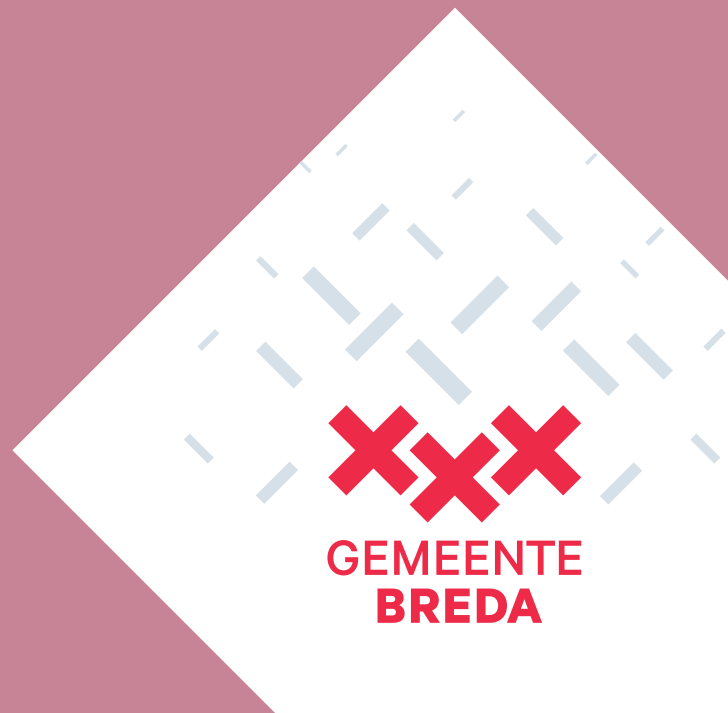
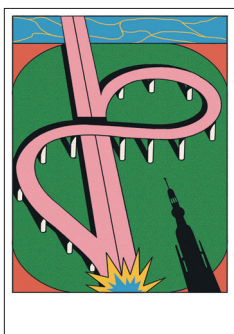


CITY OF CREATIVE TALENT

BREDA CULTURAL POLICY 2025-2040



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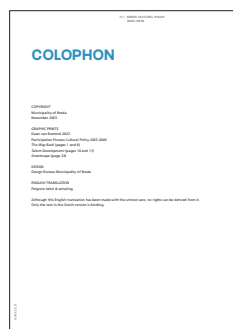
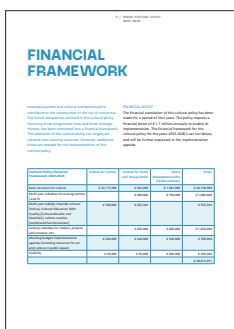
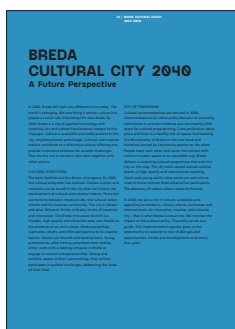


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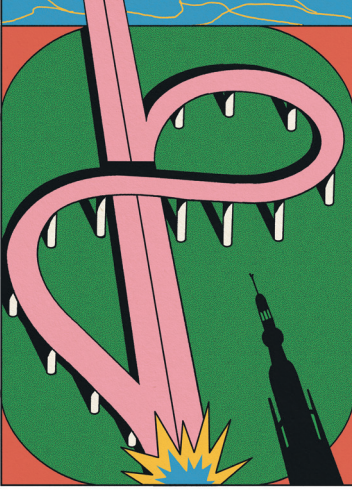


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THE WAY BACK

Preface

This inspires me. The story of a young creative maker who has just graduated from St. Joost School of Art & Design. Daan is his name.

Daan took part in the participation process for this new cultural policy in a very special way. He attended the co-creation sessions with the cultural sector and the youth focus group. Daan drew what he saw and heard. His work, a series of colourful graphic prints, is more than just a visual representation of the dialogues with the city that resulted in this cultural policy. He captured innovative ideas as well as cries from the hearts of participants.

Take *The Way Back*. It is one of the illustrations we showcase in this cultural policy. Many young makers, says Daan, see Breda only as the starting point for their career. They are trying to find chances to further develop themselves professionally. After graduation, they settle in other cities, attracted by better opportunities for the future. In *The Way Back*, Daan wants to capture a future in which talented makers who left the city later find their way back to Breda, a city where art and culture are alive and offer opportunities.

Creative makers are the natural critics of our society, of us politicians and policymakers. They keep us on our toes, which is something I much appreciate. As Alderman for Culture, I am committed to a city where they can develop their talents. A city where young professionals like Daan can spread their wings. Creating continuous lines of development, stimulating cultural entrepreneurship, and investing in collaborations between the cultural sector, schools and businesses are crucial to make this happen.

In the coming policy period, we will give the cultural sector a stronger identity and a permanent place in the city. I look forward to making this leap together.

Marieke de Nobel
Alderman for Culture

CITY OF CREATIVE TALENT

Introduction and Reader's Guide

In this cultural policy, we put creative artwork by a talented young maker in the spotlight. His illustrations show why art and culture are indispensable and how they play a crucial role in our lives. Art and culture set us in motion, bring us together, broaden our perspective and allow for open discussions on difficult topics. They give us the chance to be ourselves, to express ourselves and they make us think, look and listen. Neighbourhoods and villages are revitalised, for instance by a surprising offering of cultural events or art in public spaces. Whether it is an inspiring book from the library, a captivating work of art, a cheerful festival or a comforting performance: art and culture enrich our lives. This cultural policy ensures that art and culture are accessible to all. The municipality wants to link residents, visitors, talent, companies and internationals to a cultural offering of high quality, created by and together with talent - in particular our youth and young adults who are growing up in the city of tomorrow.

Solid Foundation and Focus

We translate our vision and ambition for the future into a cultural policy consisting of three programmes: a basic programme and two focus programmes.

Basic Programme

A Basis for Culture

Breda is a growing central town within the region and far beyond. It has the location, scale and quality to be meaningful on a local, regional, national and international level. This urban ambition calls for a leap in scale. In the basic programme, we will expand the number of basic cultural facilities and give these organisations an active role in the implementation of our cultural policy. We will invest in an attractive and

versatile cultural offering, an active production environment and we will stimulate cultural clusters and networks. With a solid cultural infrastructure, we will build the city, villages and neighbourhoods of tomorrow.

Focus Programme I

Culture for Youth and Young Adults

Youth and young adults represent the future of Breda. Culture is indispensable in their lives and for their development. It offers fun, teaches them important skills and gives them the chance to discover their talents. With the right offering and facilities, we will make cultural education possible for all children and young adults in Breda. Breda's cultural offering for youth and young adults, which is of leading (inter) national quality, will be consolidated. Culture for young people is given a boost. The proximity to culture will be increased by a more village- and neighbourhood-oriented approach. (Young) amateur practitioners will continue to be active in the clubs and associations they feel at home in, or will find new ways of making culture together.

Focus Programme II

Talent Development in the Creative Industry

Breda is growing as a city of talent development, of creative hubs. This growth requires more than just space. Crucial is also to create the right ecosystem, with coaching processes, networks, communities, social facilities and programmes for the public – all this with the aim of furthering our creative makers in their development and increasing the liveability and attractiveness of the city, the neighbourhoods and the villages. A municipality with a cultural ecosystem that welcomes talent will result in a cultural offering that puts the city on the map. Connections between creative incubators, the cultural sector, education, the business community and the city, neighbourhoods and villages will be actively encouraged in Focus Programme II.

Strategic Themes

This cultural policy focuses on three strategic themes. The two basic focus themes we have chosen are our commitment to create space for culture and the development of a new subsidy structure. Our third strategic theme is the improvement of the visibility of culture. The three strategic themes will help to achieve the objectives of the three policy programmes. In this way, Breda remains accessible and attractive as a city of culture for residents, visitors, talents, companies and internationals.

Basic Theme I

Space for Culture

The Municipality of Breda is largely responsible for the city's cultural infrastructure. The offerings of cultural facilities and accommodations must be maintained at a certain level and must grow along with (trends and developments within) the city, with the needs of the residents and the public and with the professional development of the creative and cultural industries. This impacts how we and other partners in Breda look at space for culture - also in the interest of our young and talented creative makers, students and artists. Here lies a task for (municipal) cultural accommodation management, which is related to space for culture in area development and art and culture in public spaces.

Basic Theme II

Subsidies for Culture

Cultural institutions and creative makers are entrepreneurs. However, not all parties that make an important contribution to the goals of this cultural policy can break even. That is why governments, including the Municipality of Breda, provide subsidies. These subsidies align with the programmes included in this cultural policy and enable the implementation of its policy components. Through several (partial) schemes we give creative makers and organisations the opportunity to conduct a business, create offerings, initiate projects and develop themselves through various stages.

Focus Theme

Visibility

It is important to present an offering that is both distinctive and visible. This will increase the city's attractiveness for (international) residents, visitors, talent and companies. The programmes included in this cultural policy will allow us, together with Breda Marketing and the cultural sector, to put art and culture in the spotlight. We will strengthen the visibility of culture in its broadest sense and focus on talent development in the creative industry. In this way, we will put Breda more prominently on the map as a city of applied technology and creativity.

Cultural Policy Term

This cultural policy will apply to the years 2025-2040. This relatively long period of time gives us the opportunity to implement a long-term ambition in collaboration with the cultural sector. Building a cultural ecosystem, in cooperation with schools and businesses, is not a policy goal only but also a development process. Over a fifteen-year period, we can encourage and facilitate talent development in the city, neighbourhoods and villages. This will give our young creative makers, including recent graduates, the time to leave Breda and return later, in a different phase of their lives, a step further in their careers, and in a different role and position: from student, to young professional, to cultural entrepreneur. This vision calls for a phased implementation strategy. The implementation agenda and the subsidy structure for the next four years (2025-2028) have been worked out in a separate document. Any changes that may be necessary can be adjusted relatively easily after four years, without the need to change the policy too.

Structure

The opening chapter *City of Tomorrow* describes trends and developments in the city, neighbourhoods and villages in terms of culture, space and visibility. It also mentions the challenges, opportunities and needs of the cultural sector. The three policy programmes are described in part I of this policy document. The three strategic themes are subsequently dealt with in part II. What if we develop culture further along these lines? Where will we stand in a few years' time? This can be read in the final chapter, *Breda City of Culture 2040*. We have deliberately presented an appealing vision for the future, parallel to the term of the Breda Environmental Strategy for 2040 [*Omgevingsvisie Breda*]. The choices we make in this cultural policy are related to future views on our physical living environment, social task and the corresponding economic outlook. To complete these tasks, they must be seen in cohesion.

TOGETHER WITH THE CITY

Development of the Cultural Policy

This cultural policy, with its programmes and strategic themes, is the result of a dialogue with the city. The knowledge, experiences, perspectives, interests and creativity of a broad group of stakeholders are brought together in this vision. Chassé Theatre, Stedelijk Museum Breda, MEZZ and Nieuwe Veste, the cultural institutions that formed the basic infrastructure in the previous period, have actively participated in the policy development process. In addition, a large group of other stakeholders from the cultural sector, schools and businesses have given their advice to the Municipality of Breda. Various working methods were used: individual and group discussions, co-creation sessions in an inspiring location and a focus group for and by young people and youth organisations. Members of the Breda city council attended the co-creation sessions. The results of these participation sessions were fed back to all parties involved in July 2023. In November 2023, the city was informed about the new cultural policy. Everyone who was interested was welcome to attend an information meeting. All were given the opportunity to further discuss the future of Breda as a city of culture, in line with the presented policy vision and ambition for the future.

CITY OF TOMORROW

Trends and Developments

This cultural policy ensures a broad basis of cultural facilities in the city, neighbourhoods and villages. The Municipality of Breda consolidates the current facility level and has the ambition to develop it further, parallel to the growth of and changes in the city and the needs of the cultural sector. The commitment to large area developments at CrossMark, Centrum Oost and Gasthuisvelden will help to fulfil this ambition. In addition, we have identified a number of trends and developments in the city. These form the basis for the setup of the cultural infrastructure in Breda and provide guidelines for the creation of cultural offerings that meet the needs of residents, visitors, talents, businesses and internationals.

GROWTH OF THE CITY / SOCIAL COHESION

Breda will gain urban districts, houses and inhabitants in the coming years. Within the term of this cultural policy, Breda is expected to have more than 200,000 residents. This calls for a larger offering from cultural institutions. An offering that matches the identity of the city (the balance between metropolitan ambitions and a stronger focus on districts and villages) on the one hand and the needs of (future) residents on the other. The share of older age groups will increase in the coming years. Breda has slightly more young inhabitants than the Dutch average. New residents need to feel at home in Breda and become part of the city. Culture contributes to social cohesion and solidarity within different groups. Many Dutch people are worried about deteriorating manners and the hardening of society. Culture brings people together and makes it possible to openly discuss different views and opinions.

EXPERIENCE ECONOMY / BRAND VALUE OF CULTURE

The brand value of culture is becoming increasingly important. Consumers of culture expect an experience and a (multiform) adventure. Experiences must be

convincing, real and unique. This means that cultural institutions will have to revise their marketing strategies. Such a revision opens the doors to a connection with specific target groups and their specific interests. Think, for instance, of cultural programming for monuments, special cultural festivals, or art and culture in public spaces. New offline and online meeting places will emerge, including youth culture hubs. At building level, this development means that locations must be easily accessible and welcoming. Not only the cultural product can be made visible to the public. Just as interesting is the process leading up to it: 'the making of', or the story of the creative and cultural maker.

CREATIVE INDUSTRY / MULTIFUNCTIONAL USE

Culture is more and more linked to sectors such as the economy, education, healthcare, sports and tourism, recreation and leisure. Together, these domains are addressing complex questions. The cultural sector can give a liveability boost to neighbourhoods and villages by connecting the creative industry to the economic as well as social agendas (including themes such as inclusion and cohesion, or welfare). The connection between cultural accommodations and buildings with a social function and the use of public space is a promising trend. The use of multifunctional buildings in Breda and the use of outdoor spaces will encourage exchange and cross-pollination.

CULTURE / SOCIAL SUSTAINABILITY TRANSITIONS

Sustainability is internationally an urgent and hot topic to which also the cultural sector contributes. It does so in various ways: by conducting sustainable business operations, by creating awareness among visitors, residents and the business community where sustainability is put on the artistic agenda, or by participating in the transition debate. Culture gives access to the imagination and has the power to change,

according to the Dutch Council for Culture [*Raad voor Cultuur*] in its report *Culture, Naturally* (2023). The Municipality of Breda has high ambitions in the field of sustainability and the energy transition. Breda's goal is to stop using natural gas and to be carbon neutral by 2044. The cultural accommodations are also facing a sustainability challenge. Under the Dutch Climate Agreement [*Klimaatakkoord*], municipal authorities are required to make social real estate more sustainable.

INTERNATIONALISATION / REMOTE WORKING

Remote and hybrid working have gained ground worldwide. More and more people find time- and place-independent work important. Next to that, the labour market is flexible and internationally-oriented. Internationals are a new target group for culture. An attractive business climate is important for them too. First of all, this group is looking for (new) connections, information and experiences in the cultural sector. Next to that, creative and cultural professionals within this group of internationals would benefit from the availability of guest studios or artist-in-residence facilities. These temporary workspaces, when furnished as presentation areas, are of interest to visitors to Breda, as well as for its talents. They will be inspired and motivated by the new perspectives that artists from abroad bring to the city.

PROPERTY MARKET / FUTURE PERSPECTIVE

Pressure on the property market, rising (rental) prices and energy costs mean that ever less affordable space is available for the cultural sector. Moreover, some of the accommodations in Breda that currently house cultural users are expected to disappear because of demolition and/or redevelopment plans. In short, the supply and affordability of cultural accommodations will decrease, also for young (student) creative makers and artists. The temporary availability of accommodations makes their future uncertain and hinders creative and cultural makers in setting up a solid business from a sound economic basis. This temporariness also makes investments in sustainability of (some of) the buildings difficult, both for users and for the Municipality of Breda. The city is facing several large and complex challenges that are interrelated. The demand for space is high. There is a housing shortage, while at the same time residents are longing for an inspiring, creative living environment where different functions come together. The need for space for the cultural sector in Breda is part of the city's perspective for the future.





PART 1 POLICY PROGRAMMES

A BASIS FOR CULTURE

Basic Programme

Breda is a growing central town within the region and far beyond. It has the location, scale and quality to have impact on a local, regional and international level. This urban ambition calls for a leap in scale. With this programme, we will expand the number of basic cultural facilities and give organisations an active role in the implementation of this cultural policy. We will invest in an attractive and versatile cultural offering, an active production environment and we will stimulate cultural clusters and networks. With a solid cultural infrastructure, we will build the city, neighbourhoods and villages of tomorrow.

BASIC CULTURAL FACILITIES

We will start with the largest institutions and facilitating organisations within Breda's cultural infrastructure: the basic cultural facilities. They offer a high degree of professionalism, are of national significance and form the basis of the local cultural ecosystem. Therefore, they receive a four-year budgetary subsidy from the Municipality of Breda and play an active role in implementing the basic programme and the focus programmes of this cultural policy. For the next four years, we will expand the number of basic cultural facilities. We will strengthen the cultural basis with a programme for youth and young adults and a programme that puts Breda on the map as a city of the creative industry. This commitment aligns with the Story of Breda, which forms the basis for policy development and promotion of the city, and more specifically with Breda's economic mission to become a city of applied technology and creativity by 2030.

A SOLID FOUNDATION

Cultural Policy Implementation

For the first implementation period (2025-2028), we have identified the following basic cultural facilities: Nieuwe Veste, Chassé Theatre, Stedelijk Museum Breda, MEZZ and CLIB. More than others, these five basic facilities will be managed on a local level. In Focus Programme I, we will also recognise De Stilte, Schippers&VanGucht, Brabant International Children's Festival and Pier15 as basic cultural facilities. In Focus Programme II, Performing Arts Creative Hub (BLOOS), Tiuri, BredaPhoto, Graphic Matters, Playgrounds and Blind Walls Gallery will follow. The institutions we have selected are not new in Breda, but their position will be consolidated by a new subsidy mechanism. The implementation agenda shows the tasks and responsibilities of these institutions for the years 2025-2028. Their clearly defined tasks will be laid down in more concrete performance agreements between the municipality and the institutions, which agreements will be monitored more closely than in the previous arts plan period. Finally, the Creative Design Hub will also be recognised as a basic facility. As there the exact offering of this creative hub is not clear yet, subsidy arrangements with the institution involved in this initiative will be made later.

ACTIVE PRODUCTION ENVIRONMENT

Basic facilities alone do not constitute a cultural infrastructure. It is precisely the mix between the large and the small, between the new and the familiar, and between a local and (inter)national focus that makes Breda a city of significance. The cultural sector and the municipality are jointly responsible for the city's broad cultural infrastructure. As a municipal authority, we play our part in various ways. We encourage entrepreneurship and stimulate an active production environment. This means that we encourage bottom up cultural initiatives and developments in the city, neighbourhoods and villages. We give advice to the cultural sector on, for instance, cultural entrepreneurship, facilitate networking or provide financial support. Cultural subsidies are intended for creative makers and organisations that contribute in an important way to the implementation of our policy goals, but that cannot fully cover their costs.

CULTURAL CLUSTERS AND NETWORKS

The Breda cultural sector consists of a broad and diverse network that is deeply rooted in the city. We support and encourage collaborations within the cultural sector and with other sectors such as education, sports and the economy. Such collaborations will increase the sector's reach and impact. The Municipality of Breda is a discussion partner, also for amateur art associations. As a municipal authority, we collaborate with relevant regional, national and international partners to strengthen the local cultural sector. These include the Province of North Brabant, other large cities in Brabant working together in the context of BrabantStad, the Dutch government, Flanders and international networks. Breda's cultural offering and educational profile complement that of other cities in the region. Tilburg, for example, has a large pop venue and Breda a music discovery podium. Breda stands out with its continuous learning lines in visual arts and design and Tilburg with its performing arts courses.

CULTURAL INFRASTRUCTURE

A basis for culture in Breda

In order to function properly as a city and to remain attractive to residents, visitors, talents, companies and internationals, Breda needs to maintain a certain facility level, which fits our scale. We want to offer our residents an adequate number of amenities. Think for instance of sufficient housing, schools and healthcare institutions, but also of facilities in the field of arts and culture. Cultural facilities are supported on a local level and, depending on their function, are partly subsidised by other public or private institutions. All the cultural facilities and their offering form the cultural infrastructure of our city. The cultural sector and the Municipality of Breda are jointly responsible for the accessibility, diversity and inclusion, quality, sustainability and the balanced distribution of the cultural infrastructure. A cultural infrastructure is also referred to as a "cultural ecosystem". This is because it can be seen as a chain in which every link is crucial. The facilities within our municipality depend on each other for their proper functioning.

DIVERSE AND ATTRACTIVE CITY

Breda is a growing city, where more and more people live together and alongside one another. This calls for an attractive, diverse and inclusive cultural offering. An offering that is accessible, appealing and valuable for everyone. Cultural institutions are the most important parties to create such an offering. They present a diverse range of cultural forms of expression, stories and perspectives and increase the accessibility of this offering. The Municipality of Breda sets the preconditions. The Dutch Code Cultural Diversity [*Code Diversiteit en Inclusie*], which we continue to embed in our subsidy regulations, provides the appropriate guidelines for cultural institutions to continue working on this topic. Next to that, we facilitate an international cultural offering. The Municipality of Breda also tries to lower financial thresholds for participating in culture, and investigates whether collective cultural target group monitoring in Breda can contribute to reaching more residents. Finally, we create a scheme for the return of an annual festival that makes Breda's diversity in cultural expressions more accessible to the public.

MAKING CHOICES

No city can be vibrant without a rich and diverse cultural life. Breda is lucky to have a broad cultural offering, but it wants to distinguish itself and increase its (inter)national appeal. Together with its institutions and residents, the Municipality of Breda has therefore opted for a policy approach with, besides this Basic Programme, two Focus Programmes and three strategic themes.

IMPLEMENTATION BASIC PROGRAMME

How will we implement this programme in 2025-2028?

Chassé Theatre is Breda's strongest cultural brand and it is one of the largest theatres of the Netherlands. It offers a wide (subsidised and commercial) range of theatre and film performances. Its visitors are a representative reflection of society. Chassé Theatre will focus more on offerings for youth and young adults. This will bring the average age of its visitors down. Next to that, we will increase the subsidy for MEZZ. This discovery podium invests in a programme for young people, which includes dance music. MEZZ has an important role in the music chain and in the development of young music talent in the city. We will also increase and consolidate the subsidy for CLIB. This foundation professionalises the management of cultural property and gives substance to the new governance model for cultural property management.

CLIB helps to establish more studios, workspaces, practising rooms and exhibition venues in Breda, thereby securing as many permanent accommodations as possible. Finally, residents with a small budget can continue to participate in culture through the BredaPas and the Youth and Adult Foundation for Sports and Culture [*Jeugdfonds Sport & Cultuur*]. Nieuwe Veste, Chassé Theatre and Stedelijk Museum Breda will receive a lower subsidy amount. This allows us to achieve some of the new policy goals. We will discontinue the municipal funding for CrossArts, which is the initiative that won the Kunsthal Competition.

In the Implementation Agenda 2025-2028 of this cultural policy, we have provided an explanation on how we will implement and develop the basic programme.

CULTURE FOR YOUTH AND YOUNG ADULTS

Focus Programme I

Youth and young adults are Breda's future. Culture is an indispensable part of their lives and their development. It brings joy, teaches important skills and offers an opportunity to discover talents. With the right offering and facilities, we make cultural education possible for all children and young adults in Breda. Breda's cultural offering for youth, which is of (inter)national top quality, will be consolidated and culture for young adults will be given a boost. The proximity to culture will be increased through a more village- and neighbourhood-oriented approach. (Young) amateur practitioners will remain active in the clubs and associations they feel at home in, or will find new forms of making culture together.

CULTURE IN SCHOOLS

All children and young adults have access to cultural education at school. This allows them to discover their talents, which is what Breda is aiming for. We facilitate a cultural education offering in Breda that is suitable for all forms of education and for all ages. We choose to strengthen talent development chains in the fields of visual arts and design, performing arts and music. This corresponds to the city's secondary and higher education profile. Many cultural institutions develop their own educational programmes. Nieuwe Veste brings all these programmes together on one platform, from where they are offered to schools.

Efficient collaboration is crucial for a sustainable and complete educational offering. To make this happen, Nieuwe Veste and its partners work together on the basis of their expertise. Nieuwe Veste also gives advice to schools and enables the professional development of teachers, freelance subject teachers and creative artists. Cultural education programmes offer room for making art and experiencing art. Diversity and inclusion remain key values within cultural education.

This is reflected, for instance, in the role models with whom children and young adults come into contact and in the (physical) accessibility of cultural offerings. We also encourage the collaboration between culture and heritage partners and will develop a learning line on cultural heritage and the history of the city of Breda.

CULTURE AND HERITAGE

Collateral Benefits

Breda has a rich history and cultural heritage. Tangible heritage can be seen in the physical living environment. Think of archaeology, monuments or historical greenery. It also shows itself in collections: objects in monuments, museums or archives. Then there is intangible heritage: non-tangible forms of cultural expression, such as The Ruse with the Peat Ship, the Purple Heath, Carnival or a NAC soccer match. Culture and heritage are inextricably linked. Here are a few examples. Stedelijk Museum Breda is a museum experience, with (city) collections presented to a wide audience in a visually attractive exhibitions. Blind Walls Gallery reveals historical events through contemporary murals. Basic facilities such as MEZZ and Chassé Theatre open their doors during Carnival and Nieuwe Veste, in cooperation with several music partners, supports the development of young (music) talents who are offered a podium during this event. The municipality itself also contributes to events such as Carnival in an important way, for instance by providing subsidies, logistic facilities and safety services. Finally, let us mention the Grote Kerk, a Breda heritage icon, which is increasingly becoming a place where cultural offerings are experienced and connected to the city's history.

OFFERING FOR YOUTH OF INTERNATIONAL QUALITY

We will continue the cultural offering for children. Breda is lucky to have De Stilte and Brabant International Children's Festival. These organisations are based in Breda. We will expand the basic cultural facilities with (inter)nationally leading organisations in the development of professional youth programmes. At this moment, Breda excels in offerings in the field of youth performing arts. We also encourage other disciplines to strengthen their offering for this age group.

PROXIMITY OF CULTURE

The proximity of culture is important to achieve an increase in cultural participation of youth and young adults. They need cultural meeting places close to their home. Many of Breda's current cultural accommodations are located in the city centre and in the CrossMark area. We will give a boost to the availability and visibility of cultural activities in neighbourhoods and villages. We have various instruments that will help us to do so. Breda institutions will develop cultural programmes in and for neighbourhoods and villages (in cooperation with social partners) and will strengthen the link between in and out of school cultural offerings. Culture coaches [*combinatiefunctionarissen*] will take a neighbourhood and village-oriented approach, and we will deploy Breda's social real estate for shared use with cultural partners. We will start in the two libraries outside the city centre. These branches are encouraged to play a role as culture providers and increase cultural participation in the neighbourhood in cooperation with the Municipality of Breda and various other partners. From here, pilot projects and cultural programmes can be developed. Finally, we will link up with the Improve Breda programme [*Verbeter Breda*]. This programme works towards more equal opportunities for all residents, wherever in Breda they grow up. Residents of Breda, the Municipality of Breda and the cultural, care, education, housing, sports and business sectors all work together in this programme.

CULTURE IN THE CITY, NEIGHBOURHOODS AND VILLAGES Identity, Vitality and Diversity

Breda has a unique identity and energy. We have metropolitan ambitions and at the same time there is a growing focus on neighbourhoods and villages. This diversity is in the DNA of our city. We make room for (cultural) differences, customs and traditions (popular culture) in the city, its neighbourhoods and villages. The cultural offering is accessible to all residents of Breda, no matter where they live. The proximity of art and culture in our living environment creates opportunities to meet others, to relax and strengthens the social cohesion in neighbourhoods. We see a great need for suitable offerings for youth and young adults in neighbourhoods and villages outside the city centre. The basic cultural institutions respond to this need by offering professional cultural programmes. Amateur art associations and informal amateur art groups in the city, villages and neighbourhoods determine Breda's DNA and turn it into a multifaceted city. That is why we will invest in a diverse and future-proof amateur arts scene. In the years 2025-2028, we will increase subsidies for cultural participation, including amateur art, and make these available to a broader target group. There is room for bottom-up resident initiatives and the creation of a more coherent cultural offering based on the diversity of the city, its neighbourhoods and villages. Culture coaches, who are not only linked to schools but also to the neighbourhoods in which they work, will create connections between organisations and (new) residents in neighbourhoods and villages. They will contribute to culture in various ways. Think of resident or neighbourhood initiatives, popular culture activities (such as Carnival) or amateur art associations.

ROOM FOR YOUTH AND THE EXPERIMENT

Young people have other needs than children and adults. They want trendy and creative offerings and like to be involved in (the development of) cultural programming. We will continue to support youth culture in Breda, involve young people in the development of culture in the city, and offer room for experimentation and new initiatives. We will focus more specifically on (international) students.

Organisations that successfully offer opportunities for youth to come together and create culture, will be recognised as basic cultural facilities. We will also pay attention to individual young artists, Urban Sports & Culture, art and culture in public spaces, and night and club culture. The Municipality of Breda, the cultural sector, young people, youth associations, young (studying) and talented creative makers and artists will continue their dialogues. We will offer space to learn, work and meet.

MAKING CULTURE TOGETHER

Making culture gives pleasure and unites people. It activates our creativity and has a positive impact on our mental and physical well being. That is why the Municipality of Breda attaches great importance to cultural participation of all residents. We will continue to support group participation in culture (through amateur art) and we are setting our sights on the future. We will focus on youth, clubs and associations (including brass bands), new groups formed by amateurs, the organisational power of the amateur sector and a good spread of cultural participation across the city, neighbourhoods and villages. We will also strengthen the collaboration between amateur arts organisations and between the amateur and professional sectors. Nieuwe Veste will be given a new and active role in this.

IMPLEMENTATION OF FOCUS PROGRAMME I

How will we implement this programme in 2025-2028?

Nieuwe Veste provides a cultural foundation to all children in Breda. It encourages young people to broaden their view of the world and facilitates and stimulates participation among adults. Together with (non)subsidised partners in the city, Nieuwe Veste works to create talent development chains in the field of cultural education. Nieuwe Veste's subsidy will be used to consolidate and expand this infrastructure, and to guarantee a sustainable offer. Nieuwe Veste will act as a supplement to offerings or services that other partners in the city cannot provide. In doing so, it will consult both suppliers in the city and the Municipality of Breda. In addition, we will increase and continue the subsidy for Pier15. This organisation

is professionalising. Pier15 offers a weekly cultural programme for young people, is strengthening its platform function for urban talent and puts Breda on the map with an annual international urban sports programme. Finally, we will increase the subsidies for those basic cultural institutions that have offerings in youth performing arts: De Stilte, Schippers&VanGucht and Brabants International Children's Festival.

In the Implementation Agenda 2025-2028 of this cultural policy, we have provided an explanation on how we will implement and develop this focus programme.

TALENT DEVELOPMENT IN THE CREATIVE INDUSTRY

Focus Programme II

Breda is growing as a place for talent development and as a creative hub. This does not only require space. It is also about the ecosystem of coaching processes, networks, communities, social facilities and programmes for the public. These together will further our creative makers in their development and increase the liveability and attractiveness of the city, neighbourhoods and villages. A city with a cultural ecosystem that welcomes talent provides a cultural offering that puts the city on the map. Connections between creative hubs, the cultural sector, schools, businesses and the city, neighbourhoods and villages are actively encouraged in this focus programme.

CREATIVE BREEDING GROUNDS

It is necessary to define creative hubs clearly to be able to set clear goals, make choices and create (more) value for the city. A creative hub stimulates and facilitates talent development. Together with partners from the cultural sector, education and the business community, cultural and creative makers connected to a creative hub respond to social issues. In the context of this cultural policy, we translate the definition of a creative hub into the ambition to further develop a Performing Arts Creative Hub and a Creative Design Hub. By doing so, we will enable a diverse and talented group of cultural and creative makers to set up an innovative professional practice and put Breda on the map as a city of the creative industry.

CREATIVE INDUSTRY

Innovative Professional Practice

The creative industry includes makers and organisations (entrepreneurs) in the arts and cultural sector, creative business services and media and entertainment. This cultural policy focuses on the arts and cultural sector, and creates collateral benefits with other disciplines that are part of the creative industry. The creative industry is a dynamic sector. The ability to innovate and create value is key to this sector. The cultural industry is characterised by a flexible mindset, cross-domain collaborations and the courage to experiment. With their autonomous works of art and applied creative work, creative professionals engage with social issues in a different way. As a result, high-quality innovations emerge, inside and outside the creative sector. The power of the imagination, which typifies the creative industry, is stimulated by the creative academies in Breda.

BREDA INNOVATION DISTRICT

Educational institutions such as De Rooi Pannen, Curio, BUas, Avans Hogeschool (including St. Joost School of Arts & Design) all have a distinctive profile in their cultural and creative education programmes. As a municipality, we work together with these partners to create a future perspective for young talents at the start of their schooling or career. We want creative education programmes and educational institutions to continue to link up with the Breda Innovation District.

This district consists of various subareas. Several renowned companies, small and innovative players in applied technology and creativity, are based here. From this location, the secondary vocational schools and university of applied sciences, together with the creative hubs and the business community, consolidated the connection with the creative industry. The return of the master's programmes of St. Joost School of Arts & Design to Breda is desirable, as is the establishment of an education cluster in or near the Innovation District. In collaboration with the education sector, we work towards employment growth in this sector. In the field of the economy and applied technology and creativity, gaming is a promising and leading cluster in the city, also for the cultural sector.

TALENT DEVELOPMENT

Talents are important for artistic growth and renewal in the cultural sector. They are the go getters who can make a neighbourhood, area, village or city more attractive thanks to their fresh and surprising initiatives. In doing so, they can give a boost to the city's economy and liveability. To enable further talent development and help them to transition from a student into a professional, the cultural sector, in cooperation with schools and the business community, offers talents tailor made support. Think for instance of knowledge sharing, networking, facilities and production resources. In this way, Breda talents can develop their artistic signature, connect to their (future) audiences and introduce their work to professionals, politics, funds and the media.

THE FOCUS OF BREDA

In this policy, choices are made within the field of talent development. Special attention is given to professional talent development in visual art and design, music and performing arts, and crossovers between them. With its educational profile, the Creative Design Hub, Stedelijk Museum Breda and various other organisations, Breda offers a continuous development line in visual art and design. With the new Performing Arts Creative Hub, Breda will excel in the development of young performing arts talents and of performing artists with (cognitive) disabilities. In addition, and next to a leading institution like Chassé Theatre, a small number of professional performing arts companies is needed to strengthen and support this ecosystem. Finally, talent development in the field of music (including dance) does not take place in one

location or creative hub in the city only. With MEZZ, Breda has a meaningful musical discovery podium. Together with its partners, MEZZ forms a growing chain that appears in various locations and festivals in the city. Also in this discipline, more and more young talents will use Breda as a springboard. This means that Breda talents are coming and going, but will always remain attached to their home base.

TALENT DEVELOPMENT AND DANCE

Whoever thinks of music and talent development in Breda will think of dance. Breda brought forward DJs who have become famous in this discipline, such as Tiësto and Hardwell. Stimulating the dance scene and supporting talents within this music discipline continues to be important, also in the future. We want the dance and DJ course programmes to be accessible for schools and youth. We support talent development programmes and facilities in the city for dance and DJing. Special attention will be given to (physical) locations where talents can grow, also as part of the development of the Integrated Housing Plan [*Integraal Huisvestingsplan*]. MEZZ and Pier15 will offer more dance in the years 2025-2028. Next to that, discovery podium MEZZ will play an important role in talent development. Together with partners in the city, MEZZ is developing a learning line for this discipline. Breda has several commercial dance events, offering local (young) talents a stage. We will showcase these talents together with Breda Marketing and the culture and events sector.

BREDA ON THE MAP

Culture is what makes a city attractive. That is why the Municipality of Breda wants residents, visitors, talents, companies and internationals to have access to high-quality cultural experiences. These experiences can take place in cultural institutions, in villages and neighbourhoods, in unexpected (heritage) locations and in the public space. We give an extra boost to cultural programmes that put Breda on the map as a city of the creative industry. In doing so, we tie in with Breda's economic mission, which is to transform the city

into an international hotspot of applied technology and creativity. Cultural organisations offering high quality cultural experiences that, together with vocational education institutions and businesses, contribute to this mission will be recognised as basic cultural facilities. Finally, we use cultural events and festivals as a podium for creative talent and continue to ensure the strong presence of art and culture in the public space. To this end, we will update the working and financing methods of art and culture in the public space, including the percentage scheme.

IMPLEMENTATION OF FOCUS PROGRAMME II

How will we implement this programme in 2025-2028?

We will give a boost to the Performing Arts Creative Hub, in line with its function in the development location. Basic cultural institutions that contribute to Breda's applied technology and creativity profile will receive additional subsidies. Playgrounds, for instance, will focus on the Gaming & Immersive Technologies cluster with its programming and talent platform in Breda. From 2026 on, BredaPhoto will take place annually and aims to increase its impact on residents. Graphic Matters and Blind Walls Gallery will consolidate their platform function for local talents. They are focused on creating programmes that have impact, also on young people and in the public space, and invest in collaborations in the field of Urban Sports & Culture. Additionally, we will develop

projects specifically aimed at connecting young professionals (cultural makers and organisers) and the professional field together with the cultural sector, schools and the business community. In doing so, we will focus on Breda (creative) educational institutions and organisations linked to them. Finally, the four-year subsidies for music and performing arts professionals will be available to a more limited number of parties. This may mean that we can no longer support organisations whose goals are less in line with the cultural policy.

In the Implementation Agenda 2025-2028 of this cultural policy, we have provided an explanation on how we will implement and develop this focus programme.



PART 2 STRATEGIC THEMES

SPACE FOR CULTURE

Basic Theme I

The Municipality of Breda is largely responsible for the city's cultural infrastructure. A certain level of cultural facilities and accommodations must be guaranteed and these need to keep up with (trends and developments in) the city, with the needs of residents and audiences and with the professional development of the creative and cultural sector. This will impact the way we and other partners in Breda look at space for culture, also in the interest of our young (studying) and talented creative makers and artists. There are several challenges for (municipal) cultural accommodation management, relating to space for culture in large-scale area developments and art and culture in the public space.

FUTURE PERSPECTIVE FOR ACCOMMODATION

In principle, the Municipality of Breda does not accommodate cultural institutions in temporarily vacant real estate. As the city grows and changes, we facilitate and encourage its sustainable development. To be able to arrive at this future perspective for professional cultural accommodation in Breda, an overview and analysis have been made and a strategic perspective has been developed for the cultural accommodations in Breda. Trends and developments in the city were taken into consideration in this process, as well as threats and opportunities, and ambitions and urgent needs in relation to space for culture. A task yet to be completed is the development of a governance model for cultural property management. We will work on the improvement of the management model and implementation structure for cultural real estate.

SCENARIO FOR CULTURAL ACCOMMODATION

For the implementation of this cultural policy, our starting point is a scenario with first of all additional investments in the preservation, expansion and/or securing of cultural accommodations. Square metres that were available temporarily but can no longer be used will be compensated elsewhere. Secondly,

accommodations used for other policy goals or for commercial or private initiatives will offer opportunities to fill in gaps in functionalities, target groups or activities, and help to ensure a healthy distribution across neighbourhoods. And finally, besides creating sufficient space for culture, we will take into account the growth and development of the city, in line with Breda's area development projects. The programmes in this cultural policy and this scenario face us with several opportunities and challenges relating to space for culture.

INTEGRATED HOUSING PLAN

In 2024, the Municipality of Breda is developing an Integrated Housing Plan [*Integraal Huisvestingsplan*], which includes plans for cultural accommodations. The Integrated Housing Plan for cultural accommodations serves as a planning and ambition document that offers insights into the (additional) investments that are needed to ensure that cultural real estate can meet the goals set in this cultural policy. We are working on this together with policy domains such as economy, sports, the social domain and neighbourhood affairs, spatial planning and urban quality, and area development. This means that there is room for innovation, that attention is given to the societal value of culture, including market dynamics in culture, and that culture is taken into consideration in area developments. The needs addressed in the Integrated Housing Plan include the sustainability of current cultural accommodations, a depot facility, a venue for Urban Sports & Culture, studios, workspaces, practising rooms, a Creative Design Hub, and space for music talent development. Part of the process towards this Integrated Housing Plan is designing a roadmap and making an assessment and analysis of the cultural real estate portfolio from a spatial and functional perspective.

Opportunities and Challenges Space for Culture

SPACE FOR INNOVATION

Breda has the economic ambition to evolve into a city of applied technology and creativity. Therefore, it makes sense to give the two creative hubs in Breda a permanent place in the Breda Innovation District. Where possible in the future, this can be combined with education buildings for creative studies.

SOCIAL VALUE

The social impact and visibility of culture can be enhanced by promoting the shared use of social real estate with culture, particularly outside the city centre and CrossMark. Municipal real estate for the education, sports, and welfare domains offers opportunities to connect and engage with a diverse audience, also in neighbourhoods and villages.

MARKET FORCES AND CULTURE

We have mapped and analysed the cultural accommodations that receive subsidies from the Municipality of Breda. The number of private and commercial cultural initiatives in the city is increasing, but these initiatives have so far not been documented. We want to gain a better understanding of the cultural facilities offered by the market. This will give insights into the coverage of cultural functions on the level of neighbourhoods and areas. Based on those insights, we can subsequently determine whether, as a municipality, we need to fill gaps in functions, disciplines, activities or target groups, strengthen existing market initiatives, or whether we can downgrade our tasks and responsibilities in this field because the market already serves the needs.

CULTURAL AREA PROFILES

Breda has three major area development projects: CrossMark, Centrum Oost, and Gasthuisvelden. New urban areas need cultural facilities. This cultural policy, along with the map and analysis of the existing cultural accommodations, provides guidelines that help to determine which facilities would fit in the new areas. In addition to compensating for temporary space for culture, addressing gaps, and improving the distribution of functions across neighbourhoods,

specific attention must be given to the growth and development of the city.

CULTURAL PROGRAMMING

Real estate developments on a municipal and market level that are related to other domains offer opportunities in creating space for culture. This cultural policy can respond to such developments, for example by giving advice on cultural programming in (yet to be realised) accommodations in Breda. This includes the development of a Library 4.0 in Hoge Vucht as part of the Improve Breda initiative [*Verbeter Breda*], the Multi-Functional Accommodation (MFA) in Bavel, the development of the Koepelcomplex, and the establishment of a Gamehub.

PUBLIC SPACE

The consumption and creation of art and culture do not only take place inside buildings (for people who have a ticket), but also outdoors or in public indoor spaces. Think, for example, of the Blind Walls Gallery or BredaPhoto. The public space is the ideal place where everyone can come into contact with culture in an accessible way. Art and culture are often experienced in a very different way there. The Municipality of Breda does not see the presentation of art and culture in the public space as a goal in itself. The public space is just another location where art and culture are presented. Art and culture in public spaces help to achieve the goals of this cultural policy and to improve the distribution, for example across neighbourhoods and villages.

SUBSIDIES FOR CULTURE

Basic Theme II

Cultural institutions and makers are entrepreneurs. Not all parties that make important contributions to the goals of this policy can operate on a cost-covering basis. Governments, including the Municipality of Breda, therefore provide subsidies. These subsidies are consistent with the programmes of this cultural policy and enable the implementation of various policy objectives. Through various subsidy schemes, we offer makers and organisations the opportunity to run a business, create offerings, initiate projects, experiment and innovate, and professionalise through various stages.

SUBSIDY STRUCTURE AND ARTS PLAN PERIOD

Cultural policies in the Netherlands follow a four-year cycle. The Municipality of Breda follows this approach, in such a way that the implementation agenda and the subsidy structure (for all subsidy arrangements) that are part of this cultural policy apply during the period 2025-2028. With our subsidy structure, we lay the foundation for a cultural infrastructure based on the three programmes of this policy: the basic programme and the two focus programmes. In the subsidy structure for 2025-2028, we will broaden the access to multi-year funding. Multi-year funding allows for innovation, professionalisation and strategic partnerships. It also optimises the opportunities for matching with other governments and funds. In 2027, a new subsidy structure will be set up for the period 2029-2032.

CULTURAL CODES

Three codes are applied in the Dutch cultural sector: the Fair Practice Code, the Code Cultural Diversity [Code Diversiteit en Inclusie] and the Governance Code for Culture [Governance Code Cultuur]. These codes have been developed for and by the cultural sector and are intended to support a healthy and resilient infrastructure. The adherence and implementation of these three cultural codes play a more significant role in the assessment and allocation of subsidies. How we address this will vary per code. This is worked out in more detail in the subsidy schemes. We consider adherence to the Governance Code for Culture and the Fair Practice Code as an entry requirement for a multi-year subsidy. We are aware that fair pay may lead to financial challenges for institutions. However, we give priority to a healthy and resilient sector and realise that this may result in less cultural offerings. As wage and price developments of our subsidies and subsidy caps do not always align with actual cost increases (such as rent indexing of municipal properties), we, as a municipality, will continue to pay attention to this issue. Regarding the Code Cultural Diversity applicants are expected to endorse it, and to reflect on its principles both in the application and in accountability documents.

SUBSIDY REGULATION

The Regulation for Multi-Year Cultural Subsidies Breda 2025 [*Verordening voor meerjarige subsidies Cultuur Breda 2025*] applies to multi-year cultural subsidies. It enables the Municipality of Breda to support not only activity costs but also part of the operating costs of organisations. By simplifying the subsidy regulation, arrangements, application procedures and accountability requirements, and aligning them as much as possible with those of other government bodies, we enable a strong positioning of Breda institutions vis-à-vis provincial and (inter)national co-financing. Additionally, this approach facilitates a reduction in administrative burdens for subsidy applicants. Subsidies for cultural activities (all non-multi-year subsidies) fall under the scope of the new General Subsidy Regulation 2025 of the Municipality of Breda [*Algemene subsidieverordening Breda 2025*], which focuses solely on subsidising activities.

BUDGETARY ALLOCATED SUBSIDIES

Basic facilities that play a unique role and that have a long term function in the cultural infrastructure of Breda will receive a budgetary allocated subsidy. The municipality can grant subsidies based on a budgetary allocation only when one or a limited number of organisations work towards a specific activity or policy goal. The organisation's name and the subsidy amount made available are then specified in the municipal budget. We aim to give organisations eligible for this subsidy the time to apply for co-financing subsidies.

Therefore, budgetary allocated subsidies, anticipating the municipal budget for the coming years, are determined by the municipal executive and the municipal council. A list of the institutions eligible for this form of subsidy in the next four years and their respective subsidy amounts have been included in the implementation agenda of this cultural policy, along with their functions and tasks. Since the implementation agenda of this cultural policy can be adjusted every four years, changes may periodically be made to the tasks of cultural basic facilities.

ASSESSMENT AND ADVICE

Subsidy applications must always be assessed. Applications are reviewed for legal admissibility and completeness, followed by substantive consideration by an advisory committee based on assessment criteria and specific conditions. Each subsidy scheme has its subsidy cap and tailored conditions and criteria that are derived from the cultural policy. When awarding a subsidy, the Municipality of Breda enters into agreements with the applicant.

MONITORING OF SUBSIDY AGREEMENTS

Subsidy agreements are monitored and must be accounted for. For subsidies exceeding € 10,000 the recipients are obligated to submit both substantive and financial reports. Specific agreements are made for each subsidy scheme or recipient, and monitoring meetings are held. Customised agreements may be made with institutions funded over multiple years, developed in consultation with the Municipality of Breda and based on this cultural policy. These agreements contain both quantitative and qualitative provisions.

VISIBILITY

Focus Theme

It is important to have a distinctive and visible cultural offering. This will make the city more attractive for (international) residents, visitors, talents, and businesses. With the programmes of this cultural policy, we showcase art and culture, thereby collaborating with Breda Marketing and the cultural sector. We enhance the visibility of culture in its broadest sense and focus on talent development in the creative industry. This further positions Breda as a city of applied technology and creativity.

THE BRAND STORY

Breda aims to give a boost to a visible cultural offering and a distinctive cultural profile, so as to contribute to the city's brand story and thus achieve the goals of this cultural policy. We work towards this ambition in collaboration with Breda Marketing, the city marketing organisation of the Municipality of Breda. The cultural sector is first of all responsible for its own promotion. However, it requires an integrated approach in which the Municipality of Breda, Breda Marketing, the cultural sector, and other relevant partners all work together to effectively communicate the city's

ambitious brand story. By strengthening these collaborations, Breda Marketing translates the ambitions of Breda into a brand strategy that they develop and implement together with the city.

CULTURE MARKETING

With the programmes that are part of this cultural policy, we showcase art and culture in collaboration with Breda Marketing and the cultural sector. Culture (marketing) will become a structural focus area of Breda Marketing and of the profiling of Breda from 2025 onwards. In this regard, we have made two choices. Firstly, we will enhance the visibility of culture in its broadest sense. We will achieve this by strengthening the connection between residents and basic cultural facilities, and by making cultural offerings visible and accessible for youth. Secondly, we will focus on talent development in the creative industry. We will put Breda more clearly on the map as a city of applied technology and creativity. This means that cultural programming (featuring, by, and for talents) that contributes to this objective will be showcased.

IMPLEMENTATION OF FOCUS THEME

How will we implement this programme in 2025-2028?

We will enhance the visibility of culture in the broadest sense, thereby specifically focussing on residents, youth and young adults. The connection between residents and cultural offering will be given a boost. We will put basic cultural institutions in the spotlight, aiming for increased participation and more visitors. Breda Marketing has a coordinating task in improving the visibility and accessibility of cultural offering for youth and young adults. This will be given an impulse at various times during the year. With a focus on talent development in the creative industry, we, along with Breda Marketing and the cultural sector, will launch various (inter)national campaigns around strategic cultural programming. We will align the annual cultural programmes that have distinctive profiles. Creative talents from the city, neighbourhoods, and villages

are also showcased. Additionally, we will aim to enhance the experience of art and culture in the public space. This aligns with the Green pillar from the Story of Breda and Breda's ambition to become a City in a Park. And finally, Breda is known for its cultural and historical heritage. Therefore, we will more explicitly link culture and heritage through city marketing. The Stedelijk Museum Breda, which explores, preserves, and enriches the world of Breda for residents and visitors, will play a significant role here.

In the Implementation Agenda 2025-2028 of this cultural policy, we have provided an explanation on how we will implement and develop this strategic focus programme.

BREDA

CULTURAL CITY 2040

A Future Perspective

In 2040, Breda will look very different from today. The world is changing. But one thing is certain: culture has played a crucial role in building this new Breda. By 2040, Breda is a city of applied technology and creativity. Art and culture have become integral to the cityscape. Culture is accessible and visibly present in the city, neighbourhoods and villages. Cultural and creative makers contribute to a distinctive cultural offering and provide innovative solutions for societal challenges. They do this not in isolation, but work together with other sectors.

CULTURAL ECOSYSTEM

The basic facilities are the drivers of progress. By 2040, the cultural ecosystem has evolved. Various clusters and networks can be found in the city that can further the development of cultural and creative makers. There are connections between creative hubs, the cultural sector, schools and the business community. The city is vibrant and alive. Whoever thinks of Breda, thinks of creativity and innovation. The Breda Innovation District is a liveable, high-quality and attractive area, also thanks to the presence of art and culture. Breda successfully captivates, retains and offers perspective to its creative talents. Talents can flourish and develop here. Young professionals, after having completed their studies, either work with a leading company in Breda or engage in cultural entrepreneurship. Strong and resilient, aware of their surroundings, they actively participate in societal challenges, addressing the issues of their time.

CITY OF TOMORROW

Cultural accommodations are secured in 2040. Accommodations for other policy domains or owned by commercial or private initiatives also consistently offer space for cultural programming. Cross-pollination takes place and there is a healthy mix of spaces facilitated by the Municipality of Breda on the one hand and initiatives owned by commercial parties on the other. People meet each other and come into contact with culture in public spaces in an accessible way. Breda delivers a surprising cultural programme that puts the city on the map. The city hosts several annual cultural events of high quality and international standing. Youth and young adults come across art and culture close to home and are themselves active participants. The discovery of culture allows talent to flourish.

In 2040, we are a city of culture: accessible and appealing to residents, visitors, talents, businesses and internationals. An innovative, creative, and inclusive city – that is what Breda is known for. We monitor the impact of this cultural policy. The policy serves as a guide. The implementation agenda gives us the opportunity to respond to new challenges and opportunities, trends and developments once every four years.

FINANCIAL FRAMEWORK

Innovative power and cultural entrepreneurship contribute to the construction of the city of tomorrow. The future perspective outlined in this cultural policy, featuring three programme lines and three strategic themes, has been translated into a financial framework. The ambitions of the cultural policy can largely be covered from existing resources. However, additional funds are needed for the implementation of this cultural policy.

FINANCIAL BOOST

The financial translation of this cultural policy has been made for a period of four years. The policy requires a financial boost of € 1.7 million annually to enable its implementation. The financial framework for this cultural policy for the years 2025-2028 is set out below, and will be further explained in the implementation agenda.

Cultural Policy Financial Framework 2025-2028	A Basis for Culture	Culture for Youth and Young Adults	Talent Development in the Creative Industry	Totals
Basic structure for culture	€ 22,115,589	€ 362,000	€ 1,681,000	€ 24,158,589
Multi year subsidies focus programmes I and III		€ 280,000	€ 760,000	€ 1,040,000
Multi year subsidy citywide cultural festival, Cultural Education With Quality [<i>Cultuureducatie met Kwaliteit</i>], culture coaches [<i>combinatiefunctionarissen</i>]	€ 100,000	€ 435,342		€ 535,342
Activity subsidies for makers, projects and amateur arts		€ 560,000	€ 460,000	€ 1,020,000
Working budget implementation agenda (including resources for art and culture in public space)	€ 220,000	€ 220,000	€ 320,000	€ 760,000
Visibility	€ 50,000	€ 50,000	€ 400,000	€ 500,000
				€ 28,013,931

FLEXIBILISATION

Prior to the adoption of this cultural policy, part of the budget for culture has been made flexible. This means that subsidies for the three largest cultural institutions have been reduced to enable the funding of new and different goals in the field of art and culture in Breda. Starting from 2025, an annual amount of almost € 1 million in subsidies for Nieuwe Veste, Chassé Theatre, and Stedelijk Museum Breda has been made flexible. The amount is incorporated in the overview above. The additional boost of € 1.7 million is needed on top of this flexible amount.

PUBLIC AND PRIVATE RESOURCES

We will continue to focus on collaboration and coordination to secure co-financing from other governments, funds, and private financing of culture in Breda. This includes, among others, the Province of North Brabant, the Dutch Government and the national cultural funds, as well as the European Union or private investors. Municipal support serves as a crucial precondition for non-profit organisations when applying for funds from these other sources.

ECONOMIC RETURN

As a municipality, we will increase the economic return from culture by investing in a favourable climate for creative makers, supporting sustainable cultural institutions and enhancing the professionalism of organisations. Culture is one of the key factors in the attractiveness of cities and regions for living, working, and visiting. A city becomes appealing to both residents and visitors from the broader region when it boasts a rich and diverse cultural ecosystem with high-quality and intriguing offerings. This has a direct impact on the revenues of cultural institutions and other sectors.

Additionally, this will have a more lasting indirect impact on the business climate. Companies are more and more aligning their choice of business locations with the preferences of their (potential) employees. A robust cultural infrastructure has a positive effect on property values, the availability of hotels and restaurants and the diversity of retail offerings. A high quality and unique cultural offering not only draws audiences to theatres, museums or music venues, but also encourages them to participate in additional expenditures within the city. The goal is to attract more visitors who stay longer, spend more, and who come back more often.

INVESTMENTS IN SPACE FOR CULTURE

Ambitions have been articulated in this cultural policy that require investments in real estate. These will be incorporated in the Integrated Housing Plan [*Integraal Huisvestingsplan*] that will be adopted in 2024, along with a phased approach. Furthermore, additional investments in real estate (renovated, expanded and new buildings) may change municipal subsidy needs. In case municipal subsidies are indeed involved, this will be worked out in more detail in the individual development projects. The increased subsidy need for the Performing Arts Creative Hub is reflected in the preceding financial overview. It can be attributed to the increased operating costs of that facility.

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 - Topsector Creatieve Industrie, [De Creatieve Industrie](#)
 - Verbeter Breda, [Op weg naar een verbonden stad](#)
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- Websites consulted on 1 November 2023

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GRAPHIC PRINTS

Daan van Bommel 2023
Participation Process Cultural Policy 2025-2040
The Way Back (pages 1 and 4)
Talent Development (pages 10 and 11)
Streetscape (page 23)

DESIGN

Design Bureau Municipality of Breda

ENGLISH TRANSLATION

Pelgrom tekst & vertaling

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