

**BOROUGH OF POOLE**

**CABINET**

**31 OCTOBER 2017**

**POOLE MARITIME FESTIVAL 2017: REPORT OF THE HEAD OF GROWTH AND INFRASTRUCTURE**

**1. PURPOSE**

- 1.1** To provide an overview of Poole Maritime Festival (PMF) 2017 and make recommendations regarding its continuation.

**2. DECISIONS REQUIRED**

- 2.1** That Cabinet:

- Notes the successful delivery of Poole Maritime Festival 2017 and that Place Overview and Scrutiny Committee will be considering the lessons learnt for future events.
- Agrees in principle to continue with Poole Maritime Festival as an annual event, bringing together a number of activities delivered space primarily on a commercial basis.
- That to provide coordination and marketing for Poole Maritime Festival 2018, a budget of £19,000 will be allocated from the remaining reserves from the 2017 event.

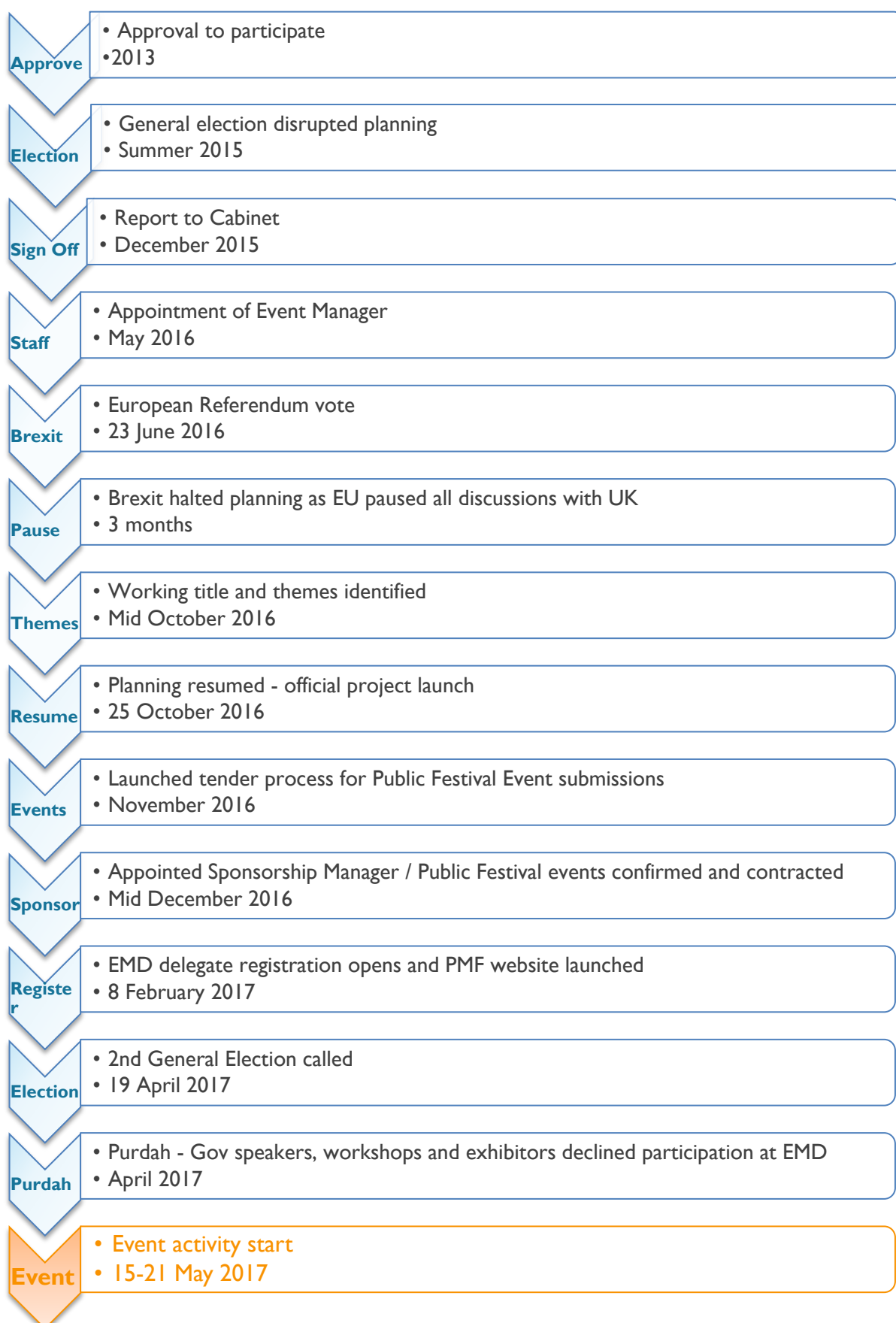
**3. BACKGROUND**

- 3.1** Poole Council approved participation in this event in 2013 in line with the Borough of Poole's Corporate Strategy; to improve the quality of life for the people of Poole.
- 3.2** Cabinet approval was sought in January 2016 to support European Maritime Day 2017 (EMD); to provide a unique opportunity for Poole to showcase the town nationally and internationally, whilst giving local business an economic boost, meeting the Council's key strategic objective of raising the profile of Poole, with investors, business, and tourists.
- 3.3** Cabinet noted that this Event had the potential to bring a significant economic benefit to local businesses and residents and to secure Poole's reputation within the UK and European maritime sector. Cabinet were supportive of the proposals.
- 3.4** The Cabinet Report dated 16 January 2016 agreed:

- That in line with the requirement by the European Commission of the Local Authority being the accountable body, the Council is proud to be the UK host of European Maritime Day (EMD) and work with the UK Government and the EU to deliver a successful international conference and:
    - a. Agreed the governance structure for EMD
    - b. Provided a budget of up to £150k as the Council's contribution to deliver the Conference
  - That in order to recognise the opportunity to promote Poole as a destination the Council:
    - a. Works with Poole Harbour Commissioners to ensure that the Poole Boat Show in 2017 delivers the family event element of hosting European Maritime Day
    - b. Supports an enhanced offer to the town linked to EMD through a one-off grant to the PHC of £15,000
  - That in order to ensure the successful overall management and delivery of this complex event, a sum of £60k is agreed for the Council to secure additional temporary staff resource.
- 3.5** To support the organisation of a number of business events in relation to European Maritime Day. Any trade or business events will be wholly self-funding and the Council is not being asked to make any financial contribution other than human resource from the Project Manager and Economic Development Team.
- 3.6** This collection of activities was branded Poole Maritime Festival 2017 (PMF). Following significant planning by the Borough and partners a successful festival was delivered, meeting the requirements agreed by Council and delivered to budget.
- 3.7** Of the Festival elements the most significant for the Borough was hosting European Maritime Day – a two day conference with 800 delegates. Despite issues arising from the EU referendum and the snap UK election this went well and Poole, it's Port and the wider marine and maritime economy was promoted at the conference.
- 3.8** The family festival based on the Poole Harbour Boat Show and supplemented by third-party events was also unique in scale for the Borough of Poole. Again the feedback was positive with residents and visitors enjoying a vibrant town and waterfront. The Poole Harbour Boat Show was bigger and more ambitious in scope. It attracted approximately 35,000 visitors over the three days with 100 boats, tall ships, firework displays, live music and theatre.

- 3.9** Given that there was no Council financial contribution to support the wider festival, additional complementary events were tendered on a fully commercial basis. Through the support of event organisers, local businesses and volunteers, a wider offer across the town was developed and delivered.
- 3.10** The business programme was delivered at no cost to the Council, with the support of sponsors, and achieved its objectives of promoting and developing skills and economic opportunity within key sectors.

#### 4. **KEY EVENTS**



## **5. SCHEDULE AND ATTENDANCE**

### **5.1 Business Programme**

The Business Programme (detailed schedule and attendance in Appendix 1) was co-ordinated by the Economic Development Team, Borough of Poole. There were 6 events held from the Monday (15<sup>th</sup> May) to the Wednesday (17<sup>th</sup> May) with locations including; Bournemouth and Poole College, Poole Museum and Rick Steins. Over the course of the 3 days over 400 businesses guests attended these events.

The STEM event at Bournemouth and Poole saw over 120 school children from 9 schools undertake a challenge set by the RNLI to create a device on a scale model of a lifeboat to lift someone from the water.

At the networking events over 150 businesses listened to inspirational strategies and stories from Sunseeker (CEO Phil Popham), RNLI (Transformation Director Sue Barnes) and Brendan Hall (Round the World Yacht Race Winner).

The Business Growth Day had over 80 delegates discussing business support for growth, import / exporting and options for financing.

The Business Programme was brought to a close with the Invest in Dorset Reception which saw the launch of the “Dorset Ambassadors Scheme” attended by over 100 attendees.

### **5.2 European Maritime Day**

European Maritime Day (detailed schedule and attendance in Appendix 3) was held in The Lighthouse, Poole from 18<sup>th</sup>-19<sup>th</sup> May and attracted over 800 delegates. 488 delegates came from Europe, 307 from the UK and 22 from the rest of the world.

The conference was titled “The Future of Our Seas” and had 4 key themes; Innovation & Growth, People & Skills, Safety & Security and Sustainability & Governance.

The business networking event, organised by Enterprise Europe Network, saw over 120 meetings held at the Lighthouse.

As part of the EU programme an evening reception on the 18<sup>th</sup> was held in Poole Park for 600 delegates were entertained and a VIP dinner was held at the Royal Motor Yacht Club.

### **5.3 Public Festival**

The public festival consisted of four key events (detailed schedule and attendance in Appendix 4);

- Poole Harbour Boat Show – The 3<sup>rd</sup> PHBS featured a marina full of exhibitors, quayside stalls, many demonstrations on the water and a firework display.
- Cargo – “Cargo” created by local school children was transported through dance, music, soundscapes and performances along the quay.
- Seven Sea Festival – Zoned in to sea basin areas providing cultural food and stalls from countries surrounds the seas. A big wheel also featured in this area running for a 4 week period.
- Taste of the South – Traditional food / craft festival, a variety of food outlets and cookery demonstrations.

These events were held across Poole between the 18<sup>th</sup> and 20<sup>th</sup> May.

Attendance figures across the Public Festival;

- Friday 18<sup>th</sup> May 2017 – 9,000
- Saturday 19<sup>th</sup> May 2017 – 27,000
- Sunday 20<sup>th</sup> May 2017 – 35,000
- Total of 71,000

## **6. EVENT EVALUATION**

- 6.1** The governance for Poole Maritime Festival consisted of 2 key elements, namely Operations Committee (OpCo) and Executive Committee (ExCo). A full time events manager was also recruited for a period of 12 months.

OpCo consisted of: Portfolio Holder (Chair), PMF Event Team, Economic Development, Communications, Building Consultancy, ECPS, Leisure, Legal, Tourism, Marketing, PHC - Safety, External Funding, Transportation.

ExCo consisted of: PHC CEO (Chair), Portfolio Holder, Strategic Director – Place, Economic Development Manager and Event Manager.

Regular meetings were also held with the event organisers in DG Mare, European Union and these also intensified in frequency in the run up to the event. The PMF Event Manager attended Safety Advisory Group meetings. An event log, that captured all activities coming through the main PMF team, was created and has been critical to evaluating how the event was run. Each event and SAG had full debriefs.

## **6.2 Business Programme**

The business programme (further evaluation in Appendix 5.1) was deemed an overall success with feedback from all events being very positive. The programme could only have been delivered with the support of our sponsors and partners. With over 400 attendees across the week and the launch of ‘Dorset Ambassadors’ the profile of Poole as a place to do business has been increased significantly.

### **6.3**     European Maritime Day

EMD has raised the profile of Poole with both local and international senior stakeholders (further evaluation in Appendix 5.2). The Leader of the Borough of Poole opened the conference and the Mayor of Poole closed the conference.

Agreeing the title of the conference and the themes with relevance to Poole, Dorset and the South Wests economy with HMG and the EU was an attractor for the event. The turnout for the reception was good and the entertainment was appreciated.

The European Commission undertake a full evaluation of EMD and they have provided us with their feedback. The two key statistics were; over 98% agreed that EMD met their expectations in full (10% more than in Turku in the previous year) and 96% were satisfied to some degree with the venue and logistics.

### **6.4**     Public Festival Events

Poole Harbour Boat Show was the main element of the public festival. The Poole Harbour Boat Show exceeded expectations and was enhanced compared to previous years with additional animation and activity. A report from the Poole Harbour Commissioners is included in Appendix 5 along with more detailed evaluation. Additional events were included as part of the Festival, organised by third-party event organisers on a commercial basis.

Overall, the third-party event organisers provided positive feedback regarding their events and visitor numbers. Logistics, operations, health & safety matters were all dealt with promptly, which resulted in low or no complaints. Their main concerns related to levels of central marketing and financial profitability/sustainability. Other issues raised included; traveller incursions, press management and the sharing of resources e.g. marquees.

### **6.5**     Logistics

Whilst an Operation committee provided coordination, a dedicated event manager proved vital. This resource was supplemented by support from the economic development team, the recreation and development team and other staff. The civic aspects of the European Maritime Day Conference also required significant support. The impact on resources of delivering a major event should not be underestimated.

The structure to manage the event on the day worked well in that we had two event managers covering early morning to late evening fully supported by a full time health and safety resource. Having access to the Poole Control Centre was vital in terms of managing incidents. Having the location moved from the Civic Centre to the Town Centre worked much better.

## 7. ECONOMIC IMPACT

- 7.1** The methodology for predicting the level of economic benefit (spend) that Poole Maritime Festival (PMF) including Poole Harbour Boat Show has had on Poole, has been taken from The South West Research Company in the report 'The Economic Impact of Poole's Visitor Economy 2013'. This study has identified that in 2013 there was 3,660,000 total day visits to Poole which generated £130,205,000. This equates to £35.50 per person which is multiplied by the number of visitors to calculate the direct spend.
- 7.2** The indirect spend is the ripple effect on businesses from direct spend. It includes, for example, the increased stock, orders from suppliers etc. The induced spend comprises the additional expenditure on goods and services by recipients of the direct and indirect income (e.g purchases made by restaurant employees).
- 7.3** Air Festival Research by Bournemouth University and mrg (2009) indicates that the indirect spend for food and drink is an additional 37% (of direct spend) and induced spend is an additional 21%. Following this methodology it is predicted that EMD attracted the following volume of visitors and spend:

Day	Number	Direct Spend £	Indirect spend £	Induced £	Totals
Monday - Thursday	2,400	£85,200	£31,524	£17,892	£134,616
Friday	9,000	£319,500	£118,215	£67,095	£504,810
Saturday	27,000	£958,500	£354,645	£201,285	£1,514,430
Sunday	35,000	£1,242,500	£459,725	£260,925	£1,963,150
<b>Total</b>	<b>73,400</b>	<b>£2,605,700</b>	<b>£964,109</b>	<b>£547,197</b>	<b>£4,117,006</b>

This does not take into account Poole has c1100 hotel rooms. It is a conservative prediction that a proportion (see below %) of these will be taken for PMF on the Wednesday, Thursday, Friday, Saturday and Sunday nights. Average hotel prices are £75 per room per night.

Night	% of rooms	No. of rooms	Spend	Totals
Wednesday	10%	110	£8,250	£8,250
Thursday	10%	110	£8,250	£8,250
Friday	10%	110	£8,250	£8,250
Saturday	10%	110	£8,250	£8,250
Sunday	10%	110	£8,250	£8,250
<b>Total</b>		<b>550</b>	<b>£41,250</b>	<b>£41,250</b>



Combining day visitors and spend in accommodation brings the total to **£4,158,256**. This does not include £18k for the Lighthouse and any unusually high spend at the Boat Show (e.g. purchase of boats).

If you include the contribution from DG Mare believed to be £250,000 then the overall impact would be **c£4.4m**.

For comparison, the Bournemouth Air Festival in 2009 was estimated to be £39m (but this also included fares and petrol) which have not been included above.

## **8. FINANCE**

The total cost of delivering the EMD Conference and related activities was £458k. A contribution from the European Commission of £158k was used to pay for elements of the Conference and related activities. The total budget that the Borough of Poole was left to manage was ~£300k.

This budget highlights the income and expenditure attributable to the Borough of Poole.

Overall cost:	£299,891.04
Income received:	£94,431.41
Net Expenditure:	£205, 459.63
Ear marked Reserve:	£225,000.00
Forecast Remaining in Reserve:	£19,540.37

The Business Programme, run by Economic Development, was self financing. The income received from the third party event organisers is included in these figures as is direct income from sponsorship.

## **9. SPONSORSHIP**

### **9.1 Overview:**

Early sponsorship was achieved by the previous Portfolio Holder from a national developer which was vital in funding the early activities of PMF.

With the events already highlighted in the timeline, there was some uncertainty as to whether PMF would proceed following the UK EU Referendum June 2016. Following the Brexit vote the EU paused all discussions with the UK for three months. Planning for PMF re-commenced in October. Once the programme was known and the launch happened the PMF Executive Committee authorised the recruitment of an organisation to obtain sponsorship.

Liz Lean PR was chosen as our partner (December 2016) to ensure co-ordination with the sponsorship activities of the Poole Harbour Boat Show, which they were also managing.

From commencement in December 2016, the search for sponsorship of EMD and PMF concentrated on attempting to engage sponsors to support our events, using the following methods:

- Email – 2,500 emails sent
- Phone – 800 calls
- Face to face / networking

The process for approaching companies was tailored to each individual company, highlighting aspects of the events, attendees and the benefits to be reaped that proved the most suitable to the individual business needs. 357 companies were approached for sponsorship.

The general responses on approach were that companies had already allocated their budget for 2017 or sponsored another event e.g. PHBS. This made achieving sponsorship difficult. On a positive note, contacting these organisations for sponsorship was heightening the awareness, profile and brand of PMF.

## **9.2 Sponsorship Results Summary:**

The Council secured £25k sponsorship from Gallaghers UK. In addition over £18k value was achieved from the work of the sponsorship manager:

- City Cruises: 3 hour vessel hire @ 420/hour = saving £1,260 plus discounted food and drinks
- Morebus & Excelsior: Bus hire at normal cost £1,000 per day for 2 days = saving £2,000
- 1 x luxury evening coach at £400. Saving total £2,400
- Government of Quebec: committed to an exhibition stand, Total: £1,500, and provided workshops at Business Growth Day. They brought business representatives to the events and promoted links between Poole and Canadian organisations, and provided Maritime Minister Jean D'amour as a VIP delegate and speaker
- MCA: Committed to 2x exhibition stands, total: £4,000
- Condor Ferries: provided a prize for the Mayor's Ball, value: £200
- Norco: Paid £1,000 for digital and pop-up marketing at EMD
- At least 4 exhibitors signed up following a campaign targeting previous exhibitors at EMD, total £8,000

## **10. THE FUTURE OF POOLE MARITIME FESTIVAL**

**10.1** Poole Maritime Festival has provided a unique identity to the area, providing an event brand with a strong fit with the Borough's maritime heritage and culture. It also links to one of the Borough's strongest employment sectors, focusing on maritime and marine engineering and manufacturing.

**10.2** The event has the potential to attract further tourists and visitors at regional, national and international level as seen by the Bournemouth Air Show. To

achieve these goals the event would need to have a long term strategy (3-5 years) with associated financial commitment to underwrite its development.

- 10.3** PMF has impacts that go well beyond what can be measured in economic terms. It has contributed to the quality of life by strengthening communities, providing unique activities and events, building awareness of diverse cultures and identities, and acting as a source of community pride. It is interesting to note that no complaints were received concerning litter, noise or traffic management in relation to the public festival activities either during or after the event. This is a significant occurrence and by its absence proves public acceptance and support for event activity of this nature.
- 10.4** An event that spreads the seasonality of tourism in a region also distributes the flow of money into a region, increasing the opportunities for full time employment. Other factors that PMF has impacted include:
- Increasing visitor length of stay and expenditure in Poole
  - Improving destination awareness
  - Generating wider partner investment eg dressing the town
  - Increasing civic pride and community solidarity
- 10.5** Festivals such as PMF attract tourists who might otherwise never visit the area and the benefits of festivals extend well beyond generating tourism pounds and include strengthening communities and enriching the quality of life. Within a wider regeneration agenda most major towns and cities will seek to deliver major events to achieve the outcomes outlined above.
- 10.6** The appetite for Poole to continue to develop a public festival is significant, with many expressing a desire for the event to continue. However the challenge for the Council is that there is no budget allocated to the continuation of the event. Given the need to find significant savings from current budgets in order to address the gap left by the removal of Government grant by 2019/20 the priority for allocating funds to a discretionary activity such as a festival has to be weighed against pressures in delivering other front-line services. The overall budget for Poole Maritime Festival including European maritime Day was £458k. To develop and expand the event the Borough of Poole would be required to underwrite the development and delivery cost, and to provide ongoing additional event management capacity. In addition to this the one-off nature of the event meant many staff and volunteers contributed their time to deliver a successful event. On an ongoing basis these efforts would also need resourcing. The Borough's current events team facilitate third-party events taking place on Borough land, but do not have capacity to lead on major events.

- 10.7** With a longer-term commitment in place an event can develop and grows its reputation which increases the opportunity to offset some costs through sponsorship. However experience from elsewhere demonstrates that there remains a significant cost to the host authority. Additionally if Poole Maritime Festival continues to include the Poole Harbour Boat Show then there will continue to be the issue that both events are seeking sponsors for a related event.
- 10.8** There is appetite amongst the business community for the Business Programme to continue in its support of local marine industries. Moving forward further links could be made with Dorset LEP and the South Coast Marine Cluster in producing a programme of events. This could include a Marine / Maritime Conference. As proven by the high percentage of international delegates attending EMD 2017, global interest exists to continue promoting links with UK based organisations, and there could be interest in a conference focusing on current economic issues facing the marine and maritime sectors.
- 10.9** It is therefore proposed that Poole Maritime Festival continues as an annual event. However given the financial constraints of the Council it is proposed that for 2018 this will be primarily an umbrella brand for a number of business as usual activities – joined together to strengthen the offer.
- 10.10** The proposal is attached in Appendix 1 and contains three elements; a community event, a business programme and the Poole Harbour Boat Show. Using this format also enables other ideas to be developed over time.

## 11. **RECOMMENDATIONS**

Recommendation	Decisions
Poole Maritime Festival to continue as an annual event	<ul style="list-style-type: none"> <li>Confirmation of PMF 2018 – 1-3<sup>rd</sup> June Festival, 4-7<sup>th</sup> June Business Programme and 8-10<sup>th</sup> June Poole Harbour Boat Show</li> </ul>
Financial	<ul style="list-style-type: none"> <li>Agree to contribute £19k to enable efficient event delivery and continuation of the Poole maritime festival brand and promotion.</li> </ul>
Invitation to tender	<ul style="list-style-type: none"> <li>3<sup>rd</sup> Party event activities to be informed of continuation by end Q3 17 to ensure appropriate activity and well-organised delivery</li> <li>Tender needs to be explicit around marine/maritime content, fitting with the maritime theme</li> </ul>
Branding	<ul style="list-style-type: none"> <li>Budget will facilitate limited PMF promotion through the use of branding such as flags, banners and posters supporting print/media/online promotion</li> </ul>
Staffing	<ul style="list-style-type: none"> <li>Festival to be managed by Leisure through BAU</li> <li>Business Programme to be managed by Economic Development through BAU</li> <li>PHBS will be delivered by PHC and Leisure through BAU</li> </ul>

**Adrian Trevett**

Economic Development Manager, Growth & Infrastructure

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Economic Development Manager

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## Appendices




### 1. PMF 2018 PROPOSAL



## POOLE MARITIME FESTIVAL

Fri 1<sup>st</sup> - Sun 10<sup>th</sup> June 2018

Building on the successes of European Maritime Day 2017, Borough of Poole proposes to retain the Poole Maritime Festival brand and co-ordinate a marine themed Public Festival, Business Programme and Boat Show to form an exciting week of activity for residents, visitors and the maritime industry.

<b>Community Event</b>	<b>Business Event</b>	
Fri 1 <sup>st</sup> - Sun 3 <sup>rd</sup> June	Mon 4 <sup>th</sup> - Thurs 7 <sup>th</sup> June	Fri 8 <sup>th</sup> - Sun 10 <sup>th</sup> June
A family festival and a voyage of discovery that celebrates the food, music and culture of the world in seven unique arenas at Harbourside Park, Baiter.	A special programme of activity for local & regional businesses to share in various seminars, workshops, discussions, networking and business building opportunities.	Marine and Maritime Festival including historic ships, charity events, displays, live music as well as the boat show.
<b>Organiser</b>		
<b>TBC</b>	 Economic Development	
<b>Admin &amp; Finance</b>		
Administered by BoP Self financing + Fee income	Administered by BoP Funded by sponsorship	Administered by Poole Harbour Commissioners Self financing
<b>Contact</b>		
<b>BoP Events Team</b> community.eventst@poole.gov.uk	<b>Adrian Trevett</b> a.trevett@poole.gov.uk	<b>PHC</b> info@pooleharbourboatshow.co.uk

## 2. BUSINESS PROGRAMME – SCHEDULE AND ATTENDANCE

Event	Location	Date	Time	No. of Attendees	Summary
STEM	Bournemouth & Poole College	Monday 15 May 2017	9am – 3.30pm	120 from 9 local schools 10 local business partners	Innovative challenge Encouraging interest in the science, technology, engineering and mathematic industries
DCCI Networking	Rick Stein	Tuesday 16 May 2017	7.30am - 10am	63	Phil Popham, CEO Sunseeker gave an overview of Sunseeker strategy
Dorset Women in Business	Poole Yacht Club	Tuesday 16 May 2017	9am – 11.15am	65	Sue Barnes, Transformation Director at the RNLI talked change in the RNLI
FSB Networking	Harbour Heights Hotel	Wednesday 17 May 2017	7.30am – 9am	25	Brendan Hall presented on his round the world yacht race with a crew made up of non-sailors
Business Growth Day	RNLI College	Wednesday 17 May 2017	2pm – 5pm	85 delegates 46 businesses 8 presenters 31 partners	Engaging regional businesses with a series of workshops and talks built around encouraging business growth through import/export within regional marine industries
Invest in Dorset Reception	Poole Museum inc. boat tour of harbour	Wednesday 17 May 2017	5.30pm – 8pm	Over 100 guests attended	Senior business representatives celebrated the launch of the Dorset Ambassador Scheme

### 3. EUROPEAN MARITIME DAY – SCHEDULE AND ATTENDANCE

Event	Location	Date	Time	No. of Attendees	Summary
EMD Conference  (The Future of Our Seas)	Lighthouse	Thursday 18 & Friday 19 May 2017	8am – 6.30pm & 8am – 3.30pm	800 delegates 23 exhibitors	Internationally important two day conference staged on behalf of the European Commission
EMD General Reception	Marquee, Poole Park	Thursday 18 May 2017	6.30pm – 9pm	800 delegates	A networking evening reception featuring a street theatre performance outlining the history of Poole
EMD VIP Dinner	Royal Motor Yacht Club	Thursday 18 May 2017	7.15pm – 10.30pm	30 invited guests	A private dinner hosted by the Leader for EU Commission VIP guests, speakers, local businesses and Civic dignitaries
EEN Networking	Lighthouse	Friday 19 May 2017	9am – 3.30pm	53 participants 16 nationalities 129 meetings	Delegates to pre-book meetings with organisations of business relevance with a focus on business growth and access to funding opportunities



#### 4. PUBLIC FESTIVAL – SCHEDULE AND ATTENDANCE

Event	Location	Date	Time	Ticket Price	Summary
<b>Cargo</b>  <i>Organiser:</i> Valise Noire  <i>Audience:</i> Family	Poole Quay to Sea Sculpture	Thursday 18 & Saturday 20 May 2107	8.45pm & 6.45pm	£0	A theatrical parade. 'Cargo' created by local school children transported through dance, music, soundscapes and performance along the quay through to Sea Sculpture where it is unloaded
Event	Location	Date	Time	Ticket Price	Summary
<b>PHBS</b>  <i>Organiser:</i> PHC  <i>Audience:</i> Family	Poole Quay	Friday 19 Saturday 20 Sunday 21 May 2107	10am – 6pm	£0	The third Poole Harbour Boat Show featured a marina full of exhibitors and quayside stalls, water demonstrations and a firework display
<b>Seven Seas Festival</b>  <i>Organiser:</i> Immense Events  <i>Audience:</i> Family	Baiter Park	Friday 19 Saturday 20 Sunday 21 May 2107	12pm – 10pm 10am – 10pm 10am – 6pm	£0	Zoned into sea basin areas providing cultural food and stalls from the countries surrounding these seas. A big wheel also featured in this area running for a 4 week period
<b>Taste of the South</b>  <i>Organiser:</i> Route PR  <i>Audience:</i> Family	Poole Park	Friday 19 Saturday 20 Sunday 21 May 2107	12pm – 6pm 10am – 6pm 10am – 6pm	£0	Traditional food/craft festival a variety of food outlets, and cookery demonstrations

## **5. EVENT EVALUATION.**

### **5.1 BUSINESS PROGRAMME:**

#### **5.1.1 STEM Event:**

##### **Successes:**

- Raising the profile of STEM industries, helping to fill the skills gap for future generations
- Agreeing a task with local relevance
- Engagement with schools

##### **Issues:**

- Some schools required paying for transporting children
- Parking was booked in Civic Centre but not used

##### **Lessons learned:**

- Start earlier – contact schools earlier i.e. May / June
- Spend more time briefing judges, apprentices and graduates
- Widen the steering group to include e.g. Careers & Enterprise Company

#### **5.1.2 Business Growth Day:**

##### **Successes:**

- Format and content of event welcomed by local business
- Department for International Trade and British Marine positive
- Stallholders signed up new members

##### **Issues:**

- Bad weather affected numbers
- Insufficient parking for attendees
- The room was not ideal in terms of setup and alteration during event

##### **Lessons learned:**

- Reduce number of sessions
- Allow more time for networking
- Check venue / room is appropriate for activities

#### **5.1.3 Invest In Dorset Reception:**

##### **Successes:**

- Over 100 businesses attended
- 25 Ambassadors enrolled to promote Poole, Dorset
- Desire to do more events like this with similar audience

**Issues:**

- Co-ordination of two groups coming together led to one party waiting for 30 minutes

**Lessons learned:**

- Consider the logistics further if bringing groups together
- Allow follow on time rather than just an activity

**5.2 EUROPEAN MARITIME DAY:****5.2.1 Conference****Successes:**

- Raised the profile of Borough of Poole with BoP Leader and Mayor speaking amongst senior influential political and industry leaders
- Selected working title and themes reflect areas of current local and national relevance
- Proposal of local and international workshop topics of interest on an international level, promoting good engagement from delegates

**Issues:**

- SCIC (DG MARE event management team) did not fulfil their duties leading to BoP team compensating e.g. management of conference assistants
- Supplier of phone charging equipment did not supply what was ordered / paid for
- Event Manager had to compensate for non-delivery in a number of areas

**Lessons Learned:**

- Conference Assistants should be bought in to ensure continuity
- Hold less workshops to free up more space for networking / meetings
- Less exhibition stands and not on second floor

**5.2.2 General Reception:****Successes:**

- Good turnout and street theatre appreciated
- Positive opportunities for networking with international delegates
- Opportunity to promote Poole and to boost awareness of the region and its opportunities for local business

**Issues:**

- Marquee not cleared in line with instructions, leading to delay in set-up of Taste of the South

**Lessons learned:**

- More concrete arrangements with VIP that are owned by Event Manager
- Arrange carriages for VIP guests

**5.2.3 VIP Dinner:****Successes:**

- Senior Civic, EU, International Government & local corporate attendance
- Constructive opportunities for high level networking
- Opportunity to promote Poole and to boost awareness of the region and its opportunities for local business

**Issues:**

- Needed greater flexibility with regards to transport
- Language issues need resolving for non English speaking delegates

**5.3 PUBLIC FESTIVAL:****5.3.1 Taste of the South:****Successes:**

- Taste of the South were satisfied with their event and the visitor numbers they achieved
- The celebrity chefs, especially Jane Devonshire, attracted a large audience
- Exhibitors generally happy and some noted that they sold out of stock on Sunday

**Issues:**

- Disappointed with the lack of marketing in and around the town
- Stakeholders, in their opinion, did not raise awareness of Taste of the South
- The event made a loss
- Having two events (EMD Reception was held on their site the night before) following on from one another required better management

**Lessons learned:**

- Delivering a free event is not sustainable
- More marketing and signage around the town is vital
- Organisers have provisionally booked Upton Country Park to deliver their event in 2018! however they would also be interested in continuing their events as part of a maritime theme in Poole Park

### **5.3.2 Seven Seas:**

#### **Successes:**

- Recorded attendance figures of over 28,000, far more than expected.
- Logistics, operations, health and safety matters were all dealt with promptly, professionally which resulted in no complaints

#### **Issues:**

- The arrival of travellers prior and post event caused issues including losing some sponsorship.
- The public toilets issue had a negative impact on positive press releases
- The event made a loss.
- The Big Wheel did not raise the level of interest expected.
- Promotion and marketing could've been much better.

#### **Lessons learned:**

- Planning to deliver the Seven Seas again in 2018, albeit a condensed version and with a nominal fee
- Keen to collaborate with Poole Harbour Boat Show but would prefer a later date in June
- Having two similar events (Taste of the South) meant the visitor offer was diluted which affected attraction to their event

### **5.4 GENERAL:**

#### **Successes:**

- Event Manager / Deputy and dedicated Health and Safety resource
- Having access to BoP Control Centre vital in managing incidents
- Moving event control centre to the Town Centre location
- The Operational meetings worked well encouraging cross- departmental working
- The profile of events in Poole has increased and new productive relationships were formed with event companies.

#### **Issues:**

- 2 general elections, Brexit and Civic changes
- DG Mare stopped communications for 3 months due to Brexit
- Signage for the event not fit for purpose
- The financial support for Poole Harbour Boat Show could have been used for wider promotion and marketing

**Lessons learned:**

- Consider plans and increased budget for signage of event and traffic
- Ensure SUH's are aware and bought in to their contributions
- Assess to last minute expenditure required in the run up to and during event
- Footfall low on Friday during the day and a Friday evening start would have been better
- Obtaining support from Bournemouth Tourism was beneficial

## **5.5 POOLE HARBOUR BOAT SHOW**

The following comments were received from the Poole Harbour Commissioners:

Poole Harbour Commissioners staged the 2017 Poole Harbour Boat Show on the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> May 2017, at the end of the very successful European Maritime Day conference and Poole Maritime Festival week. This was the third Boat Show that the Commissioners have organised and it was located at Poole Quay Boat Haven, on Poole Quay and on the Port of Poole Estate. Thanks, partly to funding received from the Borough of Poole, this year's event was bigger and more ambitious in scope than previous events and this has helped to propel the Poole Harbour Boat Show to become one of the premier marine leisure events on the UK calendar. Unlike the London Boat Show and the Southampton Boat Show, the Poole Harbour Boat Show is a free event, and therefore attracts large numbers of visitors. This year we estimate that approximately 35,000 visited the event over the three days.

The event consists of a commercial boat show in Poole Quay Boat Haven, with over 100 boats of all sizes on display, ranging from large Sunseeker yachts, (Sunseeker being one of the major sponsors), down to small ribs. We understand that many yachts from a variety of different manufacturers were sold at the event. The event also encompassed over one hundred stalls along Poole Quay, exhibiting a variety of displays and products, many of which incorporated a maritime theme. A number of charities and local organisations (such as Poole Maritime Trust and the Society of Poole Men) were involved.

This year's event hosted five tall ships, a variety of marine waterborne displays, Royal Navy vessels, Royal Marine displays, helicopter displays, RNLI exercises, firework displays, live music and a theatre event on the Quay. PHC organised a free passenger ferry to link Poole Quay with the Port (due to the closure of the Old Lifting Bridge), where the Royal Navy vessels were moored. The feedback from the public, sponsors and exhibitors has been universally positive. Local businesses, restaurant and bars have also been great supporters of the event, due to the large number of visitors attracted to the show.

Poole Harbour Commissioners intend to host the 2018 Boat Show on 8<sup>th</sup>, 9<sup>th</sup> and 10<sup>th</sup> June 2018, based on the present format, if finances permit. The Boat Show is, in due course, intended to break even however a tremendous amount of man/woman hours goes into the organisation of this event.

During the week PHC also hosted a very successful marine conference which attracted over three hundreds delegates, and the Commissioners are considering involvement in another conference in 2018.

## 6. FEEDBACK EXAMPLES

**From:** Paul Dredge [<mailto:Paul@rhh.org>]

**Sent:** 26 May 2017 14:34

**To:** Graham Richardson

**Subject:** Maritime Festival 2017

Hi Graham

I just wanted to say what a great weekend Poole has just experienced with the Poole Harbour Festival. The buzz and feel across the town was evident to everyone and the activities certainly put Poole on the Map, and coupled with the EMD conference (which I believe was a huge success as well) this extended across Europe. I understand many delegates were saying that this was the best conference they had attended and I see no reason to doubt that at all.

The weather of course, played its part in making the weekend a success but the quality and range of activities and events (from the ball on the 13<sup>th</sup> which was itself a great success) ensured that it truly was a maritime festival, and not just an event in name only. I have had many of our visitors who stayed with us saying what a wonderful time they had and that they would be returning to Poole in the future as a result.

I am sure that I speak on behalf of all members of the Poole Tourism Management board when I ask that thanks and congratulations be passed on to all of those involved in the festival (and especially the organisers of the individual events who invested their time and more importantly their money). The best legacy we could get from the EMD conference, is if the Poole Maritime Fest could be continued into future years and become a proper, annual event.

Regards

Paul Dredge

Acting Chair, Poole Tourism Management Board

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**From:** Christine.RATEL@ec.europa.eu [<mailto:Christine.RATEL@ec.europa.eu>]

**Sent:** 30 May 2017 09:09

**To:** Kirstie Blakeman

**Cc:** Adrian Trevett; Adam Bessant; SCIC-CONF-EMD-2017@ec.europa.eu;

Christos.Economou@ec.europa.eu; Claus.SCHULTZE@ec.europa.eu;

Emma.Bovey@lighthousepoole.co.uk

**Subject:** EMD Poole

Dear Kirstie,

I would like to warmly thank you for the good collaboration along this year preparing the conference. You were the corner stone of the project and your support was great, congratulations for the management of the project in somehow difficult / special external circumstances ;-)

I would like to extend my thanks to all the team around you , Adrian and Rosie we started the project with, Adam, the Lighthouse team and notably Emma Bovey , Olye and all the technical team in the plenary room,



I think everything went well, I went through the answers of the survey we launched after the conference and the overall impression of delegates is good, I will send you the report of the survey when it will be available. The weak point was the catering , we received many comments that the food was not good.

I hope that the events organised during the week-end following the conference was also a big success.

I wish you a relaxed summer and above all ... all the best for the future,  
Kind regards,  
Christine

**Christine Ratel**



**European Commission**

Directorate-General Maritime Affairs and Fisheries

A3 – Sea-basin Strategies, Maritime Regional Cooperation and Maritime Security

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**From:** Richard Selby [<mailto:RSelby@britishmarine.co.uk>]

**Sent:** 22 May 2017 10:53

**To:** Matthew Robson; Adrian Trevett

**Subject:** Poole Maritime Festival

Hi Matt,

I thought the festival overall was a fantastic event.

As ever I am sure there will be feedback from all over the place and wondered if there is likely to be a wash up meeting at any point.

As I personally mentioned at recent stakeholders meetings I hope that the Boat Show/Seven Seas/Taste of the South can produce longevity in support of the local economy, residents and visitors and therefore look forward hearing about any plans for 2018 and beyond.

Well done to all involved.

with kindest regards

**Richard Selby**  
International Development Manager  
British Marine I Superyacht UK

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Mobile: +44 (0)7584 638536

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**Sent:** 25 May 2017 12:52  
**Subject:** high street regeneration...

Hi, Well done for a successful festival .. I enjoyed it and so did many others.... I see you have regeneration in your title so I would like to know what thoughts there are on regenerating the High Street which has too many empty outlets. Lower taxes and even grants to help business start up would be good and would benefit the whole of Poole by bringing in more tourists and encouraging more locals to use the town. Parking is another issue that could be made more easy for shoppers.. Maybe a look at Lyme Regis and places with successful facilities might pave the way to improve the outlook for shops on the high street.. Clearing some of the "homeless" people and encouraging them to seek help would be useful as There has been an increase in this sort of activity especially as you never see a Police officer on the high street these days.  
WE need more festivals and fun days .

---

**Sent:** 21 May 2017 14:43  
**Subject:** Re: Poole Maritime Festival Volunteers

Congratulations on putting on such a good show! I am delighted it has been such a success, there certainly seem to have been many visitors. I am proud to have been a part of it and really enjoyed meeting some lovely people.

Hopefully see you again in the future!

---

**Sent:** 22 May 2017 07:51  
**Subject:** Re: Poole Maritime Festival Volunteers

Morning

Just to say thanks for the opportunity of volunteering a this event. Had a great day (def picked the best day weather wise!!).

I'd be happy to go down on a contact list for other events that need volunteers.

Well done to you all for the organisation!

---

**Sent:** 22 May 2017 14:17

**Subject:** Re: Poole Maritime Festival Volunteers

I just wanted to say that we really enjoyed representing Poole over the weekend and acting as information points for some of the many visitors that came our way. There was a lovely atmosphere, especially when the sun came out and we met some lovely people from different parts of the country. Despite a few hiccups on Friday, things seemed to fall into place better for Saturday.

Thank you to the team for all their hard work to place Poole on the map more in the Maritime world. We hope the delegates enjoyed their stay here. We would certainly be happy to volunteer again in the future if needed.

---

Sent: 22 May 2017 11:08

Subject: FW: Poole Maritime Festival

We had a wonderful family visit to Poole on Saturday. Even with the morning weather we had a marvellous day and managed to see many of the fabulous exhibits.

Many thanks again, well done to you and the team on a fantastic event and Best wishes

---

Sent: 20 May 2017 18:25

Subject: Poole Maritime Festival

I felt I just had to congratulate whoever organised this festival for getting it just about right. We travelled in by bus, expecting to spend an hour or two but in the event reluctantly left 6 hours later as we had to come home for the pets. We thoroughly enjoyed ourselves and hope that it will be happening again next year. If so we intend to invite all our family as it is very much an event for all age groups.

Well done everyone involved in this festival



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Tourism Tourism added 3 new photos.  
21 May at 12:48 · Poole · 🌐

Beautiful day for the Poole Harbour Boat Show!!

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254

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Write a comment...



**Deb Giles** Fab organisation and so much to see and do x The free event  
Seven Seas was highly enjoyable x well done all x

Like · Reply · 22 May at 20:20



**Eunice Marsden** Very good indeed except the disappointing 7 Seas. Great  
weekend and enjoying today some of the fabulous local produce bought from  
Taste of the South. Hope that and the Wheel return next year

Like · Reply · 22 May at 13:10



**Janet Southwood** Thanks for a great weekend I was really proud to live in  
Poole well live in an amazing place and events like this makes it really special  
x

Like · Reply · 1 · 21 May at 23:24



**Karen Delaney** Brilliant day out X

Like · Reply · 2 · 21 May at 20:26



**Cathy Mitchell** Great time had by all well done BOP x

Like · Reply · 1 · 21 May at 20:00



**Julie Butler** Stacey Staples n Vikki Butler

Like · Reply · 21 May at 13:40

Write a comment...