

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Remodelling of the Adormideras municipal market, creating a network to boost local commerce

A Coruña City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

**Best Practice: Remodelling of the Adormideras municipal market, creating a network to boost local commerce.**

The Best Practice consists of the complete remodelling of the Adormideras municipal market, located in the neighbourhood of the same name. The building is located in a privileged setting, surrounded by green areas, the sea and beaches, but far from the city centre and in need of expanded services. This action has responded to the public's demand for the promotion and development of commercial and social activities in the neighbourhood. The remodelling has made it possible to significantly improve the services provided by the market and its surroundings.

The building has been completely refurbished. See the comparison between the previous state and the final result:



The interior is distributed over two floors. On the ground floor, all the stalls have been reorganised to be visually oriented towards the outside. The versatility of these stalls is noteworthy, as they can be easily converted from a stand to a restaurant, without the need for any changes or modifications to the installations. The stalls are arranged in the form of a ring surrounded by glass walls, with a double glazed façade that forms a gallery and prevents internal overheating. Along the gallery, a space is provided for gastronomy-related events. The availability of this space will enable an annual programme of events to be organised in collaboration with local producers to complete the commercial promotion activities.



This type of programme is part of the "[El valor de lo nuestro](#)" ([The value of what is ours](#)) campaign that is already being successfully developed in the network of municipal markets in the city, called "[Mercados coruñeses](#)" ([Markets in A Coruña](#)). This network has its own corporate image which has been created as an identifying and unifying element for all the municipal markets, helping to promote the purchase of fresh, traditional and local products.





On the other hand, the first floor is open-plan and has been designed to complement the market's main activity. The neighbourhood association has requested the installation of an express supermarket to provide a supply service of basic products throughout the day, as the market only operates in the mornings. The technical project is currently being worked on for tendering, and it is expected to occupy half of the first floor.

In the other half of the floor, the space has been distributed through glass partitions to create a meeting area for the residents' association where they can carry out socio-community activities that allow them to continue to boost the area.



The budget for the action is 1,433,420.45 euros, of which **the ERDF fund contributes 80%, equivalent to 1.146.736,36 euros.** In turn, the City Council of A Coruña has increased the initial amount by 224.544,27 euros.

The criteria for the identification of this action as a Best Practice are as follows:

## 1. THE FEDER'S ROLE IN THE ACTION HAS BEEN ADEQUATELY DISSEMINATED TO POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC..

In terms of regulatory communication, a temporary sign has been placed during the execution of the works and, after its completion, a permanent plaque. The intervention is also reflected in the specific section of the beneficiary's website: [www.coruna.gal/eidus](http://www.coruna.gal/eidus)

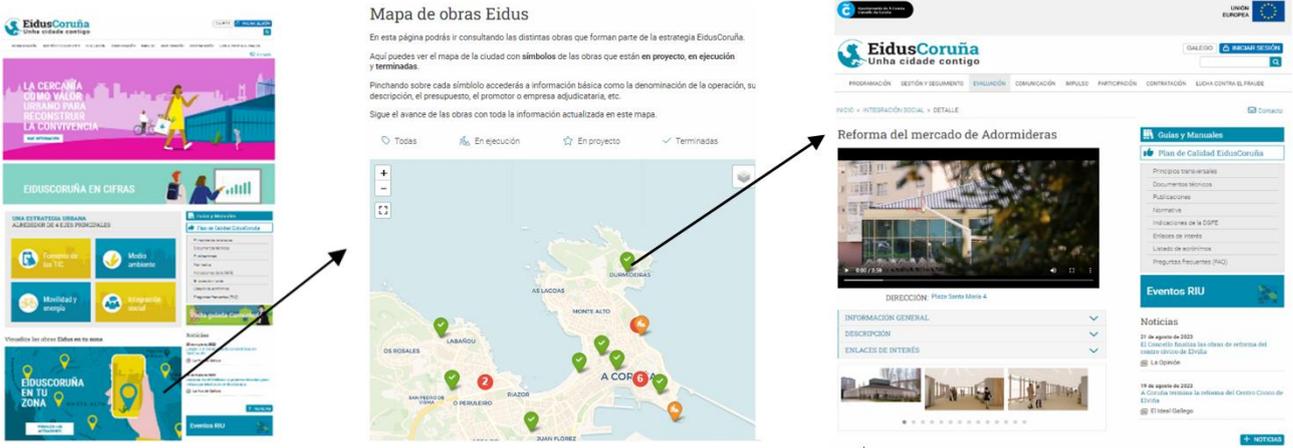
In all cases, ERDF co-financing is reported.



TEMPORARY SIGN DURING THE WORKS



PERMANENT PLAQUE

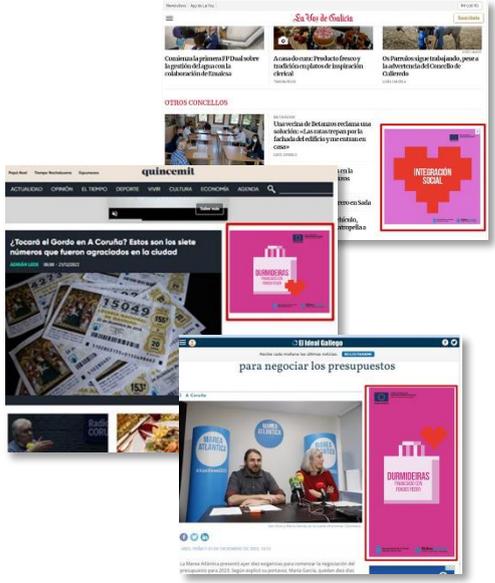


WEBSITE: [www.coruna.gal/eidus](http://www.coruna.gal/eidus)

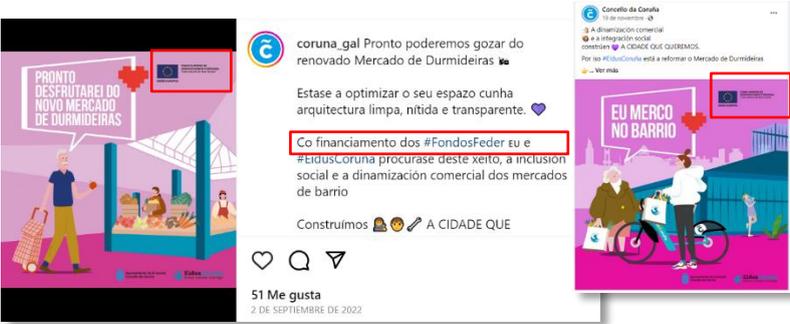
In addition, numerous press articles and advertisements have been published to inform the public about the progress of the project. An extensive social media campaign (RRSS) has also been carried out through regular organic communications and advertisements to raise awareness of the ERDF co-financing and the remodelling of the market.



PRESS ARTICLES



PRESS ADVERTISEMENTS



ORGANIC RRSS COMMUNICATIONS  
(Click on the image to access the publication)



RRRSS ADS

Finally, a showcooking event was held for the public in which a renowned chef, Javier Freijeiro, gave a culinary demonstration with products purchased that day at the market itself.



*SHOWCOOKING*

As a support material, shopping bags screen-printed with the image of the ERDF and the slogan of the campaign were distributed. For the dissemination of the event, a [radio campaign](#) was carried out and, subsequently, a video was made in which the result of the remodelling and the celebration of the event can be seen. This audiovisual piece also contains the image of the ERDF and was disseminated through social media. It is also published in the ["works map"](#) section of the municipal website and on the [municipal Youtube profile](#).



*MERCHANDISING*



*VÍDEO*

## **2. THE PERFORMANCE INCORPORATES INNOVATIVE ELEMENTS.**

This Best Practice incorporates several innovative elements that are detailed below:

- The space, the entire commercial activity of the market and its surroundings have been transformed. With the **new layout**, the stalls are oriented outwards. Now the shops look out and are seen through the glass gallery that provides natural light inside. Clean, clear, changeable and easily transformable spaces have been created, meeting places to see neighbours, share local products and make life easier for customers and vendors.
- The equipment has been renovated in general, making the commercial activity more attractive for the

stallholders and, as a result, [new stalls](#) that were empty before the works have been allocated. This has made it possible to incorporate new suppliers of products and services, such as bakery, fruit and vegetables, butchers, fishmongers and other foodstuffs.



- With regard to **universal accessibility**, both inside and around the market, new elements have been incorporated to facilitate access to the building by means of ramps, lifts, signposting and a distribution of space suitable for people with reduced mobility.
- In the field of **environmental sustainability**, a waste management plan, an energy saving plan and an environmental comfort plan (temperature, lighting, air quality, noise) are included in the refurbishment of the equipment and its subsequent management.
- A meeting room has been created for the use and enjoyment of the inhabitants of the district, who manage it through the neighbourhood association. In this **new socio-community space**, informative, educational and recreational activities, etc. can be carried out.

### 3. ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

This action has achieved the following objectives initially set:

- The **redistribution of the space** offers the possibility of programming actions linked to local products. In this way, it contributes to the rehabilitation of the productive framework of the Adormideras neighbourhood and to the improvement of the city's network of municipal markets.
- The market's **offer has been expanded**, economically, commercially and socially, thanks to the updating and allocation of new stalls that are more accessible, comfortable and attractive to local residents, city dwellers and even tourists visiting the area.
- **The revitalisation of the neighbourhood** and the incorporation of new uses for the market have been achieved thanks to the remodelling of the building and its surroundings. On the one hand, a multidisciplinary space has been created that can be adapted to events of different characteristics and, on the other, a response has been given to a historical demand by creating a neighbourhood meeting point.

Therefore, in addition to the quality and proximity products sold at the municipal market, residents can now enjoy a unique space for the development of their activities.

#### 4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL AREA OF IMPLEMENTATION.

This action has made it possible to solve the following weaknesses or problems previously identified:

- The market has been completely remodelled, contributing to improve the **commercial offer** and services for neighbours and visitors.
- The new space is more attractive to vendors and customers, promoting neighbourhood trade and attracting new entrepreneurs, thus also helping to improve **employability**.
- The Adormideras neighbourhood is an area of the city that suffered a certain isolation from the urban centre and a gradual loss of services. The comprehensive refurbishment of the market and its surroundings, as well as the possibility of developing complementary activities aimed at commercial revitalisation, have made it possible to revalue and extend its services, thus contributing to the **revitalisation of the neighbourhood**.



#### 5. LEVEL OF COVERAGE OF THE TARGET AUDIENCE.

The action benefits the entire population of A Coruña as potential users of the city's network of municipal markets. In this sense, the population is made up of 250.823 inhabitants (116.241 men and 134.582 women), according to data from the municipal census of August 2023.

On the other hand, the action has a direct impact on the residents of District 10, where the Adormideras neighbourhood is located, with a population of 8.979 inhabitants (4.232 men and 4.747 women), which represents 3,58% of the total population of A Coruña.

#### 6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.

With regard to the horizontal principles of **equality and non-discrimination**, the project complies during all its phases (preparation and execution) with the regulations for the effective equality of women and men, and with the obligations on the promotion of equality and non-discrimination on grounds of sex, race or ethnic origin, religion or beliefs, disability, age or sexual orientation. For example, the following special conditions of execution are included in the specifications governing the contracting procedure:

- Equal opportunities for access to employment, job classification, promotion, permanence, training, remuneration, job quality and stability, length and organisation of the working day, as well as the adoption of measures to prevent sexual harassment and harassment based on sex at work.
- Measures to guarantee the reconciliation and co-responsibility of the personal, family and working life of the persons assigned to the execution of the works contract.
- The use of inclusive and non-sexist language, prohibiting any denigrating, undervaluing or

discriminatory image of women in the documentation and material associated with the contractual service.

- The inclusion of the gender perspective in occupational risk prevention actions, adapting their contents to the different characteristics of each sex.

In relation to the principle of **universal accessibility**, the work complies with the regulations on accessibility and the elimination of architectural barriers, allowing people with reduced mobility and communication to access and move around the building.

From an **environmental point of view**, the project complies with the principle of sustainability by incorporating architectural elements and materials that allow for natural air conditioning. On the one hand, energy-efficient equipment has been used and the envelope with double cladding substantially improves its thermal performance. In addition, the design of the building allows maximum use of natural light, both on the roof and on the façade, which is exposed to all orientations. Besides, a percentage of the demand for domestic hot water is covered by a system of collection, storage and use of low-temperature solar energy, appropriate to the global solar radiation of the site.



In general, the integral refurbishment of the market opts for a clean and transparent architecture that manages to reduce the consumption of resources by increasing the durability of the construction elements.

## 7. SYNERGIES WITH OTHER PUBLIC INTERVENTION POLICIES OR INSTRUMENTS.

The action establishes synergies with other public interventions as it has reinforced the performance of other funds and helped to enhance their positive aspects.

Firstly, the remodelling of the Adormideras market is part of the [municipal policies on trade](#). The City Council of A Coruña, through the Department of Tourism and Commerce, develops projects aimed at consolidating commercial dynamism. The [Local Commerce Board](#) and subsidies to entities that develop projects, act as tools to guarantee the commerce future and enable a higher quality of service offered to residents and foreign visitors. The actions to promote local commerce, carried out by the associations of the commercial areas, are aimed to raise business competitiveness.

Secondly, it contributes to the sustainable and integrated urban development of the city, as it is part of the [EidusCoruña Strategy](#) (EDUSI) and is directly related to some of its actions. For example, with regard to the promotion of social inclusion and commercial dynamisation, it is complemented by the [redevelopment of the space outside the San Agustín market](#). It also establishes synergies with the [provision of equipment for fairs and markets](#), whose project consists of revitalising the local market by creating a map of specialised fair spaces in each neighbourhood of the city together with the necessary equipment for them, facilitating local production

cycles by designing them in a way that is attractive to consumers. In this way, neighbourhood commerce is strengthened in different parts of the city, avoiding unnecessary trips to other areas and improving the economic and social fabric of each part of the municipality. In essence, the idea is to create several spaces to sale local products in different parts of the city. On the other hand, in terms of mobility, a new [Bicicoruña](#) station is introduced in the neighbourhood, located in Juan Sebastián Elcano street. The presence of electric bicycles in this area improve the access to the city centre.

On another front, the exceptional role of the recovery instrument known as Next Generation EU, endowed with 750 billion euros for all EU member states, is worth highlighting. The Recovery Fund guarantees a coordinated European response to deal with the economic and social consequences of the pandemic. In Spain, these funds have been channelled through the [Recovery, Transformation and Resilience Plan \(PRTR\)](#) structured in reforms and investments to build a more sustainable future. The City Council of A Coruña has been a beneficiary of these recovery funds in the framework of the [Programme to Promote the Rehabilitation of Public Buildings for Local Entities \(PIREP local\)](#), specifically in the [First Final Resolution of Line 2 of the call for proposals](#). The actions receiving funding are the [Reform of the Monte Alto square, market and nursery school](#), already underway, and the Refurbishment of the old Santa Lucía Market, currently in the project phase.

Finally, within the framework of A Coruña's Urban Agenda, the city's [Strategic Local Action Plan](#) is being developed. Strategic Objective 2 sets out to transform A Coruña into a prosperous and digital city based on a productive and social welfare model, highlighting Specific Objective 2.4 to support the local economy.

While Strategic Objective 3 proposes the development of a fair and inclusive city, with territorial balance and urban equality, with Specific Objective 3.2 for the improvement and increase of public spaces.



