

# **EINDHOVEN: OUR HOME**

## **Election Manifesto 2026-2030**



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## Eindhoven our home.

We choose a growing city that still feels like home. Because Eindhoven, this city, it's our home.





## PREFACE

### Eindhoven as a place where everyone feels at home

Eindhoven has grown through technology, innovation and competence. The city is expanding rapidly and constantly evolving. But in the end, what people truly seek is something simple: a place where you feel at home, where you are seen. **Eindhoven: Our Home.**

CDA Eindhoven wants a city where everyone can take part and share in its growth. A city where smart technology and care for one another go hand in hand. A city that values innovation and creativity, as well as cherishes a park full of playing children, a neighbourhood gathering, a local association, or the café around the corner where you can truly be yourself.

We believe in an Eindhoven where living means more than simply having a roof over your head. It is about life in a neighbourhood where people know one another and work together to keep their surroundings clean, green and safe. A city where you can grow old comfortably, and where young people can build their future—without being forced to leave due to a lack of affordable homes. An Eindhoven where no one is forgotten. We are committed to tackling poverty and ensuring that no one is left out in the cold when times are tough. And when setbacks occur, we help people move forward again, so everyone can participate.

This calls for policies rooted in what is truly happening in the city and its neighbourhoods. Every neighbourhood has its own character and deserves a tailored approach. That is why we develop solutions together with residents, entrepreneurs, associations and volunteers. You only truly feel at home when you feel safe. Safety means standing up for one another and addressing unacceptable behaviour. Whether you have lived here for generations or have only just arrived: Eindhoven must be a home for everyone.

### Talk Less, Build more

How do we ensure Eindhoven offers this feeling of home to everyone?

Looking back, we can see how much the city has achieved over the past twenty years. Eindhoven has grown into the economic capital of the Netherlands and the heart of the Brainport region, a region with international standing and a major responsibility for the future of the Netherlands and Europe. A city we can be proud of, where solutions are developed to tackle global challenges in health, mobility, sustainability and digitalisation. Who could have imagined this thirty years ago, when the city was struggling and unemployment was exceptionally high?

At the same time, many residents feel the city is changing. New residents are arriving in growing numbers, often internationals, and English is increasingly heard in shops. High-rise residential towers are reshaping the city centre skyline. Eindhoven is evolving into a larger city, bringing with it the challenges that growth entails. We see more people without stable housing, longer waiting lists at sports clubs, and too many residents still dependent on social benefits.



We believe this is exactly where a great opportunity lies for our region. Nowhere else in the Netherlands does the close cooperation between education, business and government give us such a strong foundation, not just to build a world-class economy, but also a world-class society. This strength of Brainport must be cherished and preserved. What makes us unique must be protected. The key challenge is to navigate this transformation together, ensuring that everyone benefits from Brainport's growth, so that everyone can live and work well here.

### Well-being starts close to home

Everyday life happens in the neighbourhood where you walk, shop, send your children to school and play sports. You want a neighbourhood that is clean, green and safe. One where neighbours know each other, a residents' association organises activities, and neighbourhood watch keeps an eye on things. A neighbourhood with plenty of well-maintained greenery, clean streets without dumped waste, straight pavements and good accessibility. A place where schools, shops, community centres and sports clubs thrive. These are areas in which the municipality must invest, to strengthen and preserve the liveability of our city.

In our neighbourhoods, we live with one another. Eindhoven has a long tradition of hospitality. New residents are welcome, but we also encourage them to take part in community. We bring long-time Eindhoven residents and newcomers together and cherish traditions such as Carnival, the Light Route and the Eindhoven Marathon. We promote the use of the Dutch language and invite everyone to contribute, for example as volunteers. This is how we keep Brabant's warm, down-to-earth character alive in a city that continues to grow.

All of this requires a municipality that delivers, one that keeps its promises. A municipality that addresses problems with courage and decisiveness, without getting lost in endless rules and policy documents. We don't want to dwell on complaints; we want to trust people and give them the space to find solutions together. Using common sense to do what needs to be done, so that everyone feels the municipality is there for them too.

### Who are we?

CDA Eindhoven reflects the full diversity of the city. Young and old, practically and academically educated, students and entrepreneurs. People from different backgrounds and beliefs, united by a shared vision: the government does not have to solve everything on its own. People can achieve a great deal together and generally want to do the right thing, when they feel seen and heard. We believe it is important that everyone counts, participates and treats one another with respect. Being able to rely on each other also comes with responsibility. It works both ways.

Meeting people and fostering connections are essential to us. That is why we remain visible in the neighbourhoods and continue to listen to what is happening, just as we have done in recent years. We focus on major challenges such as housing, accessibility and care, but also on the small things: well-maintained greenery, tidy streets, and a vibrant community life.

For us, decency, care for one another, courage and decisiveness are not empty words. They are values we stand by, values we hold ourselves accountable to, and that others can hold us to as well.





## Our Home

“Our Home” is more than a slogan. It is a feeling and a guiding principle. It represents an Eindhoven that grows, while making sure as many people as possible can take part in and benefit from the opportunities offered by the Brainport region. A city where progress goes hand in hand with connection, because we see Eindhoven as Our Home.

CDA Eindhoven is a true people’s party: broad, rooted and engaged. We believe in trust, cooperation and getting things done. No endless meetings, just concrete solutions. Politics with positive energy, focused on action, decisiveness and courage.

Stewardship, the responsible management of our resources, is at the heart of our approach. We take good care of nature and the environment, but also of our culture, traditions and ways of living together. Warmth, respect and enjoyment of one another form the foundation of a pleasant city.

Eindhoven is our home, and together, we build it, care for it, and make it thrive.

## The election manifesto

In Part 1 of this election manifesto, we share our views on a wide range of topics. Each chapter begins with a brief introduction, followed by concrete proposals. We also highlight what we have achieved in recent years together with our colleagues on the city council. In this programme, we deliberately avoid endless new visions and policy papers. Our focus is on implementation and results.

In Part 2, we focus on what needs to happen in the neighbourhood where you live. We believe the municipality should address not only major challenges, but also the everyday issues that shape life in our neighbourhoods. We make this concrete for each city district—because where you feel at home, you must take care of it.

We hope you enjoy reading our plans.

Do you have any questions?  
Please feel free to contact us.

On behalf of the CDA Eindhoven team,

**Remco van Dooren**

Lead candidate





## OUR KEY PRIORITIES

**1****Less talking, more building.**

We will introduce an “Eindhoven Crisis and Recovery Act” for housing. This means a realistic housing programme with fewer obstructive regulations, priority for people with ties to Eindhoven, and a strong focus on helping seniors move to suitable homes. This will free up housing for students, starters and families.

**2****Smart choices in a smart city.**

We cherish Brainport and give major companies such as ASML and Thermo Fisher the space to continue growing. We want to bring the Philips headquarters back to Eindhoven. We invest in start-ups and scale-ups, support small and medium-sized enterprises (SMEs), and reduce unnecessary regulations.

**3****Feeling safe on the streets.**

We make Eindhoven safer by adding 25 extra neighbourhood enforcement officers (BOAs), increasing camera surveillance and working closely with neighbourhood watch teams. Illegal dumping of waste will be strictly fined. Every neighbourhood will have a youth worker.

**4****Pleasant, clean and safe neighbourhoods.**

We will green 50 streets and squares and ensure much better maintenance of public green space. Roads and pavements will be repaired on time. We will renovate 20 schools and improve 8 neighbourhood shopping centres. There will be 10 additional play and sports facilities.

**5****Fast and safe from A to B.**

We improve accessibility by building 4 grade-separated intersections on the Ring Road. We will experiment with free bus transport, expand parking permit options and make school zones safer. We ensure safe and high-quality cycling routes.

**6****For all Eindhoven residents**

In a city like Eindhoven, no one should be homeless. We provide shelter as well as guidance towards housing and work. In addition, we help 3,000 people move from welfare into work, education or volunteering.

**7****Attention for every neighbourhood.**

Every neighbourhood will receive its own neighbourhood budget. Each year, at least three improvements will be made in every neighbourhood. Organising local initiatives will become easier, and residents will have more influence over decisions.

**8****A friendly atmosphere in a growing city.**

We put the Dutch language first and ensure that expats are better connected with local residents. We cherish our traditions and bring more art and culture into neighbourhoods.

**9****We value community and clubs.**

We expand sports facilities and install 10 additional artificial turf fields. We invest in healthy clubs and support volunteers. We bring major top-level sporting events to Eindhoven.

**10****Less policy, more action!**

50 fewer policy officers and 50 additional implementation officers to deliver concrete projects. We ensure a service-oriented municipality that communicates clearly, keeps local taxes affordable, and saves structurally for major investments.



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## PART 1

# Our plans per theme.







#### KEY PRIORITY

## Feeling safe on the streets.

We make Eindhoven safer by adding 25 extra neighbourhood enforcement officers (BOAs), increasing camera surveillance and working closely with neighbourhood watch teams. Illegal dumping of waste will be strictly fined. Every neighbourhood will have a youth worker.





# 1. OUR SAFETY, NORMS AND VALUES

## **Safety and shared values: the foundation of good living**

Everything starts with safety and the way we treat one another. A safe, welcoming city guided by clear norms and values, is the foundation of good living.

When we look at safety in our city, it is clear that there is still work to be done. Fighting crime remains a persistent challenge. Based on reported crime figures, Eindhoven is still among the top five least safe municipalities in the Netherlands. When examining crimes per capita, the decline has been minimal. Around 35% of Eindhoven residents sometimes feel unsafe in their own neighbourhoods. That is far too high for a city that should feel like home.

CDA Eindhoven wants our city to be safe and for everyone to feel safe, everywhere. That is why we pursue a decisive approach, balancing prevention and enforcement. We're for preventing problems where possible, intervene early when issues arise, act firmly when situations escalate, and provide support to those who want to get back on track and stay there.

A strong safety policy requires persistence. We continue to combat organised crime and criminal exploitation, increase police and enforcement presence in neighbourhoods, and strengthen co-operation between all organisations working on safety. Because persistence pays off.

## **What we achieved in the period 2022–2026:**

- More than 25 additional municipal enforcement officers (BOAs) hired
- BOAs deployed after 10:00 PM
- Expanded CCTV coverage in the city centre
- Enforcement officers equipped with body cameras and handcuffs
- Reduction in car break-ins in parking garages through cameras and speed gates
- Street harassment criminalised in local regulations
- Agreements with football clubs, nightlife venues and event organisers to reduce police deployment there and increase presence in neighborhoods
- Deployment of nightlife patrol officer and street patrol officer
- Doubling the number of district-based public health (GGD) professionals
- Doubling inspection days by the administrative intervention team
- Introduction of an anti-begging ordinance to combat organised and nuisance begging





## 1.1 Public Safety and Public Order

When people need the police, they must be able to respond immediately. Police capacity, however, is limited. That is why we want police officers to be more present in neighbourhoods and focused on their core tasks. To achieve this, we take measures to relieve pressure on the police and ensure the right people are deployed at the right time and place.

We invest in more youth workers, who play a crucial preventive role in reducing crime. Additional enforcement officers help tackle nuisance and everyday disturbances. Large-scale police deployments at football matches, nightlife areas and events are reduced by employing more patrol officers and enforcement staff.

Adequate numbers of district-based GGD professionals and street patrol officers, combined with strong cooperation with mental health services and WIJeindhoven, ensure that vulnerable individuals and people with confused behaviour receive appropriate support. We also work closely with residents and neighbourhood watch groups, who serve as the eyes and ears of the community, spotting early warning signs and helping keep the area safe. Together, we keep Eindhoven safe.

### What We Want to Achieve:

#### *Enforcement Officers (BOAs)*

- Deployment of **at least 25 additional enforcement officers** to improve safety and livability on the streets. Although the number of enforcement officers has increased significantly in recent years, staffing levels are still too low for a city like Eindhoven.
- **A visible and approachable neighbourhood enforcement officer in every neighborhood.** This is not yet the case. Municipal enforcement officers focus on livability and safety and work together with the police and neighborhood residents to address nuisance as directly and effectively as possible.
- **Enforcement officers available 24/7 across the entire city, not just in the city centre.** At present, this mainly applies to weekends and the city center, but livability issues also occur on weekdays and in residential neighborhoods.
- **Properly trained and equipped officers,** including body cameras and handcuffs.

#### *Police*

- **Every neighbourhood has a dedicated community police officer** who is easily accessible and remains in the area long enough to build trust.
- **Ongoing lobbying** of the national government to secure more police officers.

#### *Safety Strategy*

- **A “top offender list”** targeting repeat nuisance offenders and serious criminals.
- **Neighbourhood-specific safety plans** developed jointly by police, enforcement and residents.



- **Weekly deployment of the administrative intervention team** to combat criminal exploitation, illegal properties and organised crime. In the administrative intervention team, various municipal disciplines, the police, the Tax and Customs Administration, and other partners collaborate by sharing information and turning it into joint inspections and targeted interventions.
- Increased and more flexible use of **mobile CCTV cameras in neighbourhoods**.
- **Expanded CCTV coverage** in the city centre to eliminate blind spots.
- Support for **additional investment in the regional safety authority**, including two new fire stations.
- Improved and **easier information sharing** between police, the municipality, housing associations and social organisations.
- **Rapid action when residents feel unsafe**, including extra patrols, better lighting or temporary cameras.
- **A dedicated, integrated approach** for the Kruisstraat and Woenselse Markt area. It should be a safe, vibrant place for diverse cultures, where people enjoy coming together.
- **Restoration of the Portaal 040 emergency shelter** for people with confused behaviour.
- **Continued cooperation with Halt** to support young people in staying on the right path.
- **Protection of vital infrastructure** against cyber threats, sabotage and disruption.
- Continued robust **action against street harassment**, including enforcement, awareness campaigns, reporting options and improved lighting.

#### *Neighbourhood Watch, Street Patrols and District GGD Professionals*

- Burglaries of homes and cars are relatively high in Eindhoven. Neighbourhood watch can help bring these numbers down. **We believe in strong support for neighbourhood watch teams**, with sufficient funding and close collaboration with police and enforcement officers.
- **Continued deployment of nightlife patrol officers** to prevent escalation and support emergency services.
- **Ongoing and expanded use of street patrol officers** to address nuisance behaviour. They patrol Woensel-Zuid and the city center, engaging with people about (undesirable) behavior in order to prevent nuisance. This contributes positively to the sense of safety. Where necessary, we will expand this approach to other areas.
- **At least one district-based GGD professional** assigned to each city district.
- **Continuation of the street triage** to prevent unnecessary police involvement.
- **Adequate security at shelters** for refugees and homeless people, with clear points of contact for residents.



## 1.2 Norms and Values

Living together in a large city is not always easy. People have different habits and live close to one another, which requires consideration for others: keeping noise down at night, disposing of waste properly, cleaning up after pets.

CDA Eindhoven believes everyone should be aware of how their behaviour affects neighbours and the wider community. Respectful interaction is key: no nuisance, no littering, and no aggressive behaviour. Living together means looking out for one another.

Stronger social cohesion helps neighbours notice when someone needs support. In a city like Eindhoven, where family is not always nearby, this is especially important. People should feel empowered to speak up when behaviour crosses boundaries.

### What we want to achieve:

- **Strengthened social cohesion** and community norms, supported where needed by neighbourhood coaches or street stewards.
- **We will invest more in neighborhood activities**, such as community barbecues or street parties, so that people feel at home in their neighborhood and get to know one another. Knowing who lives in your area makes it easier to address each other, ask for help, and recognize people whose behavior is out of the ordinary and who do not belong to the neighborhood. This, in turn, can help with the early detection of criminal activity.
- **More indoors and outdoor meeting places** for residents to connect and to strengthen social cohesion in neighbourhoods.
- **Clean-up initiatives with children** to foster responsibility for public spaces. We will clean up neighborhoods together with the children who live there, teaching them that litter does not belong on the streets. When it becomes normal again for children to keep their waste with them until they reach the next bin, they can pass this habit on to their family members as well.
- **Encouraging community service and civic engagement in secondary schools.** Unfortunately, it is no longer self-evident that everyone realizes the importance of doing something for others and being considerate of one another. That is why we want all secondary schools in Eindhoven to encourage community service and civic engagement. In this way, young people learn what it means to contribute to society and to take others into account.
- **We stand for a municipality where everyone is free to be visibly themselves.** We proudly identify as a Rainbow City and are committed to creating a safe and inclusive environment for LGBTIQ+ people, on the streets, in education, in sports clubs, and in the workplace. We will implement the actions set out in the Rainbow Agreement we have signed. The same applies to the Jewish community: wearing a kippah should be something people can do freely in public. There is no place for discrimination or racism in Eindhoven.



- **City-wide dialogue on norms and values**, engaging schools, clubs and organisations.
- Support for initiatives such as the annual **Week of Respect**. The Week of Respect is an annual national awareness campaign.





#### KEY PRIORITY

## Less talking, more building.

We will introduce an “Eindhoven Crisis and Recovery Act” for housing. This means a realistic housing programme with fewer obstructive regulations, priority for people with ties to Eindhoven, and a strong focus on helping seniors move to suitable homes. This will free up housing for students, starters and families.





## 2. OUR HOUSING: COMFORTABLE LIVING

### 2.1 Housing Development

More and more people are choosing to live in Eindhoven. In 2025, the city reached the milestone of 250,000 residents, and we are steadily approaching 300,000. As the city grows, finding suitable housing has become increasingly difficult. House prices and rents have risen sharply, and for first-time buyers and young families, purchasing a home independently is often no longer realistic. Affordable rental housing is scarce, and housing costs frequently exceed one-third of a household's disposable income.

At the heart of the problem is a simple fact: there are too few homes, and too few of the right kind. Population growth has outpaced expectations, while average household sizes have decreased faster than anticipated. At the same time, housing construction is slowed by nitrogen regulations, an overloaded electricity grid, excessive rules, and lengthy objection and appeal procedures. We can keep talking about affordable housing, but without building more homes, nothing will change. The focus must be on building more homes, faster.

Speeding up construction means working together: with developers, investors, builders and residents. All stakeholders must be involved from an early stage. We will reduce regulatory barriers and streamline procedures to shorten timelines. Our approach is based on trust, with a strong focus on execution.

That is why we are introducing the “Eindhoven Housing Crisis and Recovery Act”, supported by an integrated package of concrete implementation measures:

- 1 A new housing programme**
- 2 Cutting Red Tape in Housing Development**
- 3 A dedicated housing mobility team**
- 4 Less policy-making, full focus on execution**
- 5 Structural financial support without additional conditions**
- 6 Development of new large-scale housing locations**



## What we want to achieve:

### 1. A new housing programme

- Our housing needs assessment shows that we are not always building for the right groups. Too many homes are concentrated in the social rental segment, **while demand is greater in the mid-range**. More movement in the housing market can also be created by **building more homes in the higher price segments, enabling people to move on and freeing up homes for others**.
- Our housing construction objectives consist of two steps: first, **building a sufficient number of homes for each group** of residents; second, determining **the percentage of affordable housing per group**, so that we take into account everyone's income capacity at each stage of life.

Target Group	STEP 1 (%HOUSES)	STEP 2 SOCIAL	MIDDLE	HIGH
Older residents	25%	25%	25%	50%
Families	50%	25%	50%	25%
Students/starters	25%	25%	50%	25%
<b>Total</b>	<b>100%</b>	<b>25%</b>	<b>44%</b>	<b>31%</b>

- Building homes for older residents is crucial to getting the housing "ladder" moving. **We therefore believe that 25% of new homes should be built for seniors**. As older residents have typically had more time to build up financial assets, the focus for this group lies in the mid-range and higher-priced segments. Our aim is to make it attractive for seniors to move into suitable, affordable new homes.
- This, in turn, creates space for families**, who are essential to the vitality of the city. To reduce the current backlog, 50% of new homes should be built for families, with a strong focus on mid-range affordability.
- For students and first-time buyers, 25% of new homes will be built**. We encourage shared living concepts, such as "friends housing," and discourage the construction of very small studio units. This helps prevent loneliness and supports mental well-being. Given their limited financial capacity, the focus for this group lies on social and mid-range housing.
- For all these groups, **residents with a connection to Eindhoven should receive priority** in housing allocation, with clear agreements made with developers, and adjustments to the local housing ordinance.
- We will implement the housing agreements from the Brainport Deal and the Beethoven Covenant**, including major developments at Knoop XL (9,000 homes) and HOV4 / Southwest Axis (11,400 homes). In addition, together with the Eindhoven Metropolitan



Region, we will invest €245 million to accelerate housing construction across the region.

- **We recognise traveller (woonwagen) culture as a legitimate form of housing** and support expanding the number of designated sites, alongside strong management and enforcement of agreed rules.

## 2. Cutting Red Tape in Housing Development

- Too often, housing projects are delayed by conflicting or excessive rules from different municipal departments. We will appoint **a dedicated internal “rule-cutter”** to review all housing-related policies and **remove unnecessary regulations.**
- **We will lobby the national government** to significantly shorten objection and appeal procedures. Too many large housing projects are currently held up by individual objections driven by private interests.
- **Decision-making on redevelopment of vacant buildings and unused land must become faster,** especially when owners want to convert them into housing.

## 3. Housing Mobility Team

- **A small, dedicated municipal team** will focus exclusively on housing mobility, **home splitting,** and **adding extra floors** to existing buildings. This will help create additional housing opportunities for families and seniors.

## 4. Less Policy, Focus on Delivery

- After updating housing policy in line with the coalition agreement, we will stop producing new housing policy documents. **Municipal capacity will be fully redirected towards implementation.**
- **We believe that “building in green areas” is unnecessarily seen as taboo.** Well-designed housing projects can actually enhance nature. When assessing such projects, the focus should be on the quality of green space, not just the quantity shown on a map.
- In addition to building more homes, we also want to make better use of existing housing in the short term by:
  - a) Quickly reallocating vacant senior housing.
  - b) Encouraging residents in oversized homes to move, freeing up space for families.
  - c) Making living above shops in the city centre more attractive for owners.
  - d) Speeding up the conversion of underused commercial buildings into housing.
  - e) Supporting rooftop extensions and home splitting

## 5. Structural financial support without additional conditions

- We will establish **a structural financial support package** for housing construction, including national housing acceleration funds, to help speed up development.



- **Local developers with a proven track record** and long-term commitment **will be given priority**. We will explore ways for municipal procedures to fast-track their applications.

#### 6. Development of new large-scale housing locations

- We see promising opportunities for **new large-scale housing developments** in: The Canal Zone, Kastelenplein, Woensel Shopping Centre, Welschap, Flight Forum.

#### What we achieved in the period 2022–2026:

Thanks in part to our efforts, several long-standing and complex housing projects have been unlocked. As a result, construction cranes are now visible across the city. Key projects include:

- Former Philips Headquarters on Boschdijk – 400 student homes
- *Sierlijke Dames* (Marconilaan) – 275 homes
- *The Edge* (Stationsplein Zuid) – 175 homes
- *Lightyards* (Stationsplein Zuid) – 250 homes
- *Brightlight Towers* (Fellenoord) – 400 homes
- *District E* (Stationsplein) – 725 homes
- TAC (Emmasingel Quarter) – 250 homes
- *Victoriatoren* (Emmasingel Quarter) – 350 homes
- *Vonderpark Kwartier* – 675 homes
- Strijp-S developments (*Matchbox*, *De Tribune*, *Niko*) – approx. 1,000 homes
- *Eurostaete* (Stadium Quarter) – approx. 400 homes
- *Groot Hartje* (Stadium Quarter) – approx. 300 homes

## 2.2 Heritage

Eindhoven is a relatively young city that has grown rapidly since the late 19th century. From fewer than 10,000 residents in 1900, the city has expanded to over 250,000 today. This makes our remaining historical heritage especially valuable.

Heritage forms the backbone of the Eindhoven we know today: from the medieval street layout around Mariënhege, the iconic St. Catherine's Church in the city centre, to the Collse Watermill and the Klokgebouw. Eindhoven residents are proud of their city and its history.

Unfortunately, Eindhoven has relatively few historic monuments remaining, partly due to heavy bombing during the Second World War. That makes it all the more important to protect what remains.

We strongly support housing construction with minimal additional rules, while remaining equally committed to preserving and maintaining our heritage. Heritage considerations must be integrated from the start in new developments where relevant. We actively encourage the adaptive reuse of monuments and churches, ensuring these buildings continue to play a part in



the city's future.

We also aim to make Eindhoven's history more visible, working closely with the many local foundations and organisations dedicated to its preservation.

#### What we achieved in the period 2022-2026:

- €25,000 allocated to historic guilds to preserve intangible heritage.
- Memorial established for the 't Silveren Seepaerd hotel fire.
- Acquisition of the Tongelre coin treasure.
- Additional funding for the Hornemann House War Museum.
- Over 400 residential buildings (pre-1940, post-war and post-1965) designated as municipal monuments
- Installation of heritage information plaques across the city.
- Adoption of a new heritage ordinance.
- Major maintenance works at St. Catherine's Church.

#### What we want to achieve:

- Installation of **50 additional heritage plaques** in neighbourhoods.
- **A podcast series** exploring the history of Eindhoven.
- Continued investment in **traditional guilds** and their cultural heritage.
- **Designation of additional municipal monuments**, accompanied by increased maintenance subsidies.
- **Exploration of a shared heritage depot** for museums, archaeology and municipal art collections.
- **Restoration of historic façades in shopping streets** through subsidies and guidance for property owners.
- **Making archaeological discoveries accessible to the public** via the Heritage House and/or Eindhoven Museum.





#### KEY PRIORITY

## Attention for every neighbourhood.

Every neighbourhood will receive its own neighbourhood budget. Each year, at least three improvements will be made in every neighbourhood. Organising local initiatives will become easier, and residents will have more influence over decisions.





## 3. OUR FOUNDATION: VOLUNTEERING & CIVIC PARTICIPATION

### 3.1 Volunteering

CDA believes in the power of community and working together. We know that society cannot simply be 'made' through centrally directed government policy, active, engaged residents do not emerge automatically. That is why we support volunteers, neighbourhood associations, and partnerships such as business improvement zones and Brainport. The strongest neighbourhoods are those with vibrant community life and high levels of citizen participation.

Associations and volunteers are essential for our city. They help it thrive and strengthen its social fabric. CDA Eindhoven wants all our associations to be vibrant and financially healthy, and for volunteers to enjoy contributing to their club or foundation. Organisers of small neighbourhood events should not be burdened with complex municipal requirements. We also encourage cooperation between organisations, so that volunteers can find roles that truly suit them.

#### What we achieved in 2022-2026:

- A new municipal volunteering policy, focused on fewer rules, structural recognition and practical support for volunteers.
- The annual Youth Medal ("Jeugdlintje") and numerous volunteer awards.
- "Event storage/power hubs" in Gijzenrooi and Meerhoven to make it easier for volunteers to organise activities.

#### What we want to achieve:

- **The municipality must make it easy for volunteers to organise activities.** Unnecessary rules and costs should be removed. Together with the city, we will review local regulations and costs through a programme called **"Understand or Remove"** (Snappen of Schrappen). This initiative, which started for entrepreneurs, will now be extended to residents.
- **Rules for reimbursing volunteer expenses must be more flexible,** and administrative burdens reduced.
- **Applying for municipal subsidies must become much easier.** Residents should be able to access support quickly and without barriers. Volunteer organisations should clearly know which subsidies they qualify for and have a single, easily reachable contact person at the municipality.
- **We will support the further development of the Jijdoet040 app,** making it easier for people to find volunteering opportunities that suit them.
- **The Veterans Brabant-Zuidoost Foundation deserves greater recognition.** Its volunteers provide services that help reduce the pressure on the municipality's duty of care.



- **We will increase recognition for volunteers,** regardless of age or length of service. Volunteers will be given a visible presence through (social) media and municipal communication channels, using every opportunity to highlight and thank them.
- **We will highlight the value of volunteering to new Eindhoven residents** (whether born in the Netherlands or abroad) and actively encourage them to contribute.
- **Community centres should be true meeting places for residents: the living rooms of their neighbourhood.** They are close to people and easily accessible. We will support them as much as possible and enable a wider range of services to be hosted there, such as basic care, help desks or libraries. Today, many community centres rely on horeca-like activities to cover their costs. We will help them focus on their social mission by exempting them from rent and complex internal financial arrangements.

### 3.2 Faith Communities

CDA recognises that faith communities in Eindhoven are more than places of worship, they are spaces where people meet, support one another, and contribute to their neighbourhood. These communities depend heavily on volunteers. Churches, mosques, temples and other faith institutions play an important social role: they notice signals from society, assist people in need, and help strengthen community spirit and a sense of purpose.

#### What we achieved in 2022-2026:

- A new diversity and inclusion policy, with specific attention to religious and philosophical communities.
- Strengthened ties between the municipality and faith communities through interfaith dialogue.
- Faith communities are now eligible for subsidies supporting connection, cohesion and informal support.

#### What we want to achieve:

- **Eindhoven should provide space for faith communities,** recognising their contribution to social cohesion. Where they face spatial limitations, the municipality should actively help find solutions.
- **A flexible zoning approach,** allowing religious and philosophical organisations to use existing buildings or vacant properties.
- **We encourage cooperation between faith communities and neighbourhood organisations** to reduce poverty, combat loneliness and support for young and older residents. Faith communities and social organisations often have direct contact with young people and are trusted within their communities. By organising activities together, such as sports, education and volunteering, young people gain structure, responsibility and a sense of social belonging.



- **We explicitly include faith communities in policies** on social shelter, volunteering and neighbourhood development.
- Eindhoven should be a city where **faith communities are valued as partners in connection, care and community spirit, rather than restricted by rules.** At the same time, we expect faith communities to respect individual rights and uphold the principles of our democratic rule of law.
- **We will continue the interfaith dialogue.** Together with faith communities, we will explore how to strengthen each other, identify obstacles, and determine how the municipality can provide support.

### 3.3 Civic participation

In addition to volunteers and associations, many residents are deeply engaged with their neighbourhood and work hard to improve them. We want to harness their energy, knowledge and skills. Residents should not only have a voice, they should also help shape decisions about their environment. Initiatives from residents and neighbourhood organisations will always be met with an open mindset, focussing on opportunities and seeing criticism as a sign of involvement.

#### What we achieved in 2022-2026:

- Residents can allocate over €400,000 per year to initiatives that improve liveability and social cohesion.
- Clear legal rules for resident participation.
- Youth engagement through the Youth Council and Jong040.
- Thousands of residents consulted on both small and large-scale neighbourhood projects.

#### What we want to achieve:

- In many neighbourhoods, volunteers are active in resident organisations. They know what is happening locally and what is truly needed. **We want to give these organisations greater responsibility** for plans affecting their area and for how neighbourhood budgets are spent.
- **Every neighbourhood receives its own budget,** with residents, through their residents' organisation, deciding how it is used. This applies to all neighbourhoods, including those already doing well. If problems occur or extra needs arise, the budget can be temporarily increased.
- Managing expectations is essential. **The municipality must be clear about what is and is not possible when residents propose a plan,** and for each project it must be clear how residents will be involved.
- **We will further develop digital participation,** enabling residents to engage fully via phone or laptop.
- **We believe the “silent majority” must also have a voice.** In all participation processes,



we will actively involve a broad and diverse group of residents, ensuring low-threshold and accessible opportunities.

- **We will provide spaces in neighbourhoods** where local communities and cooperatives can meet and collaborate on social solutions.
- **The municipality supports citizens' assemblies** (burgerberaden) and will establish a clear procedure for when and how they are used in Eindhoven. In 2027, the municipality will present its first issue to a citizens' assembly and specify in advance how the advice will be handled. In 2028, the advice will either be implemented or rejected with clear justification, followed by a thorough evaluation.





#### KEY PRIORITY

## A friendly atmosphere in a growing city.

We put the Dutch language first and ensure that expats are better connected with local residents. We cherish our traditions and bring more art and culture into neighbourhoods.



## 4. A VIBRANT CITY WITH PLENTY TO DO

In 1997, Frits Bom once called Eindhoven “the most boring city.” That image has completely changed. Today, Eindhoven is bold, innovative and dynamic: a city of technology, knowledge and design, with a strong ecosystem where people support one another. Tourism has grown significantly, both for business and leisure, and the city offers a lively nightlife and a rich calendar of events.

Events such as the Lichtjesroute, PSV championship celebrations, GLOW, Dutch Design Week, the Eindhoven Marathon and Ameezing Eindhoven are all part of the city’s identity. Together, these traditions and events tell a vibrant story, one we want to share not only with visitors, but also with new residents.

In recent years, Eindhoven has successfully strengthened its profile through a thoughtful city marketing strategy. In 2019, the city was named Europe’s Most Innovative City. Looking ahead to 2030, city marketing is increasingly about connection: linking all Eindhoven residents to the city, its brand, and its values. We support this ambition, but there is still work to be done. Our approach will involve as many people as possible and value, support, and highlight initiatives from society itself.

### 4.1 City centre and City marketing

The city centre is a vital part of Eindhoven, a place where people come together to work, shop and relax. We want to make the city centre even more lively and attractive, transforming it into a space where people enjoy spending time, not just visiting for errands. At the same time, there must also be sufficient space for events and gatherings.

#### What we achieved in 2022-2026:

- Redevelopment of shopping streets, including replacing red paving stones and adding more greenery.
- Major housing projects, such as KnoopXL, Spoorzone, VDMA site and Schellenskwartier.
- A new city marketing strategy to maintain Eindhoven’s appeal for tourists.

#### What we want to achieve:

- Eindhoven will clearly present itself as **a city of knowledge, design and technology**. This innovative identity should be **more visible in the city centre and at KnoopXL**, so that residents and visitors immediately understand what the city represents.
- We encourage **stronger cooperation between cultural institutions such as Muziekgebouw Eindhoven and Effenaar**. Achieving this requires a focused, area-based municipal





approach. We see a natural connection between the Heuvelgalerie area, with its cultural focus, and the station/TU/e area, which reflects Brainport through education, work and innovation.

- **The KnoopXL / station area will become a new gateway to Eindhoven.** Arriving at Eindhoven Central Station should feel like entering the heart of the Brainport region, where technology and innovation are both visible and tangible. **This includes high-rise buildings with a mix of residential, work and educational functions,** as well as stronger links with the nearby TU/e.
- As construction progresses, the retail landscape will evolve. The municipality will ensure a strong **ground-floor strategy**, promoting active street level uses, and implement smart retail zoning. This is crucial for **a lively and future-proof city centre.**
- **We allow “blurring”,** mixing retail and hospitality functions, by easing outdated regulations. Physical shops must be able to compete with online retail by offering richer, more engaging experiences.
- **We will continue the successful city marketing strategy** to strengthen Eindhoven’s national and international profile. This includes attracting top talent, innovative companies and start-ups, while also encouraging residents to rediscover their own city and region. **The strategic agenda will increasingly focus on Eindhoven’s own residents.**

## 4.2 Arts and culture

Arts and culture provide relaxation, bring people together and create space for new ideas. They make Eindhoven more beautiful, vibrant and inspiring. CDA Eindhoven values all forms of culture: amateur and professional, guilds and design, harmony orchestras and rock music, day and night. Cultural offerings should be accessible to all residents.

Eindhoven has become the design capital of the Netherlands. Significant investments have been made, and we proudly continue events such as Dutch Design Week. At the same time, we aim to strengthen the connection between design and technology, linking designers more closely with the business community. This is essential for fostering innovation and retaining young designers in the city. We also want design to be more visible across neighbourhoods, not just in the city centre.

### What we achieved in 2022-2026:

- Announcement of a Rijksmuseum branch opening in Eindhoven.
- A “Bibliotoop” (modern-style library) in every city district.
- Extended opening hours for the library at De Witte Dame.
- Funding for guilds to preserve cultural heritage.





### Wat wij willen bereiken:

- We will save for the construction and operation of **the first Rijksmuseum location south of the major rivers**, collaborating with the national government, province, region and the business sector to secure structural funding.
- Cultural policy must reflect the region's growth and a changing market. We expect cultural institutions to adopt an entrepreneurial approach and engage diverse audiences. **Municipal funding should be aligned with public reach** and the city's ambitions.
- The transformation of Muziekgebouw Eindhoven is a strong example. **We support research into expanding its capacity and upgrading the building.**
- **We aim to make technology, design and art more visible in public spaces**, including through a recognisable cultural icon for the city.
- We support **cultural sector starters with affordable studio space**, while expecting them to achieve financial independence. Municipal rental periods will be limited to two years.
- **Culture in neighbourhoods will receive higher priority and funding.** Public spaces, community centres and neighbourhood hubs will host courses, exhibitions, lectures and performances.
- Many **cultural and social institutions face financial challenges**, partly due to rising rents. We advocate strong municipal support.
- **By 2026, all districts will have a Bibliotoop**, ensuring all residents have access to a modern library.
- **Public reach will play a larger role in funding decisions** by Stichting Cultuur Eindhoven, strengthening engagement and support for culture.
- **Guilds and scouting organisations provide great social value** and deserve additional support to remain strong.
- **Carnival is a vital part of Eindhoven's identity.** We aim to strengthen and broaden it by actively involving new residents and hosting the official kick-off "Drie Urkes Vurraf" in Eindhoven.
- **We organise Cultural Sundays** to showcase the city's cultural richness, potentially in collaboration with neighbouring municipalities.
- After 23 years, **Park Hilaria requires a new concept.** Eindhoven247 will be tasked with developing it.

## 4.3 Nightlife

A lively nightlife is an essential part of a vibrant city—socially, economically and culturally. Going out brings people together and offers relaxation. We aim for a diverse, accessible nightlife that has something for everyone. Safety is paramount, and a lively city must also respect peace and liveability in neighbourhoods.

**What we achieved in 2022-2026:**

- Extended opening hours for hospitality venues in the city centre and Strijp-S.
- Increased space for events in the city centre, Market Square, Strijp-S and Begijnenhof.
- Fewer events near the Karpendonkse Plas.
- Introduction of entry curfews to limit late-night disturbance.
- Expanded opportunities for night culture.

**Wat wij willen bereiken:**

- **A nightlife that matches the stature of a major city.** We support initiatives and remove unnecessary administrative barriers, while balancing vibrancy with the prevention of nuisance.
- Continued focus on **reliable night-time public transport connections** within the Brainport region and beyond.
- When nuisance occurs, we first collaborate with entrepreneurs on solutions. If necessary, enforcement follows. **Residents must be able to report problems easily**, even outside office hours, with immediate follow-up.
- **Going out in Eindhoven should be both fun and safe.** Together with hospitality businesses and the police, we take a firm stand against violence, discrimination and (sexual) harassment.





#### KEY PRIORITY

## We value community & clubs.

We expand sports facilities and install 10 additional artificial turf fields. We invest in healthy clubs and support volunteers. We bring major top-level sporting events to Eindhoven.





## 5. OUR SPORT CLUBS AND ASSOCIATIONS

### 5.1 Sport and associations

In a booming region like Eindhoven, relaxation through sport is more important than ever: work hard, play hard. Continued investment in our sports infrastructure is essential. With limited space and funding, we must be smart, designing facilities to be multifunctional. Our municipal vision for sports and physical activity is strong and does not need rewriting; the focus is on implementation. Our ambition is clear: Eindhoven will become the most sportive city in the Netherlands.

We firmly believe in the connecting power of sport. Sport is not only about health and exercise; it is also about bringing people together: family, friends, and neighbours. That is why we want as many Eindhoven residents as possible to participate in sport and stay active. From an early age, young people should be encouraged to exercise. We support sports clubs and entrepreneurial sports providers to ensure there is something for everyone. Capacity will be expanded by increasing the number of facilities.

CDA Eindhoven sees sports clubs as the backbone of our sports system. A club is not just a place to play sports; it is also where people learn responsibility, respect and shared values. We place great importance on both grassroots sport and elite sport, as they are mutually dependent.

#### What we want to achieve:

##### *Sports clubs and sports associations*

- To keep sport affordable and accessible while accommodating the city's growing population, **a substantial structural increase in the sports budget is needed.** This funding will support new facilities, sports clubs and sports coordinators.
- Our priority investments in major sports facilities include:
  - a) **upgrading the ice rink** and making it more sustainable;
  - b) adding **an extra 25 x 25 metre swimming pool** at the Ir. Ottenbad
  - c) constructing and **outdoor pool at De Tongelreep.**
- To **drastically reduce waiting lists at football clubs**, we will convert **10 additional grass pitches to artificial turf**, on top of the nine fields converted in 2025–2026. This will bring Eindhoven in line with other major cities. Where space allows, extra pitches will be added and changing rooms adapted for intensive use.
- During the summer break, football pitches will be made available for cricket, a popular sport among internationals. **Due to growing demand, we will add at least one additional dedicated cricket field.**
- In hockey, we see a clear shift toward (dry) water-based pitches. **Municipal field standards will be updated accordingly.**





- We will develop new sports and exercise areas in public spaces across all neighbourhoods, including fitness equipment, playgrounds or Cruyff Courts. **The goal is for every resident to reach a green exercise space within five minutes.** Where possible, these facilities will include drinking water points and sufficient lighting.
- **We continue to invest in urban and street sports,** including new skate elements in public space, upgrades to Area51, and a new skatepark at the Urban Sports Park.
- **Table tennis clubs** seeking a permanent location **will receive active support** in finding suitable facilities.
- Due to limited space at existing sports parks, **we will develop an additional sports park,** with Meerhoven offering potential space.
- We support the **redevelopment of Golf Club Tongelreep,** ensuring it remains a high-quality golf facility.
- In the housing development plans for the Caai/Kanaalzone, **space must be preserved for the rowing clubs,** so that they can continue rowing on the canal as they do now.
- **We assist smaller sports clubs with housing challenges,** whether through new construction or by helping them make facilities more sustainable. Maintenance and wear-and-tear will be carefully considered, and we will explore creative ways to provide support.
- **Sports clubs will continue to receive support to remain healthy and future-proof,** with funding available for strong initiatives.
- We strengthen cooperation with **the Platform of Entrepreneurial Sports Providers (POS),** recognising their essential role in the sports landscape.
- We are open to **allowing sports facilities to be managed directly by the clubs** that use them.
- There is a growing shortage of sports halls. **School gymnasiums will be upgraded into multifunctional sports halls,** and all new area developments will include space for sport.
- **School sports halls will be open during evenings and weekends for community use** at social rates. The municipality will also assist in **locating after-school childcare at sports clubs,** making sport more accessible for children while providing additional income for clubs.
- The shortage of volunteers, especially at small clubs, is urgent. **We will reduce administrative burdens and strengthen volunteer support** through facilitating background checks (VOG), assisting with drafting codes of conduct, appointing and training confidential advisors, supporting coach education, creating a buddy system between large and small clubs. **We will also launch a campaign encouraging internationals to volunteer,** as volunteering is not always common in this group.
- Sport must be accessible to everyone, including people with low incomes, disabilities, seniors, and those with language barriers. We continue programmes such as **the Youth and Adult Sports Fund.**
- In addition to sports participation, **we promote healthy lifestyles,** including healthy eating



and exercise, through effective public campaigns.

- **We will map sports waiting lists** by club, age group and neighbourhood, and respond through cooperation with businesses, clubs and the region.

#### *Scouting*

- Support scouting groups in **modernising their facilities** and making them **more sustainable**.
- **Develop a regional scouting site for camps and outdoor activities**, reflecting scouting's adventurous and nature-based identity.
- **Secure long-term space for scouting activities** in the city's green areas.

#### *Norms and values in sport*

- Overly aggressive parents, swearing on the pitch, or abuse of referees must become a thing of the past. On and around sports fields, the rules are clear: respect one another, enjoy the game, the referee is in charge, and violence is unacceptable. There is no place for inappropriate behaviour. Together with sports clubs, we promote respectful behaviour and role models. We take firm action against players or parents who cross the line. **We support initiatives such as “Fijn Langs de Lijn” and “Held naast het veld”**, which address sideline behaviour in a positive and engaging way.

#### **What we achieved in 2022-2026:**

- Completion and opening of the National Swimming Centre De Tongelreep, including a leisure pool.
- Conversion of nine grass football pitches to artificial turf at various clubs, plus an additional artificial pitch in Tongelre.
- Construction of two additional cricket fields and an indoor training facility.
- Funding for artificial turf for rugby and six new beach volleyball courts.
- Upgrade of the PSV Handball asphalt court.
- Ensuring the independence of tennis facilities, while keeping tennis and padel affordable.
- Conversion of a tennis hall into a multifunctional sports hall in Eindhoven North.
- Replacement of changing rooms at Sportpark Hondsheuvels.
- Expansion of street sports facilities, including basketball courts, playfields and outdoor fitness equipment.
- Clear agreements and targeted investments in facilities at Oranje Rood and HC Eindhoven.
- Exploration of a new stadium for FC Eindhoven and expansion of PSV facilities.
- Hosting major events such as the European Championships in Water Polo and BMX Freestyle, and the Women's Champions League Final.
- All sports clubs now meet the “4 V's” standards: a code of conduct, confidential contact person, background checks for volunteers, and qualified coaches.
- Existing street sports facilities have been upgraded and expanded at the Urban Sports Park..



## 5.2 Elite sports

Both PSV and FC Eindhoven are of great importance to the city. They form part of Eindhoven's identity, bring people together, and are key partners. Celebrating their successes and managing potential nuisance is always done in close consultation with the clubs, and these strong ties will continue. Oranje Rood also deserves recognition. As one of the largest amateur clubs in the southern Netherlands with elite ambitions, it plays an important role socially and competitively. While largely self-sufficient, closer cooperation with the municipality can further enhance its social impact.

### What we want to achieve:

- Support FC Eindhoven's ambition for **a new stadium** at the Aalsterweg and PSV's plans to **expand the Philips Stadium**, with dedicated municipal teams to guide these projects.
- Maintain **close cooperation with top clubs** to ensure their social and community role is fully realised.
- Elite sports events inspire and bring people together. **We will continue attracting major events**, such as the European Water Polo Championship, BMX Freestyle, the Eindhoven Marathon, and the Women's Champions League Final, with a focus on core sports including football, urban sports, hockey and swimming.





#### KEY PRIORITY

## For all Eindhoven residents.

In a city like Eindhoven, no one should be homeless. We provide shelter as well as guidance towards housing and work. In addition, we help 3,000 people move from welfare into work, education or volunteering.





## 6. OUR HEALTHCARE AND EDUCATION

We believe in the strength of people. Everyone has talents and opportunities to participate, contribute and grow. Participation and perspective are essential: they provide direction, self-worth and a sense of belonging. We stand for a society where people have as much control over their own lives as possible, but are never left to face challenges alone. When difficulties persist, a reliable safety net is always there to help people get back on their feet and regain perspective. Accessible and appropriate care is available for the most vulnerable, such as in cases of illness or disability, from 0 to 90 years old.

Our ambition is a city where everyone feels seen and heard, from young to old. A city where we look out for one another. We provide tailored support so that differences in starting position do not lead to differences in opportunities. Sometimes this means investing unequally in order to create equal opportunities. This is how we build a social city together, where everyone can participate in their own way.

This approach aligns with the principles of Koers Sociaal (2)040, adopted by the city council:

- Personal strength, autonomy and responsibility as the foundation
- Participation and development through work, education and social engagement
- Tailored support for those who need it, providing a temporary safety net and a helping hand

Together, we aim for a healthy, happy and meaningful life for all residents, now and in the future. This requires three core principles:

### 1 A clear vision

Eindhoven has a clear vision and a direction within the social domain, as set out by the Koers Sociaal (2)040 over the past term. Scarcity, both in financial resources and in workforce capacity, requires making clear and sometimes difficult choices. This is unavoidable, given our responsibility as a municipality to care for the city's most vulnerable residents. For them, appropriate care must always remain available. In the coming years, these choices will remain a reality, especially as care needs continue to grow and the city expands. Strong and sustained investment in prevention, early detection and support for the social base (zero-line services) is therefore crucial. Professional and specialised care should only be provided when truly necessary, and must focus on the city's most vulnerable groups.

### 2 Strong cooperation

In Eindhoven's social domain, we work together. This has been a clear priority in recent years, and will continue to be. Cooperation is especially essential in times of scarcity. The municipality works closely with organisations such as Ergon, WIJeindhoven, Lumens, Werkplaats Financiën, neighbourhood GGD professionals, the police and many others, including a large group of volunteers. Together, we share responsibility for providing appropriate support to vulnerable residents. We



collaborate based on trust and respect for each other's expertise. The municipality plays a connecting and facilitating role, and takes the lead where necessary, to ensure that every resident of Eindhoven can fully participate and that no one falls through the cracks.

### 3

### Optimal service delivery

The coming council term must be about implementation. Simply getting things done. Innovation and efficiency are key. The policy frameworks are in place; now the focus must shift to practice. How do policies translate to the people carrying out the work, and ultimately to residents themselves? How do processes function, and where can they be improved or simplified?

We aim for strong monitoring, with clear insight into the current state of implementation and spending within the social domain. The experiences of clients must also be included, through regular client experience surveys across all social policy areas. The ongoing simplification of the social domain is a clear example of this approach. Our goal is efficient services that focus on work and participation.

## 6.1 Shelter and reception

Every resident deserves a home. By 2030, we aim for a city without homelessness. Achieving this requires a radical change of direction: moving away from temporary solutions for those without a roof, towards structural social housing. This approach benefits the people involved and significantly reduces nuisance in the city.

No child in Eindhoven should ever wake up uncertain about where they will sleep that night. That is why the wellbeing, development and future opportunities of children are at the heart of our approach to tackling homelessness.

For refugees and status holders, we aim for them to participate as full Eindhoven residents as quickly as possible. This benefits both them and the city as a whole. Any nuisance that arises must be addressed seriously. Only then can we maintain public support for a humane and effective reception policy.

#### What we achieved in 2022-2026:

- Day and night shelters for homeless people
- New "Welcome to Eindhoven" policy, requiring newcomers to learn the language, work and/or follow education, and ensuring safety in and around reception facilities
- Reception of asylum seekers in accordance with the national distribution law

#### What we want to achieve:

- We first provide homeless people with **a stable place to live**, followed by guidance and work, and then help them rebuild a sustainable future. Guidance and budget management are integral to social housing: rent, benefits and fixed expenses are properly arranged to prevent relapse.



- **We prevent evictions** by identifying problems early. When a family is at risk, we intervene immediately, including temporary financial stabilisation in cases of acute rent arrears. Early warning signals are followed by a home visit and an appropriate support offer. Where necessary, rent arrears can be covered from a municipal emergency fund. This approach pays for itself, as the social costs of eviction are far higher.
- We protect children from the harm caused by instability and homelessness. **Children must be able to remain in their school and childcare environment.**
- Complaints about the shelter location on Fuutlaan remain high. We will work closely with Springplank and the neighbourhood **to minimise problems as much as possible.**
- Many cases of homelessness result from labour migration, particularly from Eastern Europe. While this requires national action, the municipality can hold employers accountable and **work toward agreements** in which they provide social support to labour migrants.
- Depending on the national asylum inflow, Eindhoven will continue to **take its fair share.** Asylum seekers will be spread across multi-purpose locations in the city, allowing for flexible use. If national inflow decreases, reception in Eindhoven will be scaled down accordingly, and vice versa. In cases of serious misconduct, we advocate relocation outside our municipality, in consultation with partners such as COA and the national government.
- **Refugees must participate from day one** by learning the language, engaging in (voluntary) work, and taking part in meaningful daily activities. This requires acceptance of our culture, basic rules and constitutional values, as well as a strong commitment to participation. The municipality will invest in proper guidance, security, and close cooperation with neighbourhoods, together with COA and the national government. Status holders should be proactively connected to education and (voluntary) work immediately after receiving their residence permit. We also deploy basic jobs as a practical solution, helping people learn the language more quickly.
- Through first contact points, **we provide all newcomers – labour migrants, refugees and expats – with clear guidance on “how things work in Eindhoven”,** their responsibilities, and where to turn for questions or help.
- We must recognise that many Ukrainians may not be able to return home after the war. With school-aged children, language skills and relevant jobs, many are already fully participating. **As a municipality, we must prepare for this reality.**

## 6.2 Participation

For us, work is the gateway to real participation in Eindhoven. Too many people in our region are still on the sidelines. Together with organisations across the city, we focus on creating opportunities for participation, whether through small steps, or faster progress when appropriate. If paid work is not yet possible, participation can take the form of meaningful daytime activities or voluntary work.



We believe that work is much more than a paid job. It is about belonging, pride and perspective. For those for whom work is not yet feasible, there are always other ways to participate. Regardless of background or personal circumstances, everyone counts. We also believe in reciprocity: people feel valuable when they can contribute to society. In this, the use of lived-experience experts to guide people towards work, volunteering or daily activities is essential. By supporting residents within their own neighbourhoods and helping them participate locally, a sense of community is fostered and social cohesion strengthened. This helps preserve the village-like character of Eindhoven's neighbourhoods and contributes to prevention.

As the social domain is simplified, we remain focused on delivering more quickly and streamlining processes. We continue to advance the city plan for low literacy and on the employer-focused approach.

#### What we achieved in 2022-2026:

- Introduction of basic jobs, enabling more people to find work.
- Continued retention of the participation allowance: an annual contribution for low-income residents to participate in sports and culture
- Free public transport for low-income residents, along with discounted access to swimming facilities for low-income residents and volunteers
- Introduction of the "Rich School Day" at 40 schools, supporting nearly 4,500 children

#### What we want to achieve:

- Currently, no fewer than **6,400 people in Eindhoven depend on social assistance**. We aim to reduce this number by half. This is an ambitious goal, and one we believe is both necessary and achievable. We will pursue this ambition by:
  - a) **Working with experts by experience**, who can speak from and provide advice based on their own experiences.
  - b) **Supporting people into sustainable employment** more easily and more quickly. Work offers perspective, financial independence, purpose, and a sense of belonging in society. This cultural shift must be realized as quickly as possible. No one in Eindhoven should be left on the sidelines. Achieving this requires shorter lines of communication and strong cooperation between the municipality and Ergon, making optimal use of everyone's expertise.
  - c) **Actively engaging with the current group of people receiving social assistance in the short term** and offering tailored support, with an initial focus on those most likely to find employment quickly, enabling a faster return to the labour market.
  - d) **Creating a simpler and faster pathway from social assistance to work** for new applicants, preventing the emergence of a new long-term group and supporting people to move easily into suitable employment or meaningful daytime activities.
  - e) **Strengthening financial incentives to work** by aligning municipal income support more closely with the national average.
  - f) **Introducing a financial incentive** for social assistance recipients who remain in





employment after two years.

- **Actively enforcing unjustified benefit claims.** CDA Eindhoven considers it fair to continue applying the so-called “reverse test” in Eindhoven. This ensures that residents who, for example, make an administrative mistake in their benefit application are not immediately penalised. However, this fairness also means that we take firm action against those who unjustly receive benefits. We therefore strengthen enforcement efforts to match the level of comparable large cities.
- **We work closely with the business community,** as strong cooperation with employers is essential. Ergon, the Zuidoost-Brabant Employment Centre, and the municipality's employment team act as a catalyst between untapped talent and employers. By supporting both employers and residents, we jointly promote sustainable employment for everyone, with the ambition that no one needs to return to social assistance. These organisations also help employers develop innovative solutions to labour market challenges, enabling more residents to find work while ensuring employers can meet the growing demand for committed and skilled staff. Together, this fosters an inclusive labour market that benefits both businesses and residents.
  - a) This approach focuses **not only on large companies** or traditional sectors, **but also on SMEs** and sectors experiencing major labor shortages, such as healthcare and childcare.
  - b) **Joint investment in training programmes in promising sectors,** along with the use of job carving, forms an important part in this approach.
  - c) **We also invest in the future development of Ergon,** ensuring that transitions into employment in the private sector are more sustainable and successful.
  - d) In addition, the municipality must **apply social return obligations more firmly** in its contracts, ensuring that a greater number of diverse and adapted workplaces become available.
  - e) With the consent of the resident, the municipality will pragmatically map the CVs of people receiving social assistance, while businesses share the profiles they require. This is followed by **low-threshold matchmaking,** allowing people to start work quickly. Cooperation with Ergon is crucial to this process.
- **Language skills are essential** and currently one of the biggest barriers to employment, social participation, and progression towards employment. That is why we must place much stronger emphasis on language learning directly in the workplace.
- **We want to place greater emphasis on preventing poverty.** Health issues, poverty, low literacy, and debt are closely interconnected and play a decisive role in limiting people's ability to participate fully in society. We must invest in more targeted policy and will support initiatives such as DE STAP naar gezonder leven, helping to reduce pressure on healthcare costs in the long term.
- **We continue to support residents with the lowest incomes,** focusing on tailored solutions such as special assistance schemes and the individual income supplement (IIT) to pre-



vent problems from accumulating. The pilot program covering dental care costs provides additional targeted support and helps prevent more serious health issues. This scheme will be incorporated into special assistance, and we will explore automatic entitlement, so residents no longer need to apply separately for each scheme every year.

- In addition, **we will investigate whether funding for the Public Health Service (GGD) can be increased** to strengthen prevention and testing for sexual health among high-risk groups, ensuring access for residents with low incomes.
- **Free public transport for people on a low income** will continue.
- We also invest proactively in the **early detection and prevention of poverty**. Debts should be prevented or resolved at an early stage to avoid long-term financial stress and its serious health consequences. In addition to municipal schemes, Eindhoven has many voluntary initiatives and organisations supporting to combat poverty and people with little or no income. Moving from a fragmented landscape to a clear and accessible overview of all schemes and initiatives, combined with application support and **simple, clear communication**, is essential and remains a key focus.
- We welcome every new resident to Eindhoven. The birth of a child is a special but often financially demanding period for many families, whether they receive benefits or are working. Extra support can make a real difference. That is why we are introducing **a family support bonus of €1,000** for each newborn, provided automatically through the municipality's birth registration process.

### 6.3 Education

We believe that every resident of Eindhoven should have access to quality education, and we are committed to preventing educational disadvantages. This begins with strong investment in early childhood education and care, including pre-school programmes and the SPIL Centres (Play – Integrate – Learn). We also recognise that education does not stop after childhood, and adults who lack essential language skills must receive appropriate support.

For Eindhoven's future, it is crucial to promote technical education and further integrate Brainport into our education system. To break the cycle of intergenerational poverty, we are investing in financial skills development for MBO (vocational education) students in Eindhoven. Through a Young Financially Fit programme, youth workers guide young people manage their finances, prevent debt and build financial independence.

#### What we achieved in 2022-2026:

- The largest investment ever in educational facilities: €487 million, through which 44 school buildings will be renovated, expanded or replaced by 2040.
- Resolution of long-standing, stalled projects for nearly all secondary schools. Schools such as Huygens College, Lorentz, Van Maerlant, Joris, Novalis, Stedelijk College and the International School now all have new buildings.



- All school buildings are energy-neutral, and every primary school includes childcare or after-school care facilities.
- Introduction of Rich School Day at 40 schools, benefitting nearly 4,500 children.
- Launch of the MBO Awards, recognising excellence in vocational education.

#### What we want to achieve:

- We will **construct additional primary and secondary schools** in line with the 16-year Integrated Education Housing Plan that has been agreed.
- To reduce language delays, we will **expand the Summer School programme, doubling participation** from approximately 500 to 1,000 children.
- We value our MBO students, who play key roles in the high-tech industry, construction, the energy transition, and many other sectors. **We will therefore further develop the MBO agenda in close cooperation with Fontys and Summa.**
- In collaboration with MBO institutions, we will better align education choices with employment opportunities. **We will also present MBO Awards to students who excel** in shortage sectors such as technology, education and healthcare.
- Through Brainport Development, **we will introduce a two-year Brainport traineeship.** Especially for MBO students in shortage occupations, it is vital to retain talent within our region. This traineeship will last two years and allow participants to work at four different companies in the manufacturing industry, each offering a guaranteed position for that period. This increases job security and strengthens long-term prospects.
- **We will further integrate Brainport into education,** with companies actively showing children and students what working in Brainport entails. Technology promotion must be part of every Eindhoven school curriculum, and we support initiatives such as Class of Entrepreneurship.
- **We will facilitate the agreements made in the Beethoven Covenant** on talent development. This includes investments in Techkwadraat (primary and secondary education), technology investments for MBO, HBO and university education, as well as the Lifelong Learning programme.
- **We cherish Eindhoven's rich culture of student (sports) associations.** To strengthen cooperation between the municipality and these organisations and to capitalise on shared opportunities, we will establish a recurring administrative consultation platform.
- We are committed to addressing the effects of unequal opportunities more effectively. **We will expand the City Plan on Low Literacy,** working with companies and educational institutions, **to include more partners.** At the same time, digital skills are becoming increasingly important, so the city plan will be extended to include digital literacy, with additional funding allocated to support this initiative.
- The 18 September Foundation and the Light Route organisation are invaluable to Eindhoven



and must be cherished. The municipality will support the Light Route Foundation wherever possible. To preserve this tradition, **all Eindhoven pupils will learn about the history of 18 September and its special connection with Bayeux**, with additional funding allocated for this purpose. In addition, we will also support the citywide project War in My Neighbourhood, in which primary school pupils engage with older residents to talk about Eindhoven during the war and create projects based on these stories. This initiative strengthens intergenerational connections and helps combat loneliness among older residents.

- **We support the work of Stichting Leergeld** and encourage closer, more integrated co-operation so that even more families can be reached. Too many children are still unable to participate in sports or cultural activities due to poverty, despite available municipal funding. We therefore want schools to play a stronger role as key access points, with teachers actively involved.
- Teachers are often best placed to identify families that need extra support at home. Therefore, **each school will have a designated contact person from the social domain**, someone familiar with the neighbourhood who can connect families to the right services. In the most vulnerable schools, we will work with **dedicated school teams**.
- In education, the focus is not only on equal opportunities but also on excellence, especially in our Brainport region. We will create **additional opportunities** for VWO students in years 4, 5 and 6 with Nature & Technology or Nature & Health profiles to **receive advanced pre-university preparation**, in collaboration with our Technical University and secondary schools.
- We will make **the Rich School Day** a permanent part of the education system.
- **Every child in Eindhoven should leave primary school with a swimming certificate**, and children who have not yet obtained one will be prioritised for swimming lessons.

## 6.4 Internationals

The economic success of Brainport has attracted increasing numbers of internationals to Eindhoven which is positive in itself. Eindhoven has always been a city shaped by migration. At the same time, this growth must harmonise with the lives of all other residents in our city.

Internationals have the same rights and obligations as other residents. As they tend to stay in Eindhoven for longer periods, effective integration becomes increasingly important. For us, integration begins with language. We want internationals to fully participate in city life and society-feeling at home while actively contributing to Eindhoven.

### What we achieved in 2022-2026:

- Continued support for the Holland Expat Center South.
- The Expat Spouses Initiative, which helps partners of internationals find employment.
- An employer-driven approach to addressing low literacy: over 800 employees from 40 companies received support in learning Dutch, co-financed by employers and the municipality.
- Introduction of a standard welcome package, "*This is how we do things in Eindhoven*", helping internationals understand local customs and adapt more easily.





### What we want to achieve:

- We make **speaking Dutch** quite normal in Eindhoven.
- **The standard welcome package** will be further expanded in cooperation with the HR departments of companies and knowledge institutions.
- **We encourage the establishment of additional language cafes** where Dutch can be practiced and actively promote these among internationals. Other residents who do not yet speak Dutch well will also be encouraged to participate.
- **The employer-led approach to language and literacy will be made structural**, with a dedicated municipal officer focusing specifically on tackling low literacy.
- **We will launch a campaign encouraging expats to actively participate in the community**, motivating them to contribute to their neighbourhoods or local associations.
- Through the taskforce on internationalisation of education, we will work to create the best possible entry pathways for international children. The goal is rapid “language immersion”, followed by **placement in regular schools** wherever possible.
- **We will improve coordination of education housing plans** (IHPs) among municipalities within the Metropolitan Region Eindhoven (MRE). There will continue to be a single International School Eindhoven (ISE) campus in Eindhoven. Together with the municipality of Veldhoven, we will explore whether and how the capacity used by Sondervick can contribute to expanding international education.

## 6.5 Labour migrants

Eindhoven is also home to many people who work in Eindhoven or the surrounding region but do not live here permanently. These labour migrants often stay for a limited period and reside temporarily in Eindhoven. They are an integral part of the city, and it is essential to ensure they are properly housed, while preventing nuisance and protecting them from exploitation.

### What we achieved in 2022-2026:

- We have actively held companies accountable for their responsibilities.
- Municipal staff have been trained to recognise and identify abuse and exploitation of labour migrants.

### What we want to achieve:

- **We believe everyone should be encouraged to work and participate in society**, regardless of whether they are the partner of a knowledge migrant, a refugee, or receiving social assistance. At the same time, labour migration driven by low wages and with a negative impact on broad prosperity should be discouraged as much as possible.
- We support **a well-functioning reporting centre for labour exploitation**, aimed at preventing abuse of labour migrants.



- **Employers and temporary employment agencies will be held responsible** for providing proper housing for labour migrants, including sufficient space, privacy, safety and a reasonable rent. They are also responsible for preventing nuisance related to housing.
- The municipal website will feature **a clear, multilingual page where labour migrants can find information** about their rights and obligations when living and working in Eindhoven.
- When labour migrants lose their job, they are often required to leave their accommodation immediately, putting them at risk of becoming homeless. Together with employers and employment agencies, we aim to establish a covenant ensuring that **labour migrants can remain in their housing for at least three months**. This gives them time to find alternative accommodation or return to their country of origin (see also: Shelter). Where necessary, we will provide support in this process.

## 6.6 Social support (WMO) and youth care

Through social support (Wmo) and youth care, a city shows that it cares for all its residents. We ensure that people who need temporary or long-term support can continue to participate in society. This requires reducing waiting lists for generalist support and handling applications within the legal timeframes. At the same time, we see that the number of Wmo and youth care applications is increasing, while financial pressure is also rising. This makes it necessary to make clear and firm choices in procurement and to invest more strongly in prevention through the social base. Young people are the future of Eindhoven, which is why we must invest in their sustainable development. This starts with reducing school dropout, both officially registered dropout and dropout that occurs in consultation with school boards. To achieve this, we will place greater focus on measuring the outcomes of support provided and on improving cooperation between schools, compulsory education officers and WIJeindhoven. In doing so, we prevent young people from falling through the cracks and build a solid foundation for their future.

### What we achieved in 2022-2026:

- The Youth Delta Plan: improving youth care by strengthening everyday life, preventing problems from escalating and providing appropriate support more quickly.
- Additional youth workers in neighbourhoods.
- The purchase of a youth outreach bus for Pitstop.

### What we want to achieve:

- **A city-wide campaign on parenting and upbringing**, emphasising that parents are primarily responsible, and that setting boundaries matters.
- Together with schools and social organisations, **we will actively discourage mobile phone ownership and the use of social media for children** under the age of 16 in Eindhoven.
- We will significantly reduce the current unworkable situation **of hundreds of Wmo and youth care providers to a manageable few dozen**. This is necessary to enable meaningful



performance agreements and to properly monitor and guarantee quality of care.

- **We will continue the transformation of youth care:** from closed institutions to family-based support; from single-provider approaches to multidisciplinary ones; and from care-focused to prevention-focused.
- For the necessary transformation of youth care and other services, we have set aside millions in **the Social Domain Transformation Fund**. This funding will not be used to plug operational gaps, but to **increase effectiveness and reduce structural costs**.
- We support the national introduction of **income-related contributions** for Wmo and youth care.
- **Budget caps for youth care will be introduced per provider** through the service bureau to ensure the system remains financially sustainable.
- In funding youth care, **contracted organisations must prioritise support for complex cases**. The municipality will monitor this and adjust its policy accordingly.
- Problems in youth care cannot be solved by continuing to do the same things. **We stimulate innovative forms of youth care and talent development**, and connect to pilots elsewhere in the country, such as the successful Nieuwe Helden Next Level model in Limburg.
- We see that **education and youth care too often operate as separate worlds**. In the best interest of the child, cooperation must improve. We will continue structural administrative consultation between school boards, key care providers, and the municipality. Together, we will identify areas of improvement, draw up an action agenda and implement it pragmatically.
- **Every neighbourhood will have at least one youth worker**. In neighbourhoods with more youth-related challenges, we will deploy additional youth workers. The focus will be on children who truly need this support.
- In addition to youth work (ages 12 and up), we will also invest in **“children’s work” for all children in the neighbourhood up to age 12**, with extra attention for children in vulnerable situations.
- **At our most vulnerable schools**, starting with VMBO and special education (SO) schools, **we will establish school-based teams**. All youth care organisations will be brought together at the school, ensuring that support is provided close by and in a professional school setting.
- The CDA does not accept that the GDPR (privacy legislation) is used to protect institutional interests instead of enabling cooperation in solving problems faced by children and their parents. Clear agreements will be made on when and how **information can be shared in the interest of children’s well-being**.
- Our approach is aimed at **preventing out-of-home placements of children** as much as possible.
- **We participate in the national Kansrijke Start (Promising Start) programme**. Investing





in the first 1,000 days of a child's life — from pregnancy through the second year — is a smart investment and a powerful form of prevention. It improves health and prevents both mental and physical problems later in life.

- Together with secondary schools, CDA Eindhoven founded the Youth Council. **We will continue this initiative, and annually Youth Medals are awarded** to recognise children who have committed themselves to helping others.

## 6.7 Older people and care

Aging well in Eindhoven is a priority for CDA Eindhoven. We want people to be able to do so for as long as possible in their own familiar environment. That is why we promote housing solutions that support older people to live independently at home for longer, including additional investment in adapting homes so that people can continue living there safely and comfortably.

Housing, care and well-being, with particular attention to combating social isolation, form the foundation of our approach for the coming years.

We want our older residents to remain active participants in society for as long as possible and to continue enjoying our city. We provide support where needed and ensure that no one is left to feel lonely.

### What we achieved in 2022-2026:

- A new policy framework for older people.
- A Housing and Care Vision, including a relocation scheme for residents aged 65 and over.

### What we want to achieve:

- **Tackling loneliness**, starting with people aged 70 and over, who are more likely to lack the skills or social network to address loneliness themselves. CDA Eindhoven therefore opts for **preventive home visits** by volunteers, working closely with professionals and volunteer organisations such as Maatje 040.
- A “grey power” approach, in which we **engage and connect retired residents** to help solve social challenges, such as volunteer shortages or mentoring and coaching young people.
- All **recipients of the state pension (AOW) will receive an information package** from the municipality, inviting them to use their knowledge and talents for the benefit of the community. This gives them opportunities to remain meaningful and engaged members of our city and society.
- **Supporting the use of technology** to assist and improve health and healthcare (eHealth).
- Ensuring that accessibility is a priority, for example through the redevelopment of shopping centres. Our facilities - shops, stations, public spaces, the city hall and more - must be **easily accessible for people with reduced mobility** or those using a wheelchair.



- **Promoting solidarity between generations** by addressing challenges together. Older residents can share their experience and knowledge to help younger people deal with problems, while younger people can support older residents with technology and digital skills.
- Policy often focuses on informal care by family members, but this will become less available in the future. With fewer children and grandchildren, fewer relatives are able to provide support. As a result, the need for professional care will increase. **We therefore encourage people to pursue a career in healthcare** or to retrain for jobs in the care sector.
- Establishing **regular consultation and cooperation between the municipality and senior organisations** on policies related to housing, care and well-being for older residents.
- Through well-trained and well-organised volunteer support workers from organisations run by and for seniors — such as tax assistance volunteers, Wmo client supporters, home administrators and senior advisors — a great deal of information becomes available. This information can help create better insight into the financial situation of older residents. **A strong, structural partnership with the municipality is therefore needed**, for example to address debt and poverty among seniors.





#### KEY PRIORITY

## Fast and safe from A to B

We improve accessibility by building 4 grade-separated intersections on the Ring Road. We will experiment with free bus transport, expand parking permit options and make school zones safer. We ensure safe and high-quality cycling routes.



## 7. OUR MOBILITY AND ACCESSIBILITY

### 7.1 General

CDA Eindhoven wants the city to be easily accessible on foot, by bicycle, by car and by public transport. In 2024, a long-term plan (the Mobility Master Plan) was adopted to ensure Eindhoven remains accessible now and in the future. The city centre will become less car-oriented, creating more space for greenery, squares and parks, while all destinations will remain accessible by car. On the Ring Road and the main arterial roads, we will improve traffic flow for cars through a major package of investments.

We support the Mobility Master Plan, which sets a clear vision towards 2050. However, when implementing the various plans, the correct sequence must be followed: the preconditions must be in place first. Too often, policy assumes that everything revolves around the city centre. In our view, this inward-looking approach leads to misguided choices. CDA Eindhoven's vision works the other way around: we assess the mobility system from the outside in. This means that the N2, A2/A58, the Ring Road and the main exit routes must function efficiently and safely. In cooperation with national and provincial authorities, we want to take these measures first, before making the city centre less car-oriented.

At the same time, we invest heavily in public transport, so that buses and trains become reliable alternatives that are affordable and easily accessible. We also ensure safe cycling infrastructure, both within neighbourhoods and on routes to the city centre. Wherever you live in Eindhoven, traffic safety must be guaranteed. Wherever possible, pedestrians, cyclists and motorised traffic are separated to enhance safety for all.

#### What we achieved in 2022-2026:

- An investment package of €625 million for grade-separated intersections, cycling tunnels and 30 km/h zones. The city centre is becoming less car-oriented, while traffic flow on the Ring Road and main exit routes is being improved.
- The development of a new station area with additional platforms, a new bus station, green public space and bicycle parking for 10,000 bikes.
- The installation of smart traffic lights at multiple locations to improve traffic flow and safety.
- Speed limits were reduced to 30 km/h on many streets to improve traffic safety.
- Construction of the high-speed cycling route between Eindhoven and Helmond.
- The creation of school zones and traffic-calming measures to ensure children can travel to school safely.
- Planned cycling underpass at Beemdstraat-Limburglaan, a grade-separated intersection at Karel de Grotelaan/Ring, adjustments to the Ring-Leenderweg junction, and a cycling





bridge at Anthony Fokkerweg–Oirschotseweg to improve car flow and cyclist safety.

- To make daily shopping more convenient, the first 30 minutes of parking costs €0.10 at neighbourhood shopping centres located in paid parking areas.
- Easier application for parking permits for entrepreneurs (increasing from 1 per 10 employees to 1 per 3), and the introduction of an education parking permit.
- Expansion of the visitor parking scheme, allowing residents to host family and friends more often at €0.20 per hour.

### What we want to achieve:

- **Implementing the major infrastructure projects** agreed upon in the Brainport Deal and the Beethoven Covenant, including:
  - a) placing the bus station underground;
  - b) upgrading the rail hub.
  - c) constructing the High-Quality Public Transport Line 4 (HOV4) connecting Eindhoven and Veldhoven.
  - d) the short-term measures package for the A2/N2 (including buses using the hard shoulder);
  - e) widening the A58 and A2 motorways;
  - f) improving access to the northwest via the A58 and the Brainport Tangent Line
  - g) developing multimodal mobility hubs and new cycling connections.
- **Prioritising bypass traffic over through traffic** by effectively routing regional traffic around Eindhoven via the Ring Road. Eindhoven is one of the few large cities without a fully completed ring road. As a result, traffic from the northeast is unnecessarily drawn into the city, causing congestion and CO<sub>2</sub> emissions that also affects neighbouring municipalities. The Ring Road must therefore be completed. For CDA Eindhoven, all options remain on the table, **including a “Ruit” (diamond route), the Beethoven Route and/or tunnelling existing infrastructure.**
- Ensuring that **the impact of traffic measures on surrounding streets and roads is always assessed and incorporated into traffic plans**, so that problems are not simply shifted elsewhere.
- As the population grows, pressure on existing road infrastructure increases. We therefore base new traffic plans on **realistic traffic measurements.**
- Ensuring that everyone feels comfortable in public space. **When designing new roads, we place greater attention on perceived safety** — particularly for women, older residents and those with reduced mobility — by providing wide pavements, good lighting, seating, and shaded areas.



## 7.2 Public transport

A strong bus network and good rail connections are essential for a large city. As in other major cities, buses and trains in Eindhoven must run frequently and remain affordable. Public transport should be reliable, close to home, fast and cost-effective — only then will it be a true alternative.

### What we want to achieve:

- In the new concession agreement, we will work with the province to ensure **many more buses operate in neighbourhoods with strong regional connections**. During the day, in the evening and at weekends, buses should run at least every 30 minutes.
- **The last bus of the day should connect with the last train**, allowing people who arrive late by train to reach home by bus. Eindhoven will be connected to the national night network.
- To truly enable the mobility transition, public transport must become cheaper. **We therefore want to experiment with making bus travel free for all Eindhoven residents for one year**, followed by an evaluation.
- **New bus routes will be introduced** that connect not only neighbourhoods with the city centre, but also run along the Ring Road.
- For football matches, cultural events and festivals, we will agree with organisers to **include free public transport with the ticket**.
- We continue to advocate for **frequent and high-quality train connections from Eindhoven to Belgium and Germany**.
- We support the **renewal of Neckerspoel bus station**.
- We want to **accelerate studies into new railway stations in Acht and Tongelre**.

## 7.3 Cycling and walking

Cycling and walking form the foundation of healthy, active and sustainable mobility. Cycling allows you to reach almost anywhere, provided that cycling infrastructure is safe, well maintained and offers sufficient secure parking. We also want greater attention for safe and barrier-free walking routes — not only in the city centre, but especially in neighbourhoods.

### What we want to achieve:

- **Well-maintained cycling paths**, with clean surfaces, good lighting and properly trimmed greenery. Cycling routes must feel safe, including at night.
- **Additional bicycle parking facilities**, including charging options for e-bikes. In the city centre, bicycle parking facilities will have longer opening hours, allowing cyclists to park safely after late trains or events.
- The growing use of e-bikes as **a healthy and sustainable alternative** to cars is a positive development. However, unsafe behaviour by riders of fat bikes causes concern. **We will ban**

**fatbikes in busy or hazardous areas.**

- All cycling routes in Eindhoven will be equipped with **smart traffic lights** to reduce unnecessary waiting, improve traffic flow and reduce frustration.
- **Safe school streets** will be created, with a focus on traffic safety, safe crossings and clear priority for walking and cycling.

## 7.4 Shared mobility

Shared mobility is growing, which we welcome because it offers flexibility, additional transport options and sustainability. However, the current offer is fragmented and often unclear. In the coming years, we will work to create a user-friendly, coherent system that integrates well with public transport.

**What we want to achieve:**

- **A single app that allows users to book all shared mobility services** in Eindhoven and view public transport connections.
- **Enforcement against incorrectly parked shared scooters and bicycles**, with fines for providers (who may pass costs on to users). Designated parking zones will prevent clutter in public space.
- **Strong action against theft and vandalism of shared vehicles**, in cooperation with the police and providers.
- **More room for online taxi services** to boost competition and affordability.
- **Expansion of shared mobility services** and neighbourhood hubs in line with the Mobility Master Plan, ensuring good coverage across all neighbourhoods.

## 7.5 The car

The car plays, and will continue to play, a significant role in Eindhoven's mobility system. While the rise of electric vehicles reduces environmental impact, the total number of cars is likely to increase. Closing roads without proper alternatives creates problems rather than solutions. For many residents, a car is not a luxury but a necessity, for commuting, caring for family members or doing large grocery runs. That is why car accessibility remains a key consideration in all new plans and policies.

**What we want to achieve:**

- **Expansion of mobility hubs (Park & Ride facilities)** on the north, east, south and west sides of Eindhoven, **with parking costing just €1 per day**. This encourages visitors to park on the outskirts and continue their journey by bus, bicycle or shared mobility.
- **Grade-separated intersections at major junctions**, including tunnelling where needed, to prevent traffic streams from crossing. **Preparatory work will begin** for grade-separat-



ed intersections at Kloosterdreef/Ring, Nieuwe Fuutlaan/Tongelresestraat, Kanaalzone/Gel-dropsseweg and St. Bonifaciuslaan/Heezerweg/Leenderweg/Aalsterweg.

- **City-wide implementation of smart traffic lights** for cars and cyclists. Around major hubs such as Woensel XL, these will be prioritised. On the Ring Road and major exit routes, traffic lights will be programmed to create **green waves** for car traffic.
- **Ensuring sufficient parking spaces for both cars and bicycles.** Current parking standards often cause overcrowding in surrounding neighbourhoods. We therefore require developers to provide underground parking or shared facilities, as demonstrated at Strijp-S.
- Municipal parking garages will offer **affordable parking options for residents of new developments.**
- Exploring **the creation of a municipal parking company** to accelerate housing development while keeping parking affordable, with revenues reinvested in major infrastructure projects.
- **Keeping parking fees affordable.**
- Paid parking will only be introduced at **the initiative of residents.**
- **Reduced parking rates for visitors,** entrepreneurs, childcare, education, healthcare staff and social organisations, with an expanded visitor scheme to prevent displacement effects.
- **A long-overdue solution for traffic congestion in northeast Eindhoven,** whether through the Ruit or another innovative approach, must finally be implemented.

## 7.6 Eindhoven Airport

We value Eindhoven Airport as an important regional hub for both business travel and visiting friends and family. We support its sustainability ambitions and its effort to strengthen relations with nearby residents. The airport may grow, but strictly within the agreements of the Van Geel report. This means that noise pollution and CO<sub>2</sub> emissions from aviation must be reduced by 30% by 2030 compared to 2019. The number of flights can only increase if aircraft become quieter and cleaner.





#### KEY PRIORITY

## Smart choices in a smart city.

We cherish Brainport and give major companies such as ASML and Thermo Fisher the space to continue growing. We want to bring the Philips headquarters back to Eindhoven. We invest in start-ups and scale-ups, support small and medium-sized enterprises (SMEs), and reduce unnecessary regulations.





## 8. OUR ECONOMY AND BROAD PROSPERITY

### 8.1 General

Economically, Eindhoven is thriving, especially as part of the Brainport region. The past years and the years ahead are marked by this momentum. The Brainport Deal and Operation Beethoven are the result of many years of hard work and an economic ecosystem that is unparalleled in the Netherlands. After Amsterdam, the Brainport region is the fastest-growing region in the country. We are proud of this achievement and will continue to support sustainable growth, with a focus on the long term and for broad prosperity. In doing so, we emphasise cooperation, encourage initiative, and ensure that everyone can participate.

Eindhoven is a city where technology, knowledge and design are held in high regard and that will continue to define its character. It is an ecosystem in which people support one another, and where global players like ASML recognise the importance of SMEs. We cherish this strength of cooperation. In Eindhoven, we write “hard” with both a d and a t: economic growth must benefit everyone. Alongside Brainport, we also have Brainport for Each Other. Following the triple-helix model, this initiative ensures that businesses and knowledge institutions contribute to general well-being and the fight against poverty.

What needs to improve? When entrepreneurs are asked what they need most in the near future, one word stands out: decisiveness. Regulatory pressure must be further reduced as it remains extremely persistent. Breaking through this requires leadership and courage. A culture of distrust and the belief that no mistakes may be made is paralysing. We need greater courage in decision-making, clearer priorities, more willingness to act at a strategic level, early involvement of stakeholders, fewer rigid rules and more flexibility to adjust along the way.

Finally, we must take account of the rise of artificial intelligence. Eindhoven, with its High Tech Campus, should fully embrace this development. Rather than waiting to see what happens, it is far wiser to develop scenarios and consider the implications for our region.

Economic growth is not a given. We must continue to invest in strengthening and further diversifying our economy.

#### What we achieved in 2022-2026:

- A multi-billion-euro investment from the national government enabled the largest business expansion in Eindhoven's history: 428,000 m<sup>2</sup> for ASML at Brainport Industries Campus (BIC North).
- Development of BIC 2, creating 225,000 m<sup>2</sup> of space for high-tech companies.
- Acquisition of BIC 1 (105,000 m<sup>2</sup>) by the municipality of Eindhoven to safeguard strategic autonomy and protect key economic interests.



- Development of Park Forum East as a business area for SMEs, covering approximately 15 hectares.
- A dedicated SME Deal providing financial support to small and medium-sized enterprises.
- Successful implementation of the “Understand or Remove” (Snappen of Schrappen) programme, resulting in the removal or clarification of around 20 SME regulations.

#### What we want to achieve:

- We will establish **an investment package of tens of millions of euros for start-ups and scale-ups**. These companies represent Eindhoven's future and are crucial for further diversification of our economy. Initiatives such as PIX Europe and photonics will be given ample room and actively supported by the municipality, both spatially and financially.
- We will continue to monitor the health of our economy and ensure it remains sufficiently diversified. To that end, **we invest in retaining and expanding our OEMs** (large, flagship companies). We will actively engage with companies such as Thermo Fisher about expanding their activities in Eindhoven.
- When you say Eindhoven, you say Philips. Together with the High Tech Campus, **we will develop a concrete proposal to bring the Philips headquarters and/or other business units back to Eindhoven**.
- **We will facilitate the expansion of ASML** at Brainport Industries Campus (BIC North), creating 15,000–20,000 jobs, in line with the agreements in the Beethoven Covenant. Projects contributing to this expansion are addressed throughout this programme under education, mobility and housing.
- We believe our campuses form crucial economic infrastructure for the competitiveness of the Netherlands. **We therefore continue our “grip on campuses” strategy**. At BIC 1, we safeguard work–study placements for students. We explore how cooperation between campuses can be improved.
- We continue to support SMEs as the backbone of our economy and **ensure sufficient space on business parks**. Existing business park policy and vision remain in place. We actively pursue intensification of existing sites and will develop Esp North as a new business area.
- We will continue to **strongly pursue “Understand or Remove”** to reduce regulatory pressure. Following its success for businesses, we will also extend this approach to residents. Less policy, fewer rules, more room to do business.
- We will strengthen the SME team and maintain **a single point of contact where entrepreneurs can receive advice** on subsidies, permits and other matters.
- In procurement and tendering, we will actively support local businesses, making full use of maximum flexibility allowed within procurement regulations.
- **We value Business Investment Zones (BIZs) and will continue to support them**. Currently, there are eight, and we encourage further expansion, while ensuring proper coordi-



nation and sufficient mandate to strengthen their execution capacity. BIZs are also ideal partners for sustainability initiatives.

- **We support companies in becoming more sustainable** through the newly established Business Parks Future Fund, building on the successful greening of our industrial base.
- We support City Marketing initiatives aimed at strengthening **Eindhoven's conference and convention facilities.**

## 8.2 Shops

Every neighbourhood in Eindhoven has its own shopping area. Having shops close by makes daily life easier for residents, and the municipality therefore has a responsibility to ensure that both large and small shopping centres remain attractive and accessible close to where people live.

### What we achieved in 2022-2026:

- Establishment of six Business Investment Zones, including in Strijp-S, the city centre, Boulevard Zuid, Franz Leharplein and Kruisstraat.
- Introduction of a retail subsidy to encourage new and distinctive shops, resulting in around 25 new entrepreneurs across various neighbourhood centres.
- Major physical upgrades to neighbourhood shopping centres such as Nederlandplein, Trudoplein, Vaartbroek and Haagdijk, restoring a neat and attractive appearance.
- An SME Deal providing targeted support, including helping 100 SMEs expand internationally.
- Successful implementation of the "Understand or Remove" programme, eliminating or clarifying around 20 SME regulations.

### What we want to achieve:

- **Enhancing neighborhood shopping centres** by creating the right conditions: parking, accessibility, cleanliness, safety, greenery and high-quality public spaces.
- In the period 2026–2030, **we will upgrade eight neighbourhood shopping centres.**
- Maintaining active dialogue with entrepreneurs, business associations and property owners to **quickly fill vacant units** with shops or temporary alternative functions, such as local library branches, community meeting spaces, cultural initiatives or start-up spaces.
- **A municipal transformation team** will actively tackle vacancies not only in the city centre, but also in neighbourhood shopping areas. Priority will be given to locations with the highest vacancy rates, working together with residents and entrepreneurs to determine what is needed: specialist retail, hospitality or housing. Public space will also be reviewed for safety, lighting and greening.
- Outside the city centre, **parking near shopping areas will remain affordable**, using solutions such as blue zones instead of paid parking.





- **The municipality will actively promote residents to shop locally** through a joint campaign with Eindhoven retailers.
- **We cherish our weekly markets and mobile traders.** Markets are more than places to shop; they are important social hubs. Part of market fees will be used to promote markets and attract more visitors.

### 8.3 Start-ups, innovation and digitalisation

A strong start-up and scale-up ecosystem is vital. It reinforces Eindhoven's image as a city of Technology, Knowledge and Design, drives solutions to societal challenges, and builds our future. Our ambition is clear: to become the world's most personal and most innovative city.

#### What we achieved in 2022-2026:

- Collaboration with The Gate as promised, creating a start-up one-stop shop in partnership with Brainport, TU/e, BOM, Fontys and Summa.
- Acting as a launching customer for several start-ups by becoming their first client, such as Carbyon, which captures CO<sub>2</sub> from the air.
- Organisation of the largest start-up conference in the Netherlands at the Evoluon, bringing together around 1,500 start-ups and investors.

#### What we want to achieve:

- Making **access to financing for start-ups and scale-ups** easier, in cooperation with public and private partners.
- Adjusting **procurement policy to enable greater collaboration with local, innovative start-ups.**
- **Further development of the city lab at the NRE site**, a low-threshold meeting place where residents can interact with innovative technologies. Innovation will be more closely linked to societal challenges by launching targeted start-up challenges.
- Accelerating the roll-out of **safe and high-speed internet**, essential for future developments such as home care and smart living (domotics), by encouraging research institutions and private partners to continue the large-scale pilot in Eindhoven.
- **Reducing dependence on large foreign tech companies** and strengthening data protection by hosting cloud services with Dutch providers wherever possible — preferably from the Brainport region.





#### KEY PRIORITY

## Pleasant, clean and safe neighbourhoods.

We will green 50 streets and squares and ensure much better maintenance of public green space. Roads and pavements will be repaired on time. We will renovate 20 schools and improve 8 neighbourhood shopping centres. There will be 10 additional play and sports facilities.





## 9. OUR ENVIRONMENT NOW AND FOR THE FUTURE

### 9.1 A greener and cleaner city

Eindhoven has a great deal of green space for a large city. That is a strong asset, but we want our neighbourhoods to become even greener, with greenery that is well maintained. In recent years, maintenance has fallen short. We envision a city with many green places where people can meet and relax. Small parks and green squares add real value to the neighbourhoods.

In addition to greenery, we are committed to a clean city. A tidy public space is not only a calling card for Eindhoven; it is also the foundation for pleasant living and for feeling truly at home. There is no place in our municipality for litter, weeds and dumped waste. We will step up the fight against it. We will tackle pollution and neglect.

#### What we achieved in 2022-2026:

- Greening the city centre and key squares (such as Clausplein and Wilhelminaplein).
- Greening 50 streets across neighbourhoods.
- More greenery and benches for older residents when streets and squares are redesigned.
- Extra budget for green maintenance to keep parks and green areas up to standard.
- The return of leaf baskets in our neighbourhoods.

#### What we want to achieve:

- We will continue **greening 50 additional streets and several squares** across neighbourhoods throughout the city.
- We want to create small parks and green squares instead of scattered “leftover” patches of greenery. Our goal is that **everyone has a green place within a 5-minute walk from home**, a place to relax, meet and enjoy. Where possible, this includes benches, “chat chairs” and sports facilities.
- **Green maintenance will be intensified.** Green space is valuable, but it must also be (traffic-)safe and give a neat, well-kept feeling. This means mowing on time where needed. The guiding principle is: green where possible, but (traffic-)safe. Trees will be properly pruned and maintained, and weeds removed. If trees cause serious nuisance, they can be removed and replaced by new trees.
- As in the city centre, **each city district will have a flexible maintenance team** that responds quickly to minor maintenance and repair issues in public spaces, such as removing litter, repairing damaged street furniture or re-laying loose paving stones. The team is present in the district all day, acts as the municipality’s eyes and ears, and fixes small problems quickly.
- We also call on residents to **maintain their front gardens more neatly**. Gardens that are overgrown with weeds or household items affect the appearance of the neighbourhood.



- Residents will be given **the opportunity to help shape the green design** in their own neighbourhood (green citizen participation).
- We recognise the city forest as an important place to relax and will therefore **invest in better accessibility and facilities**, including at De Wielewaal.
- We will place **leaf baskets in neighbourhoods** where residents want them.
- The municipality will ensure **well-maintained roads, sidewalks and cycle paths**. We aim for a high quality level. Loose tiles and tree roots pushing up pavements will be addressed immediately. Reports from residents will be handled quickly, and when a report comes in we will also look at the rest of the street to use time and resources more efficiently. When redesigning streets, we aim to separate pedestrians, cyclists and cars as much as possible.
- **Public space — and with it the look and feel of our neighbourhoods — must be modern and well kept.** This requires more investment. In several areas, especially in Woensel-Noord, public space is showing signs of wear. Street lighting, playgrounds, greenery, facilities, streets and sidewalks must therefore be maintained and renewed on time. We will pay attention to all neighbourhoods — including those that may appear fine at first glance, because if we fail to invest, decline will follow over time.
- In every neighbourhood we will provide **good and safe play equipment for children** and enough well-maintained dog-walking areas — where possible with seating to encourage meeting and social contact.
- **We will keep promoting the BuitenBeter app** to encourage more residents to install it, making it easier to report issues and improving maintenance of public space.
- Too often, the areas around waste containers are untidy. So we will introduce a set of measures:
  - a) **Enforcement on rubbish bags dumped next to containers will be expanded** significantly, so it no longer pays to leave bags outside. Two enforcement officers for the entire city is far too little.
  - b) Waste containers should **no longer require a card to open**.
  - c) Where waste containers capacity is less, **we will increase capacity**.
  - d) If problems persist, **camera surveillance** will be implemented.
- Together with initiatives such as Adopteer een Straat and Troep Troopers, **we will launch a city-wide initiative** to raise awareness about litter and encourage residents to organize litter-picking walks in their neighbourhood. We will reward clean-up actions from neighbourhoods and place more litter bins. Residents will also be given the opportunity to plant and maintain a piece of land in their neighbourhood together.
- To reduce litter and ensure people pick up and dispose of dog waste, **additional litter bins will be placed** in hotspots with dog-waste, litter and similar issues.
- Where there are major infestations from black rats, **the municipality must carry out pest control itself**. At the same time, it will advise residents on preventive measures and coordinate efforts.





## 9.2 Climate, energy and sustainability

Good stewardship also means strong climate and energy policy. We consider protecting the climate and sustainability extremely important. Fortunately, in some areas — including among local entrepreneurs — we are already ahead of schedule, and as a municipality, we can learn from the private sector. Too often we still get stuck in plans and visions, while businesses take action sooner. At the same time, we aim for an approach that reaches all residents and companies. We are convinced that people value sustainability and are willing to take extra steps — provided it remains affordable and the burden is shared fairly. That is why we seek to involve partners in the city in a positive way.

Eindhoven must make full use of the innovative power of its companies and knowledge institutions, turning it into a significant contribution to the global fight against the climate crisis.

### What we achieved in 2022-2026:

- Establishment of a public energy company.
- The “Klussenbus” (handyman bus) helps residents insulate their homes.

### What we want to achieve:

- We will collaborate with regional partners, Enexis, the province and the national government to **tackle grid congestion**, and meet the growing demand for electricity. We expect the national government to continue prioritising the Brainport region, ensuring that small businesses and households also benefit from Brainport’s strategic value. We want companies and organisations to be connected to the grid quickly.
- We will **stimulate the transition to electric and hydrogen vehicles** by working with Brainport on smart solutions and by installing enough charging points.
- We will urge TenneT to quickly **place the high-voltage lines in Woensel-Noord underground**. After all, funding has already been reserved for this.
- We will **stimulate new initiatives** by setting up a sustainability acceleration fund. This will become part of the start-up investment agenda.
- We will **continue investing in climate adaptation** by greening the city and improving water retention, ensuring Eindhoven is resilient to extreme heat and heavy rainfall.
- We will **continue developing the municipal energy company** Eindhoven — but now we want to see real, concrete results. We will do this in a risk-aware way: first connecting the less risky areas to the heat network. This creates a healthy business model, after which we can connect more complex areas.
- We will further **improve the sustainability of the municipality’s portfolio** of hundreds of public buildings, so we lead by example.
- Together with Brainport and Eindhoven Airport, we will stimulate **exploration into electric aviation**.
- The municipality will explore offering **sustainability loans** to companies and homeowners



for solar panels, heat boilers and insulation measures, supporting the movement to accelerate the transition of existing homes to gas-free living.

- We will expand **“green waves” for cars** on main routes to reduce CO<sub>2</sub> and particulate emissions.
- **By 2035, we aim for all homes, businesses and other buildings to be well insulated.** Together with partners and landlords in the city, we will investigate how best to achieve this goal.
- We will stimulate the **use of all suitable roofs for solar energy or green roofs**, as far as feasible given the reality of grid congestion and an overloaded electricity network in our region.
- We will continue to **promote de-paving (removing hard surfaces) in streets and gardens** in neighbourhoods. This helps prevent flooding during heavy rainfall.
- In waste processing, we will keep striving for **more reuse, waste separation and recycling**.





#### KEY PRIORITY

## Less policy, more action.

50 fewer policy officers and 50 additional implementation officers to deliver concrete projects. We ensure a service-oriented municipality that communicates clearly, keeps local taxes affordable, and saves structurally for major investments.



## 10. OUR GOVERNANCE, ORGANISATION AND OUR FINANCES

### 10.1 Service-oriented, reliable and decisive

Many aspects of our municipality are running well, thanks to a large group of committed, skilled and dedicated civil servants. In the dynamic environment of our city and region, their work is extensive and demanding. At the same time, the city's growth is placing increasing demands on us, both politically and administratively. In recent years, significant investments have already been made in the municipal organisation, mainly by hiring more staff and improving management and steering. The first results are visible. We are now entering a new phase for our city and region, one that is even more strongly focused on implementation and delivery.

We want speed and reliability. That means: agreements must be honored; they should not trigger new discussions or reconsiderations. Unfortunately, this still happens too often. A cultural shift is needed. We also want the municipality to deliver and achieve concrete results, so that residents and entrepreneurs can see that public money is being used responsibly. When civil servants are able to make meaningful contributions to the common good, feel involved in the chosen direction and are given the space to take initiative, they gain more job satisfaction and become more effective.

This means that three issues must be reviewed independently of one another:

- the way the organisation is managed;
- the balance between quality and quantity within the organisation;
- the development of a goal-oriented organisational culture.

We want this review to take place immediately at the start of the new governing period, through a formal assignment from the new executive board.

#### What we achieved in 2022-2026:

- Significant investment in the organisation, including expanding the workforce and working with compact teams to ensure attention for employees and result-oriented management.
- An increase in the travel allowance for municipal employees.
- Ten municipal processes were reviewed to improve efficiency and effectiveness.
- Additional support for the city council, enabling it to perform its role better.

#### What we want to achieve:

- Fewer new policy documents and visions, and more action and delivery. To achieve this, we will **redeploy 50 civil servants** who currently mainly work on policy or strategy **to the execution of concrete projects** in the city, such as building schools, homes and sports facilities,





or maintaining green spaces.

- The municipality will be **accessible outside office hours**, both digitally and in person. The government should be easy to access in multiple ways.
- The municipality will **communicate in clear and understandable language**. All letters and texts must be easy to read and understand for everyone.
- **Civil servants will spend more time in neighbourhoods**, for example from community centres.
- **The municipal organisation will be managed in a business-like manner**. Every civil servant understands what is expected of them and what results they are expected to deliver.
- Civil servants know what is meant by good service delivery: **properly informing residents and involving them as much as possible**. The organisation will maintain good management information and report structurally to the city council.
- **Each year, at least 10 processes will be reviewed** to increase efficiency and improve services.
- We will use **digitalisation and AI** to provide effective and user-friendly services.
- The **city council will be well supported**, both substantively and organisationally.

## 10.2 Finances

Financially, we aim for clear frameworks that ensure solidity and reliability. This means no tax increases that price us out of the market or place an unnecessary burden on our residents. At the same time, we must continue to save to cover the capital costs of our ambitious strategic investment agenda. Budgets must be balanced over multiple years, and every proposal must have proper financial coverage.

The money the municipality receives mainly comes from taxes paid by residents and businesses, collected either locally or via the national government. This money must be spent carefully and responsibly for the benefit of our residents. Our goal is to generate as much broad prosperity as possible for all people of Eindhoven.

### What we achieved in 2022-2026:

- As promised, property tax (OZB) increased less than inflation and remains below the average of the G40 municipalities.
- We saved for major investments in the city.
- Strong financial reserves were built up, leaving Eindhoven in a solid financial position.

### What we want to achieve:

- The CDA kept **local taxes low** in 2022–2026, contributing to Eindhoven's strong financial position. We will continue to protect the finances of residents, organisations and businesses in the period 2027–2030. Local taxes may not grow faster than inflation and will never exceed



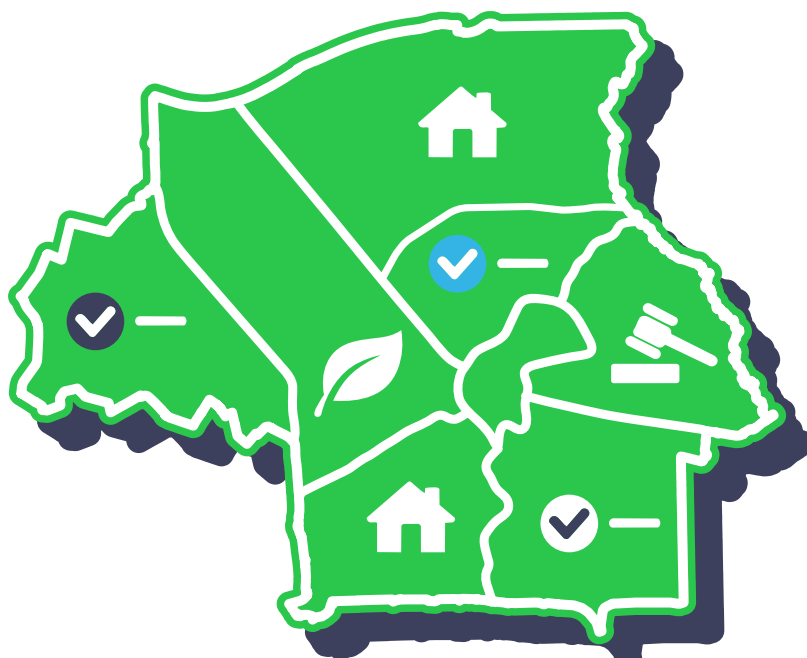
the national average.

- We will maintain **a robust, multi-year balanced budget**, with structural income and expenditure in equilibrium. Every proposal must be financially covered, and financial choices will be assessed in an integrated manner.
- The **focus of the budget cycle will be on implementation**, not on producing new visions and policy papers.
- There is no need for sharp tax increases, as Eindhoven's finances remain strong. Over the past seven years, structural underspending has left substantial funds unused. **We advocate stricter monitoring of underspending** by the alderman for Finance, including the possibility of reallocating budgets that remain unused for too long.
- With regard to tourist tax, we must avoid pricing ourselves out of the market. **We will adhere to the agreements with the hotel sector** on the gradual increase path towards 2027.
- **We will closely monitor our resilience capacity of €110 million** and adjust it in line with developments in financial risks.
- **We will continue to work according to the financial rules agreed for the 2022-2026 period** with the current coalition.
- Cofinancing for the Brainport Deal and the Beethoven Covenant is secured. **In addition, funding is needed for major investments** such as grade-separated intersections on the ring road, greater control over our campuses, school construction, implementation of our municipal heat company and expansion of sports infrastructure. **We must continue to save structurally for these investments**, ensuring room in the budget to cover the associated capital costs.
- Given our ambitious strategic investment agenda, **it is essential to continue saving structurally for large projects**, such as grade-separated intersections on the Ring road, strengthening our grip on campuses, building schools, scaling up the heat company and investing in sports facilities.



## PART 2

# Our plans per neighbourhood.





# EINDHOVEN

## NEIGHBOURHOOD BY NEIGHBOURHOOD

The municipality of Eindhoven originated as a collection of villages. In addition to the city centre, these included Woensel, Stratum, Strijp, Gestel and Tongelre. These former villages now make up seven city districts, within which there are 117 neighbourhoods. In this chapter, we describe what is specifically needed in these districts and neighbourhoods.

We firmly believe that what you see and experience in your immediate surroundings – in your own neighbourhood – is decisive for whether you feel at home. When signals are picked up quickly and people are listened to directly, this strengthens the sense of connection. This is how neighbourhoods emerge in which people feel truly at home.

At CDA Eindhoven, we strive to keep an eye on the major challenges facing the city – such as infrastructure, housing development and Eindhoven's economy – while also paying close attention to matters that may seem smaller, but are just as important: weeds, litter, noise nuisance, unsafe streets, poor lighting, overdue maintenance, insufficient contact with neighbourhood police officers, problems with rats, and so on. Because where you feel at home, deserves proper care.

### Our plans per neighbourhood

A large part of our daily lives takes place in our neighbourhoods. This is where we live, go to school, play sports, do our shopping, visit the community centre, take a walk or walk the dog. That is why we want neighbourhoods that are pleasant and safe, where people look out for one another: clean and green, with a lively community centre, an attractive shopping area and vital sports clubs nearby.

Every neighbourhood in Eindhoven is different and unique. Residents and entrepreneurs have their own specific needs and know better than anyone what is good for their neighbourhood. The municipality must listen carefully to these voices. Some neighbourhoods face greater challenges than others, and these challenges differ from place to place. There are neighbourhoods with significant social and economic disadvantages and a declining living environment, as well as neighbourhoods with higher liveability and stronger social cohesion. In some areas, the residential environment requires major improvement, while in others the focus should be on preserving quality.

We therefore pay attention to **all neighbourhoods**, including those where things may seem to be going well, but where a lack of long-term investment can eventually lead to decline.

**We work in a neighbourhood-oriented way.** This means that we do not apply one uniform policy across Eindhoven, but determine what is needed per neighbourhood. In 2026, together with residents, we will identify the long-term needs of each neighbourhood and draw up a single agenda with **at least three concrete priorities** for the years ahead. Ideas will be gathered broadly within the neighbourhood, ensuring that all residents can make their voices heard. **Each year**, progress will be reviewed and communicated widely, so it is clear whether the municipality is delivering on its promises. In doing so, we will be explicit about resources, staff deployment and results.

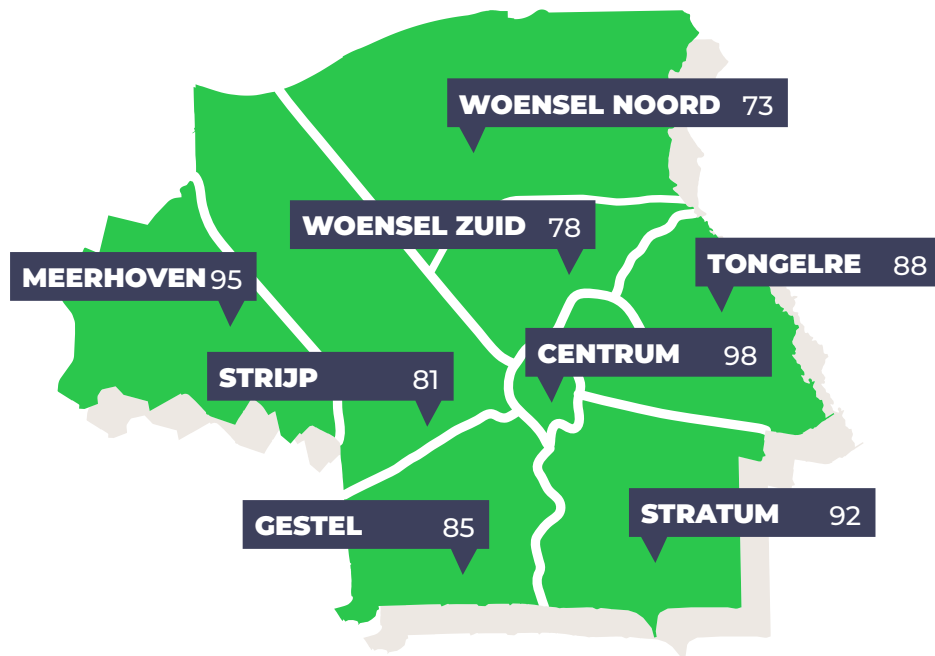




For each city district, **we work with a team** consisting of an area manager and sufficient area coordinators. They are visible in the neighbourhood and work closely with enforcement officers, neighbourhood police officers, youth workers and staff from WIJeindhoven. We aim to retain these **familiar faces**, as frequent changes are not beneficial for neighbourhoods. We also ensure sufficient funding for neighbourhood policy. We will move away from the distinction between priority and non-priority areas, as we assess needs per neighbourhood. Every neighbourhood association will have access to **adequate resources** to organise activities.

In addition to short-term measures, **long-term investment is needed**, as more neighbourhoods are beginning to show signs of wear. This includes the appearance of neighbourhoods, their layout and the quality of public space. Improvements are often made in connection with housing developments, but many neighbourhoods have no such plans. These neighbourhoods also deserve a high-quality living environment. That is why we will reserve funds for long-term neighbourhood investments through the Strategic Investment Reserve.

Because we attach great importance to addressing specific problems and challenges in residents' immediate living environment, we have identified neighbourhood-specific issues for each city district and outlined possible solutions.











# 1. WOENSEL NOORD



## Our plans for Woensel Noord.

### What we want to achieve:

- In an increasing number of neighbourhoods in Woensel-Noord, the area is beginning to look worn down (such as Tempel, Jagershoeve or 't Hooft), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, greenery, facilities, streets and pavements will be maintained and renewed in a timely manner**. We will start in those neighbourhoods where the situation in Woensel-Noord is currently most urgent.
- **Several neighbourhoods** in Woensel-Noord, such as Acht, Driehoeksbos or Blixembosch, **function well**, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality.**
- In many neighbourhoods (such as Achtse Barrier, Prinsejagt, Vaartbroek and Vlokhoven), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a “Buiten Beter” report is submitted, we will, where possible, include the rest of the street as well.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that neighbourhoods look well cared for. Traffic safety must be guaranteed at all times.
- We also make **an appeal to residents to maintain their front gardens more neatly**. Many gardens are full of weeds or household items. This affects the appearance of the neighbourhood.
- Enforcement will carry out **stricter checks on the use of fireworks**, and in locations where this frequently occurs, an assembly ban will be introduced.
- The **high-voltage power lines in Woensel-Noord** will be placed underground.
- There is significant nuisance caused by black rats. **In cases of serious rat infestations in a neighbourhood, the municipality must carry out pest control itself.** At the same time, residents must be advised on preventive measures, and the municipality must coordinate these efforts.
- We will tackle **litter and the illegal placement of rubbish bags** by, among other measures, installing additional waste containers, significantly increasing enforcement and, where this proves insufficient, installing camera surveillance.
- We will **preserve the distinctive village character of Acht**. Once the new school has opened, we want the grass field to be upgraded and the village fair to return.



- The municipality **will cooperate proactively if a supermarket wishes to establish itself in Acht.**
- In the new neighbourhood of Blixembosch Buiten, **more parking spaces will be created.** Additional waste containers will be placed along walking paths, and nuisance at the lookout point will be addressed.
- **We support** the new group of **volunteers who want to take over the management of Blixems.** The youth centre in Blixembosch will be open longer and more frequently.
- In Blixembosch, **we will make bicycle crossings safer,** such as those at Aanschot, the crossing near the schools and Stiffelio.
- To address noise nuisance from the A58/A50 near Blixembosch, **a noise barrier will be installed** that effectively reduces the disturbance.
- On the grass field at **Fransebaan/Argentanlaan** and at **Cluselaan/Spaaihoefweg** in Achtse Barrier, **homes will be built for young people and seniors** from the neighbourhood.
- **Biarritzplein in Achtse Barrier will be redesigned and greened,** making it more attractive and creating more space for pedestrians.
- We will **redesign Fransebaan in Achtse Barrier to reduce speeding.** Intersections will be made safer and clearer.
- On the site of the former church in Jagershoef, **we will build apartments for young people and seniors from the neighbourhood,** freeing up family homes. A new community centre will be built alongside the apartments, as the current one is seriously outdated.
- **In Jagershoef, we will turn the large grass field,** the playground and the Cruijff Court **into one coherent park.** It will become a place for sports, play and relaxation, and safety will be improved.
- Together with the owner, we will ensure **a more attractive and safer shopping centre at Nederlandplein** by redesigning it with more greenery, benches, bicycle racks and a play area. The dark underpass will be better lit.
- **Enforcement of speed limits** will be intensified, as speeding frequently occurs on roads such as Oude Bosschebaan, Sprookjesbosch and Stoutheuvel. Traffic-calming measures will be installed and, where necessary, the street layout will be redesigned.
- **An additional play area for young people** will be created in Prinsejagt.
- **We support residents' initiatives for a new kiosk in Henri Dunant Park.** Enforcement against nuisance (fireworks, suspicious individuals, waste) in this park will be increased, and additional lighting will be installed. Together with the neighbourhood, we will discuss smart solutions to parking nuisance near De Splinter.
- **Lighting will be installed at the calisthenics park in 't Hool,** so that people can also exercise in the evening.
- **We support additional housing near Woensel shopping centre,** in line with the identity of Woensel. Local businesses in the shopping centre will also benefit. Young people and se-





niors from Woensel will be given priority for these homes, freeing up larger family houses in the area and improving housing mobility.

- **The housing plans for Stadshart Woensel must not lead to parking nuisance** or the introduction of paid parking in surrounding neighbourhoods. We are concerned about the closure of **Genovevalaan and Rooseveltlaan**. These roads are important for traffic in Woensel-Noord. First, it must be investigated whether accessibility will remain adequate and whether no through-traffic will arise in surrounding neighbourhoods. **Until this is clear, these roads must not be closed.**
- **We will transform De Boemerang into a brand-new community centre** with senior housing above it, specifically for seniors from the neighbourhood. It is currently an important meeting place but is very outdated.
- The **intersection of Mercuriuslaan and Planetenlaan** in Eckart will be made **safer for traffic.**
- **Neighbourhood shopping centre Orion** in Eckart has deteriorated significantly and is no longer up to date. Together with the owner, **we will revitalise the entire area.** New shops will be developed with housing above them. Parking will be provided underground where possible, the surroundings will become greener, and illegal dumping of waste will be tackled firmly.
- **For the vacant school building** on Planetenlaan in Eckart, **we will seek a new function** that contributes to liveability and traffic safety, including addressing parking pressure in the area.
- **The fishing pond Doode Gracht will be made more accessible** by installing benches, litter bins and lighting. Parking nuisance on cycle lanes will be prevented.
- **We will preserve the traditional, down-to-earth character of Vaartbroek** and **prioritise housing for young people and seniors** from the neighbourhood, enabling them to move within the area. Families should be able to remain living in the neighbourhood. Good accessibility and sufficient parking are essential conditions.
- We will make **Amandelpark in Vaartbroek more attractive and safer** through better maintenance of green spaces, additional lighting and the installation of sports and play facilities.
- **We will keep the shopping centre in Vaartbroek up to date** by investing in public space and encouraging a diverse retail offering. bare ruimte en een divers winkelaanbod in Vaartbroek te stimuleren.
- **Primary school De Bijenkorf in Vaartbroek will be given priority for renovation**, as the building is significantly outdated.
- **In Luytelaer, a playground and exercise garden will be created for children**, so that they can play in their own neighbourhood.
- We will **explore a location for senior housing** in Heesterakker.



- We will **increase enforcement efforts against drug dealing**, nitrous oxide use and other nuisance, such as on Anconalaan, the Kruburg industrial estate in Heesterakker, or the industrial area between Bruggelaan and Brussellaan.
- **New asphalt will be laid on Bisschop Bekkerslaan and Roelantlaan**, with wider intersections, separate turning lanes and better-coordinated traffic lights. This will improve traffic flow between Huizingalaan and Kennedylaan. **Venetiëstraat** in Heesterakker will also be upgraded.

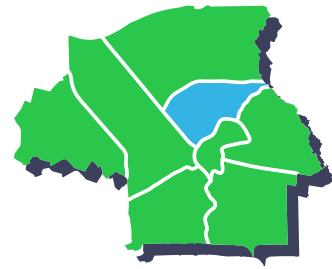








## 2. WOENSEL ZUID



### Our plans for Woensel Zuid.

#### What we want to achieve:

- In an increasing number of neighbourhoods in Woensel-Zuid, the area is beginning to look worn down (such as Mensfort, Limbeek or Generalenbuurt), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, greenery, facilities, streets and pavements will be maintained and renewed in a timely manner.** We will start in those neighbourhoods where the situation in Woensel-Zuid is currently most urgent.
- In many neighbourhoods (such as Oude Gracht-Oost, Oude Toren and Kronehoef), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a “Buiten Beter” report is submitted, we will, where possible, include the rest of the street as well.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that neighbourhoods look well cared for. Traffic safety must be guaranteed at all times.
- We will address **nuisance caused by people with confused behaviour, homeless people and individuals under the influence of alcohol and drugs** by increasing the deployment of police and enforcement officers, alongside appropriate care and support.
- We will **continue the deployment of street stewards**, who address people about (undesirable) behaviour in order to prevent nuisance
- We will tackle the problems in the area around **Kruisstraat and Woenselse Markt** by working together across all policy domains (safety, (youth) care, the economy, education, housing and public space) towards a comprehensive and integrated approach. It must become a safe and vibrant area for diverse cultures, a place people enjoy visiting, without crime and undermining activities.
- **We will tackle litter and the illegal placement of rubbish bags** by, among other measures, installing additional waste containers, significantly increasing enforcement and, where this proves insufficient, installing camera surveillance.
- **A general practitioner is needed in Oude Gracht.** The municipality will proactively enter into discussions on this matter.
- **We will improve safety on Wasvenpad** by making the path more visible and by smarter pruning of greenery.
- We will **increase enforcement efforts against drug dealers**, nitrous oxide use and other





nuisance, such as at the parking areas near Sumatrалаan and close to Baekelandplein.

- On Fridays and Saturdays, the neighbourhoods of Kronehoef, Hemelrijken and Gildebuurt are busy due to visits to the market and the mosque. **We will look for (temporary) additional parking spaces in the surrounding area** for visitors, while also increasing enforcement against illegal parking to reduce nuisance for residents.
- During PSV matches, **we will intensify enforcement against unsafe parking** in the Limbeek neighbourhood.
- The **intersection from Wezelstraat towards Woenselse Markt will be made safer for cyclists and pedestrians**. A grade-separated crossing will be constructed here.
- **Traffic lights** at the Marconilaan / Anthony van Leeuwenhoeklaan intersection **will also be adjusted more intelligently**.
- We will **ensure a safer design of the intersections at Steenstraat – Metiuslaan – Anthony van Leeuwenhoeklaan** in Limbeek.
- In several neighbourhoods, there are social housing dwellings that are severely outdated. We will call on housing corporations to **improve the maintenance of these homes**.
- Within the Ring, **we will maintain the reduced parking tariff for family and friends visiting residents**. The visitor permit scheme will be expanded in terms of the number of hours and to additional target groups. This will also help prevent a spill-over effect to neighbourhoods outside the Ring.
- **We will install lighting at public sports fields in neighbourhoods**, so that people can also exercise in the evening.
- **Vredeoord is a green neighbourhood, and this should be cherished**. However, the play grass fields must be actively mown, as must the areas around and on roads and pavements, in order to maintain traffic safety and liveability.
- We will develop **a new football pitch in Vredeoord** and ensure it is well maintained.
- We will continue to **invest in community centres in, among others, Mensfort and Oude Gracht**, as these are the living rooms of the neighbourhoods where residents meet.
- We will **refresh the appearance of the shopping area in Mensfort**.
- **Several neighbourhoods in Woensel-Zuid**, such as Oude Gracht, Eckartdal and Hondsheuvels, function well, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality**.
- We are committed to **a more diverse retail offering at Cassandraplein** through our neighbourhood shopping centre transformation team.
- **The appearance of the shopping centre on Generaal Coenderslaan** in the Generalenbuurt **could be more modern**. It is also desirable to organise parking in a clearer and more orderly way.





### 3. STRIJP



#### Our plans for Strijp.

##### What we want to achieve:

- In several neighbourhoods in Strijp, the area is beginning to look worn down (such as Lieveendaal, Het Ven, Schouwbroek and Schoot), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, greenery, facilities, streets and pavements will be maintained and renewed in a timely manner.** We will start in those neighbourhoods where the situation in Strijp is currently most urgent.
- In many neighbourhoods (such as Engelsbergen, Schouwbroek and Het Ven), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a “Buiten Beter” report is submitted, we will, where possible, include the rest of the street as well.
- In some streets in Strijp, there is large-scale room rental and housing subdivision. **We will enforce the 30-metre rule and illegal room rental** and prevent further fragmentation of housing in locations where this disrupts the social structure of the neighbourhood.
- **We will improve traffic safety at the Strijps Bultje,** in particular at the intersection with Zwaanstraat. Traffic from Achtseweg-Zuid will be connected directly to the Ring Road, so that it no longer has to pass through the neighbourhood.
- **Strijp-S is a vibrant neighbourhood and must remain so.** We will protect the creative and social character that makes the area unique. We will make the traffic situation clearer and tackle parking problems.
- Through the new business investment zone, **we will strengthen the local business climate and improve the amenities** for residents and visitors in Strijp-S.
- We will promote **greater social cohesion in Strijp-S** by, among other things, facilitating and organising activities, creating a shared community living room and supporting the Nach van Strijp-S.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that the neighbourhood looks well cared for. Traffic safety must be guaranteed at all times.
- **Maintenance of the Philips van Lennepark will be improved,** with better water drainage. The park is often flooded and paths are too wet. To enable sports activities in the evening and to improve the sense of safety, additional lighting will be installed. This is also desirable around the petting zoo.





- We also **make an appeal to residents to maintain their front gardens more neatly.** Many gardens are full of weeds or household items. This affects the appearance of the neighbourhood.
- We will **tackle litter and the illegal placement of rubbish bags** by, among other measures, installing additional waste containers, significantly increasing enforcement and, where this proves insufficient, installing camera surveillance..
- **Several neighbourhoods in Strijp**, such as Vonderkwartier, Engelsbergen, Drents Dorp and Strijp-R, function well, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality.**
- An increasing number of expats are settling in Strijp. **We want long-standing residents of Eindhoven and new Eindhoven residents to live together harmoniously.** We will support and organise activities that connect 'long-standing' and 'new' Eindhoven residents.
- Together with the owner, **we will make De Hurk shopping centre more attractive and improve traffic safety.** We will redesign the public space so that parking becomes clearer and will enforce against the illegal placement of waste.
- At the shopping centre on Trudoplein, **we will introduce a blue zone or very low-cost parking.** We will encourage the establishment of businesses that add quality to the retail mix (branching).
- We will **preserve the unique character of the Philipsdorp neighbourhood and Trudoplein.**
- **At the Urban Sports Park, a hospitality or community facility will be developed** on the site of the former football canteen and changing rooms. Additional lighting will be installed so that people can also exercise in the evening. Trees will be planted to provide cooling and shade.
- We will **continue to invest in the community centres 't Bellefort and Lievendaal**, as these are the living rooms of the neighbourhoods where residents meet.
- Together with businesses on De Hurk, **we will reduce odour nuisance**, improving liveability in the 't Ven neighbourhood.
- In the coming years, construction activity will continue at a high level in the city centre and in Strijp. **We will ensure that neighbourhoods remain well accessible** despite the growing number of residents. This accessibility will be ensured for pedestrians, cyclists, public transport, shared mobility and cars.
- We will ensure sufficient parking spaces. Within the Ring, **we will maintain the reduced parking tariff for family and friends visiting residents.** The visitor permit scheme will be expanded in terms of the number of hours and to additional target groups. This will also help prevent a spill-over effect to neighbourhoods outside the Ring.
- In the longer term, new squares will be created in the city centre and car traffic there will decrease. This will have consequences for areas such as Vonderkwartier. We will steer to-





wards **squares that are attractive, safe and accessible** for residents, visitors and entrepreneurs alike. For example, Vonderweg will be closed to through traffic and car traffic on Mauritsstraat will decrease significantly due to a bus lane. These streets will be redesigned with more greenery, seating, terraces and more space for walking and meeting.

- **Enforcement of speed limits** will be intensified, as speeding frequently occurs on roads such as Welschapsedijk and Zeelsterstraat. Traffic-calming measures will be installed and, where necessary, the street layout will be redesigned.
- During PSV matches, **we will intensify enforcement against unsafe parking** in surrounding neighbourhoods in Strijp.
- The Philips Stadium will be expanded in the future. In addition to liveliness and atmosphere, this will also have consequences for traffic movements, parking and additional nuisance (such as public urination and waste) in the neighbourhood. **Together with PSV, we will engage with residents** and take appropriate measures.
- **The dog-walking area on Kleinakkerweg** (behind the cemetery) will be upgraded into a **more attractive and greener area**, with lighting and small-scale improvements.









## 4. GESTEL



### Our plans for Gestel.

#### What we want to achieve:

- In several neighbourhoods in Gestel, the area is beginning to look worn down (such as Bennekel, Genderdal and Blaarthem), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, greenery, facilities, streets and pavements will be maintained and renewed in a timely manner.** We will start in those neighbourhoods where the situation in Gestel is currently most urgent.
- In many neighbourhoods (such as Hagenkamp, Oude Spoorbaan, Genderbeemd and Rapenburg), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a “Buiten Beter” report is submitted, we will, where possible, include the rest of the street as well.
- **The intersections at Franz Lehárplein and at Gestelsestraat – Boutenslaan will be made safer for traffic,** as they currently create unclear and unsafe traffic situations.
- A new residential neighbourhood will be developed at Kastelenplein, in keeping with the identity of Gestel. **Young people and seniors from Gestel will be given priority for these homes.** This will also free up larger family homes in the surrounding area, improving housing mobility. **With additional facilities,** surrounding neighbourhoods will benefit as well. The housing plans must not lead to parking nuisance or the introduction of paid parking in the (surrounding) neighbourhoods.
- We will **tackle nuisance caused by people with confused behaviour, homeless individuals and people under the influence of alcohol and drugs** through increased deployment of police and enforcement officers, while of course also providing appropriate care and support. This nuisance is evident, among other places, at Franz Lehárplein, the Genneper Parks and in the Schrijversbuurt.
- To limit nuisance caused by social care facilities in Gestel, **we will ensure a fair distribution of social care accommodation** across the entire city.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that neighbourhoods look well cared for. Traffic safety must be guaranteed at all times.
- **Maintenance of the Genneper Parks, Klotputten and Severeijn Park** will be improved.
- We also make an **appeal to residents to maintain their front gardens more neatly.** Many gardens are full of weeds or household items. This affects the appearance of the neighbourhood.
- In autumn, **we will place additional leaf containers,** as the many parks in Gestel result in



pavements being covered with leaves.

- **Enforcement of speed limits** will be intensified, as speeding frequently occurs on Hoogstraat, Mecklenburgstraat and Edenstraat. Traffic-calming measures will be installed and, where necessary, the street layout will be redesigned.
- **In Blaarthem, we want a community centre** and more play areas for young people.
- We will **tackle litter and the illegal placement of rubbish bags** by, among other measures, installing additional waste containers, significantly increasing enforcement and, where this proves insufficient, installing camera surveillance.
- **Several neighbourhoods in Gestel**, such as Hanevoet, Schrijversbuurt and Ooievaarsnest, function well, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality.**
- In too many streets, there is large-scale room rental and housing subdivision, such as in Bennekel. **We will enforce the 30-metre rule and illegal room rental** and prevent further fragmentation of housing in locations where this disrupts the social structure of the neighbourhood.
- In the longer term, new squares will be created in the city centre and car traffic there will decrease. This will have consequences for neighbourhoods such as Hagenkamp and Oude Spoorbaan. **We will steer towards squares that are attractive, safe and accessible** for residents, visitors and entrepreneurs alike. For example, Vonderweg will be closed to through traffic and car traffic on Mauritsstraat will decrease significantly due to a bus lane. These streets will be redesigned with more greenery, seating, terraces and more space for walking and meeting.
- Within the Ring, **we will maintain the reduced parking tariff for family and friends visiting residents.** The visitor permit scheme will be expanded in terms of the number of hours and to additional target groups. This will also help prevent a spill-over effect to neighbourhoods outside the Ring.
- **Nuisance at Verhulstplein in Bennekel must come to an end.** We will deploy youth workers and additional enforcement, and where necessary introduce an assembly ban or camera surveillance.
- We will **make the shopping centre at Franz Leharplein more attractive and safer** by redesigning it, with more greenery, benches and lighting.
- An increasing number of expats are settling in Gestel. **We want long-standing Eindhoven residents and new Eindhoven residents to live together harmoniously.** We will support and organise activities that connect 'long-standing' and 'new' Eindhoven residents.
- We will ensure that **the arrival of Museum Vonk and the hotel in the Clarissenklooster does not come at the expense of residential quality** in the surrounding neighbourhoods or the flora and fauna of the Genneper Parks.
- We will **increase enforcement efforts against drug dealers**, for example around Boutenslaan and in Genderbeemd and Genderdal.

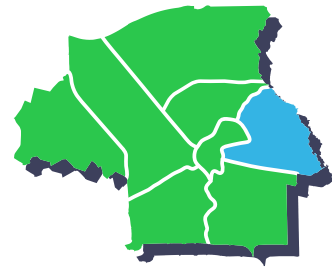








## 5. TONGELRE



### Our plans for Tongelre.

#### What we want to achieve:

- **We will address water nuisance.** Tongelre too often has to deal with excessively high groundwater levels and flooding of the Dommel, and together with the Water Board the municipality must investigate how this can best be addressed.
- In several neighbourhoods in Tongelre, the area is beginning to look worn down (such as Doornakkers-East and West, as well as 't Hofke), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, greenery, facilities, streets and pavements will be maintained and renewed in a timely manner.** We will start in those neighbourhoods where the situation in Tongelre is currently most urgent.
- In many neighbourhoods (such as Muschberg, Geestenberg and Lakerlopen), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a "Buiten Beter" report is submitted, we will, where possible, include the rest of the street as well.
- **Enforcement of speed limits** will be intensified, as speeding frequently occurs on Parklaan, Fuutlaan, Nachtegaallaan, Eisenhowerlaan, Pagelaan and Kalverstraat. Traffic-calming measures will be installed and, where necessary, the street layout will be redesigned.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that the neighbourhood looks well cared for. Traffic safety must be guaranteed at all times. In some locations, such as the central median of Oldenbarneveltlaan, intersections with neighbourhood streets are currently unsafe.
- We also make an **appeal to residents to maintain their front gardens more neatly.** Many gardens are full of weeds or household items. This affects the appearance of the neighbourhood.
- We **support the realisation of the Nieuwe Fuutlaan** with a good connection to the Ring Road.
- **Mignotveld in the Villapark will be made safer and more attractive,** particularly for children, by adding more sports and play facilities. Police officers and enforcement officers will carry out more frequent checks to reduce nuisance, including drug dealing and nuisance caused by people with confused behaviour who linger in the area. Additional lighting will also be installed.



- **The number of events around the Karpendonkse Plas and the IJzeren Man will not be increased.** We will protect the flora and fauna and the quality of living in this area.
- Maintenance of the park around the Karpendonkse Plas **will be improved.**
- Villapark, as well as 't Hofke, is characterised by the unique character of its neighbourhoods, reflected, among other things, in the presence of industrial and cultural heritage. **We want to respect and preserve this urban landscape.** The same applies to the strong sense of community in Geestenberg and Doornakkers.
- To prevent additional parking pressure following the realisation of all new housing plans in the station area, we will work with **realistic parking standards** for these projects.
- **The retail offering on Tongelresestraat must be good and diverse** and must not become as monotonous as Kruisstraat. We will encourage the establishment of businesses that add quality to the retail mix ('branching'). We will enforce against untidiness (for example grease stains on pavements). More space will be created for loading and unloading without causing nuisance. **Traffic safety around the shopping area will be improved** by creating additional safe crossing points and reducing the speed limit to 30 km per hour. **Pavements on Tongelresestraat will be made more accessible** for people using walking aids, wheel-chairs or mobility scooters. Additional bicycle parking facilities will be installed so that pavements remain freely passable.
- We will **tackle litter and the illegal placement of rubbish bags** by, among other measures, installing additional waste containers, significantly increasing enforcement and, where this proves insufficient, installing camera surveillance.
- We continue to receive too many complaints about the shelter facility on Fuutlaan. We will therefore consult with Springplank and the neighbourhood and do everything possible to **reduce these problems.** Additional litter bins will also be placed along this street to prevent litter.
- A new residential neighbourhood will be developed at Sectie C, in keeping with the identity of Tongelre. **Young people and seniors from Tongelre will be given priority for these homes.** This will also free up larger family homes in the surrounding area, improving housing mobility. With additional facilities, surrounding neighbourhoods will benefit as well. **The housing plans must not lead to parking nuisance** or the introduction of paid parking in the (surrounding) neighbourhoods.
- At Sectie C, **space must remain available for creative makers, volunteer organisations and other small and medium-sized enterprises.**
- We will **increase enforcement efforts against drug dealers,** nitrous oxide use and other nuisance, such as at the parking areas near Javalaan, the water treatment plant and the green strip along Koudenhovenseweg.
- The garages along Fuutlaan are often targeted by graffiti and vandalism, mainly during night-time hours. Here too, **we will ensure increased enforcement checks** and better lighting.





- We will take additional measures to **slow down traffic on Wolvendijk** in order to improve traffic safety.
- We will **prevent through-traffic on Koudenhovenseweg** by implementing traffic-calming measures and improving traffic flow on the main roads.
- The **intersections between the Ring Road and the surrounding neighbourhoods**, such as Oldenbarneveltlaan/Eisenhowerlaan, Javalaan/Rondweg and Tongelresestraat, **will be made safer for cyclists and pedestrians**. Measures may include better adjustment of traffic lights, grade-separated crossings and the installation of speed cameras.
- In the new residential neighbourhood of Tongelresche Akkers, **playgrounds will be created** so that children can enjoy playing outdoors close to home.
- **Several neighbourhoods in Tongelre**, such as De Karpen, Koudenhoven and Villapark, function well, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality.**









## 6. STRATUM



### Our plans for Stratum.

#### What we want to achieve:

- In many neighbourhoods (such as Elzent, Rochusbuurt and Gijzenrooi), streets and pavements have subsided and are in need of major renovation. **We will maintain them better and redesign them.** When a “Buiten Beter” report is submitted, we will, where possible, include the rest of the street as well.
- **There will be more maintenance of green spaces.** Grass will be mown more frequently so that the neighbourhood looks well cared for. Traffic safety must be guaranteed at all times.
- We also make an **appeal to residents to maintain their front gardens more neatly.** Many gardens are full of weeds or household items. This affects the appearance of the neighbourhood.
- **Many neighbourhoods in Stratum**, such as Eikenburg, De Roosten, Gijzenrooi, Riel, Putten and Elzent, function well, but if we do not invest there, this will also lead to decline in the longer term. **Here too, we strive for a high level of quality.**
- **Enforcement of speed limits** will be intensified, as speeding frequently occurs on Floralaan-Oost, Floralaan-West, Heezerweg, Sint Petrus Canisiuslaan and Tivolilaan. Traffic-calming measures will be installed and, where necessary, the street layout will be redesigned.
- In some streets in Stratum, there is large-scale room rental and housing subdivision. **We will enforce the 30-metre rule and illegal room rental** and prevent further fragmentation of housing in locations where this disrupts the social structure of the neighbourhood.
- Within the Ring, **we will maintain the reduced parking tariff for family and friends visiting residents.** The visitor permit scheme will be expanded in terms of the number of hours and to additional target groups. This will also help prevent a spill-over effect to neighbourhoods outside the Ring.
- We will **improve traffic flow on Aalsterweg** by adjusting traffic lights more intelligently and by introducing grade-separated intersections on the Ring Road. **The crossing on Aalsterweg** between the Indoor Sports Centre and Vesaliuslaan **will be made clearer and safer.**
- **At Sint Jorislleen, a safe pedestrian crossing will be created** for children walking to the primary school.
- In several neighbourhoods in Stratum, the area is beginning to look worn down (such as Rochusbuurt, Irisbuurt and Bloemenplein), when looking at the appearance of the neighbourhood, its layout and the quality of public space. That is why **lighting, playgrounds, green-**





**ery, facilities, streets and pavements will be maintained and renewed in a timely manner.** We will start in those neighbourhoods where the situation in Stratum is currently most urgent.

- **Maintenance of the Stadswandelpark will be improved.** We will ensure that the park is brought up to date. The number of cyclists and fat bikes will be limited, so that it remains a safe and pleasant park for walking.
- We will **preserve and protect the distinctive character of Riel and Schuttersbosch.**
- In Schuttersbosch, **a playground for young people will finally be developed.**
- We are also seeing an increase in homeless people in Stratum. We will ensure active guidance, including at night, **so that people** without a fixed place of residence are more quickly directed to shelter facilities and **do not have to spend the night in tents in the Stadswandelpark.** Naturally, we will enforce against nuisance caused by people with confused behaviour, homeless individuals and people under the influence of alcohol and drugs.
- In Eikenburg–De Roosten, **a meeting place for seniors in the neighbourhood** is desirable.
- **Heezerweg**, from the Ring Road towards the city centre, **will be upgraded.** The same applies to the area around Heistraat. These areas are currently showing signs of decline.
- **The pavements in Rochusbuurt will be widened and made safer** for walking aids, prams and wheelchairs, particularly around primary school De Hasselbraam.
- **The connection between Stadswandelpark and Ton Smitspark will be greened** and made climate-adaptive.
- **Gennepeweg in the Gennep Parks will undergo major maintenance.** Parts of the asphalt have warped, creating unsafe situations.
- **The pedestrian crossing at Stratumsedijk / Hertogenlaan will be made safer.**
- The **intersections between the Ring Road and surrounding neighbourhoods**, such as Leenderweg/Rondweg, Aalsterweg/Rondweg, Heezerweg/Rondweg and Geldropseweg, **will be made safer for cyclists and pedestrians.** Measures may include better adjustment of traffic lights, grade-separated crossings and the installation of speed cameras.
- We will ensure that the arrival of Museum Vonk and the hotel in the Clarissenklooster **does not come at the expense of residential quality** in surrounding neighbourhoods or the flora and fauna of the Gennep Parks.
- We will **explore a location for senior housing in Gijzenrooi**, enabling seniors from the neighbourhood to move there and freeing up family homes.
- The **zebra crossing near Albert Heijn on Roostenlaan and the zebra crossing on Leenderweg near Plaza Futura will be made safer.**
- In Eikenburg–De Roosten, there has recently been a high number of burglaries. **We will increase the sense of safety** in the neighbourhood through visible enforcement and police presence, with additional patrols and support for neighbourhood watch initiatives. Additional street lighting or the temporary use of cameras is also an option.







## 7. MEERHOVEN



### Our plans for Meierhoven.

#### What we want to achieve:

- Many expats live in Meierhoven. We see that homes, and front gardens in particular, are sometimes less well maintained. The municipality will actively engage with residents to jointly explore how **front gardens can be kept neat and well maintained**.
- An increasing number of expats are settling in Meierhoven. **We want long-standing Eindhoven residents and new Eindhoven residents to live together harmoniously**. We will support and organise activities that connect 'long-standing' and 'new' Eindhoven residents.
- **A community centre with a library function** will be established in Meierhoven, as residents have called for through a petition. It will be a low-threshold meeting place for the neighbourhood.
- For residents who find it more difficult to access municipal services, **we will organise municipal consultation hours at De Hangar**, including for specific questions.
- Poorly maintained verges invite littering. That is why **we will invest in improved green maintenance**, so that verges remain clean and well cared for.
- **Additional litter bins will be placed around Meerplein**, and they will be **emptied more frequently**.
- Groups of youths hanging around cause nuisance in Meierhoven through loud music, reckless driving, vandalism or littering. **We will deploy both youth workers and enforcement officers**.
- **Access from Meierhoven to the main roads must be adequate**. In particular around Zanddijk and Bosdijk, we will assess whether adjustments are needed to improve traffic flow.
- **The intersection of Zandstrand – Zandkasteel – Bosrand will be made safer for traffic**, as it is currently unclear and dangerous.
- We will continue to **pay attention to parking nuisance caused by travellers to Eindhoven Airport** and will work together with residents on a plan to reduce this.
- Bus line 401 sometimes fails to stop at stops because it is already full coming from the airport. **The bus must run more frequently**, so that residents of Zanddijk, Meerdijk and Grasdijk can also use public transport.
- In addition to the HOV line and the cycling highways, residents of Meierhoven are highly dependent on the car for their daily activities. At present, residents experience excessive parking pressure in parts of Meierhoven. Where necessary, **we will create additional parking spaces** and ensure that new facilities do not come at the expense of existing parking capacity.





ity.

- **Around primary school De Startbaan**, both on the street and in the parking garage, dangerous traffic situations arise because cars stop where this is not permitted. Through traffic measures and active enforcement, **we will ensure that children can cross safely** and that the neighbourhood remains accessible.
- Due to the delivery of goods to shops, freight traffic regularly passes through residential streets. This causes nuisance, and therefore **fixed access routes and delivery time windows will be introduced**.
- We **voted against the current plan for a new police complex**. We considered Trade Forum to be a more suitable location. We will closely monitor the impact on the neighbourhood.
- In Meerhoven, there has recently been a high number of burglaries. **We will increase the sense of safety** in the neighbourhood through visible enforcement and police presence, with additional patrols and support for neighbourhood watch initiatives. Additional street lighting or the temporary use of cameras is also an option.





DE ADMIRANT

PHILIPS





## 8. CENTRUM



### Our plans for the city centre.

#### What we want to achieve:

- In the coming years, a great deal of construction will take place in the city centre and many new residents will be added. **We will ensure that the city centre remains well accessible** despite this growth. This accessibility applies to pedestrians, cyclists, public transport, shared mobility and, of course, cars.
- We will therefore **significantly green the city centre** and the surrounding neighbourhoods to make the city more attractive, cooler and more climate-adaptive. This includes **frequent maintenance** of green spaces.
- **We will keep the city centre clean.** A daily maintenance team will respond quickly to minor maintenance and repair issues in public space, such as removing litter, repairing damaged street furniture or resetting loose paving stones.
- In the city centre, **we will encourage the establishment of kiosks.** We will ensure that there are sufficient public toilets.
- We will **tackle nuisance caused by people with confused behaviour, homeless individuals and people under the influence of alcohol and drugs** through increased deployment of police and enforcement officers, while of course also providing appropriate care and support.
- In the city centre, **we will expand camera surveillance** to avoid 'blind spots', keep criminals in sight and increase the sense of safety.
- We will **continue the deployment of street stewards**, who address people about (undesirable) behaviour in order to prevent nuisance. **The deployment of hospitality stewards will also continue;** they contribute to a pleasant atmosphere on Stratumseind.
- We will ensure sufficient parking spaces for residents of the city centre. **We will maintain the reduced parking tariff for family and friends visiting residents.** The visitor permit scheme will be expanded in terms of the number of hours and to additional target groups.
- Although the city centre will become more car-light, **all destinations will remain accessible by car.**
- In the longer term, new squares will be created in the city centre and car traffic will decrease. We will steer towards **squares that are attractive, safe and accessible for residents, visitors and entrepreneurs alike.** For example, Vonderweg will be closed to through traffic and car traffic on Mauritsstraat will decrease significantly due to a bus lane. These streets will be redesigned with more greenery, seating, terraces and more space for walking and meeting.





## COLOFON

In preparation for this election manifesto, extensive discussions were held with a wide and diverse group of representatives from civil society. Their insights, lived experience and engagement played a crucial role in shaping the substance of this programme. We would like to extend our sincere thanks to all associations, advocacy groups and other societal organisations for their contributions, and we hope to continue relying on their expertise and knowledge in the future.

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