

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Rehabilitation, Reform and Adaptation of the Adra Market. EDUSI
Adra Ciudad 2020

Adra City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT

Rehabilitation, Reform and Adaptation of the Adra Market

DESCRIPTION OF THE PERFORMANCE

The Adra City Council presents the Rehabilitation, Reform and Adaptation of the Adra Market as a good practice. This project contemplates the complete renovation of the image of the Central Market, from the exterior to the interior, in order to give it a modern and warm appearance. This action aims to make this location so important for the city's commerce, an open, illuminated, modern and functional space inside, where, in addition to the existing stalls, gastrobars and other premises with varied uses could be installed. that will form a commercial core with its own entity and character. The reform and remodeling of the Central Market is one of the most ambitious projects included in the EDUSI Adra Ciudad 2020. It is framed within Thematic Objective 9, Economic and Social Regeneration and will be 80 percent financed by the European Union, through from the FEDER and 20 percent from the Adra City Council.



(Mercado photo before the performane)



(Mercado photo after the performance)

The eligible cost of the complete performance is 1,132,000 euros with aid from the European Regional Development Fund (ERDF) of 905,600 euros. The impact of this action in Adra has been of great magnitude given that an ambitious and transformative project has become a reality that has given a 180 degree turn to this emblematic building of the city; gaining this in accessibility, aesthetics and luminosity. In addition, this allows traditional commerce to be energized and include new uses to generate new employment opportunities.

This action benefits all the inhabitants of Adra, both the merchants who have their stalls located in the Market, and the neighbors who can now enjoy the benefits of the new establishment that offers fresh, quality products without intermediaries.

The criteria for identifying this action as Good Practice are the following:

THE ROLE OF THE ERDF IN THE ACTION HAS BEEN CONVENIENTLY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

The role of the ERDF in the action has been conveniently disseminated among the beneficiaries, potential beneficiaries and the general public. For this, the Adra City Council has installed a construction poster and a permanent plaque in the Market, so that citizens know the key role of the ERDF in the execution of the project.



(Photograph of the construction poster and permanent plaque located in the Adra Market)

In addition, a specific web space has been created on the Adra City Council page for the dissemination of the actions co-financed by the FEDER, through which this action has been reported. The news on the web can be consulted at edusi.adra.es. As an example: <https://edusi.adra.es/index.php/noticias/168-el-mercado-de-adra-reabre-tras-las-obras-de-transformacion-y-adaptacion>



(Examples of web publications)

In addition, this performance has appeared in both digital and written press. An example of the first is shown in the following screenshot:

On the other hand, the impact in the written press stands out. To which advertising has been inserted in various media. Some examples of news in the press:

- https://www.diariodealmeria.es/provincia/adra/mercado-abastos-estrena-remodelacion-nuevos-usos_0_1530146974.html
- <https://adra.ideal.es/adra/primeras-demoliciones-mercado-20191105175141-nt.html>

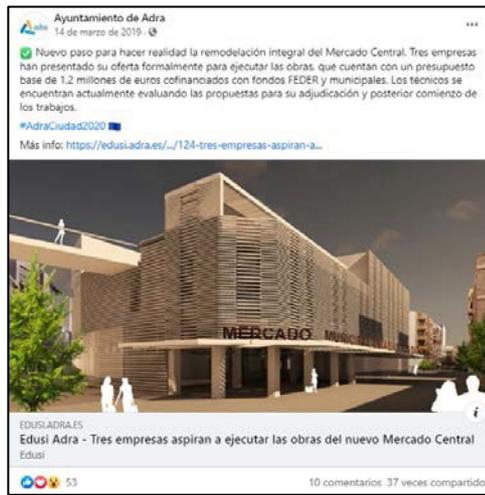


(Examples of publications in digital press)



(Examples of publications in the written press)

Other “extra” dissemination actions have also been carried out, such as the publication on social networks of the execution process of the revitalization works, in addition to the publication of photos and videos of the inauguration, both on Facebook and Instagram.



(Examples of social media posts)

Some examples of videos uploaded to the official Facebook profile of the Adra City Council:

- https://fb.watch/2Y0_QufXkz/
- <https://fb.watch/2Y0-Q9LM78/>
- <https://fb.watch/2Y10GbJxZ0/>
- <https://fb.watch/2Y11vG3tLV/>
- <https://fb.watch/2Y13HA14tz/>



THE ACTION INCORPORATES INNOVATIVE ELEMENTS

There are several innovative elements included in this performance. In this context, one of the main objectives set by the City Council with the remodeling project was to open the building to other commercial uses. In this case, new premises for hospitality and catering have been incorporated, in addition to the traditional butcher, fishmonger and food stalls. In short, it is an infrastructure that has a varied and quality product offering for residents and visitors.

ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

The physical and functional rehabilitation of the municipal market was presented as a special opportunity to achieve several actions proposed in the EDUSI of Adra whose fundamental pillars have been:

- Development of a Sustainable Local Economy that ensures inclusive economic growth in the municipality through the fight for equality and non-discrimination, promoting job creation, diversification of the productive fabric and support for sectors with greater potential in the town.
- Creation and Consolidation of Accessible and Sustainable public spaces, enhanced by the incorporation of New Technologies and Energy Efficiency, in which we are committed at all times to tradition and local culture as well as to the improvement of the Urban Environment.
- Balanced Territorial Development, which allows a correct integration of the different population centers that make up the municipality of Adra, promoting sustainable mobility and allowing homogeneous access to all services.
- Strengthening Training, Culture and Social Innovation as an essential basis for equal opportunities and social inclusion, based on the development of citizen participation instruments.

The enhancement of the market building is key to meeting some of these objectives, since it allows the existing structure to be consolidated and improved, developing new business opportunities and job creation; for which it is proposed to take advantage of the tourism potential of the municipality, converting the rehabilitated space into a new tourist focus of the city. Furthermore, this action encourages local commerce as one of the keys to sustainable economic development and one of the main possibilities for creating and consolidating local employment. Likewise, spaces and participatory dynamics can be created to design initiatives that develop the talent of residents, stimulating education and professional training and favoring the existence of a favorable entrepreneurial environment adapted to the needs and possibilities of Adra.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL FIELD OF EXECUTION

The replacement of the old Market and the change in consumption dynamics are some of the causes of the decline in activity that could be seen before starting this rehabilitation project.

The Plaza de Abastos had ceased to be a reference in the municipality. The problems that were detected were the following:

- Building enclosed in itself, without relation to the outside.
- An outdated program, without the capacity to accommodate different uses. A rigid structure that needs a review of needs/possibilities.
- Volume that does not take into account climatic conditions or energy efficiency.
- Existence of poor management, poorly adaptable and modifiable over time.
- Lack of attractiveness of the spaces generated in the building. Which explains why there is little capacity to attract investors, companies, capital or tourism.
- Market not connected urbanistically with the rest of the urban space.

DEGREE OF COVERAGE OF THE POPULATION TO WHICH IT IS DIRECTED

This action is aimed at the more than 25,000 inhabitants that make up the Abderitan population. And the fact is that both the residents of the town benefit from this rehabilitation, since they can have a wide variety of fresh, quality local products in the same building, having the best of the garden and the sea within their reach, without intermediaries. And the merchants whose businesses are located in the different stalls of the Market also benefit from this action, since with this project the number of users/buyers increases, being able to take advantage of the growing unsatisfied demand of users looking for ecological, seasonal products and the nearby environment.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUALITY OF OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY

Hiring has been done in a transparent manner, guaranteeing equal opportunities for companies. The action promotes sport as one of the most important integrating elements that exists, and also offers five new fully accessible recreation and leisure areas, thanks to the incorporation of access ramps, adapted children's elements, among other aspects. Simple, egalitarian and non-exclusive language has been used in communication actions. In this way, it aligns with the renewed commitment to an egalitarian City Council that advocates non-discrimination. Likewise, this system improves the environmental sustainability of the area, since it promotes the proximity of the product to the customer, avoiding intermediaries.

SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS

This action presents synergies with other policies or instruments of public intervention, such as the Adra KMCERO project. This project is aimed at the recovery of Abderitan gastronomy based on authenticity, local and seasonal products; seeking to promote the consumption of local foods and encouraging direct purchases from small producers or the advantages of going to Mercado Central as gastronomic reference focus. Likewise, it takes into account the promotion of local restaurateurs. Broadly speaking, this plan covers the recovery of Abderitan gastronomy based on authenticity, local and seasonal products, promoting the consumption of local foods, encouraging direct purchases from small producers located within a radius of no more than 100 km (which allows reducing the chain of distributors and helping the local sustainable economy).



(Photograph presentation event 'Adra KMCERO')

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional