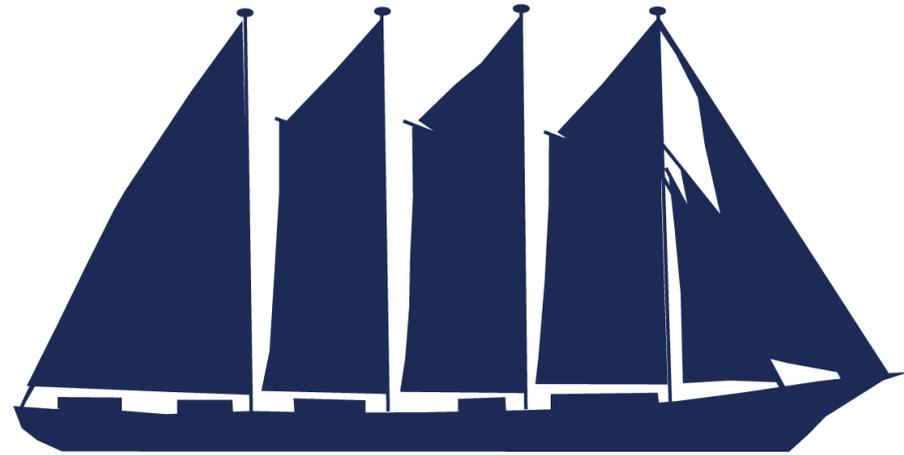


A large fleet of tall-masted sailing ships, including several three-masted vessels, is visible on the sea. The ships are silhouetted against a bright, overcast sky. The water in the foreground is dark with a shimmering, sun-dappled surface. The text 'PEOPLE & SAILS' is overlaid in large white letters across the middle of the image.

PEOPLE & SAILS



Welcome

Jonathan Cheshire

Chairman



RIP

Christian Bickert

Keith Robinson

Bert Rogers



SAIL TRAINING INTERNATIONAL

STRATEGIC PLAN

2018



Vision

Fostering understanding across nations and cultures through providing sail training to young people around the world, inspiring them to live a fulfilling life.



Mission

We are a not-for-profit international organisation which promotes sail training to young people.

We enable and fund young people from different backgrounds - especially those with fewer opportunities - to have challenging experiences and opportunities to develop life skills through living, working and interacting together.

We work with ports and ships to provide experiences and contribute to host communities through our events (the best known are Tall Ships Races).

We offer an inspirational international cultural experience that is a powerful symbol of a better society.



Owners	Customers (ie organisations that pay us for a service)	Stakeholders (individuals and organisations who have a significant interest in what we do)	End beneficiaries
STI (Charity) Members/ NSTOs	Ports/cities Ships Municipal authorities Sponsors State governments	Employees Volunteers Youth Council Ships Council PAG Booking agents Maritime authorities Blue Flag Politicians Youth organisations Educational researchers	Trainees Public Sea staff Local businesses Port sponsors Politicians U.N.



OBJECTIVES

1. Increase the number of young people (15-25) participating in sail training, particularly those who have had fewer opportunities
2. Support trainees receiving high quality experiences - onboard, before, during and after the event to widen and embed the benefits
3. Improve STI's contribution to international friendship and understanding
4. Run & support very high quality events
5. Extend the work of STI globally, to new continents and countries

Enabling Objectives

6. Generate an adequate income stream to support the primary objectives
7. Establish and maintain human relationships necessary to deliver the primary objectives.
8. Manage the governance of the Charity to conform to Charity Commission rules and recommendations of best practice.



Key Actions

1. Increase the number of young people participating in sail training, particularly those who have had fewer opportunities

- Build Sail on Board brand
- Build partnerships with projects doing long-term work with disadvantaged young people
- Grow bursary funds

2. Support trainees receiving high quality experiences – on-board, before, during and after the event to widen and embed the benefits

- Improve and communicate safeguarding policies
- Research funding to improve practice



Key Actions

3. Improve STI's contribution to international friendship and understanding

- Organise peace/reconciliation voyages
- Establish bursary for geographical outreach

4. Run & support very high quality events

- Separate strategy for our events company TSRIL – Ross McDonald



Key Actions

Extend the work of STI globally, to new continents and countries

- Reach out to new countries where we are running events or could develop a new event.



Enabling Actions

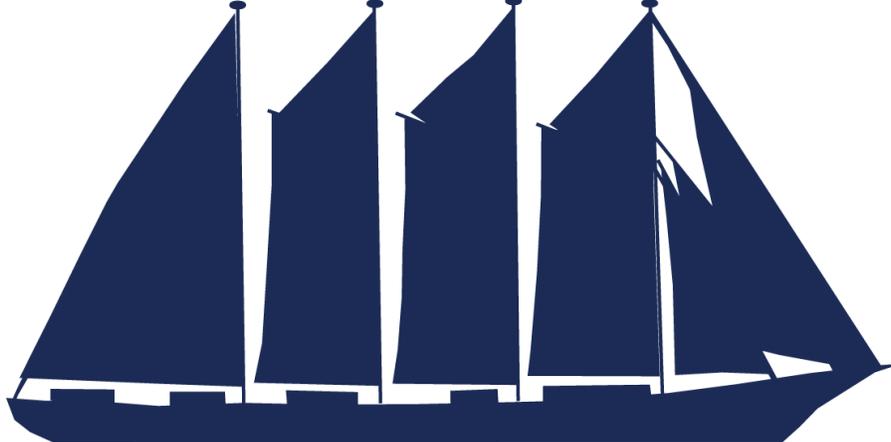
- Increase and diversify income from sponsorship and philanthropy
- Overhaul employee and volunteer policies
- Improve support for NSTOs and councils
- Review IT and financial policies and infrastructure
- Board needs new skills and more diverse membership



Next steps

- The main Charity strategy is agreed for 2019 as our primary management tool
- We will review and adjust annually and project forward another year
- Further work on the events strategy





Tall Ships Races and Regattas



**THE TALL SHIPS RACES
AND REGATTAS**



Tall Ships Races and Regattas...Who are we?

**SAIL TRAINING
INTERNATIONAL
(Charity)**

**Tall Ships Races
International Ltd
(Trading company)**

CEO



Introducing...
Einar Corwin
Magda Makowska

FINANCE

COMMERCIAL

MARKETING

**RACE
DIRECTORATE**

**Commercial Director
Vanessa Mori**



**Head of Marketing &
Communications
Mandip Shanker**



Tall Ships Races and Regattas...TSRIL Mission Statement

*Together with our **partners** we plan and deliver the **best Tall Ships Races and Regattas** around the world. Our Tall Ship events provide **life-enhancing experiences** for **young people** and promote **international friendship** and understanding.*

*As the **commercial** arm of Sail Training International we seek to generate a financial surplus to fund the **Charity's** broader activities in **support** of the **global** sail training community.*



Tall Ships Races & Regattas...2018 events



Three Festivals Tall Ships Regatta 2018

Liverpool 25- 28 May

Dublin 1- 4 June

Bordeaux 14- 18 June



The Tall Ships Races 2018

Sunderland 11- 14 July

Esbjerg 18-21 July

Stavanger 26-29 July

Harlingen 3- 6 August



SCF Far East Tall Ships Regatta 2018

Yeosu 27 August - 1 September

Vladivostok 9 – 14 September

Tall Ships Races & Regattas... 2018 Results

**1. Trainees/
Crew**

6000 from 60 countries (3,600 under 26)

2. Vessels

83 sail training vessels from 22 countries

3. Visitors

3.9 million



Tall Ships Races- Trainee feedback

'I really liked the experience of being out in the Ocean and making new friends –it's a great life experience'

Nora Frorud, 16, Skiptvet (Norway)

'It is challenging but I'm getting more confident and I am sure these 20 days are going to be life changing'

Joe Thomson, 22, Folkestone (UK)

'There were high points and low points, but all the more rewarding for getting through the low points – such a great experience that will stick with me for life'

Maya Williams, 16, Lymington (UK)

'To anyone considering getting on board for the first time like me, I say definitely do it. Don't be nervous... just go for it'

Charlotte Coon, 20, Florida (USA)



Tall Ships Races & Regattas... Future events



6- 16 June

13- 16 June

20 - 23 June



Sail Training International

Tall Ships Races & Regattas... Future events



THE TALL SHIPS RACES 2019
organised by Sail Training International



THE TALL SHIPS RACES
Aalborg 2019
organised by Sail Training International

3 - 6 July



THE TALL SHIPS RACES
Fredrikstad 2019
organised by Sail Training International

11- 14 July



THE TALL SHIPS RACES
Bergen 2019
organised by Sail Training International

21- 24 July



THE TALL SHIPS RACES
Aarhus 2019
organised by Sail Training International

1- 4 August



Tall Ships Races & Regattas...Future event

Black Sea Tall Ships Regatta 2019



Provisional plan & currently under discussion

Varna, Bulgaria

21 to 24 September

Sochi, Russia

1 to 4 October

Novorossiysk, Russia

6 to 9 October



Tall Ships Races & Regattas...Future events

The Tall Ships Races 2020



Lisbon, Portugal

2 to 5 July

Cádiz, Spain

9 to 12 July

A Coruña, Spain

24 to 27 July

Dunkirk, France

6 to 9 August

In association with Magellan 500



Sail Training International

Tall Ships Races & Regattas...Future events

SCF Far East 'White Sails of Peace' Regatta 2020



The SCF Far East 'White Sails of Peace' Tall Ships Regatta 2020 will take place in August/September with the grand finale in Vladivostok, Russia.

Other host ports and dates to be announced.



Tall Ships Races & Regattas...Future events

The Tall Ships Races 2021



Klaipeda, Lithuania	27 to 30 June
St Petersburg, Russia	7 to 10 July
Tallinn, Estonia	15 to 18 July
Mariehamn, Åland Islands	22 to 25 July
Szczecin, Poland	31 July to 3 August



Tall Ships Races & Regattas...Future events



THE TALL SHIPS RACES 2022
organised by Sail Training International

- North Sea area
- Currently selecting host ports
- Bid deadline Jan 2019
- Host ports and Race routes to be confirmed in Spring 2019



Tall Ships Races & Regattas...Future events



THE TALL SHIPS RACES 2023
organised by *Sail Training International*

- European Waters
- Bidding process early 2019
- Bids submitted by Q1 2020



Tall Ships Races & Regattas...

Developing our event strategy

- Many challenges
- World of opportunity
- Overall approach
 - Tall Ship Races
 - Tall Ship Regattas



Tall Ships Races & Regattas...

Developing our event strategy

Working together;

- Better for trainees
- Better for Sail Training Vessels
- Better for host port / cities
- Better for all our supporters





Tall Ships Races & Regattas

Thank you



