



BIDBOOK SAIL DEN HELDER





CONTENT

| | |
|---|----|
| Preface by Chairman Sail Den Helder 2023 Foundation | 5 |
| Letter of recommendation by Mayor of Den Helder | 7 |
| SAIL and Den Helder, a longstanding successful history. | 9 |
| Young people involvement, support of the trainee program | 13 |
| Den Helder: the perfect start or stopover port for an STI race in NW-Europe | 15 |
| Map and lay-out SAIL Den Helder including naval facilities and port | 16 |
| In-port facilities, infrastructure and arrangements | 17 |
| Preliminary outline program SAIL Den Helder 2023 | 20 |
| Marketing and Public Relations | 23 |
| Corporate hospitality | 25 |
| Event funding | 27 |
| The Sail Den Helder 2023 organisation | 29 |
| Evaluation Sail Den Helder 2017 | 31 |
| Commitment to sustainability and protection of the environment. | 33 |
| Maritime and historical Den Helder, Texel and Hollands Kroon | 35 |
| Letter of recommendation by Commissioner of the King in North Holland | 38 |
| Letter of recommendation by Mayor of Texel | 39 |
| Letter of recommendation by Mayor of Hollands Kroon | 40 |
| Letter of recommendation by CNO | 41 |
| Impressions from young people supported by Sail Den Helder. | 43 |

CONTENT





PREFACE

The city of Den Helder and the Foundation Sail Den Helder 2023 are very proud to propose the candidacy for host port for the Tall Ships Races in 2023. Den Helder has proven itself a strong and passionate supporter of STI's mission for over 20 years and is determined to continue this support.

Den Helder has previously organised and hosted 5 successful Sail-events; Sail 2017 being the latest with more than 350.000 visitors. The ambition to become a host port for the Tall Ships Race in 2023 is fully supported by the municipalities of Den Helder, Texel and Hollands Kroon, the Province North Holland and the Royal Netherlands Navy. The cooperation between these stakeholders has proven to be successful during previous events and will again provide a solid structure and foundation for Sail2023.

Sail Den Helder 2023 will have a regional impact and, in combination with the Navy Days, will attract nationwide exposure and a large number of visitors. Sail Den Helder 2023 will provide an outstanding platform to promote the mission, interests and objectives of STI and other key stakeholders.

The support from organisations such as Windseeker and the Sail Academy will help us to connect with younger people. Moreover, it will provide an opportunity for them to participate in the event and to participate in a unique sailing experience onboard one of the tall ships. With these two organisations we have over the years achieved an impressive track record in binding and engaging with young people.

Den Helder has everything required to organise and host the STI during the Tall Ships Race 2023. We look forward to welcoming STI, the tall ships, and all the other participants as host port for the Tall Ship Races in 2023.

Arian Minderhoud, Rear Admiral LH (retd.)
Chairman Foundation Sail Den Helder 2023



PREFACE





LETTER OF RECOMMENDATION BY **MAYOR OF DEN HELDER**

The city of Den Helder is very proud to propose its candidacy as host port for the Tall Ships Races in 2023.

Following the success of SAIL2017 and the four previous events between 1993 and 2013, I hope we will be allowed to prove again that Den Helder has everything required to organize a successful major nautical event. The cooperation between the municipality of Den Helder, the Foundation Sail Den Helder, the neighboring municipalities and the province of Noord Holland would, as previously, provide a strong team for SAIL2023 in Den Helder.

Similar to the earlier events, we plan to combine Sail Den Helder 2023 with the Navy Days and Veterans Days. This guarantees a unique event with national exposure and large visitor numbers. Furthermore, the logistic combination with the Royal Netherlands Navy means that SAIL is well supported, and the necessary facilities will be available. SAIL and Navy Days in Den Helder have been proven to be a great combination, supported by many partners and sponsors and attracting much attention.

The successful and proven concept used to organize SAIL2017, with the Foundation SAIL Den Helder, the operational team with its large number of enthusiastic volunteers working together with organizations such as the SAIL Academy, Wind seeker and with local

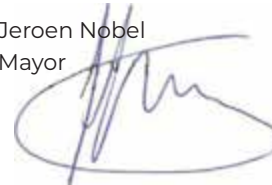
and regional schools and colleges, would be further replicated and further refined for SAIL2023.

It would be a pleasure and honor to host the Tall Ship Race in 2023 in Den Helder; to be able to support Sail Training International in its mission for all young people to have challenging experiences and opportunities to develop useful skills and live a fulfilling life.

Sail Den Helder has strong support in the region and especially young people are keen to welcome the international fleet of Tall Ships back in our port. Since 2013 we have built up tight cooperation with all schools in the region to support the event with a dedicated schooling program. The opportunity for students to take part in the event and even to sail on board of the tall ships will be an integral part of that effort.

SAIL2023 in Den Helder has my strongest support and I am convinced that, given the opportunity, it will again be a success, with everything Den Helder has to offer.

Jeroen Nobel
Mayor



Kees Visser
Alderman



LETTER OF RECOMMENDATION BY **MAYOR OF DEN HELDER**





SAIL AND DEN HELDER, **A LONGSTANDING SUCCESSFUL HISTORY**

Den Helder and STI have a longstanding and successful history. Den Helder has very successfully hosted a SAIL-event 5 times in the past; in 1993, 1998, 2008, 2013 and 2017.

The first time, Den Helder hosted an STA (predecessor of the STI) in-port event in July 1993 as meeting port for a Tall Ships Race from Den Helder to Great Britain and onwards to Norway and Denmark. This event was organised in cooperation with the Royal Netherlands Navy, coinciding with the national Navy Days and Veteran Days. This event attracted a crowd of more than 310.000 visitors and laid the foundation for a very successful series of tall-ships-in-port events. In July 1997 Den Helder organised an STA endorsed event. The tall ships in port were joined by historic Dutch sailing vessels. Den Helder hosted 700 platforms in total and again attracted a huge crowd. In August 2008 Den Helder hosted the STI and 75 tall ships as finish-port for the North Sea race from Liverpool, via Maloy and Bergen to Den Helder. Again, the STI in-port event was combined with the organisation and in close coordination of a gathering of historic sailing ships, attracting 350.000 visitors over the weekend with 100.000 visitors cheering the ships at the Parade of Sails. Moreover, the Crew Parade of 2.500 trainees from the tall ships made a lasting impression not only on the crowd of visitors and citizens of the town of Den Helder, but also on the participating crews.

Once again Den Helder hosted an STI endorsed event in June 2013 in combination with the national Navy Days, celebrating the 525th anniversary of the Royal Netherlands Navy and the national Veterans Day. The highlight of this combined STI-Royal Netherlands Navy event was the visit of King Willem Alexander, who witnessed the Reversed Fleet Review from the clipper Stad Amsterdam. The atmosphere among the crews and citizens of Den Helder was welcoming, vibrant and enthusiastic. Besides the traditional Crew Parade, the party for crews, hosted by the midshipmen of the Royal Netherlands Naval College, was one of the highlights for the crews of the tall ships. Despite the rainy weather during the weekend, a crowd of 330.000 visited the event.

The last time Den Helder hosted an STI endorsed Tall Ship event was in June 2017, again in successful cooperation with the Navy Days. The Sail-in in combination with the Reversed Fleet Review, the many activities over the weekend, the highlight of the Captain's Dinner on board the Joint Logistic Supply Ship HNLMS Karel Doorman, and the Sail-out attracted 360.000 visitors. Again, the cooperation between the organising committee SAIL Den Helder and the Royal Netherlands Navy proved a very successful formula, providing mutual support for the many activities in port and attracting a huge crowd from all corners of the Netherlands and further afield.

SAIL AND DEN HELDER, **A LONGSTANDING SUCCESSFUL HISTORY**

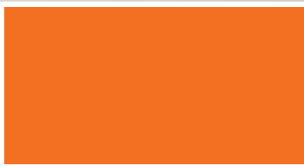








One of the objectives of SAIL Den Helder is to actively involve young people, either participating in the organisation of the SAIL event, or as trainees on board the ships. The Netherlands has a long and rich maritime tradition and continues to be a maritime country. Thus, the involvement and education of young people in the maritime world is an essential requirement to continue our national maritime heritage. And the SAIL-event is more than instrumental in this respect.



YOUNG PEOPLE INVOLVEMENT, SUPPORT OF THE TRAINEE PROGRAM

In 2017 the organisation “Sail Academy Den Helder” was created to actively connect young people and educational institutions with the organisation of the SAIL event, to recruit interns for jobs as “volunteers”. SAIL Den Helder also contracted “Windseeker” for the recruitment of trainee’s on board the ships. Windseeker is a national organisation, well established in the international sail-training world for liaising between young people, educational institutions and tall-ships managements to enrol young people as trainees on board sailing vessels for certified sail training programs.

The activities of both Sail Academy and Windseeker in 2017 were a great success with some 100 recruited trainees on board tall-ships and 400 young people involved in the organisation as an internship. Furthermore, local organisations arranged projects for some 700 children from primary schools to introduce them to the maritime tradition and for them to participate in maritime events organised ashore, such as building your own boat and a small-boat sailing competition.

Sail Den Helder actively assists young trainees to participate in Tall Ships Races (TSRs) in between de 5-yearly Sail events. Promotional activities, in cooperation with Windseeker, resulted in 29 trainees from the Den Helder region participating in the TSR2018. We provided them with bursaries and inspired a number of local companies to do the same. Both the positive responses of trainees and Windseeker

have encouraged continuation of this initiative in the up-coming years. In addition to STI-trainees, Sail Den Helder sponsors young trainees participating in the School at Sea-initiative and although not part of the STI-activities we consider this to be in line with the goals, since the setting provides young people with the opportunity to discover the maritime sailing environment and new horizons. The fruitful cooperation of Sail Den Helder with the Royal Netherlands Navy also resulted in an initiative whereby some 100 naval cadets embarked onboard the Tall Ship Statsraad Lehmkuhl for their 3-week initiation voyage in 2018 and in 2019, in the spirit of STI-principles.

SAIL Den Helder intends to continue the successful cooperation with both Sail Academy and Windseeker for 2023. It is our ambition to build a similar organization for 2023 as we had in 2017, including the involvement of young people as interns and volunteers. The organization will provide chances for people with disabilities and for young people with limited opportunities, ashore and on board. The cooperation with Sail Academy and Windseeker at an early stage, with these organizations being active in tall-ships events of the coming years, e.g. SAIL Amsterdam 2020, will ensure a continuing build-up of expertise in the trainee field leading to SAIL Den Helder 2023. It is our combined ambition with Windseeker to recruit 200 trainees for the tall-ships in 2023, provided the STI race program consists of a leg of sufficient length to allow proper sail training.

YOUNG PEOPLE INVOLVEMENT, SUPPORT OF THE TRAINEE PROGRAM





DEN HELDER: THE PERFECT START OR STOPOVER PORT FOR AN STI RACE IN NW-EUROPE

Den Helder wishes to organise a STI port event in the summer of 2023, either at the end of June or during the first weekend of July, in combination with the Navy Days. Den Helder is suitably located in the southern part of the North Sea to be the starting point of an STI-race, anti-clockwise in the North Sea, heading to potential ports in Denmark, Norway or Scotland. If the STI chooses to organise the 2023 race clockwise around Great Britain, Den Helder can function as the assembly port for the first leg of the race, provided the first leg is planned as a “cruise-in-company” through the Channel.

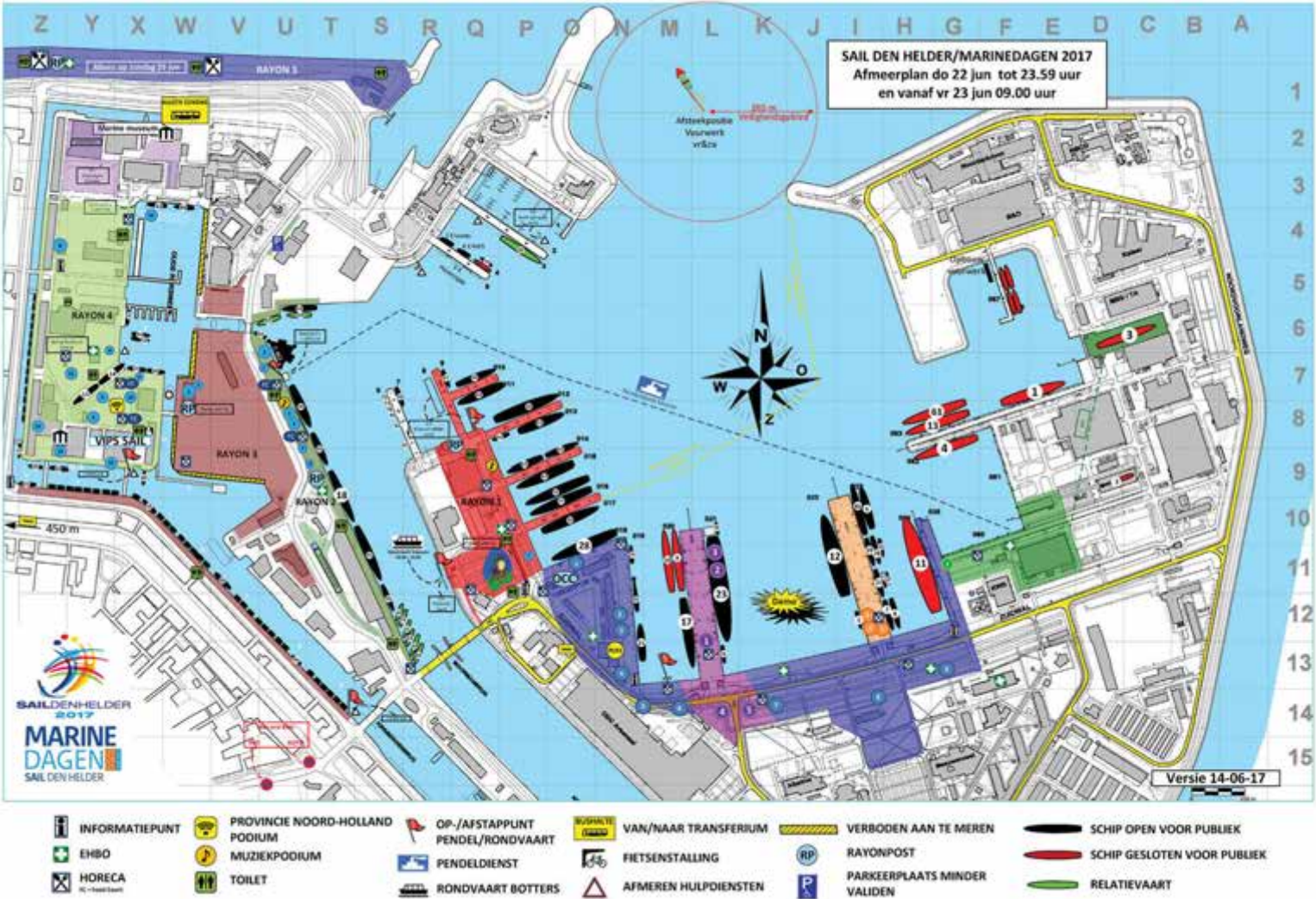
Den Helder is located on the west side of the Waddenzee. Coming from the North Sea, you can reach this beautiful inner sea through the Schulpengat and Marsdiep to arrive at Texel Roads. Texel Roads was the historic starting point of the merchant ships of the VOC (Dutch East-Indies Trading Company) in the Golden Age of the Netherlands in the 17th century. Nowadays Den Helder is the home base for the Royal Netherlands Navy fleet and the national coordination centre for the Netherlands Coastguard organisation. The civilian Port of Den Helder represents a major logistic hub for the offshore activities in the southern part of the North Sea.

Located in the north-western region of the Netherlands, Den Helder is only one hour traveling from the capital Amsterdam by car or train. Schiphol airport is one hour and forty minutes by public transport. Thus, Den Helder provides good transport facilities for embarking crews at the start of the STI race or visiting officials in case of a STI Port Seminar. Also, Den Helder airport might provide an excellent transport facility for helicopter transfers as well as smaller fixed wing aircraft.

**DEN HELDER: THE PERFECT START
OR STOPOVER PORT FOR AN STI RACE IN NW-EUROPE**



Map and lay-out SAIL Den Helder including naval facilities and port (from Sail Den Helder 2017).



IN-PORT FACILITIES, INFRASTRUCTURE AND ARRANGEMENTS

Den Helder provides perfect facilities, as the 5 previous Sail-events in Den Helder have shown. The close cooperation with the Royal Netherlands Navy and the Port of Den Helder ensures the availability of a wide range of required facilities and support.

SAIL Den Helder can offer:

- free pilot and tug services for ships upon entry and departure;
- open access to the North Sea, approx. 15 nm approach from outer-buoy to port through tidal channel, accessible to ships with draft of less than 7,5 meters at high tide. The Schulpengat channel to Texel Roads has a minimum charted depth of 8,6 meters at LLWS;
- a tidal port, sheltered for wind and tidal currents; without the need to pass locks for most ships;
- both the naval base and the civilian Port of Den Helder provide free berthing facilities for 50 – 70 ships of which 40+ tall ships, all close to the event facilities. The location of the festivities, the city centre and the historic naval dockyard Willemsoord are all in direct vicinity;
- a strong operational support team, with a solid nautical background and good relations with the local communities;
- the proven, well-functioning organisation of motivated, enthusiastic and knowledgeable liaison officers for the visiting ships, supported by the Royal Netherlands Navy and other organisations;
- proven and well-functioning port-facilities for logistics and domestic use by the ships and crews;
- facilities for the STI, appropriately equipped and close to the

- berthing area;
- facilities for crews and trainees, including sport facilities, a crew parade ground, cultural exhibitions, leisure time activities and facilities for a crew-party, etc.;
- easy access to event grounds;
- good (public) transport connections to airports and major cities in the Netherlands;
- ample hotel accommodation, approx. 22 hotels and B&Bs in the region and plenty of restaurants and bars within walking distance of the ships;
- the expected number of visitors to the combined SAIL Den Helder event and Navy Days is between 350.000-400.000 people from Friday to Sunday, based on previous experiences;
- if required the Host Port Seminar can be facilitated in Den Helder;
- Den Helder provides a robust internet connection with full coverage throughout;
- unique nautical and historical environment to surround the Tall Ship-fleet at its sail-in and sail-out, which will provide impressive and inspiring views and much attention from the public, both from the coastline dike and on board of ships in company.
- Den Helder and the Royal Netherlands Navy are willing to provide the necessary facilities at sea for the start of the STI race after the successful port visit, e.g. start-ship and RHIB's, etc. at sea off the Schulpengat outer-buoy or further out to sea, north-west of the Texel traffic separation scheme.

IN-PORT FACILITIES, INFRASTRUCTURE AND ARRANGEMENTS







PRELIMINARY OUTLINE **PROGRAM** SAIL **DEN HELDER** 2023

Day 2 (Friday): day focused on the crews

| | |
|---------------|--|
| 09.00 – 15.00 | Opportunity for STI Host Port Seminar |
| 09.00 – 17.00 | Navy Days, including spectacular demos and private slots for tall ship crews for tours onboard submarine and navy ships. |
| 10.00 – 17.00 | Tall ships open to the public. Tall ships decks and sailing tours available for sponsoring parties. |
| 10.00 – 19.00 | Optimist on Tour youth sailing activities Den Helder |
| 10.00 – 23.00 | Street activities and hot-spots (music, theatre, fairs, street artists, food trucks, etc. in Den Helder) |
| 10.00 – 23.00 | Harbour tours onboard historic vessels for the public |
| 14.00 – 16.00 | Crew Parade in Den Helder city centre |
| 16.00 – 17.00 | Prize-giving ceremony |
| 18.00 – 23.00 | Crew party for trainees and standing crews (afterguard/officers) |
| 23.00 – 23.15 | Drone show and/or laser and fireworks over Den Helder |

PRELIMINARY OUTLINE **PROGRAM** SAIL **DEN HELDER** 2023

PRELIMINARY OUTLINE **PROGRAM SAIL DEN HELDER** 2023

Day 3 (Saturday): day focused on the general public

| | |
|---------------|---|
| 09.00 – 17.00 | Navy Days, including spectacular demos |
| 09.00 – 18.00 | Tours and sporting events for crews (e.g. “wadlopen”, visit Texel and NIOZ/IMARES, private slots for tours onboard submarine) |
| 10.00 – 17.00 | Tall ships open to the public. Tall ships' decks and sailing tours available for sponsoring parties. |
| 10.00 – 17.00 | Helicopter tours from Den Helder Airport |
| 10.00 – 19.00 | Optimist on Tour youth sailing activities Den Helder |
| 10.00 – 23.00 | Street activities and hot-spots (music, theatre, fairs in Den Helder) |
| 10.00 – 23.00 | Harbour tours onboard historic vessels for the public |
| 16.00 – 17.30 | Captains' briefing |
| 18.00 – 20.00 | Reception for standing crews |
| 19.00 – 21.30 | Captains' dinner for tall ships captains, STI and SAIL officials and sponsoring parties |
| 23.00 – 23.15 | Drone show and/or laser and fireworks over Den Helder |

Day 4 (Sunday): sail-out

| | |
|---------------|---|
| 09.00 – 17.00 | Navy Days, including spectacular demos |
| 10.00 – 10.30 | Blessing of the Sails |
| 11.00 – 17.00 | Departure of tall ships to Texel Roads |
| 11.00 – 17.00 | Departure of historic vessels |
| 10.00 – 17.00 | Helicopter tours from Den Helder Airport |
| 10.00 – 18.00 | Street activities and hot-spots (music, theatre, fairs in Den Helder) |
| 10.00 – 18.00 | Harbour tours by historic vessels for the public |
| 10.30 – 12.00 | Sunday morning concert |
| 12.00 – 18.00 | Entertainment along Marsdiep shore |
| 13.00 – 18.00 | Demos over Texel Roads |
| 15.00 – 18.00 | Sail-out, Parade of Sails for tall ships at Marsdiep (timing depending upon tide) |



MARKETING AND PUBLIC RELATIONS

The Marketing and Public Relations plan for SAIL Den Helder 2023 will build on the experiences from previous SAIL events. The objectives, set-up and execution of the plan for SAIL Den Helder in 2017 have been evaluated, the 'lessons learned' have been identified, and possible improvements are listed as recommendations for SAIL2023.

Promotion for Sail Den Helder 2023 will be fully compliant and support the vision and mission of STI and the Tall Ship Race as part of the STI-program. All promotional activities for Sail Den Helder 2023 and the TSR2023 will be coordinated with STI.

Promotion for SAIL2023 will have a national scope, in harmony with the promotion for the Navy days. The promotional organisation will be a combined effort, with commitment and participation from all major key stakeholders such as the foundation SAIL Den Helder, Citymarketing Den Helder, the regional municipalities participating in SAIL Den Helder, the Royal Netherlands Navy, communal service clubs and the key sponsors. SAIL Den Helder 2023 will be promoted at national, regional and local level.

The aims and content of all promotional activities will be as much as possible geared to and tailor-made for the targeted audience (visitors, sponsors, media, local businesses). Data obtained from previous events will help us to identify the specific requirements per key

stakeholder; for example, we know from SAIL2017 that two-third of the visitors came from the region Noord-Holland and one-third of the visitors came from other regions in the Netherlands. In all promotional activities we will ensure that Sail Training International's mission and vision are actively promoted in order to widen public interest.

Means of promotional communication will include traditional media such as regional and national newspapers, all forms of social media, various websites, physical exposure such as billboards, flags, posters and banners as well as advertising on radio and television. As in 2017, the 'return on investment' for each means of communication will be closely monitored; initially on a monthly basis, but closer to the event on a weekly basis. This will allow us to adjust and optimize the effects of the marketing and public relations activities.

The SAIL foundation will use every opportunity to promote STI's mission in general and SAIL Den Helder 2023 in particular. Starting in 2020 with a visible presence and presentations during the various maritime events in the Netherlands, such as SAIL Amsterdam 2020, presentations for key stakeholders, a website, exposure through Den Helder City-marketing, first press releases, interviews, etc. In the following years the marketing activities will intensify, providing more detailed information, focusing on potential visitors and the wider public; on a national, regional and local level. Starting in 2022 promotion and advertising for SAIL Den Helder will be linked with the

MARKETING AND PUBLIC RELATIONS





promotion campaign for the Royal Netherlands Navy Days, which will be beneficial for both. As was the case in 2017, SAIL Den Helder will be marketed as a family event, thereby focusing on reaching a broad target group.

At the moment of writing this bid-book Sail Den Helder is involved in the investigation of the option to become a stop-over port for the TSR 2022 cruise-in-company between Harlingen and Antwerpen in July 2022. This initiative is warmly welcomed. It would offer a great opportunity to promote Sail Den Helder 2023 with the Tall Ships alongside in Den Helder and at anchor on Texel Roads, the official kick-off for the last year of preparations. If possible this kick-off may be combined with receptions on board for stakeholders, sponsors and the media.

For marketing and public relations purposes, SAIL Den Helder will work closely together with professional partners and organisations such as Den Helder City-marketing and the touristic marketing organisation “Holland above Amsterdam”. At a local and regional level, and with a focus on students and young people, the organisation SAIL Academy and Windseeker will be key players. Through their activities in schools and colleges, young people will become interested and motivated to join the ships as trainees or participate in the event as volunteers.

During SAIL Den Helder 2023, a joint press center will be established, from which all press related activities will be checked, coordinated, facilitated and supported.

The total budget for marketing and public relations is around €300.000, based on the expenditure in 2017.

CORPORATE **HOSPITALITY**

The Sail Den Helder 2023 Foundation and all the stakeholders recognise the paramount importance of hospitality as one of the key factors for success for the participating ships and STI. We recognize the need for the ships and STI to generate sufficient income during their stay and periods at sea, before and after the visit to Den Helder. The good experiences of previous events are the best ambassador to promote SAIL Den Helder. As in 2017, SAIL Den Helder will make use of a dedicated hospitality manager who will be responsible for the promotion, selling, coordination and organisation of hospitality arrangements for individuals, groups and organisations on board the ships while alongside or underway. SAIL Den Helder fully recognises the need to coordinate these activities according to the requirements of the ships and STI. Good coordination and cooperation are vitally important for success. The hospitality manager will contact the participating ships at an early stage to facilitate information exchange and set up a good working relation.

In order to generate sufficient income all options will be carefully considered. A significant volume of the income will be generated from deck rentals in sponsor arrangements. Furthermore, it is our ambition to realise substantial funding from trainee programs. Den Helder will explore additional income streams for the ships during their stay. This will include a variety of arrangements, including day trips, visits by social and cultural clubs and societies, business events, receptions or dinners and private events and parties. Den Helder will guarantee that it will organise at least 25 corporate events on board the tall ships in 2023.

CORPORATE **HOSPITALITY**



Anticipated event funding:

| INCOME | AMOUNT |
|--|--------------------|
| Municipality Den Helder | € 500,000 |
| Contribution from the Province Noord- Holland | € 350,000 |
| Contribution from 4 main sponsors each €100,000 | € 400,000 |
| Contribution from A-sponsors (national, regional) | € 250,000 |
| Contribution from B+C-sponsors (national, regional, local) | € 150,000 |
| Contribution local businesses | € 100,000 |
| Event revenue | € 200,000 |
| Other income | € 250,000 |
| Total | € 2.200,000 |
| Royal Netherlands Navy, Port of Den Helder | In kind |

Anticipated event cost:

| COST | AMOUNT |
|---|--------------------|
| Organisational Costs (including 'host port contribution' STI) | € 800,000 |
| Security and port facilities | € 400,000 |
| Marketing, communications and representation | € 300,000 |
| Participation costs and trainees (including 'STI-payment') | € 325,000 |
| Event costs | € 275,000 |
| Unforeseen | € 100,000 |
| Total | € 2.200,000 |





EVENT **FUNDING**

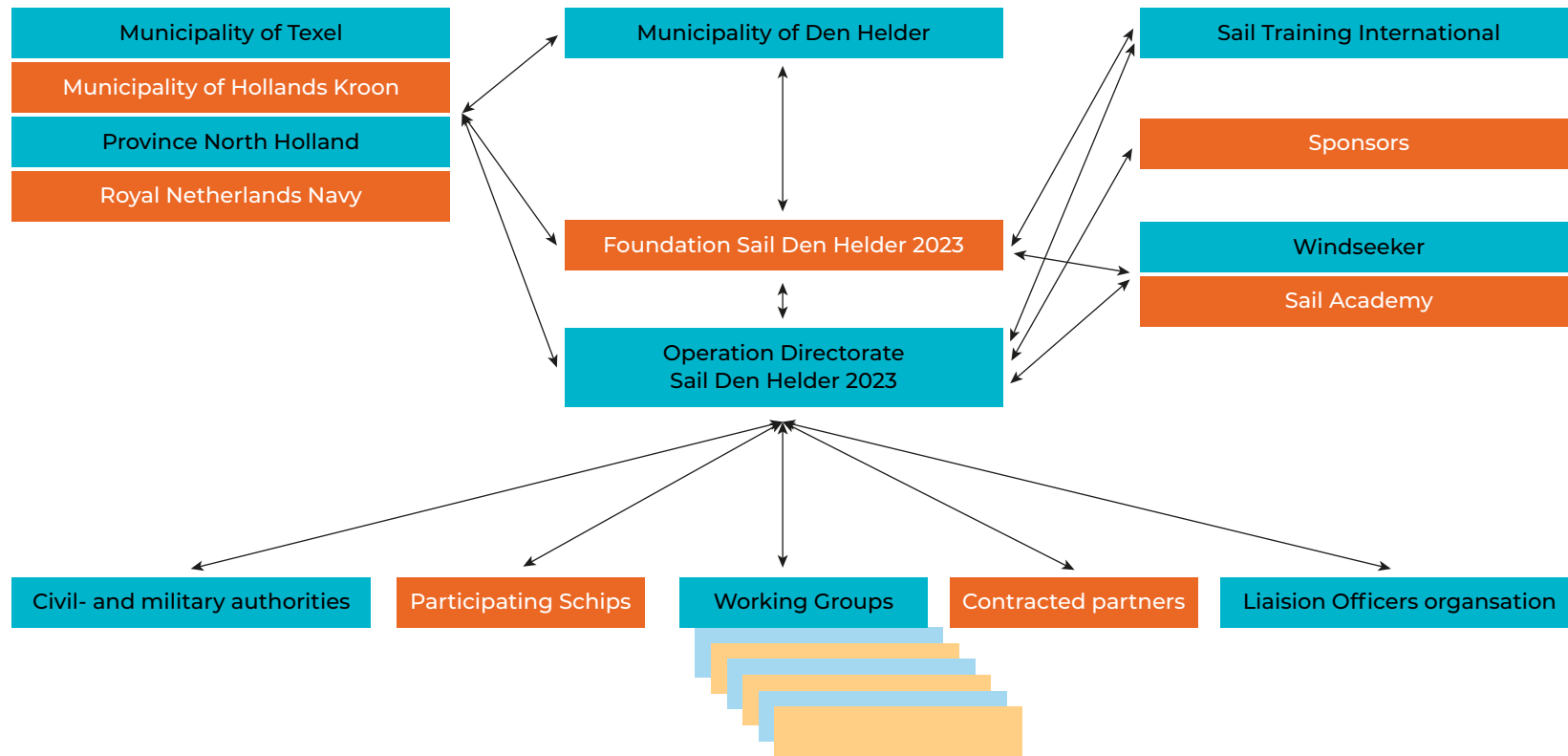
The SAIL Den Helder Foundation is already in contact with the municipalities of Den Helder, Texel and Hollands Kroon and the province North Holland to discuss funding and sponsorship of SAIL Den Helder in 2023. After the decision on inclusion in the race-program, the foundation will reach out to the sponsors who contributed to SAIL2017. In addition, SAIL Den Helder will explore additional sponsorship contracts with some of the major companies which have recently established themselves in the region.

As during previous events, the cooperation with the Royal Netherlands Navy will provide facilities, material and personal support in kind. For 2023, SAIL and the Royal Netherlands Navy will again join forces to set up and provide communication, promotion, marketing and hospitality, transport, logistics, safety and security and any other requirements.

If the SAIL Den Helder Foundation succeeds in their mission to be part of the race-program as a host port, it will, after mutual discussions on the content of the contract, send a signed host port contract to STI including the necessary signatures, within two months from the date we are informed in that decision.

EVENT **FUNDING**





THE SAIL DEN HELDER 2023 ORGANISATION

The Sail Den Helder 2023 Foundation is established by the mayor of Den Helder with the purpose of organising Sail as a host port event for the TSR2023 in Den Helder in 2023. The foundation acts on behalf of the municipality of Den Helder and has the mandate to sign the contract with STI. The Sail Den Helder 2023 Foundation acts as the steering committee and operates at the executive level. The foundation maintains contact with STI, the municipalities of Den Helder, Texel and Hollands Kroon, the Province North Holland, the Royal Netherlands Navy, sponsors and other relevant stakeholders.

The Foundation Sail Den Helder tasks the Operational Directorate Sail Den Helder 2023 in order to prepare, organize and execute Sail 2023 as an STI-host port event in 2023. The operational Directorate acts at the operational level. The Operational Directorate maintains contacts at the operational level with the STI-organisation, participating ships and organisations, civil- and military authorities, sponsors, and other stakeholders. The operational Directorate will establish subordinate working groups for each relevant domain in the preparation, organisation and execution of the event.

The Operational Team and subordinate working groups mainly consist of volunteers. For specific domains, such as promotions, public relations, corporate hospitality, public events, safety and security, professional organisations will be contracted as and if required.

For liaison prior to- and during Sail Den Helder 2023 a robust liaison organisation will be established for the support and liaison with the STI-organisation and the participating ships. The liaison-team will consist of volunteers from the local community supported by the professional liaison organization from the Royal Netherlands navy.

The Operational Directorate reports to the Sail Den Helder 2023 Foundation.

THE SAIL DEN HELDER 2023 ORGANISATION





EVALUATION SAIL DEN HELDER 2017

Sail Den Helder 2017 has been evaluated. Part of the evaluation is a study with regards to economic impact and visitors' aspects.

Economic impact:

- The total calculated economic impact of Sail Den Helder in the region is € 6.820.000
- Additional daytime spending by visitors was calculated to be € 4.814.000
- Additional overnight stay spending (hotels, camping's, B&B's) was calculated to be € 1.451.000
- The economic impact for businesses in the region in participating in Sail Den Helder was calculated to be € 550.000.

Visitor's aspects:

- In 2017 a total of more than 350.000 people have visited Sail Den Helder and the Navy Days.
- With most visitors on Saturday (31%), followed by both Friday and Sunday (25%) and Thursday (19%).
- 64% of the visitors live in the region, 36% came from outside the region.
- 34% have visited Sail and the Navy Days one day and more than 66% more than one day.
- Sail and the Navy Days attracted more than 70.000 additional visitors in the region with some 35.000 additional overnight stays.
- 72% of the people living in the region declared to be proud that Sail 2017 was organised in their region.
- 70% of the visitors from outside the region stated that they have learned more of what the region has to offer.
- Sail Den Helder 2017 was mostly described as impressive and unique.

EVALUATION SAIL DEN HELDER 2017





COMMITMENT TO SUSTAINABILITY AND PROTECTION OF THE ENVIRONMENT AS A GUIDING PRINCIPLE DURING SAIL

Sustainability and protection of the environment have always been a priority for Den Helder due to its unique location and its dependency on an unpolluted, clean and healthy maritime environment; today and for generations to come. “Wind at Sea” might be an inspiring promotional theme for this event, as a common thread running through sailing ships, ecological values of the Den Helder environment, the port’s connection to offshore wind and the Navy’s and coastguard’s role as guardians of a free and durable use of the sea. The following topics are of high environmental importance to the area:

- Den Helder and its wider region is the most western part in the Wadden Sea. The Wadden Sea is the largest tidal flats system in the world, where natural processes flourish undisturbed. For its globally unique geological and ecological values, the Wadden Sea is listed by UNESCO as a World Heritage Site.
- The civil port of Den Helder is one of the largest offshore southern North Seas logistic hubs for the offshore industry. The Port of Den Helder plays a significant role in the energy transition from oil and gas to sustainably energy. Offshore wind is a very important new business model for Port of Den Helder. With her certification as EcoPort in 2015 and 2017, the Port of Den Helder underlines her longstanding commitment to protect the vulnerable maritime environment in balance with her industrial operations.

- Den Helder is home to a small fleet of fishing vessels which rely on healthy and unpolluted fishing grounds in the North Sea and further afield.
- Den Helder has more than 7 kilometres of clear sandy beaches. Following the success of previous years, these beaches have again been rewarded with a Blue Flag eco-certification by the Foundation of Environmental Education in 2019. The beaches are a major attraction for the large number of tourists who visit the town and the region every year.

SAIL Den Helder will provide a podium for organisations involved in the protection and sustainability of the maritime environment. The fight against plastic pollution, the use of single use plastics, the transition to sustainable, environmentally friendly energy, protection of the vulnerable maritime environment and clean water will be topics promoted and supported during SAIL Den Helder.

SAIL Den Helder aims to be among the most environmentally friendly events; with a ban on single use plastics, promotion of low emission transport and a policy on limiting waste. In the years leading up to SAIL Den Helder, objectives and measures will be refined and adjusted based on the latest technological and social developments and possibilities.

COMMITMENT TO SUSTAINABILITY AND PROTECTION OF THE ENVIRONMENT AS A GUIDING PRINCIPLE DURING SAIL



Den Helder is a city with an impressive maritime history and tradition. Pure, robust, maybe even a bit raw, that is Den Helder. Not only is it a convenient gateway to other parts of Holland, it also boasts its own wide variety of hidden treasures.

In October 1811, Emperor Napoleon visited his new Dutch territory. A year earlier he incorporated the Netherlands into the French empire and appointed his brother Louis Napoleon as King. The main reason for Napoleon to visit Holland was to inspect the ordered works to fortify the coastline to protect the Low Lands against invasions from his enemy England. Napoleon found Den Helder extremely suitable for this because of its central location in the Southern North Sea, the harbour, and the many fortresses, and so Den Helder became the most important naval port in the north of the French Empire. Den Helder was called Napoleon's "Gibraltar du Nord". From here, he could control all shipping in the North Sea.

Several fortresses were built and interconnected by a canal dubbed "De Linie". Together with the fortresses and the dockyard, the "Stelling Den Helder" was created. In 1814 the dockyard was handed over to the Kingdom of the Netherlands, with King Willem I even giving his name to the dockyard "Willemsoord".

Today you can see and visit the five still existing fortresses and bunkers of the "Stelling Den Helder" by walking, cycling or sailing

along them. You can also visit the "Marine Museum", where you can experience life on board and find all the information about the Royal Netherlands Navy. In the "Reddingmuseum" the Dutch lifeboat service through the ages and the safety aspects at sea are at the centre of attention. In the "Atlantic Wall Centre and Museum", located in the former Administration Building used by the German occupiers in WW2, the visitor can see the chronological course of the Second World War in the region, the geography and form of the Atlantic Wall and listen to stories about the war in Den Helder.

Willemsoord

Napoleon ordered the construction of the dockyard Willemsoord in 1811. In 1822 the first facilities and dry-docks were completed. Between 1857 and 1866 another drydock was added and more dockyard facilities were constructed in the first half of the 20th century. Until 1995 the dockyard Willemsoord was in use by the Royal Netherlands Navy as a major repair facility. Nowadays Willemsoord is the home of museums, a marina, a cinema, a theatre, a casino and various restaurants where you can enjoy a lunch, drinks and dinner; you'll find it all here. Willemsoord also hosts a number of smaller ship repair facilities which are owned and run by volunteers. Recently it was decided that the Clipper Stad Amsterdam will be maintained by Damen Shipyards Den Helder in Dock II in Willemsoord. In addition to the many facilities that Willemsoord has to offer, the site itself is also worth a visit. A beautiful cultural heritage with the status of a national

MARITIME AND HISTORICAL DEN HELDER, TEXEL AND HOLLANDS KROON

monument. In 2023, Willemsoord will be the central area and main 'land based' venue for SAIL Den Helder.

Texel Roads (Rede van Texel)

The Rede van Texel was already well established in the 15th century. Ships leaving from the Zuiderzee would anchor off the Rede van Texel, waiting for favorable winds to sail to the Baltic, France, Spain and Portugal, and later the West Indies. In the 17th and 18th centuries in particular, this was a very busy place. Ships were loaded and unloaded, Texel pilot boats and supply boats would depart, provisions stored, and fresh water taken on board for the long journey. The old Zeemanskerk (Seaman's church) in Oudeschild was built between 1648 and 1650 and still reminds us of these periods when many sailors visited the church while waiting for their ships to sail. Since the pre-Sail in 2013 the old Zeemanskerk is the location for the yearly 'speech of Texel' ('rede van Texel' means both 'Texel Roads' and 'speech of Texel') addressed by prominent Dutch politicians or historians.

Hollands Kroon, Den Oever and Kolhorn

In addition to its maritime character and history the region of Den Helder embraces an important agricultural production area, of which the flower bulbs are probably the best known. Every springtime thousands of tourists come and visit the region to admire the colorful bulb fields. Hollands Kroon represents the main center of this agricultural landscape. The small port of Den Oever lays at the

western end of the Afsluitdijk and connects the Wadden Zee with the IJsselmeer. Den Oever lays at the eastern tip of Wieringen. Until the middle-ages Wieringen was connected to the mainland. Due to a sequence of storm surges around the year 1200 Wieringen became an island. In 1924 Wieringen was reconnected with the mainland by the construction of some dykes and land reclamation. In 1932 the Afsluitdijk was completed and the IJsselmeer was created. The landscape in the area shows many signs and remnants of this history and the fight against the water during many centuries. Den Oever will be the location for one of the pre-Sails in 2023 with the presence of many historic ships. The small port of Kolhorn is nowadays situated in the center of Hollands Kroon surrounded by fields. Until 1844 Kolhorn was a fishery port at the coast of the Zuider Zee. After extensive land reclamation Kolhorn is now an in-land port at a distance of some 20 kilometers from the nearest coast of the IJsselmeer. Kolhorn will also host a pre-Sail in 2023 with many historic ships.

MARITIME AND HISTORICAL DEN HELDER,
TEXEL AND HOLLANDS KROON







LETTER OF RECOMMENDATION BY COMMISSIONER OF THE KING IN NORTH HOLLAND

I am very enthusiastic about the intention to organise SAIL in Den Helder again in 2023. The Province of North-Holland has been a committed and proud sponsor of SAIL Den Helder since 2013. We recognize the importance of this international nautical event in our Province as it is an excellent display of how to combine, promote and support the interests of the region.

Everything from the tall ships and naval ships, the harbour of Den Helder, the event atmosphere, the accommodation and participants contribute to creating an environment conducive to connecting the nautical community to our business communities. Companies, key government officials and senior business directors are drawn each time to meet up at SAIL Den Helder. Additionally, SAIL Den Helder offers our residents an opportunity to discover the tall ships and latest innovations related to energy transition, sustainability and the importance of protecting our maritime environment.

Thanks to both, the rich heritage of SAIL Den Helder and the continuous effort of the event to improve and implement innovations, we have great confidence in another successtul event in 2023. Therefore, I am very pleased to support this bid.

De commissaris van de Koning
in de provincie Noord-Holland

A.Th.H. van Dijk



LETTER OF RECOMMENDATION BY
COMMISSIONER OF THE KING IN NORTH HOLLAND



LETTER OF RECOMMENDATION BY MAYOR OF TEXEL

As mayor of the island of Texel, I am very pleased with the ambition to host Sail2023 in Den Helder.

Texel has a long standing, rich and dynamic maritime history. Texel Roads was already well established in the 15th century as the anchorage for hundreds of ships coming from all parts of the Netherlands with their destination all over the world. In the 17th and 18th century in particular the anchorage was used by merchant sailing ships to load and unload cargo and be supplied with provisions and fresh water. The water from Texel was very ferruginous and could therefore be stored on board for long periods. Texel Roads was also very suitable for the ships as an anchorage while waiting for favourable weather conditions to start their long journey. This is still the case. Texel is the ideal location for a pre-Sail with the Tall Ships, before the ships enter Den Helder for Sail2023.

In 2017 the pre-Sail in Oudeschild, with the ships at anchor on the days prior to the main event and the Sail-in on the Rede van Texel, was a great success with many visitors from Texel and the wider region. On Texel people have a great passion for all what is maritime and nautical. I am convinced Sail2023 in Den Helder would provide a similar opportunity to organise a pre-Sail and promote Texel. Sail Den Helder was well supported by the municipality of Texel with many people, including the many thousand tourists staying on

the island, making the crossing to Den Helder to visit the ships and festivities there. Local businesses in Texel also benefited from the event and would again contribute to Sail in 2023. Students from Texel would also once more be able to participate in the nautical events and festivities during Sail.

The success of Sail2017 makes that I, as mayor of Texel, will do everything required to ensure Texel is again in 2023 an important partner for Den Helder in Sail2023.

I am convinced Sail2023 in Den Helder will have everything to become a great success again.



M.C. Uitdehaag
Burgemeester van Texel



LETTER OF RECOMMENDATION BY MAYOR OF TEXEL



LETTER OF RECOMMENDATION BY MAYOR OF HOLLANDS KROON

Dear Sir/ Madam,

Hollands Kroon is a large municipality in the 'crown' of the province Noord-Holland. Hollands Kroon has a long history with the sea and is linked to the maritime environment in many ways. It borders the IJsselmeer in the east, the Wadden Sea (Waddenzee) in the north and Den Helder in the west. Hollands Kroon participated in SAIL Den Helder 2017 and I am very pleased with the ambition to host the next event in 2023.

I am convinced SAIL Den Helder in 2023 would provide many benefits to Hollands Kroon as well. Smaller pre-sail events could again be organised in the week preceding SAIL in Den Helder. Industry established in Hollands Kroon as well as local businesses would be involved in the events and use the opportunity to strengthen their links with the area and promote themselves. Tourists staying in the area would have the opportunity to visit the event and festivities, making use of organised transport from their hotel or campsite to SAIL in Den Helder. Students from the schools in Hollands Kroon would also once more be able to participate in the nautical events and festivities during SAIL.

The municipality of Hollands Kroon shares the ambition to organise and host SAIL 2023 in Den Helder and is eager to support and participate in the event.

Yours sincerely,

A. van Dam
Mayor of Hollands Kroon



LETTER OF RECOMMENDATION BY MAYOR OF HOLLANDS KROON



LETTER OF RECOMMENDATION BY CNO ROYAL NETHERLANDS NAVY

The men and women of the Royal Netherlands Navy are proud if Sail is to return to our home; Naval Base Den Helder! I share their pride. Although less adventurous than centuries ago, the sea is still a great place for young people to have an exciting career. During Sail2023 we offer visitors from all over the world the opportunity to experience the romantic-looking but tough way of life on board ships from the past, as well as the high-tech warships of the 21st century.

As during previous editions of Sail, the Royal Netherlands Navy will fully cooperate with all partners to make Sail2023 a great success.

Welcome Aboard!!

Commander Royal Netherlands Navy



R.A. Kramer
Vice-admiral



LETTER OF RECOMMENDATION BY CNO
ROYAL NETHERLANDS NAVY





IMPRESSIONS FROM YOUNG PEOPLE SUPPORTED

BY SAIL DEN HELDER

Hi, my name is **Jeroen Mulas Lastra** and in the year 2016 I had a dream. I wanted to participate in a project called School at Sea. I wanted to participate, because I would be able to develop myself and to learn a lot of things outside of school. However, to be able to be a part of this amazing project, I had to gather a large sum of money, €25.000 to be exact. I had planned to participate in the batch of 2018/2019, so that meant that I had two years to obtain the money. I had planned all different kinds of activities (like a lottery), I stood at marketplaces with my stall and tried to obtain sponsors. That's how I ended up at Sail Den Helder. I had sent Sail Den Helder a message with my motivation on why I wanted to attend School at Sea and why I needed their help. The board responded really positively and thought that I would participate in a wonderful project. Sailing aboard of a tall ship is of course appealing to Sail Den Helder. They donated me a great amount of money and, because of that, I was one step closer to achieving my goal.

After two years of hard working, the day had come: We were about to leave! The day of departure was still a bit nerve wrecking for me. Six months without my parents is a long time. The first stretch was to A Coruña and because of my sea sickness that was quite a rough time. We learned how to cook, how to sail and everything else to keep the ship going. We took a day trip from A Coruña to Santiago de Compostela to learn about the special place of pilgrimage. During these first few weeks, I conquered my sea sickness.



After this we continued to Tenerife. As well as on the mainland of Spain, we had an excursion on Tenerife, and we learned a lot about the island. School was very important for me during this time. I had finished my first test and was working really hard on school, so that later during the trip I would have more spare time. After Tenerife, we sailed on to the Cape Verdes. You could immediately see that we were outside of Europe: during a bus tour I could see how the people lived there and that was a beautiful experience.

IMPRESSIONS FROM YOUNG PEOPLE SUPPORTED BY SAIL DEN HELDER

After the Cape Verdes, we had the grand passage to Dominica, which took us 16 days. During the passage I had a lot of time to work on school and we learned the last important things in the kitchen. That was really necessary, because our cook would leave on Dominica and we would have to make all of our food by ourselves. During the passage we also had our first ship take-over. This meant that we could interview for a job like cook, captain or first mate. During a distance of 300 sea miles everybody had a task to perform and we would have to keep the ship sailing with only the students. The crew would only jump in when we would be in danger or wreck the ship.

On Dominica we had an interesting survival and we spent some time staying with the locals. After Dominica we sailed to St. Lucia, St. Vincent and on to Curaçao, where we learned about the slaves. After Curaçao we sailed on to the San Blas islands, next to the coast of Panama. We survived for a few days on one of the islands and also did a beach clean-up. The place was such a paradise, but there was a lot of plastic washing up from the big cities there and that really startled me. After this educational experience, we sailed on to the mainland of Panama, Portobello. That is where our first “own journey” started. This meant that we would travel in a group of eight people for a week. We had to travel to another place in Panama, called Bocas del Toro. We had a small budget per person, per day and we had to survive with just that or chipping in with our own money. In this way, we would connect with the people in Panama and that made it a special and

educational trip. I saw a lot of different aspects of the country. We did a similar trip on our next destination, Cuba.

Our schoolwork was still proceeding, and I learned for my tests and made these as well, so that at the end of the journey I could blend in with my classmates again. After Cuba we sailed on to Bermuda, our final destination before the passage back to Europe. After grocery shopping on Bermuda and a long passage to the Azores we finally arrived. On the Azores, some made a beautiful trip and other worked a lot on school, because we had only a month left. At our final destination, Cherbourg, we did our “solo bivak”. This meant that we had to sit alone for about 8 hours and reflect on the journey we had made. This too was a very special and educational moment. After Cherbourg we returned home and, after staying in the harbor of IJmuiden for a few days, our parents were there to pick us. It was really hard to say goodbye, because we were such a close group.

After being back at school in Holland for about two weeks, I realized what kind of experience I'd had and the developments I'd made. I had no problems continuing with school, I made a lot of friends, saw a lot of the world and learned how to sail. I am even considering going to navy school. I've become a lot more independent and grown up. This really was the journey of a lifetime and I am really grateful that Sail Den Helder made this possible.



IMPRESSIONS FROM YOUNG PEOPLE SUPPORTED

BY SAIL DEN HELDER

My name is Dide de Vries and I am 15 years old. Ever since I've been told about School at Sea I knew this is my dream. School at Sea is an organization who gives children the opportunity to sail six months around the world, while their school continues.

Remembering still being a kid and knowing I want to travel, makes the fact that I am about to leave for a six months long travel even better. Traveling is something you must love if you want to join School at Sea. What I did not know was everything you need to do to reach my goal. It may seem like a vacation, but that is definitely not what School at Sea is.

Stress and tears; suddenly I had to do everything on my own, what I got back is all worth it. I learned that I don't always have to get something back to do it, a simple smile or the words of my friend 'I'm proud of you' made the difference. I continued the journey to my goal; raising money to live my dream.



I raised enough money and the journey is going to begin. Excitement and tears; every emotion passed in the few days. I don't really have an idea yet of what the adventure is going to be like, still it's already the best thing that came in my life. I cannot say School at Sea for everyone, you have to do something to reach your goal. But if you really have a dream, you can do it. I kept going, kept dreaming, never stopped and here I am. Now it's time, time to live my dream. I could never wish for this adventure to happen, so I didn't wish, I made it happen.

IMPRESSIONS FROM YOUNG PEOPLE SUPPORTED BY SAIL DEN HELDER

IMPRESSIONS FROM YOUNG PEOPLE SUPPORTED

BY SAIL DEN HELDER

Hi there! My name is **Romy Stähli** and I sailed with the Wylde Swan in 2015 for seven weeks. Before I did this I was introduced to sailing by my participation in 'Scholieren op Zee'. An organization ran by teachers and students of Highschool 'Scholen Aan Zee' in Den Helder. With them I sailed with the Tecla, Morgenster and Santa Maria Manuela. On this last mentioned ship I sailed from Sail Den Helder to Brest in 2013. All these trips made me so enthusiastic sailing Tall Ships that when I saw an advertisement on Facebook about the Wylde Swan I decided to try to join one of the Atlantic crossing with them. Making this decision was easy but arranging everything was quite difficult. I was convinced that this trip would benefit my independence and my ability to work with other people in more or less extraordinary circumstances. It took me just a couple of days to convince my parents and school principal. But it took me a couple of months to get an official approval of the attendance officer. Once I got the approval, I started preparing my schoolwork I had to take with me and the search for sponsors. One of these sponsors was Sail Den Helder.

On March 8th 2015, 17 other students who I had never seen before, the new ships doctor and me (16 years old) met at Schiphol Airport to fly to Sint Maarten. My adventure had finally begun. During the next seven weeks we sailed from Sint Maarten to Rotterdam with a stopover at the Azores. I had a great time, saw a lot of water, was seasick during the first week, swam in the middle of the Atlantic Ocean, ate fresh



caught Mahi Mahi, finished my schoolwork and passed all my tests, worked with fellow students and the crew to sail the ship and saw the beautiful stars. Looking back I realized my goals. The trip and the preparation for it were a boost for my independence ability to corporate and perseverance. This adventure is something I will never forget.



SPONSORS SAIL DEN HELDER



Gemeente Texel



Koninklijke Marine



SPONSORS SAIL DEN HELDER





SAIL
DEN HELDER
2023

Contact list SAIL Den Helder 2023

Website: www.saildenhelder.nl

Chairman SAIL Den Helder 2023 Foundation:
Mr. Arian Minderhoud (Rear Admiral LH (retd.))
– arianminderhoud@saildenhelder.nl

Director SAIL Den Helder 2023:
Mr. Jeroen Franken – jeroenfranken@saildenhelder.nl

Office SAIL Den Helder 2023: secretariaat@saildenhelder.nl
Mailbox: Postbus 90, 1780AB Den Helder, the Netherlands
Phone: +31 223 678714 / 678715

Pictures

Peter van Aalst

Cris Toala Olivares
pag. 6 - 48