

# PORTABLE CURLING FACILITY TRIAL - LEASE - BUY (TLB) PROGRAMME

## Belgian answers to the PCF questions for shortlisted applicants

### Project Leader

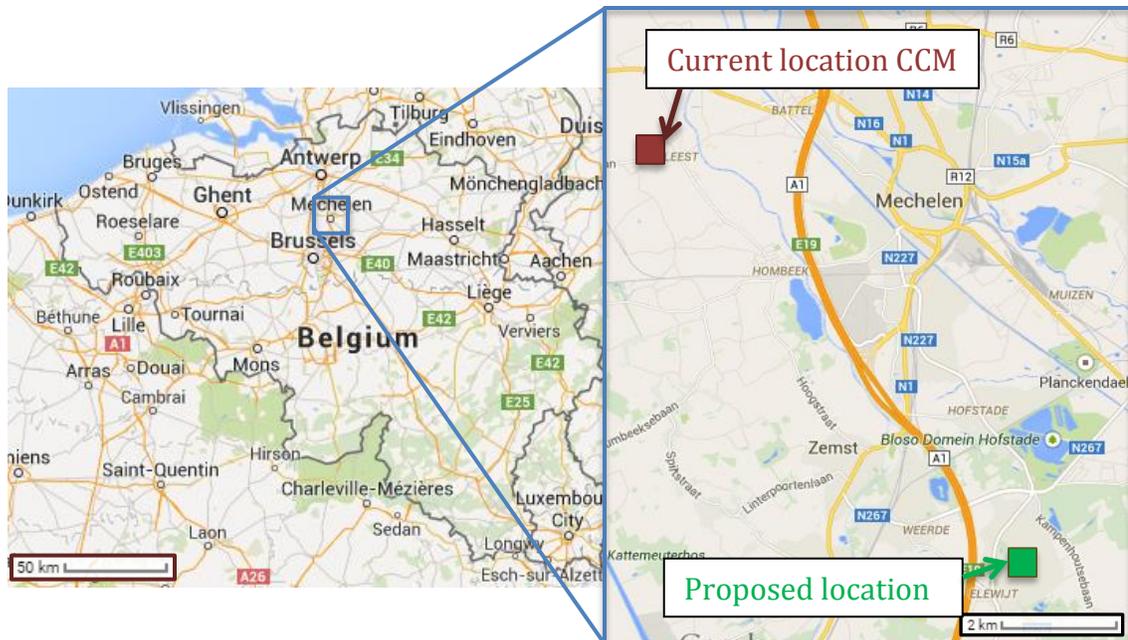
- Who would you appoint as your Project Leader and please provide a CV of his or her qualifications.

Pieter Meijlaers, see CV in 'Annex I'.

### Land – Building Site

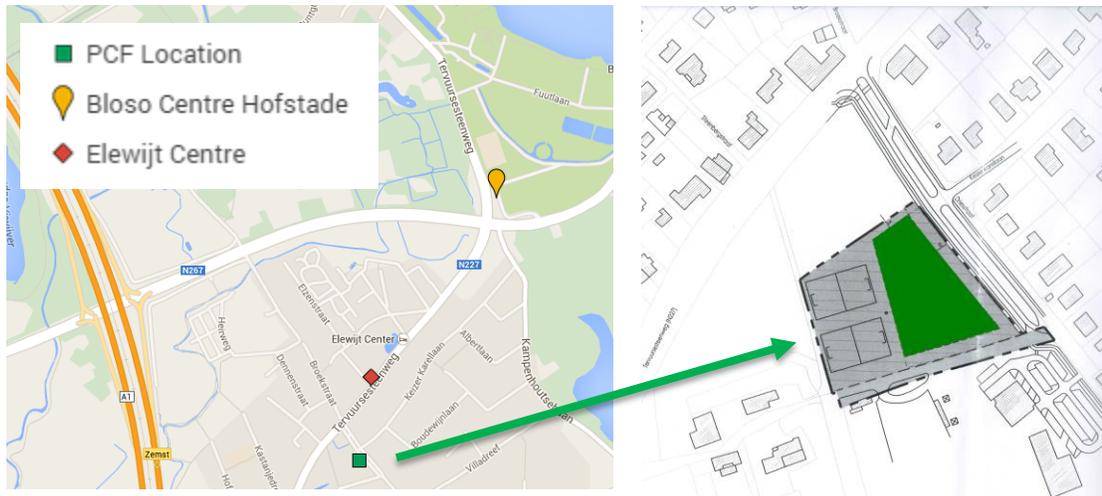
- Have you secured the land for the PCF? What is the address?

Yes, we have an agreement with the municipality of Zemst (near Mechelen) for a piece of land in 'Sports Centre Den Dries Elewijt'. Driesstraat, 1982 Elewijt (Zemst), Belgium. As you may well see, this new location is at approximately the same distance (as the ice rink we play on today) from the centre of Mechelen. By car it is even faster to get there thanks to the location near the highway.



'Sports Centre Den Dries' holds a cycling track, a tennisclub, a budohall (= martial arts), a football club and a 'boules' track. It is just a 10 minute walk from a big recreational sportspark: 'Blosio Domein Hofstade' which offers a wide variety of indoor and outdoor sports. (More info about the park in 'Annex II'). Both centres work closely together.

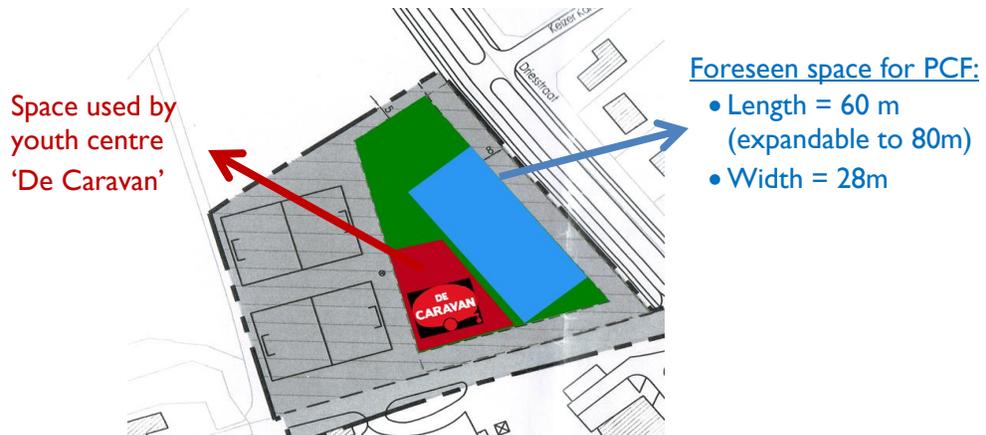
Across the road, of the preferred location, is of one of the biggest conference centres in the axis between the major cities of Brussels and Antwerp: “Elewijt Centre”



- Is the land leased or purchased? What is the length of the lease?

We will have a concession agreement of 20 years and will be renewable.

- What are the dimensions – (Length x Width)



We share the ground with youth centre ‘De Caravan’. But the dimensions of the total land are more than enough to construct the PCF infrastructure. We have adequate space to expand in the future.

In 10 years, youth centre ‘De Caravan’ will construct a new building. If curling will boost, as we assume it will thanks to the PCF, there is a willingness for a joint construction.

In the meantime, the presence of the youth centre opens possibilities to share spaces and attract young members!

- What is the base (cement, pavement, soil, grass) the PCF will sit on?

The current base is grass.

- Is the site serviced? (Electricity, Water, Sewage, Natural Gas)

Yes, all necessary services are foreseen.

- Are there any land use or other restrictions for placing a Tent Structure on your site? Will there be any zoning or other issues assuming you decided to keep and make the PCF your permanent dedicated curling facility at the end of 10 years?

No, there are no restrictions or issues that impact the PCF composition. We have added all the building codes for the site in a separate document (pdf).

### **Licensing – Permits**

- Describe this process from application through approval including the length of time till final approval of any Licensing or Building Permit applications.

As this is a simple building request, the local government foresees a maximum of two months to grant the necessary Building Permits.

- Assuming your application was selected for the PCF what date would you anticipate construction could begin?

If we are selected by mid-March, we assume that we need a maximum of 1,5 month to agree on plans. The building permit will follow by end of June. Construction can start no later than end of July. Which would definitely give us sufficient time to be ready to open by the beginning of October.

### **Partnerships**

- Describe any partnerships you will have with the local City, Municipal or other governments or groups as they relate to the Land, Licensing or Construction of the PCF.

All related agreements are directly managed via the College of Mayor and Aldermen. We can arrange a meeting with the Mayor (or the Aldermen), when the jury will visit the Belgian site.

## Facilities

- Describe neighbouring facilities including their availability & agreement to share:
  - Ice Plants – Heat Exchanger
  - Locker Rooms – Changing Rooms
  - Bathrooms

An ice plant is not present on the site, but with several sport facilities on the same ground, there is the potential to share spaces. Nevertheless we prefer to have our own changing rooms and cafeteria, to avoid the fact that we have to go outside the building to change clothes or get a drink. We feel that a closed facility offers a much better customer experience. If this is not possible within the PCF Programme directly, we are willing to invest in a 'container/unit'. (Ranging between €5.000 and €10.000).

Immediately beside to the preferred location of the PCF, there is a youth centre, called 'De Caravan'. This also offers a lot of possibilities for e.g. heat exchanging, shared spaces,... And no doubt about it that a youth centre is also a great promotional benefit to attract the youth to the sport. The people of 'De Caravan' are very enthusiastic to work together!

Last but not least, we had already some request to rent our PCF in summer (e.g. 'boules' club, the youth centre, Bloso Domain Hofstade,...)

- Describe neighbouring facilities for Hotels, Pensions

Across the street of the selected location, we have the "Elewijt Centre"  
<http://www.elewijtcenter.be/en>

- 20 meeting rooms from 4 to 400 participants
- 2 restaurants for a quick lunch or a full meal
- A hotel with 42 comfortable rooms
- Free parking for 250 cars

At about 1,5 km we have the Bloso sporthotel (18 rooms). And within the municipality of Zemst we have 5 different B&B's.

The nearby city of Mechelen (10 minutes by car) offers a vast variety of hotels , a youth hostel and B&B's. All together they represent +800 beds. The old city centre of Mechelen is a real tourist attraction and is one of the main stops for people visiting Belgium (more info in attached PDF: 'Greetings from Mechelen').

- Describe neighbouring facilities for Catering - Restaurants – Dining

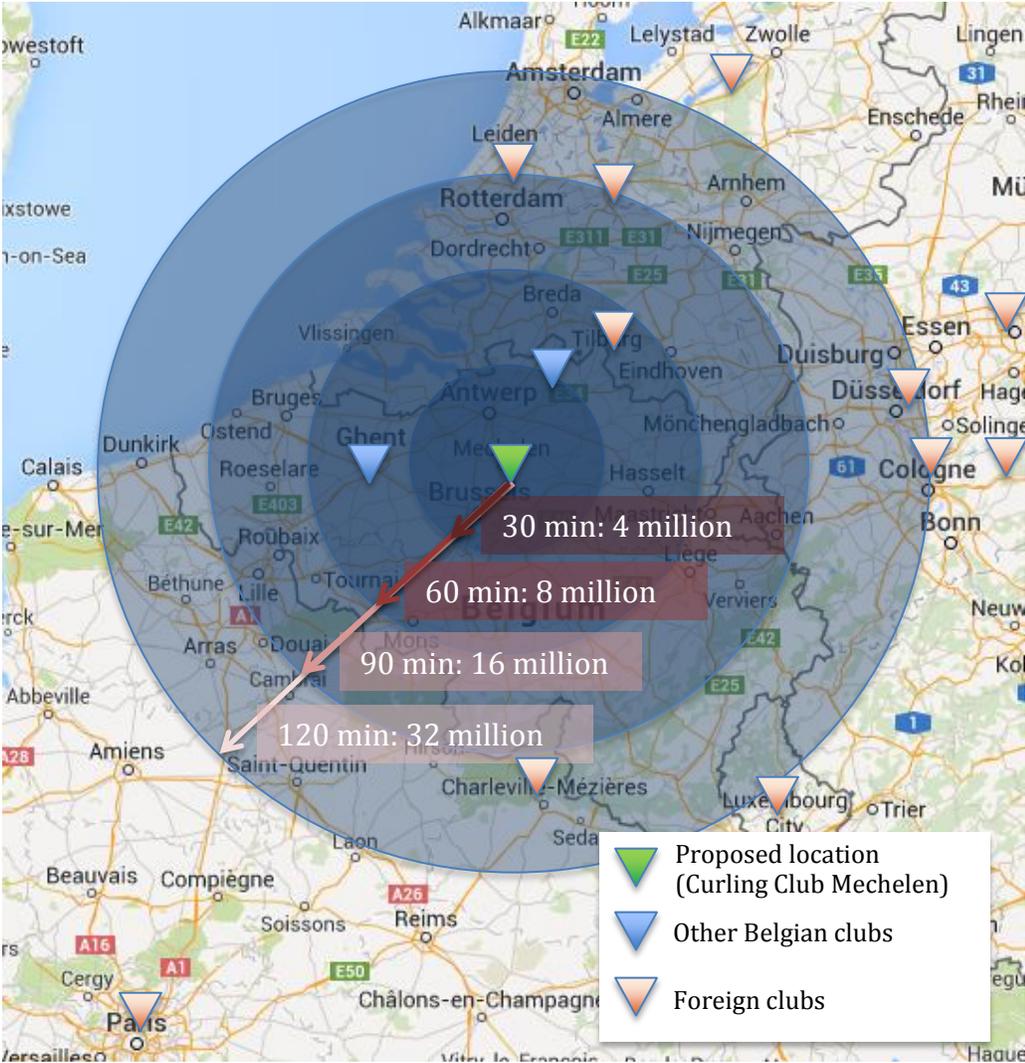
Next to the restaurants in the 'Elewijt Centre' we have a traditional Belgian 'Fries house' take away, directly across the street. Nothing better after a fierce training than a big bag of fries with some mayonnaise or ketchup!

More into a good tasty burger? Well, we might recommend you 'The Snax'. If Elvis would still be alive, we would find him over there! And it's only a 10 minute walk (1km) from the location, next to a great Italian place. And on the way over there you will pass a Thai restaurant and take away (200 M) and even a one Michelin star restaurant called 'Kasteel Diependael' at 400 M away.

You'll find plenty of other restaurants within a 5 minute drive and if you drive 5 minutes more, you're in the center of Mechelen and might enjoy a great stew prepared with local brew 'Gouden Carolus'.

**Population**

- Describe the population in the area you have selected for your PCF



- City population
  - Zemst is an average village (21K) between major cities Antwerp (+500K) and Brussels (+1200K). The center of both cities is only 20 minutes by train or by car.
  - Within the perimeter of 20 minutes of the proposed location we have a population of +2,5 million.
  
- Population within 90 minutes of your proposed location
  - Every 30 minutes, the number of inhabitants doubles (approximately)
  - Belgium is a small country surrounded by the Netherlands, Germany, France and Luxemburg.
  - By positioning the PCF in the heart of Belgium, we cover the ground between the curling clubs in the north of France, Hiversport (Luxemburg), several clubs in the North-West of Germany and the Netherlands. Which is ideal to set up an international competition/bonspiel between these 5 countries!
  
- Other Member Associations that may use your facility
  - As said, Belgium is a small country surrounded by the Netherlands, Germany, France and Luxemburg.
  - Major cities like Rotterdam (Netherlands), Lille (France) or Aachen (Germany) are within the 90 minutes perimeter by car.
  - With Thalys, you can even be in Paris (France), Amsterdam (Netherlands) or Koln (Germany) within 2 hours. London (UK) is just 3,5 hours away.
  - From all over Europe, you can be in Elewijt within 4 hours by flight. From Helsinki, Edinburgh, Madrid, or Istanbul: you can leave at noon and even do a quick training before diner.

## Budget

- Using the template provided please input your projected 10 Year budget, which would include your membership and growth projections

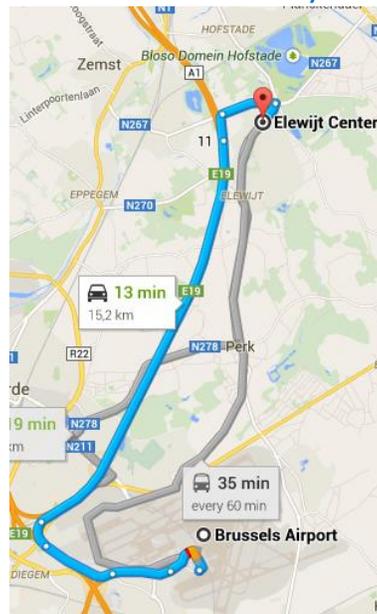
[See the attached template](#)

- In your budget allow include calculations that allow for off-season rentals and no off-season rentals at this will depend on the site you are selecting and the possibility the ice-mat system may be rolled up or covered with wood and used during the off season.

As we described in the first document, we see a lot of opportunities for the hall during the off-season. As said above, we had already some questions about it from our neighbouring partners.

## Transportation

- Describe how the following modes of transportation may be used to access your PCF.
  - Rail
    - Zemst has 3 railway stations that are (all three!) just a 5 minute drive. The nearby city of Mechelen has a big railway station and will have a stop for the High-speed train 'Thalys' in the coming years. Meaning that you can be in the center of Koln, Paris or Amsterdam within 1m30!
  - Bus
    - There are 3 bus lines from the railway station in Mechelen (15 min drive) and 2 bus lines from the Brussels Airport that stops directly at the sports centre.
  - International & National Airport
    - Brussels Airport is only 13 min away by car or 35 min by bus. There are 2 buses every hour.



- Major Highways
  - Belgium lies in the centre of Europe and has one of the most dense road systems in the world.
  - The E19 is 2 minutes away (the main highway between Antwerp, Mechelen and Brussels) and there are many other major roads leading to or close to the sports centre.
- Is parking available on site?

Yes, people can park in the Sport Centre parking, in the street 'Driesstraat' or leave their car in the 'Elewijt Centre' as it is only a 5 minute walk.

## Other

- Provide any other relevant information that you feel the Review Teams should be aware of about your application.

### First time appearance on World Mixed Competition!

This year, for the first time in history, Belgium will provide a team to play in the Mixed World Competition this year in Bern (Switzerland).

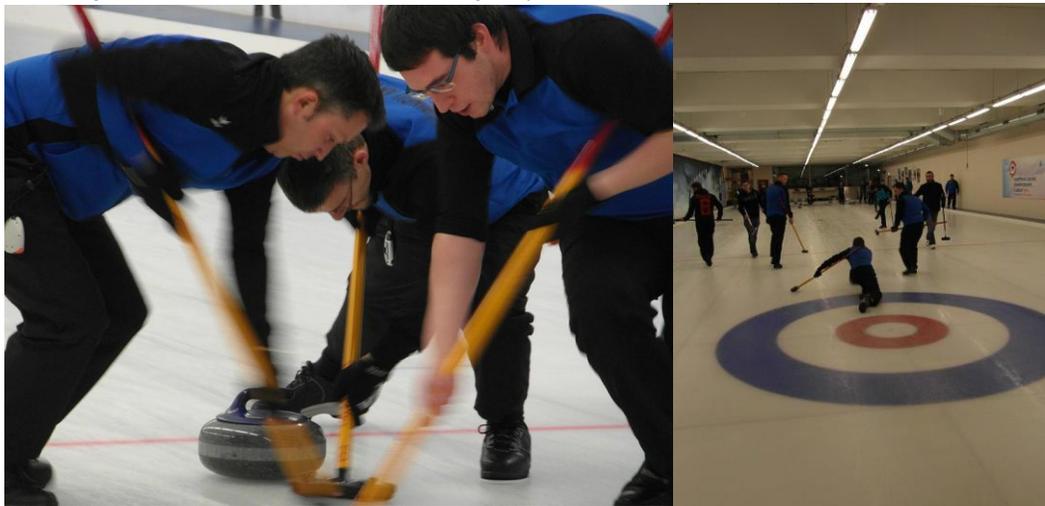
To sponsor this great historical milestone, we will organize a Curling Party. This is good twofold. It brings in money for the team and it brings awareness towards curling under a teenage to a thirties crowd.(maybe even a fourties crowd).

With the PCF, we are confident that, in the coming years we can extend this pace and also participate in women, junior and wheelchair championships.

### 13 Belgian teams compete for the National curling title!

The Belgian National Championship is experiencing a steep growth in the recent 3 years (4 teams in 2013, 8 in 2014 and 13 this year!). Again, for the first time in history, more than 50 people compete on the ice. We even had to split the championship over 2 separate weekends (31/01 and 28/02-01/03).

The tournament is played in the Netherlands because we have no adequate facility. One team even has to drive almost 3 hours to get there. This is proof of total enthusiasm. And it states that having a Belgian facility would definitely offer more possibilities to turn this into a major competition. (Even bigger than we had hoped for in our initial business plan).



### The growth in media coverage!

The press coverage has risen over the past few months. Major newspapers report on the results of the Belgian national team and there is also lots of attention to the PCF dossier. Even though curling is not considered a big sport in Belgium there is still quite a lot of interest.

### The Belgian enthusiasm!

Our most important selling point: That's the enthusiasm of all the current members. We are all trying to encourage others to join the great sport of curling. And with success! The last 2 years the number of active curlers in Belgium grew from 25 to almost 75 at this moment. We hope to pass the symbolic threshold of 100 players by the end of 2015.

As you well know, the main reason to keep people passionate about the sport, is to have the right facilities. The roaring sound of a stone gliding over new pebble; the wind gliding through your hair, when you make your sliding; throwing each stone exactly where you want it, with the help of your team; the feel of friendship when you toast on another victory in the bar... Curling is about passion,... and so are we!

# Annex I: CV Pieter Meijlaers

## CURRICULUM VITAE: “Innovations. Creativity. Strategy.”



**Pieter Meijlaers** (\*18/01/1981) - Graaf de Baillestraat 3 - 1980 Zemst (Belgium)

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**M** +32 477 31 19 80

**W** <http://www.linkedin.com/in/pietermeijlaers>

### TAGCLOUD OF SKILLS

Analytical **Creativity** Leadership Entrepreneur  
Motivation **Vision** Innovator **Analysis** Project  
**Product Program** Marketing Logistics Finance  
Engineering **R&D** GreenEnergy HealthCare Mobile

#### Personal goals:

- Be part of a creative environment
- Innovate products or business models
- Inspiring people
- Achieve an amazing customer experience

## Experience

04/2014 - ...

#### Hello bank!

Hello bank! is the innovative spin off of BNP Paribas.

<http://www.hellobank.com>

#### Customer experience and innovation management

08/09 – 02/11 : Strategic channel development manager

02/15 - ... : Customer experience and innovation management

#### Main achievements:

- Define strategic repositioning Hello bank! Belgium
- Innovation management BNP Paribas and Hello bank! Group
- Thrive and lead cultural change management BNP Paribas Belgium and Hello bank! Group
- Lead BNP Paribas Belgium into the new banking era

08/2009 – 04/2014

#### Telenet

Telenet Group is the largest provider of broadband cable services in Belgium.

<http://www.telenet.be>

#### Product & Program management, Engineering, Logistics and Finance

08/09 – 02/11 : Product Manager TV & CPE (*Product Management*)

02/11 – 11/11: Technical Implementation Manager (*Engineering*)

11/11 – 03/13 : Customer-premises equipment lifecycle manager (*Engineering*)

03/13 – 11/13 : TV Experience Program Manager (*Program/Portfolio Management*)

11/13 - ... : Continuous Improvement Manager (*CTO Office*)

#### Main achievements:

- Implementation of ‘product lifecycle management’
- Requirement analysis of new user interfaces and hardware’s
- Hardware packaging rework (*Awarded by: ‘Greener Packaging Award’*)
- Set-up experience programs for technical KPI improvement and call reduction
- Lead transition of Telenet entering a new life stage (from ‘growth’ to ‘maturity’)

08/2007 – 08/2009

#### GFI

GFI is an international player in the field of BPM and IT integration

<http://www.gfi.be>

#### Product Manager Collaborative tools + Marketing Management

08/07 – 01/08: Outsourced to IBM in business partner exchange program

01/08 – 01/09: Account + Product Manager for GFI Belgium

01/09 – 08/09: Product Manager Collaborative + Marketing Support GFI Benelux

#### Main achievements:

- Product responsible for collaborative tools (Sharepoint, Lotus Notes, QuickR,...)

- Product Manager for custom build communication platform
- Marketing management for Flemish/Dutch Market

11/2006 – 2009

**Xios, Genk**

**Guest professor**

Yearly presentation on innovation and entrepreneurship.

07/2003 – 2009

**i-VISIT (i-City)**

i-VISIT is an immersive experience platform

<http://www.i-visit.be>

**Self-employed in mobile and mobility Intelligence + City Marketing**

Main achievements:

- Development of new immersive gaming platforms
- Bizidee TOP 10 with city marketing project
- First mobile app and live-stream of Belgian Football game (2007)
- Managing a team of 10 volunteers

12/2002 – 03/2006

**KV Mechelen**

<http://www.kvm.be>

**Volunteer: Part-Time Project Manager**

- MarCom activities | “Red KV Mechelen” and “100 years KV Mechelen”
- Co-Founder Radio Malinwa (2005-2006) Malinwa.tv (2007)

## Academic

01/2013 – 06/2013

KUL, Leuven

**Renewable energy**

- 6 ECTS points in Civil Engineering option Energy

01/2013 – 06/2013

FHS, Brussels

**Fiscal Management – Value Added Taxes**

- Deepdive course on the Belgian VAT system

09/2011 – 06/2012

KULAK, Kortrijk

**Postgraduate integrated product development**

09/2003 – 01/2011

HUB, Brussels

**Master in Business Engineering**

- Masterproof: “i-Campus: Mobile services for educational institutions”
- 2011: University Degree | Before 2011: High school degree

01/2007 – 03/2007

VDAB, Vilvoorde

**Certificates**

- Safety aspects in operating robots
- Robot programming "Epson-Scara-robot"
- 3D-CAD-modelling

## Languages

- Dutch: 5/5
- English: 4/5
- French: 2,5/5
- German/Spanish: 1/5

## Free time

- Member of quiz-team “Quo Non Ascendum”
- Committee Member of Curling Club Mechelen
  - Responsible for growth in Belgium
  - Responsible for building the first Belgian Curling Arena

## Annex II: Bloso Domain Hofstade: outdoor recreation



In the middle of 172 hectare of nature, you will find one of the most versatile sports infrastructure in Flanders. Few places in Flanders have a sports hall (in which most indoor sports can be practiced), a swimming pool and a water surface for practicing outdoor watersports. There are a lot of hiking and jogging trails, and mountain bike or cycling possibility's. And new to the area is the high ropes course. This sporting attraction is a challenge for everyone.



In summer, thousands of day-tourists visit Hofstade to cool off on the 650m long beach with its patrolled swimming area. Kids can play in the newly renovated playground.

The Bloso center also houses Hofstade Sportimonium, a museum for sports. In the various taverns you can enjoy a refreshment or snack.



Besides its own organizations (summer sports camps and weekend packages), the center is also available for schools (sports classes), sports federations and sports clubs. Also companies are welcome to organize team-building activities.

### **Review of all possible sports:**

#### Indoor

Sports hall: volleyball, basketball, badminton, tennis, indoor soccer, handball, table tennis, martial arts, gymnastics,...

Swimming pool: water polo, swimming (25 M x 12.5 M + 12.5 M x 8 M)

#### Outdoor

BMX, archery, jogging, fit-o-meter, high rope course, climbing wall, MTB, skating, football, basketball, kayak, sailing, surfing, beach volleyball.

For more photos and information (in Dutch) surf to <https://www.bloso.be/Centra/Hofstade/>

