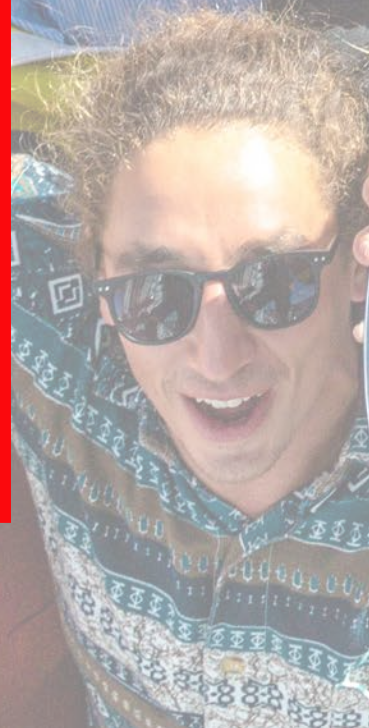




Sail Training International

# ANNUAL REVIEW 2018





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# FOREWORD

Jonathan Cheshire OBE  
Chairman, Sail Training International

Welcome to our review of STI activities in 2017 and 2018. These include two international Tall Ships Races, four Regattas, and two conferences, all aimed at furthering our central mission of developing young people and promoting international friendship and understanding.

We saw major new initiatives in these two years. In 2017, we organised the Rendezvous 2017 Regatta to mark the 150th anniversary of the Canadian Confederation, visiting ports from Europe, via Atlantic islands, to North America. In September 2018, for the first time ever, we ran a Regatta in the Northern Pacific, from South Korea to Vladivostok. These were in addition to our normal flagship summer events, in the Baltic and North Sea, and two Regattas, in the Black Sea and Western Approaches.

In our 2017 events alone,

- over 5,000 young people participated in a sail training experience, coming from 49 nations, not only from the countries of the host ports but also from as far afield as Brazil, Eritrea, China and Kazakhstan.
- over 16,000 people sailed on a tall ship
- 153 vessels from 28 nations took part
- Approximately 8.6 million visitors in aggregate came to the various ports of call to see the ships and meet the young people. This is the largest number we have ever achieved in a single year, and is unlikely to be repeated for a while, but note that it is larger than the combined numbers of visitors to the last Olympics and UEFA European Cup.

More detailed numbers for both years can be found on p. 10.



The experience of life at sea, whether on a 100-metre full-rigged ship or a 15-metre yacht, gives young people unparalleled opportunities to learn responsibility, self-confidence, trust, and teamwork. In our highly managed and mechanised world it offers unmediated contact with one of the last great wildernesses. Life on board a vessel out of sight of land, harnessing the power of the wind and tides, with finite supplies of food, water, and fuel, is a compelling microcosm of the planet as we become increasingly aware of its fragility and limited resources.

The interaction between young people from so many nations, on board and in port, is a powerful catalyst for cross-cultural tolerance and understanding. An extraordinary example of this was the Msit No'Kmaq: All My Relations voyage, arranged in partnership with the Assembly of First Nations and the city of Halifax which provided the opportunity for 45 indigenous young Canadians to sail from Halifax to France aboard the Dutch topsail schooner *Gulden Leeuw*. This was an arresting mirror-image of the conventional view of Europeans 'discovering' North America.

Off the water, we have been investing in other activities to support and improve the sail training experience, enlarging our bursary funds to help access for disadvantaged young people, and funding research projects to improve best practice and validate the effectiveness of the youth work.

Much of what we achieve is only possible due to the commitment of our partners - the host ports, ship operators, sponsors and NSTOs. We also appreciate the time that our volunteers give so generously to our boards, committees and events as well as the Ships Council and the Youth Council all of whom enable us to deliver our international charitable mission.

Much more detail is in the following pages. Read on, thanks to all of you for your support, and please stay in touch with us if there is any more we can do together.

A handwritten signature in black ink, reading "Jonathan Cheshire". The signature is written in a cursive, flowing style.

# OUR OBJECTIVES

## OUR VISION AND MISSION

During 2018 as part of a strategic review we have revisited our charitable objectives and set our vision and mission for the future.

### OUR VISION STATEMENT:

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



### MISSION STATEMENT:

*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.*



# SAIL TRAINING- WHAT, WHO AND WHERE?

**WHAT**... Sail training is an exciting and rewarding outdoor adventure activity. It involves experiencing hands on sailing but that is just the beginning. The experience of being at sea helps individuals to learn about themselves, discover and embrace their own strengths and talents. A sail training vessel is its own community so everything is done as a crew, which develops the understanding and value of team work. The average duration of a sail training voyage is six days, but voyages can last from one day to over three weeks. Typical activities on board include taking part in a watch system, hoisting sails and climbing the mast, navigating and steering, cooking and cleaning. Sail training has a record of considerable success in developing people's confidence, character and ability and it provides great transferable skills that can be used in everyday life.



**WHERE**.... Sail Training voyages take place all over the world and all year round, both in term time and during vacation periods. Many are within one country while others involve international voyages. The most famous of these international voyages are those that take place during our Tall Ships Races held every summer.

**WHO**....Anyone, but particularly young people aged 15-25 years old. It doesn't matter who you are, where you're from, what religion you are or if you have a disability. Plus, zero experience is necessary – the full time crew explain everything. With so many ships to choose from there is a vessel suitable for anyone and everyone. Some ships have an upper age limit; some take young people from the age of 12 and some specialise in taking people with physical disabilities.



# SAILONBOARD.COM

'Sail on Board' is the consumer-focussed brand of Sail Training International. Launched in 2016, Sail on Board was introduced to engage with the 15-25 year olds in order to inspire, motivate, and help the youth market to take part in a sail training adventure.

## Website Migration complete

The aims of the migration of the Sail Training International website were to better represent the international world of sail training and to improve access to relevant information for providers of sail training and new trainees alike, whilst keeping the rich heritage of Sail Training International and the Tall Ships Races intact. We migrated over 3,000 webpages, over a decade's worth of archival content, and created a greater level of sign posting that has resulted in visitors being able to find desired content in a quicker, more efficient manner within the newly designed website.

## Introducing the Voyage section

Sail on Board – 2019 will see us further collaborate with vessels and ensure we continue to create more opportunities for 15-25 year olds to allow them to benefit from a sail training experience. This will be through integrated social media such as the October 2018 'Where Are They Now' campaign. Another way we are doing this is via the introduction of a brand new Voyage section. This approach is something that a number of vessels have previously requested and we are proud to have been able to launch this in December 2018. Ultimately it will ensure all vessels can share annual scheduled voyages so this 'one stop shop' voyage concept will allow the '15-25 year old' market to easily gain access to sea based activities that occur throughout the year.

**THROUGH SOCIAL MEDIA WE HAVE REACHED OVER 3,000,000 PEOPLE ACROSS THE WORLD**

**Average Google Rank:**  
14.1

**Total Website Visits:**  
280,492

**Total Website Page Views:**  
829,038

**Total Referrals to Vessel website:**  
24,360

Stats for 2017 / 2018





# RESEARCH

**This is an exciting time in the research world of sail training and we are happy to do our part in building this resource to help and support our members and operators.**

There is a wealth of anecdotal evidence that sail training can have a dramatic and positive effect on the personal development of young people. Testimonies from participants, parents, youth workers, and teachers are plentiful and convincing. But we also need a more scientific basis for improving our practice, persuading funders and other supporters to back us, and ensuring that we are benefiting young people from as wide a range of backgrounds as possible.

In 2007, STI decided to build on some of the existing research and commission a large international study by the University of Edinburgh which involved over 17 vessels all over the world and has become a seminal reference piece for further research. We next produced a self-assessment toolkit to help operators evaluate and improve their practice; introduced a regular stream at our Annual Conference to present new research in the field; and commissioned a literature review of all existing research into the impact of sail training.

We have now established an annual fund of £20,000 to support new research and have just commissioned the first three studies, which will report to the 2019 Conference. We will use this to build a useful research library accessible to sail trainers and academics. We also hope to agree a standard form of reporting on the demography and personal progress of trainees so that we can build a significant body of data for future researchers.

The evidence so far is that trainees show often dramatic improvements in:

- self-confidence
- teamwork
- responsibility
- trust
- communication skills
- understanding of other cultures.

Reports from researchers are available on the STI website:

<https://sailtraininginternational.org/sailtraining/research>



# HELPING YOUNG PEOPLE THROUGH FUN

The Tall Ships Races and Regattas also give us the opportunity to maintain bursary schemes. These give young people from all backgrounds the chance to take part – particularly those who wouldn't otherwise be able to participate.

## THE HOST COUNTRY BURSARY

The Host Country Bursary Scheme provides yet another way for you to get involved with sail training and experience an exciting adventure under sail.

We created and continue to fund the bursary to help disadvantaged young people from an event's host country, who want to take part in a Race or Regatta within the country.

The funding will help with the costs of your involvement in a Tall Ships Race or Regatta.

In 2017 and 2018, 74 young people from the host countries benefited from this targeted support, and approximately €37,000 was awarded under the scheme.

## THE OMAN BURSARY

The Oman Bursary Scheme is open to applicants who have never taken part in a Tall Ships Race or Regatta (training). We welcome financially or physically disadvantaged people between 15 and 25 years old, regardless of nationality, background, physical ability, or previous sailing experience. The maximum amount awarded is €500 each.

We receive applications from a huge variety of young people from all walks of life and from all over the world. Trainees' support letters often reveal their dedication, motivation and sometimes the difficulties that they've faced, such as health and personal problems. Those who are awarded the Oman Bursary achieve something special – they become part of a team of people from different nationalities in a new and exciting environment, form friendships and make memories that last a lifetime. The scheme started in 2012 and to date has helped over 400 young people from 30+ countries.





# FUNDING

## HOST PORT BURSARY

Our agreement with host ports commits them to provide funding for young people in their area to sail on board Tall Ships participating in our races. This encourages a high number of local young trainees to take part. Usually, a trainee will join a race leg that sails into, or out of, the host port.

In 2017 and 2018, the ten host ports provided funding for 548 young people to get involved. We estimate that the scheme as a whole has an equivalent value in excess of €430,000.

## THE CANADA LEGACY FUND

Following the success of the RDV 2017 Tall Ships Regatta, the Canada Legacy Fund has been set up with a generous donation from Rendez-Vous Naval de Quebec, with \$25,000CAN per year to be awarded in grants to successful applicants. The Canadian Legacy Fund is under the management of the Sail Training International Trustees, and is administered by the Legacy Fund Committee.

Sail Training International is proud to continue to support organisations (preferably non-profit) to help deliver youth sail training programmes. The Canada Legacy fund will seek to support organisations' sail training programmes that look to reach disadvantaged young Canadians aged between 14-25 years, to help with one or more of the following:

- Improve trainees' personal, social and/or educational development
- Enhance international friendship and understanding
- Demonstrate replicable models of innovation and good practice in sail training

# TALL SHIPS RACES AND REGATTAS

## 2017

Every year, Tall Ships from around the world take part in our events, and our goal is to create opportunities for young people of all nationalities and backgrounds to experience a Tall Ships voyage with all its benefits and to promote international friendship and understanding.

2017 was a very exciting year, in which the Rendez-vous 2017 Tall Ships Regatta saw us setting off from Royal Greenwich (UK) and on to Sines (Portugal), Charleston (USA), Bermuda, Boston (USA), and in Canada to the Southern and Northern Gulf, the Saint Lawrence River, the Great Lakes, Quebec City, Halifax and finally on to our finish port, Le Havre in France.

Furthermore, the 2017 Tall Ship Races took us to the Baltic, where our host ports were Halmstad (Sweden); Kotka (Finland); Turku (Finland); Klaipeda (Lithuania) and Szczecin (Poland).



Boston recorded large visitor numbers during RDV17  
The total visitor number for Rendez-Vous 2017 was:

**5,000,000**

During TSR17, Szczecin recorded the largest visitor numbers of the whole event with a total of:

**3,544,000**

### Total Host Port Funded Trainees for 2017



**501**

### Total number of Deck Rentals in 2017



**202**

### Total number of Accredited Media present in 2017



**759**

# TALL SHIPS RACES AND REGATTAS

## 2018

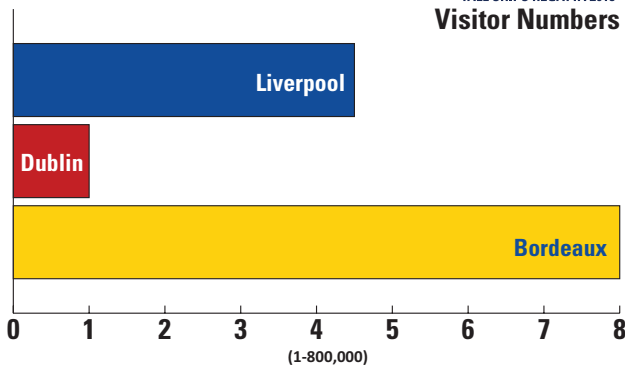
2018 has also been a thrilling year, starting with the 2018 Three Festivals Regatta which took us to Liverpool (UK), Dublin (Ireland) and finally to Bordeaux (France) to coincide with their International Wine Festival.

The 2018 Tall Ship Races saw the Tall Ships calling into Sunderland (UK); Esbjerg (Denmark); Stavanger (Norway) and finishing off in Harlingen (The Netherlands).

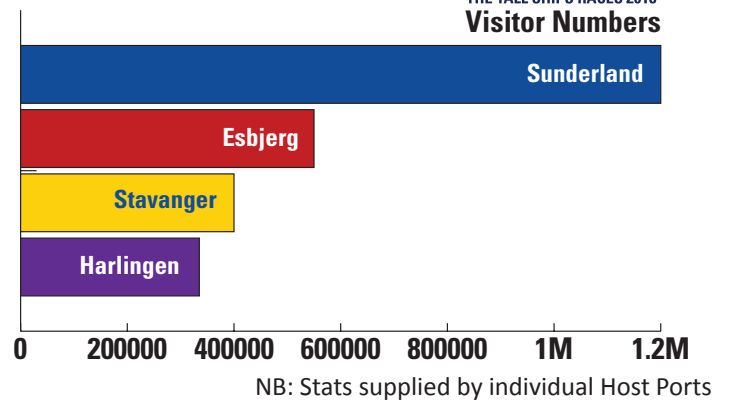
In addition to the above, this year we organised the first SCF Tall Ships Far East Regatta which saw us visiting Yeosu in South Korea and Vladivostok in Russia, where the Event coincided with the end of the Eastern Economic Forum.



THREE FESTIVALS  
TALL SHIPS REGATTA 2018  
Visitor Numbers

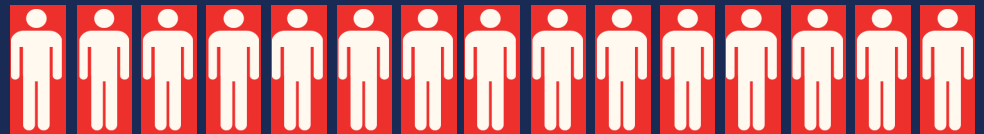


THE TALL SHIPS RACES 2018  
Visitor Numbers



### Total Host Port Funded Trainees for 2018

1083



### Total number of Deck Rentals in 2018

165



### Total number of Accredited Media present in 2018

590



# SAIL TRAINING CAN BE LIFE CHANGING

*"The tall ship voyage is about learning to sail and about sailing, but is just as much about building friendship and exploring boundaries. It is an amazing and safe opportunity to meet new people and learn something, at the same time."*

**Maiken, 19, Norway**



*"An amazing experience that stretched me and taught me the fun in trying new things! It involved a tough couple of days of sailing with little sleep, but the fun at the end makes up for it! Once you are on the boat, you become quickly adapted to living in such a confined space and also become friends very quickly with those around you. The international spirit of all the boats when you arrive at the port is exhilarating. To anyone considering getting on board for the first time like me, I'd say definitely do it. Don't be nervous, just go for it."*

**Charlotte, 20, USA**





*"I helmed for a lot of my watch and by the end of it, the weather started to get worse, much worse. I woke up a few times before my next watch, we were in at 12am..."*

*I was at a bit of unease as the Aft Heads started to fill with water and water occasionally sprayed through the Aft Cabin Hatch, many people were sea sick, I myself had partaken in the sport just earlier on. I had made the First Mate aware of the water coming into the Aft and he assured me that it was safe, it eventually drains itself... I really didn't appreciate this much water, there was thunder and lightning and waves as high as small houses....."*

**Kieran, 22, UK**  
**Winner of the Individual Social Media Award -Esbjerg to Stavanger, The Tall Ships Races 2018**



Kieran Scopes



*"The best thing was getting to know students from different countries and cultures the same age as me. One of the magic moments was when I had to climb up to yard of the mast sail. When you are up there you reconsider your life."*

**Sebestyén, 21, Hungary**



# FUTURE EVENTS 2019 - 2020



Armada Rouen Full Programme, France	6 to 16 June
Rouen Regatta Programme	13 to 16 June
The Hague, The Netherlands (Scheveningen)	20 to 23 June
North Sea TSR2019 Feeder Race	25 to 29 June



Aalborg, Denmark	3 to 6 July
Fredrikstad, Norway	11 to 14 July
Bergen, Norway	21 to 24 July
Aarhus, Denmark	1 to 4 August



Lisbon, Portugal	2 to 5 July
Cadiz, Spain	9 to 12 July
A Coruna, Spain	24 to 27 July
Dunkirk, France	6 to 9 August



12 - 16 August 2020



19 - 23 August 2020



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

# SPONSORSHIP

When a Sail Training International event visits a host port it is invariably the major visitor attraction in the city that year. The Tall Ships Races and Regattas bring together not just millions of visitors but also thousands of young participants, from all backgrounds and nationalities.

Each event produces passionate, powerful responses from all those who experience their unique spirit and spectacle. Such world-class events offer outstanding partnership opportunities to companies, destination marketing organisations and brands.

Sponsorship of a Sail Training International event offers an opportunity for alignment with a powerful set of values, while also connecting with millions of potential customers and benefiting from huge international media interest. In addition to sponsorship of planned future events, Sail Training International is uniquely placed to organise bespoke events for sponsors wishing to benefit from The Tall Ships Races and Regattas in key markets.

The successful partnership with Russia's largest shipping company - SCF Sovcomflot - continues into 2020 and beyond, with the announcement of the second SCF Far East Tall Ships Regatta, timed to coincide with the Eastern Economic Forum which is visited by Heads of State and other prominent leaders.



## PARTNERSHIP OPPORTUNITIES

### NAMING RIGHTS

Rights to rename the event as The BRAND NAME Tall Ships Races and to develop a race logo in your corporate colours and image.

### CUSTOMER ENGAGEMENT

A prime location in each host city allows brands to meet their customers and provides opportunities to drive brand awareness and undertake sales promotion, sampling and data capture.

### HOSPITALITY

Unique VIP hospitality events allow brands to engage with their customers and employees on board the beautiful Tall Ships in each host city, connecting key stakeholders with the spirit of the event to leave lasting powerful memories.

### BRAND AWARENESS

Benefit from the massive interest that The Tall Ships Races generates both in its host city nations and internationally. Television, radio, print and online coverage of The Tall Ships Races in each host city deliver fantastic media value.

### CONTENT

Exclusive content and images for both digital and traditional media, through online race reporting, Facebook, Twitter and Instagram, from thousands of participants.

### BRAND AMBASSADORS

Brands have their own ambassadors on board ships during the races to reward customers or employees whilst driving content for social media and representing the brands in each host city.

# INTERNATIONAL CONFERENCES AND SEMINARS

## THE INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE

The annual international conference is the perfect setting for our delegates to interact with Tall Ship operators, sail trainers, port authorities, members of the youth council and other maritime organisations and it is an important and anticipated event in our calendar.

At the conference delegates have the opportunity to take part in a number of different workshops and seminars on different aspects of sail training and issues that affect us all. The aim is to encourage best practice and safety, share our experiences and work together to enhance the development of young people through a sail training environment.

In November 2017, the International Sail Training and Tall Ships conference was held in the stunning city of Bordeaux, France, where we were joined by 344 delegates from 32 countries.

Of our delegates in Bordeaux:  
132 were sail trainers and ship operators;  
114 Host port and city representatives  
98 Sail Training International staff, volunteers and speakers.

In Seville, in 2018, The International Sail Training and Tall Ships Conference will see over 300 delegates from 29 countries join together to discuss a range of subjects including:

- Incident analysis
- Cyber security awareness
- Protecting trainees
- Environmental marine protection

In 2019 the conference will be held in Antwerp, Belgium.

Please visit our website :  
**[www.sailtraininginternational.org](http://www.sailtraininginternational.org)**  
for further information on next year's conference

WOULD YOU LIKE US TO BRING  
THE INTERNATIONAL SAIL  
TRAINING AND TALL SHIPS  
CONFERENCE  
TO YOUR CITY  
IN 2020 AND BEYOND?

PLEASE CONTACT VANESSA MORI,  
COMMERCIAL DIRECTOR,  
SAIL TRAINING INTERNATIONAL  
FOR MORE DETAILS

[VANESSA.MORI@SAILTRAININGINTERNATIONAL.ORG](mailto:VANESSA.MORI@SAILTRAININGINTERNATIONAL.ORG)





# INTERNATIONAL CONFERENCES AND SEMINARS

## THE HOST PORT SEMINAR

The Sail Training International Host Port Seminar is another important event in our calendar. This is held during the Tall Ship Races each summer and is specifically for those cities already contracted to hold a future STI event, or those interested in doing so. The Host Port Seminar offers delegates the opportunity to both experience the unique atmosphere of Tall Ship Races event at first hand and also to benefit from a series of relevant presentations and the opportunity to network with fellow delegates and share experiences.

In July 2017, 68 delegates from 25 cities joined the Host Port Seminar which was held at The Arts Academy, Turku, Finland. A deck reception was held on board the Norwegian Class A vessel **Sorlandet**.

The content included:

- Project reviews from Turku and Kotka
- Developing an effective trainee programme
- Ship recruitment - best practice
- Supporting local sail training

In July 2018 we took the Host Port Seminar to Stavanger, Norway with a deck reception on board the Portuguese Class A vessel **Santa Maria Manuela** and a full day's programme at the iconic Konserthus.

59 delegates from 23 cities attended the seminar with subjects included:

- Project review from the Stavanger Team
- Creating Cruise-in-Company value
- An STI event strategy update
- Placing Host Port trainees



## THE PORT ADVISORY GROUP

The Port Advisory Group (PAG) was created at the end of 2017 and is made up of seven members which were selected by the Trustees of STI and are representatives from the Ports of Antwerp, Cadiz, Belfast, Kristianstad, Boston and Esbjerg, plus one Trustee with direct Port experience and the Commercial Director of Sail Training International.

The PAG is an internal advisory group to the management and trustees of STI and its purpose is to provide practical ideas and suggestions to Sail Training International (STI) on ways in which the Tall Ships Races and Regattas can be improved for the benefit of the stakeholders, such as:

- trainees and particularly those under 26 years old
- sail training vessels and operators
- the National Sail Training Organisations (NSTO)
- host ports and the municipal authorities
- event sponsors both locally and internationally
- the public visiting the events
- Sail Training International itself

The PAG operates through regular conference calls and face-to-face meetings during the Conference. The PAG will be running a session during the 2018 Conference to update delegates on its work and their future plans.



# FINANCIAL REVIEW

The consolidated income of the Charity and its wholly owned trading subsidiaries amounted to £1,478,421 (2017: £1,744,257) and expenditure during the period amounted to £1,659,227 (2017: £1,592,223). At the consolidated level this resulted in a reduction in reserves of £180,806 following an increase in 2017 of £152,034. Reserves now stand at £966,883 of which £198,654 are held as restricted funds.

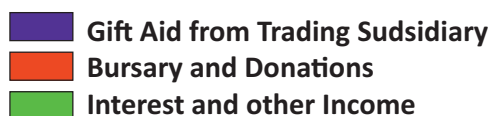
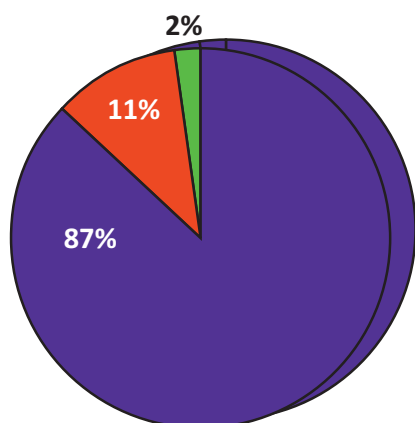
The primary sources of income to the Charity were from bursaries and donations and gift aid from a trading subsidiary company.

In turn, income to the trading companies was generated from Host Port fees and sponsorship from SCF Sovcomflot. Following a review of the underlying cost profile related to Host Port contracts throughout the period of the event, the Trustees decided, with the agreement of the Members to amend the income recognition profile on these long-term contracts such that a lower percentage is recognised in the preparation years and higher in the year of the event. This change resulted in a reduction in income in the current year and therefore the smaller amount available to be gift aided to the Charity.

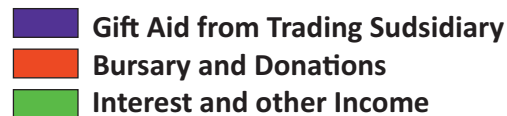
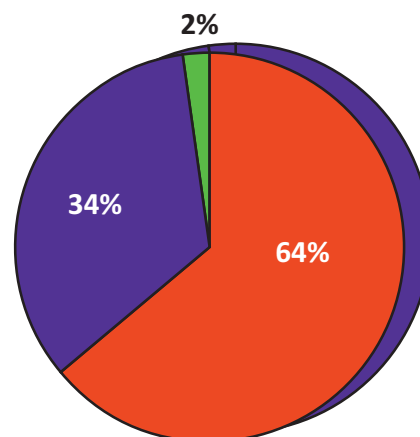
Despite the smaller surplus from trading activities the Trustees decided to continue with a modest increase in the level of expenditure on charitable activities.

A copy of our most recent Financial Statements for the period ending 31st March 2018 are available to download from our website [www.sailtraininginternational.org](http://www.sailtraininginternational.org)

CHARITY INCOME 2017



CHARITY INCOME 2018



## THE MEMBERS OF SAIL TRAINING INTERNATIONAL ARE NATIONAL OR REPRESENT



Australia



Finland



Italy



Portugal



Belgium



Bermuda



Canada



Croatia



Czech Republic



Denmark



Estonia



Germany



Greece



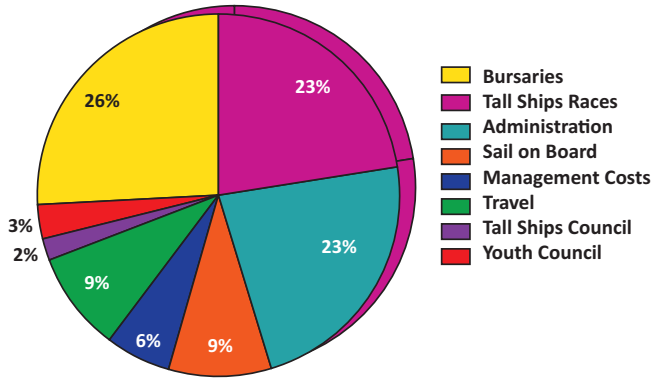
France



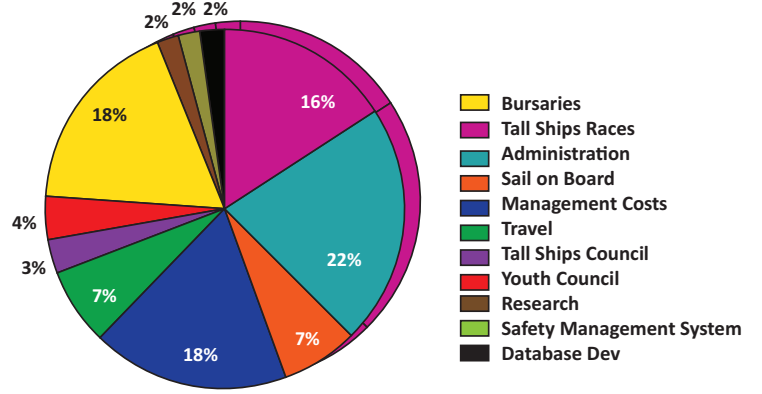
Hungary

# FINANCIAL REVIEW

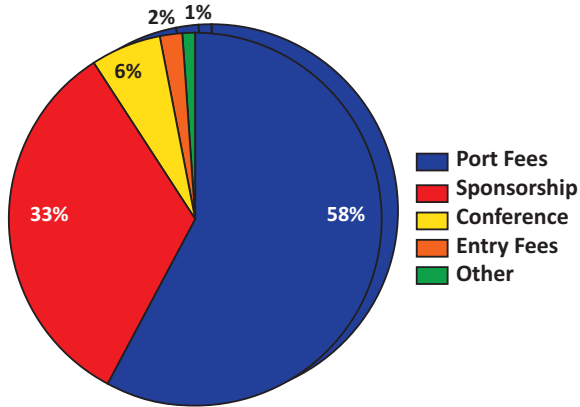
CHARITY EXPENDITURE 2017



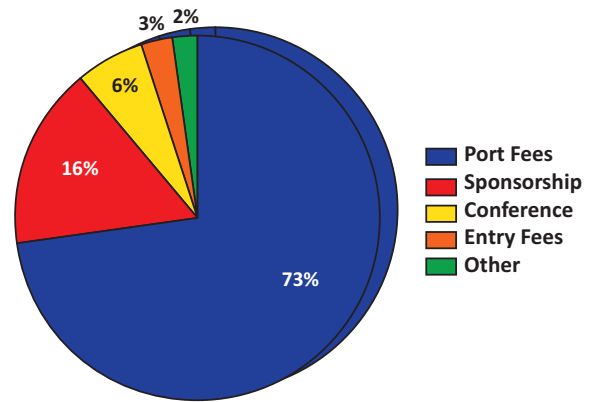
CHARITY EXPENDITURE 2018



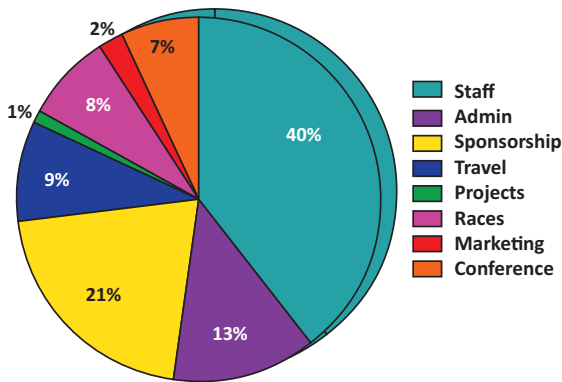
TRADING COMPANY INCOME 2017



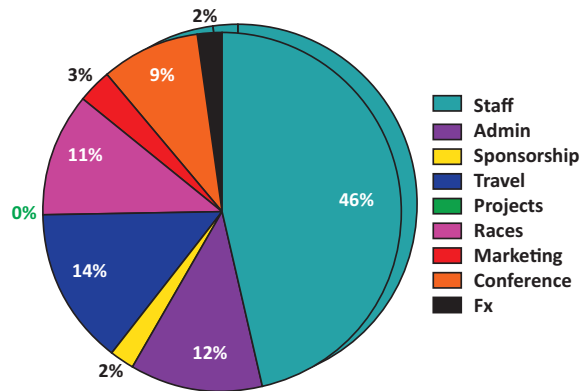
TRADING COMPANY INCOME 2018



TRADING COMPANY EXPENDITURE 2017



TRADING COMPANY EXPENDITURE 2018



## SENTATIVE SAIL TRAINING ORGANISATIONS FROM AROUND THE WORLD





# CONTACT

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Email:  
[office@sailtraininginternational.org](mailto:office@sailtraininginternational.org)

Websites:  
[www.sailtraininginternational.org](http://www.sailtraininginternational.org)  
[www.sailonboard.com](http://www.sailonboard.com)

Company registration number:  
04686048

Charity number:  
1096846