

Kansen voor West II

Concise description of the
“Community Led Local Development”
projects



October 2018

Community Led Local Development (CLLD)

Introduction

Sustainable urban development is an important theme for the EC. This is met in Opportunities for West II (Kansen voor West), among others, by investing in the G-4 cities through what is called Integrated Territorial Investment (ITI). See the brief description of the ITI projects. These projects focus on both highly technical innovation, and on low-level technical job creation.

An urban development strategy (CLLD) was set up specifically for the Hague ITI program, to boost employment on the labour market and tourist attraction at Scheveningen. The CLLD approaches the opportunities and threats of the area based on three themes: the bathing economy (as a function), economy in the port area, and the quality of the living environment. The CLLD project - Stichting Initiatief op Scheveningen (Scheveningen Initiative Foundation - SIOS) - started in 2016.

The local economy and the quality of life on Scheveningen was boosted through citizen participation. In an innovative and sustainable way, by building towards a (socially) sustainable development of Scheveningen, together, from the bottom up. In this, cooperation is key. SIOS is there to give activities and/or projects of the local population a financial and organizational boost. Proposals can be submitted to SIOS for projects involving cooperation between people, and learning and working through training, crafts and entrepreneurship. The focuses is also on 27 projects over the next three years, at an average budget of around 45 thousand euro per project. Activities must take place throughout the year, and focus on the potential of the coastal strip, on Scheveningen and its culture. After the submission of project proposals, forms of participation and democracy are encouraged by giving the population the opportunity to help decide on the prioritisation of the submitted projects through voting rounds. By promoting local partnerships and local ownership, bridges are built between the variety which is out there now, within the various groups in society.

The total cost amounts to €1.3 million, with a 33% contribution from Opportunities for West.

The activities that are carried out within the CLLD are described on the following pages.



Wegen naar Zee (Roads to the sea)

Generations of Scheveningers tell stories about who helped them on their way. Hear surprising stories about big decisions, we see family members as an example. And how young people find their way on the compass of those around them. Poets make poetry of these family stories. Scheveningen employers tell us about their examples. New sources of inspiration for job seeking Scheveningen youths. What is their story? Who gives them a push? Wegen naar Zee invites you to tell your story, and to take up conversation. Unemployed youths and Scheveningen employers are invited to attend story tables in district centres. Arrangements for work is the objective. Inspiring stories are the means. Movies and poetry stimulate conversations and arrangements between Scheveningen youths and employers. Scheveningen generations as an example and inspiration. Everything comes together in Muzee and on the Pier. The stories of generations of Scheveningen families are broadcast by RTV West.



Noordster back at Scheveningen

With this project, the Aurora of Rederij Groen is restored to the state in which the logger came into service in 1950 as SCH 236. It is one of the last herring loggers to be built on Scheveningen, with which herring and trawling fishing was practised for years. The restoration work will begin in the Scheveningen port during the course of this year, so one can follow the restoration process. The work is carried out by volunteers, former fishermen and SSVE/HVE students in wood and steel processing, shipping and fishing technology, led by a work supervisor. Once the restoration is complete, visitors on board can see how fishing used to be done, and what the conditions were under which the crew lived. Besides being a museum logger, the Noordster will also become a meeting place for former fishermen, offer opportunity for parties and (business) meetings. As Flagship of Scheveningen, the Noordster offers tangible proof of a rich fisheries past, and a meeting centre in a maritime-historical atmosphere.



Groen Generatieplein (Green Generation square)

Strengthens the quality of life on Scheveningen and the local economy in a sustainable way. Activation of the school yard in this unique location on the Rijslag, and programming for a wide layer of residents contribute to the cooperation between people, and creating training opportunities, with a focus on crafts and activities that can take place throughout the year. The focus also lies on the potential of the coastal strip, focussing on Scheveningen and its culture, and focussing on mutual exchanges, between different generations. Both the design and programming will focus on nature, culture and sports. The SIOS donation is used to develop the terrain in a sustainable, green and generation friendly manner, so different generations of Scheveningers can move, meet and enjoy the activities that are organized there.



Sporttuin Duindorp (Dune Village Sports Garden)

Is a multi-purpose outdoor sports complex that offers children, as well as youths and older people from Scheveningen town the opportunity to take part in easily accessible organised sports activities. It offers everyone the chance to exercise in a secure protected environment and proper educational climate. The sport manager is present during all activities. The sport manager encourages the youth to take part in sports as soon as they enter the Haagse Duindorp Sporttuin, ensures optimal development in sport for everyone, in a safe environment, guarantees the quality of lessons, is responsible for materials and maintenance of the sports complex, etc. To ensure the safety and quality of life in the Haagse Duindorp Sporttuin, the sport supervisor is essential. With this project, we want to hold on to the sport manager!



Van Toen naar Nu (From then to now)

The primary goal is to offer Scheveningen in cultural-historical and tourist interesting app routes, live on everyone's smart phone or tablet, in pictures and stories. Scheveningen comes to life on your smart phone, in four themed routes: Scheveningen as a fishing village; Scheveningen as a seaside resort; To the Sea - The "Zeestraet" of Huygens; and Scheveningen in the second world war. The app unlocks beautiful booklets. To show tourists, ex pats, children and Scheveningers how beautiful and special Scheveningen was and still is, and to clearly present access to the app and the routes. The project is a one-time targeted offer, after which the apps can be used freely by anyone.



Muzee Scheveningen

Some 25 cultural providers in all art disciplines located around the Old Church, present themselves to the Scheveningen population. To encourage active and passive cultural participation. Volunteers of Stichting Anton Constandse are deployed during this day, and there is cooperation with many local arts disciplines, such as Scheveningen Toneel, Shantykoor Scheveningen, YMCA music participants, choirs (Gospel choir, Pop choir) and band coaching, the Haagse Muziekcentrale, Haags Ballet Centrum, Dansbende, Diana Meijer Dance & ShowBizz Academy, Duindorp Show and drum brass band, Metro concert band and youth brass band, De Zeesterren children's theatre choir, Scholtenpop, SiR Musical Theater school, the Trefpuntzangers, Die Haghe Sangers, the Scheveningse Muziekschuur, Atelier De Zon, Rond Je Stem, Kunstenaars op Scheveningen, Kunstenaars in het Statenkwartier), Stichting Art&Jazz, Historisch Festival Scheveningen, Kwekers in de Kunst, Welzijn Scheveningen, individual visual artists, musicians and owners of music schools.



Harde Hande (Hard Hands)

Creating a performance of, for and about Scheveningen. That's what we wanted to do two years ago, at the opening of the Zuiderstrand theatre. Not everyone was excited about the new theatre. But the public attended the Scheveningen fishing opera Harde Hande en masse. And by now, many Scheveningers have embraced the Zuiderstrand theatre. What made Harde Handen such a huge success that, after four sold-out performances in 2015, another reprise with six performances followed in 2017? Of course, the famous Heijermans Op Hoop van Zegen story is beautiful, Loes Luca is a superb Kniertje and with beautiful music, moving songs and an impressive décor, it is a real spectacle. But the essence was that it touched the heart of Scheveningen. Harde Handen made it clear how the power of a community is defined by a shared history, which is still experienced together. Thus, theatre serves a higher purpose.



SVV Leergilde (Learning Guild) Plus

Helps young people from Scheveningen to discover themselves, thus unlocking their talents and passion. We guide them in the choices they are faced with at school or in the choice of a job. We focus on young



people within SVV Scheveningen and actively involve the Scheveningen business life around SVV in the program. With SVV Leergilde Plus, SVV plays the social role in Scheveningen that it aspires to, and already has as Buurthuis van de Toekomst (Neighborhood House of the Future). In particular, this means that young people learn from professionals with varying expertise. Coaches support their development, ensure they can develop their talents and lead the way to the next training or professions in which they will perform best. In turn, the adult Guild members also

learn from the young. SVV Leergilde Plus is a mix of theory, practice, discovery and every young person ends the course with a Masterpiece.

VISSCH

A project in which the North Sea fish on Scheveningen takes central place. And not in the traditional sense like during Vlaggetjesdag (Flag day), but looking at the current state-of-affairs. To show the social importance of the North Sea fish for Scheveningen, its inhabitants and the economy, the Foundation will be making a documentary and a collection of photos, picturing the life of young/modern fishermen, going North sea fishing from Scheveningen, bringing their fish back on land there at the auction. The camera will capture the life of the modern fishermen on the North Sea, and feature stories about that life. About combining work & family, regulations and the future of the fishery at and for Scheveningen. Because in terms of employment, fishing at Scheveningen still comes second, behind tourism. In short, a documentary in time that shows the importance of the North Sea Fisheries, at and for Scheveningen!



KopS

Organizes its second art competition at the gallery in Keizerstraat 71c. Kops-members and other creative Scheveningers participate in this. A professional jury will announced the winners at the opening.



There is also an audience award of which the winner will be announced at the end. For the first time, young people aged 16 were specifically invited. They receive guidance from KopS-members, also after the competition, to develop their creatively. Ads in art, daily and weekly newspapers and lots of flyers drew many visitors the last time. This then led to a lot more noticeable sales for the businesses in Keizerstraat. Visitors can go on guided tours during the exhibition. This creates interaction around the artworks. Craftsmanship, originality and in application of the theme 'Coming home'. The public can vote for an item that appeals to them, thereby competing for an audience award.

Scheveningen Plus Care Village

Providing low-threshold simple neighbourhood care. The YMCA Scheveningen, Kommunika and the ROC Mondriaan join forces in offering neighbourhood care. We do this without complicated rules and conditions, and at minimal or no cost. We offer practical (not medical) care to people in Scheveningen-town up to Duindorp. The 'Scheveningen Plus Care Village' cooperation started on 5 February 2018. We work with students, volunteers and with professional support. Our service includes fresh warm 3-course meals at the YMCA neighbourhood restaurant, 58 Keizerstraat, as well as take-aways and even deliveries. But also with Helping hands for those who are housebound. Grocery shopping, preparing a meal at home, a walk in the neighbourhood and much more. Custom sports activities for the elderly and people with disabilities, a buddy project for young people and communities.



Building a Space Shuttle

A project was started in July 2018 to make the sustainability dream of Wubbo Ockels come true. As a starting point, the musical "Save The Earth" was staged at the Zuiderstrand theatre. The Trix youths were



signed up in advance to build a real-life Space Shuttle as the backdrop. TRIX teaches young disadvantaged people all kinds of skills like welding, carpentry, painting and social skills. Thus, they not only learn to work, but especially how much pleasure and satisfaction you get from it. With great results: as many as 80 - 100% find a job. Then there is also TrashurHunts, an app and a program to teach the youth a greater sense of sustainability. These school kids can also attend our sustainability musical for free. A wonderful project that everyone looks

forward to with great enthusiasm.



Art&Jazz

Young artists who live or work on Scheveningen, are offered a stage to present their art. Through this project, they can for example participate in DuneArt 2018, a three-day art and cultural event around the Scheveningen Water Tower, but also in exhibitions etc. In June 2018, at DuneArt, you can enjoy three days of cultural attractions, view art, listen to music and walk in nature. DuneArt is aimed at a wide audience. The connection between nature and culture is central. DuneArt is a collaboration between Art&Jazz and Art on Scheveningen (Kunst op Scheveningen - KopS), in collaboration with Dunea. Experienced artists are willing to guide these young artists.



Volunteers

Hundreds of Scheveningse volunteers work in various institutions, clubs and associations to assist people in their neighbourhood and community. In the Volunteers on Scheveningen project, Scheveningen



volunteers are appreciated across a wide range. They are given attention and space to show what they are doing, and for whom. They show how someone becomes a volunteer, whose example he is following, and what he passes on. Our project shows how important their work is, and what you need to do in order to succeed. We interview 21 Scheveningen volunteers from various organizations. Their stories are captured on film. We see and hear what they do, and the focus is on their work. The volunteer tells his story, and we see and hear two other volunteers, people who know

each other, but who volunteer in other locations. We are introduced to a variety of Scheveningen networks, groups and clubs that differ from each other, but in which the volunteers are also involved. And in seven films we meet 21 district residents who, apart from their work or care, make time for the community.

Tuinen van Greens (Gardens of the Greens)

The erstwhile mini-golf site is located in the beloved Westbroekpark, right behind the Scheveningen boulevard, and in an oasis of peace. Is there any Scheveninger who hasn't been there in the last 50 years? However, things haven't been going well for quite some time. The course deteriorated, and the terrain could hardly be maintained any more. After the fire in 2010, it finally closed its doors. Stichting Tuinen van Greens will be restoring this site again, but in a very special way. Its dream is to realize a sustainable and socially involved restaurant with a similar vegetable garden. A biodynamic garden, run by volunteers, local residents and people who are far from the labour market. The Foundation wants to offer people who are unemployed for social and/or health reasons, a meaningful and respectful way to spend their day. They also want to provide space for volunteers to manage the site and the development of (educational) activities.



Seaspiration

To let young people derive inspiration from the North Sea, Willem Ment den Heijer submitted a request for

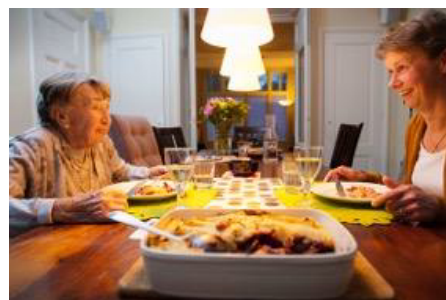


financial support to offer guest lectures at primary schools. The North Sea deserves to be a source of inspiration. When young people have to choose a line of study at a later stage, that 'introduction' to the North Sea through guest lectures might have its influence. The North Sea has always played a very important role in the history of the low countries. Besides being a food source (fish, crustaceans and shellfish) this marginal sea of the Atlantic Ocean have been of great importance in the economy of the Netherlands. Due to the location of our country on the North Sea, we use the salt water lake as a means to transport products, and to maintain contact

with other countries. Guest lessons aim to give young people the chance to gain knowledge about the North Sea as a food source and as a nature area.

Haagse Luikjes (Hague shutters)

December is traditionally the month of relaxation and togetherness. A month in which there is time for family, and the making of new plans. Unfortunately, that is not the case for everyone. December in Scheveningen is also a month in which many people feel and experience great loneliness. This gloomy feeling is often extra big in the festive season, especially among the older inhabitants. It is therefore time to give loneliness among the elderly a place on the calendar. From 1 December, a life sized advent calendar can be seen in a prominent place in Scheveningen. For a month long, a hatch is opened every day on the theme of loneliness, and a gift is literally and figuratively offered to the seniors in Scheveningen. Will you join us and also donate time and attention to the seniors at Scheveningen during December?



Land yachting

In 1602, Prince Maurits made a sensational test drive in land yachting. The vehicle was designed for him by mathematician Simon Stevin. The car with Prince Maurice and 27 distinguished guests drove along the beach, from Scheveningen to Petten, in the record time of two hours.



The vehicle achieved an incredible speed of around 40 km per hour. In the background of the 200 years celebration as a seaside resort in 2018, the intention is to build a replica of the historic sailing car. The project is an initiative of the Scheveningen yacht club, Stichting Behoud Schevenings Erfgoed and Muzee Scheveningen. The land yacht will be built by students of ROC Mondriaan with the help of expert volunteers. The project is an example of cooperation between Scheveningen companies and volunteers. The reconstructed land yacht will be used widely during Scheveningen events in 2018. Then it will be given a

place in the Muzee Scheveningen collection.



De FietsKeet (The Bicycle Stand)

A number of volunteers from the Wijkcentrum De Mallemok, living in Scheveningen Harbour quarters and unemployed, made an enthusiastic start in setting up a bicycle repair project. Bicycle wrecks and/or discarded bicycles are refurbished into complete bicycles. These bicycles are sold for a small amount to people with a low income. For example, through the Food bank or to people with an Ooievaarspas. The aim of the project is to provide a meaningful daytime activity to young people/adults in the neighbourhood, and to teach them the tricks of the trade (fixing tyres, repairing defects). Residents with a low income are assisted. The project has no commercial interest. With a bicycle, mobility becomes a lot easier for people. And it contributes to sustainability. Old bicycles are refurbished and given a new life. Wastage is prevented



Club van de Toekomst (Club of the Future)

Loneliness among the elderly is growing. In the Hague, this concerns at least 50% of the older



population. Many quite literally need a helping hand to leave the house. Volunteers of SVC'08 founded the Foundation, De Club van de Toekomst, and organize Beweedagen (Movement days) for the elderly in Scheveningen. SVC'08 has a beautiful, modern complex for this purpose.

Welfare Scheveningen helps, along with students and teachers of ROC Mondriaan, volunteers of the Foundation Steun en Toeverlaat, a physical therapist and movement experts. Scheveningen companies take care of the supplies for the hot meals on such a Beweedag.

A private bus is needed for each Beweedag for the transport of independently living elderly, interns and kitchen volunteers. The bus is also used for day-trips. And of course, on Saturdays, the bus is used to pick up the older Scheveningen supporters of SVC'08 for matches and to bring them back home afterwards.

Training to become an all-round ABZee

This past summer period, drownings and near-drownings were once again on the cards at Scheveningen. ABZee and KNRM Scheveningen asked the question: How can we increase safety in the surf area, and at sea? By actively and practically training young Scheveningen people with a love for the sea and rescue work as such. In preparation for KNRM 'crew membership', young people are trained in the "Klein Vaarbewijs I en II" (Junior boatmaster's certificate I and II) and they gain practical experience in the rescue work of the KNRM. In addition, young people learn the versatile skill as All-round ABZee Lifeguard by following the necessary training: FIRST AID, CPR, survival at sea and tide training courses. On Scheveningen, under the guidance of professionals, they apply what they have learned so the young people already contribute to swimming and having fun safely in the sea, during their training.



Baron van Pallandt water scouts



Offers young people various water activities weekly. The scouting group started a Sea Scouts patrol on Scheveningen in 1910 already, the first water scouts in the Netherlands at that time. The group still embraces new ideas. Therefore, in this age of smartphones, water scouting still has its attraction. The latest group initiative is the start of junior scouts. Sandra van Steenvelt, group chairman: "We noticed the need for water scouting for primary school youths, and we like to play in on this. For that, we need boats for groups of children.

This also calls for restoration of the lifting installation on the group's barge. Then the junior scouts will soon be all over the place. The SIOS application also offers the group the chance to help the junior scouts become acquainted with what Scheveningen has to offer. By coming into contact with Scheveningers who know a lot about coastal nature, in the nautical area or on the history, the youngest generation get in touch with many facets of their own living environment in a playful way.

Fisheries education in Scheveningen: Scheveningen is the perfect place to follow a course in the fisheries sector. SVO food vocational training offers young people the opportunity of a job in combination with an education. Experienced trainers from well known Scheveningse fisheries are committed to train 'vulnerable' young people in the fisheries sector. In collaboration with the municipality of the Hague, Spirit4you and the Scheveningen Welfare Foundation, these young people are given the appropriate guidance to follow and complete their studies successfully. Young people who are eligible for the program are assisted when applying for a job, and are taught by experienced specialist teachers. With this project, young people are offered a rewarding career in the fisheries sector in Scheveningen!"

