

The Tall Ships Races Sunderland 2018

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SAIL TRAINING AMBASSADOR PROGRAMME

Scope

- Sunderland
- Barriers
- Concept
- Programme
- Results
- Lessons learned
- Questions

Aims

- To raise awareness that 'the dream' does not necessarily sell itself
- Describe how our ambassadors have increased awareness and defeated barriers to participation



The Tall Ships Races 2018

- Four host ports

- Sunderland

Wed 11th - Sat 14th July

- Esbjerg 18th – 21st July

- Stavanger 26th – 29th July

- Harlingen 3rd – 6th Aug



We are planning for 1.5m visitors and up to 80 vessels to visit Sunderland.

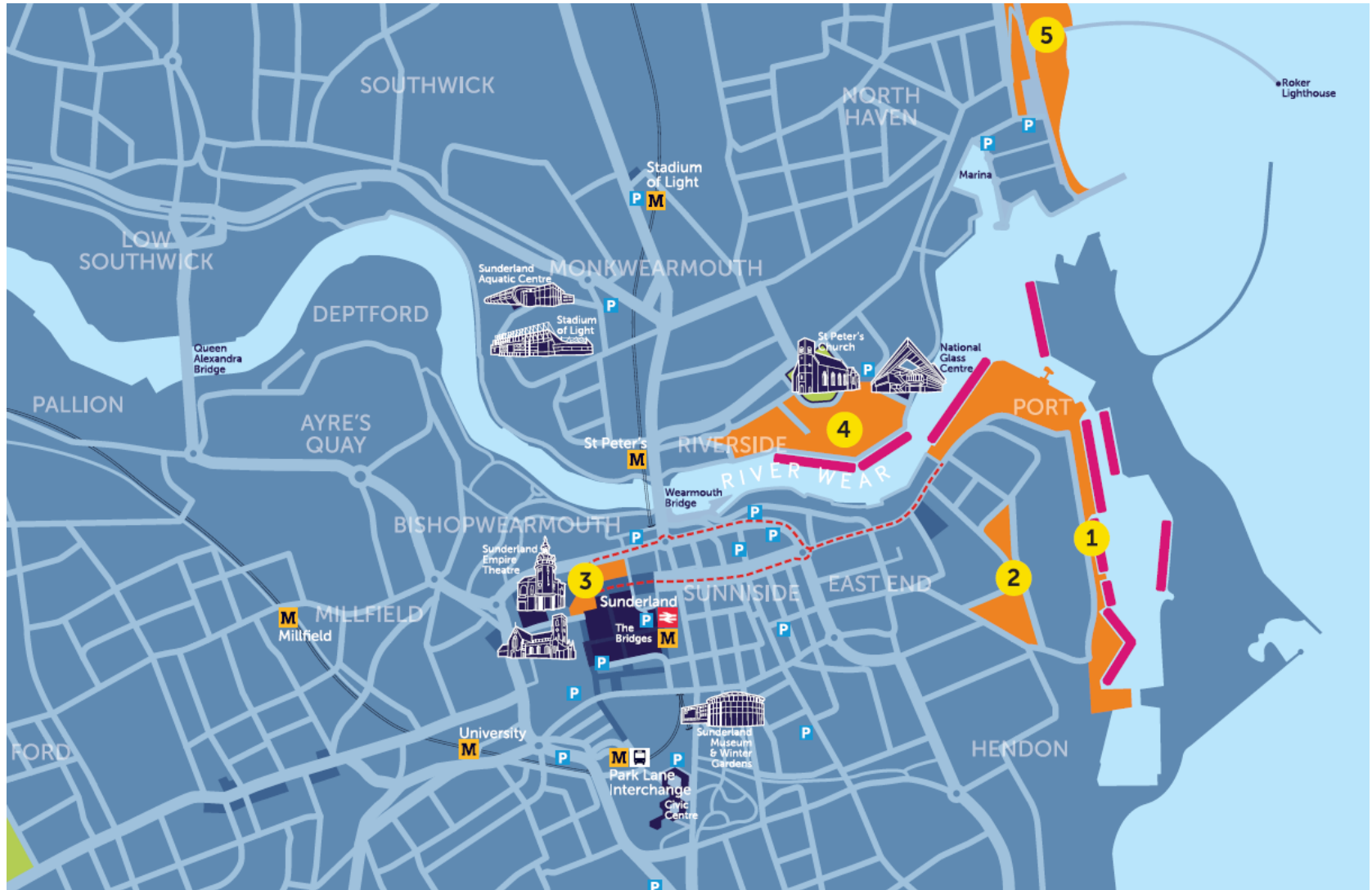


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Developing event zones



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Cultural context

- City by the sea
- Ship building heritage
- City lives for football
- UK City of Culture 2021 applicant
- Under-going renaissance



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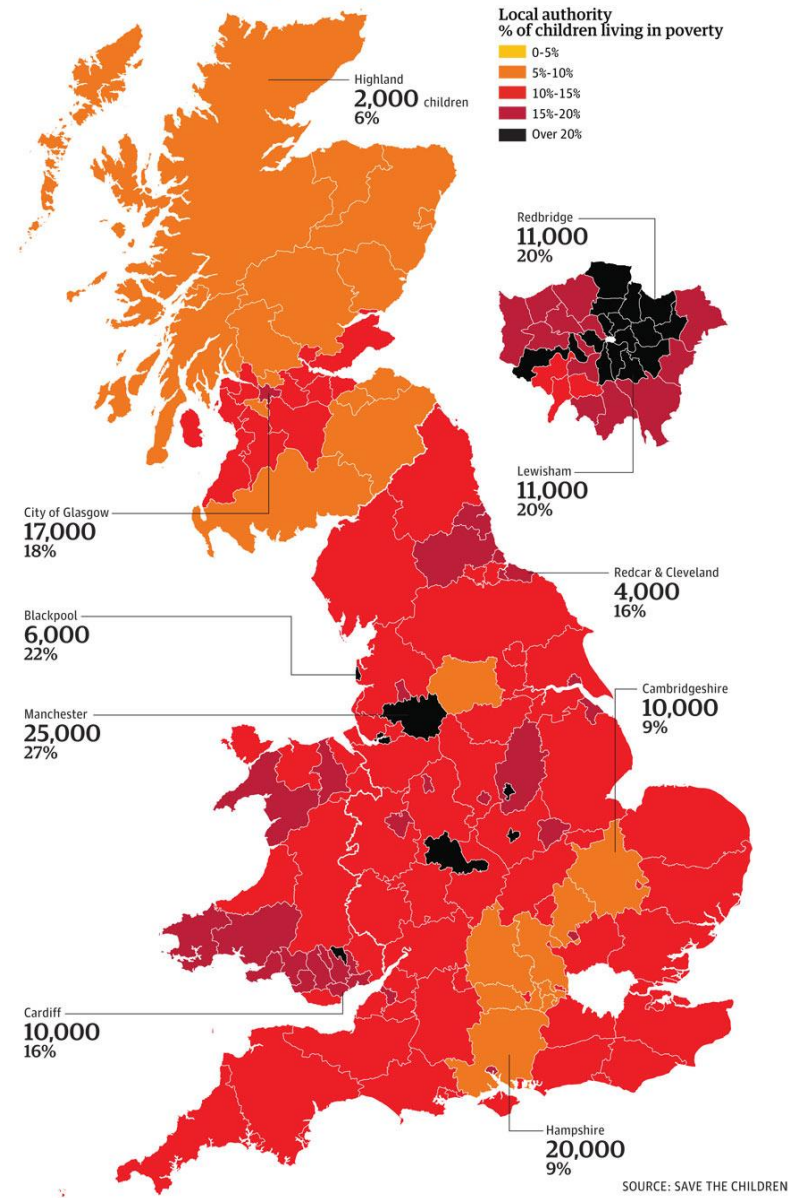


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Children living in poverty

Social context

- 7.3% of the UK population, persistent poverty in 2015
- 17,000 children live in poverty in Sunderland
- Hendon is the worst-hit with 1,320
 - 51 per cent – children living in deprivation
- Looked after children
- Young carers
- '000s of 'need to go' trainees



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Sail training - a life changing experience!

- Develops key life-skills and increases self-esteem - a sense of achievement
- Applications are open at www.tallshipssunderland.com
- A bursary scheme is available. Easy online application process.
- Applications close on Sunday 12th November
- Successful bursary applicants informed in December
- Orientation sessions in February and April 2018 for all Sail Trainees

It's a challenge! It's hard work! But most of all it's fun!!



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Barriers

- Finance
- Time
- Perceptions



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Concept

- Communicate the sail training offer to the 'need to go audience'
- Promote city attractions and activities
- Sail trainees for vessels pre-2018
- 32 Nominations from schools and charitable organisations
- Sponsorship of some trainees



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Programme

- HRH launch
 - May 2016
 - Opportunity to attract support



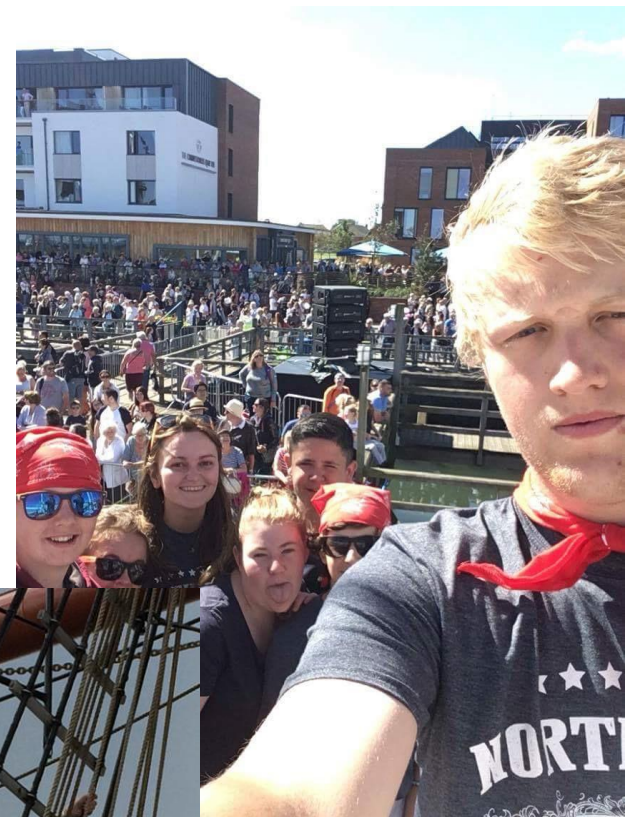
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Sail training programme

- Stavros S Niarchos - North Sea voyage
- Lord Nelson - TSR16
- Kapitan Borchardt - Regatta 16



City activity programme

- Cultural
 - Empire theatre
 - Multi-faith Church visit
- Heritage
 - Sunderland Maritime Heritage
 - Museum visit
- Active
 - Dingy sailing
 - Kayaking
 - Paddle boarding



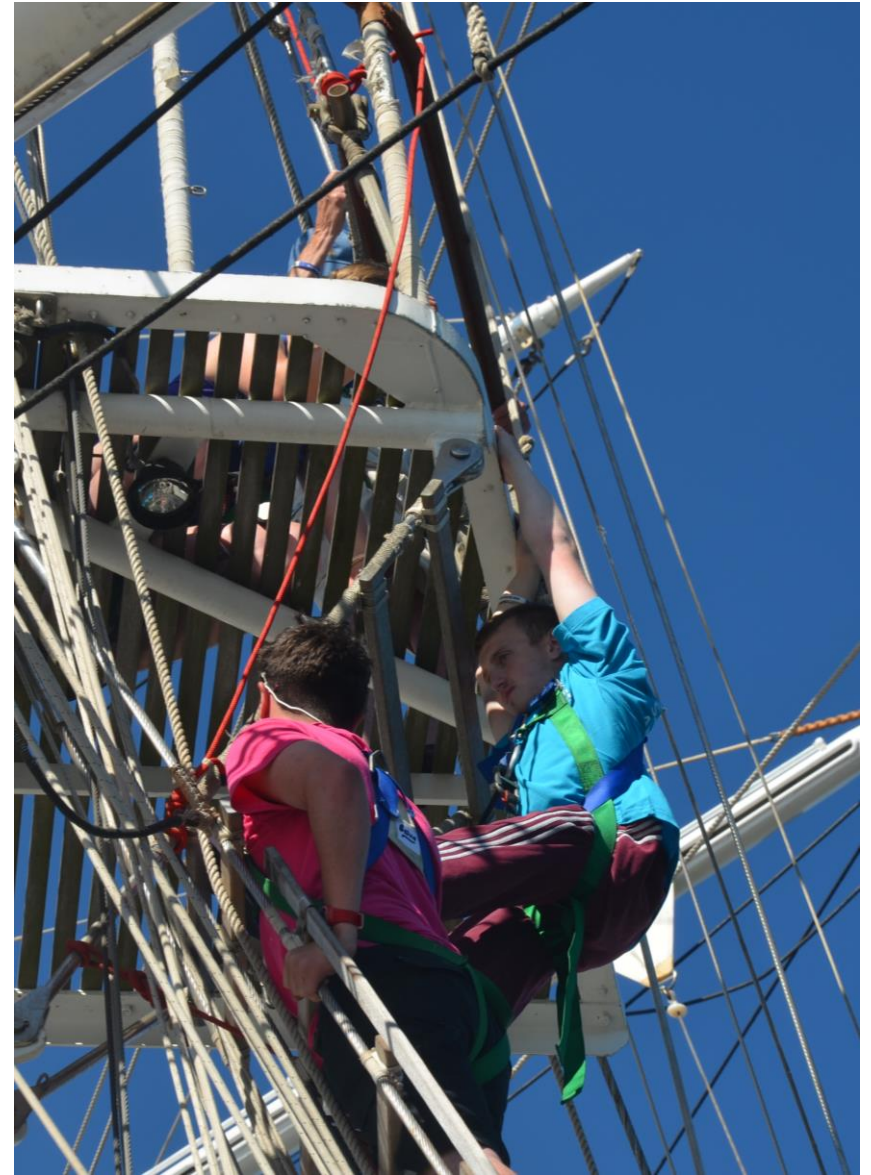
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THE TALL SHIPS RACES
Sunderland 2018
organised by Sail Training International

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Successes

- Already given the experience to 30 individuals – instant 30 sail trainees
- Raised awareness of sail training in Sunderland
- Fantastic content for social media and news articles
- Demonstrated barriers do not exist to Sail Training
- 115 applicants for bursaries
- Engaged sign-posting organisations



Lessons learned

- Ambassador selection – should be interviewed
- Participant investment – opportunity must be valued
- Ambassadors must be supported to engage with the peer groups that they represent
- Outreach programme must be detailed and proscribed
 - Each ambassador should have their own bespoke set of target group engagements planned
 - Stakeholder groups should be involved in getting the ambassador message to their audiences
- Programme should be well-staffed
 - Great project for a volunteer (or two) to become involved with



Summary

- Barriers to becoming a sail trainee may have been addressed to an extent
- Must invest in the programme once it is initiated in to ensure that the benefits are maximised
- Helping us towards achieving 200 Sail Trainees from Sunderland



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Thank you

Any questions?



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