

FREE LECTURE

Wednesday 30th March 2005 at 7.30 PM

*Westlakes Research Institute
Westlakes Science & Technology Park, Whitehaven, Cumbria*

“MARITIME FESTIVAL: BUSINESS OR PLEASURE?”

Gerard Richardson, Deputy Chairman, Maritime Festival Committee

The 2003 Whitehaven Maritime Festival brought £1.7 million into the local economy and pulled in a record crowd of more than 200,000 people in 2003, but how did the festival become so popular? This unusual perspective on the Festival will take the audience on a journey of discovery establishing how these events are managed and organised and provide some of the quirky behind the scene stories that the crowd on the day could only ever imagine.

The journey starts with the flicker of an idea leading to the first festival in June 1999 when Whitehaven held its first maritime festival celebrating the history of this once important port and looking forward to a future as a marina and tourist location, thanks to a massive investment in the harbour. The event was a huge success with up to 100,000 people attending.

Whitehaven's Fourth Maritime Festival, takes place on 25-26 June 2005 - it is timed to coincide with the International Year of the Sea and Nelson's death at the Battle of Trafalgar 200 years ago. Over 200,000 people from as far afield as Norway, Canada, Finland and America came to the town to experience the festival in 2003 and it is anticipated numbers will reach in excess of 250,000 this year to experience:

Tall Ships this year include Liverpool's flagship the Zebu and sail training ship, Jean de la Lune. The St. Ivel Utterly Butterly display team, Europe's only professional wing-walking display team will entertain the crowds with a combination of the latest safety technology with the courage and daring of early aviators. In addition, Cumbria's official commemoration of the 60th anniversary of the end of the Second World War will be held on June 26 as part of the weekend-long festival.

EVERYONE WELCOME – NO CHARGE

**To avoid disappointment please reserve a seat: contact Wendy McBain on 01946 514112,
or email at wendy.mcbain@westlakes.ac.uk**