

COUNTY COUNCIL LOCAL COMMITTEE FOR COPELAND	Report No.
Meeting Date: 6th June 2002	
From: Director of Community, Economy and Environment	

WHITEHAVEN TALL SHIPS PROJECT

1.0 EXECUTIVE SUMMARY

- 1.1 *This report summarises a request from Whitehaven Community Trust Ltd for funding towards a living feasibility study for Whitehaven's Tall Ship's Project.*

2.0 POLICY POSITION AND BUDGETARY IMPLICATIONS

- 2.1 *If the committee chose to support this project, provision would be made available from the Local Economic Initiatives Fund.*
- 2.2 *This project was discussed at the Economic Sub-Group and was supported by the members. The level of grant support is at the discretion of the full Local Committee for Copeland.*

3.0 RECOMMENDATION

- 3.1 *Members are recommended to support this project with a grant of an amount that is considered appropriate.*

4.0 BACKGROUND

- 4.1 Whitehaven harbour programme is nearing completion and it is envisaged that a major tourist attraction will be required to complement the harbour and its surrounding area.
- 4.2 The maritime festival has been a huge success for the area with visitor numbers soaring to 117,000 in 2001. It is evident that Tall Ships attract a great deal of tourism interest.
- 4.3 A single ship would not be sustainable, as it would have to remain at sea to pay for itself and therefore would not provide continuity for tourists. The alternative therefore is to acquire a fleet of three ships to be permanently based in Whitehaven.
- 4.4 The Square Sail fleet consists of three ships and all have made successful visits to the town. By acquiring three vessels the issues of tourism, sail training, corporate activities and chartering can be successfully addressed.
- 4.5 In order to assess the feasibility of such a project the Whitehaven Community Trust are bringing the Square Sail Fleet of Tall Ships to Whitehaven for a five week event. (June 20th to July 28th). The direct and indirect benefits to the community are approximated at £396,000.
- 4.6 The marketing of such a project is vitally important and the trust is hoping to raise £50,000 for this aspect of the project. The trust has already been successful in securing £18,000 from various sources such as the CCTB, Key Fund, EDZ and the Western Lake District Partnership. There is also a commitment to funding from BNFL.
- 4.7 This project has been before the Whitehaven Town Centre Group, who are supportive.

5.0 OPTIONS

5.1 Members may choose to support or otherwise this project.

6.0 CONCLUSION

6.1 This project would complement the harbour's major regeneration programme and create a successful tourist attraction for the town of Whitehaven.

Ralph Howard, Director, Community Economy & Environment

27th May 2002

APPENDICES

No Appendices

IMPLICATIONS

Staffing:	None
Electoral Division(s):	All North Copeland
Executive Decision:	Yes
Key Decision:	No
Have the urgency procedures been used:	No

BACKGROUND PAPERS

No Background Papers.

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COVERING SHEET FOR COMMITTEE REPORTS

Title of Report Whitehaven Tall Ships Project

Committee _____

Author Nik Hardy

Part ½ 1 _____

Public Summary Enclosed: Yes/Not Applicable _____

No of Appendices _____

Draft No _____

Staffing Implications

Persons Consulted

Corporate Parenting Implications

Environmental Implications

Crime and Disorder Implications

Human Rights Act

Electoral Divisions

Communication Implications

Date: *

Cleared by **Chief Officer/Unit Manager** _____

Copied to **Director of Finance and Central Services** _____

Head of Legal Services _____

Other Directors (please list)

Head of Members Service Unit _____

Council Spokesperson/Chair _____

Date of Pre-Agenda Meeting _____

Final Report Yes/No