

COWES
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Cowes200: What is it?

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“

An umbrella initiative to make Cowes a more attractive and more successful “top-ten” event destination.

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- ✓ Changing the delivery model – “Stronger Together”
- ✓ Focus on the shoreside experience
- ✓ Move visitors, more competitors, more partners, more revenue
- ✓ Benefitting the whole of East & West Cowes, marine industry, traders, yacht clubs and the wider community - leveraging the strategic new Harbour marina infrastructure
- ✓ Using the Cowes Week Bicentenary as a catalyst for change and a better future



Cowes Harbour Marina: A new era for East Cowes

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CHC has announced plans to build a new Cowes Harbour Marina, a cutting-edge development set to redefine East Cowes and enhance Cowes' standing as a premier sailing hub.

- ✓ 145 new berths with modern visitor facilities and walk-ashore access.
- ✓ 16% increase in total berthing capacity for the whole of Cowes Harbour.
- ✓ Estimated £23m* local economic benefit over a 20-year period.
- ✓ Unite East Cowes and Cowes as a thriving marina destination for both small and larger visiting vessels.
- ✓ Key element of regenerating East Cowes and will act as a catalyst for further developments in the marine services, hospitality, retail, and accommodation sectors.
- ✓ It will create a thriving hub for visiting yachts, motorboats and for the first time, large superyachts.

* Figures based on the 2024 CoCreate Solutions Ltd Economic Impact Assessment



Cowes Harbour Marine: Timeline

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CHC is dedicated to ensuring that Cowes Harbour Marina is developed with environmental sustainability at its core. As part of the licensing process, great care is being taken to protect the marine ecosystem and conduct responsible dredging operations to minimize environmental impact.

Jan & Mar 2025

MMO Application & Planning Application

August – November 2025

Dredging works

December 2025

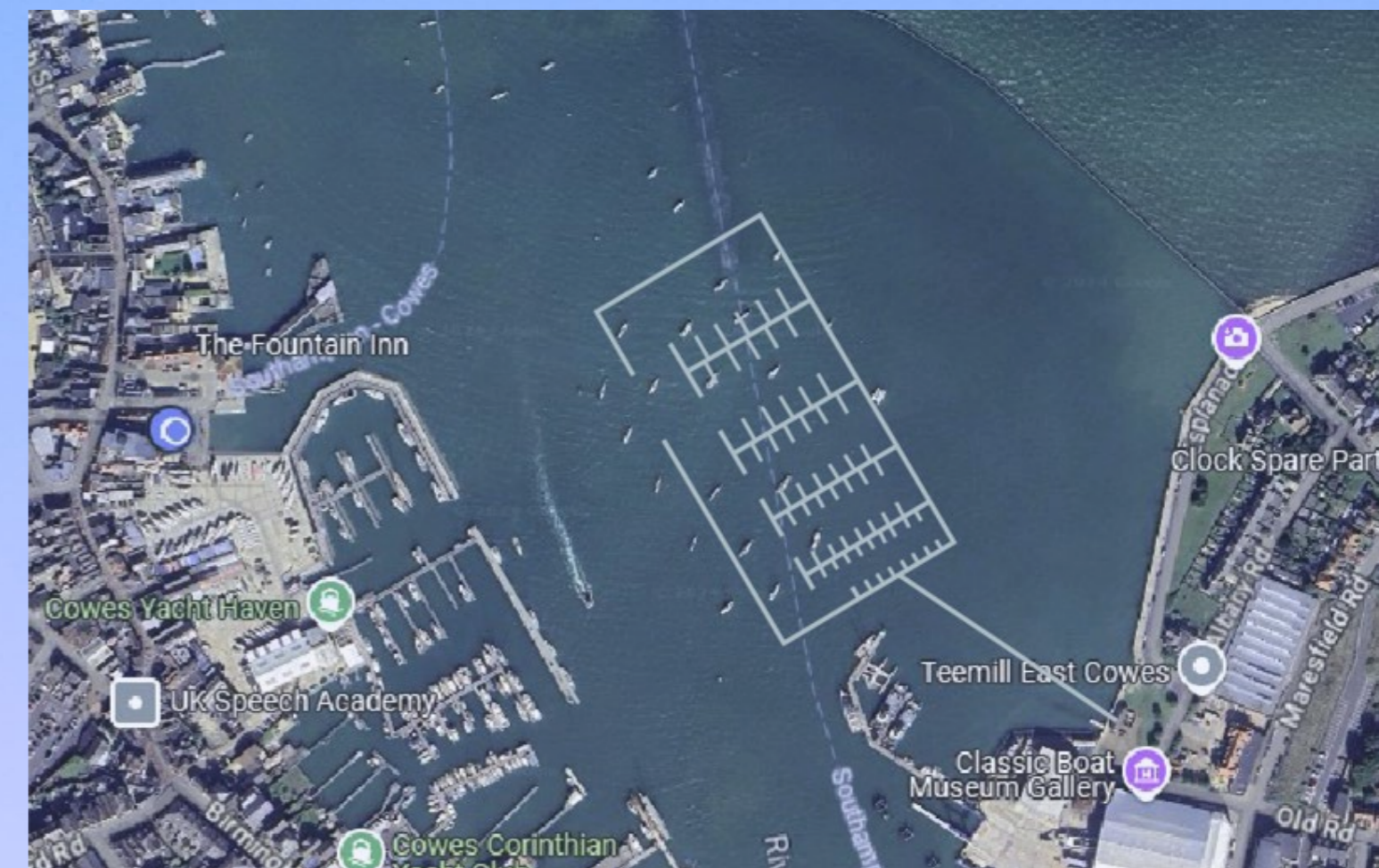
Construction commences

March 2026

Construction completion

Easter 2026

Opening





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The Bicentenary Season

June

IRC Nationals
Fife & Classics Regatta
5.5 Metre Class European Championships



July

J Class Regatta
12 Metre Regatta
8 Metre Regatta
Cowes Classics Week
Round the Island Race
British Classics Yacht Club Regatta



August

Start of the Round Britain & Ireland Race
RC44Cup
Dragon Edinburgh Cup
Powerboat Rally



The Bicentenary Regatta



On-the-water

- ✓ Seven days of world-class regatta racing
- ✓ 650+ boats - new and returning classes & participants

Ashore

- ✓ Spectacular programme of shoreside events and entertainment
- ✓ Significant increase in visitor numbers and revenues for the towns
- ✓ Reimagined high streets and official venues
- ✓ New coordinated delivery approach: "One Town, One Venue"
- ✓ Representation from all stakeholders

BICENTENARY

31 JULY – 7 AUGUST 2026



WORLD-FAMOUS HEADLINE ACTS
RED ARROWS & AERIAL DISPLAYS

FIREWORKS

DRONE DISPLAY

BICENTENARY BALL

CREW PARTY

BICENTENARY EXHIBITION

PARADE OF SAIL

EXHIBITION RACING

Cowes200: *The journey*

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2026

Cowes Week Bicentenary: Celebrating 200 years of sailing at Cowes

2027

Classics Regatta

Return of the Admiral's Cup

Start of the Fastnet Race

Cowes Week

And more to come...

2028

More Classics

Cowes Week

Etchells Worlds

A curated season of events from May to September, delivered using the same successful model



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Next steps

1

Community engagement around
priority shoreside events

2

Solicitation on how to create 'festival
atmosphere' all along the High Street

3

Solicitation on how to best
integrate East Cowes

4

Feedback on incremental sponsor &
shoreside event opportunities

