

# Licensing systems as a tool to promote investment and improve infrastructure.

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## Agenda

- Structure Dutch licensing system.
- Other instruments to promote investment and improve infrastructure.
- Results.



## Structure of Dutch Licensing system

3 main topics:

1. Management and Organization.
2. Finance.
3. Infrastructure and Safety.



## Infrastructure and Safety

- Safety declaration
- Stadium facilities (f.e. parking, capacity, command center)
- Availability stadium and training facilities
- Floodlights
- First Aid
- Pitch
- Access and crowd control
- Training facilities
- Visitors
- Sanitary facilities
- Signage
- Media
- Doping
- Disabled



## Infrastructure and Safety

If you don't meet the minimum requirements you have to make a plan which shows how you are going to address this issue.

Sanctions:

- public warning;
- deduction of 3 points with a maximum of 9 per season;
- repeal of the license.



## Other instruments to promote investment and improve infrastructure

- Financial
  - Project Stimulation Fund (financed by the FA/Clubs)
- Best practices
  - Benchmark studies
  - Workshops
  - Field visits
- Knowledge
  - Expertise
  - KNVB
  - ECV
  - CED
  - Government bodies



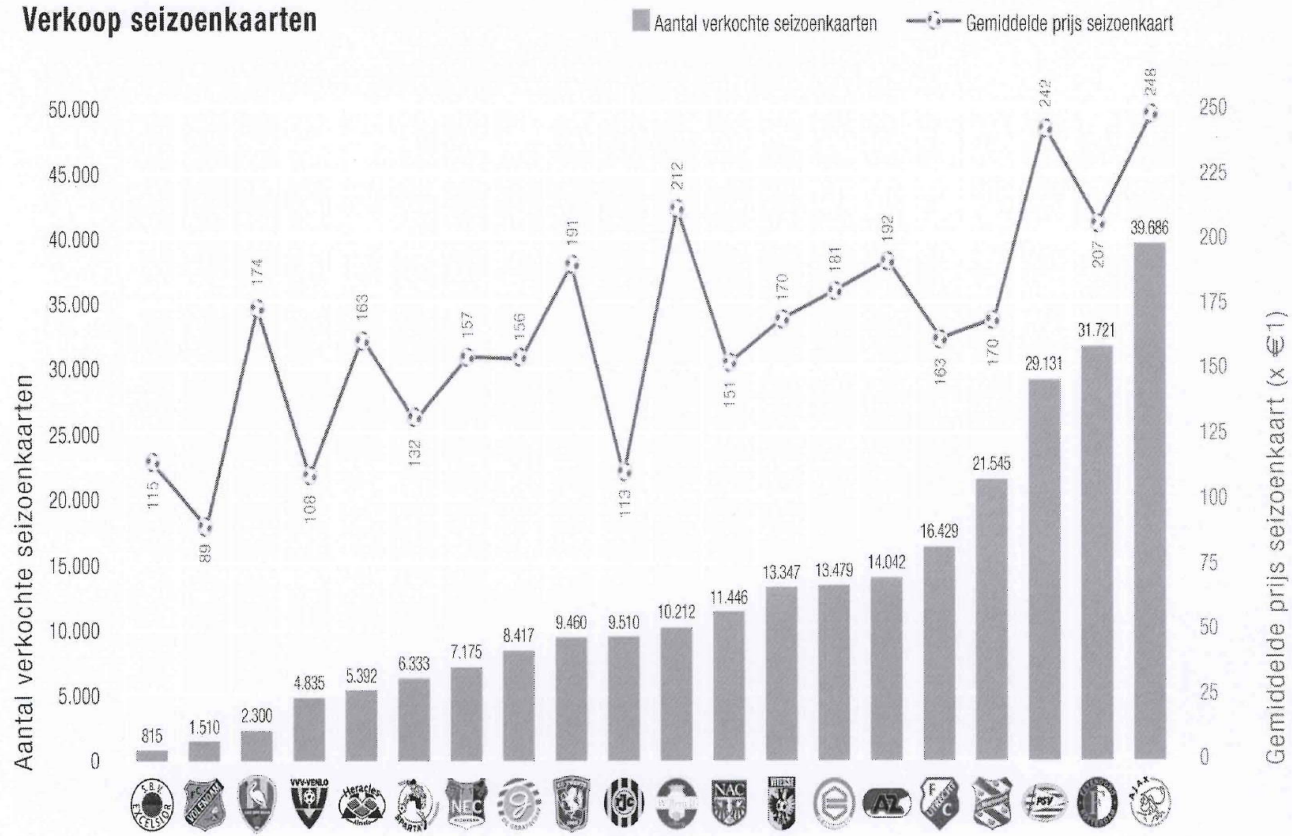
## Results

- All the 2nd division clubs have adequate floodlight for TV-broadcasting
- Modern stadiums
- Very high usage of stadium capacity
- All 1st league stadiums have facilities to make sure matches can be played in the winter (field heating or covering the pitch)



# Example from benchmark review

Verkoop seizoenkaarten



## Comparison of stadium usage

Graphics to be inserted



# Questions?

