

3.0 DETAIL

3.1 Argyll and Bute Council and Oban Business Improvement District (Bid4Oban) partnered and signed the agreement with Clipper Ventures to host the Oban Stopover to be held from 12 July to 21 July 2024.

3.2 Chaired by the Head of Development and Economic Growth Service, the Steering Committee for the Oban Stopover is involved in creating the Festival from the start of the planning process. Two subgroups, one focussing on the marine/consenting aspects of the race and the other on the marketing and land-based event activities.

3.3 The Festival of the Sea is planned as an overarching community engagement programme and is designed to be an inclusive event. The Festival delivery partners include Food from Argyll, Rockfield Centre, Scottish Association for Marine Science, Oban Sailing Club, Royal Yachting Association Scotland, Oban High School, LiveArgyll, Furan Gaelic Centre, Oban Rotary Club, CHARTS, and a number of other potential partners are also in the process of being approached.

3.4 All venues have been secured for the event with the most important one being North Pier and North Pier pontoons (Table 1). Other venues include, the Corran Halls, Rockfield and Oban High School will be the site where the sails will be repaired. Clipper are liaising with the School Hostel to stay there for the event with their 30 staff at their own cost. Rockfield will host the media centre and office space for Clipper at a cost agreed with Clipper together with the food and drink festival.

3.5 Overflow carparks at the Oban High School and at Mossfield have been agreed with Road and Infrastructure Services. HIE have offered their carpark at SAMs.

3.6 HITrans will supply hire bikes ahead of the Stopover, the West Highland Trans No(Tf1 0 0595.32 841.

village and cultural events at the Corran Halls and other private venues across Oban.

3.9 The crew will also take part in wider tourism opportunities, environmental works (beach cleans) and a business connect meeting to be held at SAMS.

3.10 The objectives of the Festival are:

1. To showcase the world-class produce from Argyll and Bute and establish new business relationships
2. To stimulate investment across key sectors of food and drink, events and festivals, hospitality, and retail
3. To exhibit local crafts and culture, and provide experiences of the Gaelic language
4. To

busking; showcasing ocean explorer tartan products; bringing ROVs to show the water below the boats; microscopes to explore life in a drop of seawater; public artwork; outdoor workshops to learn about identifying local marine mammals and birds; Scottish ocean storytelling; seaweed extravaganza.

3.18 SAMS will host Clipper Connect Business Networking event on 19 July showcasing SAMS innovative businesses. This B2B event will aim to establish new business relationships for local world-class producers; stimulate investment in innovation across key tourism industry sectors; and promote Oban and Argyll and Bute as a leading adventure sports destination.

4.0 MARKETING

4.1 Argyll and Bute Council teamed with Argyll and the Isles Tourism Cooperative (AITC) as the regional Destination Organisation to provide a marketing campaign for the Clipper 2023-2024 Round the World Yacht Race Oban Stopover. Links to Clipper Ventures allocated on AITC and Bid4Oban websites will provide the most

visitors as it is a largely non ticketed event however a peak of 2,000 to 3,000 additional visitors per day of the event is anticipated at the peak time of the race. However, the capacity of the accommodation will be a decisive factor.

5.0 CLIPPER RACE DETAILS

- 5.1 Oban will welcome the final leg of the Clipper 2023-2024 Round the World Yacht Race and provide a 10-day Festival of the Sea programme of events. For the first time ever the fleet of eleven 70-foot ocean racing yachts will berth in Scotland after a 40,000 nautical mile race around the world ([Clipper Round The World Race](#)).
- 5.2 There are 22 crew per boat plus 30 support staff. Since this Washington DC - Oban leg is the last one before the finish in Portsmouth it is anticipated that the crew's families and friends are coming to meet the boats after their Atlantic crossing.
- 5.3 Glencruitten Hostel is offered as an accommodation for the support staff and rooms in

to sustainable event industry, and, therefore, will contribute to building Scotland's

Andrew Spence (Bid4Oban)
Zalina Dzhatieva (Argyll and Bute Council)
David Adams McGilp (Visit Scotland)
Beth Anderson (The Rockfield Centre)

	The budget update is provided to the Events Manager, EventScotland	
Account for Clipper Oban Stopover	Finance Officer was approached to create Account for Clipper Oban Stopover; the code is set up in the ledger; coding invoices can be done	
Invoices from LiveArgyll for venue hire	Venue hire of Corran Halls is booked and paid for key civic ceremonies of award prize giving on 16 th July and VIP Reception on 21 st July; and also for Clipper Race crew briefing on 20 th July.	
Business Gateway Funding support	BG paid FFA £5,000 to subsidise stall fees for a list of up	

TTRO application for a procession application	Parade to be held on 21 st July during the Stopover and application for a procession application to be submitted for it	
Goody bags	secured 250 good quality tote bags branded better journeys that can be used as the goodie bag for the crew; donations from businesses to be included in the bags;	
Event Safety Management Plan	To create and submit Event Safety Management Plan	

RIS

Involved in traffic management; creation of fan zone on S19 (en-GB) >BDC q476.38 2qc 54-3(-3(

invited to take part including business sponsorship. There are a number of key civic events associated with the event and will form a key part of the programme. The main event is ticketless and open to everyone to enjoy.

- 8.3 The Festival of the Sea activities are scaled to the available budget. The focus is on creating a warm Highland welcome, showcasing our produce, our culture and our natural marine environment.
- 8.4 It is anticipated that Clipper will bring a new audience to Oban and wider Argyll and Bute. The Race has the potential to create great experiences and images that can be used for future marketing. Produced marketing material could also be used as a legacy in the future as part of our future corporate branding and tourism marketing.
- 8.5 The event is anticipated to provide a significant economic boost for Oban, Lorn and wider Argyll and Bute

Appendix 1: Programme of the Festival of the Sea

[Clipper Events Programme | north-pier-pontoons \(northpierpontoons.com\)](http://north-pier-pontoons.com)