

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Recovery of the industrial building La Campaneta as a revitalisation centre. EDUSI Onda

Onda City Council

**Programa Operativo  
Plurirregional de España**

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**Fondo Europeo de Desarrollo Regional**

# RECOVERY OF THE INDUSTRIAL BUILDING LA CAMPANETA AS A REVITALISATION CENTRE

## Introduction

Onda Town Council has carried out a major operation to restore the industrial building La Campaneta in order to convert it into a centre for the revitalisation of the southern area of the town centre and the Castle, integrating the three urban centres of Tosalet, Montebianco and Rajolar by means of a new cultural and recreational facility. This ceramic factory is of great historical importance for the residents of Onda and its comprehensive rehabilitation was an obvious need to comprehensively improve the physical, economic and social environment of this urban area.

The operation consisted in the consolidation of the façade, the renovation of the roof and the adaptation of the interior of the building, and was carried out with an investment of 922,902.62 euros, 50% co-financed by the European Regional Development Funds (ERDF).



The main objective of this operation is to revitalise the southern area of the town centre and Onda Castle, creating a new cultural and recreational facility that will attract visitors and boost the local

economy. In addition, it seeks to integrate the three urban centres of Tosalet, Monteblanco and Rajolar, improving the connection between them and creating a common space of coexistence for the neighbours.

The recovery of La Campaneta is an initiative that has been widely supported by the local community, as it is an emblematic building in the history of Onda. With this operation, the Town Council has managed to preserve and enhance the historical and cultural heritage of the town, while at the same time creating new economic and social development opportunities for the area.

This report aims to inform the local population and all stakeholders about the importance of this operation for the town of Onda, highlighting the benefits it will bring to the area in terms of economic, social and cultural development.

## 1- BEST PRACTICE CRITERIA

### Criterion 1. The action has been adequately disseminated to beneficiaries, potential beneficiaries and the general public.

The operation for the recovery of the industrial building La Campaneta as a centre for the revitalisation of Onda has been adequately disseminated among the beneficiaries of ERDF funds, potential beneficiaries and the general public. This section will describe the different actions that have been carried out to disseminate this operation.

To this end, several press releases have been published in relation to the action and its financing, as can be seen in the following images and links:



Nº	Medio de comunicación	Fecha de publicación	Enlace
1	Levante Mercantil Valenciano	June 2018	<a href="https://www.levante-emv.com/castello/2018/06/06/onda-saca-concurso-170-000-11934422.html">https://www.levante-emv.com/castello/2018/06/06/onda-saca-concurso-170-000-11934422.html</a>



2	Cope	May 2020	<a href="https://www.cope.es/emisoras/comunidad-valenciana/castellon-provincia/castellon/noticias/onda-convertira-antigua-fabrica-campaneta-centro-civico-20200521_728402">https://www.cope.es/emisoras/comunidad-valenciana/castellon-provincia/castellon/noticias/onda-convertira-antigua-fabrica-campaneta-centro-civico-20200521_728402</a>
3	El Periòdic.com	January 2021	<a href="https://www.elperiodic.com/onda/onda-convertira-antigua-fabrica-campaneta-centro-civico_722479">https://www.elperiodic.com/onda/onda-convertira-antigua-fabrica-campaneta-centro-civico_722479</a>
4	El Periòdic.com	April 2021	<a href="https://www.elperiodic.com/onda/onda-convertira-antigua-fabrica-campaneta-centro-civico_739974">https://www.elperiodic.com/onda/onda-convertira-antigua-fabrica-campaneta-centro-civico_739974</a>
5	Mediterráneo	July 2021	<a href="https://www.elperiodicomediterraneo.com/comarcas/2021/07/20/onda-arranca-obras-antigua-fabrica-55241967.html">https://www.elperiodicomediterraneo.com/comarcas/2021/07/20/onda-arranca-obras-antigua-fabrica-55241967.html</a>
6	El Periòdic.com	November 2022	<a href="https://www.elperiodic.com/onda/onda-ultima-obras-antigua-fabrica-campaneta-como-nuevo-espacio-convivencia_866339">https://www.elperiodic.com/onda/onda-ultima-obras-antigua-fabrica-campaneta-como-nuevo-espacio-convivencia_866339</a>
7	Cadena Ser	November 2022	<a href="https://cadenaser.com/comunitat-valenciana/2022/11/28/onda-ultima-las-obras-de-la-antigua-fabrica-la-campaneta-como-nuevo-espacio-polifuncional-radio-castellon/">https://cadenaser.com/comunitat-valenciana/2022/11/28/onda-ultima-las-obras-de-la-antigua-fabrica-la-campaneta-como-nuevo-espacio-polifuncional-radio-castellon/</a>
8	Mediterráneo	January 2023	<a href="https://www.elperiodicomediterraneo.com/comarcas/2023/01/24/iconica-fabrica-campaneta-onda-abrira-industria-ceramica-castellon-azulejo-patrimonio-turismo-81767536.html">https://www.elperiodicomediterraneo.com/comarcas/2023/01/24/iconica-fabrica-campaneta-onda-abrira-industria-ceramica-castellon-azulejo-patrimonio-turismo-81767536.html</a>
9	Mediterráneo	April 2023	<a href="https://www.elperiodicomediterraneo.com/comarcas/2023/04/12/sera-rehabilitada-campaneta-onda-nuevo-85933938.html">https://www.elperiodicomediterraneo.com/comarcas/2023/04/12/sera-rehabilitada-campaneta-onda-nuevo-85933938.html</a>
10	Mediterráneo	April 2023	<a href="https://www.elperiodicomediterraneo.com/comarcas/2023/04/13/rehabilitada-campaneta-onda-castellon-fondor-">https://www.elperiodicomediterraneo.com/comarcas/2023/04/13/rehabilitada-campaneta-onda-castellon-fondor-</a>

[feder-ceramica-industria-cultura-congresos-fabrica-conciertos-vecinos-85934055.html](https://www.feder-ceramica-industria-cultura-congresos-fabrica-conciertos-vecinos-85934055.html)

### Event to publicise the operation

Onda Town Council, in collaboration with Cadena Ser, organised a special event for the public to highlight the important restoration work carried out on the La Campaneta industrial building. This event included a special radio programme that focused on the historical relevance of the building, as well as the involvement of the European Regional Development Funds (ERDF) in its restoration process.



The main purpose of this event and special radio programme was to inform the public about the historical importance of La Campaneta and to highlight how the rehabilitation of the building has contributed to the overall improvement of the physical and social environment of the area. The aim was not only to attract the attention of local residents, but also to encourage active participation in the preservation and promotion of cultural heritage through a provincial radio station.

The collaboration between Onda Town Council and Cadena Ser has allowed local residents to get a closer look at the details of this operation and understand the relevance of La Campaneta in local history. The special broadcast of the radio programme has provided a dedicated space to explore the historical aspects and stages of the rehabilitation, raising awareness of the joint effort to revitalise this architectural heritage.

### **Criterion 2. The action incorporates innovative elements**

The operation to recover the industrial building La Campaneta as a centre for the revitalisation of Onda has not only allowed for the comprehensive refurbishment of a historic building, but has also incorporated innovative elements that make it a modern and multifunctional space.

One of these elements is the installation of LED lights throughout the building. LED lights are more energy efficient than traditional light bulbs, which translates into lower energy consumption and therefore a reduction in CO2 emissions. In addition, LED lights are more durable and require less maintenance than traditional bulbs, resulting in long-term cost savings. The installation of LED lights in La Campaneta is an example of how sustainability and energy efficiency can be integrated into the restoration of historic buildings.

Another innovative element that has been incorporated in La Campaneta is the creation of a multi-purpose room. This room can be used for workshops, courses, conferences and other events. The room is equipped with the latest audiovisual technology, allowing the projection of presentations and videos with exceptional quality.

The creation of a multi-purpose hall in La Campaneta is an example of how historic buildings can be recovered and converted into modern, multi-functional spaces. Instead of turning the building into a static museum or exhibition centre, the creation of a multi-purpose hall allows La Campaneta to become a dynamic and lively space, which can be used for a wide variety of cultural events and activities.

Finally, the recovery of this historic building in itself is an innovative element. The recovery of historic buildings not only preserves the collective memory and cultural heritage of a municipality, but can also be a catalyst for urban regeneration. The recovery of La Campaneta has made it possible to recover a building that was in a state of abandonment and turn it into a centre of dynamisation that will attract visitors and tourists to the area.

### **Criterion 3. Adequacy of the results obtained in relation to the established objectives.**

The main objectives of the project to restore the La Campaneta industrial building as a centre for the revitalisation of Onda were the revitalisation of the southern area of the town centre and the Castle, the integration of the three urban centres of Tosalet, Monteblanco and Rajolar by means of a new cultural and recreational facility, and the comprehensive improvement of the physical, economic and social environment of this urban area.

All these objectives have been achieved thanks to the investment made in the project and the financial support received from the European Regional Development Funds (ERDF), which has enabled the comprehensive refurbishment of this historic building, providing it with new uses and functions.

With regard to the revitalisation of the southern part of the town centre and the Castle, the project has allowed the creation of a new cultural and recreational facility in the area, which has attracted new visitors and boosted the local economy. In addition, the renovation of the façade and roof has improved the image of the building and contributed to the revitalisation of the area.

The integration of the three urban centres of Tosalet, Monteblanco and Rajolar through a new cultural and recreational facility has also been successfully achieved. The creation of the multi-purpose hall and the incorporation of new uses to the building have allowed the residents to enjoy new spaces for cultural and leisure activities, which has contributed to the unification of the three urban centres.

Finally, the integral improvement of the physical, economic and social environment of this urban area has also been achieved thanks to the investment made in the project. The recovery of the historic building has led to a significant aesthetic and functional improvement of the area, which has improved the quality of life of the residents.

In short, all the objectives of the project to restore the La Campaneta industrial building as a centre for the revitalisation of Onda have been successfully achieved, thanks to the investment made and the financial support of the European Regional Development Funds (ERDF).

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

It should be noted that this operation has been an important initiative for Onda, as it has contributed to the resolution of a specific regional problem or weakness.

The main problem identified in the southern area of the town centre and Onda Castle was the lack of a suitable cultural and recreational space for the town's residents and visitors. The area lacked a place

where cultural events, workshops, courses, conferences and other similar activities could be held to help boost the local economy and improve the quality of life of the population.

The operation to recover the La Campaneta industrial building as a centre for the revitalisation of Onda has enabled the creation of a space that meets these needs, as a multi-purpose room has been created where cultural and training activities can be held. In addition, this space can also be used to host private events, which also contributes to the local economy.

The complete refurbishment of this historically important ceramic factory for the residents of Onda has also enabled the recovery and conservation of the region's cultural heritage. La Campaneta is an example of the industrial architecture of the period, so its recovery is a significant achievement for the people of Onda.

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

The operation to recover the industrial building La Campaneta as a centre for the revitalisation of Onda has had a great impact on the local population. The town of Onda has a population of around 25,000 inhabitants, and it is estimated that the recovery of La Campaneta could benefit a large part of the population. In this section, we will detail the impact that this operation has had on the local population.

Firstly, the recovery of La Campaneta as a revitalisation centre has led to the creation of new jobs in the area. The centre houses a multi-purpose room for workshops, courses and conferences, which allows the promotion of jobs related to the organisation of events. In addition, the rehabilitation of the building has required the hiring of workers specialised in the restoration of historic buildings, which has generated indirect jobs in the area.

Secondly, the recovery of La Campaneta has had a great impact on the culture and heritage of Onda. The building is an example of the town's industrial heritage and has been restored for use as a cultural centre. The operation has allowed the conservation and recovery of a historic building that might otherwise have been abandoned or demolished, which has contributed to the preservation of the town's cultural heritage. In addition, the centre hosts exhibitions and cultural events, which has given the local population access to a wider cultural offer.

Thirdly, the recovery of La Campaneta has had a positive impact on the economic development of the area. The centre is located in a strategic area, close to Onda Castle and the southern part of the town centre, and its recovery has contributed to the revitalisation of the area.

Finally, the recovery of La Campaneta has had a positive social impact on the local population. The



centre is able to host a wide variety of activities, such as workshops and courses, giving the local population access to a wider range of training and leisure activities. In addition, the centre has been designed to be an inclusive space, encouraging the participation of all residents, regardless of age, gender or ability.

### **Criterion 6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, social responsibility and environmental sustainability.**

The operation to recover the industrial building La Campaneta as a centre for the revitalisation of Onda has been an action that has taken into account horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

One of the main objectives of this operation has been to facilitate access to culture for the residents of Onda, so special emphasis has been placed on removing barriers and obstacles so that everyone can enjoy the new cultural and recreational facility.

Therefore, work has been done to ensure that access to the facilities and services offered is easy and comfortable for everyone, including those with disabilities or reduced mobility.

In this regard, work has been carried out to improve accessibility to the building and lifts and ramps have been installed to facilitate access for people with physical disabilities. In addition, sensory accessibility measures have been adopted and the lighting and sound conditions have been improved so that everyone can enjoy the cultural activities held in the building.

Another of the criteria taken into account in this operation has been social responsibility and environmental sustainability. In this sense, measures have been taken to reduce the environmental impact of the works and energy efficiency has been sought in the building, for example, with the installation of LED lights that reduce energy consumption.

Social responsibility initiatives have also been promoted, such as hiring local workers and collaborating with non-profit organisations and social entities in the area.

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

The operation to recover the industrial building La Campaneta as a centre for the revitalisation of Onda is aligned with other policies and instruments of public intervention, both at regional, national and European level.

Firstly, this operation has reinforced the action of other public funds, as it has been co-financed by the

European Regional Development Funds (ERDF), providing 50% of the total budget. In this way, it has contributed to strengthening the positive aspects of these funds, which seek to promote smart, sustainable and inclusive growth in European regions.

Furthermore, this operation has been aligned with the Sustainable Development Goals (SDGs) of the European Union and the 2030 Agenda promoted by Onda Town Council. The SDGs that have been linked to this operation are detailed below:

**SDG 8: Decent work and economic growth.** The recovery of the La Campaneta building as a revitalisation centre has generated employment and contributed to the economic growth of the southern area of Onda town centre. In addition, the creation of a multi-purpose space for workshops, courses and conferences contributes to the training and skills development of the local population.

**SDG 9: Industry, innovation and infrastructure.** The recovery of the La Campaneta building as a revitalisation centre has involved the incorporation of innovative elements, such as the installation of LED lights and the creation of a multi-purpose room. In addition, this project has allowed the recovery of a historic and emblematic building in the area, which contributes to its preservation and improvement of the cultural infrastructure.

**SDG 11: Sustainable cities and communities.** The recovery of the La Campaneta building as a revitalisation centre has allowed the physical, economic and social environment of the southern part of the urban area of Onda to be comprehensively improved. In addition, this project contributes to the integration of the three urban centres of Tosalet, Montebianco and Rajolar through a new cultural and recreational facility.

**SDG 13: Climate action.** The installation of LED lights in the La Campaneta building as a revitalisation centre contributes to reducing energy consumption and CO2 emissions, which is a concrete action to combat climate change.

**SDG 17: Partnerships to achieve the goals.** The operation to recover the La Campaneta building as a revitalisation centre has been possible thanks to the collaboration between different actors, such as Onda City Council and the European Regional Development Funds (ERDF). In addition, this operation has helped to strengthen cooperation and coordination between the different levels of government and civil society in achieving common objectives.

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## Actuaciones Cofinanciadas

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