



GEMEENTE TILBURG

BIDBOOK: TILBURG CITY OF SPORT 2016



INTRODUCTION TO TILBURG

Tilburg is a city and local authority area in the Province of Noord-Brabant in the southern Netherlands. With a population of 211,657, Tilburg is the sixth largest city in the Netherlands. It developed as an agglomeration of rural hamlets, establishing itself as a centre of the wool and textiles industry in the eighteenth century. Today, the municipal area includes the city of Tilburg and the villages of Berkel-Enschot and Udenhout.



DEMOGRAPHICS

Total population at 1 January 2015		211,657	
By age	Age	Number	Percentage
	0-14	33,102	15.6%
	15-29	48,989	23.1%
	30-44	42,203	19.9%
	45-54	29,968	14.2%
	55-64	24,394	11.5%
	65-79	25,261	11.9%
	80 +	7,740	3.7%

Tilburg is the focal point of a region in which many people work in industry, logistics, education, financial services and healthcare. There is also a thriving SME sector which includes companies in the creative industry.

Tilburg is a vibrant city with a large student population. It offers excellent social and cultural amenities: restaurants, cafés and bars, the Poppodium 013, a concert hall, the Schouwburg Theater and several museums, including the Audax Textile Museum and De Pont Museum of Contemporary Art.

Tilburg also has much to offer in the field of sport. In 2014, a panel of experts voted Tilburg 'Sports Municipality of the Year'. Tilburg actively encourages the development of all types of talent, not necessarily to create top professionals but to allow broad participation. For several years, the city has applied a policy intended to strengthen the relationship between sport and education. Its schools have highly

competent coaches and enthusiastic students. As a result, Tilburg has a healthy and vital population. In 2014, this policy once again underpinned various activities.

The City of Tilburg municipal authority has a total staff of approximately 1,800. Sports policy is the responsibility of the Social Department, while its implementation (including the operational management of municipal facilities and activities to promote participation) falls to the Department of Sport Development and Facilities.

The contact person for this bid is Jack de Wilde (Social Department): jack.de.wilde@tilburg.nl.

1. SPORTS FACILITIES IN TILBURG

Tilburg offers many opportunities to take part in a wide range of sports and has various indoor and outdoor facilities. Some, such as fitness centres, are privately owned and run on a commercial basis. Some are run by sports clubs (notably tennis and hockey clubs) or by Tilburg University.

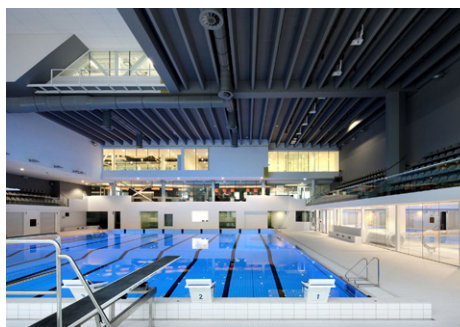
The municipal authority also owns and manages a large number of sports facilities. They include six large indoor sports centres, of which one is fully equipped for professional training, three swimming bath complexes, an ice hockey rink, a 400-metre indoor speed skating piste, several gymnasiums and outdoor facilities for football, hockey, rugby, tennis, handball, korfbal, baseball and athletics (track and field).

Recent additions to the excellent range of facilities include the T-Kwadrat sports centre (which has a ceiling height of twelve metres, a sports medicine clinic and a climbing wall), De Drieburcht (swimming baths, sports hall and fitness rooms), the Ireen Wüst IJsbaan (named after Tilburg's 'own' Olympic gold medallist speed skater), several artificial turf

football pitches and a field hockey centre used by a club with no fewer than 2,500 members. In the years ahead, we wish to ensure that football facilities are used more efficiently and will take steps to strengthen the existing sports clubs and associations. This will entail some rationalization and the shared usage of some facilities, whereupon others can be closed. A number of investments are also planned, notably the replacement of grass pitches with artificial turf. A more detailed description of the various sports facilities can be found in the appendix.



Swimming bath Reeshof



Swimming bath Drieburcht



Swimming bath Stappegoor



T-kwadraat sports centre and the Ireen Wüst Ijsbaan

Municipal sports budget

Although there is some revenue from sports facilities (e.g. entrance charges to swimming baths) it is not sufficient to cover costs. The City of Tilburg therefore contributes some €20,000,000 per annum to facilitating and promoting sport, or €95 for every resident. In the past three years we have invested over €4,000,000 in physical sports facilities. Sport accounts for 2% of the city's total annual budget of €1,000,000,000.

Municipal policy statement: "Samenspel"

The document 'Samenspel 2011-2016' sets out Tilburg's policy on sport, how it is used to promote the health and well-being of local residents, and its role in increasing social cohesion. The key objective of policy is to encourage as many people as possible to take an active part in sport or other physical activity.

Municipal sports budget

	Costs	Revenue	Paid from annual budget
2013	€ 28,924,000	€ -9,963,000	€ 18,961,000
2014	€ 32,144,000	€ -10,282,000	€ 21,862,000
2015	€ 30,048,631	€ -10,252,139	€ 19,796,492

Municipal sports facilities in Tilburg

	Location	Total floor area	Sports (number of playing areas/ courts/pitches, etc. in brackets)
Indoor Sports Centre	De Drieburcht Sports Centre • 2 swimming pools • Fitness (privately run) • Childcare (privately run)	2500 m2	<ul style="list-style-type: none"> • volleyball • badminton • basketball • indoor football • handball • korfbal
	T Kwadraat Sports Centre • Fitness • Climbing wall • Squash • Sports medicine/ physiotherapy centre • Childcare	3000 m2	<ul style="list-style-type: none"> • volleyball (6) • centre court volleyball (2) • indoor football (2) • handball (2) • korfbal (2) • badminton (21) • basketball (2) • centre court basketball (2) • tennis (3) • hockey (2)
	Dongewijk Sports Centre	1232 m2	<ul style="list-style-type: none"> • indoor football (1) • handball (1) • korfbal (1) • volleyball (3) • badminton (7) • tennis (1) • centre court volleyball (1)
	Reeshof Sports Centre	1100 m2	<ul style="list-style-type: none"> • badminton • indoor football • volleyball • tennis
	't Ruiven Sports Centre	1056 m2	<ul style="list-style-type: none"> • indoor football (1) • handball (1) • korfbal (1) • hockey (1) • basketball (2) • badminton (7) • volleyball (3)
	De Blaak Sports Centre	1056 m2	<ul style="list-style-type: none"> • indoor football • handball • korfbal • tennis • hockey • volleyball (3) • badminton (7)
	Roomley Sports Centre	1008 m2	<ul style="list-style-type: none"> • indoor football (1) • handball (1) • korfbal (1) • basketball (2) • volleyball (3) • badminton (7)
Total		10.952 m2	

Sports	Location and number of playing areas/courts/pitches, etc.		
Indoor sports/ fitness rooms	13 locations	160 m2 per room (totaal 2080 m2)	
Sports complexes Football (match pitches)	Campenhoef <ul style="list-style-type: none">• 2 artificial turf• 1 grass	Noorderpark <ul style="list-style-type: none">• 1 artificial turf• 3 grass	Berkelseweg <ul style="list-style-type: none">• 1 artificial turf• 3 grass
	Dalem <ul style="list-style-type: none">• 3 artificial turf	Westend <ul style="list-style-type: none">• 2 artificial turf• 3 grass	Quirijnstok <ul style="list-style-type: none">• 2 grass
	Jan Truyenlaan <ul style="list-style-type: none">• 2 artificial turf• 3 grass	D’n Haaikaant <ul style="list-style-type: none">• 1 artificial turf• 2 grass	Moerenburg <ul style="list-style-type: none">• 1 grass• 1 artificial turf
	Melis Stokelaan <ul style="list-style-type: none">• 1 artificial turf• 1 grass	Zeshoeven <ul style="list-style-type: none">• 1 artificial turf• 2 grass	Rueckertbaan <ul style="list-style-type: none">• 4 grass• 1 artificial turf
	Oisterwijksebaan <ul style="list-style-type: none">• 1 artificial turf• 2 grass		
Field hockey	HC Tilburg <ul style="list-style-type: none">• 7 artificial turf• 1 petanque/boules piste		
Beach volleybal	Were Di <ul style="list-style-type: none">• 4 artificial turf• 6 sand		
Korfbal	Bijsterveldenlaan <ul style="list-style-type: none">• 2 artificial turf		
	Rauwbraken <ul style="list-style-type: none">• 2 grass		
Handball	Rauwbraken <ul style="list-style-type: none">• 2 courts		
Tennis	13 tennis centres	Total of 96 courts	
Baseball	2 match pitches		
Rugby	Bredaseweg <ul style="list-style-type: none">• 2 grass		
Cycling (speed) and BMX	Bijsterveldenlaan <ul style="list-style-type: none">• race circuit• BMX course		
Swimming baths/pools	Stappegoor <ul style="list-style-type: none">• 25 metre competition pool• 1 recreational pool• 2 outdoor pools		
	Reeshof <ul style="list-style-type: none">• 2 indoor pools		
	De Drieburcht <ul style="list-style-type: none">• 25 metre competition pool• 1 recreational pool		
	Rauwbraken <ul style="list-style-type: none">• outdoor beach Berkel-Enschot		
	De Groene Welle <ul style="list-style-type: none">• outdoor beach Udenhout		

2. ACCESSIBILITY OF SPORTS FACILITIES

Most sports facilities, and certainly the larger ones, provide full disabled access for both participants and spectators. Tilburg is keen to ensure that physical disability is no barrier to taking part in sport, which must be accessible for all regardless of any personal restrictions. We actively encourage people with a disability to take part in sports alongside their fellow citizens. Where this is not possible, we seek appropriate solutions on a case-by-case basis.

Club subscriptions and other charges

Tilburg has over 170 sports clubs and associations with a total membership of approximately 42,000. Members pay an annual subscription of between €75 and €350, depending on the sport concerned and the member's age. Children and young people always pay less than adults. In many cases, the facilities used by a sports club are owned by the city authority and the club pays a rental charge. The times at which the facility may be used and other conditions are established by means of formal contracts.

The 'Youth Sport Card' enables all young people resident in the city's municipal area to use the various facilities at reduced charges. In addition, there is a Youth Sports Fund on which young people from low-income households can call. The fund will pay all membership fees and make a significant contribution towards the costs of kit and equipment. In 2014, the Fund assisted some 1200 young people.

Sports clubs and volunteers

Sports clubs and their activities are largely run by unpaid volunteers. Sport is therefore the largest voluntary sector in Tilburg. It is estimated that ten thousand volunteers work on behalf of a sports club, and at least half do so on weekly basis. The city authority subsidizes the costs of any training required. Tilburg is extremely proud of its many volunteers in all fields, and organizes an annual reception at which the 'Volunteer of the Year' is announced. The essential role of volunteers is also marked during the Tilburg Sports Gala, when the Sports Volunteer of the Year is invited to step into the spotlight alongside the Sportsman, Sportswoman and Team of the Year.

Not all sports activities take place in the organized setting of a club. Tilburg residents can use various municipal sports facilities on an incidental basis, paying an entry charge to the swimming baths, skating rink or sports centre, for example. Season tickets are also available, providing access for a longer period or a set number of visits.



Each district in the city has outdoor facilities in the form of one or more artificial turf playing fields. There are a total of twelve such locations, some of which owe their existence to the footballing legend Johan Cruyff. The 'Cruyff Courts' offer a safe place in which to play close to home and therefore encourage children to spend more time outdoors. Tilburg also has several running tracks and cycling circuits for public use.



Cruyff Court

Public transport and cycle lanes

In Tilburg, the bicycle is the preferred mode of transport for many. People cycle to and from work or the shops, and cycling is also a popular leisure activity.

The city has a finely-meshed network of cycle lanes which allow users to travel from A to B quickly and safely. All municipal sports facilities are readily accessible by bicycle and by public transport, each being served by one or more bus routes. Because there are local facilities in each district, distances are generally short.

3. SPORTS CLUBS AND COMPETITION LEVEL

Tilburg has over 170 sports clubs and societies, representing no fewer than 42 different sporting disciplines from football to golf and from ice hockey to rowing.



The Willem II football club plays at the very highest competitive level: the Dutch Eredivisie. The city's ice hockey team, the Tilburg Trappers, also plays at the highest level and in 2016 will take part in the German league tournament. In field hockey, Tilburg was until very recently in the senior division but was relegated at the end of last season: a temporary setback. Our other hockey club, Were Di, continues to play in the second division.

Although Tilburg's handball and volleyball teams are certainly of the required quality and ability, they do not yet compete at the highest level. However, there are several other groups, including the judo and Taekwondo clubs, whose members do indeed take part in regional and national competitions.

Volunteers are the backbone of sport in Tilburg. Some ten thousand people give their time and talents to the various sports clubs and their activities, usually with no form of recompense. In a few cases, a tax-free allowance of up to €1500 per year may be paid. Trainers and coaches working at the higher competitive level may be offered a formal contract of employment for a (limited) number of hours per week.

The Tilburg Sports Council (Sportraad) represents the interests of the sports clubs and meets with representatives of the municipal authority once a month to discuss important developments. The Council advises on matters of municipal policy, both on request and as necessary.

4. TILBURG'S SPORTS STRATEGY: SELECTED INITIATIVES SPORTS EVENTS

Tilburg has over 170 sports clubs and societies, representing no fewer than 42 different sporting disciplines from football to golf and from ice hockey to rowing.

Sports events

All sports events are organized by the individual clubs and/or their national federations. The city authority provides assistance in the form of permits, subsidies and the use of municipal sports facilities. Cooperation is the key to success, with many sports events representing a partnership between the city authority, the education sector and private sector companies.

Tilburg is home to a wide range of educational institutes including vocational colleges and universities. It is a true 'student city'. Those institutes are happy to make their contribution to sports events in the form of personnel (e.g. students on work experience projects) and know-how. As part of Tilburg's overall sports policy, every large sporting event is accompanied by a number of 'side events' intended to promote participation. These side events are organized in close cooperation with schools and the organizers of the main event.

Tilburg's business community sponsors various events and activities, which companies can use to profile themselves and foster staff engagement. For example, the Tilburg Ten Miles meeting has for many years included a separate 'Business Run' in which company teams of up to five runners can compete over various distances.

The top international sporting events which take place in Tilburg every year include:

- The Tilburg Ten Miles, which attracts some of the world's leading roadrunners
- The International Warandecross, a cross-country event which takes place a few weeks prior to the European Cross Country Championships, for which it has been accorded the status of a qualifying event by many countries including the Netherlands. For this reason, it always attracts a very strong international field.

The long list of international sporting events held in Tilburg includes:

- FIFA World Youth Championship (Under 21) 2005
- International Breakdance Competition 2012
- IIHF (Ice Hockey) World Championship 2010 (Division I, Group A)
- European Korfball Championship 2010
- Dutch Open Swimming Championship 2014
- Dutch Open Swimming Championship 2015
- Dutch National Athletics Championship 2015
- Quarter-finals ladies gymnastics, Divisions I and II, 2015

Incidental events have included:

- International hockey friendlies
- (legs of) the National Skating Championships
- Speed skating marathons
- National Duathlon qualifiers and finals.



A number of national and international sporting events are scheduled for 2016 and beyond:

- UEFA Women's Championship 2017
- National Swimming Championship 2015 and 2016
- European Cross Country Championship 2018 (to be confirmed)
- IIHF European Inline Hockey Championship 2016 (to be confirmed).

These major events have a positive effect for Tilburg's business community in that the influx of competitors, officials and spectators generates extra revenue for hotels, restaurants, retailers, etc. The city authority itself does not enjoy any direct financial benefit, although the events do support city profiling efforts and provide a useful networking podium. For this reason alone, Tilburg is pleased to contribute to their success. However, there is another very

significant intangible benefit in the form of closer contact and enhanced cooperation between sports clubs, stakeholder organizations and various municipal departments. All come together with a common purpose, and all can take pride in their joint achievements. Sport connects!

5. PROMOTING HEALTH AND SOCIAL INTEGRATION THROUGH SPORT

Tilburg has for many years made significant investments in promoting sport and physical activity among various target groups. It has devoted particular attention to 'lifelong' sport to help people stay fit and healthy in later life.

It has also championed participation in 'mainstream' club sport regardless of physical or other restrictions, while ensuring that alternatives are available if this is really not possible. These are among the reasons that Tilburg was named Sports Municipality of the Year 2014.

Young people form one of the city authority's key target groups. We have introduced various programmes to encourage sports participation, involving both the education sector and social services. In 34 primary schools, there is a specialist who is responsible for the quality of physical education within the school curriculum, and who also runs various activities outside school hours. Children's health and well-being are closely monitored. Parents' involvement in aspects such as exercise and a healthy diet is invited and encouraged.

For older children, teenagers and young adults (aged 12 to 22), we have implemented a special neighbourhood project, 'City Trainers', in which the target group is actively involved in organizing various sporting activities. Not only does this promote social cohesion but allows young people to develop the relevant knowledge and skills to become the next generation of 'City Trainers'. The project was awarded a national prize in recognition of its innovative approach to helping young people make full use of their talents. It involves close collaboration between neighbourhood sports coaches, youth social workers and local sports clubs.

Tilburg also provides many opportunities for the older generation to take part in sport or other physical activity. Many sports clubs have a separate 'veterans' division for those aged 55 and over. There are over sixty meetings every week in community centres and care homes throughout the city, at which seniors (70+) can take part in appropriate physical activity. These sessions are run by, or in association with, specialist organizations. Qualified instructors are always on hand, some of whom are employed by the city authority. The costs are covered jointly by the city authority, client organizations and the care centres.

Tilburg offers a broad and diverse programme of sports activities for people with disabilities. This programme is coordinated with other local authorities in the region and a 'Regional Support Centre for Adapted Sports' has been established. Tilburg coordinates the regional support centre on behalf of six local authorities, ensuring that people with a disability are given personal guidance and coaching, are able to find a sport (and sports club) which meets their needs, and that the sports clubs themselves receive any necessary support in setting up new activities and training volunteers. The approach was developed by Tilburg and received a national award in 2010. It has since been adopted by several other regions in the country. The vast majority of people with restrictions are able to join a regular sports club which offers an adapted programme. There are now 35 such clubs, representing 15 different sporting disciplines. This is another prime example of how sport is used to promote social cohesion and inclusivity.

The City of Tilburg attaches great importance to the quality of sports clubs' administrative and coaching staff. All must be properly trained and equipped for the job in hand. The Tilburg Regional Training Centre (ROC) has developed various courses in association with the sports federations. The city authority will pay 80% of the costs of a volunteer's attendance. Specialist training for coaches, as required by the national federations, is increasingly being offered in Tilburg itself since the local institutes are now fully accredited by the federations. This means that prospective coaches no longer have to travel outside the region for training, which represents a significant reduction in time and costs. The city authority has specialist advisers who can help sports clubs develop and implement their policy.

Many private sector companies also provide advice and other services to the sports club as part of the 'Sport Support' project. They do so free of charge under the banner of Corporate Social Responsibility.

All football clubs in Tilburg have shown a united front by signing a covenant on safety and fair play. They have set out a number of rules which both players and supporters are expected to observe. Similar agreements have now been made in other branches of sport. The national federations continue to devote much attention to fair play, as does Tilburg itself.



6. SPORTS PARTICIPATION IN TILBURG

Sports clubs in Tilburg have a combined membership of 42,000, including 16,000 under-18s. The statistics presented in this section are based on the annual public survey conducted by the city authority, figures provided by the NOC*NSF and the results of the three-yearly Mulier Institute study which examines sports participation among young people.

Not all sport and exercise takes place in the context of an organized sports club. There are also individual and self-organized activities elsewhere, such as on the running and cycling tracks (which are mostly used by adults). The city's business community holds an annual sports day at which some 500 staff from 25 companies compete in ten sporting disciplines.

Sports participation:

Age group	% active	Approximate number
<12	74% (at least twice a week)	20,000
12-18	74 % (at least twice a week)	22,000
18-65	44 %	44,000
>65	42%	10,000
Total		94,000

With 74% of under-18s active in sport at least twice a week, the participation rate among this age group is extremely high. Approximately four out of every five young people have joined a sports club. Both the participation rate and club membership are somewhat lower among adults. Many prefer individual activities such as cycling, running or fitness training at a gym.

Tilburg offers various services to the sports clubs, including recruitment and 'matching' of volunteers. The municipal authority also runs annual training courses to support the clubs' own efforts in recruiting and retaining volunteers.

The high rate of sports participation among young people is largely the result of the close collaboration between sports and the education sector. It would appear that adults require a further 'nudge' in the right direction. The city's sports policy statement is being updated, a process which will be completed in late 2015.

7. COMMUNICATION ABOUT SPORT

The Ireen Wüst Ijsbaan



The City of Tilburg has a website dedicated to sport: www.sportintilburg.nl. It includes a listing of all sports facilities with their opening hours and other helpful information, a description of Tilburg's various sports-related projects and programmes, and links to the websites of sports clubs and other relevant organizations.

A digital newsletter ('SportReport') is distributed to the clubs, sports organizations and individual subscribers. It is a weekly publication, which allows inclusion of the very latest news and developments.

Full use is made of the social media. The Sport Development and Facilities department has some forty accounts on Twitter, Facebook and Instagram. Some are linked to individual sports facilities or projects. School physical education staff also use the social media to encourage their students to exercise outside school hours and remind them about healthy eating (e.g. JufTineke's Facebook page.) In addition to press briefings, various channels will be used for the communication about Tilburg's bid for title of European City of Sport.

8. RELATIONSHIP BETWEEN THE CITY OF TILBURG AND OTHER PUBLIC SECTOR AUTHORITIES

The City of Tilburg maintains ongoing contact with the other five large cities in Noord Brabant, with which matters relating to the organization of sports events and other relevant developments are discussed. The provincial authority holds regular meetings to discuss both policy and practical matters. Tilburg is an active member of the Sport and Municipalities Association (VSG) and is represented on various national workgroups. Tilburg currently holds the presidency of the National Sports Platform for larger cities (with a population over 85,000).

The City of Tilburg is also in regular contact with national and international sports federations further to its part in hosting major events such as the UEFA Women's Championship 2017. We are also in talks with the relevant federations about the creation of regional training centres for rowing, volleyball and skating.

At the local level, the city authority is one of a number of organizations represented on the Tilburg Top Sport Platform, through which the members share information, experiences and ideas.

City representatives hold a monthly meeting with the Tilburg Sports Council, which represents the interests of the sports clubs and of sport in general. Approximately one hundred sports clubs are affiliated with the Council, which may therefore be said to be representative. It advises on policy and other decisions made at municipal level.

International

While the municipal Sport department regularly hosts student internships, its own staff also take part in training and exchange programmes. We recognize the importance of ongoing learning. The International Sports Alliance (ISA) invited staff to take part in an exchange project in Kenya. In the words of its director, Leonie Hallers: "Tilburg is an innovative and engaged partner organization which we were very keen to involve in this project. The broad approach of the neighbourhood sports coach project inspired our investment in cooperation with local sports organizations in East Africa. Kenya can learn from Tilburg, and Tilburg and learn from Kenya." Kristel van den Tillaart, neighbourhood sports organizer, adds: "We are working together to create a cohesive, safe and secure society through sport. In Kenya, sport is used to maintain peace between neighbouring villages and tribes. In the Netherlands, sport enhances social cohesion, tolerance and 'liveability': the quality of life for everyone."

The City of Tilburg and all its sporting partners would regard the title of European City of Sport as fitting recognition of the many years they have devoted to raising sport onto its current extremely high level. It will inspire them to continue their efforts. We also see the title as a strong incentive to seek out new European partners with whom we can rise to the common challenges and ensure that sport plays an even more significant role within society at the local, national and international level.

BIDBOOK TILBURG CITY OF SPORT 2016

Contact:

Stadhuisplein 130
5038 TC Tilburg