

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Installation and commissioning of a video and sensor system for traffic management and control in the busiest areas of Marbella and San Pedro.

Marbella City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

INSTALLATION AND COMMISSIONING OF A VIDEO AND SENSOR SYSTEM FOR TRAFFIC MANAGEMENT AND CONTROL IN THE BUSIEST AREAS OF MARBELLA AND SAN PEDRO

The project consisted of the implementation of a video and sensor subsystem in the city centre of Marbella for the security control of different areas of the city, where there is a large influx and coexistence of national and foreign visitors and vehicles, motivated by different activities such as night and daytime leisure, or commercial, tourist and cultural activity. The installation of these video surveillance cameras and the management software has enabled greater traffic control and more in-depth knowledge of the state of traffic in real time from a command centre set up in the Local Police Headquarters, thus helping to reorganise traffic. On the one hand, the video surveillance system has served to identify vehicles and individuals involved in incidents, infractions or criminal acts, and on the other, it has positioned itself as a powerful dissuasive method through a network of signs that have informed citizens of the presence of video surveillance. This has contributed to minimising the number of incidents, traffic jams and crimes against public safety, which has improved the feeling of public and road safety.



The ERDF contribution was 779,971.24 euros, which represents 80% of the total cost of the action, the amount of which is 974,964.06 euros. With this intervention it has been possible to reduce the time of action in the area of the incident or conflictive act by more than 75%, thus benefiting the almost 150,000 registered inhabitants of Marbella, a figure that doubles in the summer months, reaching nearly 300,000 people, including residents and tourists

It is considered a Good Project Practice as it meets the following criteria:

1. The role of the ERDF has been adequately disseminated to beneficiaries, potential beneficiaries and the general public:

Firstly, in the command room of the Local Police Headquarters, where the images recorded by the cameras are displayed, a **permanent information plaque** has been installed, which shows where the co-financing of the action comes from and the objective to which it is directed.



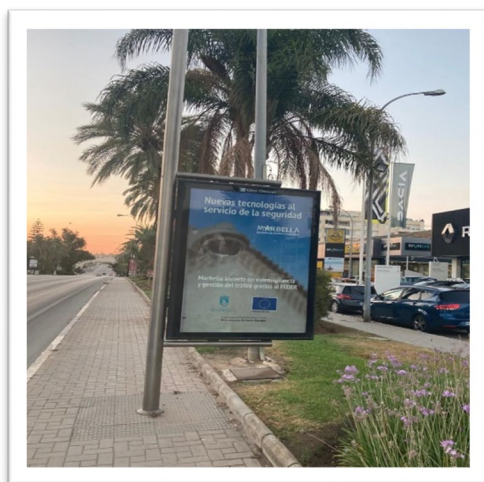
The Marbella Town Hall's ERDF website publicises the project in the section dedicated to actions co-financed with ERDF, the link to which can be found on the website of the Funds [Operations EDUSI Marbella](#). In addition, during the execution of the work, several posters have been placed throughout the areas of action of this project, showing the main data and reflecting the ERDF co-financing of this project.



The action has been widely communicated among the beneficiaries through the communication actions promoted by the City Council, such as a **presentation video with English subtitles**, which has been broadcast to representatives of neighbourhood associations, **information leaflets or micro-spaces on regional radio stations, spots and announcements on national radio stations**, as well as advertising on **bus shelters**.

INFORMATIVE LEAFLET →

BILLBOARDS AND MARQUEES



NATIONAL ADVERTISEMENTS



Esta actuación cuenta con una inversión de 974.964,06 euros y está cofinanciada al 80% por el Fondo Europeo de Desarrollo Regional.



A press release has also been prepared and published in the news section of [the municipal website of the City Council](#) and in the [Consistory ERDF funds](#). This press release has had a **wide repercussion in the national, regional and local press**, having appeared to date (05/07/2022) in 15 media, always referring to the co-financing through the ERDF.

SUR

Málaga | [Marbella - Estepona](#)

Entran en funcionamiento casi 50 cámaras de en el centro de Marbella

Se trata de la puesta en marcha de la segunda fase de videovigilancia que tiene un presupuesto cercano al millón de euros

En total, están previstas cinco etapas con una inversión cercana a los cinco millones de euros de los cuáles, 974.000 euros corresponden a esta segunda fase, cofinanciada al 80 por ciento por el Fondo Europeo de Desarrollo Regional (FEDER).

El proyecto ha contado con una inversión superior a los **974.000 euros** cofinanciada al 80 por ciento por el Fondo Europeo de Desarrollo Regional (FEDER), en el marco del Programa Operativo Plurirregional de España 2014- 2020 y de la Estrategia de Desarrollo Urbano Sostenible (EDUSI).



Marbella concluye el despliegue de la segunda fase de videovigilancia

It has been disseminated in the **municipal RRSS** under the hashtag **#ProyectosFEDERMarbella**.



2. The action incorporates innovative elements:

This is a highly innovative project, as it promotes the use of New Information and Communication Technologies (ICTs) in a unit dependent on the Local Administration such as the Municipal Police, with the aim of improving the management of its services and improving surveillance in the city and mitigating incidents, infractions and criminal acts..

The video surveillance system installed, with security cameras in the areas with the greatest influx of people and traffic, and the associated management system, improves the efficiency and quality of the public safety and road safety services provided by the police, reducing the time it takes for officers to act and travel to the scene of the incident, by allowing more precise geolocation of the area where the crime or traffic incident is occurring.

In addition, the action contributes more broadly to the promotion of the various actions being carried out by the Consistory to turn Marbella into a Smart City, a Smart City that puts new technologies at the service of citizens.

3. Adequacy of the results obtained to the established objectives:

The aim of this action was to use Information and Communication Technologies (ICTs) to improve and make public services more efficient, in this case, to exercise greater control of security in the areas with the greatest influx of people and traffic, an aspect that has been achieved, as this project has made it possible to speed up the response time in incidents and minimise criminal acts, thanks to the video surveillance system installed to know in real time the state of traffic from a traffic command and control centre.

It has also contributed to the broader objective of making Marbella a Smart City, using technological advances for the management of municipal services, providing them with quality and efficiency, for the benefit of all citizens.

4. Contribution to the resolution of a problem or weakness identified in the area of implementation:

The action implemented has contributed to solving a problem by allowing the connection of the municipal communications network with the control centre of the Local Police Headquarters through video surveillance cameras installed in the areas of greatest traffic congestion and crime intensity, making it possible to achieve improved surveillance in the city, offering citizens and tourists a greater sense of security, minimising the number of incidents, traffic jams and crimes, and ultimately making municipal public services more efficient with lower costs in time and money for public management.

In addition, the project has served as a basis for the subsequent sustainable development of monitored areas, harmonising citizen coexistence, facilitating the confidence of residents and visitors in the environment and its infrastructures, the basis of the city's own economic development, to make it a Smart Tourist Destination in which the quality of Tourism - the main industry of the town - is increased through added value and differentiation through the use of new ICTs.

5. High degree of coverage of the target population:

The action has a high degree of coverage over the target population as it has not only focused on the registered population of Marbella, which is close to 150,000 inhabitants, but it is also aimed at visitors who spend their holidays in the city, whose number increases the population, even reaching three times the registered population.

Precisely, this project is acting, through the video surveillance system, in those strategic areas with a greater influx of people and vehicle traffic, areas that in the summer months increase their volume of people and vehicles; in fact, the Local Police deploy a greater number of officers in these areas during the summer period, so this project has come to improve policing in these areas.

6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability:

This action has taken into account the horizontal criteria of equal opportunities and non-discrimination, as it is aimed at the entire population, not just those who are involved in a criminal act or traffic incident, but at all people, making their environment safer. Moreover, the increased vigilance, the faster police response to any incident, and the reduction of infractions and criminal acts due to the dissuasive effect of the measure, especially benefits the most vulnerable people, such as minors, the elderly, etc., who can now move around a safer city.

It also contributes to the principle of environmental sustainability in the sense that the use of new Information and Communication Technologies for public management has a positive impact on the environment by reducing time and improving the efficiency of the resources used, in this specific case: less fuel by reducing travel and having a faster response; more efficient management of human and material resources, reduction of the use of paper in the administration of services, etc.

In terms of social responsibility, this project has achieved the challenge set out in the EDUSI Strategy of turning Marbella into a Smart City, by investing in infrastructures for new technologies in the field of Public Administration, improving connectivity for a better exploitation of resources and more efficient management.

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

The action is linked to other actions and public policies that are being carried out in the process opened by the council for more than a decade to integrate the tools offered by new technologies in the development of public management, and thus provide greater efficiency to the Administration and the available resources.

Specifically, this project has a total synergy with the investments made by the Public Safety delegation in the Police in this period, such as, for example, another action within the framework of the Sustainable and Integrated Urban Development Strategy "Marbella, Sustainable City Model", the deployment of technology in the Police through a geolocation and positioning programme using electronic tablets, aimed at improving police action through digitisation, also co-financed by the ERDF.

Likewise, the Town Hall, together with the Government Subdelegation of Malaga, and within the framework of the Local Security Board where the Local and National Police and the Civil Guard participate, has presented the future project for the implementation of a similar video

surveillance system in other areas of the city, specifically in those areas of San Pedro that may present more conflict, such as: Plaza de la Libertad, Avenida Marqués del Duero, Plaza de la Iglesia or the boulevard.

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