



Organised by
The Royal London Yacht Club



Royal Corinthian YC



Coves Corinthian YC



Royal Victoria YC



Island SC



Newsletter

January 2014

Charles Stanley Coves Classics Week – 21-25 July 2014

Significant Name Change

Did you notice the amended logo?

We hope so as Charles Stanley, the investment management firm have come on board as headline sponsors to help us maintain the standard of event we now have a reputation for as we expand and need ever greater resources.

They are not entirely new to the event as some of their people are previous competitors who recognise the cultural similarities between classic sailing and traditional investment management. There are additional sailors in the firm who will also be joining us this year.

Their involvement, therefore, will not be as a corporate looker-on, but as members of a shared experience. They are not seeking a hospitality venue for staff and clients, but sufficient visibility of their own participation to illustrate their own heritage.

The announcement was made at the Royal Thames Yacht Club during the Boat Show Cocktail Party held jointly with the Royal London Yacht Club.

Speaking about the sponsorship Mike Lilwall, Group PLC Director of Charles Stanley and a keen sailor himself commented: "We are delighted to be supporting Coves Classics Week and the Royal London Yacht Club. We see significant business synergies with the owners and crews of the Classic

fleets and we look forward to an outstanding regatta. Charles Stanley can trace its origins back to 1792 whilst the Royal London YC enters its 176th year having been established in 1838 and whilst we don't expect yachts of those eras to be competing, we look forward to seeing beautiful classics as well as some modern-classics competing. "

Charles Stanley has made this additional commitment to the sport of sailing in 2014 alongside its continuing support of the Stock Exchange Sailing Association and the Royal Solent Yacht Club's annual regatta which takes place immediately after the Charles Stanley Coves Classics Week.



Chris Dawson, Commodore of the Royal London Yacht Club (left) exchanging pennants with Mike Lilwall, Director of Charles Stanley Group PLC at the announcement.

Photo © Jake Sugden Photography

Enquiries to David Elliott: david.elliott@cowesclassicsweek.org

www.cowesclassicsweek.org

Peter Taylor, the Chairman of Cowes Classics Week since its inception in 2008 and Vice Commodore of the Royal London Yacht Club, stated “We are delighted that such a prestigious organisation as Charles Stanley has taken headline sponsorship of Cowes Classics Week, particularly as it has such strong sailing connections. We consider that this will significantly raise the profile of the event providing good exposure for the sponsors, and we will be able to provide improved facilities to the competitors on and off the water which will enhance the quality of the event”

Charles Stanley & Co. Limited is one of the leading UK stockbroking and investment management companies, serving the private investor and acting for many national charities, trusts, professional institutes and major financial institutions. Their principal business remains as it was a century and more ago, the provision of a traditional, high-quality service to the discerning private investor with £18.5 billion of client funds under management, 32 UK-based offices and a comprehensive range of discretionary, advisory and execution-only products and services.



How will it affect us?

Naturally, we're delighted for this support from such a prestigious organisation, especially one with strong sailing connections and an understanding of the underlying ethos of the event. It should significantly raise the profile of the event providing good exposure for us as well as the sponsors, and we will be able to provide improved facilities to the competitors on and off the water and deal with some of the compromises we have previously had to make.

More particularly, it will enable us to:

- Add another race track to provide a dedicated race team for our largest fleet, the XODs (an area of concern expressed at the Class Captains meeting)

- Improve external communications and gain additional press coverage for the event and participating classes – if any class or boat has an interesting story, let us know – we may be able to get coverage for you
- many more photo opportunities and an event photobook
- Maintain our low entry fees for a third year
- Increase the number of RIBs which will help with course-laying and safety cover
- Extend the launch services (another request from the Class Captains)
- We anticipate being able to increase the capacity of social functions, particularly at the Royal London, with the provision of an additional garden marquee
- Develop a new web site – see below



New Helm Trophy

To be awarded to the best result for a newcomer to the event. It may be awarded to the helm of a boat in any class based on overall results, calculated using a formula that takes account of different fleet sizes.

We are very grateful to Royal London YC members Martin Hasker & John Pratt for generously donating this trophy and for their involvement with the race team.



Notice of Race

Will be published early February, after which entries and booking will be open – we'll let you know when available.

Classes Update

As always, behind the scenes, we maintain a constant dialogue with classes and boat owners to encourage participation and make sure the event meets their needs. The annual Class Captain Meeting, held last November, kicks off the process each year.



Current class news:

- Both the Sunbeams and XODs now view the Charles Stanley Cowes Classics Week as a significant regatta and the XODs in particular are expecting a higher turnout



- Two classes that are not yet ready to commit will be represented by a number of owners who are keen to participate – Swallows and Victories – let's make sure they go back and rave about the event to the rest of the fleet



- The Flying Fifteen class has a new Classics and Silver Fleet Captain, very keen to have a good turnout and are targeting 15 15's but it's looking like they may exceed that already. Moderns are welcome too and the class has its own PY ratings to accommodate boats from different generations.



- Teams from Charles Stanley will enter a Daring and a Flying Fifteen
- A 5.5mR from Austria is working with the Daring fleet to get some more boats from Europe
- Two cruiser/racer classes now meet the 50-year rule and are working towards getting a number of boats together – Nicholson 36 and Rustler 31
- And both the Stella and Twister classes have adopted us in their calendar



Photos: © Tim Jefferys

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Publicity

Classic Boat will be seeking stories from the classes and individual owners – if you want to submit anything, please do so early (send via David Elliott) and Classic Boat will want to follow up with some interviews during the week.

Classic Boat

THE WORLD'S MOST BEAUTIFUL BOATS

New Web Site

Not ready yet – we'll let you know when it is, but soon.

Until now, we have maintained a web site with, hopefully, all the information needed to support competitors prior to the event, but the administration of the racing, entry system and results service has been separate causing some discontinuities.

The new site will integrate everything with interactive sections which should alleviate past difficulties – we're working hard to make sure it does.

The address will stay the same:

www.cowesclassicsweek.org

High Sheriffs' Trust

In keeping with our tradition of supporting Island charities, the nominated event charity is the High Sheriff's Trust.

The office supports and encourages voluntary and statutory organisations particularly those involved with young people and any funds raised will go towards introducing underprivileged children from the Isle of Wight to sailing.



The Cowes Clubs

We must acknowledge the considerable effort that members of the Cowes Yacht Clubs put in to create the success the event has achieved. They are working behind the scenes already to make sure that the quality of racing is maintained as the organisation gets ever more complex in terms of numbers and variety of needs.

Our Other Sponsors

Whilst we have a new headline sponsor, we must also acknowledge the support we have received from a number of organisations who have regularly supported us and are continuing to do so.

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Contacts

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Regatta Secretary: Jill Stevenson

(for admin queries about entries, moorings, racing, socials, etc) secretary@cowesclassicsweek.org

Next year's dates:

Charles Stanley Cowes Classics Week

19-24 July 2015

www.cowesclassicsweek.org

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