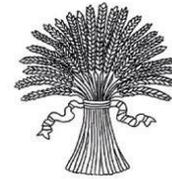


WHEATSHEAF TRUST



Jonathan Cheshire
Chris Blake

Sailing with multicultural/transnational
groups



Why bother?

- Need to reflect the world we live in - welcome to the global village
- Social mix benefits everyone on board
- Many s/t organisations claim to be working with the disadvantaged
- You may be missing a potential market
- Funders like it



Age profile

- Age profile in UK :
 - 20% of Whites are under 16
 - 35% of Pakistani origin under 16
 - 38% of Other Black groups ditto



Practicalities

- Recruitment
- Preparation
- On-board issues



Recruitment

- Media
- Gatekeepers
- Youthworkers
- Community leaders
- Families



Preparation

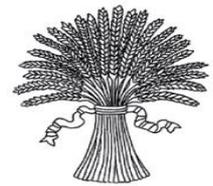
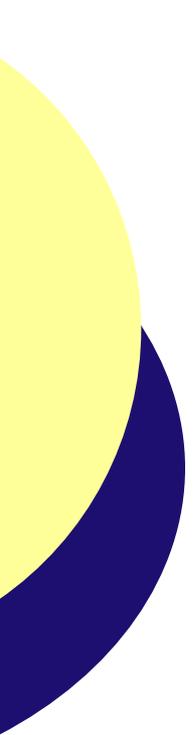
- Links to longer-term shore side programmes
- Day tasters
- Awareness training for sea staff
- Role models

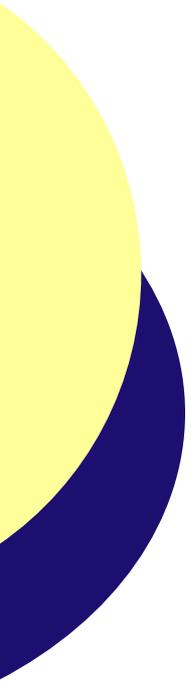


On Board

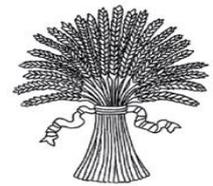
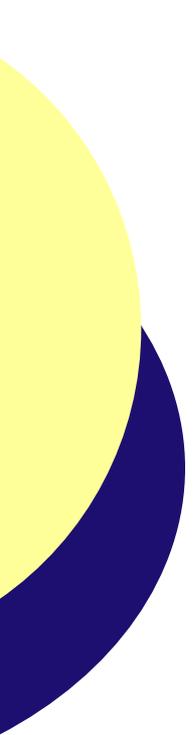
- Food
- Language
- Dress
- Hygiene
- Prayer



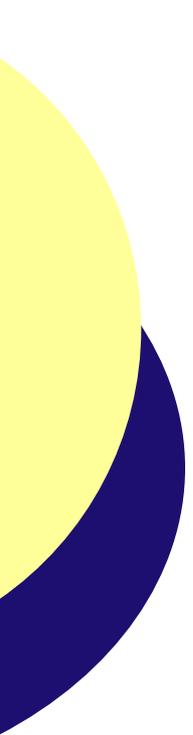
















More practical experience

Chris Blake

