cultuur eindhoven

Development Process for the Cultural Vision and Policy Framework

25 november 2026

Agenda

1	Context	04
2	Cultural Sector Analysis	07
3	Cultural Vision	11
4	Draft Cultural Policy Framework	16
5	Conclusion	22

cultuur eindhoven

Welkom

- Jeroen van der Zweth, managing director Cultuur Eindhoven

- Anne Sulman, policy advisor for design, visual arts, heritage
- Nico de Kimpe, policy advisor for creative spaces and literature
- Winus Rutters, policy advisor for performing arts
- Brendan Vos, policy advisor for cultural participation, education, audiovisual media

cultuur eindhoven

Welcome

- Mariëlle Giesbertz, Alderman for Culture, Municipality of Eindhoven
- Geert Boogaard & Auke Damsma, Blueyard

Welcome

Cultuur Eindhoven Foundation

Responsible for the implementation of Eindhoven's cultural policy. As a **funding body**, **knowledge partner**, and **connector**, Cultuur Eindhoven contributes to a strong cultural ecosystem and a rich, diverse cultural offering for all residents of Eindhoven.

Today

What is the context?

What are: Cultural Sector Analysis – Cultural Vision - Cultural Policy Framework?

How will we gather input?

1 Context

cultuur eindhoven

Preparation for the 2029-2032 Cultural Policy Period

A different approach from previous planning cycles:

- Cultural Sector Analysis
  - How is Eindhoven’s cultural sector performing?
- 2026-2029 Coalition Agreement: Cultural Vision
  - What should be the city's cultural ambition in light of Eindhoven’s continued growth?
- Key guideline for the Draft Cultural Policy Framework
  - What do the ambitions set out in the Cultural Vision mean for the 2029-2032 policy period??

cultuur eindhoven

Stakeholders involved

- Municipality of Eindhoven
  - Department of Economy & Culture
- Cultuur Eindhoven Foundation
  - Implementing organisation for the Municipality of Eindhoven's cultural policy
- Blueyard
  - Commissioned by both the Municipality of Eindhoven and Cultuur Eindhoven to support the process

Project Brief

- Municipality of Eindhoven
  - Cultural Vision (2)040

- Articles of Association of Cultuur Eindhoven
  - Cultural Sector Analysis
  - Draft Cultural Policy Framework 2029-2032, including the Cultural Subsidy Regulation

2 Cultural Sector Analysis

cultuur eindhoven

Cultural Sector Analysis 1/3

- "A snapshot of Eindhoven's arts and culture sector“
- Quantitative analysis of the cultural sector
- Building on existing research, including the Value of Culture study and the Culture Monitor

Cultural Sector Analysis 2/3

- Earlier delivery timeline than in previous planning cycles, aligned with the Cultural Vision
- First interim deliverable by mid-November
- Final Cultural Sector Analysis by the end of January

Cultural Sector Analysis 3/3

- A more concise Cultural Sector Analysis, focusing mainly on quantitative insights and interpretation
- The Cultural Vision builds on this analysis and translates it into a long-term perspective
- Developed by Blueyard
- Commissioned and guided by Cultuur Eindhoven

cultuur eindhoven

3 Cultural vision

cultuur eindhoven

Blueyard in collaboration with Cultuur Eindhoven and the Municipality of Eindhoven

Geert Boogaard



Ingrid van Engelshoven



Auke Damsma



cultuur eindhoven

BLUEYARD

From Analysis to Vision to Policy



cultuur eindhoven

BLUEYARD

Why 1

The world is changing



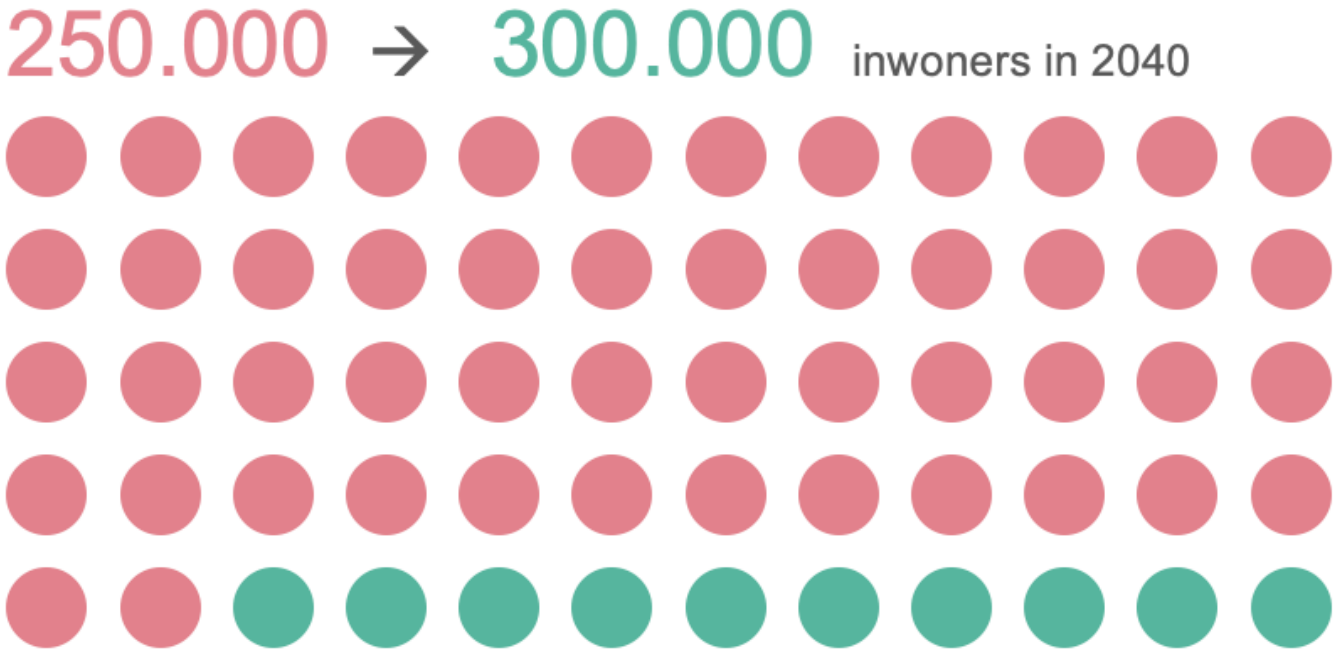
And so does culture

cultuur eindhoven

BLUEYARD

Why 2

Eindhoven is developing



And so is culture

cultuur eindhoven

BLUEYARD

Why 3

Direction and perspective

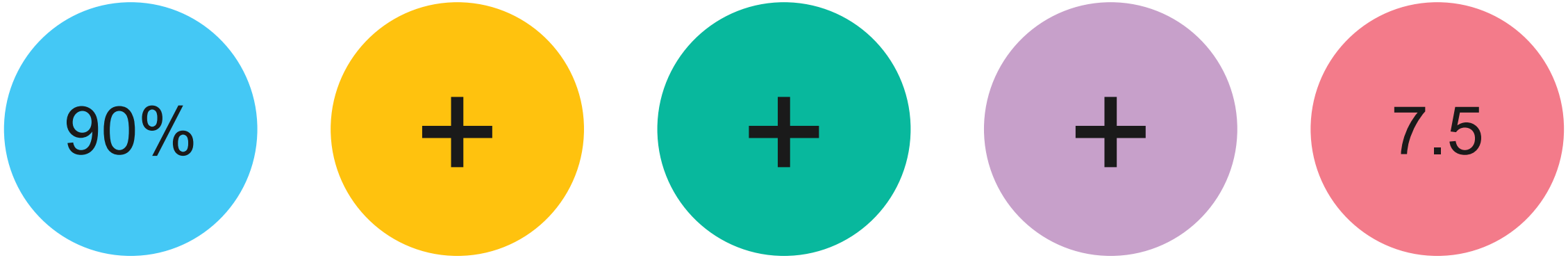


Witout vision no course

cultuur eindhoven

BLUEYARD

Why 5
Five goals of the municipal executive



Cultural participation
by 2030 (currently 83%)

Neighbourhoods
more programming

Affordable space
For culture and arts

Nightlife and culture
more initiatives

Heritage
rating (currently 6.3)

Coalition Agreement 2026-2030

cultuur eindhoven

BLUEYARD

Vision driven by the city and its challenges



cultuur eindhoven

Not what culture is, but does

Meaning



Space and freedom
But also focusing on impact

cultuur eindhoven

© Blueyard Coöperatief U.A.

BLUEYARD

The entire cultural field, the entire city



Audiences and makers: from young to old, from lifelong to new Eindhoven residents

cultuur eindhoven

BLUEYARD

What will definitely be covered

Healty foundation	Affordable space	Design	Education and participation	Talent and talent pipeline
Makers	Music scene	Visual Arts	The Culture	Rijksmuseum Eindhoven
Festivals and events	Library	Film and visual culture	Nightlife and culture	Theatre
Festivals and events	Marketing and target groups	Youth	Public and private	Municipaloty and SCE

… and more

cultuur eindhoven

BLUEYARD

Participation

± 30	5	2	1	2
conversations	round tables	days in the city districts	digipanel	conversatons with the city council

Together with Cultuur Eindhoven: we gather as much input as possible in a single round

Do you have more input? cultuurvisie@eindhoven.nl

cultuur eindhoven

BLUEYARD

4 Draft Cultural Policy Framework

cultuur eindhoven

Draft Cultural Policy Framework 1/3

- Policy Framework 2029-2032, to be submitted to the Municipal Executive (Mayor and Aldermen)
- Regulation serving as the basis for subsidy schemes
- Completion planned for summer 2027Decision by the City Council in November 2027

Draft Cultural Policy Framework 2/3

For comparison, 2025-2028:

- Strategic ambitions and challenges
  - The development of the cultural sector
  - The development of residents
  - The development of the city
- Subsidy schemes and implementation framework

Draft Cultural Policy Framework 3/3

Participation

- Combined with the Cultural Vision roundtable discussions organised by Blueyard (to minimise consultation fatigue wherever possible) - December 2026
- Additional thematic sessions with the cultural sector and other stakeholders during the first half of 2027

Coordination

- Consultation with other government bodies on alignment and collaboration

5 Conclusion

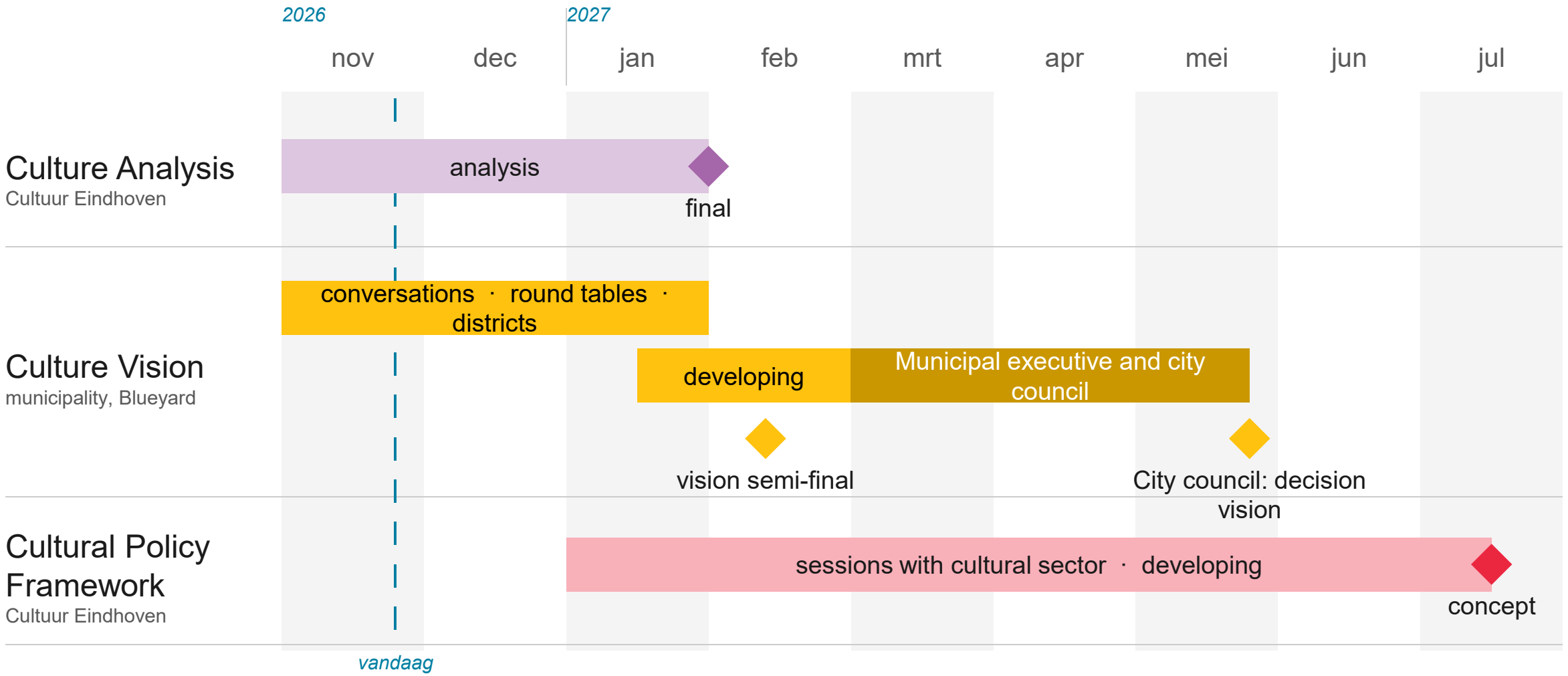
cultuur eindhoven

Summary

	Eigenaar	Input	Oplevermoment
Cultural Sector Analysis	SCE	(Data-analysis)	January 2027
Culture Vision	Municipality of Eindhoven	November 2026 December 2026 January 2027	February 2027
Cultural Policy Framework	SCE	December-May 2027	July 2027

cultuur eindhoven

Planning 1/2



cultuur eindhoven

BLUEYARD

Planning 2/2

- November 2027: final decision city council Cultural Policy Framework and Subsidy Regulation

- Launch of the subsidy schemes shortly thereafter

Information sessions

- November 2026: Explanation of the process for the Cultural Sector Analysis, Cultural Vision and Draft Cultural Policy Framework
- Early February 2027: Presentation of key findings and preliminary results of the Cultural Sector Analysis, and gathering input for additional thematic focus groups
- Mid-July 2027: presentation of the Draft Cultural Policy Framework

“

Thank you for your attention!

Any questions or comments?

cultuur
eindhoven

“ For further information about the Cultural Policy Framework, please contact: info@cultuureindhoven.nl

or the relevant Policy Advisor.

cultuur eindhoven

“

Would you like to share your input for the Cultural Vision?

cultuurvisie@eindhoven.nl

cultuur
eindhoven

cultuur eindhoven