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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

PROTECTION AND CONSERVATION ACTIONS OF THE
HISTORICAL-CULTURAL HERITAGE IN
THE ISLAND OF MALLORCA
General Directorate of Architecture and Housing of
the Government of the Balearic Islands

Programa Operativo de Illes Balears

Año 2018

Fondo Europeo de Desarrollo Regional

PROTECTION AND CONSERVATION ACTIONS OF THE HISTORICAL-CULTURAL HERITAGE IN THE ISLAND OF MALLORCA

PROJECTS OF "REFORM AND UPGRADING OF THE ELECTRICAL SYSTEM OF THE CASTLE OF CAPDEPERA" AND "SETTING THE VALUE OF THE HISTORICAL ENTRY OF ALCUDIA"

Basic project description

The General Directorate of Architecture and Housing of the Government of the Balearic Islands has promoted the development of actions aimed **at the restoration, protection and conservation of real estate of cultural interest or cataloged. These are to integrate the cultural heritage of the Balearic Islands** within the framework of the public call destined to local entities directed to the whole of the Balearic territory.

Within the framework of this call published in 2016, a total of 5 projects have been subsidized on the island of Mallorca. The investment made was €7,113,282, which involved ERDF assistance of € 3,556,641, which corresponds to 50% of the investment.

These grants have allowed the recovery of the local heritage of the Balearic Islands and, with it, of spaces and buildings with a high patrimonial and sentimental value for the municipalities that have driven this recovery. In particular, a total of 23,518 square meters have been improved and rehabilitated, which have served to improve and diversify the island's tourist offer. Thus, the number of trips in 2017 of residents in Spain made mainly for cultural reasons to the Balearic Islands was 91,100.

Proof of this are, for example, the **"Reform and adaptation of the electrical installation of the Capdepera Castle"** and the **"Paving of streets in the historic centre of Alcudia"**. With the start-up of these actions, it has been possible to recover and improve two of the most important historic areas of the municipalities of Capdepera and Alcudia. The Castle of Capdepera is declared as a Cultural Interest Property (BIC), a figure of maximum protection of the Balearic historical heritage, and the city of Alcudia was declared an Artistic Historic Site.

When dealing with both cases of sites that can be visited throughout the year, this intervention affects the increase of cultural tourism and also has a direct impact on the economic and social development of both municipalities



View of the Castell de Capdepera



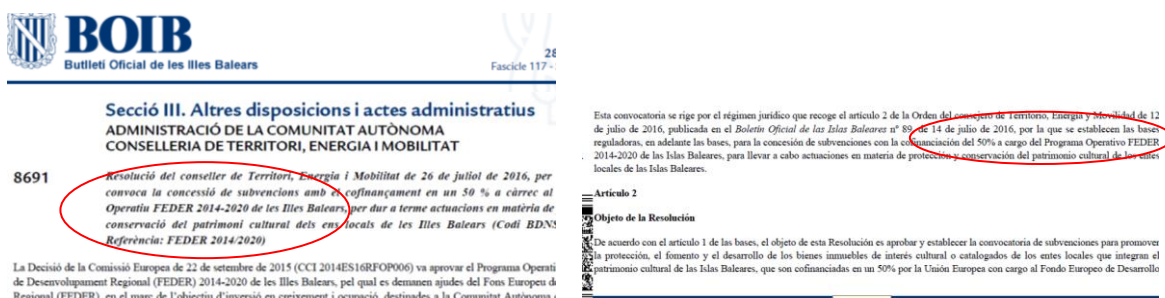
Street of the historic center of Alcudia

The following are the arguments that make this project considered as Good Practice, according to the criteria defined for this purpose.

Criterion 1. High diffusion among the beneficiaries and the general public.

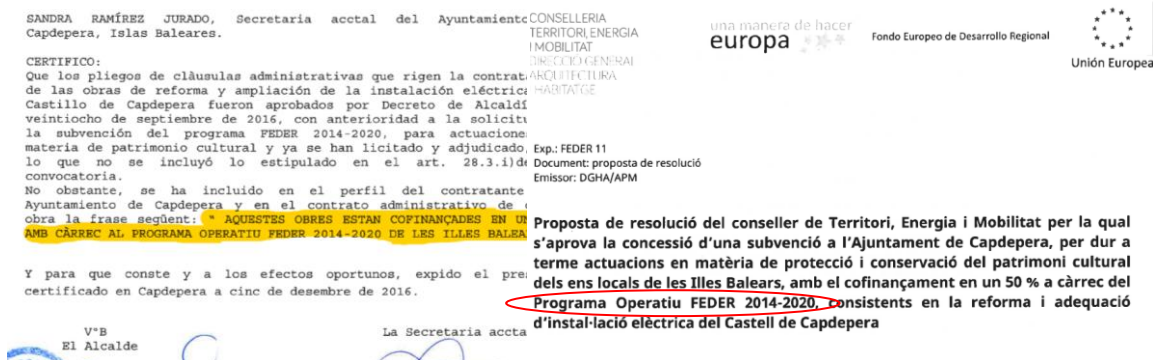
This action has been widely disseminated through the different information and advertising measures developed. On the one hand, **all regulatory communication obligations have been met**, such as:

Publication of the call for granting subsidies in the Official Gazette of the Balearic Islands.



Publication in the BOIB of the call for aid

Reference to the FEDER co-financing, and inclusion of the corresponding logos in the documentation related to the hiring file and the administrative documentation (contractor profile, resolutions, minutes of the contracting tables, resolution proposals, etc.).



Document of the public procurement file

Image of the administrative documentation



This visibility has been reinforced by the information contained on the website of the General Directorate of Architecture and Housing on the different projects promoted within the framework of the 2014-2020 Balearic FEDER PO, among which is the call.

For both projects, a **permanent information plaque** has been placed so it is visible to the public, including the corresponding texts and logos



Commemorative plaques in the Castle of Capdepera

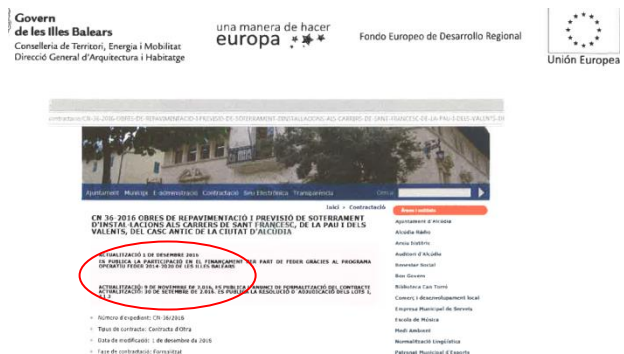


Commemorative plaques in the Streets of the Historic Center of Alcudia

The web pages of the municipalities of Capdepera and Alcudia have included relevant information on both actions, including the corresponding logo of the European Union and mention of the co-financing of the ERDF.



Website of the town hall of Capdepera

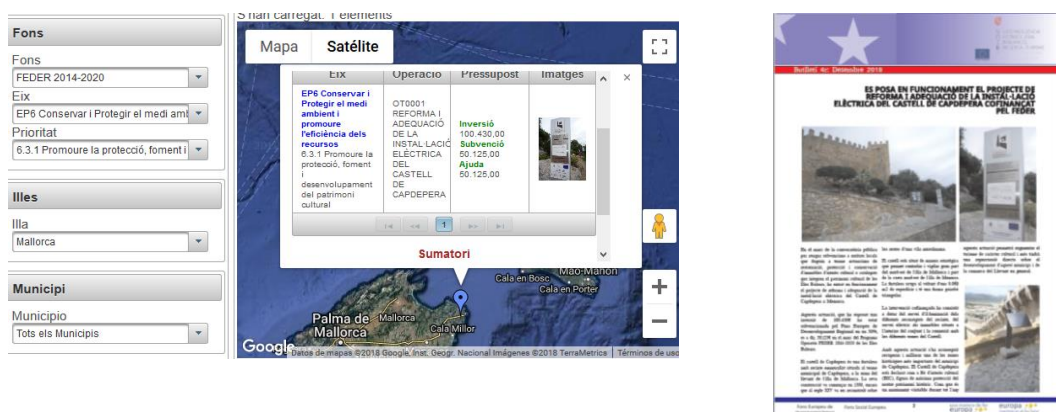


Website of the town hall of Alcudia

Moreover, **additional information and publicity measures** have been carried out that have increased the dissemination of the two actions, as well as the visibility of the ERDF contribution. It is necessary to emphasize, in this sense, the following actions:

Dissemination of this action through the mapping system of co-financed projects of DG European Funds, located on its website (http://www.caib.es/sites/fonseuropeus/ca/portada_2016/?campa=yes). This online application, which is accessible to anyone, allows you to view, not only the geographical location of the investment, but also offers systematized data on the name, scope of intervention, co-financing fund, EU support, total eligible cost and even images of the investment made.

The fifth issue of the Bulletin of European Funds of the Balearic Islands, published in December 2018, includes information on the implementation of the Capdepera Castle lighting project and the ERDF contribution in its execution.



News has been published in various media of the Balearic Islands, as well as on the website of the CAIB and the respective municipalities on the implementation of the call for aid, and the implementation of projects

El Govern de les Illes Balears, Departament de Territori, Energia i Mobilitat, mitjà de comunicació oficial

El Govern destinará dinero a la restauración del patrimonio local

La Conselleria de Territorio anuncia en Alcúdia más ayudas para la protección, conservación, mejoras y la puesta en valor de los bienes

ALCÚDIA
La Conselleria de Territorio, Energía y Movilidad convocará de nuevo ayudas, financiadas con fondos europeos Feder, destinadas al desarrollo de proyectos para proteger, conservar, mejorar y poner en valor bienes que integran el patrimonio cultural de los ayuntamientos y consells.
La previsión es que la convocatoria se haga pública en la segunda quincena de julio, momento a partir del cual los ayuntamientos y consells podrán presentar sus propuestas ante la Dirección General de Arquitectura y Vivienda, según informó ayer el Govern.
Asimismo, las ayudas se dividen en tres anualidades: 400.000 euros en 2018, 1,5 millones en 2019 y 1,5 millones en 2020.
El conseller de Territorio, Energía y Movilidad, Marc Pons, presentó ayer la convocatoria en Alcúdia, uno de los municipios que, en la convocatoria anterior (julio de 2016) presentó dos proyectos que cuentan con la subvención. Uno de ellos es el soterramiento de servicios y adecuación de las calles de Sant Francesc, de la Pau y dels Valent-en el centro histórico-que ya está ejecutado completamente. El segundo proyecto tiene que completar la restauración de los bastiones del rey y la reina del recinto amurallado. De este segundo, se hicieron trabajos iniciales y en breve se reanuda la intervención.
Los dos proyectos de Alcúdia suman 413.009 euros de ayudas de la última convocatoria de fondos Feder cultural, 288.956 euros para la restauración de los bastiones y 124.044 euros para la adecuación de servicios y calles.
Estos proyectos forman parte de la última convocatoria en la que se sumaron proyectos de restauración de patrimonio local, que tienen subvenciones aprobadas por valor de 4 millones de euros en el conjunto de las Islas. De los proyectos de esta última convocatoria algunos ya están ejecutados y terminados y otros en obras o en trámite, como el centro cultural de Ca N'Angel (Mercadal) ya finalizado, la reforma del Teatro de Inca (en obras) o la iluminación del castillo de Capdepera.



AJUNTAMENT DE CAPDEPERA

Fons Europeu de Desenvolupament Regional



Unión Europea

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L'Ajuntament de Capdepera ha obtingut una subvenció per dur a terme actuacions en matèria de protecció i conservació del patrimoni cultural dels ens locals de les Illes Balears, amb el cofinançament d'un 50% a càrrec del Programa Operatiu FEDER 2014-2020, consistents en la reforma i adequació d'instal·lació elèctrica del Castell de Capdepera.

L'Ajuntament de Capdepera va presentar la sol·licitud de subvenció en data de 29 de setembre de 2016 per a la reforma i adequació d'instal·lació elèctrica del Castell de Capdepera, declarat Bé d'Interès Cultural i destinat a ús cultural, amb un pressupost total per execució d'obra de 100.430€, IVA inclòs.

This high impact has been favored by events and institutional visits made to know the status of the action, highlighting the July 2017, after the completion of the work, which was attended by a delegation of the Government, led by the Minister of Territory, Energy and Mobility, accompanied by local authorities.

Más de 3 millones para patrimonio cultural



► **ALCÚDIA.** El Govern balear convoca nuevas ayudas, por valor de 3,5 millones, para la restauración del patrimonio cultural de las instituciones locales, según anunció ayer el conseller de Territorio, Energía y Movilidad, **Marc Pons**. El responsable de Territorio presentó la convocatoria que estará financiada por los **Fondos FEDER de la Unión Europea** el marco de la visita de efectuó a Alcúdia, municipio que ya se ha beneficiado de estas ayudas en el pasado.

The information on the project and its co-financing by the ERDF has also been disseminated through other information channels. Explanatory leaflets have been prepared with the most relevant data of the actions carried out in relation to the call for grants on the island of Mallorca.



In addition, an advertising roll-up identifying the projects considered as Good Practices was carried out, which is used in the different events organized in relation to these operations, which allows raising the visibility of the ERDF and its financial contribution in its execution.

Criterio 2. Incorporación de elementos innovadores.

The realization of these actions presents a novel approach, harmonizing the environmental, social, cultural and economic objectives in the way of facing the wear and aging of historic-cultural areas of those cultural assets of more relevant historical heritage of the Balearic Islands with a significant singular value. They have been made in an integrated and sustainable space, where the equipment has been integrated into the urban landscape and the environment.

The town hall of Capdepera has launched a "tourist app" of augmented reality that aims to inform visitors of the municipality a guided tour with current images and reconstructed old images, including a virtual visit to the Castle of Capdepera.

The paving of the streets in the historic center of Alcudia has made it possible to reduce traffic and the direct impacts caused by motorized traffic in the city center (congestion, noise and pollution). In this way, sustainable mobility has been achieved by moving around the city centre, which has enabled the commercial fabric established in the rehabilitated area to be revitalised.



Criterion 3. Adaptation of the results obtained to the established objectives.

The Balearic Islands have a rich artistic and cultural heritage of great importance, essential as a factor of local and economic development. Thanks to the support of the ERDF, it has managed to enhance the historical-cultural heritage of the Balearic Islands, allowing to restore, rehabilitate and improve the heritage favouring the conservation of monuments, buildings and unique spaces, so that they contribute as an element of attraction to tourism.

The implementation of these actions has resulted in an improvement of the benefits offered to cultural tourism and, given the importance of this sector for the Balearic economy, it has contributed to the diversification of the product. Likewise, the number of tourist visits to these buildings and cultural environments has increased.

Criterion 4. Contribution to the resolution of a regional problem or weakness.



The Balearic Islands have a rich historical and cultural heritage of great importance. The degree of deterioration presented by many of the constructions, as well as the need to value their cultural and historical importance will allow protecting, publicizing and promoting facilities such as the Castle of Capdepera thanks to the support of the ERDF.

The realization of these projects presents a unique opportunity for the development of complementary tourism and tertiary activities. The improvement of the tourist attraction of the Capdepera Castle and the Old Town of Alcudia have a direct effect on the revitalization of the area, contributing to the development of it and taking advantage of the synergies with other centers of tourist attraction in the vicinity.

Criterion 5. High degree of coverage of the target population.

The Castle of Capdepera is a monument that can be visited throughout the year, receiving visits from both the local population and from abroad, so it is considered that its coverage affects both the entire population of Mallorca, as the high number of tourists visiting the island of Mallorca.

The same can be said in the case of Alcudia, adding, in addition, the benefit produced for the entire population resident in the municipality, as well as for businesses and those located in the historic centre of the city.

Criterion 6. Consideration of the horizontal criteria of equal opportunities and environmental sustainability.

The actions carried out have respected the principle of the environment, since they are conservation interventions, restoration and value enhancement of heritage elements always taking into account the criteria of sustainability and environmental preservation.

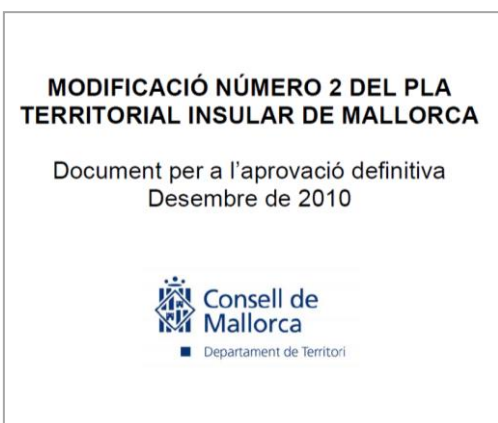
In this sense, the luminaires installed in the Capdepera Castle are small in size, energy efficient and have minimal light pollution.



In the case of the paving of the roads of the historic centre of Alcudia, the direct impact on the citizen caused by motorised traffic has been reduced, the environmental impact of transport has been reduced, reducing the emission of CO2 and pollutant gases derived of urban mobility and the level of noise has been reduced. In addition, the luminaires have been replaced by lighting with LED lamps in order to improve energy efficiency and reduce power consumption.

The actions of protection and conservation in the historical-cultural heritage are not discriminatory by their very nature. In any case, it should be noted that the new conditioned paths of Alcudia are perfectly accessible for people with reduced mobility.

Criterion 7. Synergies with other policies or instruments of public intervention.



The Territorial Insular Plan of Mallorca is the general instrument for the organization of the territory of the Island of Mallorca as a development of the Territorial Planning Guidelines.

The actions of protection, conservation and enhancement of the historical-cultural heritage are foreseen in this document and the necessary guidelines are established so that the municipal planning guarantees the opportune promotion and protection of the heritage, such as the delimitation of the old towns.

It also promotes the establishment of routes of cultural interest and, in particular, a "Castle Route" that runs through the geography of the island, recalling the remains of medieval fortifications.

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