

Partnerships in Sail Training



JUBILEE SAILING TRUST
changing lives



What can we do to strengthen our industry and change the world?

Why - external pressures



**Structural changes in giving
and sponsorship**



**More strategic decision
making**



Demand for social impact



**Demand of return on \$
invested or donated**

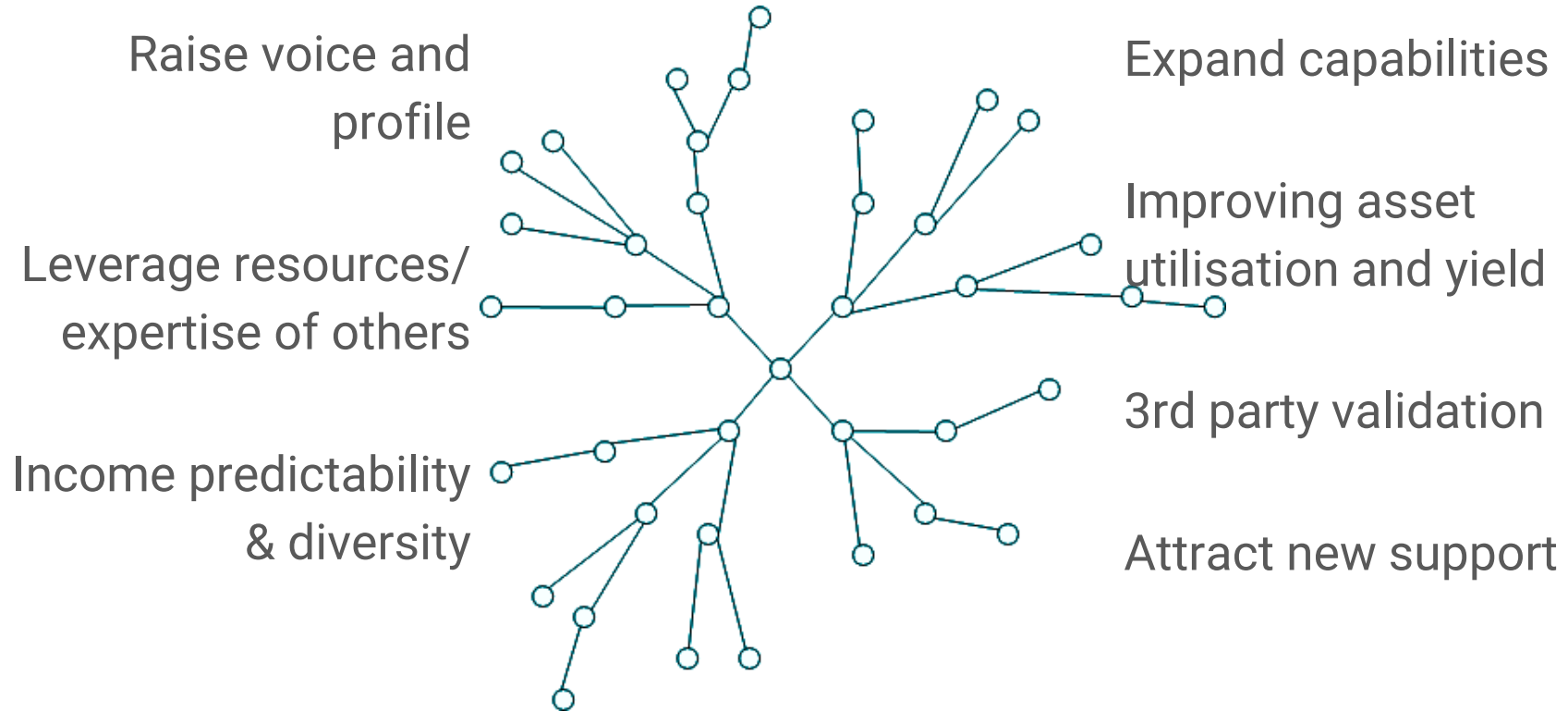
Global uncertainty

Market volatility

Why - internal pressures



Expand reach and network



How: 1 mindset, 8 principles



Partnership mindset

Programming
flexibility

Targeted
approach
(sectors,
organisations)

Good research &
a clear value
proposition

Alignment of
stakeholder
expectations

Practically
brilliant
governance

Understanding of
your risks and
costs

Flexible funding
model

Leverage
success

Case Study: Barclays



The JST teamed up with over 400 people, comprising Barclays employees and disabled or disadvantaged members of their local community, to deliver an 11 leg voyage around the UK, with “festivals of inclusion” in each port.

“Both organisations are committed to creating environments and opportunities which are open and accessible to all – and this event provides a fantastic platform to do something on a national scale”

Elaine Draper
Barclays Director of Customer Vulnerability & Accessibility

The locations from London to Liverpool



Leg 01: London - Great Yarmouth

Leg 02: Great Yarmouth - Sunderland

Leg 03: Sunderland - Newcastle

Leg 04: Newcastle - Aberdeen

Leg 05: Isle of Man – Liverpool

The locations from Liverpool to London



Leg 06: Liverpool – Liverpool

Leg 07: Liverpool – Cardiff

Leg 08: Cardiff – Bristol

Leg 09: Bristol – Jersey

Leg 10: Jersey – Poole

Leg 11: Poole - London



Barclays in numbers



11

voyage legs

10

in-port events

1 in every 15

385

participants

10,000

visitors

U. K.
Barclays
colleagues
involved

2,139

miles traveled

416

hours at sea

133

hours under sail



Social media, press, and public relations



295,000

total views of #rbv2017 tweets

128

tweets

81

#RBV2017 accounts

19

press cuttings





Charity partners



charity partners engaged



WELLINGTON
COLLEGE



Carwarden House
Community School

1

Day sail

11

from Carwarden

22

from Wellington

Adapted a day sail programme.

Refined 3-way “buddy” model.

Accommodated 16 young adults with intellectual and learning disabilities.



Mates 4 Mates and Military

“It is a pleasure to be Patron of The Jubilee Sailing Trust’s military programmes. The organisation has done outstanding work with the armed services community, especially for those undergoing rehabilitation after injury.”

Lord Dannatt GCE CBE

Patron, Jubilee Sailing Trust Military Programmes



Kyle Baker

Cheshire

Rifles Infantry Regiment

Afghanistan

“Sailing with the JST is a special experience, no matter what your physical disability.

Everyone is classed the same while on board, so you feel like you have some self worth.”



“The self-confidence our Mates have gained from their experiences on the Tenacious can now be transferred to other parts of their lives, for example, being able to engage in our other services such as the Employment and Education Support Services and Social Engagement activities.

MATES 4 MATES

Simon Sauer

CEO

Mates 4 Mates

Thank you for the opportunity to work together with your wonderful organisation and for making dreams come true.”

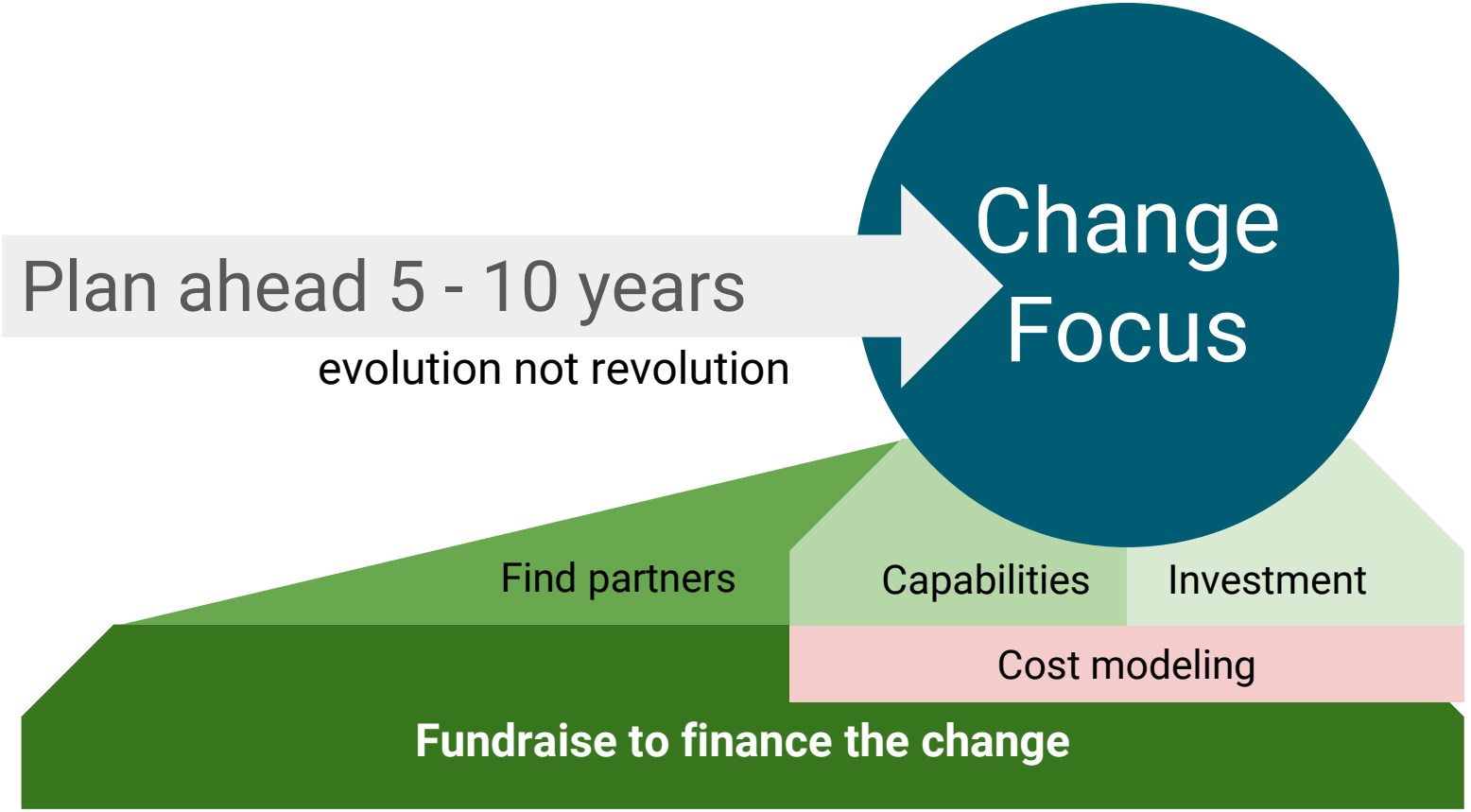
Case Study: Hobsons Bay City Council (Aus)



The JST helped HBCC realise their strategic social, economic and environmental objectives through a series of custom education, training, trade mission and community events designed to strengthen and create local community ties; and “The Five Mayors Voyage” – a voyage developed to bring together Community, Government and Business Leaders from Greater Melbourne.

“The HBCC and JST partnership represented the potential of bringing together expertise to meet community needs. What resulted was a programme that involved a committed approach to social responsibility directly facing the community and fostering inclusivity, economic empowerment and sustainability.”

Janet Dawes
Manager, Cultural & Economic Development





<5 to over 150

Increase in partnership days within programme, 2016-2018

+£5320

Average income per ship per day

Strong stories
and
testimonials

Multi-year
relationships
make stable
income

Diversified
range of
beneficiaries

Exciting,
creative,
collaborative
projects

Enhanced
network and
new funding

Over £200k of
benefit-in-kind
relationships

Diverse range
of partners

Greater internal
cohesion and
collaboration



The world is increasingly challenging

How could we collaborate within our sector ?

How can we prepare together for the tough future ?

We are often dipping into the same funding sources

We could do more to share expertise, projects, partners, and resources

How could collaboration make us stronger, and more sustainable?

What if ...



Syndicate to
sell and deliver
projects

Fleet pooling
for greater
capacity

Shared back-
office functions
and capabilities

Shared
procurement to
bring scale and
leverage

Shared partners
to increase
footprint