

ITEM 2

EAST SUNDERLAND AREA COMMITTEE

13 MARCH 2017

HEAD OF EVENTS



THE TALL SHIPS RACES 2018

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to present to Elected Members options to consider in relation to community engagement as part of the Tall Ships Races event in 2018. The paper provides information on how residents in the East Area can participate in, contribute to and benefit from the event.

2. BACKGROUND

- 2.1 The Tall Ships Races Sunderland 2018 gives 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, some mixed funding and sponsorship.
- 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. 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 raise funds to cover these latter costs.

- 3.4 The young trainees will be 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.

4.0 ENTERTAINMENT/CULTURAL PROGRAMME

- 4.1 As part of the Tall Ships event 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. Both provide a great opportunity for the East Area residents to be part of this extraordinary occasion.
- 4.2 Bids are being submitted to various external funding streams, for example Arts Council England and Heritage Lottery Fund to fund this programme which will include large scale activities and smaller community projects.
- 4.3 Area VCS Networks will be approached to support this element of the Tall Ships cultural programme for smaller community projects in the East Area. These projects might be delivered in the run-up to the event and / or during the 4 day festival.
- 4.4 Moreover, the Tall Ships Team are working with The Cultural Spring to deliver a “Set the Sails” project involving four groups of young people from Hendon, Hetton, St Peters and Washington areas who will work with local artists and craftspeople to learn artisan skills and make a small flotilla of working scale-model ships. These ships will then be launched and sailed at a special event as part of the City’s Tall Ships celebrations.

5.0 RECOMMENDATIONS

- 5.1 East Area Committee are recommended to:-
- Refer to relevant Board for further discussions on how and if members would wish to support:
 - Sail Trainees
 - Community Events
 - Set the Sails project

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