poor the following elements of the Tall Ships Races event are? (%)



N.B: Valid responses only, "don't know" have been removed.

Visitors were asked how good or poor they thought that a number of different elements of the event entertainment programme were. Figure 3.1.8 details their responses.

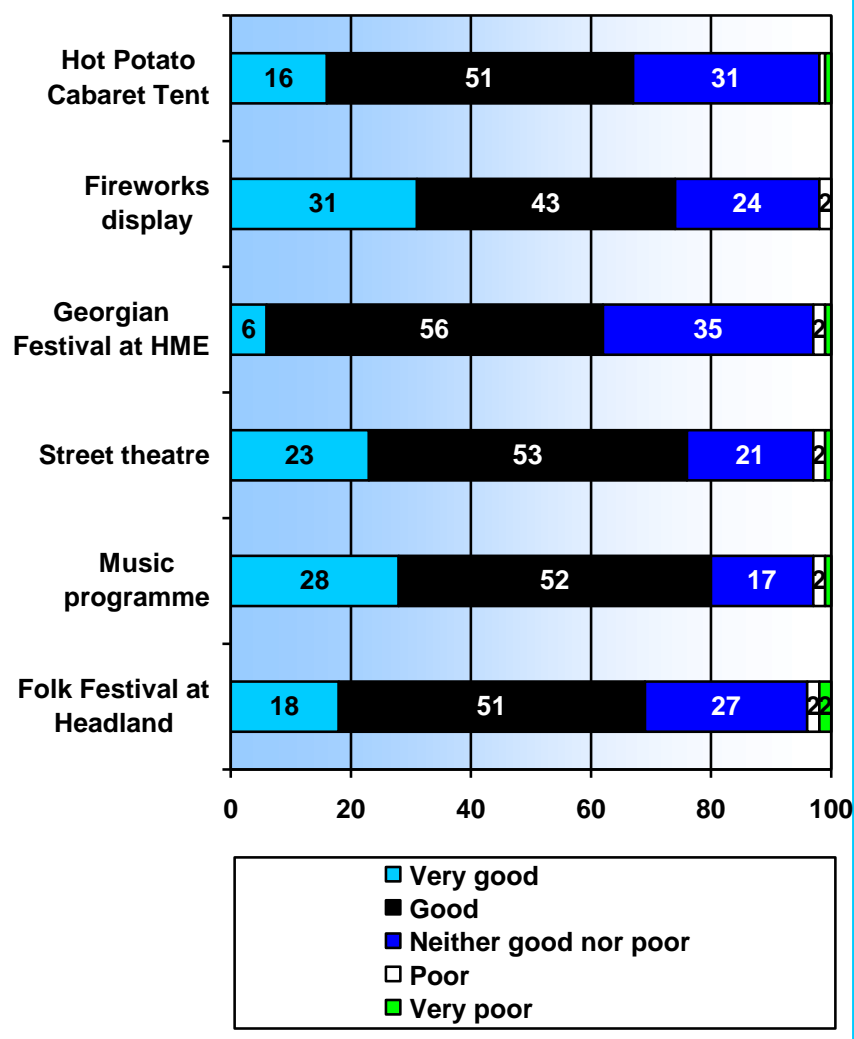
The majority of visitors thought that the music programme at the event was good or very good (80%) and just under one third of visitors thought that the music programme was very good (28%).

Three quarters of visitors thought that the street theatre (76%) and fireworks displays (74%) were good or very good. Just under one third of visitors thought that the fireworks displays were very good (31%) and just under one quarter of visitors thought that the street theatre (23%) was very good.

Two thirds of visitors thought that the Folk Festival at Headland (69%), the Hot Potato Cabaret Tent (67%) and the Georgian Festival at HME (62%) were good or very good.

Only a minority of visitors (<5%) thought that any element of the Tall Ships Races event entertainment programme was poor or very poor.

Figure 3.1.8 Please tell us how good/poor the following elements of the Tall Ships Races event entertainment programme are? (%)



N.B: Valid responses only, “don’t know” have been removed.

Visitors were asked whether they agreed or disagreed with a number of statements about the event. Figure 3.1.9 overleaf details their responses.

Almost all visitors agreed or strongly agreed that the event was a good thing for Hartlepool (99%) and was good for promoting Hartlepool as a place to visit (96%). Three quarters of visitors strongly agreed that the event was a good thing for Hartlepool (77%) and over half of visitors strongly agreed that the event was good for promoting Hartlepool as a place to visit (58%).

The majority of visitors agreed or strongly agreed that the event was good for promoting the North East as a place to visit (85%), was good for promoting the Tees Valley as a place to visit (84%) and was a good thing for Hartlepool residents (83%). Over half of visitors strongly agreed that The Tall Ships Races event was a good thing for Hartlepool residents (54%) and just under half of visitors strongly agreed that the event was good for promoting the North East as a place to visit (45%) and was good for promoting the Tees Valley as a place to visit (44%).

Three quarters of visitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (75%). Just over one third of visitors strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (37%).

A higher proportion of Hartlepool residents (83%) agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live, compared to Tees Valley (70%), North East (73%) and UK residents (72%).

A lower proportion of UK residents (79%) agreed or strongly agreed that the event was a good thing for Hartlepool residents, compared to Hartlepool (87%), Tees Valley (86%) and North East residents (84%).

Only a minority of visitors (<6%) disagreed or strongly disagreed with any of the statements in relation to The Tall Ships Races – Hartlepool 2010.

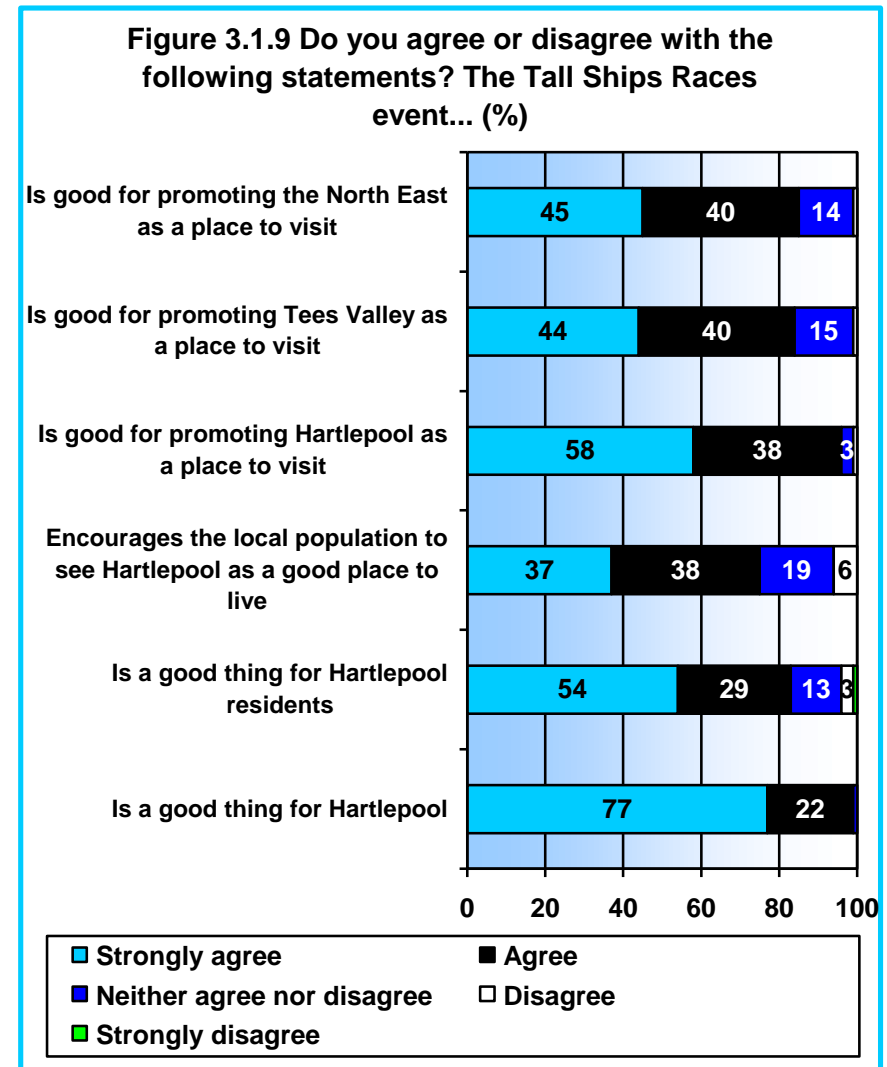
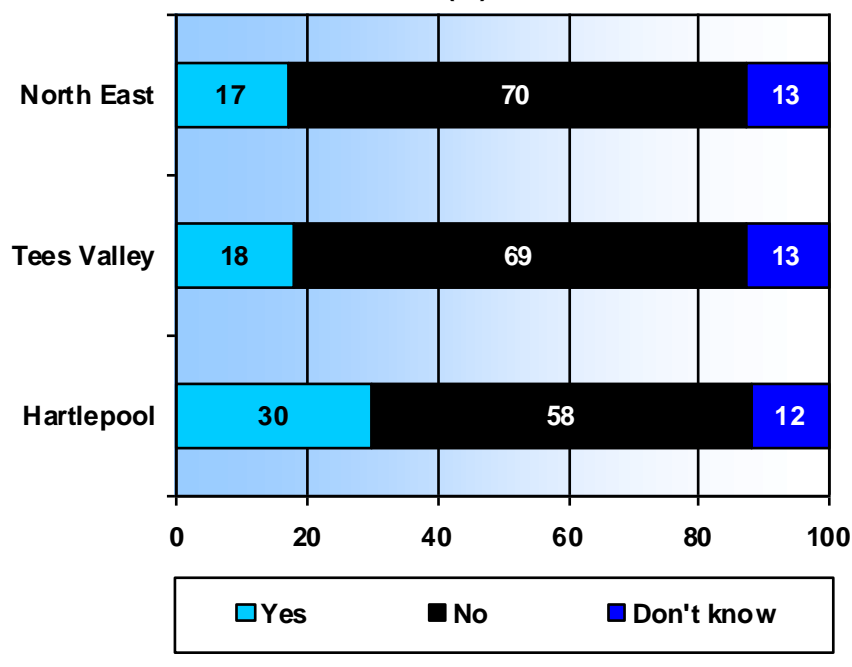


Figure 3.1.10 Has the event changed how you feel about Hartlepool, Tees Valley or the North East? (%)



Just under one third of visitors (30%) said that the event had changed how they feel about Hartlepool, 18% said that the event had changed how they feel about the Tees Valley and 17% that it had changed how they feel about the North East.

A higher proportion of UK residents said that the event had changed how they feel about the Tees Valley (22%) and the North East than Hartlepool (North East = 19%, Hartlepool = 17%), Tees Valley (Tees Valley = 12%, the North East = 12%)

and North East residents (Tees Valley = 15%, the North East = 13%).

Visitors who said that The Tall Ships Races event had changed how they feel about Hartlepool, the Tees Valley and the North East were asked whether they now feel more or less positive about the area. Figure 3.1.11 overleaf details their responses.

The majority of visitors who said that the event had changed how they feel about Hartlepool (89%), the Tees Valley (81%) and the North East (83%) now feel more positive about the area.

Over one third of visitors who said that the event had changed how they feel about Hartlepool (44%), the Tees Valley (41%) and the North East (41%) now feel more a lot more positive about the area.

A higher proportion of Hartlepool residents who said that the event had changed how they feel about Hartlepool (97%) now feel more positive about the area, compared to Tees Valley (84%), North East (91%) and UK residents (86%).

A lower proportion of Tees Valley residents who said that the event had changed how they feel about the Tees Valley (60%) now feel more positive about the area, compared to Hartlepool (89%), North East (85%) and UK residents (82%).

A lower proportion of Tees Valley residents who said that the event had changed how they feel about the North East (64%) now feel more positive about the area, compared to Hartlepool (92%), North East (84%) and UK residents (81%).

Figure 3.1.11 If the event has changed how you feel about Hartlepool, Tees Valley or the North East, do you now feel more or less positive about the area? (%)

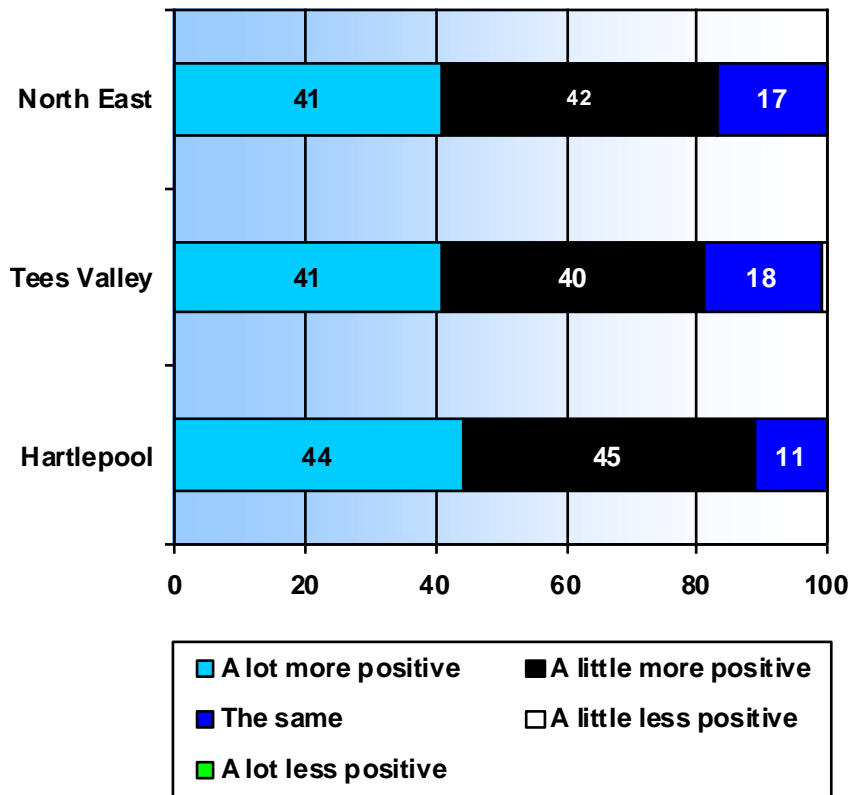
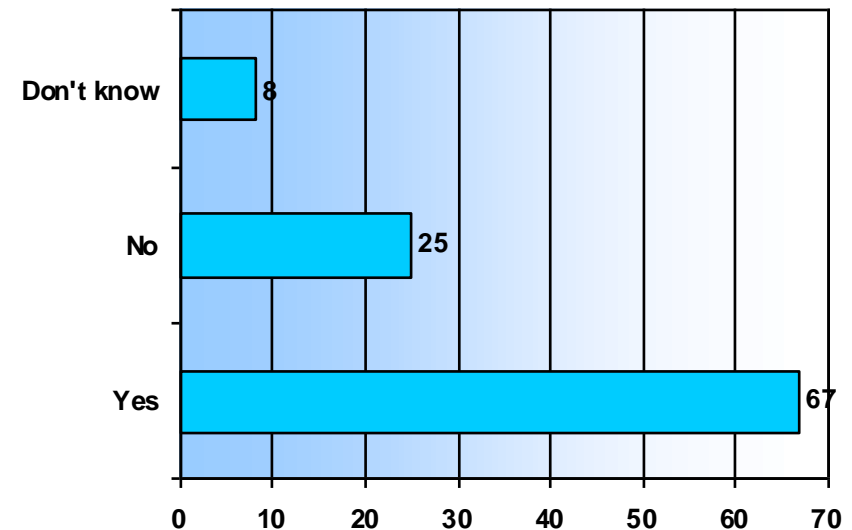


Figure 3.1.12 Has the event changed how you feel about Hartlepool's ability to host large events? (%)



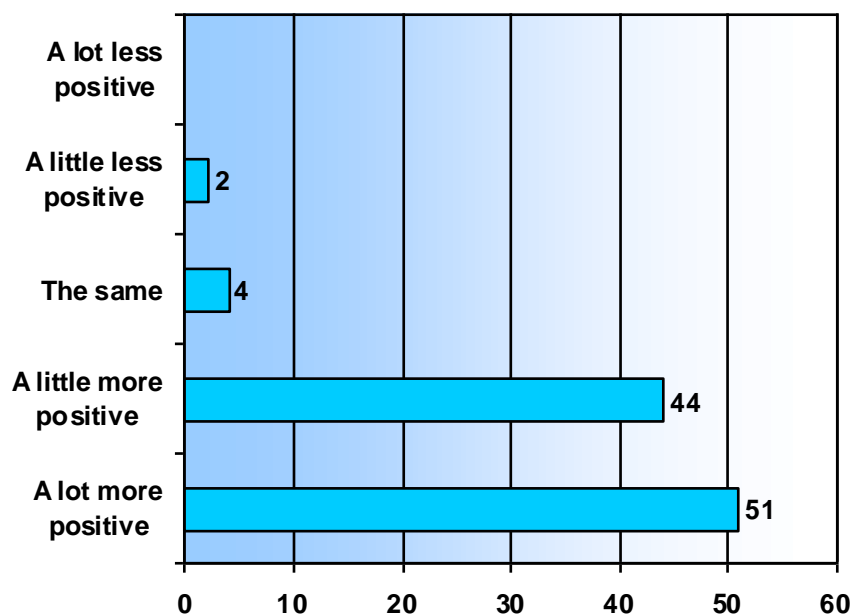
Visitors were asked if the event had changed how they feel about Hartlepool's ability to host large events. Two thirds of visitors (67%) said that the event had changed how they feel about Hartlepool's ability to host large events.

A higher proportion of Hartlepool residents (77%) said that the event had changed how they feel about Hartlepool's ability to host large events, compared to Tees Valley (73%), North East (66%) and UK residents (60%).

The majority of visitors who said that the event had changed how they feel about Hartlepool's ability to host large events said that they now feel more positive (95%) about Hartlepool's

ability. Over half of visitors (51%) said that they now feel a lot more positive about Hartlepool's ability to host large events.

Figure 3.1.13 If the event has changed how you feel about Hartlepool's ability to host large events, do you now feel more or less positive? (%)



Visitors were asked how likely or unlikely they would be to visit Hartlepool, the Tees Valley and the North East in the future, following the event. Figure 3.1.14 details their responses. Over three quarters of visitors said that they were likely or very likely to visit Hartlepool (82%), the Tees Valley (78%) and the North East (80%) in the future.

Just under half of visitors said that they would be very likely to visit Hartlepool (47%), the Tees Valley (42%) and the North East (44%) in the future.

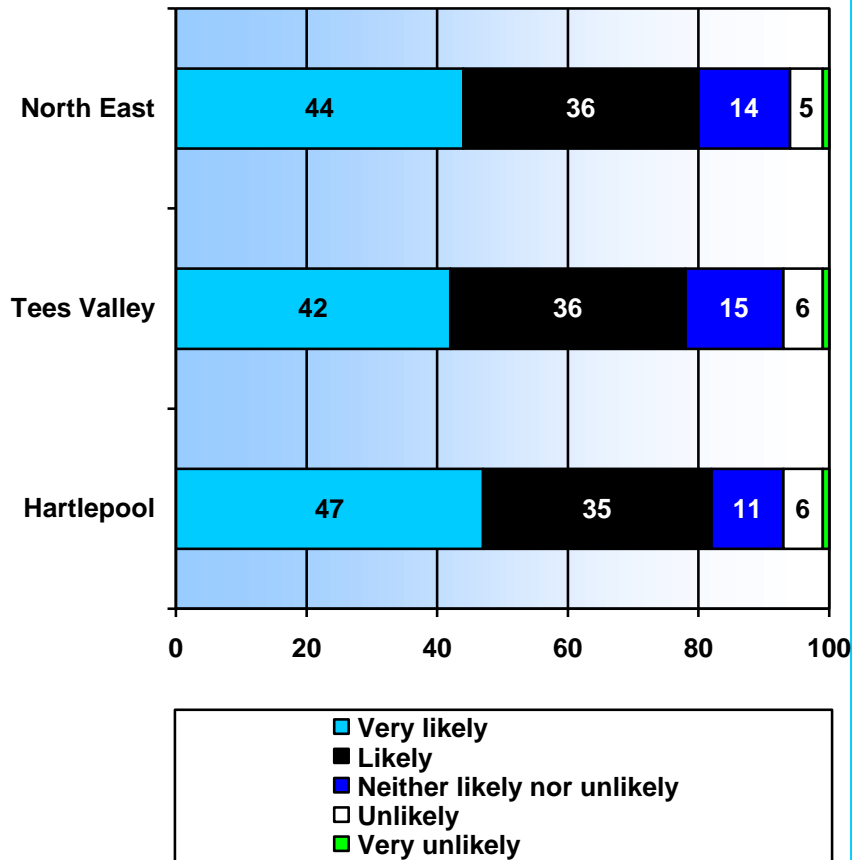
Only a minority of visitors said that they would be unlikely or very unlikely to visit Hartlepool (7%), the Tees Valley (7%) and the North East (6%) in the future.

The majority of Hartlepool (89%), Tees Valley (84%) and North East residents (83%) and two thirds of UK residents (69%) said that they would be likely or very likely to visit Hartlepool in the future.

The majority of Tees Valley (84%) and North East residents (84%), three quarters of Hartlepool residents (75%) and two thirds of UK residents (68%) said that they would be likely or very likely to visit the Tees Valley in the future.

The majority of Tees Valley (81%) and North East residents (87%) and three quarters of Hartlepool (76%) and UK residents (72%) said that they would be likely or very likely to visit the North East in the future.

Figure 3.1.14 Having visited the Tall Ships Races, how likely or unlikely would you be to visit the following in the future? (%)

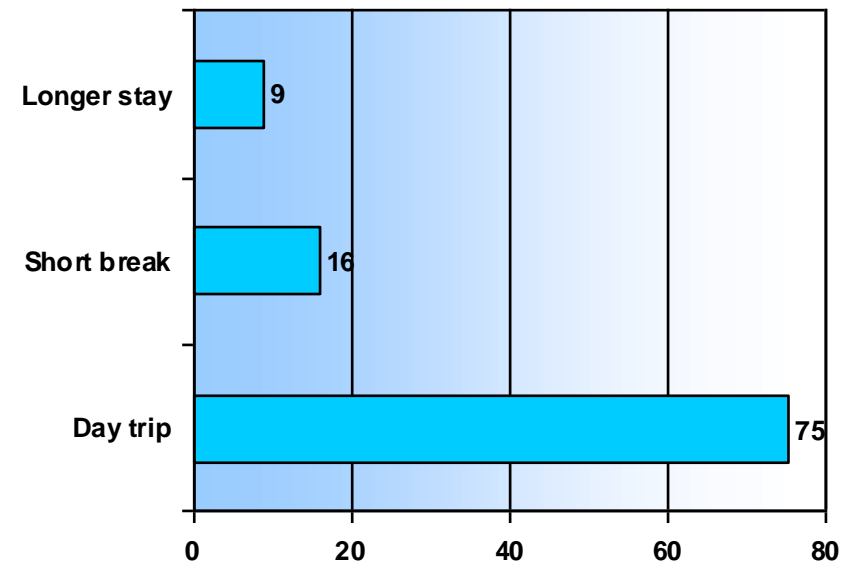


Visitors who said that they are likely or very likely to visit Hartlepool, the Tees Valley or the North East in the future were asked in what capacity. Three quarters of visitors said they would visit for a day trip (75%), 16% that they would visit for a short break and 9% that they would visit for a longer stay.

The majority of Tees Valley (97%) and North East residents (94%) and over half of UK residents (53%) said they would visit Hartlepool again as part of a day trip.

Just under half of UK residents said that they would visit Hartlepool again as part of a short break (43%).

Figure 3.1.15 In what capacity would you visit again? (%)

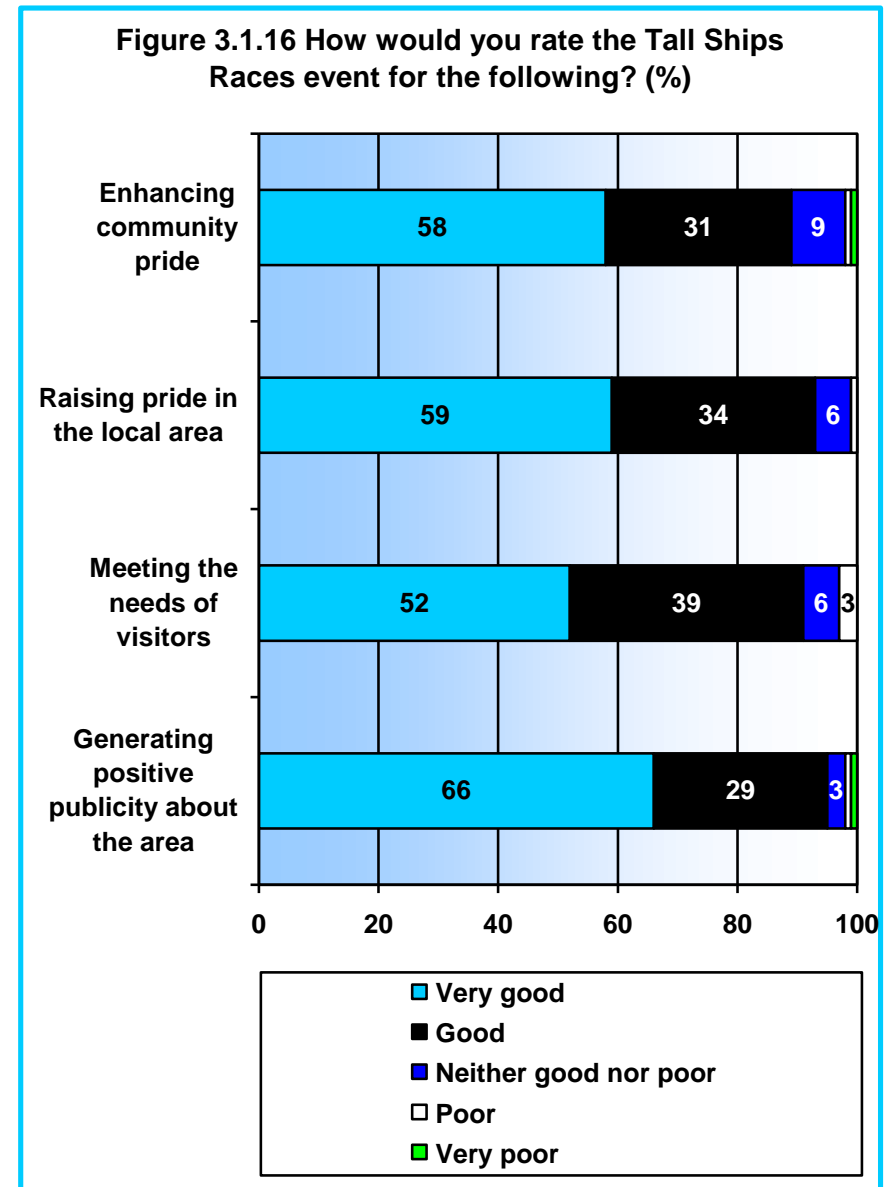


Visitors were asked to rate the event in relation to a number of different elements. Figure 3.1.16 details their responses.

The majority of visitors said that they thought that the event was good or very good at generating positive publicity about the area (95%), raising pride in the local area (93%), meeting the needs of visitors (91%) and enhancing community pride (89%).

Two thirds of visitors thought that the event was very good at generating positive publicity about the area (66%). Over half of visitors thought that the event was very good at raising pride in the local area (59%), enhancing community pride (58%) and meeting the needs of visitors (52%).

Only a minority of visitors (<3%) thought that the event was poor or very poor at generating positive publicity about the area, raising pride in the local area, meeting the needs of visitors or enhancing community pride.



Marketing

Visitors were asked which sponsors they associated with The Tall Ships Races –Hartlepool 2010. Figure 3.1.17 overleaf details their responses.

Over half of visitors said that they associated Real Radio with the event (54%), 20% associated WM Morrison, 18% associated the Federation of Small Businesses, SG Petch and Heerema with the event, 17% associated Housing Hartlepool and 15% associated Hartlepool Power Station – British Energy with the event.

Visitors were asked where they look for information about attractions and events to visit when they're planning a day out. Figure 3.1.18 details their responses.

Over half of visitors said that they look on websites other than those listed (56%). Of those listed only www.hartlepooltallships2010.com with 15% had over 5% response. Just under one third of visitors said that they rely on TV (31%) and magazine articles (29%).

Just under one quarter of visitors said that they rely on advertising (22%) and advice from friends and relatives (19%) when they're planning a day out.

Figure 3.1.17 Which of these sponsors do you associate with the Tall Ships Races? (%)

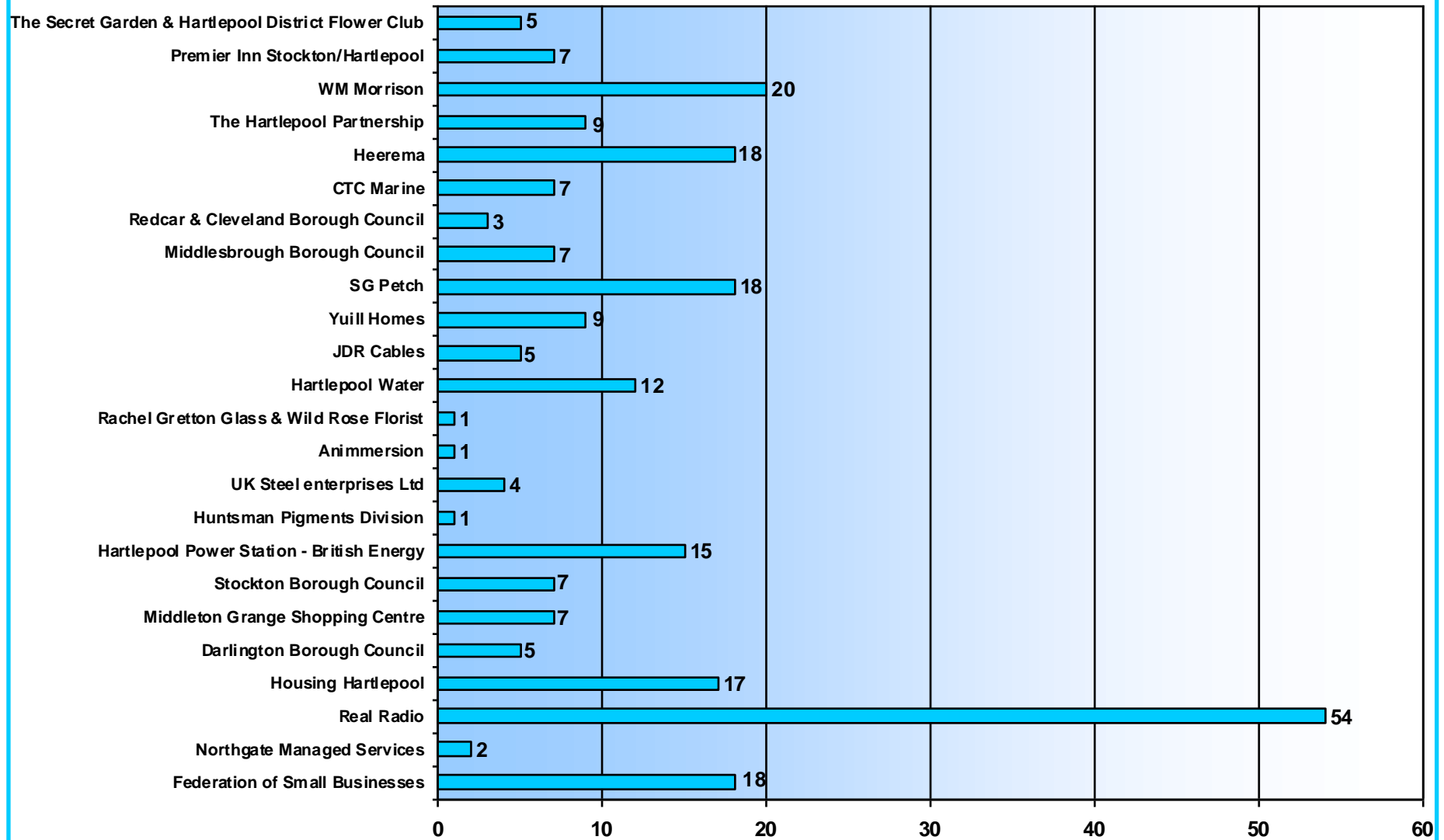
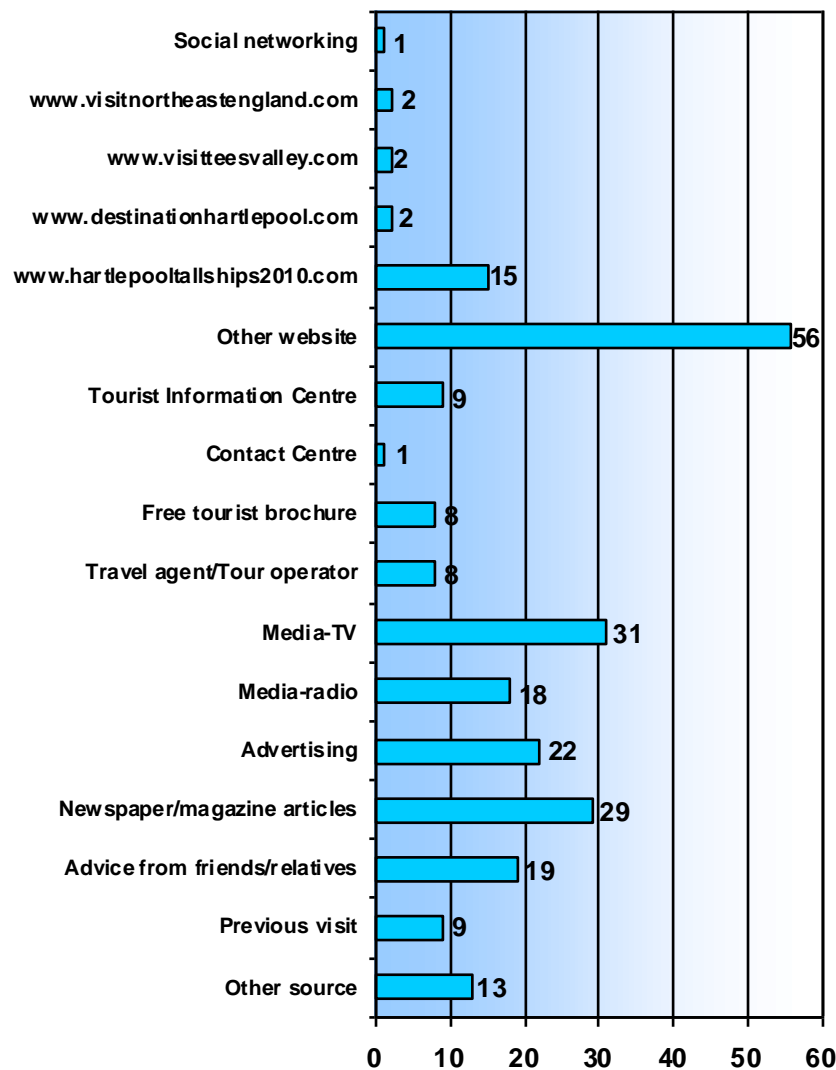


Figure 3.1.18 Where do you look for information about attractions/events to visit when you're planning a day out? (%)



Visitors were asked which source of information was the most important in influencing their decision to attend The Tall Ships Races – Hartlepool 2010. Figure 3.1.19 details their responses.

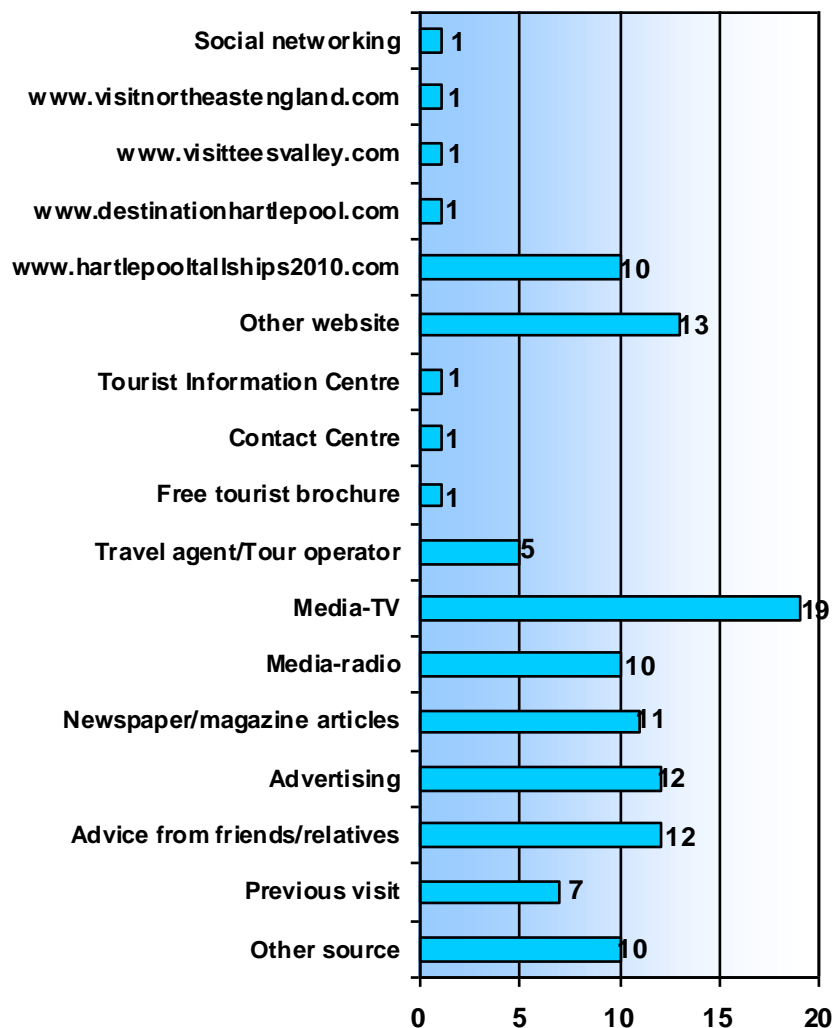
One in 5 visitors (19%) said that TV was the most important source of information in influencing their decision to attend the event.

Just over one in ten visitors said that other websites (13%), advertising (12%) and advice from friends and relatives (12%) were the most important sources of information in influencing their decision to attend the event.

One in ten visitors said that radio (10%), other sources (10%) and www.hartlepooltallships2010.com (10%) were the most important sources of information in influencing their decision to attend the event.

The results suggest that no single of information could be used in order to market the event and therefore the strong mix of marketing channels used was necessary to inform as wide an audience as possible.

Figure 3.1.19 Which source of information would you say was the most important in influencing your decision to attend the Tall Ships Races event? (%)

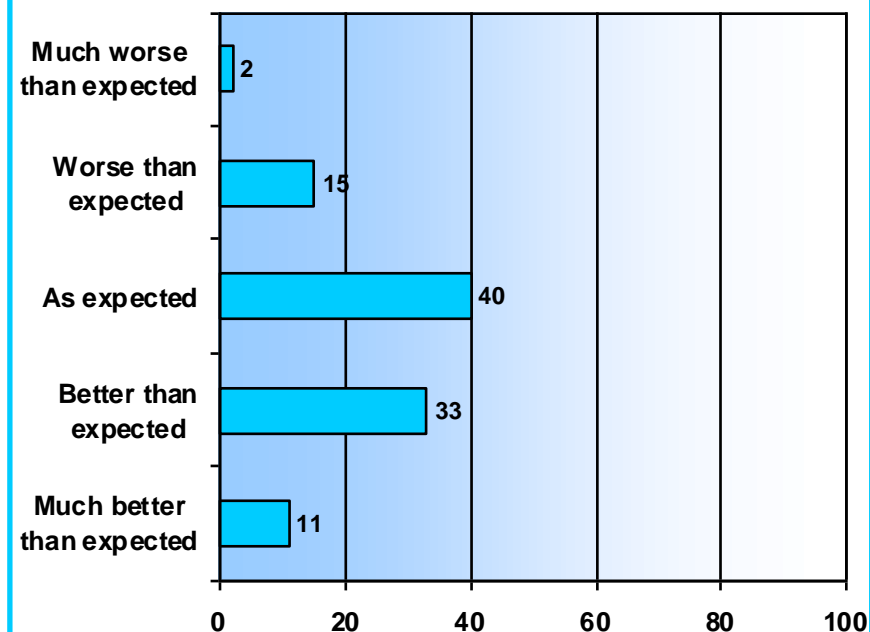


3.2 Crew Survey Findings

This section of the report details the main findings from the survey of crew taking part in The Tall Ships Races and stopping in Hartlepool. The results in this section are based on 87 completed questionnaires.

Perceptions

Figure 3.2.1 How does the event measure up to your expectations (%)



Crew members were asked how the event in Hartlepool measured up to their expectations. Figure 3.2.1 details their responses.

Just under half of crew members said that the event was better or much better than expected (44%); one third of crew members said that the event was better than expected (33%) and one in ten crew members said that the event was much better than expected (11%).

Only a minority of crew members said that the event was worse than expected (15%) or much worse than expected (2%).

Crew members were asked why they thought that the event was better or worse than expected. Their responses are given below.

Better than expected:

A good turnout and Tall Ships area / stage was good

***Didn't expect so much of a warm and helpful welcome.
Local people welcoming us at midnight was exceptional.
We have had nothing but kindness and effective help
during the whole visit***

***I did not know what sailing methods and tactics were
used. I enjoyed and learned more than what I expected***

***I have been to 3 tall ships in previous years in different
countries and was hoping Hartlepool would live up to
them. They have exceeded my expectations, especially
with organising people and boats***

Better than expected:

***I thought The Tall Ships Races was the main event
and not the fancy fair***

It is such an awesome atmosphere, I'm overwhelmed

It was fun not just a commercial jamboree

Lot of people

Lots more attractions like the Tall Ships Village

***Lots more things to do Lots of stalls with interesting
things***

***More events than expected, good entertainment
More fun***

Much bigger than I thought and more going on

***Number of activities and amenities are better
than expected***

***Tall ships race experience as a whole has been
excellent***

Fireworks were great

The crew were all really nice

***There are far more events, activities going on
than expected and it is far bigger too***

Worse than expected:

***Bad organisation, no access for crews to leave ship,
parade route not cleared***

***Because our boat is moored alongside an extremely
visible scrapheap which was surprising***

***Crew showers were cold, food stands very expensive,
crew party very disappointing***

***Too much carnival on site, bad organised crew
parade, bad information on site, where to go etc.***

Very bad crew parade and crew party

***The area is too big, the toilets are unclean, the
showers are freezing cold***

The toilets weren't satisfactory

Team parade was worse

***Poorer and rougher than expected, didn't feel safe at
night***

***Site not adequate to usual Tall Ship Race standard,
crew parade unorganised***

***So annoyed, complained at crew office, apparently I
have issues. Younger crew made upset, security staff
briefed on why we'll not come to Hartlepool again***

Organisation not very good

No atmosphere, too spaced out

***No hot showers or working showers, quite poor
security to crew access areas and poor
communication/knowledge of liaison officer***

Crew members were asked how good or poor they thought a number of elements of The Tall Ships Races event were. Figure 3.2.2 overleaf details their responses.

Three quarters of crew members thought that that the atmosphere of the event was good or very good (74%) and only a minority thought that the atmosphere was poor or very poor (8%).

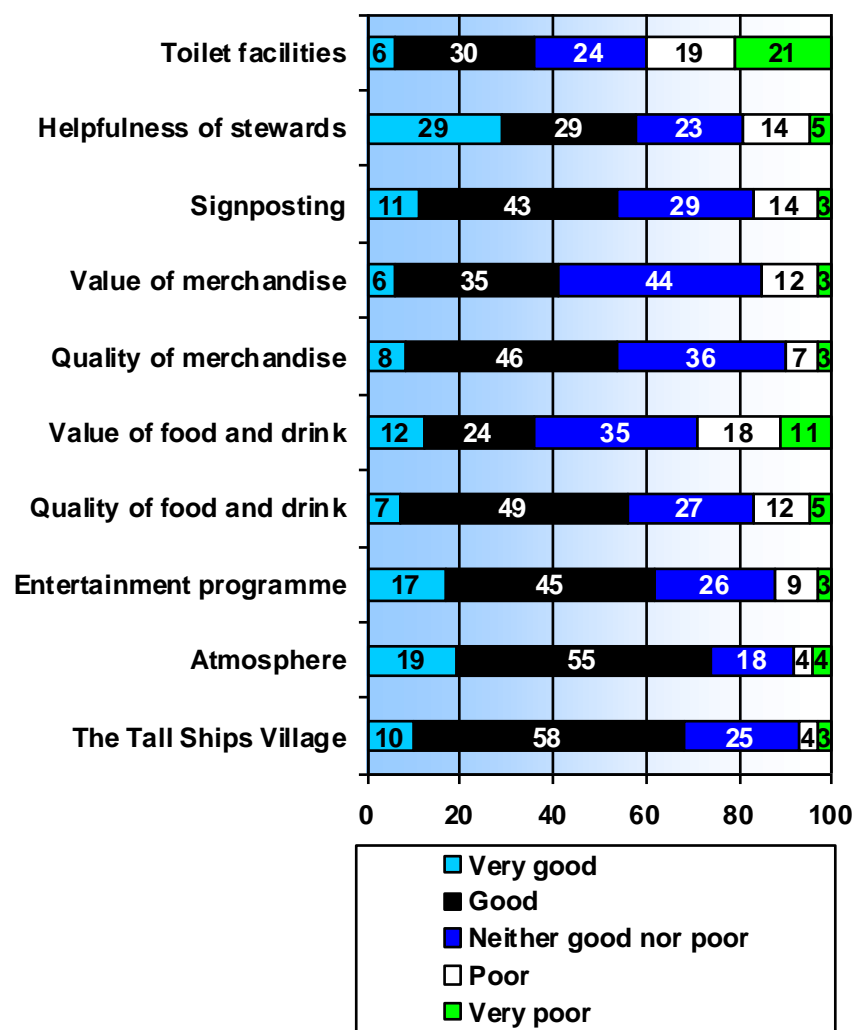
Two thirds of crew members thought that the Tall Ships Village (68%) and the entertainment programme (62%) were good or very good.

Over half of crew members thought that the helpfulness of stewards (58%), quality of food and drink (56%), quality of merchandise (54%) and signposting (54%) were good or very good.

Just under half of crew members thought that the value of merchandise was good or very good (41%) and only one third of crew members thought that the toilets (36%) and value for money of food and drink (36%) were good or very good.

Over one third of crew members thought that the toilets were poor or very poor (40%) and just under one third of crew members thought that the value for money of food and drink was poor or very poor (29%).

Figure 3.2.2 Please tell us how good/poor the following elements of the Tall Ships Races are?
(%)



N.B: Valid responses only, "don't know" have been removed.

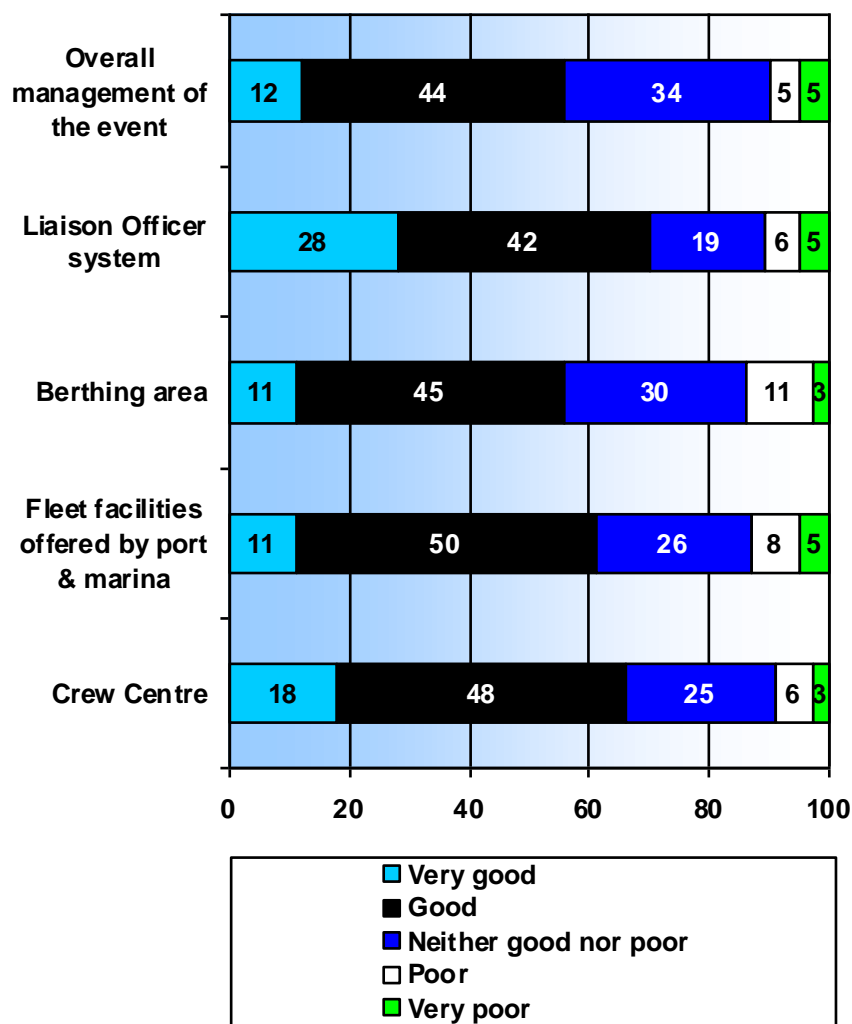
Crew members were asked how good or poor they thought a number of elements of The Tall Ships Races event were for crew in Hartlepool. Figure 3.2.3 details their responses.

Just under three quarters of crew members thought that the Liaison Officer system at the event was good or very good (70%) compared to one in ten crew members who thought it was poor or very poor (11%).

Two thirds of crew members thought that the Crew Centre (66%) and the fleet facilities (64%) were good or very good. Just under one in ten crew members thought that the Crew Centre was poor or very poor (9%) and just over one in ten crew members thought that the fleet facilities were poor or very poor (13%).

Just over half of crew members thought that the berthing area (56%) and the overall management of the event (56%) were good or very good. One in ten crew members thought that the overall management of the event was poor or very poor (10%) and just over one in ten crew members thought that the berthing area was poor or very poor (14%).

Figure 3.2.3 Please tell us how good/poor the following facilities are for the Tall Ships Races crews in Hartlepool? (%)



N.B: Valid responses only, “don’t know” have been removed.

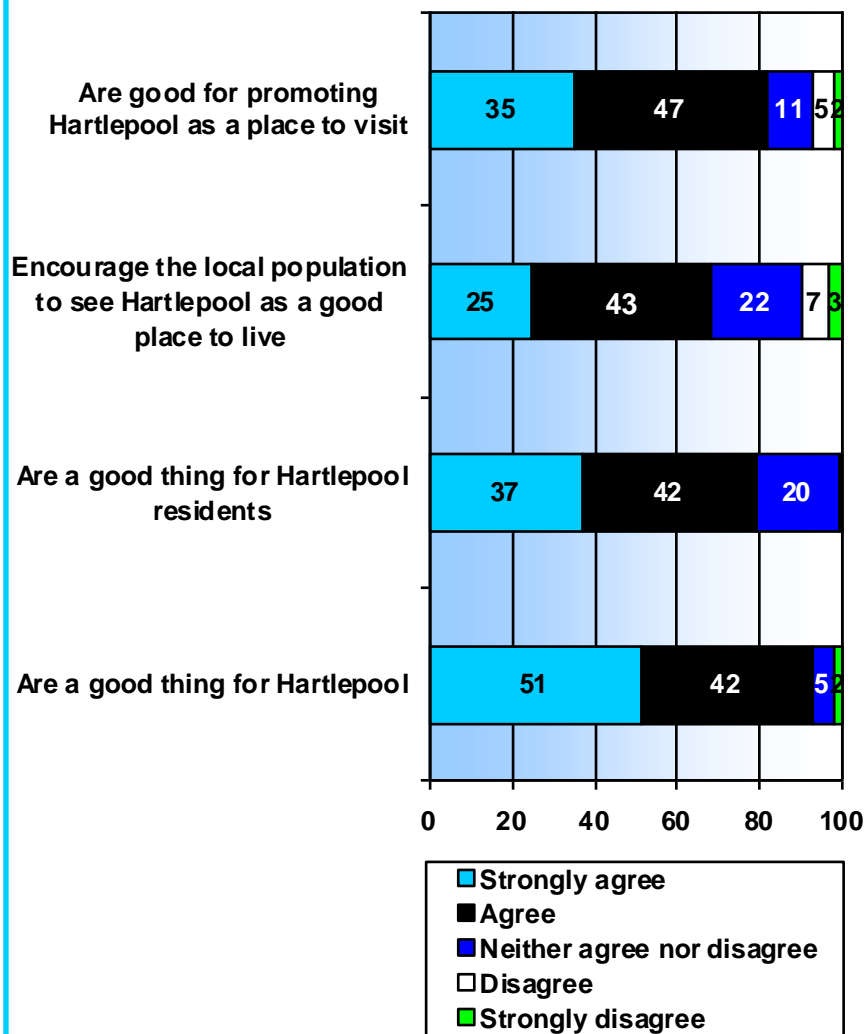
Crew members were asked whether they agreed or disagreed with a number of statements about the event in Hartlepool. Figure 3.2.4 overleaf details their responses.

The majority of crew members thought that The Tall Ships Races – Hartlepool 2010 were a good thing for Hartlepool (93%) and were good for promoting Hartlepool as a place to visit (82%) and only a minority disagreed or strongly disagreed (<7%).

Just over three quarters of crew members thought that the event was a good thing for Hartlepool residents (79%) and only a minority (1%) disagreed or strongly disagreed.

Just over two thirds of crew members thought that the event encouraged the local population to see Hartlepool as a good place to live (68%) and only a minority (10%) disagreed or strongly disagreed.

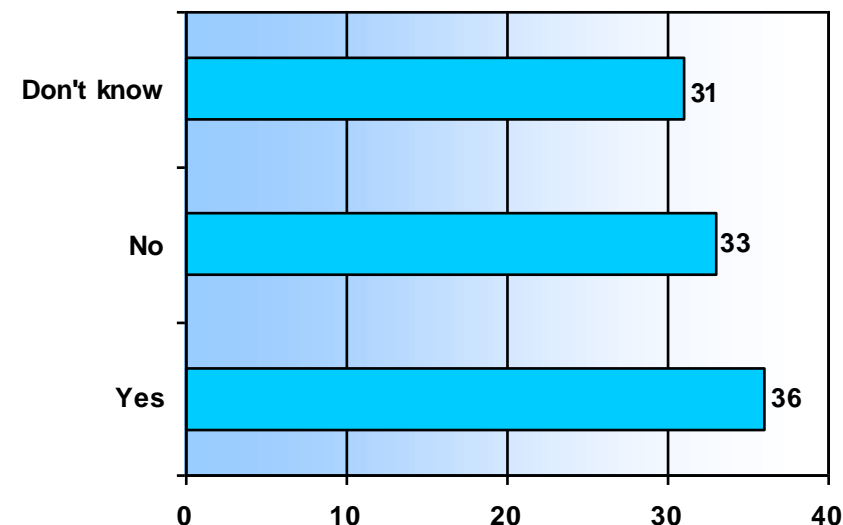
Figure 3.2.4 Do you agree or disagree with the following statements? Tall Ships Races in Hartlepool... (%)



N.B: Valid responses only, "don't know" have been removed.

Hartlepool Borough Council

Figure 3.2.5 Has the event changed how you feel about Hartlepool? (%)

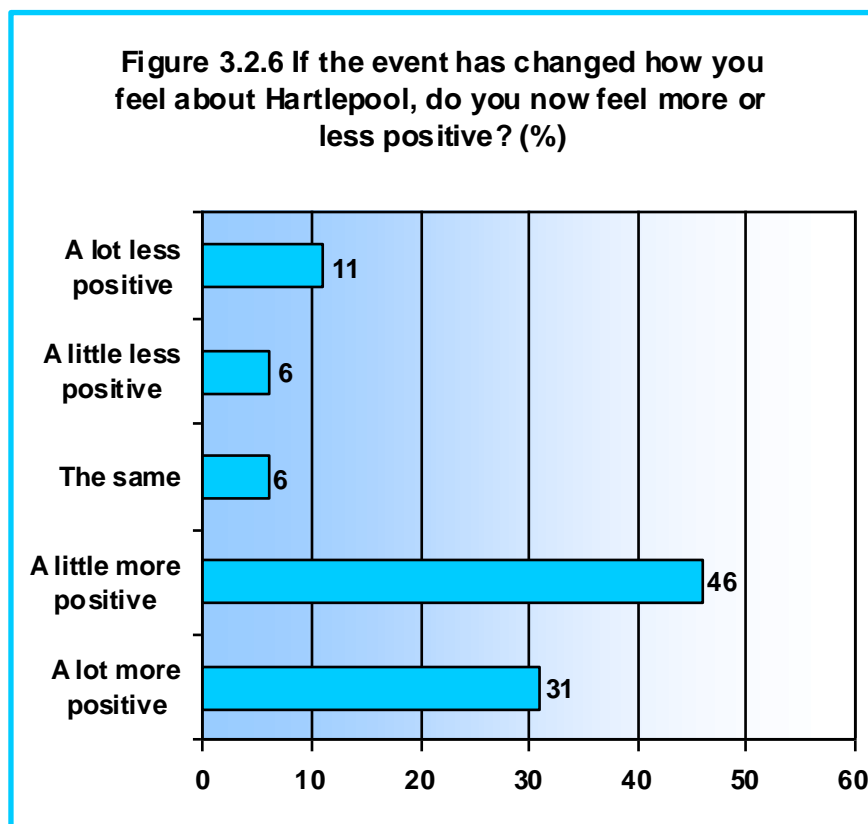


Crew members were asked if the event had changed how they feel about Hartlepool. Just over one third of visitors said that it had changed how they feel about Hartlepool (36%) and one third said that it had not (33%).

Crew members who said that the event had changed how they feel about Hartlepool were asked if they now feel more or less positive about the area.

Over three quarters of crew members who said that the event had changed how they feel about Hartlepool said that they now feel more positive about the area (77%). One third of crew members now feel a lot more positive about the area

(31%) and just under half now feel a little more positive about the area (46%).



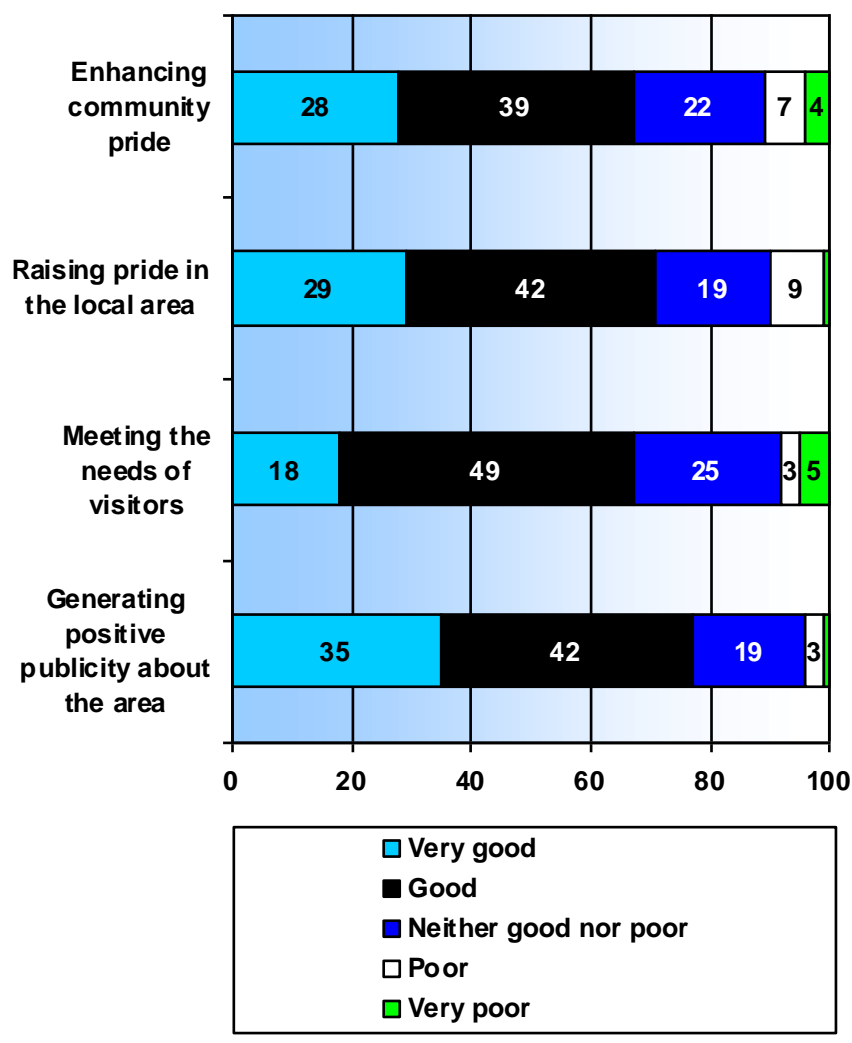
Crew members were asked to rate a number of different elements in relation to the event in Hartlepool. Figure 3.2.7 overleaf details their responses.

Just over three quarters of crew members thought that the event was good or very good for generating positive publicity about the area (77%) and just under three quarters of crew members thought that the event was good at enhancing community pride (67%).

Two thirds of crew members thought that The Tall Ships Races event was good at meeting the needs of visitors (67%).

Only a minority of crew members thought that the event was poor or very poor at enhancing community pride (11%), raising pride in the local area (10%), meeting the needs of visitors (8%) or generating positive publicity about the area (4%).

Figure 3.2.7 How would you rate the Tall Ships Races for the following? (%)



N.B: Valid responses only, “don’t know” have been removed.

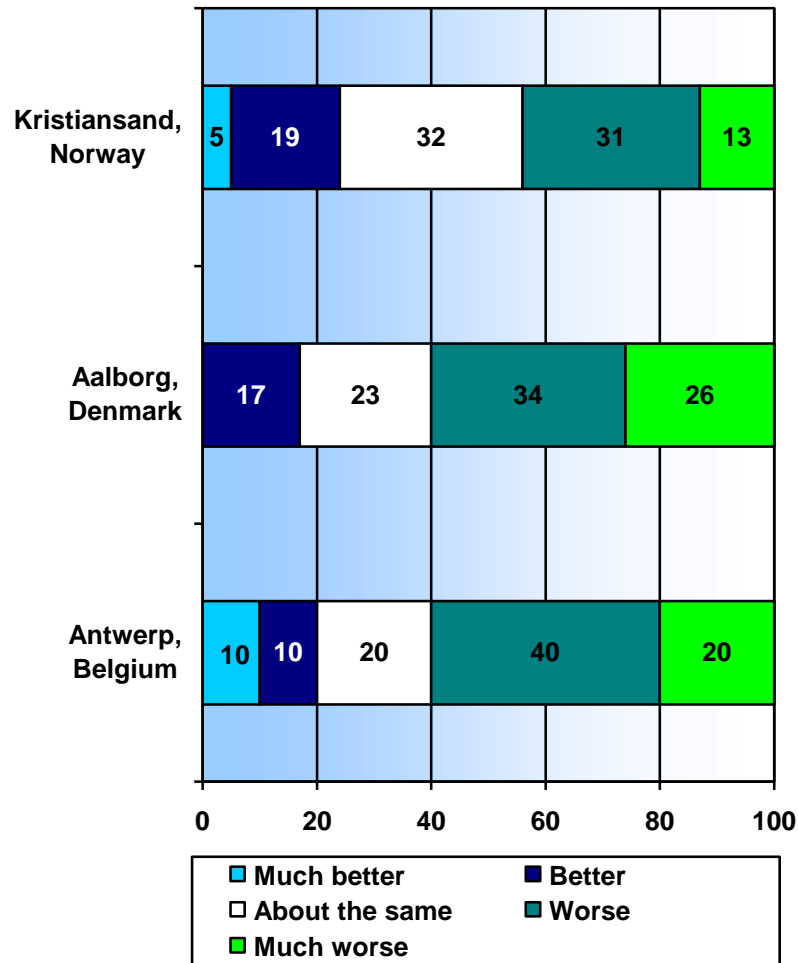
Crew members were asked how Hartlepool compared to other host ports of the Tall Ships Races 2010 that they had visited. Figure 3.2.8 details their responses. Nearly all of the respondents had visited Kristiansand (94%), one quarter had visited Aalborg (25%) and just under one in ten had visited Antwerp (9%).

One quarter of crew members that had visited Kristiansand thought that Hartlepool was better or much better (24%) and just under half of crew members thought that Hartlepool was worse or much worse than Kristiansand (44%).

Just under one quarter of crew members that had visited Antwerp thought that Hartlepool was better or much better (20%) and just under two thirds of crew members thought that Hartlepool was worse or much worse than Antwerp (60%).

Only 17% of crew members that had visited Aalborg thought that Hartlepool was better or much better and just under two thirds of crew members thought that Hartlepool was worse or much worse than Aalborg (60%).

Figure 3.2.8 How does Hartlepool compare to other host ports of the Tall Ships Races 2010? (%)



N.B: Valid responses only, “don’t know” have been removed.

3.3 Business Survey Findings

This section of the report details the main findings from the survey of Hartlepool businesses.

Perceptions

Businesses were asked whether they agreed or disagreed with a number of statements in relation to The Tall Ships Races event. Figure 3.3.1 details their responses.

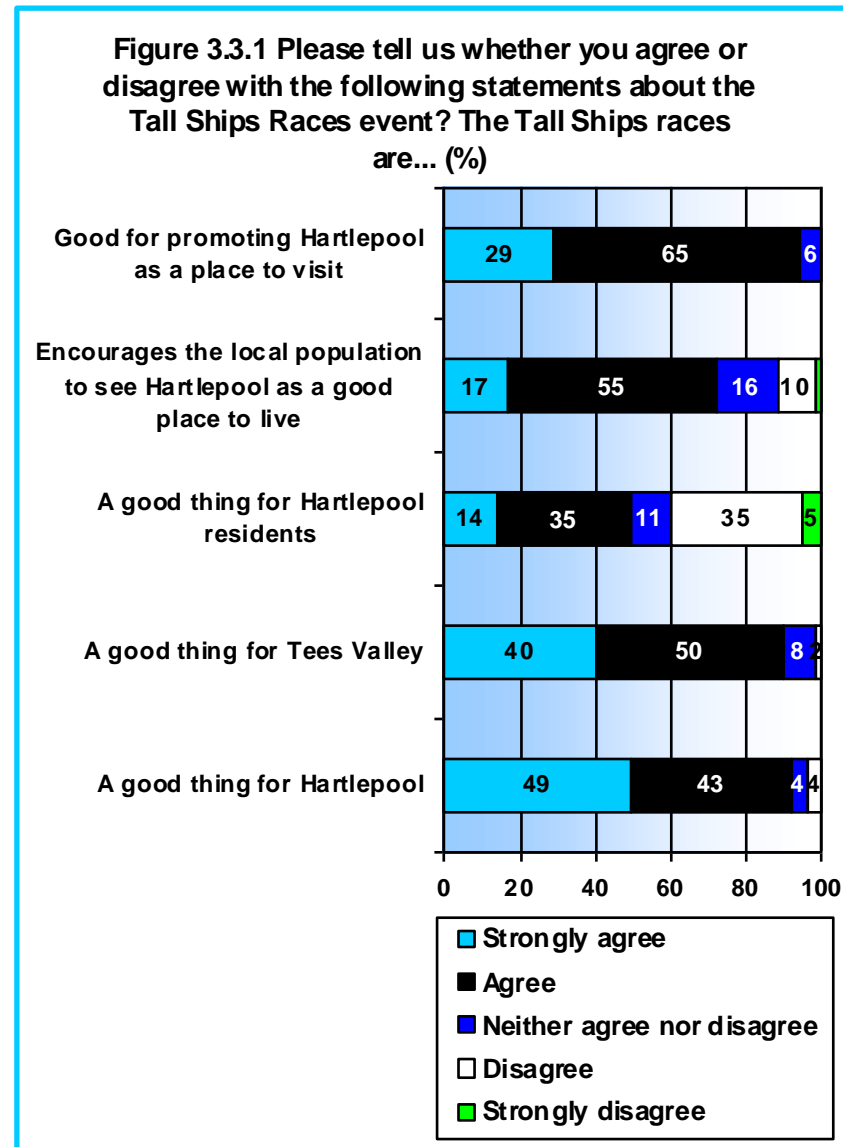
The majority of businesses (92%) agreed or strongly agreed that the event was a good thing for Hartlepool. Half of businesses (49%) strongly agreed that the event was a good thing for Hartlepool.

The majority of businesses agreed or strongly agreed that the event was a good thing for the Tees Valley (90%). Over one third of businesses strongly agreed that the event was a good thing for the Tees Valley (40%). Only a minority of businesses disagreed that the event was a good thing for Hartlepool (4%) or a good thing for Tees Valley (2%).

The majority of businesses agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit (94%) and no businesses disagreed or strongly disagreed that the event was good for promoting Hartlepool as a place to visit.

Three quarters of businesses agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (72%) and one in ten businesses disagreed or strongly disagreed (11%).

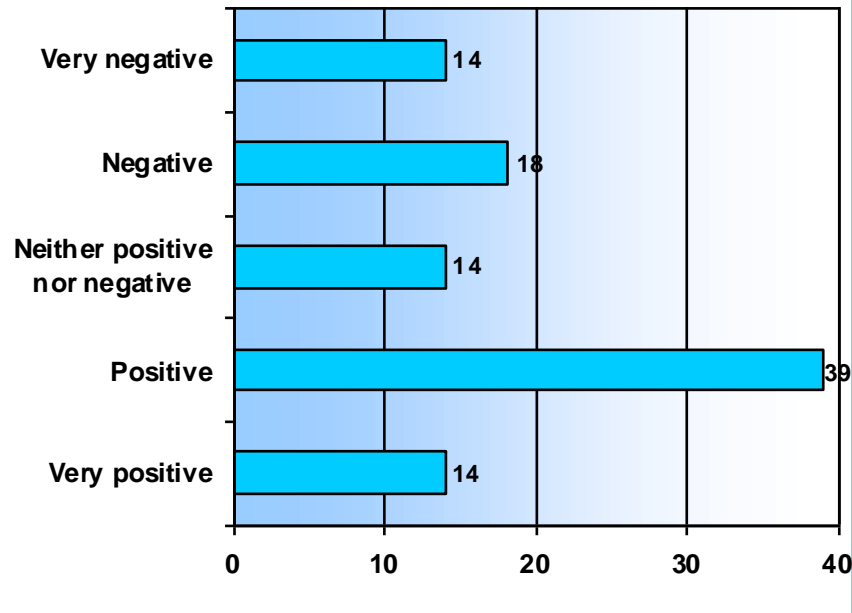
Half of businesses agreed or strongly agreed that the event was a good thing for Hartlepool residents (49%). However, more than one third of businesses disagreed or strongly disagreed that the event was a good thing for Hartlepool residents (40%).



N.B: Valid responses only, "don't know" have been removed.

Impact

Figure 3.3.2 Did the Tall Ships Races have a positive or negative impact on your business? (%)



Just over half of businesses said that the event had a positive or very positive impact on their businesses (53%). One third of businesses said the event had a negative or very negative impact on their business (32%).

The reasons businesses gave for the impact of the event on their businesses are detailed below and overleaf.

Very positive/positive:

People at the races so came here. We were slap bang in the middle

Cleared out, really busy

Takings increased four-fold. Increased customers, busy over whole period

Loads of customers - increased sales

Increase in customers - high footfall. Average spend was lower but larger number of sales

We would have normally been booked up anyway, but the room rate increased. Hartlepool Borough Council booked all the rooms for their guests

A little bit busier - similar to other events in the area such as Redcar races. We had a few more guests than usual but not a huge amount

Busier than usual over the weekend

In previous years there has not been any change in the impact to the business but this year there was a more positive impact

More people in the bars and restaurants, and obviously the rooms were full

It has had a positive impact but we are only a small guest house with 12 bedrooms so when we are full we are full and we can't do much better than that

Very negative/negative:

All traffic diverted from here. Council didn't do anything down here

People going to Tall Ships so no people here

A big sham, plans didn't go accordingly. Had to close shop due to road closures and over ordering

At bottom of our targets

53% down over event. 35% on the Sunday

Road closures, fewer people

Had to close early due to lack of road passes for clients

Didn't get normal customers in. Roads closed at 1pm. Total disaster

Road closures and parking charges blocked retail

Road system isolated the shop - no through traffic. Car park used by mobile homes - should have been on Coronation Way as was planned. Change was made without consultation

Quieter. People were not around. Tuesday was busier but was not enough to make up for the weekend

Was really quiet - only business from campsite

On Saturday and Sunday we did not even cover our running costs. Dramatically reduced footfall

Businesses were asked what business activity they achieved during the course of the event in comparison to a "normal" week. Figure 3.3.3 details their responses.

Half of businesses (50%) said that they had an increase in customers during the course of the week in comparison to a normal week and just over one quarter (28%) said that they had a decrease in customers.

Just under over one third of businesses (30%) said that they had a 26% or more increase in customers during the course of the week in comparison to a normal week.

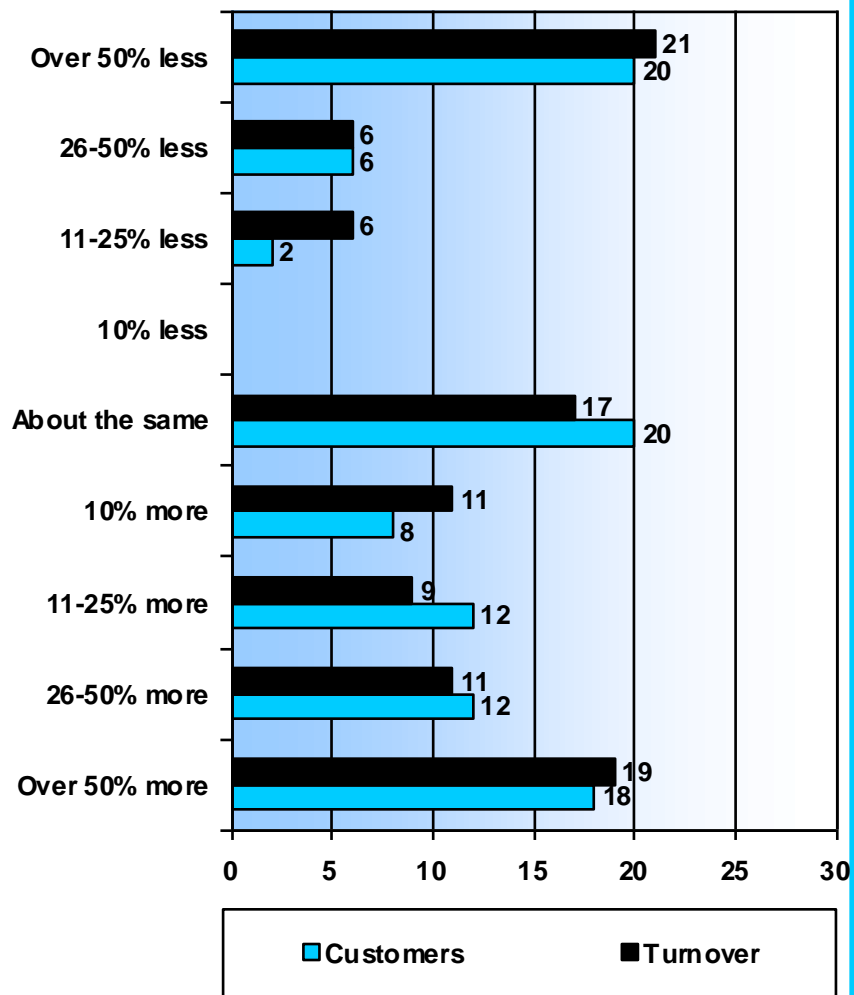
Just under one quarter of businesses (20%) said that they had a decrease in customers during the course of the week of 50% or less.

Half of businesses (50%) said that they had an increase in turnover during the course of the week in comparison to a normal week and one third of businesses (33%) said that they had a decrease in turnover.

Just under one third of businesses (30%) said that they had a 26% or more increase in turnover during the course of the week in comparison to a normal week.

Just under one quarter of businesses (21%) said that they had a decrease in turnover during the course of the week of 50% or less.

Figure 3.3.3 In comparison to a "normal" week, what business activity did you achieve during the events in relation to customers and turnover? (%)



Three quarters of businesses (72%) did not employ additional staff for the duration of the event and one quarter of businesses did (28%).

Figure 3.3.4 Did you employ additional staff during the events? (%)

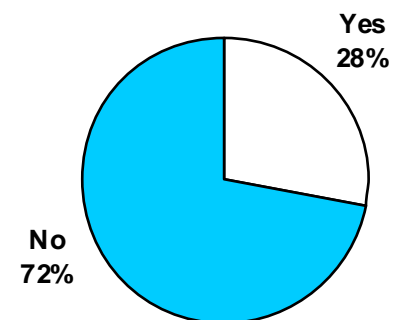
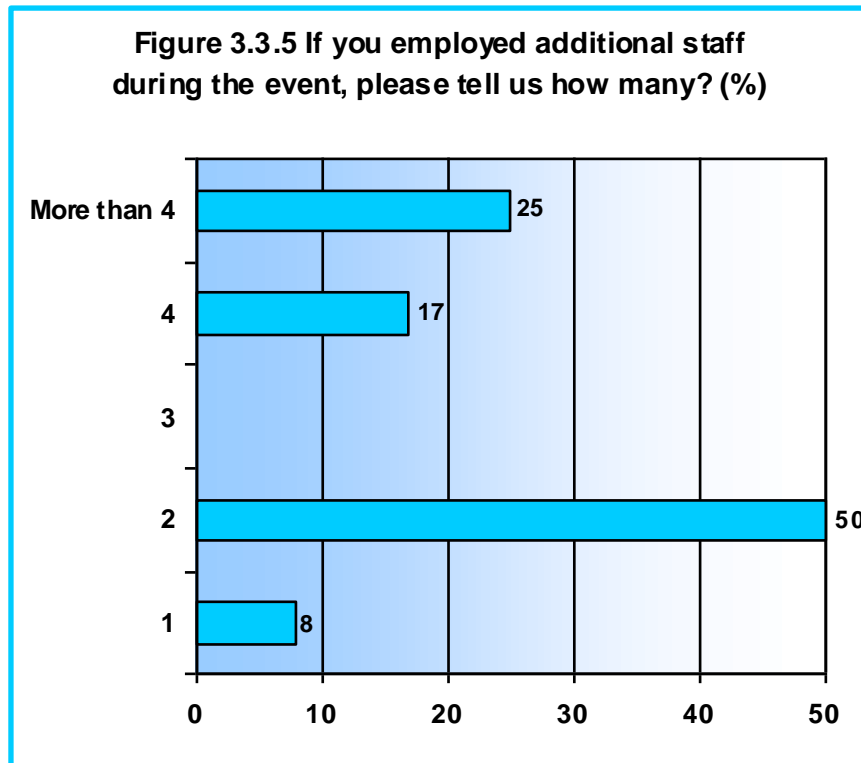


Figure 3.3.5 details the number of additional staff that businesses employed during The Tall Ships Races – Hartlepool 2010.



Just under one third of businesses extended their usual opening hours for the duration of the event (30%) and just over two thirds did not (70%).

The majority of those businesses that changed their usual opening hours for the event said that they extended their hours (87%) and only 13% that they reduced their hours.

Figure 3.3.6 Did you change your usual opening hours for the events? (%)

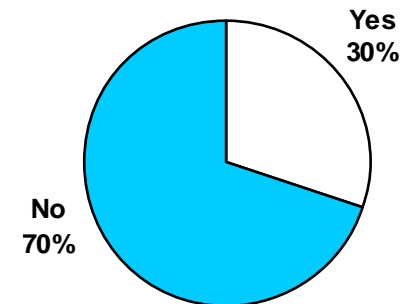
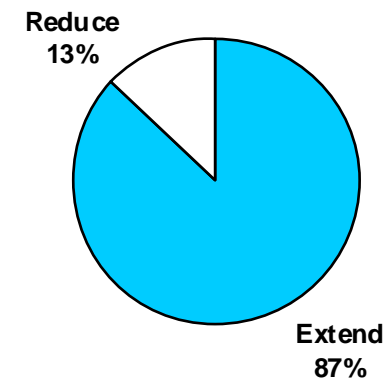
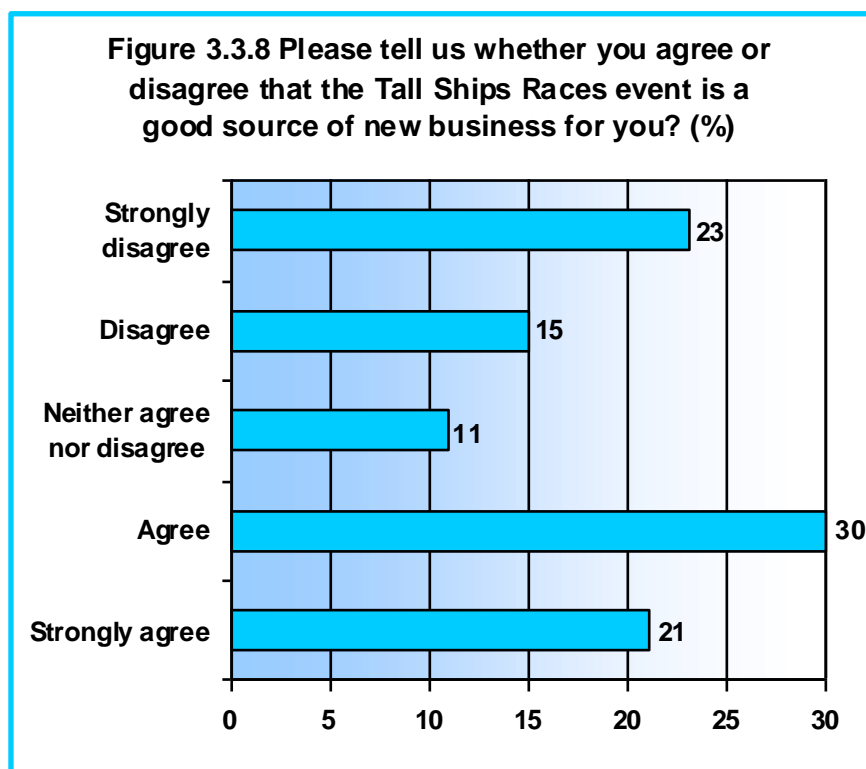


Figure 3.3.7 If you did change your usual opening hours for the events, did you extend or reduce your hours? (%)



Half of businesses (51%) agreed or strongly agreed that the event was a good source of new business for them. Just under quarter of businesses strongly agreed that the event was a good source of business for them (21%).

Just over one third of businesses (38%) disagreed or strongly disagreed that the event was a good source of new business for them. Just under one quarter of businesses strongly disagreed that the event was a good source of business for them (23%).



N.B: Valid responses only, "don't know" have been removed.

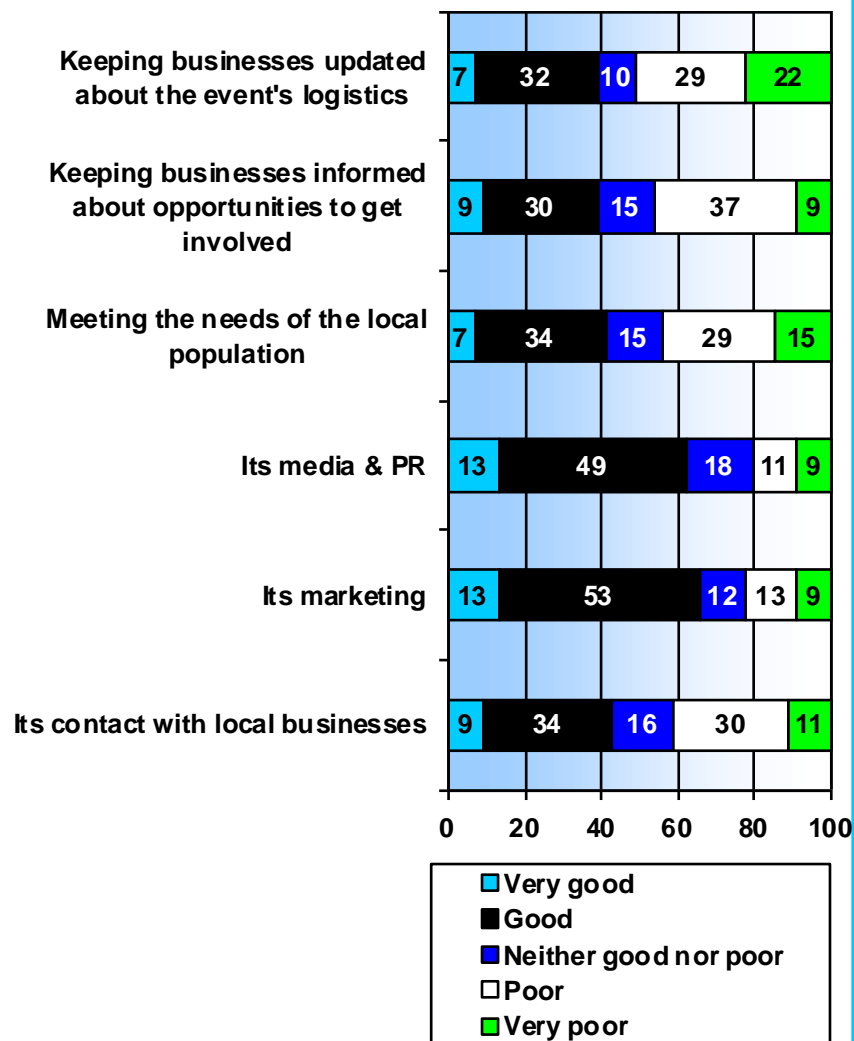
Businesses were asked to rate a number of elements in relation to the event. Figure 3.3.9 details their responses. Two thirds of businesses thought that the event's marketing was good or very good (66%) and less than one quarter (22%) thought that the event's marketing was poor.

Just under two thirds of businesses thought that the event's media and PR was good or very good (62%) and less than one quarter (20%) thought that the events media and PR was poor or very poor.

Just under half of businesses thought that the events contact with local businesses (43%) and their ability to meet the needs of the population (41%) was good or very good. However, just under half of businesses thought that the events contact with local businesses (41%) and their ability to meet the needs of the population (44%) was poor or very poor.

Just over one third of businesses thought that the event organisers' were good at keeping businesses informed about opportunities to get involved (39%) and keeping them updated about the event's logistics (39%). However approximately half of businesses thought that that the event organisers' ability to keep businesses informed about opportunities to get involved (46%) and keeping them updated about the event's logistics (51%) was poor or very poor.

Figure 3.3.9 How would you rate the Tall Ships Races event for the following... (%)



N.B: Valid responses only, "don't know" have been removed.

Businesses were asked for their suggestions as to how the impact of large events on local businesses could be improved in the future. The following details a cross section of their responses.

Suggestions for how the impact of large events on local businesses could be improved in the future:

Would like to have been more involved, would have liked some information (as a local business) to be more prepared and more involved

Only have one criticism, a lot of the processions seem to be out of town and they could maybe look at involving more of the local businesses in the centre

Prices to be involved were far too high for smaller businesses

Better publicity and should be spread wider

Everything was kept at the Marina, everywhere else nearby suffered. Access roads closed, and everyone was at the site itself

The events were concentrated over certain areas and could have been spread out a bit more

Should be kept better informed about access - deliveries were difficult. Access for customers was OK. Should be more advertising about events and impact on the town

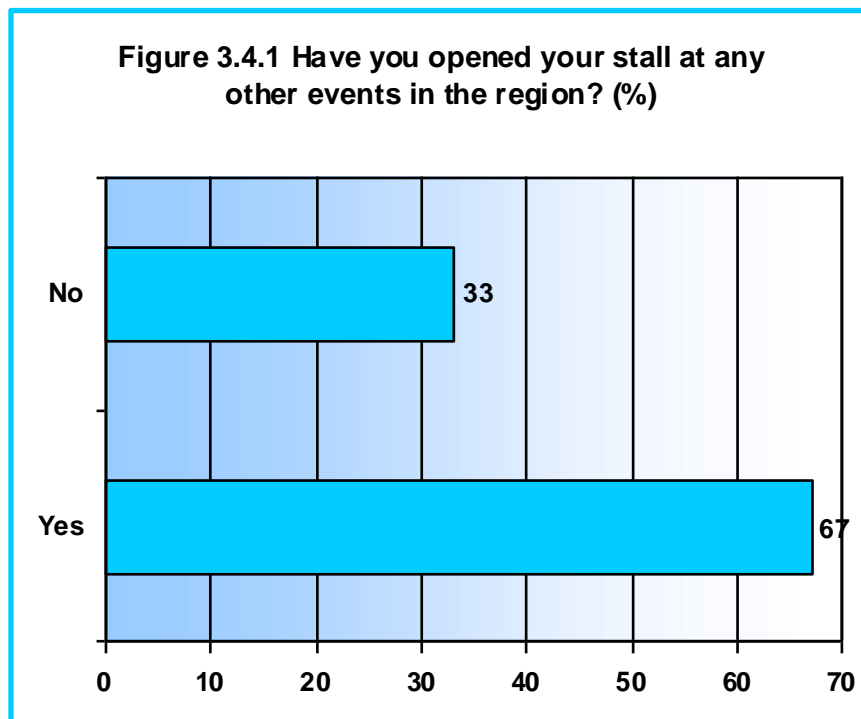
Access was the real issue - people were totally unsure of where they could go

Lack of communication - the organisers needed to come and visit. No information on what was going on

3.4 Trader & Exhibitor Survey Findings

This section of the report details the main findings from the survey of traders and exhibitors that attended The Tall Ships Races – Hartlepool 2010. The results of this section are based on 21 completed questionnaires from traders and exhibitors.

The Tall Ships Races – Hartlepool 2010



Two thirds of traders and exhibitors have traded at other events in the region (67%) and one third has not (33%).

Traders and exhibitors, who have traded at other events in the region, were asked which events and where they took place. The figure below details their responses.

If so, which events and where:

Carnivals and fairs

Darlington

Middleton Grange, Shopping Centre Hartlepool

Newcastle Race Course

Private Funfair, Maritime Test

Newcastle-upon-Tyne

Saltburn Surfing Championship, Redcar Kiteival, Middlesbrough Music Live, Mela, SIRF

Take to the Tees, Stockton

Farmers Market and many others

All County Shows and Farmers Markets plus shopping centres

Carnivals and fairs

Durham, Northumberland

Newcastle, Hull

Newcastle, Sunderland, Northumberland, London, Edinburgh, Newark etc.

Sunderland Air Show, Great Yorkshire Show

Traders and exhibitors were asked how they found out about the opportunity to become involved in The Tall Ships Races event. Figure 3.4.2 details their responses.

Just under one quarter of traders and exhibitors said that they found out about the opportunity to become involved in the event from friends and colleagues (21%) and the Tall Ships website (19%).

More than one in ten traders and exhibitors said that they found out about the opportunity to become involved in the event from the Federation of Small Businesses (16%) and the Market Square Group (11%).

Traders and exhibitors also said that they found out about the opportunity to become involved in the event from the local press (5%), "Meet the Buyer" event (5%), Historic Quay organisers (5%), market operators (5%), through being a sponsor (5%) and the Living North Christmas Fair (5%).

Figure 3.4.2 How did you find out about the opportunity to become involved in the Tall Ships Races event? (%)

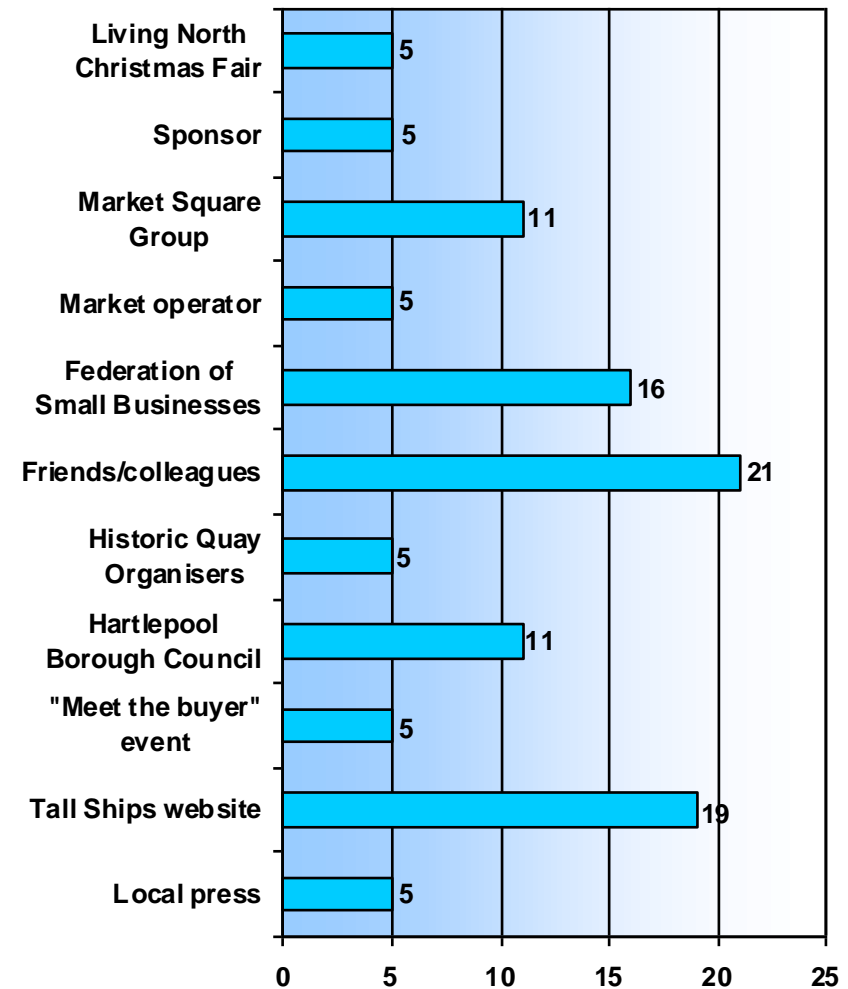
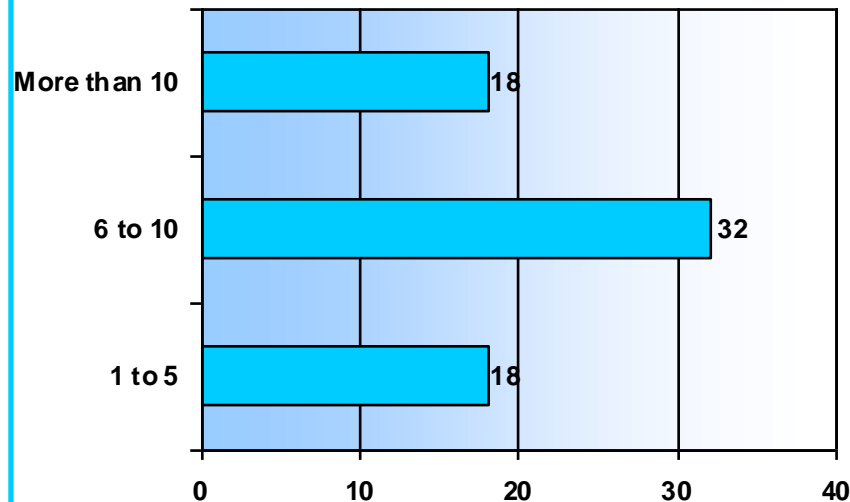


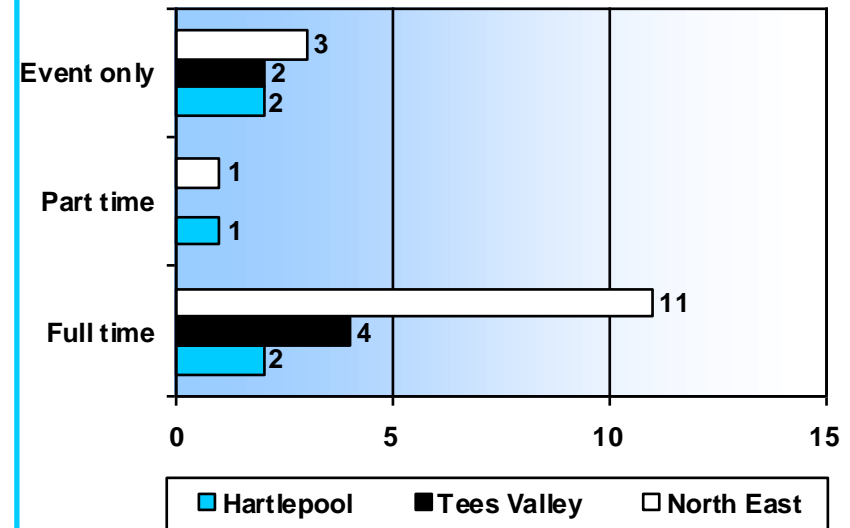
Figure 3.4.3 How many staff did you employ for the Tall Ships Races event (including yourself)? (%)



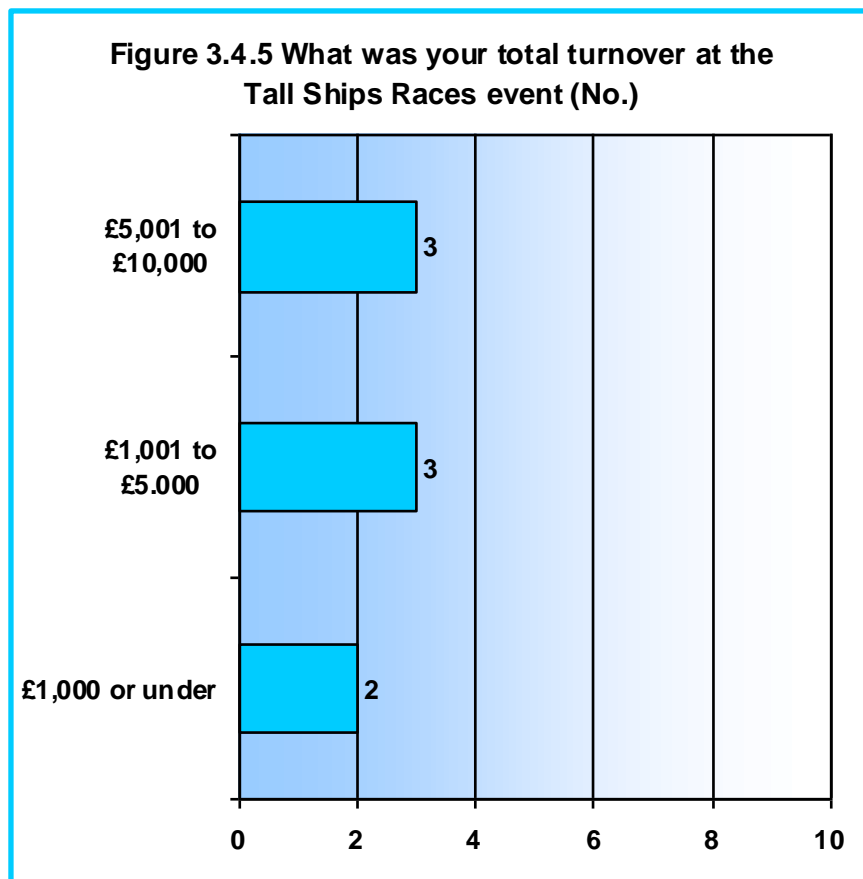
Traders and exhibitors were asked how many staff they employed for the event, including them. One third of traders and exhibitors employed 6 to 10 staff (32%), 18% employed 1 to 5 staff and 18% employed more than 10 staff.

Figure 3.4.4 below details where the staff employed by the traders and exhibitors live and whether they are full time, part time or worked just for the event.

Figure 3.4.4 can you tell us where these staff live and whether they full or part time or worked just for the event? (No.)



Traders and exhibitors were asked what their total turnover at the event was. Figure 3.4.5 below details the total turnover of the traders and exhibitors that took part in the survey and provided a response.



Traders and exhibitors were asked to identify what proportion of purchases, by value, was from suppliers based within Hartlepool, Tees Valley & the North East. Figure 3.4.6 details their responses.

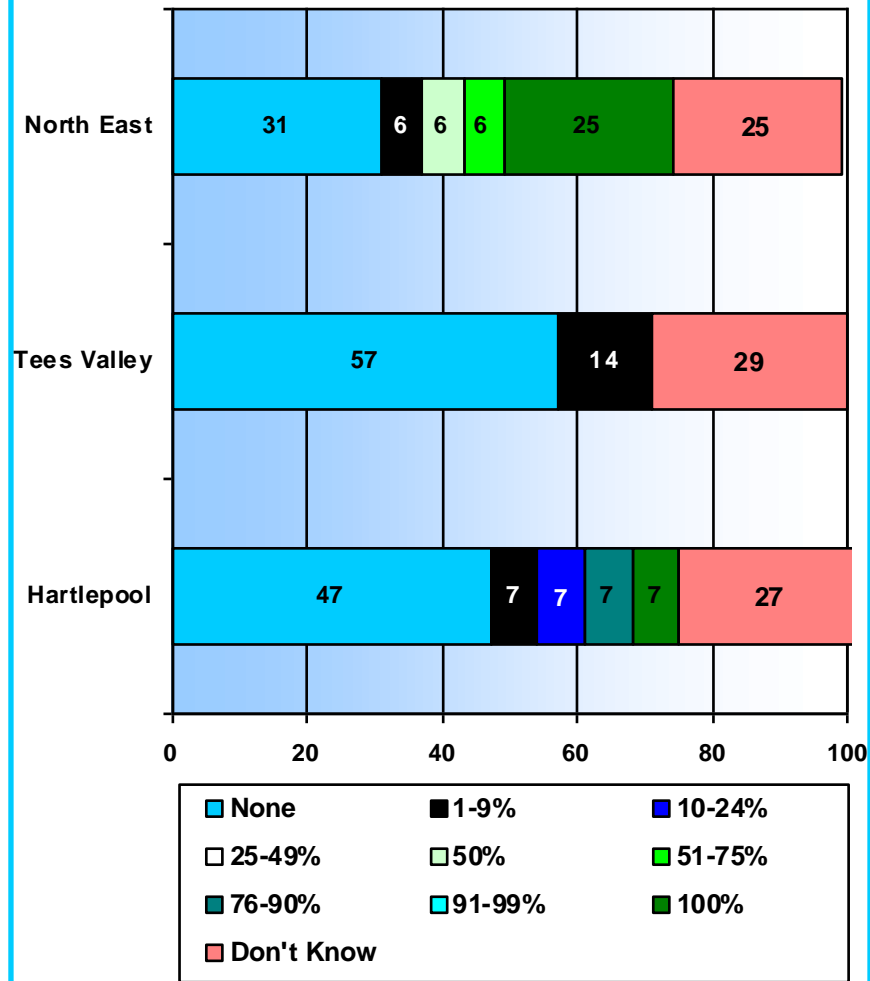
Just under half of traders and exhibitors (47%) said that none of their purchases were from suppliers in Hartlepool, under one fifth of traders and exhibitors (14%) said that 1% to 24% of their purchases were from suppliers in Hartlepool and under one fifth of traders and exhibitors (14%) that 76% to 100% of their purchases were from suppliers in Hartlepool.

Over half of traders and exhibitors (57%) said that none of their purchases were from suppliers in the Tees Valley and just under one third of traders and exhibitors (31%) said that none of their purchases were from suppliers in the North East.

Just under one fifth of traders and exhibitors (14%) said that 1% to 9% of their purchases were from suppliers in the Tees Valley.

One quarter of traders and exhibitors (25%) said that 100% of their purchases were from suppliers in the North East, a further 12% that 50% to 75% were from suppliers within the North East and a further 6% that 1% to 9% were from suppliers within the North East.

Figure 3.4.6 What proportion by value of purchases were from suppliers based within Hartlepool, Tees Valley and the rest of the North East? (%)



Traders and exhibitors were asked in comparison to other events, what business activity they achieved during the event in relation to customers and turnover. Figure 3.4.7 details their responses.

One quarter of traders and exhibitors (25%) said that they had an increase in customers during the course of the event in comparison to other events and half of traders and exhibitors (50%) said that they had a decrease in customers.

One quarter of traders and exhibitors (25%) said that they had a 26% or more increase in customers during the course of the event in comparison to other events.

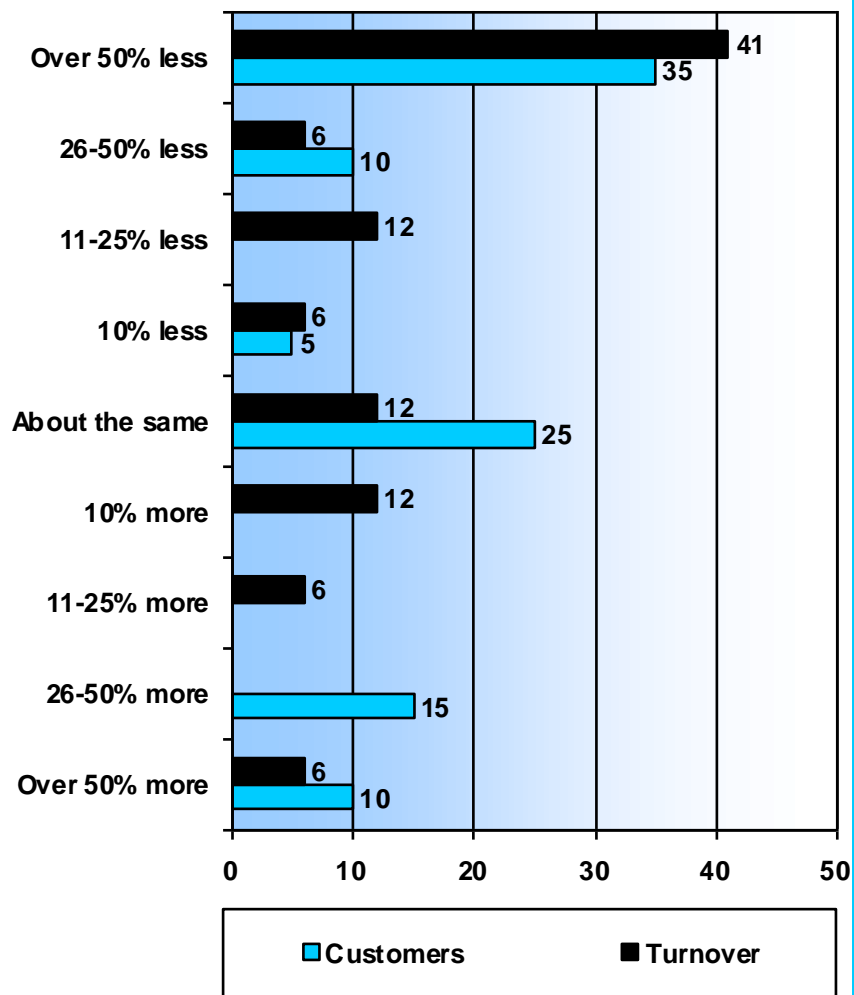
Just over one in ten traders and exhibitors (15%) said that they had a decrease in customers in comparison to other events of 10% to 50% or less. Just over one third of traders and exhibitors (35%) said that they had a decrease in customers in comparison to other events of over 50%.

One quarter of traders and exhibitors (24%) said that they had an increase in turnover during the course of the event in comparison to other events and two thirds of traders and exhibitors (65%) said that they had a decrease in turnover during the course of the event.

Less than one quarter of traders and exhibitors (18%) said that they had a 10% to 25% or more increase in turnover and 6% that they had a 50% or more increase in turnover during the course of the event.

Over one third of traders and exhibitors (41%) said that they had a decrease in turnover during the course of the event of over 50%.

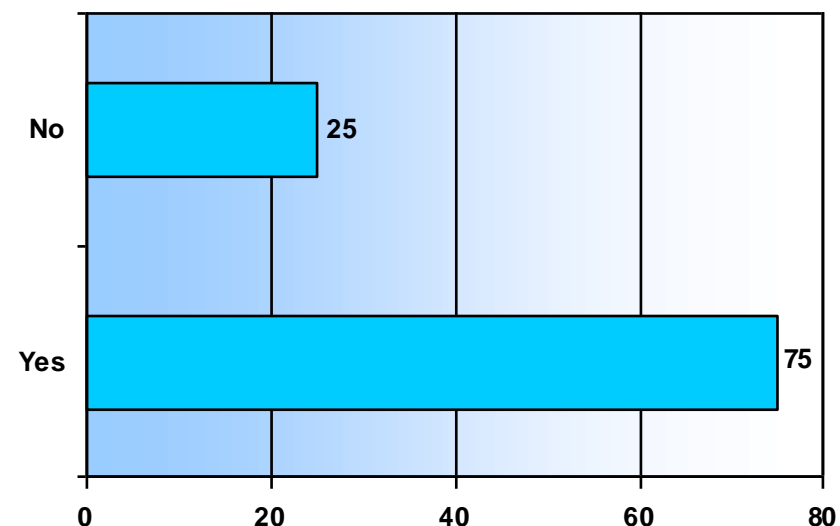
Figure 3.4.7 In comparison to other events, what business activity did you achieve during the event in relation to customers and turnover? (%)



Future Events

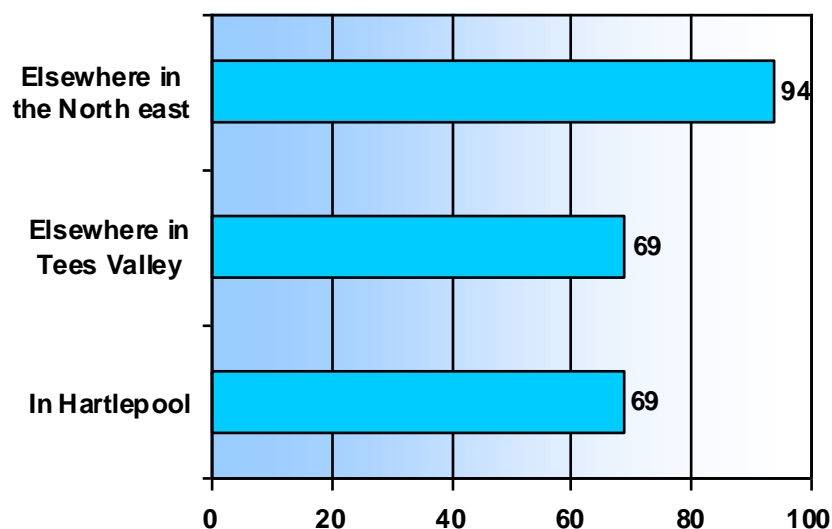
Three quarters of traders and exhibitors would like to be involved in similar types of events in the future (75%) and one quarter would not (25%).

Figure 3.4.8 Would you like to be involved in similar type events in this area in the future? (%)



The majority of the traders and exhibitors that would like to be involved in similar events in the future would like to be involved in events in the North East (94%). Two thirds of traders and exhibitors would like to be involved in events in Hartlepool (69%) and elsewhere in the Tees Valley (69%).

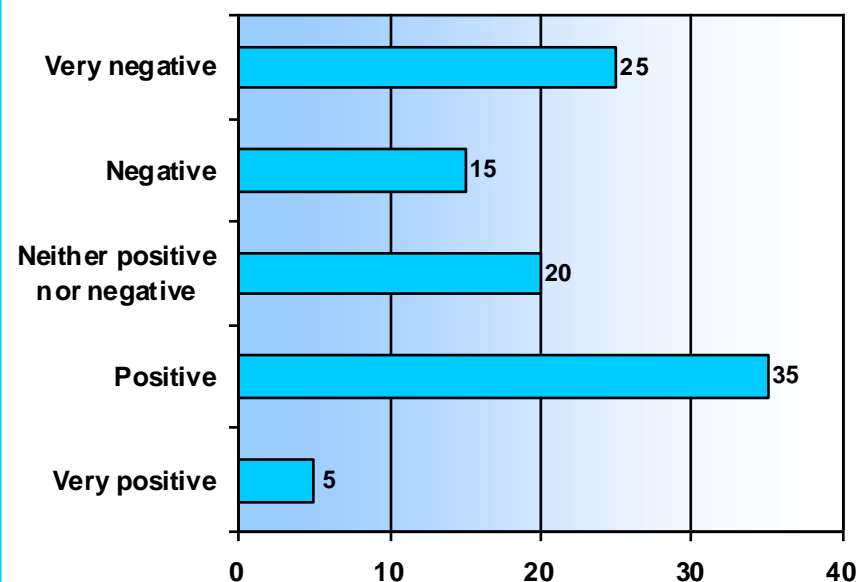
Figure 3.4.9 If you would you like to be involved in similar type events in this area in the future, whereabouts? (%)



Impact

Just under half of traders and exhibitors said that the event had a positive or very positive impact on their businesses (40%). Just under half of traders and exhibitors said the event had a negative or very negative impact on their business (40%).

Figure 3.4.10 Did the Tall Ships Races have a positive or negative impact on your business? (%)



The reasons traders and exhibitors gave for the impact of the event on their businesses is detailed below.

Impact on business:

We don't normally deal with the public but that is why we did this event, to let the public know who and where we were and what services we could offer

We were told to tender for 5 days and 10am to 10pm this was not the case, the site was right out of the way of the public, the dust and stones were a health and safety issue, this has devastated our business and we are struggling to recover, not only can I not pay the suppliers who helped us get there but the staff also have suffered

Two sites were on a building site

I was expecting to be much better for me but did not work well due to high rent and other expenses

Road closed by fun fair and people shepherded away, told seven ships would be there but plans changed

Waste of money

The event helped to raise the profile and perceptions of Tees Valley as a visitor destination. Generated high visitor numbers and spend

As a main sponsor, we gained useful presence in the village and on official programmes

Negative impact due to the location of the exhibition stand, the surrounding area, poor location of sponsors banners, removal of Tall Ships Fire, Earth, water location banners, exhibitors closing down on Monday - poor surface of exhibitor areas

The event was a waste of time and a big disappointment to the expected extra business

It is normally hard to find events in the summertime fitting our products. This one did fit

Traders and exhibitors were asked whether they agreed or disagreed with a number of statements in relation to the Tall Ships Races event. Figure 3.4.11 details their responses.

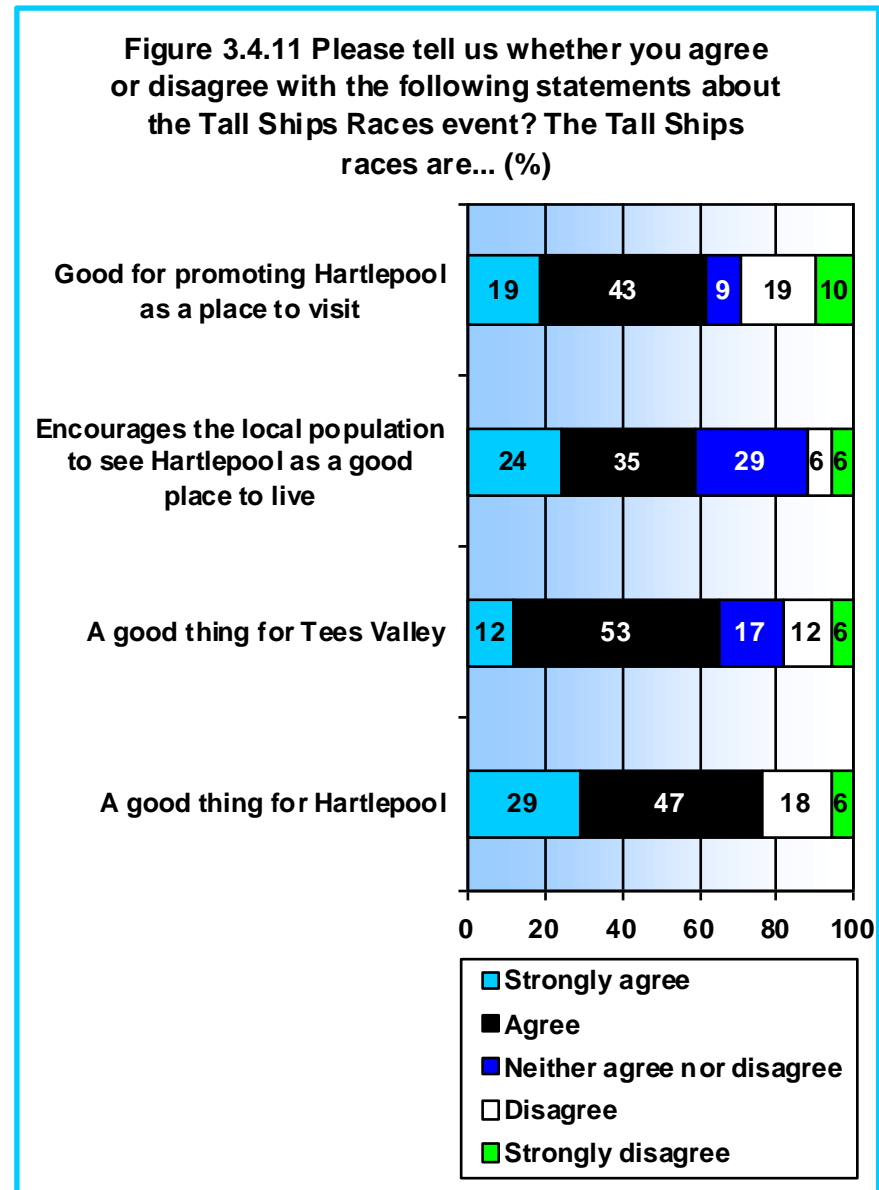
Three quarters of traders and exhibitors (76%) agreed or strongly agreed that the event was a good thing for Hartlepool. Just under one third of businesses (29%) strongly agreed that the event was a good thing for Hartlepool.

Two thirds of traders and exhibitors agreed or strongly agreed that the event was a good thing for the Tees Valley (65%). Over one in ten traders and exhibitors strongly agreed that the event was a good thing for the Tees Valley (12%).

Just under one quarter of traders and exhibitors disagreed that the event was a good thing for Hartlepool (24%) or a good thing for Tees Valley (18%).

Just under two thirds of traders and exhibitors agreed or strongly agreed that the event was good for promoting Hartlepool as a place to visit (62%) and just over one quarter of traders and exhibitors disagreed or strongly disagreed that the event was good for promoting Hartlepool as a place to visit (29%).

Over half of traders and exhibitors agreed or strongly agreed that the event encouraged the local population to see Hartlepool as a good place to live (59%) and one in ten traders and exhibitors disagreed or strongly disagreed (12%).



N.B: Valid responses only, "don't know" have been removed.

Traders and exhibitors were asked to rate a number of different elements of The Tall Ships Races event. Figure 3.4.12 details their responses.

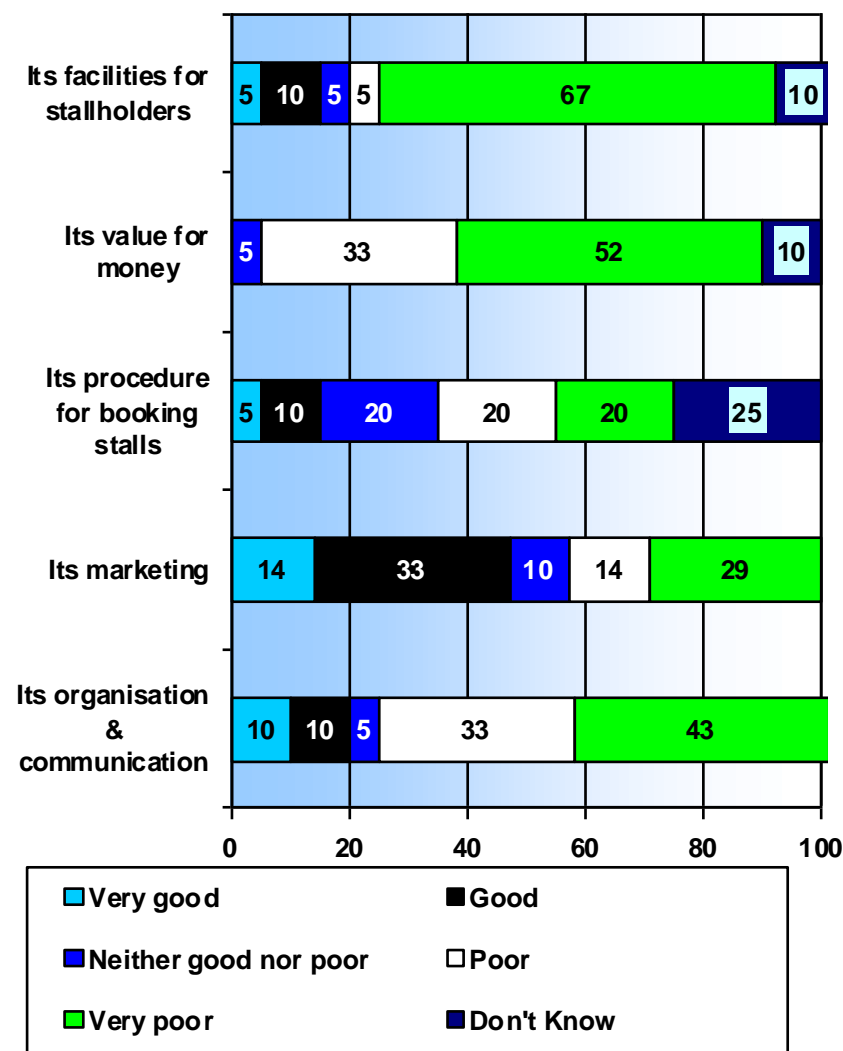
Just under half of traders and exhibitors thought that the event's marketing was good or very good (47%). However just under half of traders and exhibitors thought that the event's marketing was poor or very poor (43%).

The majority of traders and exhibitors said that the event's value for money was poor or very poor (85%).

Three quarters of traders said that the event's facilities for stall holders (72%) and its organisation and communication were poor or very poor (76%). Less than one quarter of traders and exhibitors said that the event's facilities for stall holders (15%) and its organisation and communication were good or very good (20%).

Just under half of traders and exhibitors said that the event's procedure for booking was poor or very poor (40%) and just under one fifth of traders and exhibitors said that the event's procedure for booking was good or very good (15%).

Figure 3.4.12 How would you rate the Tall Ships Races event for the following.... (%)



Traders and exhibitors were asked for their suggestions for how the impact of large events on local businesses could be improved in the future. The following details their responses.

Suggestions for how the impact of large events on local businesses could be improved in the future:

To allow business more say in how things are organised i.e. how events are laid out and facilities available

If you are charging huge site fees traders obviously expect it to be a hugely busy and profitable event to attend. You must make it possible for traders to be accessible to the public so they have opportunity to trade and not in a dusty uneven site which I don't believe many visitors realised was there

Research. An understanding is required of you if you are charging high rental fees for space. Provision of an acceptable, tidy site. Better site planning i.e. location of facilities, signage, rubbish collection, general layout for convenience of visitors

Better communication between site holders & site organisers with better understanding of trader needs, sympathetic site managers

Put them in a prime area where many people have to walk by in order to get to the main event

Organisation of any event that could improve/promote Hartlepool, should be run by Hartlepool

Huge events have strong positive impact on some businesses mostly the ones who sell hot food but it sometimes doesn't work particularly for my business

Better organisation skills of organisers. Proper event management companies

Better organisation

Organisation and communication between event organisers and stallholders should be a lot better

Our allocated position on the village was shockingly poor. We were in a relative wilderness with very low footfall. Given that we manned the unit using volunteers, it was embarrassing for us as a business

Timelines to be improved, streamline contacts for exhibitors, organisers to employ event management at beginning of planning, we had to chase for replies, answers often not available which made planning for company difficult, out sourcing of banners very poor, locations were never made available

The stalls should be laid out in a sensible way that people would naturally mill about not spread all over. The dust and stones was ridiculous. There were lots of hard tarmac areas that could have been better used in the layout. The dusty bit could have been parking

3.5 Stakeholder Interview Findings

The stakeholder interviews explored a number of key issues in relation to the hosting of The Tall Ships Races 2010. The authors of this report understand that Hartlepool may consider bidding to host The Tall Ships Races in the future. Any future bid needs to learn from the lessons of hosting The Tall Ships Races in 2010 and therefore the feedback from key stakeholders is valuable.

The key stakeholders interviewed had all been involved from a very early stage in the bid to host the 2010 event and the early planning stages of delivering The Tall Ships Races in Hartlepool.

Partnership Working and Organisation

From the interviews there is an agreement that developing and maintaining the partnerships needed to successfully deliver an event of this size was achieved. Whilst the bid, and subsequent planning, was driven by some key individuals there was a willingness from public and private sector organisations to get involved.

The bid was put together in a short timescale but there was the backing of the key organisations to ensure that it was a viable and ultimately successful bid. The stakeholders acknowledged that there is a relatively strong partnership network within the town and as a result pulling organisations together was potentially easier to achieve than it may be in other larger areas.

Having said that it is clear that it required the drive and enthusiasm of key individuals to galvanise a bid and maintain a momentum once The Tall Ships Races were awarded.

The subsequent planning and delivery of the event has, on the whole, strengthened relationships, not just within the borough but also with neighbouring authorities. The planning process for the event was over an extended period of time, with dedicated Workstream groups established to plan different aspects.

The Workstream approach is regarded as being a positive aspect of the event. At an individual and organisational level there was a real commitment shown to participating in the planning, to the extent that individuals spent considerable time away from day to day responsibilities within their own work places to ensure the success of the event. One of the strengths of the organisation was that it was put in place early on in the process and key organisations were involved from the start. Without this sort of planning it would have been more difficult to bring people in at a later stage.

Each Workstream had its own responsibility and was populated by parties from relevant organisations. From this perspective all aspects of the event had substantial planning involved and there was confidence approaching the event that it would be a success from an organisational perspective.

Within Hartlepool there is now a group of individuals with considerable experience of planning and delivering a major event. The Workstream approach, and scenario planning that took place was seen as the right approach for this type of event. However, there are changes that may benefit this approach in the future. There was a concern that the

management steering group was ineffective as individual Workstream group chairs took decisions separately. The structure of the Workstreams also potentially excluded external advice being sought and this occasionally led to some frustration. As has been stated the Workstream approach was deemed to have been very effective and some of them, such as Transport and Fleet Technical worked well. The concern raised was that organisations could become isolated within individual Workstreams and expertise could then become lost to other areas of the event planning. The management steering group would also benefit from a clear terms of reference in order to ensure that it has a defined role.

Consideration should be given to the different perspectives of the public and private sector that place different responsibilities on partners and therefore can lead to differences of opinion.

Benefits

It is acknowledged that the benefits to Hartlepool, Tees Valley and the North East generated by the event are substantial. This has manifested itself in a greater awareness of Hartlepool, a raising of pride amongst the local community, and the creation of a 'buzz around town'. The PR and media coverage created has provided an opportunity for Hartlepool to showcase itself and there is now an opportunity that needs to be grasped to build on the success.

The success of the event in attracting large numbers of visitors and hosting as many Tall Ships as it did is a real source of pride and there is a real sense that overall the hosting of the Tall Ships should be considered a success for Hartlepool.

The overall impression of the event is that it largely achieved what it set out to achieve and that visitors to Hartlepool went away with a different view of the town. The geography of the marina and port facilities created a showcase for the Tall Ships that other host ports would struggle to match.

At an organisational level involvement in The Tall Ships Races event in Hartlepool created benefits for individuals and commercially, although not universally. One of the main opportunities that organisations hoped to realise was the commercial potential to showcase facilities, promote Hartlepool and encourage new and existing customers to view Hartlepool in a positive light. The stakeholders interviewed generally felt that they had benefitted as an organisation, although it is not quantifiable and the benefits may not materialise for some time. Commercially all organisations had invested significant time and money in the event and all were committed to its success.

Whilst it is seen as a success for Hartlepool and the region, it has commercially created a negative impact on some partners as a result of issues that occurred during the event. These are picked up in the next section.

Future Lessons

There are lessons to be learned if Hartlepool is to host an event of this size in the future. Whilst the scenario planning and Workstream approach was seen as positive in the lead up to the event there were some areas, particularly during the event, which detracted from it. It was felt that the planning created a set plan for the delivery of the event that was rigidly adhered to. Scenario planning can make provision for a number of situations, but it does not always cover every

possibility. In the context of delivering the event it was difficult to gauge every possible scenario because it was a first for Hartlepool, the individuals involved and the organisations involved. Whilst input was sought from previous host ports it was still a steep learning curve. The rigid nature of the Workstreams created a confidence about the delivery of the event but it detracted from bringing some creative thought into the planning process.

From a visitor perspective it is perceived that most will have had a very positive experience at the event. There were issues surrounding the surface in the Tall Ships Village which, in parts, was not suitable for people with disabilities or mobility problems and families with pushchairs. The sheer size of the site also presented problems logistically and a lack of seating provision exacerbated the access and mobility issues. The provision for blue badge holders and the drop off points for the park and ride buses also created problems for people with mobility problems.

The ground conditions on the site also created issues for traders and exhibitors in relation to dust and the layout of the site did not create the opportunities anticipated for them which are the downside of hosting a large scale event on a working commercial port. There were also issues with the lateness of organising logistical support to the site, such as power, toilet facilities etc.

One of the major issues highlighted by some is that the communication channels and decision making once the event had started became very inflexible. Whilst a long planning period had been put in place, inevitably not all situations could be foreseen and it was felt by some partners that there should have been flexibility in dealing with issues as they arose.

Whilst most of the issues highlighted could have been overcome, the communication channels and decision making authority were felt to be isolated from the delivery partners and therefore decisions taken prior to the event were rigidly stuck to.

This was manifested in a few scenarios where it was felt a less rigid adherence to pre event decisions would have greatly enhanced the visitor experience. The two main areas of concern from some partners were the closing of the lock gates and the response to the Crew Parade disruption. In themselves the issues that arose were solvable given a more cohesive and flexible decision making structure. It was felt that the event office became isolated from other partners during the event and this created a situation in which being able to react to incidents was compromised. However, it should be stated that the disruption to the Crew Parade was caused by a third party incident which was out of the control of the organisers and there was a revised approach to the parade taken. This was a benefit of having a strong Safety Advisory Group in the planning stages and strong partnership working with emergency services in Event Control during the event which was able to react to developing issues and incidents with minimum impact on the visitor.

In relation to the lock gates all parties agree that the decision to close them taken prior to the event was the correct one but the issues that it created during the event were not resolved adequately for all organisations that it affected.

The net effect of this is that it is perceived that it created a negative impact on a minority of visitors and crew that detracted from the overall event. It also left partners feeling frustrated, created potentially damaging commercial

implications for at least one partner and created a negative view of the event for a limited number of visitors.

The economic impact in the next section highlights the expenditure associated with the event. There was a sense from the interviews that in planning for the event an opportunity was missed to bring in private sector commercial acumen. The Workstreams worked well in coordinating plans for technical, health and safety; transport planning etc but more consideration could have been given to achieving a greater commercial return from the event.

Whilst the private sector had representation on the Finance and Legal Workstream, it was felt that there was potentially more that could be done to utilise commercial acumen in realising the full potential of the event. This is in the context of general acknowledgement that the approach to the planning of the event was correct and should be adopted in the future.

3.6 Economic Impact Analysis

Overview

The Tall Ships Races – Hartlepool 2010 attracted an estimated 970,000 visitors. A direct benefit of attracting visitor numbers of this level is that the local, sub regional and regional economies will have experienced significant expenditure. This section of the report will focus on an analysis of the economic benefit generated by hosting such a significant event for the region.

The economic benefit created can be quantified and is an important measure of the success of the event. Whilst the economic benefit is quantifiable, it is not the only benefit that

The Tall Ships Races event created for Hartlepool and the wider region. Less quantifiable, but equally important benefits, such as raised awareness of Hartlepool as a visitor destination, increased perceptions of Hartlepool as a place and raising pride in the local area are highlighted elsewhere in the report.

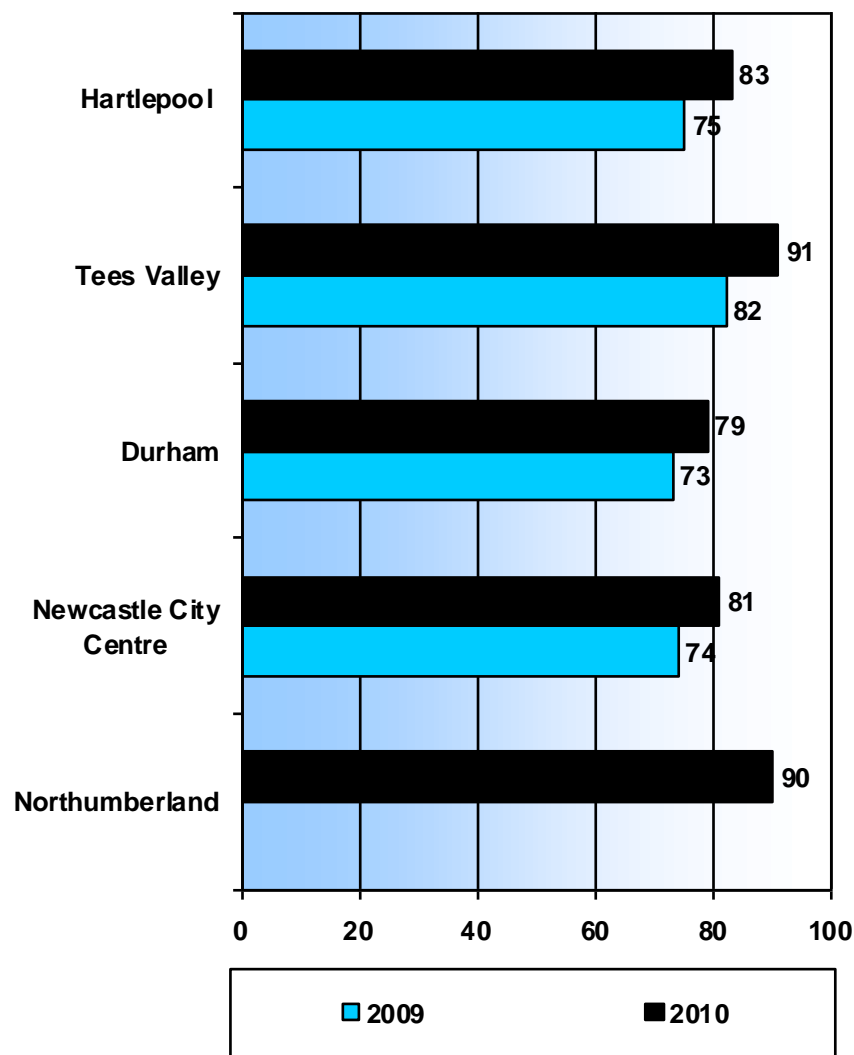
The economic impact of the event has been analysed by considering the following factors:

- The total number of visitors attracted;
- The total level of expenditure;
- Deadweight - what would have happened regardless of the event;
- Displacement – has expenditure been moved from one area to another;
- Gross value added created; and
- Gross and net additional jobs generated.

Occupancy Rates

The average occupancy rates across accommodation providers were up in comparison to the corresponding dates in 2009 across the region. The occupancy rate for Northumberland in 2009 is not known. This is shown in Figure 3.6.1.

Figure 3.6.1 Average Occupancy Rate for 6 Aug to 10 Aug by Area (%)



Visitor Numbers

One of the key benefits that the Tall Ships Races event has created is that it attracted large numbers of visitors to the area. The visitor numbers portrayed in this report are based on audience estimates provided by the organisers.

It is estimated that Hartlepool Tall Ships Races event attracted an audience of 970,000 visitors. Of these it is estimated that 77% were day visitors and 23% were visitors staying for one or more nights, as shown in Table 3.6.1 below.

Table 3.6.1 Number of Visitors

Day Visitors	746,900
Overnight Visitors	223,100
Total number of visitors	970,000

Visitor Expenditure

An analysis of the visitor survey has been carried out to determine the average level of spend per visitor. The average level of spend within Hartlepool is estimated to be £30.59. On the basis of these assumed levels of expenditure the event generated £29.6 million of income for Hartlepool.

Table 3.6.2	Spend Per Visitor (£)	Total Spend (£)
Hartlepool Level		
Eating and Drinking	22.63	21,950,973
Shopping (excluding food)	2.78	2,692,133
Food Shopping	0.37	357,354
Leisure and Entertainment	1.61	1,565,885
Travel and Transport	3.16	3,062,081
Other	0.04	43,105
Total	30.59	29,671,531

Table 3.6.2 above illustrates the total expenditure within Hartlepool by visitors to The Tall Ships Races event.

In order to assess the level of expenditure that would have happened anyway the survey analysed the levels of expenditure of visitors on a comparable day when the event was not taking place.

The effect of allowing for this deadweight⁸ is that the level of additional expenditure into Hartlepool is reduced to £26.5 million (as illustrated in Table 3.6.3).

⁸ Deadweight – The level of spend that would have occurred anyway.

Table 3.6.3	Total Spend (£)	Less Deadweight Spend (£)	Total Additional Spend (£)
Hartlepool Level			
Total	29,671,531	3,100,713	26,570,818

Some of the additional expenditure into Hartlepool is a direct result of expenditure being displaced from the rest of the Tees Valley sub region and the wider North East region. The visitor spend analysis highlights that £1,192,153 of expenditure would normally have been spent elsewhere in Tees Valley and a further £2,154,113 would have been spent elsewhere in the North East. Table 3.6.4 shows the level of displacement by area.

Table 3.6.4	Total Additional Spend (£)	Displaced Tees Valley Spend (£)	Displaced North East Spend (£)
Hartlepool Level			
Total	26,570,818	- 1,192,153	-2,154,113

Additional expenditure of £350,000 was created by the crews of the Tall Ships whilst in Hartlepool. This is shown in Table 3.6.5

Table 3.6.5	<i>Spend Per Crew (£)</i>	<i>Total Spend (£)</i>
<i>Hartlepool Level</i>		
Total	70.24	351,176

Organisational Spend

A further source of expenditure in the local economy will come from the organisation of the event. This has not been assessed in the analysis of visitor spend however it will support employment in the local and regional economy.

The overall estimated budget for the event was £3.9 million and a significant proportion of this was spent in the local and regional economy. It is estimated that £952,443 was spent in Hartlepool, £175,852 was spent in Tees Valley and £1,924,436 was spent in the rest of the North East.

The budget was largely secured from public sector sources such as Hartlepool Borough Council and ONE NorthEast but significant levels of income were raised from commercial sources such as car parking, sponsorship and site fees.

Gross Value Added

One of the key economic indicators used for measuring the performance of an area or sector is Gross Value Added (GVA). However GVA is a more difficult concept to grasp than other measures such as household income. Put simply, GVA is the value of goods and services produced by an area,

sector or producer minus the cost of the raw materials and other inputs used to produce them.

The additional visitor, organisational and crew spend estimated for Hartlepool has been assumed to be equivalent to increased turnover across a range of tourism associated businesses as below:

- SIC551 – hotels;
- SIC552 – camping sites and other provision of short stay accommodation;
- SIC553 – restaurants;
- SIC554 – bars;
- SIC663 – activities of travel agencies and tour operators, tourist assistance;
- SIC925 – libraries, archives, museums and other cultural attractions;
- SIC927 – other recreational activities.

The level of Gross Value Added (GVA) generated through the event has been calculated on the analysis of additional expenditure. Overall, total GVA in 2007 for businesses within the industry sectors above is recorded as 27% of the size of total turnover⁹. Using this ratio and applying it to the estimates of visitor, organisational and crew spend, the additional GVA generated as a result of the event is £7,526,098 in Hartlepool.

⁹ Source: National ABI financial data

Gross and Net Additional Jobs

The Tall Ships Races event involved approximately 230 volunteers supporting the event in roles such as liaison officers, administration assistants in event offices and information providers. This number of volunteers equates to 5 full time jobs¹⁰.

In addition the benefit of the additional visitor expenditure and supply chain expenditure is indirect employment generated. An assessment has been made of the gross and net additional indirect jobs that it is thought can be attributed to the event. The direct employment attributed to the event has not been considered within this analysis.

By applying an average turnover per employee figure for tourism related businesses of £70,230¹¹, the indirect employment supported by the additional visitor, crew and organisational spend is calculated to be 397 gross additional indirect jobs¹² at the Hartlepool level.

There is no way of determining where the employees supported through the indirect effects of the event live. The estimates of expenditure, GVA and indirect employment are therefore the gross additional impact of the event.

To determine the net additional impact an allowance needs to be made for leakage¹³ and multiplier effects¹⁴. An estimate for

¹⁰ Based on 5 days of Tall Ships and assuming 230 working days each year

¹¹ Source: National ABI financial data

¹² Assuming 230 working days per year

¹³ Leakage – Any expenditure directly related to the festivals where the end beneficiary is not Hartlepool based.

leakage has been calculated using travel flow data. According to the Tees Valley Economic Assessment 2009/2010¹⁵, 71% of employees within Hartlepool also reside within the borough. The level of leakage is therefore 29%.

In order to determine the multiplier effect an income multiplier has been applied to the estimates of gross additional impact. A multiplier of 1.1 has been applied. After allowing for the leakage and multiplier effects it is calculated that 310 net additional person years of employment has been supported by the event.

3.7 Wider Benefits

Along with the economic benefits there are a number of less quantifiable, but nevertheless important wider benefits that Hartlepool will have accrued as a result of hosting The Tall Ships Races 2010.

It is estimated that in the six months between April and September 2010 Hartlepool benefitted from £3,235,581 of Advertising Value Equivalent (AVE) media coverage. A full report is appended but the event drew coverage from international, national, regional and local media over the full course of the event. There was significant TV and press coverage of the event and this has raised the profile of the borough.

It has already been highlighted in the visitor survey findings that perceptions of Hartlepool were changed as a result of

¹⁴ Multiplier effect – the additional benefit generated by the direct beneficiaries of the additional expenditure generating further local expenditure.

¹⁵ Tees Valley Regeneration, based on 2001 Census Travel to Work data

attending the event and it has encouraged people to consider a return trip as a result of attending the event which will provide a boost to the tourism industry. Just over two thirds of visitors (69%) from outside of the North East of the England were very likely or likely to visit Hartlepool again, and even from within the North East the majority of visitors would visit Hartlepool again.

The hosting of The Tall Ships Races – Hartlepool 2010 has done much to change the perceptions of the borough from a visitor and media perspective and this will bring benefits to Hartlepool in the future.

There is also an economic development impact for Hartlepool as the event provided a showcase for the port and its facilities. Whilst it is not possible to quantify the impact of this the ability to host corporate hospitality in Hartlepool, as opposed to a major event elsewhere such as the Ryder Cup, enabled potential customers to fully appreciate the potential of Hartlepool and its port facilities.

There was a programme of activities undertaken within schools and colleges to link with The Tall Ships Races – Hartlepool 2010. This provided a real opportunity for children to engage with the event by getting them involved at an early stage and providing a central coordinator. Every school took part in some event and linked aspects of the curriculum to the visit of the Tall Ships.

The volunteer programme recruited 230 volunteers who got valuable experience and personal accomplishment. Without the input from volunteers, in a variety of roles, the event would not have made the impact that it did.

Planning and delivering an event of this size was a major undertaking and one that Hartlepool Borough Council, and its partners, will look to learn lessons from for the future. Part of this process was achieving BS8901, the British Standard which has been developed specifically for the events industry with the purpose of helping the industry to operate in a more sustainable manner. Achieving this standard is recognition of the systems put in place and provides Hartlepool Borough Council with a sustainable event management system.

4. Conclusions

The hosting of The Tall Ships Races – Hartlepool 2010 should be regarded as a success. Planning and delivering an event of this size and scale was a first, both for Hartlepool and the organisations involved. So how should the event be judged? In terms of numbers they are impressive:

- 970,000 visitors attracted to the event over 5 days;
- 717,800 visitors attracted from outside Hartlepool Borough;
- £26.5 million of economic impact created in the local economy;
- £3.2 million of Advertising Value Equivalent (AVE) media coverage;
- 310 net additional person years of employment has been supported by the event; and
- 230 volunteers supporting the event.

The numbers have been achieved for an investment of £3.9 million, which represents excellent value for money. It should also be recognised that the economic climate in the period between winning the bid and hosting the event are completely different. Achieving these results in the current economic climate is a considerable achievement.

The numbers above do not tell the whole story. The event has generated awareness and publicity for Hartlepool that will reap benefits in the future. Visitor perceptions of Hartlepool have been enhanced and visitors from Tees Valley, the rest of

the North East and the rest of the UK have said that they are very likely or likely to return to Hartlepool.

Almost all visitors agreed that the event was a good thing for Hartlepool and that it was good for promoting Hartlepool as a place to visit.

From a community perspective almost all visitors from Hartlepool agreed that the event was a good thing for the town and the majority felt that it encouraged residents to see Hartlepool as a good place to live. Businesses also supported the event and the majority agreed that the event was a good thing for the town and that it was good for promoting Hartlepool as a place to visit.

In delivering the event it is widely acknowledged that the processes and planning that was put in place worked well. Partners and stakeholders involved in the organisation of the event felt confident in the level of planning that had been undertaken and there was a real sense of partnership created in the lead up to, and during the event.

Having delivered an event with 970,000 visitors there is now a body of expertise within the town that would be hard to replicate elsewhere. The process of planning and delivering the event has been a steep learning curve for all involved, both internally within Hartlepool Borough Council and externally with public and private sector partners. It is fair to say that the level of commitment within Hartlepool to ensure that the event was a success should be applauded. Should Hartlepool set out to host events in the future, it can do so in the knowledge that it has both the experience of individuals and organisations to create successful events.

However, despite all of the positive outcomes it should be noted that there are significant lessons that need to be learned from this event. From a commercial viewpoint there are issues that need to be addressed in future events in regard to traders and exhibitors. It should be recognised that the event took place on land associated with a commercial port and this created challenges for the council, and its partners, in meeting the needs of traders and exhibitors and balancing the commercial and operational requirements of maintaining day to day operations. The site conditions, layout of the site, communication and liaison with traders and exhibitors needs to be improved. There is a suggestion that dedicated support should be in place to look after the booking system and to provide a liaison point during the event.

Bringing in commercial expertise from the private sector could also be considered in maximising the income potential from the event. Whilst the private sector was represented on the Finance and Legal Workstream group it was still regarded as an area that could have been improved.

Communication with businesses in Hartlepool could also be improved, both in terms of marketing the potential opportunities on offer and also in ensuring information is provided on the logistics of an event; for example road closures, public transport changes etc. This should be communicated at the earliest possible opportunity to ensure that businesses can plan in advance.

The planning process is accepted as a success for the event however improvements to the communication processes and consideration to the expertise within partner organisations could strengthen future planning for major events. Certainly

communication during the event could be strengthened with all organisations involved.

This is the first time Hartlepool has hosted an event of this size and stature and it is to be expected that there will be aspects of the event from which all involved can learn. What is apparent from this evaluation is that the event has had a positive effect on visitors' perceptions of Hartlepool as a place to visit, it has created significant economic impact for Hartlepool and there is now considerable expertise, systems and knowledge of delivering a large scale event that places Hartlepool in a strong position to take advantage of other opportunities in the future.

5. Appendices

Appendix A

Media and PR Report

Media Coverage of Tall Ships Races – Hartlepool 2010

Submitted by Hartlepool Borough Council

Introduction

Hartlepool's involvement in The Tall Ships Races 2010 presented a fantastic opportunity to significantly raise the profile of Hartlepool, put it firmly on the world map and leave a lasting legacy for the town. Indeed, these were the main reasons Hartlepool decided to bid for the event.

After it was announced in June 2006 that Hartlepool had won the bid, Hartlepool Council's Public Relations Team wasted no time in building bridges with the media to ensure they were fully embraced with the event. This involved several meetings at Editor/Management level with all of the region's key media players.

While the Council's Public Relations Team concentrated their efforts on local and regional media, there was strong partnership working with Visit Tees Valley who concentrated on media outside the North East (particularly Yorkshire and Humberside) and One North East who focussed on national and international media.

Media Coverage

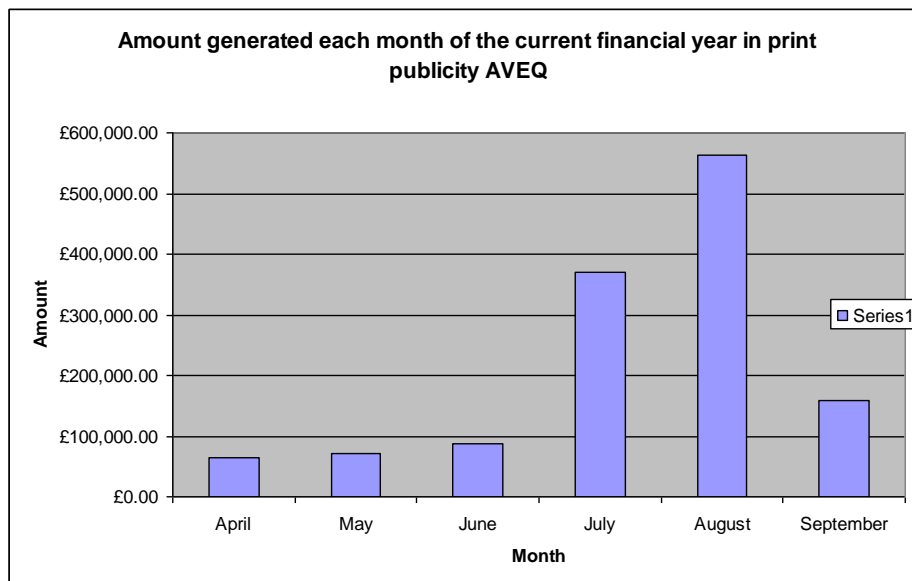
Media coverage started in June 2006 when the news broke that Hartlepool had been successful in the bid to host the event. Since then there has been a gradual increase in coverage resulting in an Advertising Value Equivalent (AVE) of £3,235,581.50 alone for the six month period from April to September 2010.

This figure must be regarded as a conservative estimate because while every effort has been made to track all media coverage, there is no single system that can be used to monitor everything.

The breakdown of the recorded coverage for this period is as follows:-

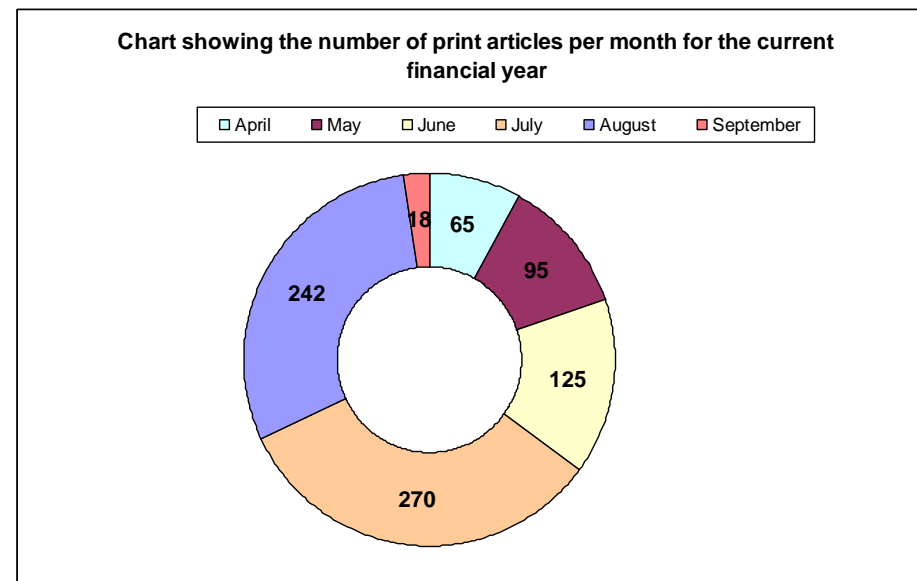
Print

Between April and September 2010, the total value of print publicity based on AVE was £1,313,085.90.



The graph above represents the amount generated each month and is not a cumulative figure.

AVE is worked out using the value per column inch of an article. This is generated using the publication's circulation figure. For this reason an article in a national publication would have a higher AVE value of the same size article in a local paper. The actual number of articles (as opposed to the value of the articles) is shown in the graph below.



Circulation Figure Estimates:

Based on the circulation figures collected for publications in which The Tall Ships Races - Hartlepool 2010 was covered, it can be estimated that up to 16,026,279 people may have read about the event. This does not include people who may have read articles on the web. This is a conservative estimate as some circulation figures are difficult to obtain. The actual figure could be as high as 20 million.

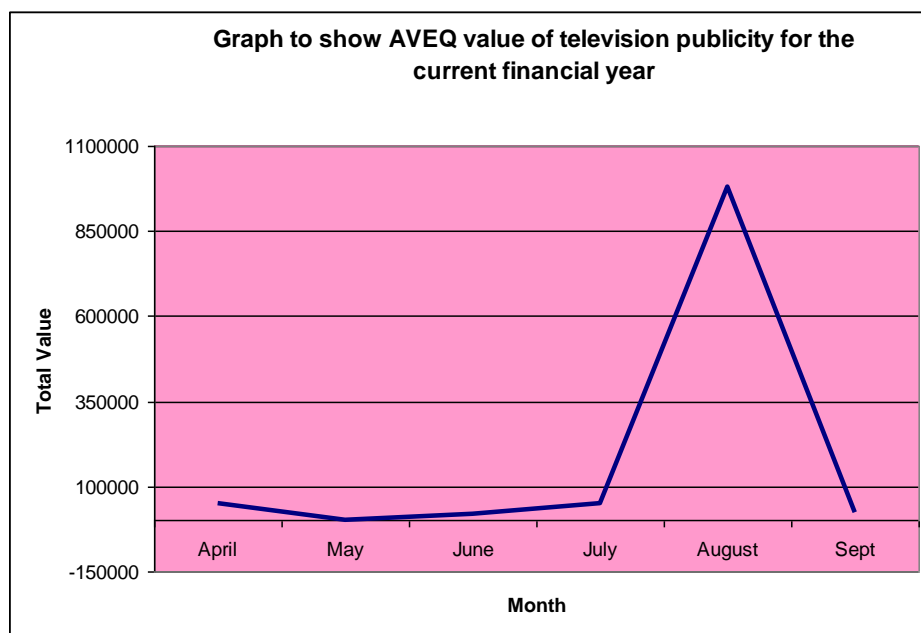
Articles featured in a wide range of publications including the travel trade press, lifestyle magazines such as North East Life and Country Homes and Interiors, sailing publications, quality broadsheets including The Independent and The Times plus publications abroad such as the New Zealand Herald.

The local newspaper, the Hartlepool Mail were very supportive, running weekly features and a 'Come on Board Poster Campaign which helped spread the word about the event worldwide. There was also tremendous support from the regional press.

Broadcast

Between April and September 2010, the total AVE value of broadcast coverage was £1,922,495.60.

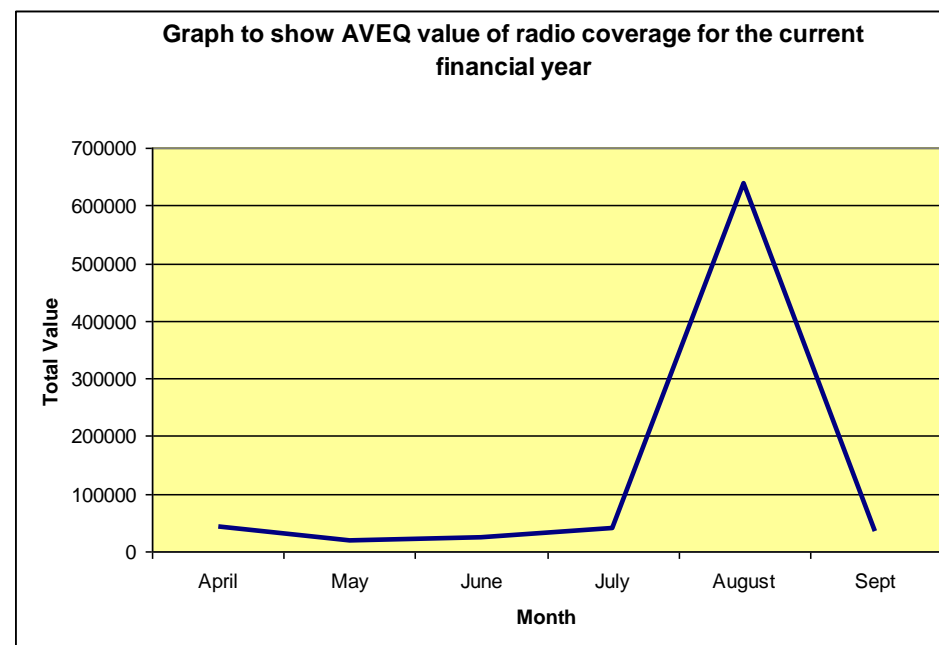
This figure is made up from recorded radio and television coverage. See below for a complete breakdown.



The value of television coverage was £1,122,740.80.

The key contributors to the television AVE value were ITV Tyne Tees-Border Television and BBC Look North. During the event BBC Breakfast and BBC News 24 also covered the event.

We know from accreditation requests that the event was covered internationally on stations such as Oman TV and Russia Today.



The value of radio coverage was £799,754.81.

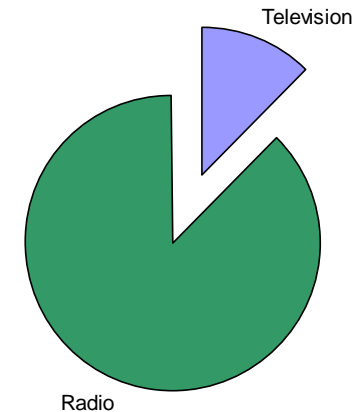
It's interesting to see the similarity in the graph trends, despite the difference in monetary value.

As you can see, both graphs suffer a drop in coverage during May. This is probably because there was heavy push on publicity for April 29 when a Media Day was staged to coincide with the 100 day countdown. This received a lot of media coverage which resulted in the predictable drop off in May.

The majority of the recorded coverage was given by BBC Tees. As with television publicity, it has simply not been possible to monitor every piece of radio coverage. Real Radio, our commercial radio partner, had a static presence on site throughout the whole event. Also, various regional stations such as TFM and Star Radio covered the event, as did Australian station Radio4BC. There was national coverage on BBC Radio 4, BBC Radio 5 Live and Johnnie Walker's Radio 2 show.

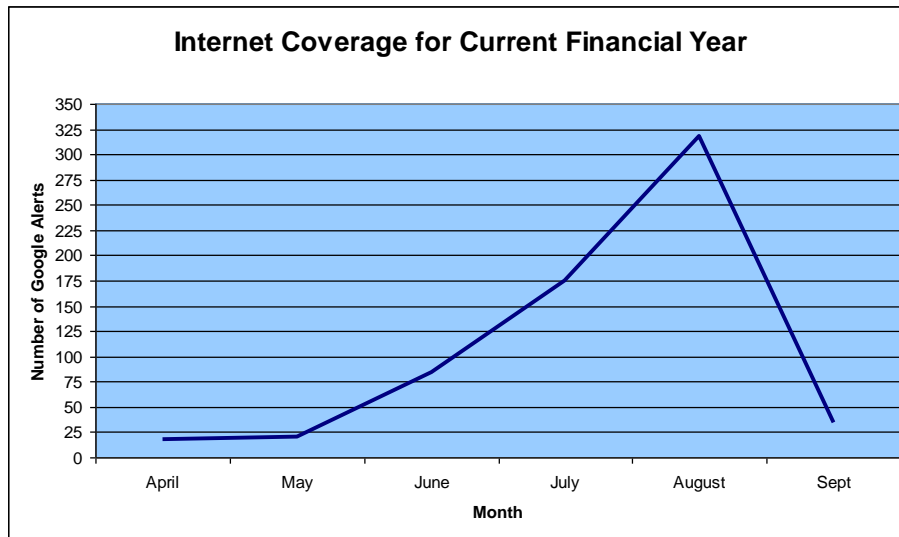
Based on the calculated figures, the proportion of television coverage to radio is shown below:

Airtime minutes showing television and radio for the current financial year



Web Reach

Although there was significant coverage on the web there is no recognised AVE to put a monetary value on this. However, the coverage will have significantly raised Hartlepool's profile worldwide.



The graph shows a significant rise in web coverage from the beginning of June 2010, rising to a peak during and post event. These figures do not present any unexpected peaks/troughs.

Web pages included:

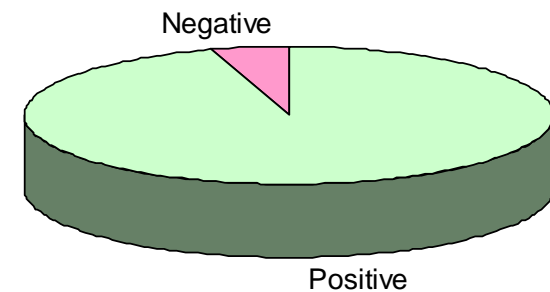
www.bbc.co.uk National
www.independent.co.uk National
www.themirror.co.uk National
www.oneclick.indiatimes.com International- India
www.usatoday.com International- USA
www.guardian.co.uk National
www.cnn.com International- USA
www.itv.com National
www.nzherald.co.nz International- New Zealand
www.yorkshireeveningpost.co.uk Regional (but difficult to penetrate)

www.sky.com National
www.metro.co.uk National
www.irishtimes.com National (Ireland)
www.norwaypost.nu International- Norway

Post-event there were thousands of pictures and videos of the event posted online, including social media platforms such as Facebook, YouTube and Flickr. On Flickr alone there were more than 1000 photographs posted.

Hundreds of bloggers documented their own experiences of Hartlepool. The majority of blogs were of a positive nature, many expressing their support and congratulations.

95.1% of web coverage for this period was of a positive nature.



Accredited Media at the Event

Overall, accreditation at the event was granted to almost 200 media representatives. Sixty-three separate media organisations were represented from nine different countries. The full list is below.

Print

Local

1. Hartlepool Mail

Regional

2. Evening Gazette
3. Evening Chronicle
4. The Journal
5. Sunderland Echo
6. Northern Echo
7. Etc Etc
8. Living North
9. i i Shetland
10. Circuit Newspaper
11. Contact Magazine
12. Sunday Sun
13. Peterlee Mail

National

14. The Times
15. Press Association
16. Caters News Agency

International

17. Polish American Daily News
18. Stavanger Aftenblad
19. Kurier Szczecinski
20. Die Yacht
21. Get Up and Go magazine

22. Anna Tertel (Freelance)
23. Cruise in Company
24. Associated Press
25. New Zealand Herald

Radio

Local

26. Radio Hartlepool

Regional

27. BBC Radio Tees
28. Real Radio
29. Smooth Radio
30. TFM Radio
31. Metro Radio
32. Bishop FM
33. Star Radio
34. Magic 1170

National

35. BBC Radio 4

International

36. Radio 4BC (Australia)

Photographers

37. Robert Usher Photography
38. Dirk Van Der Werff
39. Hartlepool College of Further Education Photography
40. Chris Armstrong Photography
41. Andrew Bennison Photography
42. Dennis Weller Photography
43. Dave Hudspeth Photography
44. Peter Benn Photography
45. We Shoot Gigs Photography
46. Reuben Tabner Photography

- 47. BWM Photo
- 48. PearsonEvans Media
- 49. Tall Ships Stock
- 50. Tall Ships Gallery
- 51. Robert Hields
- 52. Owen Humphreys, PA

Television

Regional

- 53. Tyne Tees
- 54. Bleak House Media
- 55. BBC Look North

National

- 56. 3 Point Media
- 57. BBC Scotland
- 58. BBC Breakfast
- 59. GMTV

International

- 60. Oman TV
- 61. Russia Today

Other

- 62. Stan Laundon (web)
- 63. Captain David Hawker, Maritime Artist

Conclusion

Overall, the Tall Ships event has resulted in significant media profile for Hartlepool, the Tees Valley and the North East. Coverage was not just restricted to local and regional media outlets; the interest was clearly on a national and international basis.

The total AVE for the six month period between April and September 2010 alone was over £3.2m. All of the media felt they were well provided for, both in the build-up to the event and during. Indeed, several letters/emails of praise were received from the media immediately after the event.

Appendix B

The Volunteer Programme

Submitted by Hartlepool Borough Council

Even before The Tall Ships Races 2010 were awarded to Hartlepool the need to recruit and train volunteers was recognised as a key priority.

Historically Tall Ships events rely on volunteers with specific specialist knowledge concerning all things sailing including the needs of ships and their crew.

In Hartlepool there was a recognition and aspiration to recruit a sufficient cohort of volunteers to support almost every strand of the event delivery.

During the planning stages as each element of event-delivery was considered decisions were made as to whether Volunteer support could help to deliver or not. Very soon it was apparent that more than 200 volunteers would be required to cover the entire event.

Following the recruitment of a Chief Liaison Officer in September 2009 plans were made to create an online recruitment and management system. In October 2009 the system went live and applications were accepted up until July 2010. A total of 377 applications were registered and a total of 306 applicants were offered positions across the range of volunteer roles. Some applicants left the programme before the training commenced, and a total of 225 volunteers were fully trained and available for the start of the event in August 2010.

Through the event volunteers were deployed as either those involved with ships and their needs and those that helped in the broader event delivery and interacted with visitors.

Volunteers came from across the region and elsewhere in the UK with one international volunteer from Milan. Most volunteers brought with them excellent life-skills and experiences, many with professional work backgrounds while a significant cohort of young people put themselves forward as they recognised that volunteering greatly enhance their applications to higher education and universities.

The success of the event and the successes within it were all aided and enhanced by the support of volunteers. From the essential brigade of Ship Liaison and Technical Liaison Officers which worked long hours making sure each vessel was well served to the Official Guide sellers in satellite locations such as park-and-ride sites on the outskirts of town one thing was constant: a willing smile and passion to help all.

The Tall Ships Races Hartlepool 2010 Volunteer Programme was a resounding success. Many friendships were forged that will last for many years to come. Most volunteers have indicated they would jump at the chance to do it all again – the sooner the better!

Appendix C

Schools and Colleges

Submitted by Hartlepool Borough Council

The Local Authority strongly supported the work done by schools and colleges in preparation for the event and a member of the Local Authority School Improvement Team was asked to coordinate and head up the work being done by schools and colleges and to act as a central coordinator for the work done as the interface between the Council work for the Tall Ships and the Local Authority.

Head teachers, Senior Leaders and school governors were briefed on the event and all schools were given a specially created Tall Ships wall calendar as a prompt for them to see the timescale leading up to the event in August (3 weeks into the summer holidays). Each school was asked to identify a Ship Master who would be the key contact point in a school along with the Head teacher as Captain.

A series of 'Masters' meetings were held, including one to launch these on board the Trincomalee, to link in with the special rates being offered to schools to visit the ship during the year.

The schools had access to a Learning Platform in which a 'class' was created for all ship Masters to access for information, resources, a treasure chest of ideas, links to other supporters of the Tall Ships and where they could communicate with each other.

Over the year these meetings allowed schools to meet and talk about how their schools were developing their approaches to celebrating the event.

The secondary schools produced a series of 8'x8' murals which were designed to be displayed at various locations and the Middleton Grange shopping centre. The schools took part in the launch of these.

The centre hosted the 'ship in a shop' later known as the 'All Aboard' shop in which a large number of vessels created by the schools were displayed as part of an 'eco ship' model making competition using re-cycled materials in line with the eco standards set for the event.

The schools took part in music making events at the Borough Hall, and took part in what became the Mini Parade of Sail on a local boating lake, with schools being issued with the materials to create a boat that had to be decorated and made stable using a fibre glass hull created by a local engineering firm, a moulding company and a local timber merchant and this was sponsored by the University of Sunderland. The logos of the companies and firms featured on the sails and the event took place a month before the actual event came to Hartlepool.

A marquee was manned across the event to showcase both the new technologies that schools were using, along with the artwork and other displays that the schools had produced over the year. This was visited by large numbers attending the event.

Every school took part in some event over the year and linked their curriculum planning to some aspect of the Tall Ships visit.

Schools produced art work, videos, podcasts, broadcasts, creative writing models etc as part of their school's focus on the event.

Schools were linked to the actual vessels by being allocated a 'Lucky Dip' ship and in some cases were able to communicate directly, but safely, through the use of the school learning platform.

Schools were asked to think of their schools as a ship and to create figureheads for their schools.

A town wide project led to schools cooking food based on the ports the ships would visit as part of the Tall ships races, write about their port with the help of a professional historian and tell stories based on their port with a professional storyteller.

Sixth Form Students took part in the event itself as part of a Street entertainment training opportunity and learnt to walk on stilts in role.

Local talented teachers performed on the stage as part of the musical contributions to the event.

Schools worked with a local glass artist to produce items and also to create the big boat on display in the All aboard shop at Middleton Grange.

A local forge organised the creation of a community garden with the help of a wide range of volunteers and local schools to decorate and plant it up.

Gifted and talented pupils created a billboard which was on display in the town based on the Tall ships. Adult Education ran themed classes that looked at the Tall Ships from various perspectives .A Lottery funded project for Seaton railway station produced a nautical themed mosaic.

A local Art teacher was commissioned to produce some 1950's style posters which were displayed at the railway station. A giant 10' pirate was created to fundraise for the RNLI and was brought to the event to signal to schools where the marquee was sited. Sea poetry public speaking competitions were held in a school.

A Tall Ships under 10 football competition was held in conjunction with the football club. Raft building was done as part of the wider work for the Tall ships at the local Primary Special school.

Pupils sailed on the 'Adventure', our own Tall Ship, a converted trawler, which pupils really enjoyed.

A health education project produced a pupil made DVD on risky behaviours which was shown at the event. The Captain's Table project involved student planning, preparing and cooking a 3 course meal for their Head teachers working in conjunction with the local FE College.

There was a School sports week held in the week of the 28th June to celebrate and other less common sports and Active Life styles –where two Secondaries and their partner

primaries took part in together. At KS1 Active Play linked to storytelling and Y7 rugby football to help more girls to become active there were Tees valley Dance with a 'dance off' held at Dyke House.

Ward Jackson school organised a whole school visit the HME to mark Ward Jackson's birthday. Observational drawing of ships and their artefacts took place at St Josephs and the English Martyrs school organised a art event with a Tall Ships theme.

A pupil from Dyke House produced an interactive computer based game which was used at the marquee for visitors to learn more about the Tall ships event.

There was considerable press coverage about all the work being done in school about their Tall ships events and this was appreciated by the schools.

Appendix D Survey Questionnaires

Visitor Questionnaire



spirul
intelligent
research

Hartlepool Tall Ships Races 2010

Visitor Questionnaire

Good morning/afternoon. My name is from Spirul, on behalf of Hartlepool Borough Council. [SHOW ID]. The Council in conjunction with Visit Tees Valley and One North East is undertaking an economic impact assessment of the Hartlepool Tall Ships Races 2010.

We would be very grateful if you would spend a few minutes telling us about your visit today, in order to help us understand more about the potential effects this could have on the local economy. This survey will take about 10 minutes to complete. Please could you spare a few minutes to answer some questions?

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct: your answers will be treated as completely anonymous unless you tell us otherwise.

- Q0 Day of Interview
- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Friday 6th August..... | <input type="checkbox"/> | Monday 9th August..... | <input type="checkbox"/> |
| Saturday 7th August..... | <input type="checkbox"/> | Tuesday 10th August..... | <input type="checkbox"/> |
| Sunday 8th August..... | <input type="checkbox"/> | | |

YOU AND YOUR TRIP

- Q1 In what capacity are you attending the Tall Ships Races event?

DO NOT READ OUT / SINGLE CODE ONLY

- Visitor.....☐
 Steward.....☐
 Corporate Hospitality Guest.....☐
 Media.....☐
 Sponsor.....☐
 Official.....☐
 Volunteer.....☐
 Tall Ships Crew.....☐
 Business inc. Stallholder.....☐
 Other.....☐

THANK AND CLOSE. DISCUSS FOCUS
GROUP RECRUITMENT
THANK AND END. COMPLETE
ALTERNATIVE QUESTIONNAIRE

Please tell us what
WRITE IN

- Q2 Which days will you/have you attended the Tall Ships Races event?

DO NOT READ OUT / MULTI CODE

- | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|
| Friday 6th August..... | <input type="checkbox"/> | Monday 9th August..... | <input type="checkbox"/> |
| Saturday 7th August..... | <input type="checkbox"/> | Tuesday 10th August..... | <input type="checkbox"/> |
| Sunday 8th August..... | <input type="checkbox"/> | | |

- Q3 Where do you live?

DO NOT READ OUT / SINGLE CODE ONLY

- | | | |
|---------------------------|--------------------------|--|
| Hartlepool..... | <input type="checkbox"/> | Rest of the UK |
| | | North West..... <input type="checkbox"/> |
| Rest of Tees Valley | | Yorkshire..... <input type="checkbox"/> |
| Darlington..... | <input type="checkbox"/> | West Midlands..... <input type="checkbox"/> |
| Middlesbrough..... | <input type="checkbox"/> | East Midlands..... <input type="checkbox"/> |
| Redcar and Cleveland..... | <input type="checkbox"/> | East..... <input type="checkbox"/> |
| Stockton..... | <input type="checkbox"/> | London..... <input type="checkbox"/> |
| | | South East..... <input type="checkbox"/> |
| Rest of the North East | | South West..... <input type="checkbox"/> |
| County Durham..... | <input type="checkbox"/> | Scotland..... <input type="checkbox"/> |
| Northumberland..... | <input type="checkbox"/> | Wales..... <input type="checkbox"/> |
| Tyne & Wear..... | <input type="checkbox"/> | Northern Ireland..... <input type="checkbox"/> |
| | | Overseas..... <input type="checkbox"/> |

Please tell us where

WRITE IN

- Q4 Which statement best describes the reason for your trip?

READ OUT/ SINGLE CODE ONLY

I/we came on the trip especially to
attend the Tall Ships Races event.....☐

Attending the Tall Ships Races event
was a reason, but not the main one ☐
for the trip.....

I/we decided to attend the Tall Ships
Races event after deciding to make ☐
the trip.....

Other.....☐

Please tell us what

WRITE IN

Q5 Was there something in particular you came to see?
READ OUT/ SINGLE CODE ONLY

Yes, Folk Festival at Headland..... <input type="checkbox"/>	Yes, Fireworks Display..... <input type="checkbox"/>
Yes, Music Programme..... <input type="checkbox"/>	Yes, Hot Potato Cabaret Tent..... <input type="checkbox"/>
Yes, Street Theatre..... <input type="checkbox"/>	Yes, The Tall Ships..... <input type="checkbox"/>
Yes, Georgian Festival at HME..... <input type="checkbox"/>	No, nothing in particular..... <input type="checkbox"/>

ACCOMMODATION AND TRAVEL

Q6 Which of the following best describes your visit?
READ OUT/ SINGLE CODE ONLY

On a day trip from home ☐ GO TO Q8

	<i>In Hartlepool</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>	<i>In North Yorkshire</i>
Staying overnight with friends and relatives.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in serviced accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in self-catering accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staying overnight in Camping / caravanning accommodation.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please tell us what
WRITE IN _____

Q7 If staying overnight in the area, approximately how many nights are you and your party staying in ...
WRITE IN NUMBER OF NIGHTS AS APPROPRIATE

Hartlepool.....		Elsewhere in the North East.....	
Elsewhere in Tees Valley.....		In North Yorkshire.....	

Q8 What is the main form of transport you used to get...
SINGLE CODE ONLY / "...from home" ONLY FOR THOSE NOT ON A DAY TRIP

	<i>...to Hartlepool today</i>	<i>...from home</i>	
Car.....	<input type="checkbox"/>	<input type="checkbox"/>	
Motorcycle.....	<input type="checkbox"/>	<input type="checkbox"/>	
Bus / Coach.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Train.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Taxi.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
On foot.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Bicycle.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10
Other.....	<input type="checkbox"/>	<input type="checkbox"/>	GO TO Q10

Please tell us what
WRITE IN _____

Q9 Did you use either of the following facilities?
READ OUT/ MULTI CODE

Park & Ride.....☐

Park & Walk.....☐

Q10 Please tell us whether you agree or disagree with the following statements about travel to the Tall Ships Races event.
READ OUT/ SINGLE CODE ONLY FOR EACH THAT APPLY

There is...	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree nor disagree</i>	<i>Disagree</i>	<i>Strongly disagree</i>	<i>Don't know</i>
Good public transport provision	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear directions to the Tall Ships site for pedestrians.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Clear directions to the Tall Ships site for vehicles.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good parking facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

GROUP COMPOSITION

Q11 Who did you visit the Tall Ships Races event with today?
READ OUT/ SINGLE CODE ONLY

Family party including children..... <input type="checkbox"/>	One other adult..... <input type="checkbox"/>
Non-family party including children..... <input type="checkbox"/>	Adult party..... <input type="checkbox"/>
Organised group..... <input type="checkbox"/>	Alone..... <input type="checkbox"/>

Q12 Please can you tell us your age and the age of all the other members of your party?

WRITE IN NUMBER OF EACH IN PARTY & SINGLE CODE FOR RESPONDENT

	Respondent		Respondent
Under 16	<input type="text"/>	35 – 44	<input type="text"/>
16 – 24	<input type="text"/>	45 – 64	<input type="text"/>
25 – 34	<input type="text"/>	65 +	<input type="text"/>

Q13 How many people in your party have not attended the Tall Ships Races event today?

WRITE IN NUMBER

Children (Under 16)	<input type="text"/>
Adults (16 and over)	<input type="text"/>

EXPENDITURE

Q14 How much do you estimate you personally are spending on accommodation?
DO NOT ASK IF ON A DAY TRIP / WRITE IN NUMBER (£)

Per Night	<input type="text"/>
Overall	<input type="text"/>

Q15 How much do you estimate you personally have spent or will spend in the following places? WRITE IN NUMBER (£)

	At the Tall Ships Races	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Today	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Overall on this trip	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Q16 How is today's expenditure likely to be distributed amongst the following categories? READ OUT/ WRITE IN FIGURE (£) FOR EACH AS APPROPRIATE

	At the Tall Ships Races	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Eating and drinking out	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Shopping (excluding food)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Food shopping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leisure and entertainment	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Travel and transport	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please tell us what
WRITE IN _____

Q17 How much do you estimate you would normally spend on a comparable day when the Tall Ships Races event is not taking place?

WRITE IN NUMBER (£)

	In Hartlepool	Elsewhere in Tees Valley	Elsewhere in the North East
Estimated spend	<input type="text"/>	<input type="text"/>	<input type="text"/>

PERCEPTIONS

Q18.a How does the Tall Ships Races event measure up to your expectations?

READ OUT / SINGLE CODE ONLY

Much better than expected	<input type="checkbox"/>
Better than expected	<input type="checkbox"/>
As expected	<input type="checkbox"/>
Worse than expected	<input type="checkbox"/>
Much worse than expected	<input type="checkbox"/>

Q18.b If the event is better or worse than expected, please tell us why? WRITE IN

Q19 Please tell us how good or poor you think the following elements of the Tall Ships Races event are. READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
The Tall Ships Village	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Variety of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of merchandise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of stewards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q20 Please tell us how good or poor you think the following elements of the Tall Ships Races event entertainment programme are.
READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Folk Festival at Headland.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music Programme.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Street Theatre.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Festival at HME.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fireworks Display.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hot Potato Cabaret Tent.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21 Do you agree or disagree with the following statements?
READ OUT / SINGLE CODE ONLY FOR EACH

The Tall Ships Races event...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
Is a good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is a good thing for Hartlepool residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourages the local population to see Hartlepool as a good place to live.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting Tees Valley as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is good for promoting the North East as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22.a Has the event changed how you feel about Hartlepool, Tees Valley or the North East?
DO NOT READ OUT / SINGLE CODE ONLY FOR EACH

	Hartlepool	Tees Valley	The North East
Yes.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22.b If the event has changed how you feel about Hartlepool, Tees Valley or the North East, do you now feel more or less positive about the area?
DO NOT READ OUT / SINGLE CODE FOR THOSE THAT APPLY

	Hartlepool	Tees Valley	The North East
A lot more positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A little more positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The same.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A little less positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A lot less positive.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q23.a Has the event changed how you feel about Hartlepool's ability to host large events?
DO NOT READ OUT / SINGLE CODE ONLY

Yes.....	<input type="checkbox"/>
No.....	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>

GO TO Q24.a

GO TO Q24.a

Q23.b If so, do you now feel more or less positive about Hartlepool's ability to host large events?
DO NOT READ OUT / SINGLE CODE FOR THOSE THAT APPLY

A lot more positive.....	<input type="checkbox"/>
A little more positive.....	<input type="checkbox"/>
The same.....	<input type="checkbox"/>
A little less positive.....	<input type="checkbox"/>
A lot less positive.....	<input type="checkbox"/>

Q24.a Having visited the Tall Ships Races event, how likely or unlikely would you be to visit the following in the future?
READ OUT / SINGLE CODE ONLY FOR EACH

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don't know
Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24.b In what capacity would you visit again?

DO NOT READ OUT / MULTICODE OK

Day trip ☐

Short break ☐

Longer stay ☐

Q25 How would you rate the Tall Ships Races event for the following?

READ OUT / SINGLE CODE ONLY FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor
Generating positive publicity about the area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raising pride in the local area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing community identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

MARKETING

Q26 Which of these sponsors do you associate with the Tall Ships Races event?

DO NOT READ OUT / MULTI CODE OK

Federation of Small Businesses..... ☐ Hartlepool Water..... ☐

Northgate Managed Services..... ☐ JDR Cables ☐

Real Radio ☐ Yull Homes ☐

Housing Hartlepool ☐ SG Petch ☐

Darlington Borough Council ☐ Middlesbrough Borough Council..... ☐

Middleton Grange Shopping Centre.. ☐ Redcar & Cleveland Borough Council ☐

Stockton Borough Council..... ☐ CTC Marine ☐

Hartlepool Power Station ☐ Heerema..... ☐

Huntsman Pigments Division ☐ The Hartlepool Partnership..... ☐

UK Steel Enterprise Ltd ☐ WM Morrison ☐

Animmersion..... ☐ Premier Inn Stockton/Hartlepool..... ☐

Rachel Grelton Glass and Wild
Rose Florist..... ☐ The Secret Garden and Hartlepool
District Flower Club..... ☐

Q27 Where do you look for information about attractions to visit when you're planning a day out?
Which source of information would you say was the most important in influencing your decision to attend the Tall Ships Races event?
DO NOT READ OUT/ MULTI CODE FOR SOURCES USED SINGLE CODE FOR MOST IMPORTANT SOURCE

	Source used	Most important source
From a previous visit to Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>
Advice from friends / relatives	<input type="checkbox"/>	<input type="checkbox"/>
Newspaper / Magazine articles.....	<input type="checkbox"/>	<input type="checkbox"/>
Advertising	<input type="checkbox"/>	<input type="checkbox"/>
Media – Radio.....	<input type="checkbox"/>	<input type="checkbox"/>
Media – TV.....	<input type="checkbox"/>	<input type="checkbox"/>
Travel agent / Tour operator	<input type="checkbox"/>	<input type="checkbox"/>
Free tourist brochure.....	<input type="checkbox"/>	<input type="checkbox"/>
Contact Centre.....	<input type="checkbox"/>	<input type="checkbox"/>
Tourist Information Centre	<input type="checkbox"/>	<input type="checkbox"/>
www.hartlepooltallships2010.com.....	<input type="checkbox"/>	<input type="checkbox"/>
www.destinationhartlepool.com	<input type="checkbox"/>	<input type="checkbox"/>
www.visitteesvalley.co.uk	<input type="checkbox"/>	<input type="checkbox"/>
www.visitnortheastengland.com.....	<input type="checkbox"/>	<input type="checkbox"/>
Social networking website (Twitter, Facebook etc.)	<input type="checkbox"/>	<input type="checkbox"/>
Other website.....	<input type="checkbox"/>	<input type="checkbox"/>
Other source	<input type="checkbox"/>	<input type="checkbox"/>
Please tell us what WRITE IN _____		

ABOUT YOU

To ensure that we are getting the views of a cross section of people it is important that we ask you a few questions about yourself. As with all the questions, your answers will be completely confidential.

Q28 Are you male or female?
CODE BY OBSERVATION / SINGLE CODE ONLY

Male ☐

Female ☐

Q29 How would you describe your ethnic origin?
DO NOT READ OUT / SINGLE CODE ONLY

White/ White British / White Irish..... ☐

Black/ Black British..... ☐

Asian/ Asian British

Mixed (White & Asian)..... ☐

Mixed (White & Black)..... ☐

Chinese

Other

Please tell us what
WRITE IN _____

Q30 What is your main occupation?
READ OUT/ SINGLE CODE ONLY

Employee in full-time job (30 hours plus per week)	<input type="checkbox"/>	On a government supported training scheme	<input type="checkbox"/>
Employee in part-time job (under 30 hours per week).....	<input type="checkbox"/>	Full-time education at school, college or university.....	<input type="checkbox"/>
Self employed full or part-time.....	<input type="checkbox"/>	Seeking employment	<input type="checkbox"/>
Looking after the home.....	<input type="checkbox"/>	Wholly retired from work.....	<input type="checkbox"/>
Permanently sick/disabled.....	<input type="checkbox"/>	Doing something else	<input type="checkbox"/>
Please tell us what WRITE IN _____			

Q31 What is your household's total annual income?
READ OUT/ SINGLE CODE ONLY

£10,000 or under..... ☐

£10,001 to £20,000

£20,001 to £30,000

£30,001 to £40,000

Above £40,000

Don't know / Prefer not to say

Q32 Do you consider yourself to be disabled?
DO NOT READ OUT / SINGLE CODE ONLY

Yes..... ☐

No..... ☐

Q33 What is your home postcode or country of origin?

WRITE IN / IF OUTSIDE UK WRITE IN BELOW

--	--	--	--	--	--	--

Country of Origin

WRITE IN

In order to monitor the quality of our interviewers we send out a short postal questionnaire to a 10% random sample of people that take part in the survey. Can we contact you for this purpose?

Q34 Please provide us with your contact details so that Spirul can:

READ OUT/ MULTI CODE

Contact you by post only for quality control purposes ☐

Pass them on to Destination Hartlepool and Visit Tees Valley to add to their contact database. ☐

WRITE IN BELOW/ ASK RESPONDENT TO SIGN & DATE DECLARATION

Name:

Address:

Postcode:

E-mail:

Signature:

Date:

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Crew Questionnaire



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Hartlepool Tall Ships Races 2010

Tall Ships Crew Questionnaire

Hartlepool Borough Council in conjunction with Visit Tees Valley and One North East is undertaking an economic impact assessment of the Hartlepool Tall Ships Races 2010.

We would be very grateful if you would spend a few minutes telling us about your visit today, in order to help us understand more about the potential effects this could have on the local economy.

This survey will take about 5 minutes to complete. Please could you spare the time to answer some questions?

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct, your answers will be treated as completely anonymous unless you tell us otherwise.

Thank you very much for your help.

YOU AND YOUR JOURNEY

Q1 What is the name of the vessel you attended the Tall Ships event in Hartlepool with?
PLEASE WRITE IN BELOW

Q2 In what capacity were you on board?
PLEASE ✓ ONE BOX ONLY

Salaried crew ☐
Experienced volunteer ☐
Trainees ☐
Other ☐

Please
write in _____

Q3 Which of the Tall Ships Races 2010 ports have you personally, stopped at?
PLEASE ✓ ALL THAT APPLY

Antwerp, Belgium ☐
Aalborg, Denmark ☐
Kristiansand, Norway ☐
Hartlepool, UK ☐

Q4 Are you staying on site / on board or elsewhere?
PLEASE ✓ ONE BOX ONLY

On site / on board ☐ *Please go to Q8*
Elsewhere ☐

Q5 Where are you staying?
PLEASE ✓ ONE BOX FOR EACH

	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>	<i>In North Yorkshire</i>
Hotel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B&B / Guesthouse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self-catering apartment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caravan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campsite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please write in _____

Q6 If you are staying overnight in the North East, approximately how many nights are you staying in...
PLEASE WRITE IN NUMBER OF NIGHTS FOR EACH

Hartlepool	
Elsewhere in Tees Valley	
Elsewhere in the North East	
In North Yorkshire	

EXPENDITURE

Q7 How much (if anything) do you estimate you personally are spending on accommodation?
PLEASE WRITE IN NUMBER (£)

Per Night	
Overall	

Q8 How much do you estimate you personally have spent or will spend in the following places?

PLEASE WRITE IN NUMBER (£) FOR EACH

At the Tall Ships Races event in Hartlepool	
In Hartlepool itself	
Elsewhere in Tees Valley	
Elsewhere in the North East	

Q9 How is your expenditure likely to be distributed amongst the following categories?

PLEASE WRITE IN NUMBER (£) FOR EACH

	<i>At the Tall Ships Races event in Hartlepool</i>	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>
Eating and drinking out				
Shopping (excluding food)				
Food shopping				
Leisure and entertainment				
Travel and transport				
Other				

Please write in

Q10 How much do you estimate you would normally spend on a comparable day when the Tall Ships Races event in Hartlepool is not taking place?

PLEASE WRITE IN NUMBER (£)

	<i>In Hartlepool itself</i>	<i>Elsewhere in Tees Valley</i>	<i>Elsewhere in the North East</i>
Estimated spend...			

PERCEPTIONS

Q11.a How does the Tall Ships Races event in Hartlepool measure up to your expectations?

PLEASE ✓ ONE BOX ONLY

Much better than expected ☐

Better than expected ☐

As expected ☐

Worse than expected ☐

Much worse than expected ☐

Q11.b If the event is better or worse than expected, please tell us why?

WRITE IN BELOW

Q12 Please tell us how good or poor you think that the following elements of the Tall Ships Races event in Hartlepool are?

PLEASE ✓ ONE BOX FOR EACH

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
The Tall Ships Village.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Atmosphere	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entertainment programme	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of food and drink.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of food and drink.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of merchandise.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value of merchandise.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Signposting.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfulness of stewards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Toilet facilities.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Please tell us how good or poor you think that the following facilities for the Tall Ships crews in Hartlepool are? PLEASE ✓ ONE BOX FOR EACH

	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
Crew centre	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fleet facilities offered by Port and Marina.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Berthing area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Liaison Officer system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall management of the event.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 Do you agree or disagree with the following statements? PLEASE ✓ ONE BOX FOR EACH

Tall Ships Races in Hartlepool...	<i>Very good</i>	<i>Good</i>	<i>Neither good nor poor</i>	<i>Poor</i>	<i>Very poor</i>	<i>Don't know</i>
Are a good thing for Hartlepool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourage the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15.a Has the event changed how you feel about Hartlepool?

PLEASE ✓ ONE BOX ONLY

Yes ☐

No ☐ Please go to Q16

Don't know ☐ Please go to Q16

Q15.b If the event has changed how you feel about Hartlepool, do you now feel more or less positive about the area?

PLEASE ✓ ONE BOX ONLY

A lot more positive ☐

A little more positive ☐

The same ☐

A little less positive ☐

A lot less positive ☐

Q16 How would you rate the Tall Ships Races in Hartlepool for the following?

PLEASE ✓ ONE BOX FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Generating positive publicity about the area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of visitors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raising pride in the local area.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing community identity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q17 How does Hartlepool compare to the other host ports of Tall Ships Races 2010?

PLEASE ✓ ONE BOX FOR EACH THAT APPLIES

	Much better	Better	About the same	Worse	Much worse	Don't know
Antwerp, Belgium	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aalborg, Denmark	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kristiansand, Norway	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

ABOUT YOU

To ensure that we are getting the views of a cross section of people it is important that we ask you a few questions about yourself. As with all the questions, your answers will be completely confidential.

Q18 Are you male or female?

PLEASE ✓ ONE BOX ONLY

Male..... ☐

Female ☐

Q19 How would you describe your ethnic origin?

PLEASE ✓ ONE BOX ONLY

Asian or Asian British (inc Chinese) ☐

Black or Black British..... ☐

Mixed ☐

White or White British ☐

Other ethnic group (inc Arab) ☐

Please write in

Q20 What is your main occupation?

PLEASE ✓ ONE BOX ONLY

Employee in full-time job (30 hours plus per week) ☐

Employee in part-time job (under 30 hours per week) ☐

Self employed full or part-time ☐

Looking after the home ☐

Permanently sick/disabled ☐

On a government supported training scheme ☐

Full-time education at school, college or university ☐

Seeking employment ☐

Wholly retired from work ☐

Doing something else ☐

Please write in _____

Q21 What is your household's total annual income?

PLEASE ✓ ONE BOX ONLY

£10,000 or under ☐

£10,001 to £20,000 ☐

£20,001 to £30,000 ☐

£30,001 to £40,000 ☐

Above £40,000 ☐

Don't know / Prefer not to say ☐

Q22 Do you consider yourself to be disabled?

PLEASE ✓ ONE BOX ONLY

Yes ☐

No ☐

Q23 What is your home postcode or country of origin?

PLEASE WRITE IN BELOW

--	--	--	--	--	--	--	--

Country of origin _____

Thank you very much for your time and support in completing this questionnaire

Please seal your completed questionnaire into the envelope provided and we will collect it later or you can return it by post (no stamp needed in the UK)

If you have any questions or have any other comments that you would like to make please contact Spirul by phone on 0800 917 0162 or by email to info@spirul.co.uk

spirul
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Business Questionnaire



Hartlepool Tall Ships Races 2010 Business Questionnaire

Good morning/afternoon/evening. My name is from Spirul on behalf of Hartlepool Borough Council.

We are conducting a survey on behalf of the Council, Visit Tees Valley and One North East to assess the economic impact of the Hartlepool Tall Ships Races 2010.

I would like to speak to a senior person who makes the decisions about staffing and business strategy. This survey will take about 10 minutes to complete.

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct; your answers will be treated as completely anonymous unless you tell us otherwise.

Q1 Could you please confirm your role within this company?

DO NOT READ OUT/ SINGLE CODE ONLY

Owner / Proprietor.....☐

Chief Executive / Managing

Director.....☐

Deputy Chief Executive /

Managing Director.....☐

Finance Director.....☐

Operations Director.....☐

HR Director.....☐

No, none of these.....☐

ASK FOR REFERRAL

Don't know / Refused.....☐

ASK FOR REFERRAL

Other senior position.....☐

Please tell us what type of

service.....

WRITE IN

Q2

What type of business are you?

DO NOT READ OUT/ SINGLE CODE ONLY

Agriculture, Forestry and Fishing.....☐ Transport.....☐

Banking and Finance.....☐ Utilities.....☐

Building and Construction.....☐ Wholesale.....☐

Business Services.....☐ Other Services.....☐

WRITE IN

Chemical and Pharmaceutical.....☐ Hotel.....☐

Engineering and Electronics.....☐ B&B / Guesthouse.....☐

IT and Tele/Communications.....☐ Caravan / Camping site.....☐

Manufacturing.....☐ Restaurant.....☐

Media.....☐ Café.....☐

Mining and quarrying.....☐ Bar.....☐

Real Estate and property.....☐ Pub.....☐

Retail.....☐ Other.....☐

WRITE IN

Please tell us what type of other service

WRITE IN

Please tell us what other type of business

WRITE IN

Q3

Including you, how many full-time and part-time staff are employed at this SITE?

Please give your best estimate for both full-time and part-time?

WRITE IN NUMBER, 'DON'T KNOW' OR 'REFUSED'

Full-time staff that work 30 hours or more a week.....

Part-time staff that work 30 hours or less a week.....

Q4 Thinking about your suppliers and where they are based - I am going to ask you what proportion by value of purchases are from suppliers based in Hartlepool, Tees Valley and the rest of the North East...

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	None	1-9%	10-24%	25-49%	50%	51-75%	76-90%	91-99%	100%	Don't know
a. Firstly, what proportion are based in Hartlepool?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Secondly, what proportion are based within Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Thirdly, what proportion are based with the rest of the North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q5 What is the total turnover of your business ...

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	At this establishment?	Overall?
Under £250,000.....	<input type="checkbox"/>	<input type="checkbox"/>
£250,000-£500,000	<input type="checkbox"/>	<input type="checkbox"/>
£500,001-£1,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£1,000,001-£10,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£10,000,001-£50,000,000	<input type="checkbox"/>	<input type="checkbox"/>
£50,000,001-£100,000,000	<input type="checkbox"/>	<input type="checkbox"/>
Over £100,000,000.....	<input type="checkbox"/>	<input type="checkbox"/>
Prefer not to say.....	<input type="checkbox"/>	<input type="checkbox"/>
Don't know.....	<input type="checkbox"/>	<input type="checkbox"/>

Q6.a Did the Tall Ships Races event have a positive or negative impact on your business?

READ OUT/ SINGLE CODE ONLY

Very positive..... ☐

Positive..... ☐

Neither positive nor negative

Negative..... ☐

Very negative..... ☐

Q6.b Please tell us why?

PROBE FULLY / WRITE IN

Q7 In comparison to a "normal" week, what business activity did you achieve during the five days of the event in relation to customers and turnover?

IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY FOR EACH

	Customers	Turnover
Over 50% more	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% more	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% more	<input type="checkbox"/>	<input type="checkbox"/>
10% more.....	<input type="checkbox"/>	<input type="checkbox"/>
About the same	<input type="checkbox"/>	<input type="checkbox"/>
10% less.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% less.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>

Q8 Did you employ additional staff during the event?

DO NOT READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐

If yes, please tell us how many?

WRITE IN

Q9.a Did you change your usual opening hours for the event?

DO NOT READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐ GO TO Q10

Q9.b Did you extend or reduce your opening hours?

DO NOT READ OUT/ SINGLE CODE ONLY

Extend ☐

Reduce ☐

Q10 Please tell us whether you agree or disagree with the following statements about the Tall Ships Races event?

READ OUT/ SINGLE CODE FOR EACH

The Tall Ships Races...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
Are a good source of new business for me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Tees Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are a good thing for Hartlepool residents.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for Encouraging the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Are good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11 How would you rate the Tall Ships Races event for the following...

READ OUT/ SINGLE CODE FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Its contact with local businesses...	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its marketing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its media and PR.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meeting the needs of the local population.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping businesses informed about opportunities to get involved.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Keeping businesses updated about the event's logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Do you have any suggestions for how the impact of large events on local businesses could be improved in the future?

WRITE IN

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Interviewer declaration:

I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewers name:

Signature:

Date:

Trader & Exhibitor Questionnaire



Hartlepool Tall Ships Races 2010 Traders & Exhibitors Questionnaire

Good morning/afternoon/evening. My name is from Spirul on behalf of Hartlepool Borough Council. We are conducting a survey on behalf of the Council, Visit Tees Valley and One North East to assess the economic impact of the Hartlepool Tall Ships Races 2010.

During the event someone from Spirul asked if you would take part in a short questionnaire. The questionnaire will take about 10 minutes to complete.

All of Spirul's surveys are conducted under the Market Research Society's Code of Conduct; your answers will be treated as completely anonymous unless you tell us otherwise.

- Q1** What type of stall were you running at the Tall Ships Races event?
WRITE IN

- Q2** What type of company are you?
DO NOT READ OUT/ SINGLE CODE ONLY
Private limited company (Ltd)..... ☐ Sole trader or Partnership ☐
Public limited company (Plc) ☐ Charity..... ☐
Foreign owned company..... ☐ Community interest company..... ☐
Other ☐
Please tell us what
WRITE IN _____
- Q3** Where are you based?
WRITE IN

- Q4.a** Have you opened your stall at any other events in the region?
DO NOT READ OUT/ SINGLE CODE ONLY
Yes ☐ CONTINUE TO Q4.b
No..... ☐ GO TO Q5
- Q4.b** If so, which events and where?
WRITE IN WHERE APPROPRIATE
In Hartlepool.....

Elsewhere in Tees Valley (Stockton, Darlington, Redcar and Cleveland, Middlesbrough)
Elsewhere in the North East (Durham, Tyne and Wear, Northumberland)
- Q5** How did you find out about the opportunity to become involved in the Tall Ships Races event?
DO NOT READ OUT/ SINGLE CODE ONLY
Local press ☐ 'Meet the buyer' event ☐
Tall ships website ☐
Local radio..... ☐
Other ☐
Please tell us how
WRITE IN _____
- Q6** How many staff did you employ for the Tall Ships Races event (including yourself)?
WRITE IN

Q7 Could you tell us where these staff live, and whether they work full, part time or worked just for the event?
WRITE IN NUMBER OF STAFF WHERE APPROPRIATE

	Full time staff	Part time staff	Just for Tall Ships event
Hartlepool.....			
Elsewhere in the Tees Valley.....			
Elsewhere in the North East.....			

Q8 What was your total turnover at the Tall Ships Races event?
WRITE IN / IF UNSURE ASK FOR ESTIMATE

£

Q9 Thinking about your suppliers for the Tall Ships Races event and where they are based – I am going to ask you what proportion by value of purchases for the event were from suppliers based within Hartlepool, Tees Valley and the rest of the North East...
IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY

	None	1-9%	10-24%	25-49%	50%	51-75%	76-90%	91-99%	100%	Don't know
a. Firstly, what proportion were based in Hartlepool?.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Secondly, what proportion were based within Tees Valley.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Thirdly, what proportion were based within the North East.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q10.a Did the Tall Ships Races event have a positive or negative impact on your business?
READ OUT/ SINGLE CODE ONLY

Very positive..... ☐

Positive..... ☐

Neither positive nor negative..... ☐

Negative..... ☐

Very negative..... ☐

Q10.b Please tell us why?
PROBE FULLY / WRITE IN

Q11.a Would you like to be involved in similar types of events in this area in the future?
READ OUT/ SINGLE CODE ONLY

Yes..... ☐

No..... ☐ GO TO Q12

Q11.b If so, whereabouts?
READ OUT/ MULTI CODE

In Hartlepool..... ☐

Elsewhere in Tees Valley..... ☐

Elsewhere in the North East..... ☐

Q12 In comparison to other events, what business activity did you achieve during the five days of the event in relation to customers and turnover?
IF UNSURE ASK TO ESTIMATE/ SINGLE CODE ONLY FOR EACH

	Customers	Turnover
Over 50% more.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% more.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% more.....	<input type="checkbox"/>	<input type="checkbox"/>
10% more.....	<input type="checkbox"/>	<input type="checkbox"/>
About the same.....	<input type="checkbox"/>	<input type="checkbox"/>
10% less.....	<input type="checkbox"/>	<input type="checkbox"/>
11 – 25% less.....	<input type="checkbox"/>	<input type="checkbox"/>
26 – 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>
Over 50% less.....	<input type="checkbox"/>	<input type="checkbox"/>

Q13 Please tell us whether you agree or disagree with the following statements about the Tall Ships Races event?

READ OUT/ SINGLE CODE FOR EACH

The Tall Ships Races event was...	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	Don't know
A good source of new business for me .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Hartlepool.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Tees Valley	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good thing for Hartlepool residents	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Encourages the local population to see Hartlepool as a good place to live	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good for promoting Hartlepool as a place to visit.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q14 How would you rate the Tall Ships Races for the following...

READ OUT/ SINGLE CODE FOR EACH

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Its organisation and communication.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its marketing.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its procedure for booking stalls.....	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Its facilities for stallholders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q15 Do you have any suggestions for how the impact of large events on businesses could be improved in the future?

WRITE IN

Q16 Do you have any other comments about your experience of the tall ships races event in Hartlepool and its effect on your business?

WRITE IN

CLOSE/ THANK PARTICIPANT

Thank you very much for your time and co-operation. I'll just confirm that my name is from Spirul on behalf of Hartlepool Borough Council and Visit Tees Valley and this interview has been conducted within the Code of Conduct of the Market Research Society.

Interviewer declaration:

I hereby declare that this questionnaire has been completed within the MRS Code of Conduct and in accordance with the instructions supplied to me. I have carefully checked the questionnaire and am aware that it is subject to quality control procedures.

Interviewers name:

Signature:

Date:

		
Hartlepool Tall Ships Races 2010		
Stakeholder Discussion Guide		
Introduction and Consent		
<p>My name is and I work for Spirul, a research company that has been commissioned by Hartlepool Borough Council and Visit Tees Valley as part of a project to assess the economic impact of the Hartlepool Tall Ships Races 2010. The information you give me will form part of a report to establish the economic impact of the races. Thank you very much for agreeing to talk to me today.</p> <p>The information from this interview will be held by Spirul and used only for the purposes of this research. Everything you tell me will be kept confidential and any information that is included in any reports will be presented in a way that does not identify you as an individual.</p> <p>The interview will take approximately one hour. Your participation is entirely voluntary and you can withdraw at any stage.</p> <p>Have you any other questions before we start?</p> <p>[Go through consent form and obtain signature (or verbal agreement, if by phone) and permission to record the interview].</p>		
Interviewee Details		
<p>Name of interviewee:</p> <p>Job title:</p> <p>Date:</p> <p>Time:</p>		

Q1. What is your involvement with the Hartlepool Tall Ships Races 2010?
<p>How long have you been involved with the races?</p> <p>How did you come to be involved with the races?</p> <p>Prompt: Personal/organisational involvement</p>
Q2. What is your overall impression of the Hartlepool Tall Ships Races 2010?
<p>Good/ bad</p> <p>Why?</p> <p>Prompt: How well it was organised</p>
Q3. Did the Hartlepool Tall Ships Races 2010 match your expectations?
<p>Did the races match your priorities?</p> <p>Prompt:</p>

Q4. Are there any future lessons that can be learnt from the Hartlepool Tall Ships Races 2010?
<p>For who?</p> <p>What lessons?</p> <p>Prompt:</p>
Q5. Did the Hartlepool Tall Ships Races 2010 management maintain, improve or worsen relationships with other partners?
<p>Maintain?</p> <p>Improve?</p> <p>Worse?</p> <p>Prompt: How/ Examples/ Partners</p>
Q6. Do you think that Hartlepool Tall Ships Races 2010 benefited your organisation?
<p>How?</p> <p>In what areas?</p> <p>Any examples?</p> <p>Prompt: Publicity, contacts</p>

<p>Q7. Do you think that the Hartlepool Tall Ships Races 2010 benefited Hartlepool?</p> <p>How? In what areas? Any examples?</p> <p>Prompt:</p>
<p>Q8. How willing would you/ your organisation be to support future events in the area?</p> <p>You? Your organisation? Why? Why not?</p> <p>Prompt: Type of event/ type of support</p>

Q9. Is there anything else you'd like to say about the Hartlepool Tall Ships Races 2010 before we finish?

Thank you very much for your help.

Explain that the interview will be analysed and the findings will be incorporated into the overall reporting of the assessment.

How will they hear about the findings?