



BEATING THE SEA BOUNDS

JOIN US | JULY 7TH 2024



Join us for a memorable Family Heritage
event spanning Poole Quay and extending across Poole Harbour.
Inspecting the Sea Boundaries of Poole Since 1364



Organised by
The Society for Poole

SUPPORTED BY

- Poole BID
- Poole Maritime Trust
- Poole Harbour Commissioners
- Poole Quays Forum
- Poole Rotary
- Pirates of Poole
- The Office of Mayor of Poole
- Landmark Creative Studios



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A BRIEF HISTORY

The original purpose of the Beating of the Bounds of Poole Harbour was to check the various marks and boundaries of the original Winchelsea Certificate, awarded to Poole in 1364, to see that the “bounds” or boundary markers still exist, that they are in the correct position and that there has been no encroachment upon waters belonging to the Port of Poole.

The Winchelsea Certificate confirmed the limits of the town’s maritime jurisdiction over the port. The Mayor, being “Admiral of the Port” it was he who presided over the locally held Admiralty Courts and it was essential to know his jurisdiction. In 1661 it was recorded that an event to “beat the bounds” was done for enjoyment

and public participation. Some 20 boats set out with drums beating and colours flying, and the town was saluted with a gun “The good company made merry with the good liquors and provisions they carried with them for that purpose” In 1778 ha’penny pieces were for the first time thrown by the Mayor to children and music started to be played.

The event was growing, in 1821 several thousand people were noted to be assembled at North Haven and a 21-gun salute fired from Brownsea Island. Indeed, the Council provided dinner for 500 people and a fireworks display was seen at Heckford Field lasting until midnight.



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Unfortunately, the ceremony lapsed in 1834 but was revived in 1921 as a consequence of legal action taken against local residents for trespass on parts of the Harbour Shores.

Since 1921 the ceremony has been undertaken many times with hundreds of boats escorting the Mayor around the harbour with parties and entertainment provided. In 1961 the ceremony was joined by the Jolly Pirates of Poole who added spice and fun to the event whilst collecting for the Mayor of Poole's Charities.

The Society for Poole, which was then The Society of Poole Men, played a pivotal role

in all ceremonies since 1924 by providing Jurors escorting the Mayor on his journey across the waters of the Harbour.

The event was covered by Pathe Newsreels and featured highly within the events programme for the town.

The Society for Poole aims to re-establish the event on Poole's event calendar, restoring this ancient ceremony, unique to Poole, by creating the pageant, and a spectacular and fun event throughout the day on the Quay and across the harbour itself.



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A BRIEF HISTORY

The Quay will be closed for the day with music, stalls, funfairs and entertainment.

Whilst on the water the Mayor will inspect the boundaries and fight off an “attack” from the Pirates of Poole then return to the Quay for the ancient ceremony of the pins and points which aims to make a memorable impression of two children to remember the day.



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SPONSORSHIP OPPORTUNITIES

The Beating of the Sea Bounds is a focussed Poole event but anticipated to attract tourists as well as the local population. Held in early July the event will appeal to families with funfairs and pirate water fights, as well as parents and grandparents who may remember the events of the past or who are attracted to stalls selling period crafts, the spectacle of the Mayoral procession and the ancient “points and Pins” ceremony, sea shanties and folk music as well as trade stands for sponsors and charities, demonstrations by the RNLI and Labrador rescue dogs in the water off the Quay (subject to weather and permits). It is estimated that over 10,000 people will attend throughout the day with full coverage on TV and radio as well as print media. In addition, extensive social media build up and marketing.



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WHY SUPPORT THIS EVENT

This is both a unique opportunity for local companies to assist Poole in the recreation of this ancient ceremony and to put it back on the calendar for the future, but also to gain a specific profile as a sponsorship partner on all promotional material and within the extensive social media presence which will be created.

Poole has a rich heritage which needs to be supported. This event, which we aim to organise, as in the past, every 3 years has the ability to enhance the event schedule on the Quay, create interest in the history of the town, reconnect people with its heritage and boost tourism and trade in this part of town.

We need support to do this but have a track record (VE / VJ Event in 2021) proving that a highly professional heritage event is possible to be hugely successful.



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SPONSORSHIP LEVELS

	Gold £5k	Silver £3k	Bronze £1k	Sponsor £500
GOLD SPONSOR	x			
2 VIP seats on the Mayoral boat across the harbour	x			
Full page advertisement in the free on day brochure (subject to funds)	x			
Free stand space at the event (not obligatory!)	x			
Availability of logo around the main music stage	x			
SILVER SPONSOR		x		
1 VIP seat on Mayoral boat across the harbour		x		
Half page advertisement in the free on day brochure (subject to funds)		x		
BRONZE SPONSOR				x
Advertisement within the free on day brochure (subject to funds)			x	x
Prominent logo on the event website and all social media platforms used	x	x	x	x
Prominent logo on information boards to be placed along the Quay	x	x	x	x



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Thank you!



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