



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE  
2018

**SESSION 6C**

ENGAGING THE COMMUNITY IN SAIL  
TRAINING PROJECTS – CASE STUDIES





# SAIL TRAINING IRELAND

Patron: Michael D. Higgins  
PRESIDENT OF IRELAND

## Inner City Task Force - a case study - Sail Training Ireland

Daragh Sheridan



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



DUBLIN  
NORTH EAST  
INNER CITY

## BACKGROUND

Founded In 2011 to replace *Coiste An Asgard* following the sinking of the *Asgard II* in 2008

Mission: To change lives by creating access to sail training voyages for young people from all backgrounds and with all abilities on the island of Ireland.



### Challenges:

- No Ships
- No Money
- No Organised Trainee Recruitment Scheme
- Lack of enthusiasm from Government - The Asgard List



## Background

- ▶ Directors with a passion for Sail Training.
- ▶ 2012 Tall Ships Festival in Dublin
- ▶ Dublin City Council & Dublin Port Company - A pivotal relationship
- ▶ STIRL asked to recruit trainees
- ▶ 28 Trainees on Pelican of London

# Focus

- ▶ Sail Training - Learn to Sail as a bonus.
- ▶ Trainees
- ▶ Ships
- ▶ Festivals

# Today

- ▶ 341 trainees funded in 2018.
- ▶ Turnover of circa €280,000.
- ▶ President's Patronage - Michael D. Higgins.
- ▶ Bursary Schemes in Drogheda, Cork, Belfast, Waterford & Dublin, Derry
- ▶ Several Erasmus+ projects being run each year.
- ▶ 1 small vessel (hopefully another three coming in next two years).
- ▶ Strong relationships with foreign vessels such as Maybe, Pelican, Morgenster & Others.
- ▶ Excellent network of nominating organisations to assist trainee recruitment.
- ▶ No National ship
- ▶ No Government funding
- ▶ Small level of Corporate Sponsorship

# Tall Ships Regatta 2018



# 2018 Tall Ships Regatta

- ▶ Liverpool - Dublin - Bordeaux.
- ▶ Challenges
- ▶ 27<sup>th</sup> May - 2<sup>nd</sup> June 2018 Liverpool to Dublin Leg.
- ▶ Up to 15 Ships.
- ▶ Opportunity for 50 places for over 18s.
- ▶ Organised and supported by Dublin City Council, Dublin Port Company and North East Inner City.
- ▶ **ADVENTURE OF A LIFETIME!!!**




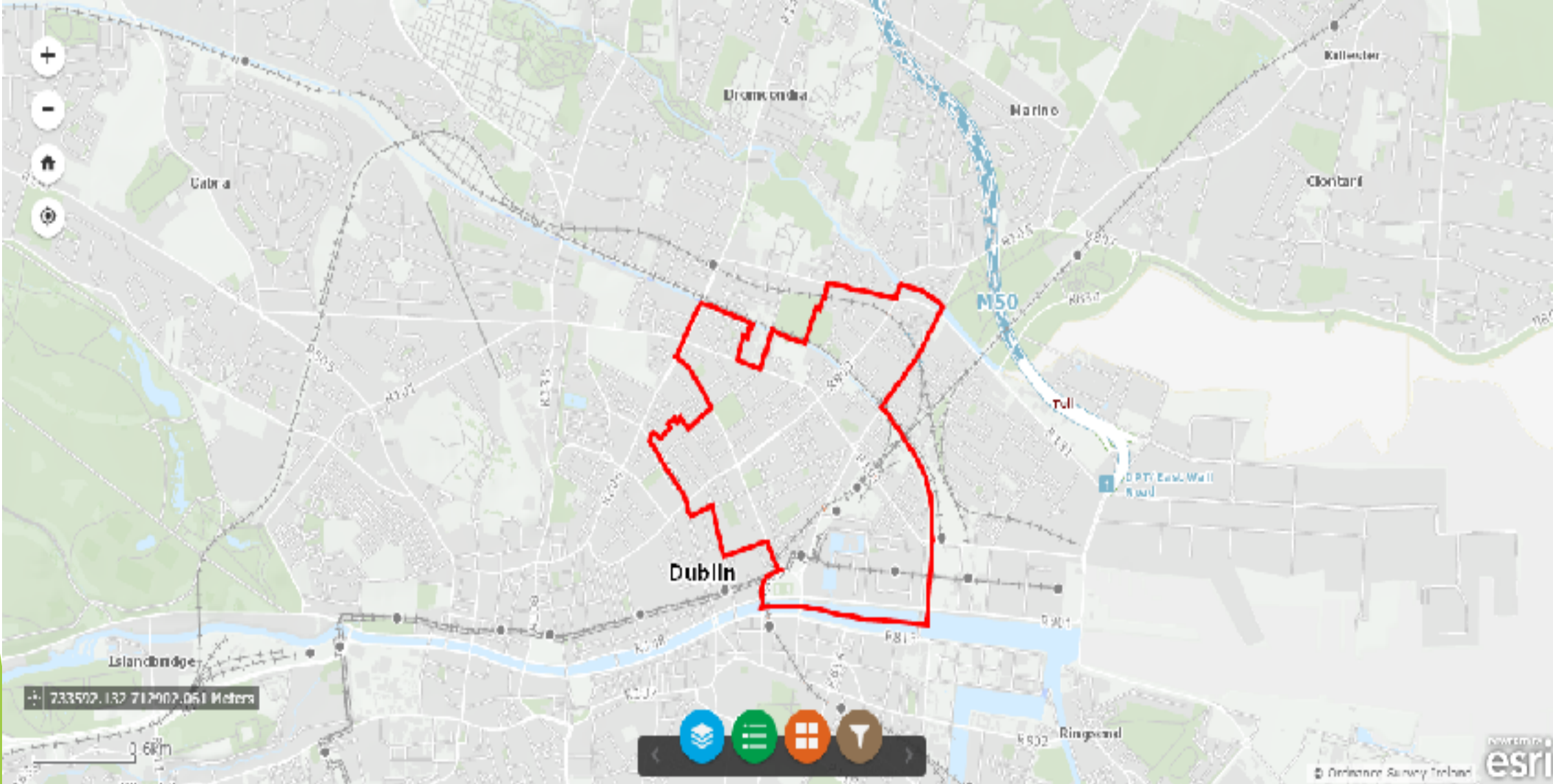
# Opportunity

- ▶ 50 Young people from the North East Inner City to take part in sail training programme on a Tall Ship on the Liverpool to Dublin leg of the Regatta.
- ▶ Sail Training experience.
- ▶ Adventure.
- ▶ Trip to Liverpool.
- ▶ Young people from other cities and countries.
- ▶ Crew parade, parties and activities.

# An opportunity to change lives!

- ▶ Helping people to reach their full potential.
- ▶ Promote the development and education of people.
- ▶ Offer a path to employment and further education.
- ▶ Provide the opportunity to those who may not have been able to avail of such a chance.
- ▶ All back grounds - economic, social, religious, cultural, ethnic.
- ▶ All abilities - able bodied and those with disabilities.

 **Dublin's North East Inner City** Services Provided  🔍



# NEIC

- ▶ North East Inner City - Dublin
- ▶ The NEIC is a major Government initiative to oversee the long term social and economic regeneration of the area. This involves a huge range of projects, the latest of which was this sail training project.
- ▶ Huge problems with poverty, drugs, homelessness, gangland violence.
- ▶ Taoiseach's (Prime Minister) Task Force - High profile
- ▶ How could STIRL help

With several of these:



# Project matched with STIRL Goals and mission perfectly

- ▶ All Backgrounds & Abilities
- ▶ A fantastic partnership was forged NEIC, Dublin Port Company, Dublin City Council and STIRL to coordinate.
- ▶ A real buzz from the very first meetings

# Funding

- ▶ Corporates
- ▶ One Lead PWC - Fergal O'Rourke - bring other corporates with them.

# Sponsors



STATE STREET



A&L Goodbody





# Trainee Recruitment

- ▶ Network of “Nominating Organisations”
- ▶ Community, Youth, Schools, Charities, Health Workers.
- ▶ Working directly with people.
- ▶ Those that would most benefit from or were in need of this opportunity.
- ▶ Application form to make their case.
- ▶ Organisation looking after - disadvantaged - Homeless, Drug rehab, Asylum seekers, long term unemployed, disabilities.

# Background of Trainees

- ▶ Homeless
- ▶ Long term unemployed
- ▶ Drug Rehabilitation
- ▶ Disability
- ▶ Asylum seekers
- ▶ All ages 18 - 71



# Inclusion - All Abilities

- ▶ STIRL promotes sail training for all abilities.
- ▶ 86 of 341 trainees had a disability of some kind.



# Training / allocation of ships

- ▶ Information session
- ▶ Allocation of 50 trainees across 7 ships
- ▶ Competitive element
- ▶ Created a great buzz of excitement

# Mixed with other projects

- ▶ Three Festival Tall Ships regatta
- ▶ The Voyage- Dublin, Liverpool & Belfast
- ▶ Bursary scheme voyages

# Challenges

- ▶ Recruitment
- ▶ Funding
- ▶ Drop outs
- ▶ Time and limited resources
- ▶ Passports
- ▶ Different Ship Joining times !!
- ▶ Other projects
- ▶ Travel
- ▶ Insurance

# The Voyage

- ▶ Bus & train to Belfast
- ▶ Ferry and coach to Liverpool
- ▶ Liverpool - Isle of Man - Dublin





# Trainee Feedback

- ▶ “I learned what I really want to do in life”
- ▶ “It has given me the confidence & understanding to go on and pursue my passion”
- ▶ “It has helped restore my confidence”
- ▶ “I have improved my communication skills as well as becoming more responsible”
- ▶ “I realised that I am very employable”
- ▶ “I gained things I will never experience from a textbook”
- ▶ “I learned tolerance, patience, teamwork & diversity”
- ▶ “I enjoyed helping others to focus on their strengths”
- ▶ “The experience of a lifetime. It gives you a fresh perspective on everything”
- ▶ “Peace & Freedom”



# The Successes

- ▶ 48 people participated on potentially life changing voyages.
- ▶ Inclusion of people from all backgrounds and abilities regardless of financial, social, or other circumstances.
- ▶ Inclusion of people with a range of disabilities.
- ▶ Development of life skills and employability.
- ▶ Positive social impact in the local community.
- ▶ One career change and one possible career.
- ▶ Two STIRL Mentors.
- ▶ Awards Ceremony

# Successes(cont)

- ▶ Awareness at highest level in Government
- ▶ Great PR coverage - Main News, Front page of papers
- ▶ High profile sponsors
- ▶ Trainee impact
- ▶ STIRL tops / sweatshirts
- ▶ “Best project we have been involved with”



# The Numbers

- ▶ A total of 48 trainees from the NEIC went on 7 ships from 68 initial applications received.
- ▶ 25 male and 23 female trainees.
- ▶ Range in age from 18 - 71!
- ▶ The trainees were nominated by 14 local organisations. These were from diverse organisations such as Youth Clubs, Community Groups, Addiction Recovery services, HSE Social Workers, Homeless Charity, Unemployment Groups, Garda Diversion Projects, Community Garden Group.
- ▶ In addition to the NEIC trainees, three Wheelchair users participated in the regatta onboard the fully accessible Tall Ship Lord Nelson.

# Mistakes - Learning

- ▶ Trainee fee
- ▶ Joining during festivals
- ▶ Different boarding times
- ▶ Time spent chasing individuals

# Future

- ▶ 2019 Project - including under 18's
- ▶ Professional Project Report - to sponsors
- ▶ Legacy funding from Dublin Port Company secured
- ▶ Legacy funding from Dublin City Council
- ▶ Roll out project to other cities.
- ▶ Potential future relationship with sponsors.



# Sail Training Ireland

THANK YOU FOR YOUR TIME.

Questions ?



SAIL TRAINING  
IRELAND



Comhairle Cathrach  
Bhaile Átha Cliath  
Dublin City Council



DUBLIN  
NORTH EAST  
INNER CITY





# Sevilla

Saturday 1<sup>st</sup> December

## Engaging the community in Sail Training Projects

Sue Smeding - Marion Verruijt

THE  
TALL  
SHIPS  
RACES  
2018

Welcome

Sail InZicht

Een maritiem programma voor iedereen!

- Introduction



# Harlingen

- 1234: City Rights
- 2018: 15.766 (630 inh./km<sup>2</sup>)
- 1644: Marine Harbour
- Important Harbour for Friesland



# Harlingen

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Entrepotgebouw, Harlingen



# Harlingen

# Sail InZicht

Een maritiem programma voor iedereen!

- 1234: City Rights
- 2018: 15.766 (630 inh./km<sup>2</sup>)
- 1644: Marine harbour
- Important Harbour for Friesland
- Regular Service to London until 1965



t/m 13 juli 2018  
bouw, Harlingen

# Community

# Sail InZicht

Een maritiem programma voor iedereen!

- Sea versus Countryside
- Different version of the Frisian Language
- Down to Earth
- Involved and opinionated
- Like to party



THE  
TALL  
SHIPS  
RACE  
2018

- Fishing Festival
- Opening Sail Season
- Christmas market
- 'Open Locks' trip

# Harlingen Events



2 t/m 13 juli 2018

Entrepot





# Tall Ships Races 2014

- Brought to Harlingen for the first time
- 70 Tall Ships visiting the city
- ± 225.000 visitors from everywhere
- >300 trainees
- In short, it was a successful event
- However....



# Tall Ships Races 2014

Sail InZicht  
Een maritiem programma voor iedereen!

- Percieved lack of involvement from the local community and businesses
- Apprehension;
  - Infrastructure
  - Finance
  - Location (separated from town centre)
- ‘Us’ versus ‘Them’
- How did we approach this for 2018?

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# Inclusion of the Community in 2018

Een maritiem programma voor iedereen!

We developed a programme of activities to create ownership and involvement in each step; from planning to execution.

We created an environment that encouraged the next generation of trainees in the hope of creating a legacy.

# Inclusion of the Community in 2018

Een maritiem programma voor iedereen!

Brainstorm sessions with:

- Teachers
- Local artists
- Local organisations (museums, theatre groups etc.)
- Council members
- Local businesses
- Care homes

# Inclusion of the Community in 2018

Een maritiem programma voor iedereen!

Conclusion as to what was needed:

- Explain what The Tall Ship Races are
- More involvement local businesses and organisations in the build up to the event
- Support for the schools
- Activities for all ages and levels of the local community

# Working Group

Consisting of:

- Programming Team Tall Ships Races Harlingen 2018
- 3 Teachers
- Educational curator from the museum
- Youth Worker
- Local Story teller/Actor
- Maritime Academy rep

# Objectives

- Encourage involvement from the local community
- Create an all inclusive event
- Spread the Tall Ship Races message
- Enthuse a new generation of trainees

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# Sail InSight





# Sail InSight

A two week programme of activities prior to The Tall Ship Races.

Maritime activities for young and old to stimulate interest, enthusiasm and involvement for the Tall Ship Races amongst the local community.

Target markets: Schools, businesses, Local organisations and...



**Sail InZicht**  
Een maritiem programma voor iedereen!

**2 t/m 13 juli 2018**  
**Entrepotgebouw, Harlingen**

# The initiatives to build up Sail InSight



A Treasure Chest for schools:

- Lesson plans
- Books
- Extra activities
- Free entry to

museum  
Vlogs - What is Sail InSight





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15 juli 2018  
trepotgebouw, Harlingen

# The initiatives to build up Sail InSight



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And a Song:





18  
en

# The initiatives to build up Sail InSight

Sail InZicht  
Een maritiem programma voor iedereen!



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THE  
TALL  
SHIPS  
RACES  
2018

# Sail InSight

Sail InZicht  
Een maritiem programma voor iedereen!

- Two weeks from 2 - 13 July based in the harbour
- First week for Primary Schools in collaboration with the local museum
- Second week for Secondary Schools in collaboration with The Maritime Academy
- A Captain's Dinner for everyone
- Open Maritime weekend





THE  
TALL  
SHIPS  
RACES  
2018

# Different age group per day taking part in a carousel of activities



13 juli 2018  
Harlingen





THE  
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RACES  
2018

# Different age group per day taking part in a carousel of activities

Sail In Zicht  
Een maritiem programma voor iedereen!



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RACES  
2018

# Different age group per day taking part in a carousel of activities

Sail In Zicht  
Een maritiem programma voor iedereen!



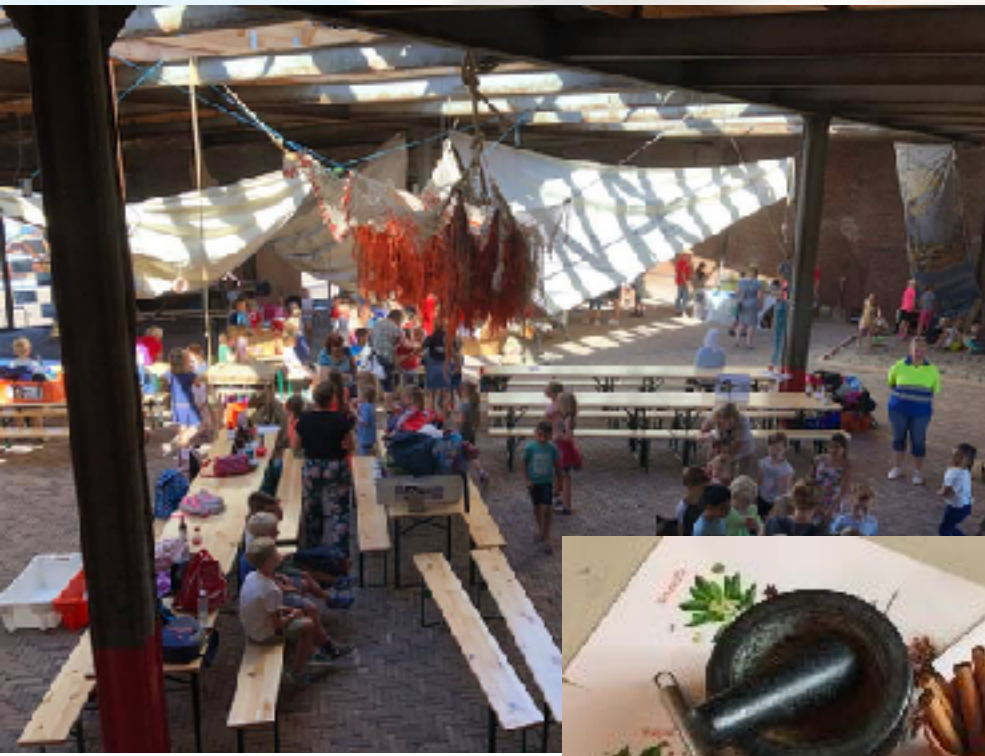
13 juli 2018  
Harlingen



THE  
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# HOLLANDSE HELDEN



## Past and Present



By:

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TALL  
SHIPS  
RACE



THE MASTON



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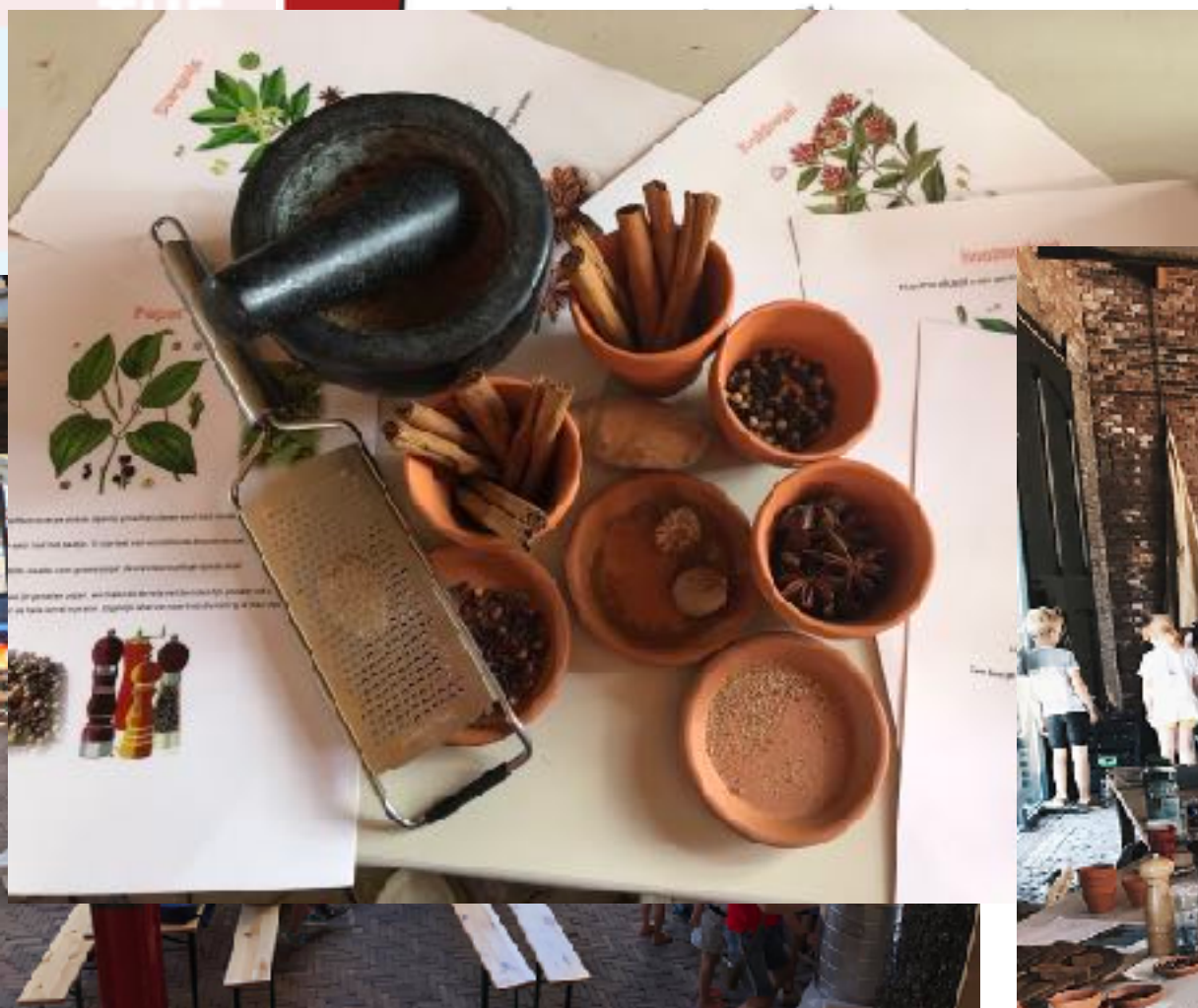
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ten!



By:  
Local sailor





By:  
Local sailor  
Local restaurant

THE  
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Een maritiem pro



STAD AMSTERDAM



EENDRACHT



OOSTERSCHIEDI



GULDEN EELZUN



MORGENSTER



WILD: SVAN



EUROPA

# HOLLANDSE HELDEN



By:  
Local sailor  
Local restaurant  
Hollandse helden

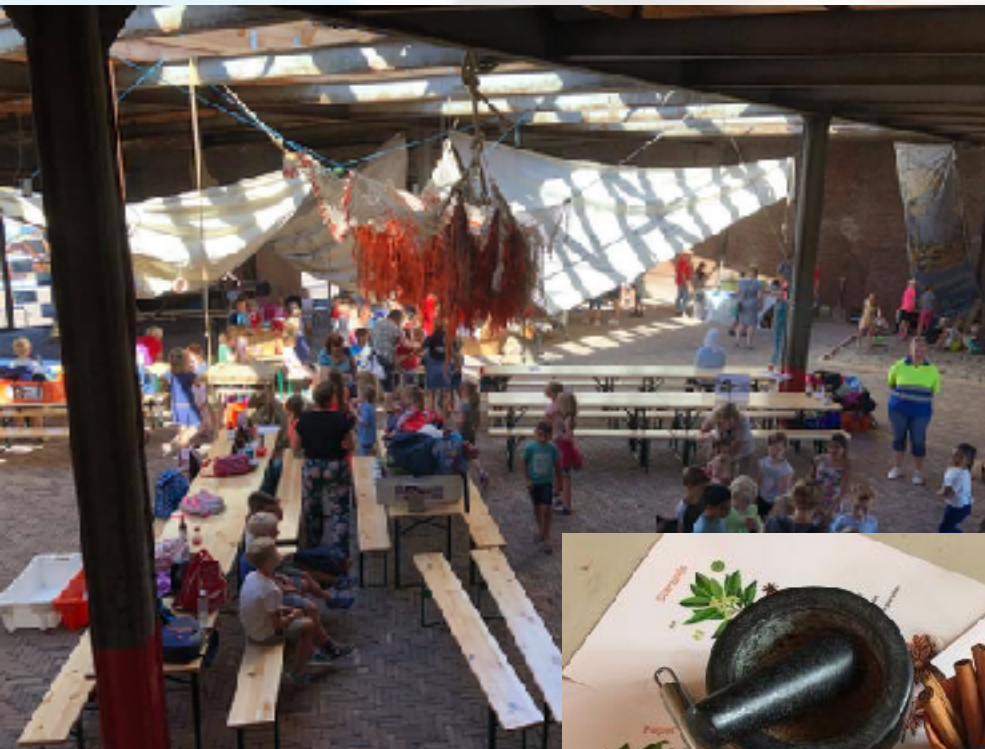




THE  
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RACE



# HOLLANDSE HELDEN



## Past and Present



By:  
Local sailor  
Local restaurant  
Hollandse helden

THE  
TALL  
SHIPS  
RACES  
2018

# Wadden Association

What belongs in our Sea

Sail InZicht



THE  
TALL  
SHIPS  
RACES

# Wadden

## What belongs in our Sea Association

# Sail InZicht

Een maritiem programma voor iedereen!



uli 2018  
arlingen

THE  
TALL  
SHIPS

# Royal Eise Eisinga Astronomy Navigation Planetarium

Sail InZicht  
Een maritiem programma voor iedereen!



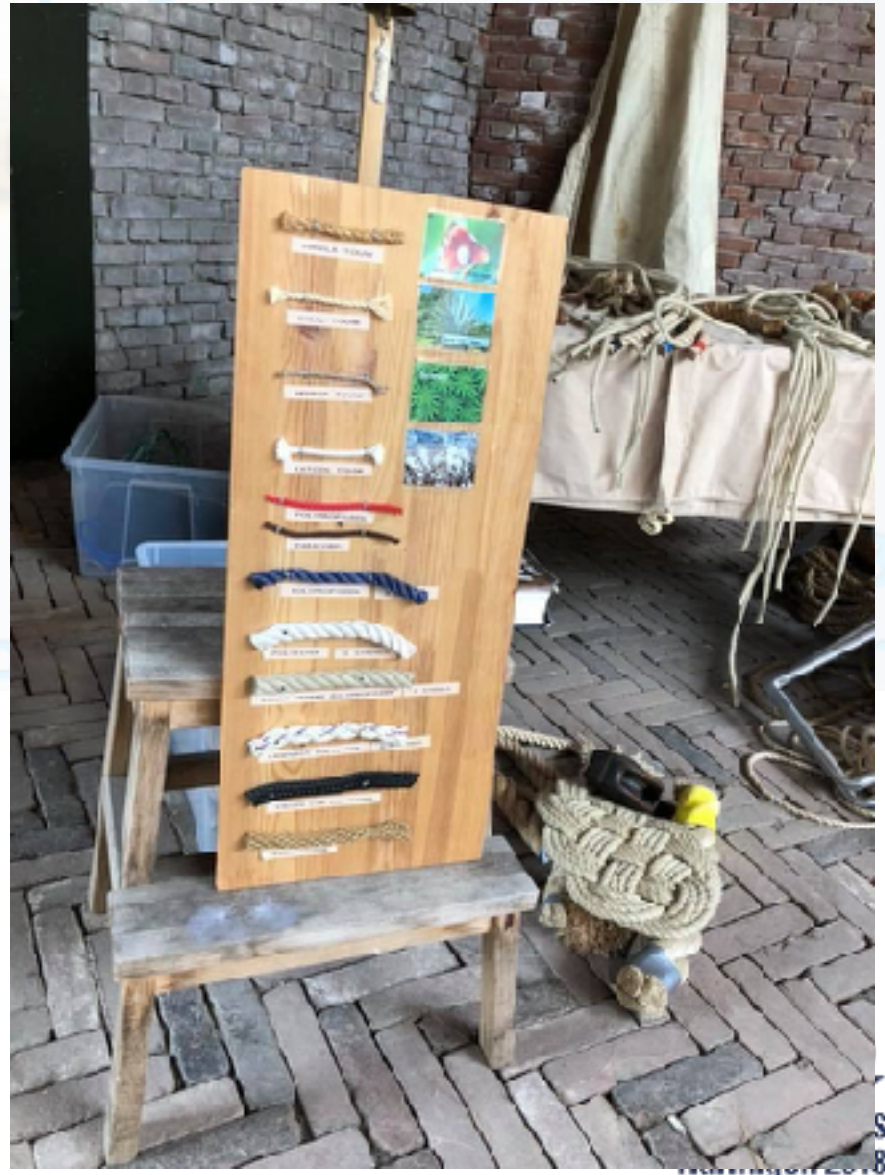
Make Your own Compass

THE  
TALL  
SHIPS

# Ropes and

# Sail InZicht

Een maritiem programma voor iedereen!



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THE  
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SHIPS  
RACES

# Hoist the Sails

Een maritiem programma voor iedereen!

Secondary school project movement and

2 t/m 13 juli 2018

gebouw, Harlingen



THE  
TALL  
SHIPS  
RACES

# Who is Jan

Local actor and museum Hannema  
House

## Holstein!

Sail in Zicht  
For maritiem prog



THE  
TALL  
SHIPS  
RACES

# Shanty song and instrument

Local musician and school music

making

Sail InZicht  
Een muziektiem programma voor iedereen!





THE  
TALL  
SHIPS  
RACES  
2018

The result

Sail InZicht

Een maritiem programma voor iedereen!



juli 2018  
Harlingen







# Project Kick Off Wadden Sea & Damen Ship Repair



uli 2018  
arlingen



# 16 Escape



July 2018  
Harlingen



# 16 Escape

Sa  
Een maritiem pro



# Secondary School



- Rowing
- Princess Maxima
- Sittard
- Masterskip
- Holland
- Pontje
- Lock control room



# Activities for Preschool children



# Maritime InSight - Open





# Secondary school students prepare Captain's Dinner

Sail to Zicht  
Een maritiem programma voor iedereen!



THE  
TALL  
SHIPS

# Captain's Dinner in the Dorp

Fen maritiem programma voor iedereen!



uli 2018  
arlingen

THE  
TALL  
CLUBS

# Captain's Dinner in Care

Een maritiem programma

# Sail InZicht



THE  
TALKING  
SHIPS  
RACE  
2018

# Additional

# Collaborations

- Wooden Pirate Ship
- Oversized Deck Chair

Een mar



## Summary

- 7 primary schools with 1300 children
- 2 secondary schools with 500 children
- 4 care homes
- 2 museums
- 3 educational ships

In addition

- Anthem competition
- Organisations were offered promotional space on the event ground
- Open ship for care homes at a quiet time of day during the event
- Children invited to sing the Sailor's song on stage at the opening
- Collaboration to create through traffic from show ground to town centre

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# Impressions from the local community

“Sail InSight is a good example of how you can bind and motivate the community (citizens, businesses and social institutions) as well as enthusiasm for the Tall Ship Races. There was a great programme for all ages in collaboration with local organisations to enthuse and inform everybody about the Tall Ships. Numerous (nautical) activities to get into the atmosphere. I found the cooperation very open and fine from youth work. It was certainly a great addition and broadening of the actual Tall Ships Races.”

**Ellen Uivel - Head of Youth Work Harlingen**

# Impressions from the local community

“Sail InSight really was a warm-up for the Tall Ships Races. Children were able to get in the mood which created an enthusiasm amongst their parents and family. A powerful warm-up for a great event!

In addition, I feel that the children of Harlingen have become acquainted with their roots. They live in a harbour city with a rich history and have now experienced that they are part of that history and live within the tradition of sailing.

In education we call that: heritage. One of the core objectives of education must be to offer cultural heritage. That has certainly happened with this programme of activities.

During this event, children could see and experience what life at sea entails. It was an event with movement, singing, creativity, smells and tastes. All the senses were covered! Very important for the children of today.”

**Tineke Geertsma - Primary School Head and Chair of the Association of Harlingen Head Teachers.**

# Impressions from the local community

“Sail InSight enabled the students from our school to see how you can distinguish yourself as a port city! What makes our city special and strong has been demonstrated in an educational way for everyone through Sail InSight.”

**Oane Westra - Secondary School coordinator**

“It is hard to summarise my enthusiasm for Sail InSight. It was far more than a fantastic warm up to The Tall Ship Races. The collaboration with the local schools meant that the youth have learnt about the maritime history of our city in a way they understand. I have certainly seen more involvement, interest and enthusiasm for the Tall Ships Races this year.”

**Hein Kuiken - Councillor for Education**

“Sail InSight has brought the community of Harlingen closer together. It was of enormous added value for the Tall Ships Races and ensured mutual solidarity.”

**Tjepke van de Pol - Council member**



# Future plans

- Create an annual programme to ensure continuous interest
- Develop an organisational handbook to offer the concept 'Sail InSight' to other harbours.

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# THE TALL SHIPS RACES 2018



**THANK YOU**

**INFO@HARLINGENSAIL.COM**

  
**THE TALL SHIPS RACES**  
**Harlingen 2018**  
sponsored by Tall Ships International



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provinsje Fryslân  
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