

Aan:  
de voorzitter en leden van  
Provinciale Staten van Drenthe

Assen, 5 december 2018  
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Geachte voorzitter/leden,

Dinsdagavond 4 december 2018 vond in het Europees Parlement te Brussel de uitreiking plaats van de ACES Awards. Ieder jaar worden er door ACES Europe (sportuitvoeringsorganisatie van de Europese Unie), een sporthoofdstad, sportsteden en sportregio's gekozen. Drenthe was genomineerd voor de titel European Community of Sport 2019. Met trots kunnen wij melden dat Drenthe de eerste Community of Sport 2019 regio van Nederland is geworden. Wij zien dit als een bekroning van activiteiten op sport- en beweeggebied, die er in Drenthe worden georganiseerd en met name voor de inzet die vrijwilligers hierbij leveren.

#### **Aanleiding**

Eind 2017 kwam er het verzoek vanuit de Vereniging Sport en Gemeenten (VSG) Nederland of Drenthe zich als regio zou willen kandideren voor genoemde titel. Overleg tussen bestuurders van de gemeenten en de provincie resulteerde op 1 april 2018 in de kandidaatstelling als European Community of Sport 2019, namens alle Drentse gemeenten en de provincie. De coördinatie hiervoor ligt bij Drenthe Beweegt, waar een kleine werkgroep met gemeenten, provincie en SportDrenthe is ingericht. Zij leverden voor 1 augustus 2018 het gevraagde bidbook (zie bijlage) op. Halverwege september 2018 heeft de evaluatiecommissie van het Europees Parlement onze provincie bezocht. Drie dagen stonden in het teken van lokale bezoeken. Deze werden afgesloten met een media-ontbijt op het TT-circuit waar veel Drentse bestuurders aanwezig waren. Snel na dit bezoek werden wij uitgenodigd voor het Award Gala.



De afgelopen maanden hebben bij Drenthe Beweegt in het teken gestaan van het voorbereiden van het programma dat gaat lopen vanaf 1 januari 2019. Hier is door ruim honderd betrokkenen in de Drentse sportwereld een bijdrage geleverd. Het plan is gebaseerd op het versterken van datgene dat er al gebeurt en het maken van nieuwe combinaties tussen sport, bewegen en andere maatschappelijke activiteiten.

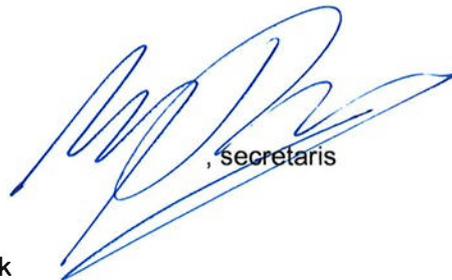
### **Nieuwjaarsreceptie**

Samen met sportverenigingen, vrijwilligers en organisaties gaan wij deze titel en de start van een nieuw sportjaar vieren. Hiervoor organiseert Drenthe Beweegt een European Community of Sport nieuwsjaarreceptie. Deze houden wij op het TT-circuit in Assen op 18 januari 2019, vanaf 16.00 uur. U ontvangt uiteraard hiervoor ook een uitnodiging.

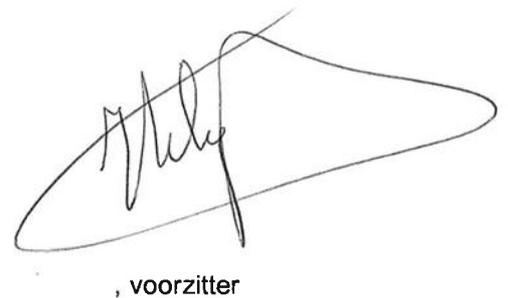
Wij hopen u hiermee voldoende te hebben geïnformeerd.

Hoogachtend,

Gedeputeerde Staten van Drenthe,



, secretaris



, voorzitter

Bijlage(n): Bidbook  
km/coll.

# Drenthe European Community of Sport

2019



Drenthe  beweegt



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Aa en Hunze | Assen | Borger-Odoorn | Coevorden |  
De Wolden | Emmen | Hoogeveen | Meppel |  
Midden-Drenthe | Noordenveld | Tynaarlo | Westerveld



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# Drenthe is the first Dutch province to go for the European Community of Sport title



Drenthe - 12 municipalities and the province - has submitted its bid to become a candidate for the election of European Community of Sport. We have been proud for many years of the way in which we use sports and exercise in our province. Now that we have listed all our activities for this bid, this feeling is only reinforced.

Drenthe was nominated as the first Dutch sports region at the beginning of this year. Drenthe is particularly notable for its cooperation on healthy lifestyles, sports and physical activity. As a result, every municipality has a successful sports and exercise program. The mayors of the municipalities of Drenthe, together with the Commissioner of the King Mrs. Jetta Klijnsma and deputy Henk Jumelet have decided together to take up the challenge. It is often said that residents of Drenthe are modest: this is the moment they want to show the world that something is happening here from which the whole world can learn.

In Drenthe, cooperation is particularly striking. Governments, institutions, companies as well as associations and organizers work together to make people healthier, more people participate in society, Drenthe to become attractive to tourists and much more. Together with the sports officials, the neighbourhood sports coaches and the JOGG teams, almost 200 people use sports every day to make Drenthe

better. Besides all those trainers, teachers and much more, as you can read in this bid, volunteers commit themselves in villages and cities all across Drenthe. Sports and physical activity are used to the fullest in society. It is not for nothing that in recent years Drenthe has been the province with the highest sports participation in the Netherlands. In Drenthe, the most important thing is to make people happier and healthier through sports rather than the amount of gold medals. Of course, we are very proud of Emmenaar Kjeld Nuis: King of the last Winter Games in Korea and the promotion of FC Emmen to the Dutch Premier League of football.

We are going to celebrate the election with a special events program. SportDrenthe's program runs throughout the year. SportDrenthe is the provincial knowledge institute in the various areas of sports and physical activity. In 2019, the organization will even celebrate its 50th anniversary and, with 50 activities, will set all its inhabitants in motion.

2019 is also the year in which Drenthe organizes the World Paracycling Championship in Emmen. A big event and a good example of how exercise and movement is possible and challenging for every person and can make their lives richer and healthier. The World Paracycling Championship is one of the biggest events within Adaptive sports and is directly considered a qualification for the Paralympics in Tokyo 2020. Of course there are many more events. Possible one-off events like the Young Riders Cup, the European championship for young riders and the Grand Prix des Nations, the world championship Motorcross. In addition to the existing events such as the entire cycling calendar, all runs and the largest one-day sports event we of course offer: the TT in Assen

Because of the nomination, we also asked non-sport organisations to convert their normal activities into sports and exercise activities. With surprising innovations as a result. In this bid there are several examples. The large events, together with all those small events, are combined into a striking program. Every inhabitant of Drenthe will be involved; we will make Drenthe a bit more beautiful with sports.

*Roger de Groot*  
Mayor Municipality of De Wolden  
Chairman Council Drenthe beweegt  
Chairman VDG ph Sport en Bewegen



# 1. Sport infrastructuur

Drenthe has a lot to offer in the field of sports infrastructure. Both the quantity and versatility of the accommodations makes clear that anyone, from amateur sporter to top athlete, can turn to Drenthe for all their sports needs. This becomes clearly evident when looking at all of the sports facilities within Drenthe.

## Number and type of accommodations per municipality

In the chart below, all sports accommodations and facilities within the province can be observed.

Municipality	Football pitches	Tennis courts	Ice rinks	Korfball fields	Field hockey pitches	Riding schools	Jeu de Boules courts	Golf courses	Sports halls
Coevorden	45	27	15	2	1	4	3	1	13
Aa & Hunze	25.5	29	-	-	-	6	-	1	15
De Wolden	32	26	6	1	-	-	1		7
Hoogeveen	49	30	-	4	2	6	-	-	25
Tynaarlo	23.5	29	9	3	3	-	1	1	15
Borger-Odoorn	25	28	8	-	-	-	-	-	10
Noordenveld	35	16	12	2	1	3	9	-	15
Meppel	15	15	2	3	2	-	-	-	9
Emmen	92	28	-	2	2	-	1	-	30
Midden-Drenthe	48	19	13	4	-	4	-	2	14
Westerveld	16	4	-	-	-	-	-	-	4
Assen	37	23	6	2	1	1	1	1	9
<b>Total</b>	<b>443</b>	<b>274</b>	<b>71</b>	<b>25</b>	<b>12</b>	<b>24</b>	<b>16</b>	<b>6</b>	<b>166</b>

Municipality	Fitness	Swimming pools	Shooting ranges (including archery)	Padel courts	Running tracks	Cycling tracks	Survival tracks	Skate-tracks	Rugby fields
Coevorden	9	5	5	1	-	-	-	-	-
Aa & Hunze	2	4	-	-	-	-	-	-	-
De Wolden	5	3	-	-	-	-	-	-	-
Hoogeveen	13	1	-	2	1	1	-	-	-
Tynaarlo	6	3	2	-	-	-	-	-	-
Borger-Odoorn	-	4	-	-	-	-	-	-	-
Noordenveld	4	4	-	-	1	-	3	-	-
Meppel	3	1	-	-	1	-	-	1	-
Emmen	30	7	-	-	1	1	-	4	1
Midden-Drenthe	7	3	-	-	-	-	-	-	-
Westerveld	5	-	-	-	-	-	-	-	1
Assen	8	4	-	-	1	1	-	-	-
<b>Total</b>	<b>87</b>	<b>39</b>	<b>7</b>	<b>3</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>2</b>

Municipality	Baseball field	Speedway tracks	Roller-skating track	BMX tracks	Ski slopes	Beach-volleyball fields	Track cycling	Circuit
Emmen	1	1	-	1	-	1	-	-
Meppel	2	-	1	-	-	1	-	-
Coevorden	-	-	-	-	1	-	-	-
Assen	1	-	-	1	-	1	1	1
<b>Total</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>1</b>



## Drenthe in figures

### Population

The province of Drenthe has about 492,000 inhabitants. In ten years time, the population of Drenthe has grown by about 3,000 inhabitants. Drenthe is home to 3% of the Dutch population.

62% of the population of Drenthe falls in the age group of 15-64 years, i.e. the potential labour force. The working age population has decreased by 3% since 2007. On 1 January 2017, 10% of the population of Drenthe was of immigrant origin, of which 4.5% was non-western.

After years of growth, Drenthe will have to cope with a shrinking number of inhabitants from 2011 onwards. Moreover, the population of Drenthe is relatively older than the population of the Netherlands. However, the number of households will increase as a result of individualisation.



### Province and municipalities

There are twelve municipalities in the province of Drenthe. Here is an overview of the municipalities in Drenthe.

Municipality	Inhabitants	Surface
Aa en Hunze	25.249	276,35
Assen	67.579	81,94
Borger-Odoorn	25.360	275,27
Coevorden	35.189	296,54
Emmen	107.417	336,4
Hoogeveen	55.252	127,67
Meppel	33.155	55,69
Midden-Drenthe	33.311	341,01
Noorderneveld	32.818	200,99
Tynaarlo	33.259	143,5
Westerveld	19.069	278,81
De Wolden	23.789	224,77

### Sports

Most municipalities in Drenthe have a sports offer of football, handball, korfbal, and volleyball. Top-class sports in Drenthe mainly takes place in the field of motor sports, cycling and equestrian sports. A well-known example is the TT races in Assen. This has been further elaborated in other chapters.

The facilities for sports in Drenthe are under pressure. This is due to the difficult financial situation, demographic developments, individualisation and changing leisure activities. Sports that can be practiced until old age, that focus on the pleasure of movement and that

enable social contact, are increasingly practiced. Think of hiking, swimming, biking and tennis. As a result, public space is becoming an increasingly important sports facility.

Sport participation is defined as the proportion of people who take part in sports at least 12 times a year.

### Trend

In the period 2008-2014, the sports participation was around 73%.

### Comparison Drenthe-NL

Sports participation in Drenthe is considerably higher than in the Netherlands. (72% compared to 65%).

In the period 2008-2011, the sports participation of the inhabitants of Drenthe was around 73%. This is considerably higher than the national sports participation, which is 65%.

The proportion of adults who took part in sports at least once a week fluctuated between 51% and 55% between 2010 and 2017. This is comparable to the national percentage of 52%. Of the over-65ers, 48% exercises at least once a week.

Among young people, that number is 84%. 3% of adults is inactive. This means that they are not active for at least 30 minutes on any of the days of the week. At a national level, this percentage is also 3%..

### Sports indoors or outdoors in club setting

In 2014, 40% of the population took part in sports in an organised context, i.e. they were members of a sports club. 32% sport in a commercial context and 54% sport in a unbound environment. Men are more likely to be members of a sports club than women. Men are also more likely to play unbound sports. Women, on the other hand, are more likely to play sports in a commercial context. Young people play more sports than older people and are more likely to be members of a sports club. In addition, they are more likely to play sports in a commercial context.

The most popular adult sports in 2014 were fitness, hiking and cycling. Running has lost some of its popularity compared to 2012. New in the top 10 is skiing / cross country skiing / snowboarding. The most commonly practiced sports by young people are field football, running, jogging, trimming and fitness.

### Motives

The most important motives for sports are health/fitness, pleasure experience/relaxation and social contact/sociability. These motives were the same in 2014 as in 2012 and were the same for all age categories. The main motives for not doing sports are physically incapable of doing sports, no time and no desire to do sports. This corresponds to the rural motifs.



### Health experience

A high proportion of people living in a certain area who do not feel healthy can have a negative impact on the socio-economic situation and vitality of that area. This can also reduce the quality of life. People with poorer health or disabilities are often less positive about the environment in which they live. This is possible because they are less able to reach facilities easily and are less able to 'participate' in society.

### Health

In 2012, 6% of people over 65 stated that their health was (very) poor and 32% that their health was 'ok'. On the other hand, 63% said they had (very) good health. Of the 19 to 65-year-olds, 2% qualified their health as (very) poor and 14% as 'ok' in 2013. In previous years these percentages were somewhat lower, but the question was slightly different. According to the

Drenthe Municipal Health Service, the figures are comparable to the national averages.

Elderly people in Central Drenthe, Noordenveld and De Wolden feel healthy most often; older people in Emmen and Hoogeveen feel least healthy. For the 19 to 65 age group, too, the inhabitants of Emmen and Hoogeveen do not feel healthy most often.

### Obstacles due to health

People may experience hindrance when performing their daily activities as a result of health problems\*. In 2012, 54% of people over 65 indicated being hampered in their daily activities by an illness or disorder. Among 19 to 65-year-olds, this was 31% in 2013. In Emmen, the group of elderly people who felt hindered was at 60% the largest, and the smallest in Meppel at 46%.

## Featured accommodations

The range of sports facilities in the province of Drenthe can be described as very broad and diverse. Every single accommodation is designed to offer both the athlete and the visitor an optimal sport experience. Although every sports facility deserves further explanation, we have chosen to further highlight large, high-profile, and innovative accommodations.

### Oude Meerdijk

*Place* Emmen

*Capacity* 8.301

The Oude Meerdijk is the home base for the recently promoted FC Emmen, which for the first time next season, can be watched at the highest level of Dutch professional football. Although the primary function of the stadium is to host the local football club, it has accommodated quite a few major events in the recent past. In 2011, both the opening game and the final of the World Cup CP were held in De Oude Meerdijk. The entire tournament took place across the province, played amongst the various sports fields of Drenthe. Additionally, in 2005, the stadium hosted various football supporters and fans from around the world, during the under-20 World Cup.

### TT-circuit

*Place* Assen

*Capacity* >100.000

*Length* 4.542

The TT circuit, also known as The Cathedral of Speed, has been the scene for the world-famous TT Assen since 1955. Marc Márquez, Jorge Lorenzo and of course Valentino Rossi are just a few of the famous motorcycle racers who have triumphed in Assen over the years. In addition to the TT Assen, several other major events occur at the circuit every year. Most recently, the World Superbike Championships, the Truckstar Festival, and the British Superbike were organized on the holy ground of the TT circuit.

### Regional Cycle Centre

*Place* Assen

*Facilities* Track cycling track | MTB trail (mountainbike) | BMX trail | Cycling track

The Regional Cycling Center is an open-air cycling center in the north of the Netherlands, which offers space for both the athlete and the recreational user. The accommodation is distinguished by its versatility. Fans of track cycling, mountain biking, and BMX may also utilize this facility. Clinics, training courses, and competitions are organized here by enthusiastic experts who are committed to all things cycling.



### **Bentinckspark**

*Place* Hoogeveen

*Facilities* Swimming pool | Korfbal fields | Field hockey pitch | Cycling track | Ultramodern indoor sports centre | Football accommodation | Running track | Ice stadium

Bentinckspark, a modern sports and recreation park, offers accommodation for a wide variety of sports intended for both athletes and recreationists. Not only sports clubs, but also the surrounding schools and local residents are involved in the development of this park that is controlled by the municipality of Hoogeveen. One such highly anticipated accommodation to be held at the park in the near future is the Kleine Bols Ice Stadium (described below):

### **Kleine Bols Ice Stadium**

*Place* Hoogeveen

*Expected* 2019

This special accommodation will be added to the sports and recreation park Bentinckspark in 2019. Skating enthusiasts of Drenthe can visit this modern ice stadium that includes a covered 400-meter track and a 30x60 indoor track that can accommodate ice-hockey players, short trackers, and those with disabilities. In addition to this being the only indoor ice rink in Drenthe, Kleine Bols Ice Stadium is the first energy-neutral ice hall in the world.

## **Budget and investments**

To finance the utilization, construction, maintenance and possible extensions of all these sports facilities, financial resources are necessary. In total, the province is budgeted € 24,217,677 annually for the above actions; the annual budget excludes the investments in the construction of the new ice stadium in Hoogeveen. More important than the budget available in the province is the way in which these financial resources are spent. Some key areas of expenditure include:

1. Construction of artificial grass pitches. These expenditures are primarily executed by the many football clubs of Drenthe, since many of these associations are still active on natural grass. The construction of synthetic turf pitches, in contrast to natural grass, makes it possible to sport throughout most of the year. Football players, from young to old, can access these fields longer and thus can be active longer and more often.
2. Construction and development of sports parks. Where it is necessary for some associations to implement new accommodations, in certain cases it is necessary to innovate existing sports parks. In almost all cases it involves innovations in the field of sustainability, a theme that is increasingly important in the province of Drenthe.
3. Research. Before developing sports venues, it is important to invest in thorough research so that careful and efficient decisions can be made.





### Public space

There are many other ways of investing in the various sports facilities of Drenthe, but the above topics are key focus areas of the province. However, sports infrastructure involves more than just the facilities offered by the various associations. The design of the public space is just as impor-

tant. Sports should be possible anytime and anywhere, and that is reflected in the streets of the province. The so-called Cuijff Courts and the Krajček Playgrounds are equipped playgrounds on which all children of Drenthe can play freely. In addition, almost every town in Drenthe offers its youthful inhabitants playgrounds, skate

rinks and on occasions, climbing parks. The adult athlete has also been taken into account; for example, Drenthe has plenty of cycling, hiking, and riding trails, and mountain bikers can utilize specially designed routes in almost every forest.

### Nature and health

Exercise is healthy. It is difficult for many people to exercise regularly. Research has shown that being outside usually results into movement. Nature encourages us to take action and offers an attractive environment in which to move. It happens by itself, as it were. We stay outside longer and it gives us a greater sense of satisfaction. In short, nature stimulates us to move.

Nature is our basis; we need nature and we are part of nature ourselves. Healthy nature and contact with nature have positive effects on people's health, social cohesion, the economy, safety and vice versa. This interaction also works the other way around; little contact with nature and an unhealthy living environment have negative effects on our health and wellbeing. Care for nature is not only important now, but also for our future generations.

Being outside, playing freely and discovering nature helps children in the development of their senses, motor skills, social skills and creativity. Working on an environment in which contact between child and nature is self-evident. Bringing nature close: to school, childcare and leisure time. Take children outside and facilitate pedagogical staff, teachers and parents with training, teaching materials and teaching materials. This is how we plant the seed of love and care for nature.





## 2. Sports clubs

As previously mentioned there is great diversity to be found regarding the various sports facilities within Drenthe. This certainly also applies to its many sports clubs. The province not only pays attention for traditional, popular sports, as one can also find lesser-known sports as well. For example, the province sponsors a ski association and four baseball clubs, in addition to multiple opportunities for disabled athletes. However, before diving deeper into these sports clubs, it is important to draw attention to perhaps the most important people in the Drenthe sports world.

### Volunteers

It is not for nothing that this part of the bid for the European Community of Sport begins with the volunteers. Without the many volunteers who assist in Drenthe, the athletes in the province would no longer be able to exercise in the way they are used to, and many sports clubs would simply no longer exist. Almost all sports clubs (and events) of Drenthe are dependent, by a large part, on volunteers,

and in Drenthe these clubs are extremely grateful that there are so many people who sacrifice their time and efforts to improve the sports climate.

This can also be observed if the facts on the deployment of volunteers in Drenthe sports clubs are taken into account. 18.9% of the inhabitants of Drenthe over fifteen years old commit themselves at least once a year for a sports club. To put this

in perspective, when compared with the rest of the Netherlands, Drenthe has the highest percentage when it comes to the number of volunteers who are active at sports clubs.

## Number of sports clubs in Drenthe

The table below gives an overview of the number and type of associations in the province of Drenthe.

Type	Nr	Type	Nr	Type	Nr	Type	Nr	Type	Nr
Football	129	Handball	24	Shooting sport	16	Table tennis	10	BMX	4
Gymnastics	75	Swimming	25	Aquatics	12	Bowls	6	Rowing	3
Iceskating	73	Futsal	22	Ball shooting	10	Diving	6	Tug of war	2
Equestrian	60	Korfball	24	Outdoor/survival	10	Darts	7	Dance	3
Volleyball	60	Martial arts	31	Fieldhockey	9	Golf	5	Rugby	4
Tennis	60	Motorsport	19	Basketball	8	Bowling	5	Skiing	1
Checkers, chess, bridge	32	Cycling	22	Archery	7	Baseball	4	Circus	1
Billiards	34	Hiking/running	20	Angling	29	Weightlifting	1	Jeu des Boules	17
Judo	27	Triathlon	1	Trial	1	Athletics	6	Roller skating	1
Trampoline	1	Frisbee	1	Real tennis	2	Fencing	1	Sailing	1

As can clearly be seen above, the amount of sports clubs offered in the province of Drenthe is very diverse and extensive: as many as 50 different sports are practiced within an association. Although almost every individual association has its own board, the concept of 'cooperation' must be mentioned. The many associations work together in various areas, the following collaborations being the most common in the province.

1. Accommodations. Sports clubs often work together in the field of accommodations. There are many football clubs that share sports fields and gym clubs. Additionally, many schools share sports halls and sometimes football, hockey, and / or sport complexes.
2. Multi-sport clubs. In many such cases different branches of sports clubs work together in one association. This is a common partnership in the province of Drenthe. Joint marketing, joint complex and the sharing of costs are just a few benefits that can be achieved with this.
3. Sports platforms. Sports associations also regularly join forces through sports platforms or advisory groups. The clubs come together and share knowledge and communicate jointly with governments. This provides an additional advantage in that the clubs can learn from one another and share knowledge on various topics.
4. Youth. Where the first teams of different clubs almost always function separately from each other, it often happens that the youth departments of sports clubs must cooperate. For example, youth clubs will play football under one name or train together.



**The Drenthe associations and associated athletes are active in various competitions at different levels. We distinguish broad sport from top sport, however this definition is not always fair. The recreational sports that are often seen in Drenthe can certainly also be seen as top sport. In Drenthe, the associations and athletes all practice top sport, each at their own level.**

### Local competitions

Drenthe is a place where both the 'regular' athlete as well as the top athlete can go. However, when the various municipalities are asked what their priorities are, they answer unanimously: recreational sport. There is room for top athletes but reinforcing accessibility base has priority. In recent years, strengthening and improving the base has ensured that various local initiatives / competitions have been implemented.

1. School sports tournaments. Sports are played and practiced at virtually every primary and high school in Drenthe, and various sports tournaments are organized. For primary schools there are football and korfbal tournaments regularly organized, as well as an annual sports day. Examples of such tournaments are: sports days, softball, football and athletics tournaments as well as running championships, and on occasion preliminaries for national competitions.
2. Mutual competitions. The sports clubs in Drenthe also assist in organizing many

competitions. There are tennis competitions between associations, volleyball competitions organized by neighborhood associations and elderly people often play bridge competitions.

3. Businesses. The employers of Drenthe also make large contributions when it comes to sports. Not only are football and volleyball competitions organized here, but local bowling competitions as well. Many employers in Drenthe take part in various business competitions with a team.
4. Regular competitions. In addition to the above examples, there are also competition with other associations from across the Netherlands. Youth, ladies, seniors, basic and top level: in Drenthe there are possibilities for everyone to participate in sports competition.

## National competitions

Although the focus in Drenthe is mainly on strengthening the various recreational sports, there is certainly room for top sport: national competitions at the highest level. The table below shows an overview of the associations that are active in the highest regions of Dutch sport, and which sport they practice.



Club	Sport	Competition	Particulars
ZPC Hoogeveen	Swimming	National swimming division	Dutch champions on multiple occasions
Hurry-Up	Handball	BeNeLiga	Struggles for enforcement top division, cup winner 2011
DOS'46	Korfball	Korfballeague	Multiple times champion, winner of several European Cups
E&O	Handball	Eredivisie	Various championships, championships and super cups
DTK'70	Table tennis	Eredivisie	Defending champion Eredivisie
FC Emmen	Football	Eredivisie	Recently promoted to the Eredivisie

Various individual top athletes are also active in Drenthe. Janneke Ensing (winner of various national skating and cycling competitions), Kjeld Nuis (Olympic and world champion skating), Bart Mulder (Dutch champion karate) and Lois Abbing (2nd at the European Championships and World Championship handball) are just a few examples of the athletes from Drenthe who are active in the sports community and who participate at the highest level. In addition to these top athletes, there are many champions from the lower leagues as well. Every year there are several honors provided to local champions within Drenthe.

## SportDrenthe 50 years

**Hans de Lang (managing director):**  
“Since 1968 SportDrenthe has been an organisation that independently represents the interests of sport in the broadest sense of the word in the province of Drenthe. On 16 November 2018, we will celebrate our 50th anniversary. I have been director of SportDrenthe for 20 years and I want to celebrate this party by doing something for Drenthe. Our mission, ‘Making Drenthe even better with sports’, is our guiding principle here.

### **SportDrenthe in motion**

In a vibrant society, everyone can participate. Sport and exercise are essential when it comes to participating. It is sports that literally gets people from our province moving. SportDrenthe is the linchpin between the municipalities, the province, associations and other organisations. We have the knowledge and experience; if there are new trends in the field of sports we bring them to the residents. When there are new courses, we bring them to the associations. When there are new opportunities to use sport for social themes, we support municipalities. And we know the best ways to apply for subsidies.

We are committed to the wellbeing of our residents and contribute to social goals such as poverty, participation and health. Sport and physical activity help make society even better; where young people develop their talents to the maximum, where healthy living occupies a prominent place in the lives of the inhabitants, where their own vitality and that of the environment are increasingly called upon. A society with a strong social commitment, healthy citizens with a high level of labour morale, low absenteeism due to illness and flourishing, involved organisations and institutions with professionals and volunteers who are committed to this, participating in all its facets.

Our employees have a broad knowledge of sports and, above all, how sports and physical activity can be applied in society in all policy areas. They stand for quality and are intrinsically motivated to be of added value in projects. Our association advisors offer pathway support and courses at sports clubs to help them find more volunteers, members or sponsors, as well as policy issues and new legislation. Our sports project managers help with subsidy applications, program management and advice on the best way to use sport and exercise for different target groups. You can expect partnership in combination with a high level of knowledge that they bring with them, each within their own expertise.



## SportDrenthe 50 years

"On the day of our 'birthday', 16 November 2018, we will organise 'The kick-off', a large-scale meeting for stakeholders and residents from all over Drenthe. We will show the legacy of SportDrenthe and especially experience what sports and exercise bring to the people of Drenthe; what happens when we combine Sport&... Society; ...Poverty...loneliness... Unemployed people; Sport&... Economics; ...Liveability... Recreation..... Tourism; Sport&... Encouragement of exercise; ...Youth...Seniors...Adapted Sports... Employees. We will show that sports and exercise is for everyone; sport is ... fun, ... social, ... healthy, ... challenging, ... enjoyable, ... tough. On November 16th everything comes together and SportDrenthe the community of sport will showcase itself in all its facets.

The rest of the anniversary year is dedicated to 50. With at least 50 activities from 16 November 2018 to 16 November 2019, we are going to put sports on the map in Drenthe. Think of: 50 wheelchair clinics for the awareness of school children for sports for people with disabilities; 50 mtb clinics for young people to get acquainted with a sporting activity



whereby they can discover the beauty of Drenthe's nature; hiking trips and other sporting activities for people over 50 years of age to make new social contacts in a healthy way, and supporting at least 50 sports clubs with their policy to be even more open to the wishes of new and existing members. Via a special website and social media, everyone can follow all the action.

We conclude the anniversary year with a conference entitled 'The second half' and look back at the results of all 50 activities and at 'Sport(in)Drenthe in 50 years'.

Central questions are: 'To which social themes will sports contribute in the future', 'What are the new forms of sports and physical activity?', 'Which new or differently organised sports providers will we see?', 'What is the role of technology in sports and physical activity? We are proud of SportDrenthe and the 50 years we have been in existence, and we will not let that pass unnoticed. The whole of Drenthe is going to move to celebrate this party with us," says Hans de Lang.



## 4. Events

**In addition to the many competitions held in Drenthe, there are many large and smaller sporting events. The larger sport events are not organized as a goal in their own right, but as a means to achieve a larger goal. Thus, these events provide Drenthe a lot, in the areas of economy, international recognition and tourism. In addition, various smaller and/or less well-known events are organized.**

### International sport events

Some of the largest and most famous sports events of Drenthe can be found below:

1. TT Assen. Perhaps the most famous sporting event in the province of Drenthe is the TT Assen. 160,000 motorcycle enthusiasts and TT fans come every year to the legendary circuit to enjoy the best motorcyclists in the world. The race has

been around since 1925, when it was still on the street circuit. Nowadays, drivers and race fans can go to the frequently rebuilt racing circuit.

2. Tour of Drenthe. The best known cycling race of Drenthe is the Tour of Drenthe, also known as the 'Little Hell of the North'. From 1965, this cycling race has been organized annually, and since the upgrade to the Hors Category of the UCI from 2018 onwards, the men's race is the second largest in the Netherlands. The Ladies Tour of Drenthe has been on the World Tour Calendar since 2016.
3. World Cup and WC Paracycling. Drenthe is also a major player for disabled sports. For example, Drenthe organized the CP World Cup, but more recently, Drenthe also organized the World Cup Paracycling (2017). The event will be organized again in 2018, after which the

World Cup will take place in 2019, in the sportiest province of the Netherlands (2016).

4. CH De Wolden. Drenthe also has a major international event in the field of equestrian sports, which is organized every year. CH De Wolden will in 2018 receive riders from no less than 30 different countries, including a few greats. In addition to Dutch acquaintances such as Jeroen Dubbeldam, Gerco Schröder and Marc Houtzager, Beezie Madden, one of the best female riders in the world from the United States, also participates in the competition.
5. Start Vuelta. In 2009, it was the honor to Drenthe to organize the start of the Spanish cycling race 'La Vuelta'. On the TT circuit, the Tour of Spain did not start in Spain for the first time since 1997, but Drenthe was the setting for one of

the biggest cycling races of the year. Famous cyclists like Alejandro Valverde, Andy Schleck, Cadel Evans and Ivan Basso were at the start in Assen.

6. Super Prestige. By far the most famous annual cyclo-cross race in the Netherlands has been held since 1989 in Gieten in Drenthe. The most popular riders visit Gieten every year to compete for the points for the Super Prestige classification. Since 2014 it has been the very first cyclo-cross race location of the season.

### Other unique events

In addition to the above-mentioned international events, countless smaller, but no less prominent sports events are organized in Drenthe. Some such events are highlighted below:

- RunForestRun. The various trail runs organized by the RunForestRun organization are characterized by the beautiful nature in which the runs are held. The RunForestRun organization donates a percentage of every registration to the nature reserves in which it operates. The nature reserves in which races have occurred jointly received over € 30,000 in five years from the organization.
- Cascaderun. Since 2007, the Cascaderun has been organized in Hoogeveen, one of the most extensive running competitions in the northern Netherlands. The organization, with over 15,000 spectators, received 1600 runners in 2007 and has since risen to over 9000 runners.



Also special is the GigaG-Cascaderun, one of the largest running competitions for people with disabilities.

- Drenthe 200. The most extreme cycling marathon in the Netherlands has taken place in Roden since 2015; a race consisting of nearly 200 kilometers of cycling through mud. The race is also the setting for the National Championships Fatbike. As many as 350 of the 1300 participants in 2017 did not make it to the finish because of the harsh weather conditions.

### Knowledge Centre Events

The list of sporting events is very extensive and so impossible to explain each event separately. As previously mentioned, volunteers help ensure that all these events are and can remain successful. In addition to the volunteers, there is also

an important organization in Drenthe that ensures that the various event organizations can do what they are good at and receive support where necessary: the Knowledge Center Events of the province of Drenthe.

The Knowledge Center Events (KCE) advises, guides and organizes all things related to events within the province of Drenthe. Recreational authorities Drenthe, K & C (art & culture), Marketing Drenthe and SportDrenthe are working together to ensure that the events organized in the province of Drenthe are managed and executed correctly. They do this by organizing knowledge meetings, supporting events in the field of marketing, communication, promotion, and applying for subsidies

## Movement-friendly design of public space (BIOR)



**“More and more people are playing sports in unorganised contexts at times and places that suit them. Sports, exercise and recreation in public space have therefore become an emerging theme that has the potential to tempt people to become and remain physically active. In Drenthe, we are following these developments and strengthening initiatives that originate from private individuals, governments and entrepreneurs. We do this within the Drenthe Beleef program and in a northern context Drenthe is a partner within knowledge lab Bior,” says Mieke Zijl, project manager BIOR from Drenthe.**

### Public space as the largest greenest ‘sports facility’

By considering the environment in which the Drenthe residents live as the largest greenest ‘sports facility’, we invite them to exercise more and seduce residents to a healthy and active lifestyle. This has a preventive effect on people’s health and therefore makes an important contribution to healthy ageing. Moreover, people meet in neighbourhoods which has a great social and positive effect on the quality of life in neighbourhoods or villages. Seeing people move and exercise stimulates others. The closer you get to home, the more people use it and the more children play outside. In addition, public space, nature, is also a unique selling point for the province of Drenthe. Tourists can actively enjoy this environment in Drenthe: an important instrument for the leisure economy in Drenthe.

The activation of ‘the largest greenest sports facility’ takes place in different ways. We distinguish between inner city (villages and cities) and suburban projects (nature reserves).

A few examples;

- Bike, hike, equestrian events (top as well as grassroots sports) that take place in public space (Run Forest Run, Green Mountain Tour).

- Theme routes in public space for hikers, runners and cyclists
- Specially developed educational trails in which geography, biology and exercise come together for students (nature trail).
- The emergence of public outdoor fitness sites in towns and villages
- Use of public space by commercial providers such as bootcamp clubs.

### Bior Knowledge Lab

Mieke: “KennisLab BIOR Noord is a cooperation of various parties in the northern Netherlands with the joint ambition to seduce everyone regardless of age to exercise in the largest outdoor sport facility in the northern Netherlands. The BIOR Knowledge Lab inspires policymakers, users and other organisations to find solutions for the design of public space, so that it invites people to exercise, behave healthily, meet, recreate and relax.

With the advent of the Environmental Act, legislation and regulations in the area of the physical living environment will be combined. Participation and health have been identified as explicit themes within the improvement of the living environment and the user is central rather than the rules. This law offers opportunities for sport and movement to become an integral part of spatial developments. By working together, we

combine knowledge and strength; we work as a community. That is why I think the title Community of Sport for Drenthe is very appropriate.





## 5. Sports for everyone

It is important that everyone is offered the opportunity to exercise and participate. Such opportunities are well covered and provided in Drenthe. Just a few examples include: training programs are developed for heart patients and 'buurtsportcoaches' (trained sportcoaches who are active in the different areas of cities) are used to optimize this sport guidance.

### Programs focused on sports, health and achieving social goals

Almost every municipality in the province of Drenthe develops its own programs to enable residents to move, live healthier, and achieve social goals. In this bidbook only the programs that apply to the whole of the province are mentioned. They have the most impact for the entire population of Drenthe.

#### Drenthe Beweegt

The sports and exercise program of the province of Drenthe is Drenthe Beweegt, which is dedicated to all residents of Drenthe. The aim of this program is to make Drenthe better through sports. They work in three subprograms:

#### Drenthe Gezond

Making residents live longer and growing up as healthy as possible: that is the goal of Drenthe Gezond. By means of supporting professionals, connecting existing activities and carrying out campaigns, Drenthe is pursuing these goals.

#### Drenthe doet Mee

In this program the focus is mainly on strengthening the healthy behavior of the residents. There is no obligation, but if residents indicate that something needs to be done / improved, there are professionals in the area who can help the residents.

#### Drenthe Beleeft

The focus at Drenthe Beleeft is on strengthening the leisure economy.

Although Drenthe is the bicycle province of the Netherlands, Drenthe has more to offer than bicycle facilities. By supporting the recreational recreation sector where necessary, it must be ensured that tourists will visit Drenthe more often and for longer.

### JOGG

In the Netherlands, one in seven children is too heavy. To tackle this problem, the national JOGG program has been set up: Youth on Healthy Weight (Jongeren Op Gezond Gewicht, JOGG). By moving

the focus from the child to the child's environment, care must be taken to ensure that overweight among young people is addressed and reduced. Healthy eating habits in schools are stimulated, and the JOGG municipalities are supported by national campaigns and activities. Although it is a national program, it should be mentioned here. In Drenthe, every municipality is a JOGG municipality. This means that all Drenthe municipalities support and implement the JOGG approach. In this way, the overweight among young people is dealt with jointly.

### Op Fietse

As the bicycle province of the Netherlands, it is almost obvious that this form of sport and recreation will be supported through its own program. The purpose of the Op Fietse program is to have as many people as possible cycling: tourists, students and employees. The ultimate reward for this hard work was received in 2016: Drenthe was the first UCI Bike Region Label awarded by the UCI. This makes Drenthe the model for all other Bike Regions that will be appointed in the coming years.



## Offer specific target groups

In addition to these provincial programs, there are also projects that specifically target specific target groups. Some examples are mentioned here:

### Senior sports clubs

In various municipalities, sports clubs have been set up to bring seniors together and / or let them move. The sports they practice vary from bowls to mind sports such as checkers and chess.

### Sports for people with disabilities

In almost all Drenthe municipalities there are sports clubs that offer various sports for people who have difficulty with sports in regular sports teams. This offer varies from football for disabled people to horse riding for children with an emotional disorder.

### Training programs diabetes and COPD

For people with diabetes and a smoking disease, sports can cause a lot of difficulties. The various training programs developed in Drenthe support these patients so that they can enjoy sport too.

### Fortress Coevordia

This is a foundation that works for people with disabilities, in the broadest sense of the word. The activities it organizes vary from swimming to judo.



## Health and Sport

In Drenthe we have various health problems. Overweight is a growing social problem, and Drenthe is still home to the majority of overweight and obese people in the Netherlands. The use of care in Drenthe is higher than the national average and there are also problems such as low literacy and poverty, which often are related to health. There are major differences in Drenthe in terms of lifestyle and health development related to socio-economic status (SES). There is a dichotomy where people on lower incomes often feel less healthy, are more likely to have long-term disabilities and are more likely to have one or more chronic conditions.

By using the power of sport we hope to stimulate the inhabitants of Drenthe to become healthier. Sport and movement are effective in many areas. In addition to better physical health, it also ensures greater self-confidence and social contacts, for example. From the 6 dimensions of positive health we look at all these aspects and use the power of sport.

We use campaigns such as Gratis Bewegen (free movement ed.), whereby people are stimulated to get on their bikes or to walk more often, the Gezonde Avond4daagse (healthy 4-day walk event) and 100 Gezonde Scholen (healthy schools ed.) with the theme certificate sport and physical activity, to get inhabitants moving in a healthy way, both literally and figuratively. Also in projects such as Sport maakt Actief (sport makes you active ed.) in which the unemployed take part in sports together and then start working on their self-confidence, Natuurpad (nature path ed.), in which classes learn in a physically active way and Cool2Bfit, a project to combat obesity, sport is an important means to improve the overall health of the inhabitants of Drenthe.

## What are we going to do in our Sports year?

If we do what we always do in Drenthe, it results in an attractive program. But we want more. We want:

- To show all governments in Europe why Drenthe is the Community of Sport.
- To invite all sports stakeholders in the Netherlands and let them experience why Drenthe is the Community of Sport.
- To involve all residents of Drenthe in the Community of Sport by making sure they commit and participate.

We also want to:

- give event organisers an extra stage for their events.
- introduce surprising combinations of sport and other themes such as culture, art, countryside, ethnicity, marketing, social, health, care and nature
- encourage policymakers in the province to work together on the Sports Agreement and to define the Drenthe sports policy. We prefer to link this to other national policies such as the prevention agreement.

We build our program based on these wishes. We will work this out in more detail in the coming months, but we are already able to report good results:



### Monthly events

Each month one municipality is at the centre of the annual program: Month of 'De Wolden', Month of 'Meppel' and so on. During this month an event will also be highlighted in this municipality. These are sometimes very big events such as the TT in Assen (the largest one-day event in the Benelux), but it can also be focused on a special population group such as the seniors' movement day. September is the month of Emmen, because it is hosting the Para-Cycling

World Cup. Various symposia will take place around the World Cup, where Drenthe will show the Netherlands and Europe the events that are taking place and what the effect of this sports effort is.

### Activity programme 50 years Sport-Drenthe

This bid contains the story of SportDrenthe. In their anniversary year they treat Drenthe to 50 activities. This is how all of Drenthe can be set in motion.

### Concept programme

Maand	Event	Gemeente
Januari	Survivalrun Westerbork	Midden-Drenthe
Februari	Hondsrug Trialrun	Borger-Odoorn
Maart	Ronde van Drenthe	Hoogeveen
April	Koningsspelen	Tynaarlo
Mei	Roparun	Coevorden
Juni	TT	Assen
Juli	CH De Wolden	De Wolden
Augustus	Meppel Live	Meppel
September	WK Paracycling	Emmen
Oktober	Super Prestige	Aa en Hunze
November	Oerlympics	Westerveld
December	Drenthe 200	Noordenveld

## Remarkable combinations

Especially for this Year of Sports, several social institutions have been asked to organise one of their activities in the framework of Sport. This is where fantastic and innovative examples come from. The organisations that are involved in any case are:

- Brede Overleggroep Kleine Dorpen (Broad Consultative Group Small Villages ed.)
- GZZ Drenthe (mental wellbeing)
- Friends of Kongo (culture)
- Drents Museum (art and culture)
- GGD Drenthe (health)
- STAMM CMO (wellbeing)

- Marketing Drenthe
- IVN Natuureducatie (Nature Education)
- Drenthe college (MBO education)

And think of all the Football World Cup for population groups living in Drenthe, there are around 150 of them; or sports lessons in the showrooms of the Drents Museum; the first ancient Olympics; or new hiking trails that tell the story of the cultural history of villages.

## Campaign

Of course we will tell the residents of Drenthe about the state of affairs with regard to our nomination. Are we or are we not going to be the first Dutch

Community of Sport? If we succeed, we will make a great start! Every inhabitant of Drenthe receives the program newspaper in the first week of January. It obviously includes the program, tells you how to be involved, but it also includes invitations and vouchers to become active yourself.

The newspaper is supported by an app, which consists of the calendar of activities, but also brings news and keeps track of developments. Residents, but also associations, can join in and create - together with the local authorities - the Community of Sport.



# Finally or better said: start!

I have the honor to fill the last page of this bid book. To close the bidbook literally. Knowing that we have presented you with everything about sports in Drenthe on paper. Partly with this you will take stock and determine whether Drenthe qualifies for the title 'European Community of Sport'.

One thing I know for sure: whatever your verdict, you will be impressed by the good examples and the intended program. What happens a lot within the sport in Drenthe. Doing is in our nature! What a development has experienced in Drenthe in recent years. Of course, many good things are already happening. Beautiful events, good programs, Drenthe has something to do with sports.

What strikes me most is the cohesion between all those organizations. This gives a lot of energy! This is also of great importance in sport. And that makes the use of sports also meaningful for the province. We connect with what residents and municipalities like to do. And, what appears from this bidbook, on what non-sports organizations find important. Sport moves Drenthe. I am therefore thinking of the promotion of FC Emmen to the Eredivisie. And where were you, for example, when

skater Kjeld Nuis became Olympic champion? Sport does a lot with us. I saw that on the Raadhuisplein, or rather the 'honoring square', in Emmen this year ... And with me, thousands of other people.

I also find it remarkable that we do not only focus on the top athletes in Drenthe. On those for whom moving is easy. We are looking for ways to help the person for who it is not an automatism to move. Throughout the province as a group or as an individual. Walking through the woods, moving in the halls. The World Championship Para-Cycling is a good example of this. A signboard that can be a stimulant for everyone.

The title European Community of Sport would be an appropriate title. We want the title, because all those people who are so committed to the sport in Drenthe deserve it. The sport stands strong in Drenthe. But, I also like to see the title as a beginning. The beginning



ROGER DE GROOT, MAYOR OF DE WOLDEN EN  
HENK JUMELET, DEPUTE OF THE PROVINCE OF DRENTHE

of the next phase. To make it even better. I hope you want to take this glove with me, and all the partners in this bid book. As far as I am concerned, this is not a conclusion, but a start!

*Henk Jumelet,*  
Province of Drenthe.





*Denthe*