

THE TALL SHIPS RACES – AREA BOARD PAPER

April 2017

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to present to the Board options to consider in relation to community engagement as part of The Tall Ships Races event in 2018. This paper provides information on two specific opportunities in which residents in the area can participate in, contribute to and benefit from the event.

2. BACKGROUND

- 2.1 The Tall Ships Races Sunderland 2018 provides the city a unique opportunity to strengthen its position in the North East as a visitor destination, generate significant economic impact and pride for the City, and a superb opportunity to bring Sunderland's physical and cultural regeneration to a local, regional and international audience.
- 2.2 Moreover, The Tall Ships Races Sunderland 2018 will be a keystone in the City's ambition to become UK City of Culture in 2021, and allows the city to continue to celebrate its maritime heritage and showcase its natural and physical assets.

3.0 INVOLVEMENT IN THE SAIL TRAINEE PROGRAMME

- 3.1 The main aim of The Tall Ships Races series is to provide an opportunity for young people to develop their personal skills in a challenging and memorable sail-training environment and hence at least 50% of a Tall Ship's crew must be aged 15-25. As part of the contract with Sail Training International, Sunderland needs to provide opportunities for 100 sail trainees. To date there are 70 opportunities still remaining.
- 3.2 30 local young people have already had the opportunity to take part in a sail training voyage in summer 2016 via the Sail Training Ambassador programme.
- 3.3 Each sail training voyage, which includes the berth on board a Tall Ship and travel, can be a life changing experience for some young people. The cost is £1,500 and there is also the requirement for each young person to have suitable equipment and clothing to take with them, e.g. warm clothes, waterproof jacket etc. In order for the young people to be committed to the opportunity, the young people are encouraged to, where appropriate, raise funds to cover these latter costs themselves.
- 3.4 The young sail trainees are expected to engage with social media and be involved in marketing and PR activities before and after the event and act as positive ambassadors for the event.

- 3.5 The sail trainee programme will officially launch in May 2017. Expression of interest forms will be launched on the website at the same time. The Board is requested to support and fund a number of places for young people living in the area. These places could be allocated to specific young people or allocated following a competitive process.
- 3.6 The process will involve the young person completing an expression of interest form and an evaluation panel will be established comprising of the Project Team and Board members who will review the expressions of interest and make decisions as to who will receive a bursary from the Board. The evaluation panel will take place in early autumn.
- 3.7 Successful sail trainees will then undertake briefings and team building sessions and be allocated to their Tall Ship in early 2018.

4.0 ENTERTAINMENT/CULTURAL PROGRAMME

- 4.1 There will be a cultural programme in the months leading up to the event and a continuous programme of public activity and entertainment throughout the 4 days of the event. These provide a great opportunity for residents from the area to be part of this extraordinary occasion.
- 4.2 The entertainment and cultural programme is based around the theme of celebrating Sunderland's maritime heritage and looking forward to the exciting new innovations and cultural renaissance in the City. The event also has a strong international theme and provides a chance to welcome 1.5m visitors to Sunderland welcome.
- 4.3 Bids are being submitted to various external funding streams, such as Arts Council England and Heritage Lottery Fund, to fund part of this programme which will include large scale activities and smaller community projects. Appendix 1 details the range of activities to date
- 4.4 In June 2017, the Tall Ships Project Office will launch a project call. They will create an application form for interested parties to submit their project ideas for the entertainment/cultural programme. The form will be specific about the overall theme of the event and the opportunities to be involved, e.g. available timings for the stage programme.
- 4.5 An evaluation panel will be established comprising of members of the Project Team and Board members who will review the application forms and make decisions as to which projects will receive funding. The evaluation panel will take place in early autumn.
- 4.6 Area based projects would also enhance and add value to the broader cultural programme in the run-up to the event and/or during the 4 day festival.

5.0 BOARD DISCUSSION / IDEAS

5.1 Discussion and ideas to:-

- Support the sail trainee programme by sponsoring a number of trainee places at a cost of £1,500 per place, and where members have already supported the programme, follow the agreed recruitment and evaluation process.
- Support area-based projects as part of the overall Tall Ships cultural/entertainment programme (described in Appendix 1).
 - If Area Committee funding is proposed; applications would be invited from local area groups utilising the VCS Network via the Call for Projects process.

Appendix 1

The Tall Ships Races Sunderland 2018 Cultural, Entertainment and Learning Programme (3rd April 2017)



