



## “Field truths: Social and housing investments for better living conditions in urban communities”

We are pleased to welcome you in Rotterdam next Friday, October 16.

The **National Programme South Rotterdam** (NPRZ) is a common initiative of the Dutch government, the municipality of Rotterdam, local schools, hospitals, social housing bodies and the business community. They joined forces to work on a better perspective for Rotterdam South and its 200.000 citizens. The efforts are focused on housing, employment and education in seven poorer neighbourhoods in the South of Rotterdam.

This visit is an opportunity for members of **the European Parliament and European Commission** officials to get a better understanding of **community challenges** occurring in difficult **urban settings** and ways in which **social housing** tackles them.

After a welcome and short briefings about **social housing in the Netherlands** and the situation in South Rotterdam, we invite you to visit local projects in the afternoon. You will learn how housing measures can **alleviate poverty and strengthen urban areas** through special **community teams** integrating social housing, schools, care.

We are glad **Mr Aboutaleb**, mayor of Rotterdam, will welcome you during the visit.

The visits will provide an opportunity to hear and discuss about: affordable housing; urban renovation, fighting marginalization and ghetto's; housing special target groups; financing affordable and social housing; energy efficiency in social housing.

Please find attached the final programme<sup>1</sup>, the list of participants and some factsheets.

Best regards,

Municipality of Rotterdam  
Woonbron  
Housing Europe  
Aedes - Dutch association of social housing organisations

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\* Suggested train times:

- Brussels-South 08:52 – Rotterdam 10:02 (Thalys, no transfer)
- Rotterdam 16:58 Brussels-South 18:08 (Thalys, no transfer)

Travel expenses at own cost

## Programme

- 10:02 Arrival Thalys at Rotterdam Central station
- 10:02 - 10:30 **Welcome at Woonbron**  
*address: Kruisplein 25L, Rotterdam*
- 10:30 - 10:50 **Introduction to Dutch social housing system**  
Sébastien Garnier, Aedes, Dutch federation of social housing corporations
- 10:50 - 11.10 **Presentation Woonbron**  
Bert Wijbenga, president, Woonbron
- 11:10 - 11:30 **Presentation of the National Programme South Rotterdam**  
(NPRZ), Municipality of Rotterdam
- 11:30 - 12.00 **Questions and answers**
- 12:00 - 12:30 **Bus from Woonbron to Afrikaanderwijk neighbourhood**
- 12:30 - 13:30 **Lunch at local kitchen/restaurant Het Gemaal**  
*address: Pretorialaan 141, Rotterdam*
- 13:30 - 14:15 **Welcome by Mr Aboutaleb, mayor of Rotterdam**
- 14:15 - 16:00 **Field trip through Afrikaanderwijk.** Urban renewal and innovative social projects guided by experts:
- Claudia Bauer, director, primary school Globetrotter
  - Barbara van den Broek, city planner Afrikaanderwijk
  - Jenny Schakelaar, local office, social housing corporation Vestia
- 16:00 - 16:45 **Conclusions and end of visit**
- 16:58 Departure Thalys from Rotterdam Central station

*Programme may be subject to change.*

## Participants

Marc	Calon	Aedes	Netherlands
Michalis	Goudis	Housing Europe	Greece
Agnes	Jongerius	European Parliament	Netherlands
Pieter	Melis	European Commission	Netherlands
Julius	op de Beke	European Commission	Netherlands
Susanna	Salovaara	European Parliament	Finland
Quinten	Snijders	Aedes	Netherlands
Virginie	Toussain	USH	France
Maarten	van Gaans	European Parliament	Netherlands
Matthijs	van Miltenburg	European Parliament	Netherlands
Andreas	Zenthoef	European Commission	Germany

## Factsheets for EU visit South Rotterdam

### Social Housing in the Netherlands

Social housing corporations provide housing to 2.4 million households and manage 34 percent of the housing stock in the Netherlands. They are real estate businesses and service providers. They are working independently, at their own expense and risk, since the ties with the government were loosened in the nineties. They supply a broad package of affordable housing services that meet the various desires and needs of their clients. Apart from housing, this includes a wide range of services that contribute to a comfortable, secure and good quality living environment. Housing corporations supply living/care arrangements for the elderly and groups with special needs, such as mentally or physically disabled and asylum seekers. Social housing organisations have an important role in local and urban development plans and social infrastructure. Dutch Social housing corporations are organized within their national association Aedes.

The primary target group of social housing organisations are households with a lower income. The most affordable housing is intended for them. There are other groups as that need special attention because they experience problems finding appropriate or affordable housing by themselves.

### FACTS AND FIGURES (2013)

- Number of social housing organisations in the Netherlands: 378
- Jobs in the social housing sector (in FTE): 26.200
- Housing stock of social housing organisations: 2.4 million
- Market share in total Dutch housing stock: 32.1%
- Number of people housed by social landlords: 4 million
- Average amount of monthly rent: € 470
- Rent as percentage of the maximum rent level allowed: 69%
- Average percentage of yearly contract renewals: 8,1%
- Average fiscal value of dwellings owned by social landlords: € 140,000
- Number of houses built: 33,000
- Market share of new residential construction: 66.9%
- Cost of development - dwellings to be let: € 161,800
- Investments: € 7.0 billion
  - New construction: € 5.4 bn
  - Renovation: € 1.2 bn
  - Quality of living in communities: € 273 mln
  - Energy-efficiency measures: € 137 mln
- Interest costs: € 3.5 billion
- Maintenance expenses: € 3.2 billion
- Tax on social dwellings (2016): € 1.6 billion

## **Social Housing corporation Woonbron**

Woonbron is a social housing corporation with 45,000 dwellings and 4,000 other real estate units in Rotterdam, Spijkenisse, Delft and Dordrecht. Woonbron sees housing as a basic need. They provide good and affordable housing for households with limited means. Vulnerable people can count on Woonbron.

Woonbron's mission is to provide suitable housing in diverse communities for those who need them. For our residents, we are a partner in comfortable housing. It does not achieve results on its own. Woonbron works together with their customers, municipalities and all those parties who work in the communities. We strive to offer our customers a home that suits them in terms of size, price and neighbourhood.

The work is done in a professional and decisive manner. Always done with a social heart. Woonbron feels at home in its neighborhoods. If anti-social behaviour occurs we act to ensure a peaceful living environment for our customers.

The buildings and homes are clean, well-maintained and safe. Continual improvement of homes is done through maintenance, sustainability measures, renovation and sometimes by new build. That way Woonbron can continue to guarantee affordable housing, which remains its core business.

Dwellings: 45.310

Costs maintenance: € 45 mln/yr

Renovated dwellings: 824

Satisfaction grade tenants: 7,4

Dwellings under the liberalised ceiling: 93%

New rentals: 3.319/yr

Operational result: € 25,1 mln

## **National Programme South Rotterdam (NPRZ)**

What's the problem...

- The Netherlands' most deprived large urban area
- Changed from a place of settlement for a (from origin) rural population working traditionally in an industrial economy to a highly urbanised area with a hyper ethnically diverse population
- Over 200.000 residents are living on 33.100.000 m<sup>2</sup> of which 13.000 people are on (municipal) social allowance and much of the housing (35.000 units) is of poor quality.
- An environment in which young people may grow up feeling that it is

socially acceptable not to work or be in school, dramatically reducing their outlook on living a rich and fulfilling life

What's the approach...

- The programme's aim is to elevate its output on socio-economic indicators to the average level in the 4 largest cities in the Netherlands, by 2030.
- An intensive, integrated, communal and long-lasting approach should result in an area that can be seen to be the economic engine for the greater Rotterdam Area and the Netherlands as a whole.

Rotterdam South is the poorest part of Rotterdam. It was hit hard in the 1980's crisis, when many jobs in the harbour or shipbuilding disappeared and were not replaced. In addition, the district has a population with a predominantly migrant background. Unemployment is relatively high and even a high percentage of those employed are still at risk of poverty.

As an exception to the Netherlands' decentralised policy on poverty, the city and national government agreed on the comprehensive multi-level multi-target NPRZ in 2011, in which the national state, city council, social housing companies, schools, NGO's and entrepreneurs cooperated, in order to effectively combat the district's social and economic deprivation. The term national programme does not mean nation-wide action, but refers to the unusual involvement of the Dutch central state – the term is somewhat confusing.

The programme envisages a long-term strategy and runs until 2030. The NPRZ combines innovative urban regeneration alongside active inclusion policies, mainly aimed at the local youth. Initiatives included, an integral approach taken in education whereby pre-school education aimed at learning Dutch was linked to local grade schools while two vocational schools were set up in direct contact with companies and small and medium sized enterprises related to the logistic and harbour sectors, to ensure that education fits the needs of employers. RDM Campus also functions as a testing lab for local SME prototypes and innovations.

NPRZ Also includes facilities for (aspiring) entrepreneurs, such as a one-stop-shop for entrepreneurs looking for employees, or *het Ondernemershuis*, a facility where start-ups can get help with their business plan and apply for micro-credits.

In the field of urban regeneration, residents, housing corporations, architecture students, researchers and local politicians cooperate in order to refurbish the public space into a welcoming environment that suits the desires of the local population.

Alongside this programme, Rotterdam has a social return policy under which all city funded projects over €15,000 have to allocate between 5 and 50% of their budget (depending on type of project) for employment opportunities for disadvantaged groups. As these projects amount to an estimated €800 million per annum, aid to the employment chances of the underprivileged is targeted directly.

The NPRZ shows that a long-term strategy of combining innovative urban

regeneration and active inclusion policies in deprived neighbourhoods. The cooperation between various stakeholders and researchers gives the project a clear link between research and practice and the involvement of local business and disadvantaged people encourages entrepreneurship. In addition, Rotterdam's general policy to have a social return clause for jobs for the underprivileged is an excellent generic system to get a social return on any larger project

### **Housing affordability in the Rotterdam region**

The Netherlands has no widely accepted standards for affordable housing. The budget approach is used in various studies. In this calculation the amount for affordable housing costs is determined by subtracting the other necessary expenses from (disposable) income. To estimate the cost of necessary expenses we use figures of the Nibud (National Institute of Budgeting). Based on the household (disposable) income and the category of tenants it can be determined how much they have to pay for rent and energy costs.

For households with insufficient means to pay both for their housing costs and for other necessary expenses, affordability is at stake. That does not mean they cannot or will not pay their housing costs. In practice we see that tenants rather cut back on other necessary expenses.

Overall, from all the tenants in the Rotterdam region it is estimated that between 3% to 13% is in risk of not paying their rent. This affects especially single households (until 65yrs). Also families with children within the primary target group are clearly a group with a relatively high risk of housing affordability. Almost 70% of this group have too little means (after their basic expenses, incl social participation) for their housing costs. The same holds for 25% of young people to 25 years. Most families with a payment risk will miss 100 euro in the end of the month if they make costs on social participation. It striking the payment risk is higher for new tenants. Between 14% and 42% of new tenants in the primary group is at risk.

#### 1. Primary target groups: households eligible for housing benefit:

Household Type (primary target) 2014

Single person household <65 years € 21,600

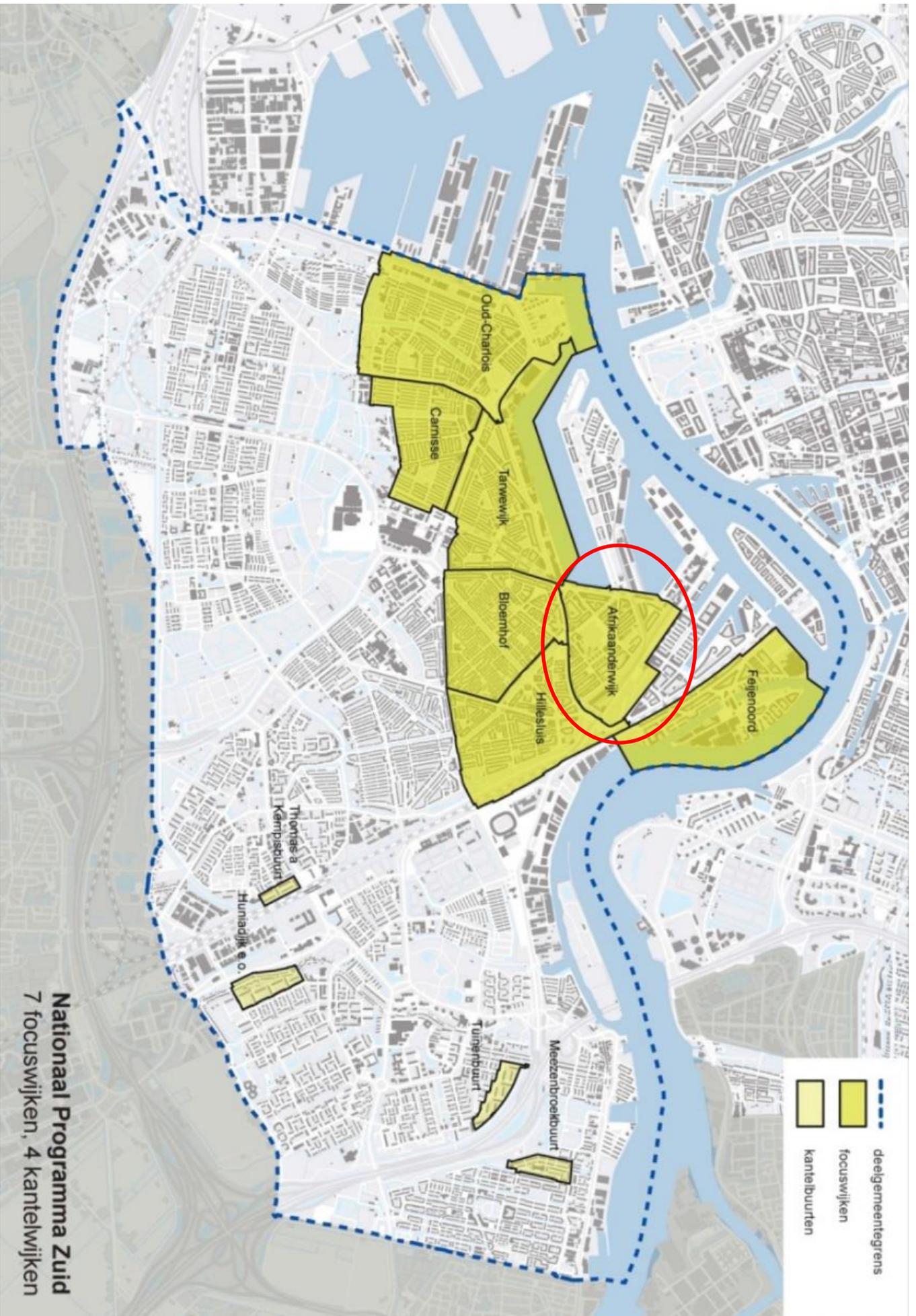
More Person Household <65 years € 29,325

Single person household ≥ 65 years € 21,600

More Person Household ≥ 65 years € 29,400

#### 2. Secondary group: not in the primary target until € 34,678

Source: Report 'Inzoomen op betaalbaarheid , Woonlasten in de regio Rotterdam', RIGO, 2014



**Nationaal Programma Zuid**  
 7 focuswijken, 4 kantebuurten