

People

Tongelre is a very **heterogeneous** district. It inhabits some of the richest and some of the poorest residents of Eindhoven. The **sharp contrast** between groups with different socio-economic status (SES) is rather obvious on many levels, ranging from physical environment (e.g., expensive real estate and social housing), to demographic factors (e.g., wealthier proportion of the population is aging fast). The goal of municipality is to make sure that all residents of Tongelre, rich and poor, regularly engage in physical activity (PA) and sports. However, **heterogeneity of the population poses multiple challenges**, as evidence from practitioners’ experience suggest that wide range of **factors and barriers** that may influence people’s participation in sports (e.g., loneliness, lack of facilities nearby) **vary significantly** between different subgroups of the neighbourhood. At the moment, most of the work targeting engagement in PA is focused on the lower SES parts of the neighbourhood.

Ron: Ron is a middle-aged man who has lived in t’ Hofke all of his life. He’s still working and has an average income. Ron is married and he has school-aged children. Since he was born here, Ron knows the neighbourhood very well. He lives more or less a private life and is not much involved in the neighborhood activities. He also recently suspended his membership at the local football club. Mainly, because due to his age he cannot join the (sports) activates offered at the club. But also, because the club has recently moved further away from Ron’s home (towards the edge of the neighbourhood), and the distance became additional reason to terminate his membership. Ron has little time outside his work; thus, he does no sports. There are two gyms next to his house, where offering practice of Tai Chi and Kung Fu, however, these are unfamiliar sports to Ron, so he doesn’t dare to try. There’s also a tennis club around where Ron lives, if he had someone to go along with him, he’d be open to try.

Estelle: Estelle lives in in Koudenhove. It is a higher-class neighbourhood next to the city forest Eckhart. Estelle has a husband and both of them have quite a good income. They both belong to different networks and organizations (e.g., rotary). She has older kids – one is graduating high school this year, while the other one is already studying away from home. Estelle considers herself a resident of Koudenhove and, although she might visit other neighbourhoods of Tongelre for daily chores, such as shopping, she’s rather dis-attached from the rest of the Tongelre. Estelle has a dog and she walks her few times a day in the nature nearby. She’s has broad social network and is an active member of the neighbourhood community. She is also a member of local tennis and golf clubs. She used to row when she was a student, so now and then she joins rowing events together with her old teammates in Eindhoven’s Rowing club (by the canal). In general, Estelle is committed to participate in sports and, thus, distance plays a less important role for her – she knows what she likes and she’s ready to travel for it, if the what she wants is not available in close proximity.

Funda: Funda lives in Doornakkers-West. Funda was born in Turkey, her family moved to the Netherlands when she was 2 years old. She’s well integrated in Dutch society and consider herself Dutch. She is active in the ‘buurtcentrum’ where actively participates in neighborhood activities, targeting integration of Turkish cultural minorities into Dutch society. Funda holds various workshops, where amongst other things she helps to familiarize newcomers with Dutch customs, teach language and help them find ways to improve their socio-economic status. Funda knows her way around the neighborhood, she has a broad network, which she uses to help others (and herself). She’s doing quite well financially and is now considering to buy a house somewhere else in Eindhoven, where the environment is somewhat more pleasant and better for her kids (e.g., better school and more green).

Abdul: Abdul lives in Doornakkers-West, in social housing. He is of Marrocan origin and lives in NL since his mid-20’s, when he came to the Netherlands as a skilled worker. Abdul is jobless at the moment and lives from the welfare. He doesn’t speak Dutch, as at home family communicates Arabic. Abdul lives in somewhat secluded way – in close proximity of people alike – and, thus, his social circle doesn’t reach far beyond local Moroccan community and people in similar to his life-situations. He visits mosque regularly, drinks some tea in the community house next to mosque with other men, but otherwise he barely ever leaves his house. He also does no sports. The sports offered in the neighborhood don’t really match the worldviews/cultural views of Abdul, so it doesn’t encourage him to become active. In general, Abdul has little knowledge on how to change his life in this foreign to him culture.

Activities

Organized by third parties

Large scale events happen annually in Karpendonk, such as horses show and circus. However, the target group of these events extends largely beyond Tongelre.

What do people do

One of the popular events, which attracts many local residents, is a four day walking event (wandelvierdagse), organized by (and in?) ‘t Hofke neighbourhood.

Context

Physical (and social) environment - district’s residential areas range from wealthy villas through new-built apartment complexes and private homes to social housing and even camp sites. Physical environment, thus, varies largely across the neighbourhood. Interestingly, the **contrast** between wealthy and poor is often enhanced by particular **urban planning** decisions, such as railways or roads separating different neighbourhoods in Tongelre. In some areas, such separation means that although people live only meters apart, railway between them suggests their belonging to different social groups/communities.

There’s a beautiful **city forest**, Eckart, in the Tongelre. However, it seems is only used by residents who live close by, and is either too far or even not known for the rest of the neighbourhood residents. Tongelre edges with Eindhoven’s canal, which in a way offer possibilities to bike or walk along the **water**, however infrastructure there is not necessarily supporting such potential recreational activities.

Sports organizations - there are several sports organizations in the neighbourhood. Those are mainly located on the edges of the district (e.g., **football, rowing, tennis**). The **gyms** are in the neighbourhoods. One of such gyms is the Crossfit club in the inner ring of Eindhoven, next to the canal, however, due to high prices and peaking **crossfit** popularity, it is mainly targeting the wealthier people from and outside Tongelre; similarly Sectie-C has a **boxing** school. Next, Eindhoven Athletiek club is especially popular amongst **runners**, while NRE terrain hosts **biking** club CYCLIST and Karpen has a **mini golf** terrain. On a larger scale, PSV foundation is moderately active in the neighbourhood to support sports participation and increasing awareness about healthy nutrition to the neighbourhood.

Social & cultural organizations - Tongelre is full of **social and cultural organizations** which are there to support its residents (and beyond). Amongst others, there’s a **youth center**, several **neighbourhood centres**, **food bank**, and **organizations for extracurricular activities** for older adults or groups with special needs. For example, neighbourhood Toeloop provides neighborhood with relevant information, if necessary takes care of their municipal concerns; Bruinest neighborhood center mainly focuses on activities to support Dutch minorities and enhance social cohesion in the neighborhood; Torenackers is a workshop space, where 50+ and elderly can participate in wide range of activities, including working on projects to make some money; Uit De Buurt Fabriek – a social entrepreneurship for making high-end design furniture, where local residents can learn crafting in exchange for their working hours in making furniture; Speelcadeaux and Awesomekleiding shops for low priced goods; and similar.

Network of active organizations- On one hand there’s a network of organizations (amongst others PSV foundation, Eindhvoen municipality and other partners), which come together to collaboratively tackle societal problems in the neighborhood, on the other it seems that this network infrastructure and workforce are still very fragile – there’re **too many TALKS** and **too little DO’s**.

Technology

Distributed digital communication flow

There is no uniform (digital) communication channel. Web platform Tongelre, although it exists, it is rarely used and is not really up to date. The rest of communication happens mainly through individual websites/Facebook pages of separate organizations.

Non-digital communication

District wide, the communication with residents works best through printed neighbourhood newspapers. At the moment there are three of them, and according to our sources they work pretty well.



Tongelre Living Lab