



Think you know sailing? Think again...

Plymouth 10-18 September

visitplymouth.co.uk
Positively Plymouth



Latest News – 17 June 2011

Introduction from Leader of Plymouth City Council, Councillor Vivien Pengelly

"Welcome to the first Plymouth America's Cup World Series newsletter. There is an incredible amount of activity in the city at the moment as we all prepare for one of the world's top sporting events. I'm delighted to see so much support from our partners, businesses, organisations, the media and residents. This event will bring with it thousands of people, the America's Cup teams and their entourages, visitors and international media and also the potential of further future investment as Plymouth is thrust onto the world stage. The World Series is a fantastic opportunity for the city and we must grab it with both hands."

America's Cup World Series

10 of the world's fastest racing yachts will battle it out in the inaugural America's Cup World Series in Plymouth Sound this September. Teams representing China, France (with two teams), Italy, New Zealand, Republic of Korea, Sweden and USA gathered in San Francisco to show off their specially designed, multimillion pound 45ft catamarans, the AC45s. There was early drama when trophy holders Oracle Racing demonstrated just how brutal these breathtaking boats can be and cartwheeled their AC45 in front of the celebrity crowd. The America's Cup World Series gets underway at Cascais in Portugal in August. The second regatta is in Plymouth from 10 to 18 September.



Promote your Special Offers to America's Cup Visitors

There is a fantastic opportunity for businesses to promote 'special offers' to America's Cup visitors during September

Think you know Sailing? Think again...



http://www.youtube.com/watch?v=_NwADU9_IVA



Making Plymouth Ship Shape for America's Cup World Series

Preparations are now well underway for the prestigious America's Cup World Series event and Plymouth City Council is rallying support from both the private and public sectors to help stage this fantastic spectacle.

Our partners, the **University of Plymouth**, are providing significant support and it's thanks to them we have marquees for hospitality on the Hoe. The contribution of the **English Cities Fund** and support from **ABP Ports** means the Millbay development site can be used for the Race Village. **Amey LG and Bardon Aggregates** are helping prepare the site and the **Sutton Harbour Group** has offered pontoons to create temporary docks for the America's Cup boats. **Cattewater Harbour Commissioners** are providing pilotage and towage for the container ship that will be delivering the America's Cup boats as well as moorings and pontoons.

Princess Yachts has offered the use of some of their boats for corporate entertainment. **First Great Western** has offered the use of a carriage for VIP guests. **First Devon and Cornwall** will show films of the America's Cup boats in action on the park and ride buses. **The City Centre Company** is providing sites for banners and advertising space throughout the city centre. **The Plymouth Waterfront Partnership** is helping to design the festival atmosphere on the Barbican.

As the preparations for the event progress the Council is expecting more firms to sign up with offers of support and there have also already been numerous contributions and efforts from individuals and small companies, all backing this fantastic event.

via the Visit Plymouth website.

Please send all special offer details to elaine.budd@prensus.co.uk with your logo in .jpg or .gif format. You can view an example of the level of information required at www.visitplymouth.co.uk.

Ramping up the marketing

With just three months to go to the America's Cup World Series event the marketing plans for the city are being ramped up. Banners and posters are going up around the city and we're distributing car stickers and flyers. A major local, regional and national PR programme is now well underway with high profile lifestyle, travel and sailing magazines coming on board for the build up to September.

The official Lord Mayor's residence at Elliot Terrace will be used as a venue for networking with influential investors interested in a range of Plymouth opportunities.

Recycling roads for America's Cup Race Village

Work is beginning on preparations at Millbay Dock for the creation of the America's Cup World Series Race Village.

Plymouth City Council and its partners for the America's Cup event are taking an innovative and sustainable approach with recycled materials. The surface that is being taken from roads around the city as part of Operation Upgrade is being deposited at Millbay. Plymouth Transport and Highways (the partnership between the Council and Amey) are currently resurfacing roads that have been badly affected by the severe winter weather. This road surface will be reused to level the site at Millbay ready for the Race Village to be built on top. This will be home to the state of the art catamarans and the teams for America's Cup World Series event from 10 to 18 September.

The Race Village will provide a unique opportunity for visitors to see the awesome America's Cup boats up close and watch their crews getting ready for the races. Spectators can watch the racing action from the Hoe where there will be a big screen and stage entertainment.

This is the first time the prestigious America's Cup has held a World Series of regattas around the world. The racing begins in August in Portugal, the second event is in Plymouth and then the Series moves on to San Diego. Some of the world's top sailors will be racing the state of the art catamarans around Plymouth Sound and right in front of the Hoe.

How can you help?

Can your business help with additional coach or car parking facilities during the America's Cup?

Plymouth City Council is asking for expressions of interest from businesses in the city that may be willing to make their car parks available to the public during the America's Cup.

With over 500,000 people expected in the city for the world's most exciting sailing event the Council is working hard to come up with a solution that will mean people can get here and move around the city easily. While some visitors will be coming by boat or public transport, the vast majority is expected to come by car, which means extra parking will be required.

What is the Council looking for?

We are looking for sites adjacent to strategic transport links such as train stations and bus routes that can act as informal Park and Ride services, where people can park and then walk, cycle or catch the bus into the city centre.

Will we be able to charge for parking?

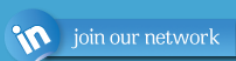
It is currently free to park at park and ride sites, so there is a precedent for free parking in these circumstances. Free parking also negates the need for a parking licence. However, if a private company wanted to charge for space and go down the licensing route that is a possibility and something the Council would provide advice and support on.

How will the extra parking be advertised?

Any additional parking that is made available would be publicised through the Visit Plymouth website, as well as through social media activity, PR and via static signage within the city.

If you think your business might be able to help please contact Rosemary Dale, Major Schemes Officer, Plymouth City Council (01752 305514 or rosemary.dale@plymouth.gov.uk as soon as possible.

For further information on opportunities for Plymouth businesses to get involved in the America's Cup please visit www.visitplymouth.co.uk



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