

# Today: care for tomorrow!

## Election programme 2022-2026 van Ouderen Appèl – Hart voor Eindhoven

*"Do not hunt for high offices, but for knowledge necessary to hold them." (Chinese proverb)*

### Foreword Dré Rennenberg:

#### Today: taking care of tomorrow?

Caring for tomorrow has been of paramount importance at the Elderly Appeal – Heart for Eindhoven for 28 years. In the fast-paced and hectic society in which we now live, people often forget that after today there will also be a tomorrow. Tomorrow is the day for which we should not only have taken good care of today, but also yesterday and the day before yesterday, and possibly years ago. "Vadertje Staat" has abandoned the people who need support in their existence. We see the consequences of this government policy around us every day, we read in the newspaper and we see it on social media. For the Elderly Appeal – Heart for Eindhoven it will be a permanent task to change that. It goes without saying that we are working on leaving a better world behind. This is the guideline in our program, where in the coming years we will stand up daily for those people from Eindhoven who need it.

### Mission

#### Ouderen Appèl – Hart voor Eindhoven stands for:

- Respect for all people, young and old;
- Social justice, closing the gap between rich and poor;
- Solidarity between the generations, young and old stand up for each other;
- Passing on a sustainable society.

### Vision

#### Ouderen Appèl – Hart voor Eindhoven goes for:

- A serviceable and customer-friendly government;
- Residents of the seven Eindhoven districts including Acht give influence on the decision-making in the municipality;
- Creating a link between brainport's knowledge economy and the people of Eindhoven who need care, help and attention;
- Senior-friendly amenities in all Eindhoven districts.

### Strategy

Ouderen Appèl – Hart voor Eindhoven makes this happen by:

- To be present daily in the Eindhoven streets, neighborhoods, neighborhoods and districts;
- Pursuing influence over power, using ombuds politics;
- Participation in municipal elections;
- Taking responsibility in the college of mayor and aldermen if there is sufficient support among the supporters.

### Ouderen Appèl – Hart voor Eindhoven makes agreements with the city

Our party is committed to the city with its warm heart. This will only be possible in the coming years if the ordinary people of Eindhoven are heard at the city hall. Elderly Appeal – Heart for Eindhoven brings the opinion of the people from the street to the council. Problems are there to be solved. In the coming years, the city council will make agreements with the residents about what is needed. Together we put our shoulders to the wheel for our beautiful Eindhoven. In our concise program, we have summarized these challenges in seven focus areas. In our approach, we also align with the seventeen international goals of the United Nations to make world society better. This is a common thread that runs through our program. Later we will make specific points of attention per district that can be found on the website. [www.ouderenappel.nl](http://www.ouderenappel.nl)

## **Seven times seven points of attention**

### **1. It's up to the citizen**

*Strengthening the influence of the citizens of the neighborhoods and neighborhoods of our beautiful city. The shutters open and no backroom politics.*

- Ultimately, we want an elected mayor. Our party would like it if applicants made their intentions known to the Eindhoven population.
- Introduction of a referendum on issues that affect all citizens of the city.
- Citizens' panels give advice on the use of the free funds in the budget. We also advocate a youth panel and a senior team.
- Strengthening the role of the city council as a policy maker and controller.
- Strengthening the control function of the municipal council by establishing a independent Court of Auditors also responsible for auditing the administrative patchwork of 'related parties'.
- Aldermen are each assigned a neighborhood where they hold consultation hours for the residents of that neighborhood. The aldermen also hold consultation hours about their own portfolio. Appointment of an alderman for senior affairs.
- Strengthening of the complaints by the municipality. A strong independent Ombudsman or independent Ombuds Committee with extra attention for vulnerable people groups.

### **2. Clean, whole and safe**

*The Dutch citizens, including the inhabitants of Eindhoven, are involved in their own neighbourhood, neighbourhood and city. A serving government rewards this commitment of its citizens.*

- Police care: improving the neighbourhood police officer's presence as well as digitally accessible in the neighbourhood and neighbourhood police deployment by forcing more positions at the central government.
- Everyone in Eindhoven should feel safe. The municipality actively acts with preventions through enforcement in crime against the elderly, gender-based violence and harassment of women in public spaces. Rising crime against the elderly in particular calls for extra measures.
- Overlastgevers en draaideurcriminelen krijgen gebiedsverboden. Harde aanpak van overlastveroorzakers in woonwijken.
- The municipality is arming itself against cybercrime and subversion. Radicalisation of young people towards extremism remains a concern.
- Good maintenance of the public space, with a focused focus on the use of footpaths and cycle paths by people who are less able to walk. The increasing diversity of means of transport requires a different design and use of the cycle paths.
- Regular emptying of waste containers. No tolerating waste next to (full) containers. Graffiti in unauthorized places and hate texts and hate symbols will be removed without delay.
- The municipality, together with other municipalities, is taking action to The Hague to drastically reduce the transport of dangerous goods by rail through the Brabant city ring road..

### **3. Social justice and fighting inequality**

*In the Eindhoven residential areas, the gap between rich and poor has increased. More and more poor people are being added, partly due to rising municipal taxes, higher energy prices and the increase in the cost of daily groceries..*

- People who depend on help and care serve the municipality with the human dimension without loss of time and lawsuits. People are treated with trust and not distrust.
- A special counter with consultation hours in the neighborhoods to prevent underutilization of facilities. Many people, including the elderly and people with digital disadvantage, do not make sufficient use of financial compensation from the government, including special assistance.
- Examine whether one municipal organization for care questions is possible with the aim of reduction of bureaucracy. Strengthening the role of the client council. Reduction of time limits for granting a provision.
- People in poverty receive support.

- Loneliness is still a seriously underestimated disease. Many elderly and also young people are victims. Loneliness prevention will be high on the agenda of the city council.
- The ageing of the population will continue over the next fifteen years. The number of very elderly people is increasing. There will be a scenario for the next ten years: 'the elderly participate, they exist!'
- The municipality of Eindhoven only works with companies that guarantee a fair job with a fair salary for their employees.

#### **4. Living in a beautiful city and a nice neighborhood**

*Housing shortage is one of the biggest problems of our time. Too little social rental properties, too long waiting times, accumulation of frustrations among home seekers. Too high land prices for social housing.*

- The municipality gives corporations as much priority as possible over project developers at the issue of land for a reasonable price.
- In construction in the middle rent class, people who fulfill professions in the safety care, education, and the healthcare sector, where possible, priority.
- The municipality introduces a habitation obligation for people who buy a house in Eindhoven. The municipality applies strict rules when splitting homes for room rental.
- In the short term, 'tiny houses' will be built on small available plots in the municipality. These temporary homes are intended for starters, status holders and students.
- In large construction projects, including high-rise buildings, the number of households in a small space increases drastically. The municipality provides facilities within walking and cycling distance such as childcare, schools and sports and basic health facilities.
- In the case of large construction projects, it is contractually stipulated with the project developers that the number of social rental homes in the project cannot be bought off..
- Long-term vacancy of social housing is prevented. The municipality takes care of the realization of sufficiently attractive and affordable senior housing and promotes the flow, for example by making habitation more suitable to the needs of the tenants.

#### **5. Working in a nice city**

*Eindhoven is one of the most important economic engines of the Dutch economy. Brainport is a household name. Many expats come to work and live in Eindhoven. There are many vacancies, also in SMEs and the hospitality industry. Many of the Eindhoven residents who are dependent on benefits do not fill these vacancies. Many older jobseekers also hardly get a job despite the vacancies on offer.*

- SMEs, hospitality and self-employed deserve support from the municipality, especially in view of the limitations of the Covid-19 pandemic. When purchasing and tendering, the municipality explicitly invites local entrepreneurs to submit a tender. The municipality buys as much as possible locally.
- For the hospitality industry, there will be a simple and cheaper regulation when issuing Licences.
- When attracting (international) companies to the city, the municipality also looks at bringing jobs for Eindhoven job seekers..
- Jobseekers are entitled to a fair and respectful way of accessing paid employment. Reintegration is done with a human scale and without coercion. The municipality ensures that there is no displacement of work.
- We underline the importance of the experience of older jobseekers for business. They can pass on their precious experience to young people. An elderly ambassador with familiarity, knowledge and authority can play a pivotal role between the municipality, the business community and older jobseekers, so that more older people get back into work, which strengthens their pension security..
- As far as people on welfare are concerned, we advocate a low-regulation assistance, in which people can develop themselves, in which coercion is omitted, which increases the chance of volunteering. The municipality is committed to a pilot with basic income among people on social assistance, which includes incentives for self-employment and volunteering.
- The municipality is setting a good example by not creating flexible jobs for structural work. create so that flexible working remains limited.

## 6. Good amenities in neighborhood, neighborhood and district

*Over the past 20 years, many small-scale neighbourhoods and districts in Eindhoven have been facilities closed, so that local residents no longer have a place where they can spend their free time together. We are also looking critically at the future in the cultural and sports field.*

- Each neighbourhood will have its own community centre, a neighbourhood room, which responds to the demand of the local residents. The elderly, but also (hanging) young people are worthy of a home in their own neighborhood.
- Sports clubs will also be encouraged to be active in activities in the neighbourhood.
- Libraries are indispensable for education and leisure. Both accessible branches in the district and an easily accessible digital branch contribute to strengthening the knowledge and the well-being of our residents.
- We guard the cultural heritage and protect it from the wrecking hand.
- Neighbourhood and sports facilities have suffered a lot from the measures taken by the Central government regarding the pandemic. We advocate a facility-friendly approach at these necessary locations in the neighborhood and neighborhood. We advocate a restraint in real estate interests and an optimization of the attention to the social interests.
- Children should not only learn, but also play. In pre-school care and education, attention is paid to this.
- Swimming lessons are compulsory in primary education. The municipal swimming pools are optimally equipped for this. Every child goes home with a swimming diploma as much as possible after primary school.

## 7. Making the city more sustainable for citizens is affordable

*Climate change threatens our well-being. The city council weighs measures against the social and economic costs of climate measures. Ultimately, we will make the transition to a sustainable society together. Sustainability, greening, limiting CO2 emissions and associated measures should be critically examined.*

- Measures spare a decrease in disposable income and accessibility of facilities.
- Limiting the car mobility of people should go hand in hand with the provision of facilities that allow the accessibility of the city centre and facilities such as hospitals. Free public transport is a solution. The Elderly Appeal – Heart for Eindhoven also calls for a Light rail connection between Eindhoven Centraal and Airport, and between the peripheral municipalities. The developments such as flight movements and parking pressure of Eindhoven Airport are a point of attention of the city council.
- The municipality compensates households that are forced to get rid of gas by the government. The rise in energy prices requires an appropriate approach so that no more people end up in poverty. For this purpose, there will be a municipal support fund that provides tailor-made solutions.
- Climate action should not be restrictive in relation to disposable income and accessibility of facilities.
- Greening in new construction projects in which green areas on facades and roofs the municipality includes being visible in contracts with project developers, which is not removes the fact that the government remains responsible for sufficient green space in the public sector space.
- The municipality promotes the installation of solar panels, also in the social rental sector, making energy costs manageable for tenants.
- Nature in general and the precious Dommeldal remains untouched, there are no buildings, solar meadows or windmills there. For energy production, we also use high-rise buildings and make binding agreements with project developers about this..
- Heavy industry, including on the Hurk, is limited, so that nuisance and danger to surrounding neighborhoods declined.