

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

“Endowment of urban equipment, gardenens y construction the esplanade for events in the Square Extremadura”

Almendralejo City Council

**Programa Operativo
Plurirregional de España**

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Fondo Europeo de Desarrollo Regional

ENDOWMENT OF URBAN EQUIPMENT, LANDSCAPING Y CONSTRUCTION THE ESPLANADE FOR EVENTS IN THE SQUARE EXTREMADURA. GOOD PRACTICE OF COMMUNICATION PLAN SIUDS ALMENDRALEJO.

DESCRIPTION OF THE ACTION

The town hall of Almendralejo presents as a good practice “The endowment of urban equipment, gardenens y construction the esplanade for events in the Square Extremadura”, whose zone has been rehabilitated completely, endowment it with opens spaces and natural elements, than have improved perception of urban space by citizens.

This Good Practice be part of the Line of the Action number 13 of the EDUSI Almendralejo Strategy, called “Integrated rehabilitation of publicly owned urban land”, budgeted at **1.000.000 euros (co-financed by FEDER aid by 80% and the town hall of Almendralejo by 20%)** and adhered to Thematic Objective number 6 (Preserve and protect the environment and promote the efficiency of resources) and the Strategic Objective 6.5.2. (Integrated actions for the rehabilitation of cities, of improvement of the urban environment and its environment).



It has been acted on the surface of 10.000 m², highlighting the creation of the pedestrian zone of about 2.400 m² and the other of steely of 2.300 m², to which must be added the children’s play area and the other spaces.

The conservation of the trees y and planting more species on the perimeter to obtain shaded areas, the installation of the children’s games and the construction of an open space for the enjoyment of pedestrians have gotten to create a quality space for recreation of the citizens and have a new access gate to the town, because the place is located in one of the entrances to the municipality. That is why traffic has been reorganized, and the old pillar has been recovered, as well as the sanitation networks have been renewed.



The investment in the operation “Rehabilitation of the Square Extremadura” has been of 1.529.995 euros, **co-financed by European Regional Development Fund (ERDF) by 80% and the town hall of Almendralejo by 20%**. So, the european aid for this Good Practice has been of 74.000 euros, the impact of the action being the recovery of a degraded area, now converted into a new sustainable area of leisure to its extensive surface, with sadows.

The esplanade allows to childrens play and enjoy, the celebration of events by having spaces to install infrastructures and endowment de opens spaces and natural elements that are using of the hospitality business and neighbors.



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

The action has been conveniently disseminated between the beneficiaries and the general public. For it, the town hall of Almendralejo has installed various plates for the citizens konw the key role of funds ERDF to execute this proyect.





In addition, it has been created an exclusive website for the information of the actions to do within the Sustainable and Inegrated Urban Development Strategy (SIUDS), **co-financed by European Regional Development Fund (ERDF) by 80% and the town hall of Almendralejo by 20%**. The address is <https://edusi.almendralejo.es/>.

All the information published on this website has been included in the oficial website of town hall of Almendralejo, as a complement (www.almendralejo.es). In the same way, the links of the all news have been published on the social networks of the consistory (page with Facebook, Twitter and Instagram).

Evidently, the action of this Good Practice and its made available to citizens has been published on both websites and the press release have been sent to medias, that post in their spaces; when the project to do was presented, at the beginning of the works, during ant the finish.

Even, on the last February 2, 2022, when the works finished and was opened to public, it celebrated a citizen event wiht Government delegate in Extremadura, Yolanda García Seco, and the mayor of Almendralejo, José María Ramírez. In addition, there were also neighborhood, business, comercial an tourism sector associations, among others, for check how the square had turned out, because there was expectation and enthusiasm for it.

Press release



https://edusi.almendralejo.es/ver_noticia.php?id_noticia=12

The event and the opening to the public of esplanade in Extremadura Square had a lot of media coverage. The media highlighted that it was an action financed with funds ERDF in their informations.

The local and regional written press, the local and regional radios, the regional televisión, Canal Extremadura Television, and territorial delegation of RTVE (public national televisión) were in this citizen event and incorporated a chronicle of the same in their media spaces and a description of the action based on this Good Practice.



SOME NEWS LINKS

- <https://rcb.almendralejo.es/noticias/8937/esta-tarde-abrira-zona-peatonal-plaza-extremadura>
- <https://rcb.almendralejo.es/noticias/8892/zona-peatonal-plaza-extremadura-abrira-febrero>
- <https://www.hoy.es/prov-badajoz/plaza-extremadura-abre-20220126000057-ntvo.html#:~:text=La%20plaza%20de%20Extremadura%20de%20Almendralejo%20se%20abrir%C3%A1%20el%2020,mantenerla%20cerrada%20durante%20ocho%20meses>
- https://www.cope.es/emisoras/extremadura/badajoz-provincia/almendralejo-tierra-de-barros/noticias/explanada-plaza-extremadura-abre-publico-20220202_1765064
- <https://www.elperiodicoextremadura.com/almendralejo/2022/02/02/plaza-extremadura-almendralejo-abre-ciudadania-62241232.html>
- <https://www.facebook.com/SERTierraDeBarros/posts/pfbid02CuTrTvqdcKPoSf34gDFdT9Nc51WTFQz5cPq3M7NKHcyAPPJk1fG36VUEjFJG73Wl>

In addition to communication through information channels of town hall of Almendralejo and the media coverage than this Good Practice has been, other actions have been carried out collected in The Communication Plan. Specific, spots they have been broadcast on the local radio, published ads in the regional press and bought space for social networks.

LOCAL RADIO SPOTS

Taking into account that there are three local radios in Almendralejo (one of them is public radio), the spots on this Good Practice were broadcast on all three radios: Radio Almendralejo, COPE Almendralejo-Tierra de Barros y Radio Comarca de Barros (public radio).

The text of the spot is the next:

The Square Extremadura in Almendralejo has been completely reformed.

Thanks to this rehabilitation, have been endowed with the new urban equipment, landscaping and construction a great esplanade for events, where children's area, a fountain with the statue of the Vintage Muse and a rest areas with benches for pedestrians had also installed.

This action is part of Strategic EDUSI and is co-financed by European Regional Development Fund (ERDF) by 80% and the town hall of Almendralejo by 20%.

European Regional Development Fund. "A way of making Europe".

The broadcasts were the follows:

-Radio Almendralejo: 70 broadcasts, from February 7 to 20, 2022.

-COPE Almendralejo-Tierra de Barros: 56 broadcasts, from February 7 to 20, 2022.

-Radio Comarca de Barros: due to the fact that it is the municipal station, this advertising spot has been broadcasting periodically from February 2 to August.

The investment of this publicity has been a total 867,33 euros.

REGIONAL NEWSPAPER ADS

In Extremadura, there are two regional newspapers: HOY and El Periódico Extremadura. In both, advertisements (a quarter of a page size, 5x2) were inserted once the rehabilitation of Square Extremadura was completed and made available to citizens, being different but with the objective of announcing the disposition of the esplanade for events.



PURCHASE OF SPACES IN SOCIAL NETWORKS

On this occasion, the purchase of this type of spaces has been carried out in three social network accounts. One is from Facebook, a page called "Almendralejo Noticias", that had 24,000 followers on the date of insertion and is dedicated to the dissemination of news and information related to Almendralejo, including those related with the actions of ERDF. Fifteen ads published, one every day from February 14 to 28. The content of the same was photographs of the zone, including the corresponding logos, and with a small text indicating the financial contribution of the European Union.

The other account is from Twitter and called 'Radiogolex'. It is a digital sports radio that broadcasts during 24 hours, and has 21,700 followers. The insertion of this campaign has been done in the same way that on 'Almendralejo Noticias'. Fifteen ads published, one every day, on said account of Twitter, from February 14 to 28. The content of the ads has been the same: photographs of Square of Extremadura, focused on the esplanade and the new endowment, with the corresponding logos and small text indicating the financial contribution of the European Union.

In the same way, these publications have been inserted on the same date on the Facebook page of Radiogolex, with 9,800 followers.



THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The comprehensive rehabilitation of the Square of Extremadura has supposed an innovation general element, basically because this change has made it possible to create a modern and accessible place.

It's necessary to start from the base that for the writing of this project the Town Hall of Almendralejo had a citizen consult for the citizens themselves had the opportunity of contribute with their ideas and suggestions. Many of them were taken into account and had referenced to certain elements than had been innovative because Almendralejo hasn't or has fews.

The most exemplary case is the construction of a coexistence lane, which have given continuity to the only bike lane in the city center, on the avenue of Pace, a place adjacent to the Square of Extremadura, that also was rehabilitated with European funds. On this occasion, cited lane, signaled in an innovative way with beacons, allows joint transit of pedestrians and bicycles.



The urban equipment has allowed this zone convert on a new space for the leisure of the citizens, in all their ages. The new sitting benches and the built under the arches have caused that more citizens stay in the place during their leisure's time. The same thing happens in the children's area, where the games are different to rest of city. The shadow areas contribute to this as well, achieved by maintaining trees and planting other species on the perimeteral esplanade. Also, an awning has been installed on the pergolas expanding the shaded areas.

The construction of this esplanade is part of the objective of the create more pedestrian zone on the town, getting a more diaphanous and accessible area for citizens. The ease of transit for pedestrians has allowed a bus stop, used by some schools in their routes.

Other innovative element has been the renovation of drainage galleries and their urban services that run through the square, as the lighting network that has been substituted completely. As for the first, this change was necessary because the old networks weren't enough and there were floods in case of heavy rain. About the lighting, pedestrian crossings with automatic lighting through motion sensors have been installed for the first time in Almendralejo.

The recuperation of patrimony goes through to previous Old Pilar rebuilt in the square and convert in the original design of the roundabout. Precisely, this last and the esplanade have posibilitated the traffic reorganization en the place, giving it more fluency and reducing carbón emissions and noise. These objectives also have get by de construction an deterrent parking.

Finally, a fountain has been built in the diaphonous space intended for the enjoyment of pedestrians to locate the sculpture of the Musa de la Vendimia, called Jarifa, (Muse of Vintage), with the objective of more visibility and making it more accessible.

ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

This Good Practice has been taken from the Line of Action number 13, called "Integrated rehabilitation of publicly owned urban land", endowed with one million euros, and integrated into the thematic objective 6.5.2. "Integrated actions for the rehabilitation of cities, for the improvement of the urban environment and its environment".

The Town Hall of Almendralejo had been marked as objectiv, throught to Strategy EDUSI, act with reformes in publicly owned urban land to prepare the necessary infrastructures for the development of economic activity within security measures, than maximize the logistic benefit and minimize the risks of environmental contamination.

Their achievement has been geted thanks to many actions. One of them is the integral rehabilitation of a zone with little accessibility and now has become uno of the main nexus within the urbana area. The area has been endowed with urban equipment, gardens and a esplande for events. It shuold be noted that since was opened to the public various events of all kinds had been celebrated: since the celebration of the Enogastronomic Forum, as well as sporting events or concerts, among others.

This urban ground has become in a new diaphanous zone of enjoyment of citizens, so improving the urban environment by giving a new image to this "Access door" to town. Being at the entrance of the municipality, the visitors and the citizens can to use the deterrent parking for access to downtown pedestrian zone.

So, the environmental improvement goal get it by various factors. The first of all them is the reorganization of trafic, with the construction of a roundabout wider than the previous and displace a few meters, than has allowed to make traffic flow more fluid. This has made it posible to reduce emissions and noise pollution. This complements with the renovattion of public ligthing.

Other factor is the conservation of the trees and the plantations of others species, than will also contribute to the avalilability os shade in the square.

On the order hand, it must be taken into account that other of the importants actions of this work have consisted in the renovation of the sanitation, water and waste networks, highlighting that this area has suffered from the creation of water rafts and floods with heavy rains.

This Linea of Action has permitted increase the number of visitors to the town, rehabilitate a zone of historical and cultural heritage, improve the urbans infrastructures relative with the sanitation, improve the air quality, decrease urban noise and rehabilitate urban land.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION

As has been on previous occasions, the Square of Extremadura is one of the union nexus of the urban area of Almendralejo. Its structure didn't invite to enjoyment of the citizens, it was already for the residents of slum as the almendralejenses in general. In addition to having recovered a degraded area, this action has supposed the creation of the new space for the citizens of Almendralejo and the rest of the district and fluidity has been given to one of the main traffic routes of the city.

A new leisure area accessible to citizens is offered, improves traffic flow in the city (is the one of the main routes of passage and connection with the rest of the main streets of the municipality) and resolves the problems related with the sanitation networks. In case of heavy rain, rafts of water were generated and, in some cases, until floods. This problem it has been solved with the renovation of the sanitation networks, with larger dimensions.

HIGH DEGREE OF COVERAGE OF THE POPULATION AT WHICH IT IS DIRECTED

The operation has given coverage to the population greater than indicated in the strategy report. Mostly, the reform of the Square of Extremadura was directed to the neighbors of this zone en avenue of Peace and the almendralejenses in general.

The residents of this place have gotten to have a most accessible place of residence, news infrastructures in terms of sanitation and lighting networks, better urban zones, deterrent parking and, above all, noise levels and emissions have been reduced.

The benefits to the general population pass to have got fluidity in traffic, reducing the circulation time of this area to access other; in addition to having a new leisure or recreation area, among other aspects.

Nevertheless, the benefits of this operation do not remain only in the population of Almendralejo, if not arrive to all the residents of all the municipalities of the district. Almendralejo is the capital of Land of Mud (comarcas) and the rest of municipalities have it as a reference place negotiations, of commerce and of leisure. The deterrent parking let them park in the Square of Extremadura and to access to centre and other places on foot by creating a new accessible pedestrian area.

The degree of coverage expands to population neighborhood, local and regional, because next to the square is municipal soccer field where a club competes in a regional league.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON DISCRIMINATION, AS WELL AS SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

In the design of this operation, the principles of equal opportunities between men and women, no discrimination, sustainable development, fight against climate change and mitigation and adaptation to it have been met.

It must also to be taken into account that the same equal opportunities has been given to all citizens to can participate in the process of design of project, applying a public consultation at the time. Thus, the needs and concerns of citizens have been addressed.

In the same way, the horizontal criteria of equal opportunities and non discrimination has been taken in

consideration, as well as the criticisms of social and environmental responsibility at the time of making the bidding for work, its adjudication and contracting.

The action improvements work and family reconciliation, etc. Too, the accessibility and integration has been promoted thanks to create a single platform and the elimination of architectural barriers.

The simple, egalitarian and non exclusive language have used in the actions of the communications.

In addition, this system improves the environmental sustainability in the zone, because, the new trees and the traffic reorganization have reduced pollution and noise.

SYNERGIES WITH OTHERS POLITICS OR INSTRUMENTS OF PUBLIC INTERVENTION

This action presents synergies with other strategies of public intervention, as are: the Urban Agenda of Almendralejo, the Cohesive Plan or, even, The Recovery, Transformation and Resilience Plan Next Generation.

The Urban Agenda is the strategic instrument that will contribute to the transformation of the city and to complement the achievement of the Sustainable Development Goals (SDGs). Almendralejo approved its Urban Agenda on September of 2022, being the first municipality of Extremadura to have it. It stands out that a citizen participation process has been carried out for its elaboration during months with different actions, so the resulting strategy is result of the suggestions of its own neighbors.

The Urban Agenda encompasses the economics, social, environmental and urbanistic spheres and pretends to be a tool for city development.

Besides, Almendralejo has the Cohesive Plan that for its execution it has been received a grant of one million euros of Badajoz Provincial Council. In this plan, diverse actions are taking place, among which stands out starting of "Pretty Almendralejo" project, that is also actions proposed by the neighbors in a period of citizen participation.

Finally, Almendralejo has received a grant of 192.000 euros of European funds Next Generation, for to do actions to promote local commerce, and be waiting of the official resolution of the others. The actions to do are: customer loyalty, social media management and online marketing, marketplace, plastic reduction and elimination, signaling, awareness campaigns, wifi zones and works based on the change of flooring Real street. Here, architectural barriers will eliminate and the lighting will be improved.

Por último, hay que tener en cuenta que Almendralejo ha recibido una subvención de 192.000 euros de los fondos europeos *Next Generation*, para realizar acciones de fomento del mercado local, y está a la espera de la resolución de otras solicitudes. Las actuaciones a realizar son: fidelización de clientes, gestión de redes sociales y marketing on line, marketplace, reducción del plástico y eliminación del plástico, señalética, campañas de sensibilización, zonas wifi y obras basadas en el cambio de solado de la calle Real. En este último, además se eliminará las barreras arquitectónicas y se mejorará la iluminación.

This Strategy SIUDS Almendralejo of European Regional Development Fund (ERDF) is complemented by the previous project FEDER "Almendralejo Sustainable Investment".

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