

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Construction of a Boulevard over the La Veguilla stream bed channel. EDUSI "Valdepeñas On"

Valdepeñas City Council

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

GOOD PRACTICE: CONSTRUCTION OF A BOULEVARD OVER THE “LA VEGUILLA” STREAM BED CHANNEL, WHICH HAS WIDE PAVEMENTS WITH URBAN EQUIPMENT AND GARDEN AREAS.

INTRODUCTION

The purpose of this document is to identify and characterise a “Good Practice” in terms of communication related to operations financed by the European Union supported by the “Valdepeñas On” Strategy for Integrated Sustainable Urban Development (ISUD).

The communication is made in relation to the commitment made by the Town Council of Valdepeñas, as a “Light Intermediate Body” [*Organismo Intermedio Ligero*] in the “Urban Axis” of the Multiregional Operational Programme for Spain 2014-2020 (POPE), to inform the Managing Authority of an action or experience which, because of its content, innovative nature or possible extension to other organisations or Town Councils managing Integrated Sustainable Urban Development (ISUD) Strategies, might constitute “Good Practices”.

The action forms part of the operation called “Physical, economic and social regeneration in the area of the Boulevard of the ‘la Veguilla’ channel and its surroundings”, as part of the Line of Action 8, with the total amount for the operation being €1,920,000.00. The support provided by the ERDF is €1,536,000.00, which is 80% of the total.

The operation has had an impact in the Valdepeñas scope of action, and more specifically in the town’s centre-west area in the Cristo and Fátima districts.

This operation has resolved the situation of deterioration in the urban environment found in the section of the “la Veguilla” channel between calle Seis de Junio and Calle Norte, through line 8 as part of the thematic objective 9 (OT9) of this strategy, with an investment made to cover the channel and create a boulevard. The social and economic indicators for this area indicated that, apart from improving the urban environment, it was necessary to intervene in an integrated manner through the physical, economic and social reservation of this area, which is one of the town’s most underprivileged areas. The following needs have been covered: Improving coexistence between residents, improving accessibility in the area, improving retail activity in the area, bringing the population closer, economic reactivation of this area which was in a process of deterioration, creating new spaces for living together, multiculturalism, leisure and healthy lifestyle, allowing and facilitating access to the tertiary sector and allowing and facilitating pedestrian access, among others.



THE CRITERIA FOR THE IDENTIFICATION AND SELECTION OF THE GOOD PRACTICE ARE AS FOLLOWS:

1. THE ACTION HAS BEEN APPROPRIATELY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

There was broad dissemination of the operation called “Physical, economic and social regeneration in the area of the Boulevard of the ‘la Veguilla’ channel and its surroundings”, from the planning stage through to execution and implementation, intended in particular for the people and organisations benefiting from the scope of action.

In terms of **regulatory communication**, the announcement of the invitation to tender and the corresponding terms and conditions, the award announcement and the formalisation of the contract were published on the Valdepeñas Town Council website and on the State Contracting Platform on 04 December 2018 (announcement on the public sector contracting platform) specifying that the contract dossier forms part of the “Valdepeñas ON” Strategy for Integrated Sustainable Urban Development (ISUD) and that it is 80% co-financed by the European Regional Development Fund (ERDF), as part of the Multiregional Operational Programme for Spain (2014-2020).

A notice of the operation was also displayed, explaining the European Union co-financing through the European Regional Development Fund (ERDF) and featuring the slogan “Una manera de hacer Europa” [A way to make Europe] on the Avenida Primero de Julio in Valdepeñas, to ensure it was seen by all members of the public.



Photo of the work notice.



Photo of the Information Point with definitive notice.



Photo of the Information Point with definitive notice.

The operation was also publicised, obviously, on the website: <http://edusi.valdepenas.es/> by clicking on “Programación/ objetivo temático 9” [Programmes/ thematic objective 9].

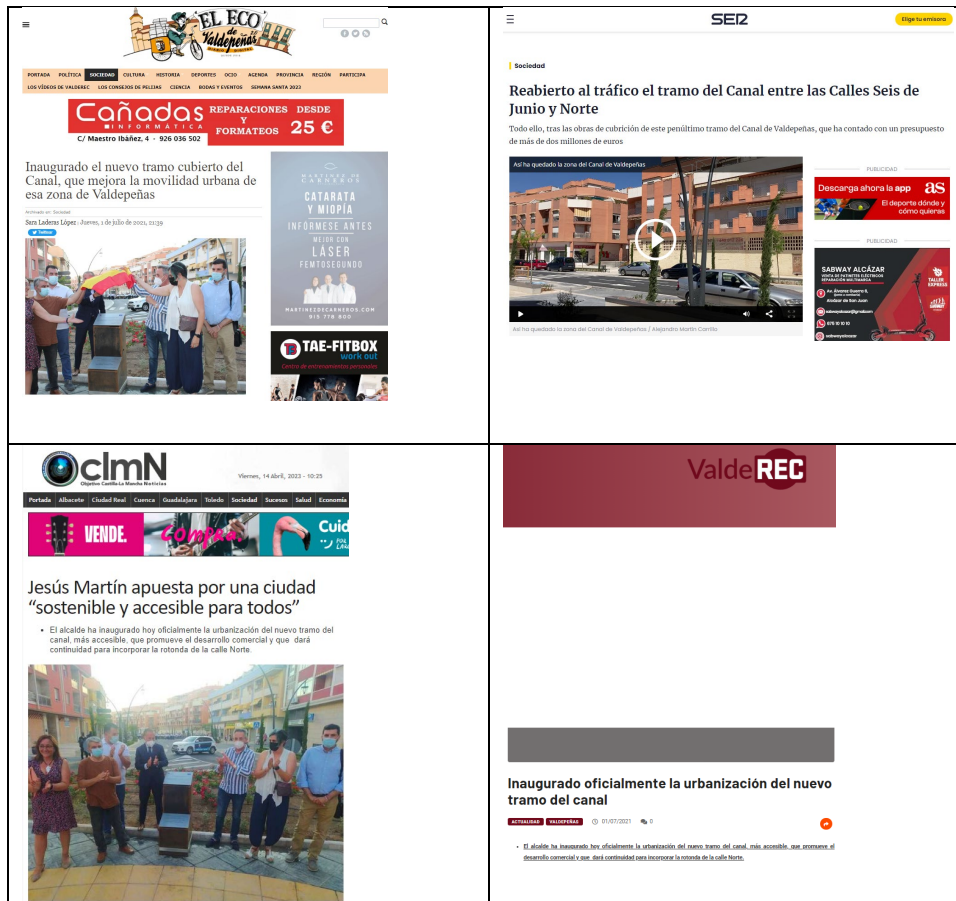
As regards the additional communication:

- An **explanatory video** of the operation was made, and has been viewed, to inform the public of the operation called “Physical, economic and social regeneration in the area of the Boulevard of the ‘la Veguilla’ channel and its surroundings”. A **promotional video** was also made. The videos can be viewed at <http://edusi.valdepenas.es/> under the section “Comunicación/Línea de actuación 8” [Communication/ Line of action 8].



- Advertisements were also published in the local and provincial press with details of the different actions undertaken in the operation.





- Adverts were taken out on well-known national radio stations such as Onda Cero, Cadena Ser and Dial. The adverts broadcast can be heard at the following link: <http://edusi.valdepenas.es/> in “Communication in Line of action 8”

2.- THE OPERATION INCORPORATES INNOVATIVE ELEMENTS.

The principal innovative element of the action is to create a roadway along the course of the River Jabalón (a tributary of the River Guadiana), without this supposing a visual handicap or an impediment to use, unlike the other sections in the town. This has led to the creation of a section of road that has removed all types of architectural barriers, developing boulevards for pedestrians, and providing large car parking spaces in this area of the town. Use has also been made of high-efficiency lighting, contributing to less electricity consumption and, consequently, less generation of polluting gases.

Another aspect to be considered is the widespread participation of the public that has accompanied this operation, through political groups, social and business associations, professional associations, etc.

3.- THE RESULTS OBTAINED MEET THE OBJECTIVES SET.

The objectives set for the operation were:

- To promote social inclusion and combat poverty and all forms of discrimination.
- The regeneration of communities in underprivileged urban areas, taking the gender perspective into account.
- The physical, economic and social regeneration of the urban environment in underprivileged urban areas through integrated urban Strategies.

The operation has successfully resolved the problem of the deterioration of the urban environment in this section of the “La Veguilla” channel between calle Seis de Junio and Calle Norte, by covering the channel and creating a new boulevard. The social and economic indicators in this area will be benefited by this action, given that it will suppose a stimulus for the area in economic and social terms, with notable improvements such as: improved coexistence between residents, improved accessibility in the area, an improvement in the area’s retail activity, bringing the population closer, economic reactivation, the creation of new spaces for coexistence, multiculturalism, leisure and a healthy lifestyle, allowing and facilitating access to the tertiary sector and allowing and facilitating pedestrian access, among others.

The actions carried out have created pleasant and attractive itineraries for walking, improving the accessibility of the public thoroughfares, and promoting mobility on foot and by bicycle rather than the use of private vehicles.

Traffic distribution has improved in this part of the town which, together with the use of innovative technologies, have led to a reduction in environmental pollution, with consequent healthier mobility.



4.- CONTRIBUTION TO SOLVING A REGIONAL PROBLEM OR WEAKNESS.

The purpose of the action carried out was to reverse the deterioration of the urban and economic environment in this part of the town, and also to eliminate the physical and visual barrier created by the “La Veguilla” channel, with comprehensive improvement in accessibility to this section and the very limited space available for pedestrians; the result has been a boost for the area’s economic and social activity, and also elimination of the energy efficiency deficit of the installations present to begin with.



Before:
“La Veguilla” channel



After:
Boulevard with wide pavements
and no architectural barriers.

5.- HIGH DEGREE OF COVERAGE OF THE POPULATION FOR WHOM IT IS INTENDED.

The degree of coverage is the whole of the town’s population, given that the Avenida Primero de Julio is the town’s east-west axis and connects the industrial areas to the west (via the ring road of the CM-412 highway) with the centre and other retail and leisure areas in the town. The degree of coverage is thus 100% of the population of Valdepeñas (30,071 inhabitants, according to the INE census of 01/01/22) and, in particular, the 5,000 people in the area directly affected by the project.

6.- HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES, NON-DISCRIMINATION, SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY HAVE BEEN TAKEN INTO ACCOUNT.

The action carried out guarantees equal treatment and opportunities between persons regardless of their nationality, sex, race or ethnic origin, religion or convictions, age, sexual orientation and, in particular, of persons with some degree of disability. This action guarantees equal, non-discriminatory mobility, by creating pleasant and attractive itineraries that are accessible walking spaces for all persons, but in particular for those with reduced mobility; the actions carried out have been: widening of pavements, and the elimination of the visual and architectural barrier posed by the “La Veguilla” channel, eliminating the previously existing height differences and thus improving people’s accessibility and mobility and the creation of parking spaces reserved for vehicles with an accessibility badge.

As regards environmental sustainability, the action has been carried out in accordance with the principle of sustainable development and to promote the objective of preserving, protecting and improving the quality of the environment. The actions carried out have promoted pedestrian mobility, which in turn leads to a reduction in the use of private vehicles, reducing atmospheric and acoustic environmental pollution, improving the quality of life of the population.

This action, and in particular the incorporation of high energy-efficient lighting, has reduced contaminating emissions, thereby reducing greenhouse gases.

7.- SYNERGIES WITH OTHER POLICIES OR PUBLIC POLICY INSTRUMENTS.

The action forms part of the Action Plan for Activities in the Central Area, to develop the Sustainable Urban Mobility Plan (PMUS) in Valdepeñas, and is designed to restore the quality of the spaces in the town's different areas, with a new organisation of access points for motor vehicles and a reduction in the traffic passing through this part of the town. The action is part of a strategy to expand the existing pedestrian spaces by creating a pleasant area that fosters retail, cultural, leisure and services activity, converting this area into a meeting point and promoting other alternative modes of transport, fundamentally walking and cycling.

The action is also part of the Valdepeñas accessibility plan, promoting a more egalitarian town for all its inhabitants.

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