



INTERNATIONAL SAIL TRAINING AND TALL SHIPS CONFERENCE
2018

SESSION 7A

**THE IMPORTANCE OF SHIP LIAISON OFFICERS –
KEY POINTS AND GUIDANCE FOR CHIEF LIAISON
OFFICERS AND HOST PORT PROJECT MANAGERS**





The Tall Ships Races Sunderland 2018 Event Maker Programme

Ian Flannery

Chief Liaison Officer



SCOPE

- Task description
- Gathering the Team
- Training the Team
- Preparation and pre-event administration
- Leading/coordinating the team
- Operational realities
- Learning points



THE TALL SHIPS RACES 2018

Sunderland: Tue 10th - Sat 14th July

*Planned for 1.5m visitors
Achieved 1.2m visitors*



WEAR ON BOARD



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RECRUITMENT

- Voluntary Community Sector support
- Existing Sunderland volunteer network
- Existing North-East Tall Ships volunteers
- Launch event Oct 17
- Media partner support
- Online application form:
 - 380 applications



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SELECTION

- Directed by Council HR policy/methods
- Team Leader selection
 - Ice-breaker/interview/team-working
- Team Leader led interview process.
 - Identifying skills, experience and language
 - Matching to roles where would be useful
 - Matching to fulfilling roles
 - Successful - only few cases of redress



4 DEFINED ROLES



Technical
LO



Ship
LO



Event
Admin

Event
Coordinator



TRAINING

- Accredited foundation training delivered by Sunderland College:
 - 2x NVQ Level 1 for each Event Maker
 - Satisfied corporate parent
 - basic safety and conduct



TRAINING

- Ambassador training (optional) delivered by Sunderland BID

- Learned about what Sunderland had to offer visitors - crew and tourists
- Strongly encouraged
- Excellent motivation



team-building



• Role/Event training: **TRAINING**

- Detailed description of event spaces
- Overview of main event roles and responsibilities
- Team break-outs for detailed team leader instructions/rota arrangements

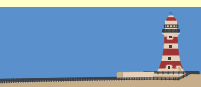
• Bespoke
School



Fields Maritime



EVENT MAKER ORGANISATION



DOMESTICS

Kit issue:

- 3 polo shirts, waterproof, cap and bag
- Event pass and shift cards
- Event Maker Handbook
- Notepads & pens
- FAQ sheets
- Expenses forms
- Distribution



WORKING CONDITIONS

- **Event Maker Travel**
 - Event Maker/staff Park & Rides separate from public
 - Partnerships with public transport for free Event Maker travel
 - Encouragement to car-share
 - Authorisation for disabled volunteers to have taxis funded
- **Rota detail:**
 - Corporate parent responsibilities
 - Team Leaders coordinated shift patterns
 - Operating in pairs for most roles with am/pm shifts
- **Catering:**
 - North, South and packed lunch options



ADDITIONAL TASKS

- **Surge events:**
 - Welcome Parade
 - Captains' Dinner
 - Crew sports
 - Crew Prize-giving
 - Crew Parade
 - Crew Party
 - Captains' Briefing
- **Fast-balls:**
 - Movement of stores
 - Helping disabled visitors
- **Cover for other volunteer team areas**



LEARNING POINTS

Programme level operational points:

- Event Control and Volunteer Centre dislocated
- CLO in Event Control - needed deputy to be better briefed
- Management of expectations for role specific training
- Dedicated task force at Volunteer Centre
- Limited mobility volunteers - limited employability



LEARNING POINTS

Programme level admin points:

- Programme timeline - could have been condensed
 - Difficult to keep people engaged, led to wastage
 - Skill fade of early training content
- Use of WhatsApp for general communication +/-
- Method of communicating to non-digital volunteers not considered
- Event Maker 'agreement' should have been in place
 - Expected standards formalised
 - Consent for use of data/photos obtained in advance
- Expenses claims - policy should have been amended



LEARNING POINTS

Technical Liaison points:

- Technical Liaison system hugely successful
- Fuel delivery <500l problematic
- Lack of admin vehicles
- More Marine VHF
- Some UHF required



LEARNING POINTS

Ship Liaison points:

- Understanding of ship services' logistics
 - Fuel/Water/Sewerage procedures
 - Dedicate TLO to each ship?
- Ensure supermarket delivery was possible
 - Register port as residential address
 - Engage supermarkets to prepare them
- Ships may not need a dedicated SLO, but it does have value



LEARNING POINTS

Dry side volunteer points:

- Rotation of greeter volunteers - some stuck away from ships all day
- Scale of deployment of 'non-event space greeters' should have been reduced
- Assistance to disabled needed further consideration



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LEGACY

- **Qualifications and experience gained by 235 people**
- **Boost to third sector - a pool to be drawn from:**
 - Sunderland City Council events
 - Other Sunderland voluntary opportunities
 - Regional events
- **Event Maker welcome has enhanced reputation of city**
- **Lasting friendships built through share-experience of a fantastic event**



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SAYING THANK YOU

- Meet the Mayor
- Special viewing area
- Keeping the T-shirts
- Event Maker party



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SUMMARY

- 235 Event Makers
- Age 17-84 years old
- 101 from Sunderland
- 131 from wider North-east
- 3 from further afield
- 11,650 volunteering hours
- 400 NVQ Level 1 awards



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QUESTIONS





Liaison Officer System

CLO Stavanger 2018

Birger Haraldseid



A key function for the fleet

- Competent and serviceminded Liaisons can make a great difference for the fleet in any port
- Additionally are the ability to communicate effectively with the ships important - if possible in the mother language of the ship's crew
- It is a ongoing duty from the ship arrives until it leaves
- And perhaps more important than anything - a can do attitude



Organization

- The Liasion and Crew Friend functions are in general going to adapt the concepts used in 2004 and 2011 for how to deliver the service to the fleet.
- The main changes
 - Dedicated Chief Liasion Officer function, previously has this been combined with the overall responsibility for the volunteer function. And experienced not to be ideal.
 - Recruiting LO's and Crew Friends based more on language skills than willingness



General Volunteer training

- Liaison Officers and Crew Friends recieved basic training as all other volunteers
- The basic training included:
 - First aid and HSE training
 - STI and the Tall Ships Races
 - About the event in Stavanger and its program
 - Stavanger, what to we tell to or give visitors advise to see and experience
 - Other relevant **must know** info as part of the host port organization
 - Volunteer Handbook



Training and for Liaison Officers and Crew Friends

- Liaison Officers and Crew Friends attended 2 further training sessions particular to their roles.
- Partly to to learn to know the LO's prior to the event
 - Briefing about the Liaison organization and the Service Desk function
 - More about likely issues they could face as Liaisons/Crew Friends
 - How they should work together as a team dedicated to serve the a ship and its crew.
 - How they should be prepared to be at the dockside when the ship arrives
 - Expectations to these roles and the importance of them
 - Familiarization with Captains Handbook



Liaison Services

- Core Liaison Team of 3 persons running the Liaison and Crew Friends desk service.
- Satellite hub by the C&D docking area.
- We managed to recruit the majority of the Liaison Officers and Crew Friends that knew and spoke the native language of the vessels flag state. (in addition to Norwegian and English)
- Liaison officers as a ground rule older than 25 years
- Crew Friends in the trainee age band but assumed 18-26 years



Liaison Officer (LO)

- LO key documents - Training and Captains Manual
- CLO -> LO structure and communications
 - Daily morning meeting pre the STI meeting
 - Message services
 - Phone as the main mean of communication
- Volunteer handbook with an addendum for the LO's and the service desk for ship and supply issues.



Liaison Officer resource distribution

- Minimum one Liaison and one Crew Friend per the largest A Class ships
- One LO per B Class Ship
- For C&D to be defined have LO's and CF's covering two each
- LO's for STI & Media
 - Different but important task to work the STI racing team, find motivated people .
- Execution timeline
 - Core team to be operational + 3 days before event minimum - office ready set up 10 days ahead.
 - CLO should be in at Captains briefing in the port preseding to connect with the vessels
 - CLO preferably to be operational and dedicated full time min 10 days ahead of the event



In summary

- Start early
- Request enough info like language skills when the volunteers sign up
- Use time to learn to know the individuals up front
- Working with volunteers is to some extent like herding cats
- Ensure to have a bank of able reserves to step into vacant posts
- Advance info about no of Trainees is useful to calibrate the organisation
- LO's are to be dedicated to the LO task and not cross
- You need to love to work with people
- Keep the information stream going

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