

The Eindhoven

VVD works

Election Programme of the **People's
Party for Freedom and Democracy (VVD)**

City Council 2014-2018



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Foreword

This is the election programme of the People's Party for Freedom and Democracy in Eindhoven for the municipal elections on March 19, 2014.

This document features the views of the VVD on politically relevant issues.

The election programme highlights the liberal vision of the VVD based on freedom of choice, personal responsibility and confidence in the city.

This election programme was adopted by the General Meeting of the VVD as the basis for the campaign, the formation / coalition negotiations and the actions of the VVD Fraction in the City Council for the period of 2014-2018.

General

As a liberal party, the VVD is open to anyone who shares our conviction that freedom, responsibility, tolerance, social justice and the equality of all people are the foundations of our society.

Optimism

The VVD is a party focussed on opportunities and solutions, not on threats and problems. We look at what a person can do rather than focusing on what they cannot do. We are there for anyone who wants to make something of his or her life, regardless of gender, sexual orientation or religion. We do not look at where a person is from, but instead choose to focus on where they are going to instead. This is why we want a municipal government which focuses primarily on ensuring that every individual is given the space to make optimal use of their abilities.

We want you to excel. If someone sticks their head above the parapet, they shouldn't be pulled back down. On the contrary; talent should be nurtured and encouraged. The talents of today are our stars of tomorrow. This is true in the field of science, business, education, culture, sports, etc. These stars are the leaders of our economic and social growth. They inspire others to make the most out of themselves. This is why we invest in strength, not in weakness.

Above all we remain critical of the role of the municipal government. A municipality should only interfere in those matters which are actually their responsibility, and leave as much as possible to the people, businesses and organizations in our city. Therefore the municipality should always ask itself during any of its actions and decisions if this is 'what we are about'. And if it is 'what we are about', then we look at how the municipality can most effectively reach the goals they stand for with the most efficient use of public money.

Most recent history

The second largest party in Eindhoven, a coalition partner and with two vice mayors recently the VVD was strongly represented in the City Council. Our liberal voice can be clearly heard in the coalition agreement and we find that this voice increasingly resonates with the other parties. During these financially difficult times our coalition partners became convinced that people's own strengths and a critical eye on the part of the Council should be paramount. This was translated into a firm but healthy financial policy, a reduction of bureaucracy, a different way of cooperating with partners in the city, significant changes in the way the City Council works, as well as new ways to rein in enormous cutbacks in municipal expenses, instead of aggravating the financial burdens on residents.

The VVD may be proud of that but we are not finished yet! We are faced with great challenges, both in our work and our financial tasks. Therefore it is still necessary to cut back costs and to give more responsibilities to the city itself; in this case, sustainability and innovation are a matter of course for the VVD. We always check whether this is something that we, as the Council, 'are about', whether it is sustainable and if there are more innovative ways of doing it.

Eindhoven and...

... its inhabitants

In recent times the municipality of Eindhoven has made great strides in the field of civic participation. This means that the inhabitants of Eindhoven increasingly involved in the Council's plans. The VVD will take this another step further.

1. The VVD will introduce governmental participation. If you have a plan, you start it up, and the government will participate when you want it to.

We will continue to involve you in the other tasks, but we are also clear about how far this involvement goes. This means that we will make the maximum use of the initiatives and strengths of the city, but without creating false expectations. When a number of interests clash and parties in the city can't come to an agreement, we will make the final decision by weighing the different individual interests against the general interest.

... scaling up

Residents and companies in Eindhoven and surrounding municipalities don't think within municipal borders. We all live, work and relax across and over municipal borders. One municipality is distinguished by facilities and vibrant city life, another offers a peaceful environment full of quiet and good living. Nevertheless, all of these municipalities have their own town hall, their own local government, their own City Council and their own civil service, and for the most part all do the same kind of work.

Joining Eindhoven and the immediately adjacent municipalities is a logical development. Not only is this more efficient in servicing our own inhabitants, but it would also make us the fourth largest city in the Netherlands, which would seriously improve our position in provincial and national politics, as befits our position as the second largest economy in the Netherlands.

For this reason, it is imperative that Eindhoven gets the status of central municipality. In this way we can represent the region in discussions at a provincial or national level. Eindhoven has no objection to maintaining supra-regional facilities, but agreements with the region will have to be revised.

2. Joining Eindhoven and its adjacent municipalities is the 'dot on the horizon'. In the coming period cooperation with the adjacent municipalities will be further strengthened to approach this aim, and this cooperation needs commitment on all sides.

3. Cooperation within the urban area (Eindhoven and its adjoining municipalities) has to be strengthened with regard to industrial estates, office locations, retail business, construction, land allocation and (regional) facilities; in this case, every municipality will have to live up to the agreements made.

Municipal Organization

The traditional role of the municipality is changing from a municipality that manages the city from an ivory tower to a municipality that services the city. The City Council is there for the residents and current and future businesses – not the other way around. The municipality reports on its actions, is transparent in the disbursement of public moneys and the associated criteria. Naturally, we favour integrity in the way we work as a matter of course, for our civil servants as well as for managers.

The spirit of the times makes it impossible to maintain the exceptional position of civil servants. The time when a job in the civil service was a job for life, with ironclad working conditions and lifelong job security is long gone. We want a more professional, efficient and flexible personnel policy and for that reason we want to revise our agreements with the Unions.

Our own organization

4. If the municipality does not follow through on its agreements it will bear the consequences; for example in the event that the terms of a legal authorization are exceeded.

5. Regarding sustainability the municipality has to lead by example. Therefore we want to give a strong new impulse to the sustainability of municipal buildings and our own automobile fleet. We will follow the direction of The Natural Step, an international way of thinking about sustainability, and keep a critical eye on the profitability of the measures taken.

Service

The above changes are aimed at realizing a speedy, efficient and decisive municipality. Apart from digitalized services, which are also emphatically aimed at expats, it will also be possible for residents to come to our counters at practical times, and service will be prompt. It is no longer acceptable to have to wait for months for a licence or permit to be authorized.

6. The VVD wants flexible but clear opening hours of the services, such as the City Office and the recycling centre, consistent with the needs of the working Eindhoveners.

7. We will enhance the capacity of the recycling centre if the waiting period increases to an unacceptable level.

Deregulating

Rule number 1: less rules. The VVD would like to see a primary notifactory obligation instead of a complicated authorization procedure. If this is not possible, we will check whether regulations can be abolished, combined with others, or granted for a longer period.

8. In the area of authorization of licenses and permits, Eindhoven must be among the quickest cities in the Netherlands and the competing regions in Europe.

9. The VVD will abolish the aesthetics committee. A form of supervision will remain in force only for monumental buildings.

Municipal Finances

The municipality will act efficiently and transparently. After all, it's your money we are spending. For that reason, a careful weighing of (social) costs and benefits will always be at the basis of our decisions. Starting points for this are: legitimacy, effectiveness and efficiency. A structurally sound budget is paramount. The way the municipality calculates overhead has to change. Regular costs have to be considered structurally in the budget.

During this period, great strides have already been taken towards reorganizing the municipal finances. Incoming and outgoing costs are more in balance, planned projects have to be executed; this way no money is hoarded. Apart from that, we take a critical look at subsidies. There will be more transparency in the way subsidies are spent, so that there will be an online subsidy register with clearly delineated criteria.

10. The VVD want the municipality to take innovative roads towards procurement to make sure they buy the right products and/or services for the best price and with the consideration of social goals in the areas of sustainability, social return and local economic interests.

11. When the economy starts growing again and appeals to the poverty schemes in Eindhoven subsequently start to decrease, we will release the money that has been structurally reserved for this purpose so that it can be used for other local priorities.

Municipal expenses

Just like a company or a household, the municipality cannot spend more than it earns. In a view of what the municipality will be up against, in terms of finance cutbacks will still be necessary to balance municipal income and expenses. We do not wish to push the burdens of today on to a next generation of Eindhoveners. This means that expenses and the burdens on residents and businesses have to go down – not up!

We don't see local taxes as a cash cow and the same goes for (municipal) fees. These should cover the costs, but only if the municipality has done everything to keep these costs as low as possible. In addition, we are experimenting with other, more sustainable separation and collection systems to further decrease the costs of waste disposal.

12. Eindhoven is one of the municipalities with the lowest municipal charges in the Netherlands. The VVD wants to keep it that way!

13. The VVD will lower property taxes (OZB).

14. Paid parking is not a cash cow. The VVD wants to lower parking rates over the next four years.

15. The municipality maintains a strict payment policy. We pay our bills on time and expect others to do the same.

16. We will cooperate with entrepreneurs in the city who ask for advertising tax to be introduced in order to invest together in image and activities. We will only do this if a majority of the entrepreneurs in the area are in favour, and the revenues are at the complete disposal of the entrepreneurs.

Land and real estate

It is right that the municipality, with the aid of the Priority Paper, steers towards developments that are in line with the needs of the city to prevent overcapacity. At the same time, this should not stand in the way of distinctive projects and long-term developments.

The municipality needs to show restraint in ownership of lands and real estate, unless this serves a clear strategic purpose. The municipality of Eindhoven is not in the real estate business. Where municipal ownership has no added value, real estate is put up for sale. Real estate that is owned by the municipality but used by third parties will be leased at a realistic rent. Subsidizing must be directly aiming at the activities of the user and not through low rent.

The VVD favour a realistic land policy, by which land is appraised at its actual value, based on the short and medium term prospects.

17. The VVD maintains the way investments are planned in this city. Investments are weighed against each other every year based on a social cost-benefit analysis in which the interests of the city are paramount.

18. Large scale projects lay claims to investment funds for a number of years. Nevertheless, each year there should be room to add smaller projects, such as in the field of traffic safety, greenery or any other opportunities that present themselves.

Safety

Safety is the central concern to the VVD. This is one of the core tasks of the municipality. In these times we will not cut safety-related costs. Every individual and their property has to be respected. If this is not the case, the municipality will take tough measures. The VVD want any damages caused to other persons to be recovered from the perpetrators. This also goes for enforcement costs. Aggression towards the police, fire brigade, paramedics and civil servants is completely unacceptable to the VVD. The municipality will always stand behind its emergency services and civil servants.

19. Places of lawlessness (as may be found at squats, trailer parks or congregations of biker clubs) erode the rule of law and will not be accepted by the VVD.

20. The municipality is responsible for the security of its emergency services and civil servants.

Secure living environment

To us, a safe environment for living and working is an absolute priority. Situations that pose a nuisance in the living environment need to be consistently dealt with by the municipality, police and the law. We don't tolerate slum lords and squatters in our city. At the same time, residents are the eyes and ears of the city districts and we expect that they actively address people about their behaviour and report any abuse to the police. That is why the police have to be approachable and grounded in the community.

21. Slum lords who don't follow the rules will be dealt with harshly.

22. The VVD want to close down any premises that form a nuisance through alcohol and drug abuse.

23. The VVD support the presence of neighbourhood watches in the city districts and via social media.

Criminality

A limited number of people are responsible for a large part of (petty) crime, concerning theft, shoplifting, car burglaries, bike theft and nuisance in the streets. The VVD promote forceful action to permanently keep these repeat offenders off the streets of Eindhoven. Because of this, the VVD will continually promote the use of surveillance cameras in public spaces, industry parks and shops. We see this as an excellent tool in preventing and detecting aggression, violence, theft and pick pocketing.

24. Town supervisors supporting the police in surveillance and enforcement, preventing petty offences and administrative fines is a successful policy and will be expanded. Deployment of town supervisors will be determined by local priorities, but it cannot lead to cutbacks in police deployment.

25. Camera images can be shown to detect perpetrators. The privacy of perpetrators has to be taken into account, but can never be the deciding factor.

26. Entrepreneurs must have the option of showing pictures of repeat shoplifters in their shops.

27. To enhance effectiveness of camera surveillance and ensure faster responses, the VVD want all cameras in the city to be watched 24/7.

Coffee shops

The VVD has no problem with residents smoking a joint, providing they don't cause any inconvenience to their surroundings. It's time that regional municipalities take their

responsibility by allowing coffee shops in their own municipalities this will reduce the number of coffee shops in Eindhoven, which will in turn benefit manageability. Because there is still no clear 'back door policy', bona fide coffee shop entrepreneurs are forced to deal with criminals. As a result, our region has to deal with a large amount of (drug-related) criminality that interrelates with the 'overworld'. This is completely unacceptable to the VVD.

28. Cooperation with other governments, police and the Prosecution within the Organized Criminality Taskforce has to be intensified.

29. Licensing, combined with BIBOB Law (seizing assets that are a result of criminal activity) is an important instrument to prevent mixing of the 'underworld' with the 'overworld'. This will have to be deployed more often in sensitive branches.

30. The VVD advocate regulated cannabis growing. This way we can control supply to the coffee shops and keep the coffee shop owners out of the criminal environment. That is why Eindhoven will allow the start of a pilot scheme to make this possible, provided this is done with the permission and support of the Ministry of Safety and Justice.

Economic significance of Eindhoven

We have one of the world's top regional economies which is largely aimed at the top sectors of high-tech systems and materials, with specific attention to food and technology, automotive, life tech and health, and design. Applying our efforts within these top sectors, we can strengthen and expand our (inter)national position. This will lead to the enhancement of our reputation, improvement of our business climate and eventually, more jobs for the inhabitants of Eindhoven and the region.

Business climate

An attractive business climate determines whether people choose a certain location. Ingredients for an attractive business climate are, among others, the new International School, the Holland Expat Centre South, as well as (top) cultural and sports facilities, and the availability of personnel.

In addition, a high level of hospitality and accessibility for international groups are also contributing factors. Our own residents and service professionals, such as city supervisors, taxi drivers, catering staff, shop staff and desk staff, play an important role in this.

31. There should be a better balance between supply and demand for space in industrial estates in the region, in which the demands of the business community should take a central position.

32. The tasks of the Expat Center should be further developed, while keeping a critical eye on the demands/needs from the target group.

33. The website www.eindhoven.nl has to be transformed into an international portal to our city and region.

34. Information in public spaces should be up to date, clear, relevant and also available in English.

35. City marketing will be primarily aimed at Eindhoven's profile as an attractive business city for (international) businesses, students and (knowledge) workers.

International

We believe in the economic power of the Eindhoven Brainport region. The Triple Helix (cooperation of Education, Municipality and Entrepreneurs) has proved its strength and creates a favourable business climate. Our ambitions for Brainport 2020 are to be in the Top 3 Regions of Technology in Europe and in the Global Top 10.

A necessary condition for this is an internationalization strategy and an agenda that aims at reinforcing our international position. Regional cooperation in a powerful, flexible organization in which all relevant partners work together is crucial. Municipal borders cannot be obstacles for economic development in our region.

The development of the campuses (HTC-E, TU-E and the Brainport Innovation Campus BIC) is of great importance to an attractive business climate. The plans around BIC need to be executed energetically, in close dialogue with the business community and other partners.

36. To strengthen our regional economic power we work closely together with the other three Campus Municipalities: Helmond, Veldhoven and Best in the areas of internationalization and the development of our campuses. Regional economic cooperation is not a substitute, but an addition to local economic policy.

37. The VVD wants the connection between education and the labour market to be further expanded in closer agreement between education and the business community. The municipality will set a good example by making internships available at all levels.

38. A forceful international strategy is replacing traditional ties between cities. Foreign policy and development are not municipal tasks.

Brainport

The Brainport Foundation and its executive organisation Brainport Development are important, but need more focus. As a consequence of the vision paper 'Brainport 2020', the area of operation threatens to overstretch into the entire Southern Netherlands, which would have a negative impact on the interests of the Brainport Region of Eindhoven. The financing of the Brainport Foundation also deserves consistent interest. This financing largely consists of municipal contributions from the region. The role of the Brainport should be redefined in the coming period.

39. The concept 'Brainport' should always be connected to Eindhoven.

40. Brainport Development has a driving role, in which projects are taken over by the business community, and it should cooperate more constructively with partnering organizations.

41. The Dutch Technology Week is an event with a great deal of potential, especially to put the technology sector in our region on the map, both nationally and internationally. Together with our partners we must match youth interest in technology and attract (foreign) labour.

City Economy, SME and ZZP

The top companies in our region need good brains as well as capable hands. They also buy services from other companies in the fields of cleaning, finances, catering, security, etc. This is invaluable for small and medium businesses (SME). Thus, investing in the top companies of our economy is good for everyone in Eindhoven. At the same time there should be sufficient interest in latitude.

Small and medium businesses are the engine that drives the local economy and, as such, this is thus the area where employment is being created. Good relations with this sector are therefore very important. The VVD desire an active role to the Department of Economic Affairs in attracting innovative and differentiating companies to our city. At the same time, the city serves as a 'living lab'. In Eindhoven, innovative concepts are tested directly by and with the consumers.

The national trend towards more people who are 'Self-Employed Without Personnel' (ZZP) is also clearly visible in Eindhoven. ZZPs are an important part of the city's economy. The VVD want to give entrepreneurs space by, among other things, limiting the amount of regulations, among other initiatives starting your own company can also be a way to break free from unemployment benefits.

42. In order to prevent fragmentation within the economic domain there will be no further cutbacks in the Department of Economic Affairs. Relevant functions from other departments will be joined to the Department of Economic Affairs.

43. The VVD also favour the induction of the recently implemented entrepreneurial dossier regarding the catering businesses to other branches of enterprise.

44. Companies in Eindhoven will be encouraged to employ people who are, for various reasons, not easy to employ.

45. Eindhoven wants markets that are up to date and suit Eindhoven. Market entrepreneurs (stall owners) need more freedom to sell their goods when they want.

Inner city

The inner city is an important factor of our urban living climate, both for our own inhabitants as well as for outside visitors. There is a good reason why Eindhoven has received the Best Dutch Inner City Award. In spite of that, the quality of our inner city needs further improvement. An important sector of this city is the catering business. The VVD want a more liberal interpretation of the catering business and catering area rules. For instance, it has to become easier to start up temporary catering businesses in surprising locations and we encourage day events in entertainment areas, such as Stratumseind.

46. The VVD want a better connection between the core shopping areas, the Bergen Quarter and the Railway Station Quarter.

47. Public space in the city centre has to become more attractive, starting with new paving.

48. Inner city squares must no longer be undervalued, but set at their proper value and primarily furnished from a functional and economical perspective in dialogue with the relevant partners concerned.

49. Catering businesses can decide their own opening and closing hours as much as possible provided there will be no extra nuisance.

50. The VVD want the Stratumseind to be a regulation free zone as long as safety will not be affected.

51. The VVD challenges the city to come up with an initiative for an Eindhoven 'Night Mayor'. This could also be more than one person who will put forward initiatives regarding the interests of the young people, nightlife and surprising cultural activities and events.

Local economy

A healthy local economy is important, but at the same time it is clear that a number of shopping areas are no longer viable because of the changing economic environment and retailing structure. Because of that we need a broader occupation of these locations with both traditional shops, as well as other locally tied activities. We facilitate entrepreneurs in their search for the best sites for their businesses.

52. The VVD will make it possible for health centres and exposition sites to find a place in shopping areas.

53. We will expand the rules for small home businesses to stimulate the local economy. More people are self-employed and need the space to conduct their businesses.

54. The VVD want to allow Sunday opening hours for all shops and expand night opening hours. This enhances the freedom of choice for both the entrepreneur and the consumer.

Design

Design is an essential part of our local economy. With over 10.000 employees, the creative industry in our city is growing steadily and is of great importance to innovation and renewal. It is important to give Design a more visible presence in Eindhoven. It deserves a more integrated approach that we can use design as a 'calling card' for our city.

The Dutch Design Week is internationally renowned as one of the leading design events. It is therefore crucial that this week remains as a signature event for Eindhoven and is further developed. By doing so, the professional approach and involvement of local designers and leading companies will prevail over a broad public function.

Work and income

The VVD want every capable individual to work. The best social security is a paid job. The municipality supports people who lose their job through no fault of their own, but benefits should always be temporary: anyone who becomes dependent on benefits has to get back to work as soon as possible. Only people who are really unable to work should receive long-term support. The VVD wants those returning from benefits to a job to really profit. Working has to pay off!

Social assistance and benefits

More people have to find their way back to work from a social assistance situation. For that reason, we are strict 'gatekeepers': only those who are entitled to social assistance benefits can apply for them. But with rights come obligations. The municipal poverty policies are at a high level compared to other cities. We want to keep it that way, but only if we can fit them into existing budgets and we can guard against the 'poverty trap'. The VVD watch out for the negative accumulation effects and we do not practice local income policy.

We are looking for innovative ways to get people back to work by emphatically appealing to people's individual strengths. We also keep a sharp eye on money that is released to reintegration programs to make sure that it is in fact used to benefit job seekers and does not disappear into the pockets of non-effective reintegration agencies. People on benefits who have a realistic perspective of returning the labour market will follow a reintegration program, where a job should be found as quickly as possible using a combination of working and learning.

55. Benefit fraud is theft and will be dealt with accordingly. The municipality has to investigate a fraud alert as soon as it is received and, if necessary, impose sanctions.

56. Non-compliance with reintegration programs offered by the municipality will lead to benefit cuts. Non-cooperation is not an option.

57. The municipality, the Unemployment Benefit Office and Ergon (Special Workplaces) are increasingly working together. The municipality can provide information regarding national and regional stimulation arrangements to the business community.

Education and Youth

Education is the basis for children and adolescents and allows them to build an independent future. High-quality education, with equal opportunities for everyone, is available in every phase of life and aims at personal development.

58. Parents are free in their choice of a school. The municipality does not decide which child goes to which school. For us there are no 'black' and 'white' schools, only good and bad schools.

The municipality's part in education is largely limited to a role in the area of housing. We do use this role to the maximum level possible by matching it to performance agreements in lessons in technology, English language and sports.

59. When a school has a shortage of space and another school in the immediate area has a space surplus, we want the first option to be cooperation between these schools. We don't build schools / properties for them to remain vacant.

60. Pre-school and Early School Education (PESE) has to be continued. Structured assistance is necessary to limit (language) deficits.

Adolescents

In the interest of a positive development, the VVD wants to prevent adolescents from leaving school prematurely and being absent without permission. Attendance officers will work to eliminate these issues and will impose fines on both parents and schools as a last resort.

The VVD supports initiatives, such as Youth Week, to challenge the young to contribute to society in a positive way.

61. We oblige schools to immediately report absence without permission.

The VVD is not afraid to use tougher measures and enforcement on young persons with problematic behaviour, where early interventions are not successful. A 'tit for tat' method should demonstrate to these youngsters that this behaviour is not tolerated.

62. The VVD wants to continue awarding Children's Award Ribbons during Youth Week.

63. The VVD would like to continue the tradition of awarding "Children's Awards" during Eindhoven Youth Week.

Student city

Eindhoven is a student city and proud of it! Therefore the VVD wants to continue encouraging initiatives that contribute to including moving the student associations to the inner city. When student associations are moved into the inner city, there must be clear agreements about the restrictions and conditions of these associations regarding evening opening hours. The starting point is a vibrant student life which prevents nuisance and unfair competition with the regular bars, restaurants and clubs.

The VVD wants students to be able to live anywhere they want in the city. This means that there should be space for traditional student houses, as long as they are not a nuisance to the neighbourhood, but also enough studio apartments and independent living units.

64. In cooperation with the department of Education and the business community, the VVD wants to introduce and shape a scholarship system for (top) students.

65. In order to benefit the student life as well as the business climate, it would be good for Eindhoven to attract humanities and social science students in addition to science students. For that reason, we are strengthening the cooperation with universities outside of our city in order to attract new study courses to Eindhoven.

66. In terms of student housing expansion plans, attention is being paid to the needs of both international and Dutch students.

Mobility and Accessibility

The VVD thinks that people should be free to move about in any way they want to. A good infrastructure is of vital importance to the economy. Ensuring good accessibility is one of City Council's core tasks.

The Northeast corridor is a vital link in the (supra)regional road network and helps to ease the traffic load in the northeastern part of Eindhoven, in smaller towns such as Nuenen, Laarbeek, and the total central area between Eindhoven and Helmond. The limited degradation of roadside nature along the canal will be offset by 'green' investments in the central area. The VVD are happy to widen the A2 to Den Bosch. In order to ensure good connections from westerly, easterly and southerly directions, the VVD also advocate a rapid widening of the A58 (Eindhoven – Tilburg) and the A67 (Eindhoven-Venlo) and, in the longer run, the A2 in southerly direction (Eindhoven-Weert).

Through the "Eindhoven on its Way" initiative we are working to solve and prevent further bottlenecks concerning mobility, as well as realizing spatial and sustainability goals. We aim for sustainable mobility: a city where you can walk, cycle and use public transport wherever possible, and where, if necessary, cars have priority. Where this is the case, we will develop new routes that suit the new dynamics.

67. The Northeast Corridor – or: the Eindhoven Diamond – has to be completed as soon as possible.

Cars

Cars will always be welcome in Eindhoven. Because of Eindhoven's regional function it is essential that (rapid) traffic always has easy access to the ring road and the designated radial roads.

68. The VVD advocate more 'green waves' and 'clever' traffic lights.

69. The inner city and its parking spots and parking garages have to be easily accessible to cars at all times.

Parking

We support the combined use of parking places and the expansion of parking norms. Only when a building plan leads to an unacceptable increase of parking problems would this be a reason to abandon the plan. Resident only parking is an effective means to combat parking problems. This measure will only be introduced when a majority in the street or neighbourhood is in favour.

Eindhoven - bike city

Eindhoven is a compact city where pedestrians should have all the space they need within the designated areas; at the same time, the entire city should be accessible to bicycles. For this we need good, fast cycling connections and adequate bicycle parking areas.

70. The VVD are in favour of a good bicycle corridor in the town centre with clearly separated cycling and pedestrian areas.

71. We want to create good and safe bicycling routes to encourage people to ride their bikes more often.

Public Transport

The public transport concession is subject to new developments, especially regarding sustainability. To improve public transport on a sustainable basis, we must aim to further develop the (profitable) main High Value Public Transportation network (HOV) and other highly travelled bus routes; this must be achieved in combination with tailor-made solutions to and

from junctions at railway stations and boarding points of the HOV network. In addition to air travel, it is of the highest importance to the economic position of Eindhoven to have good international rail connections via the European high speed network.

72. The VVD wants to abolish "free public transport" completely.

73. The night services of the railway network will be expanded. Eindhoven has to be connected to the Randstad and Schiphol Airport on 24/7 basis.

74. There has to be a full 'intercity' connection to Dusseldorf/Aachen and Antwerp/Brussels.

75. After completing the renovations of the railway station in 2016, the VVD want to reconfigure the bus station in order to ensure better connections with Eindhoven University, Fontys and Fellenoord.

Airport

The VVD aims to make the airport more sustainable. We will limit nuisance to the surrounding areas and improve the procedures for complaints and information. Improved road conditions are crucial for further growth of the airport.

76. The extra access to the A2/N2 in favour of Eindhoven Airport and the Brainport Innovation Campus has to be carried out before 2020.

77. We need a new Intercity Railway Station in Northwest Eindhoven to achieve a super fast connection with the airport, as well as connections with the city bus network.

Care and health

The VVD wants a community where people are self-reliant and have the freedom to evolve. This also means that people who are (temporarily or permanently) unable to fully function autonomously need support. The Council has to provide part of this support, but we also count on people's own surroundings. We cherish carers. They enhance self-reliance and reduce the need for institutionalized care.

The VVD is convinced that the decompartmentalization of the care system will lead to lower municipal expenses. The VVD favours the principle that whoever uses a facility, pays for it. The VVD are in favour of levying contributions from individuals within existing legal possibilities.

78. Carers will receive stimulation and facilitation to take training courses.

Decentralisation

In the coming years a substantial transition will take place in the social domain. A number of tasks that used to be taken care of by the national authorities – youth care, AWBZ (National Act on Exceptional Medical Expenses) and participation – will be transferred to the municipalities. These three decentralizations will all come under the purview of WIJEindhoven, the new name for the entire social domain in Eindhoven

These decentralizations will be combined with a transfer of funds. This is intended as an efficiency drive so we will not take over the transferred tasks as a matter of course. Before we start, we will ask a number of questions: what was the original purpose of this task, is it still relevant and is it still the municipality's task to regulate this? Any future arrangements will be shaped in line with the responses to these questions.

We do not want income-dependent arrangements or any levelling. Of course we want to prevent people from ending up living below the poverty line because of financial cuts or a different interpretation of the rules.

The framework of WIJEindhoven is a liberal story that was co-started by the VVD. By using so-called 'generalists' we can build upon social support that is needed in a neighbourhood or a district, instead of using old, supply-driven initiatives. The demand for care among our inhabitants will be key and we will use the maximum amount of policy discretion.

To ensure the success of WIJEindhoven, it is crucial that there will be space for small suppliers and new initiatives, alongside larger, more established parties. Needs and demands change, so the supply side will have to follow suit. The VVD wants more entrepreneurship in this sector as well. We don't deal in 'sacred cows'.

We will implement the Government-imposed reductions on a one-to-one basis. We will receive less funding, but we will supply the same quality of care. But the time of a free-for-all is past. We will pay off institutions based on their results. For instance, you won't get a mobility scooter as a matter of course, but only if you need one. Through these methods we will realise our efficiency drive, and we will root out possibilities for 'free rides'. We will keep a sharp eye on how much is being refunded.

The basis for youth care will be: one child, one family, one plan, one carer. We will make arrangements and set up frameworks in the transition period until January 2015. Part of the tasks is already being set up the way WIJEindhoven intends; this will be further expanded in the future. This will make youth care cheaper.

Participating in society

In Eindhoven everybody should be able to participate in society. We will make people accountable for their responsibilities, but at the same time, the municipality will make participation in society possible. Organizations in our city will be encouraged to take measures to promote the participation of the deaf, blind, visually impaired and wheelchair-bound people.

People with disabilities

In Eindhoven there are people with disabilities who can easily participate in society. The municipality will work to give deaf, blind, visually impaired and wheelchair-bound people access to City Council information and facilities in innovative new ways.

Eindhoven is as wheelchair-friendly as possible. We will look at possibilities to make the inner city more wheelchair-friendly.

79. Information in the city centre will be made more accessible for deaf, blind, visually impaired and wheelchair-bound people.

80. We want to have a substantial decrease in the number of functionally illiterate people by 2018.

Senior citizens

Growing old in Eindhoven has to be a pleasant experience! Initiatives that aim to reduce loneliness can count on the VVD's support. However, we emphasize the importance of senior citizens shaping these initiatives themselves.

81. We support the initiative of Eindhoven's Seniors Day.

82. The VVD wants a plan of action to reduce loneliness among senior citizens and enhance their participation in the city.

Integration

The VVD favour a tolerant society in which everybody participates. So: integration is participation and personal responsibility. Being integrated means fully taking part in society: speaking Dutch, working, paying taxes, voting, obeying the law, sending your children to school and feeling connected to the Netherlands and being involved with your environment. The VVD favours a tolerant society in which everybody participates. The VVD believes that it's not about where you come from, but where you go; not about your religion but about the way you behave. And not the group, but the individual.

83. The VVD rejects and fights discrimination and honour killings.

84. The VVD is fundamentally opposed to the conscious separation of women and men and boys and girls, in sports or other activities, and certainly when these activities are subsidized by the municipality.

85. The municipality cooperates with the nationally established immigration and asylum policies. There is no shelter for persons whose appeals have been exhausted and who don't wish to cooperate in returning to their country of origin.

Housing and neighbourhoods

In recent years there have been many developments in the areas of housing and neighbourhoods. A great deal of attention has been paid to integrated neighbourhood renewal and cooperation with housing corporations, but the position of the corporations has come increasingly under pressure. With the help of public capital they have been able to set their own course for many years. Now they are being forced to take a more critical look at their mission and management, because they have to return to their core business.

86. The VVD wants a covenant with project developers, housing corporations and the municipality to agree an integral policy to deal with 'skewed housing'. Every partner participates from their own core business and attention for freedom of choice and tailor-made solutions for residents will make a comeback.

The VVD favours tailor-made housing. You can consider new types of housing for senior citizens, temporary (modular) housing or renting vacant buildings to fill temporary housing needs.

87. We need a greater influx of knowledge workers who come to live here temporarily with their families.

88. To prevent exploitation of labour migrants, the VVD advocates living space for this group to prevent them from living in unsuitable housing, such as student homes.

Neighbourhoods

A clean, safe neighbourhood is important for the quality of life in the district. That is why we address the residents' own responsibility for keeping their living space clean and cared for, and we count on residents to address each other about this as well. All ages have to feel at home in a neighbourhood, and there are certain provisions for this. The upkeep of playgrounds by residents will be supported by the VVD.

Thanks to the integral neighbourhood renewal (IWV), many neighbourhoods have been physically improved. However, one of the most important targets of the IWV – socially upward mobility of people – has not been met.

89. The VVD will terminate the present set-up of the IWV. We will release the financial means. Physical investments will be weighed up per project and we will also encourage effective programmes for education and employment in the districts.

90. Decorating public space will primarily be matched to costs of management, and, wherever possible, cooperation with residents and companies will be considered either via sponsorship, personal effort or sales.

Sport and recreation

The municipality of Eindhoven was named the Sports Municipality of the Year 2013 partly due to the efforts of Eindhoven's VVD. The deciding factor was the consistent and future-directed sport policy. The most important target of the City Council sport policy is participation in sports. In Eindhoven this participation is high, and still rising. Recreational sport is for everyone. People with a handicap should also be able to take part in sports as much as possible. The municipality stimulates that sports and sports clubs are accessible to everyone. Of course we realize that sport must also do its bit towards cutbacks, but the VVD does not promote extra cutbacks in sports.

Sports clubs acquire an increasing number of responsibilities and managing sports clubs is becoming increasingly complex. In this respect, the Eindhoven Council for Sport and SupportPunt can play a bigger part in supporting clubs. At the same time, the VVD thinks it is very reasonable that sports clubs submit a well-thought out plan with a balanced budget.

We give sports clubs the opportunity to acquire an income from their canteens, as long as they respect liquor and catering laws. By making multifunctional use of their spaces, sport clubs can work on their own income, which means that there will be less need for subsidies.

The use of so-called 'green areas' must be made accessible for sport, relaxation and recreation, provided that the 'ecological network' is respected.

Accommodation and rates

Good accommodation is important for both top sports and recreational sports. The VVD would rather not close or divest accommodation, but this should be negotiable if it does not lead to serious social harm. The starting point here would be a wide range of sports spread across the city and the possibility to play at sports (in a limited way) in one's own surroundings, particularly for children and senior citizens.

The VVD wants to show restraint regarding raising tariffs in sports to prevent loss of opportunity. The starting point here is that the proceeds of raised tariffs become fully disposable to the sport and that the result is a product of good quality. For this reason, the Tongelreep should be given a thorough make-over.

91. The Council has, and will continue to have, an actively directing role in the area of sports accommodation insofar as they are not being offered by other market partners.

92. The VVD chooses in favour of building a new field hockey accommodation.

Professional vs. recreational sport

In addition to recreational sports, Eindhoven also shines in the field of professional sports. Developing talent is the most important link, therefore Eindhoven must maintain and strengthen its position as a Centre of Top Sport and Education (CTO). Linking sport and technology is a typically Eindhoven initiative and, for that reason, it needs to be firmly anchored in cooperation with partner organizations. The primary focus is on Eindhoven's core sports: swimming, soccer, field hockey and running. The municipality actively pursues the full bandwidth between recreational to professional sports within the framework. To stimulate the core sports, the municipality actively promotes hosting (top) events in these sports. This will not only stimulate sports, but it will also have a great economic effect and publicity value.

93. The VVD supports Sportformule Eindhoven, which allows children to get acquainted with various sports during their school-time by means of a variety of activities.

94. The VVD supports district sports clubs, provided that there is a clear need for them in

the districts, and that the districts take the initiative themselves.

95. The present set-up of sports training companies is successful. If at all possible this setup will be expanded to the entire region.

Culture

Culture is important for the image of Eindhoven as a city where internationals like to settle, but also for its own inhabitants. Culture is more than just the Van Abbe Museum or the Muziekgebouw. Because of this, the VVD feels that cultural policy should pay attention to the top levels as well as to a greater bandwidth of culture. The starting point is that culture has an added value for the people in the city: the cultural infrastructure serves everyone in Eindhoven.

The VVD wants to shift the role of the municipality from strongly regulatory to shared responsibility, as set out in 'Cultuur Totaal'. This means that we give space and freedom where possible and regulate where we have to. We respect all the good things that are present in the city and value strength and initiative as things happen in the city. We want to make more culture possible in the city with less money. This means that attention should be given to existing (top) facilities as well as to new initiatives. This also means that tough choices have to be made. For us, content is paramount. This means that we might want to examine if it is possible for The Effenaar to continue on a commercial basis without government subsidy. For distinctive cultural content, cooperation with others is possible and a (limited) budget remains available.

96. The means that were earmarked for 'Cultural Capital' will be released and added to the general means. If and when necessary we will find new ways of using them.

97. The VVD uses functions, not buildings, as starting point for culture. Unprofitable buildings should be made profitable, or else they should be divested. This can be done by using buildings more efficiently, for instance by combining cultural functions.

98. Exploiting a (top) museum is not a municipal job. That is why the VVD wants the Van Abbe Museum to become a national museum.

Cultural entrepreneurship

Cultural entrepreneurship is a must, as far as the VVD is concerned. This is why the VVD is of the opinion that the entire cultural sector should stand on its own feet and should try to find financing by aiming at visitors, donors and sponsors. Cultural organizations will have to professionalize to better represent their interests.

Important cultural events, such as the Dutch Design Week, will have to be arranged by organizations that are equipped to carry out the tasks.

99. The organization of events such as the Dutch Design Week and the activities in the area of representation of the interest of the sector itself, need to be separated within the design cooperation Capital D, (Financial) management and accountability also have to be drastically improved and become more transparent.

Knowledge transfer

The VVD supports the transition from the library's traditional function towards a broader function in the area of information and media. This will allow the availability of books for children through school libraries to be maintained, as well as the social function within the districts and public institutions. We will maintain the course that has been set.

A different way of providing information concerns the cultural heritage. In the past, parts of this heritage have been transferred to the Eindhoven Museum. Here we see to it that history will be preserved and remains available. We think that a sense of history is of great importance, especially for the young; therefore we favour preserving our cultural heritage. Heritage is surely more than mere stones.

100. The VVD attaches great value to maintaining the present activities around the commemoration of Eindhoven's liberation.