

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

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**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

"EL EJIDO SOSTENIBLE 2020".

EL EJIDO TOWN COUNCIL

ACTION: REHABILITATION OF EXISTING TRACKS AND CONSTRUCTION OF CHANGING ROOMS AND TOILETS IN THE SPORTS COMPLEX EL PALMERAL DE BALERMA.

This good practice consists of the rehabilitation of the El Palmeral Sports Area in Balerna, to establish the practice of sports as an element of health and social integration.

Thanks to this good practice has been carried out the creation of sports spaces that ensure free access to sports and active leisure and enhance the association of different groups of the core of Balerna. The sports facilities act, on this occasion, as a catalyst for the social integration, reducing the existing social gap in the area of action, all thanks to the aid from the European Regional Development Fund.

The operation has an eligible cost of 515,413 €, being co-financed by the ERDF at 80%, which implies a contribution of 412,330.40 €. It is estimated that the action will have an impact on 4,933 inhabitants. For its part, the expenditure allocated to communication actions in relation to this good practice amounts to 19,214.00 euros.

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

The role of ERDF in the good practice has been adequately disseminated among the potential beneficiaries of the action, always considering the recommendations issued by the Directorate General of Community Funds, as well as the different regulatory provisions in this regard.

The communication has been carried out through the following elements:

- Board:



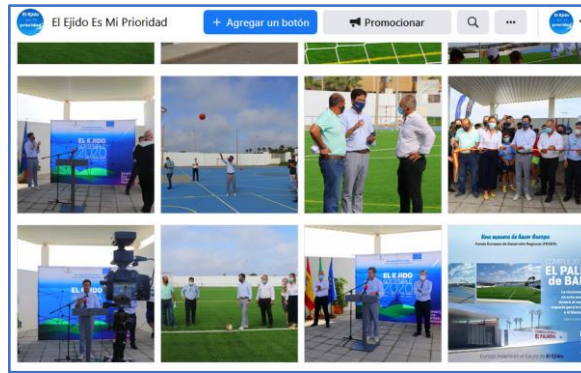
- Banner:



- Press diffusion:



- Social Media diffusion:



- Merchandising:



- English subtitled video:



- El Ejido City Council DUSI Strategy webpage:



- Radio diffusion:



- Event with the citizenship:

<https://youtu.be/ZZb08VBZ-uQ>

2. THE PERFORMANCE INCORPORATES INNOVATIVE ELEMENTS

The innovative nature of the project focuses on the use of sports facilities as a space for coexistence and free access, guaranteeing the creation of areas that promote social cohesion and encounters among citizens.

The intervention area is about 12,259 m2 and was characterized by being unused due to poor conditions and abandonment prior to this good practice.

In this way, this action is not only about the recovery of abandoned spaces, a particularly important objective for the population and that, in addition, contributes to create a more sustainable city model, but also contributes to an optimal use of resources through the generation of synergies between different areas of the City Council such as social services, sports and culture.

Through the measures carried out, these grounds have become a bio-healthy area that has elements available to all citizens, such as an artificial turf 11-a-side soccer pitch, a multi-sports court, toilets, storage and changing rooms, a janitor's office, a grandstand and a climbing wall.

Consequently, the existence in Balerma of a multipurpose space in which to develop activities of various kinds and which can benefit the entire population, regardless of age, gender or any other distinction is guaranteed.

In addition, the physical intervention in the Sports Complex has been carried out under criteria of sustainability and energy efficiency. Moreover, the lighting of the main soccer field has been carried out through LED projectors, which allow a high level of light while ensuring the greatest energy savings of the facility. Related with the drainage system, the City Council has opted for a subway system that allows the water, once collected, to be used for irrigation of the field.

3. ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

The main objective of this action is the promotion of social inclusion and the fight against any type of discrimination through the physical, economic and social regeneration of disadvantaged urban areas by means of actions such as the adaptation and start-up of the El Palmeral de Balerma Sports Complex.

From a social approach, through this action it has been achieved the enhancement of the rehabilitated space as a meeting place and social revitalization, reducing the existing social gap in Balerma and allowing the possibility of the development of other programs by the different areas of the City Council that, by the facilities, promote and encourage social integration through sports activities.

Throughout the project, a series of guiding principles have been considered, such as the value of citizen participation, the contribution of the elderly and the right of the entire population not to be discriminated because of their age, gender or degree of vulnerability. In this way, progress is being made towards reducing the number of people at risk of exclusion in the urban environment.

It is also important to highlight that, thanks to the rehabilitation of the El Palmeral de Balerma Sports Complex, the City Council of El Ejido promotes active leisure in Balerma and attends other needs of its population by actions that have a direct and positive impact on their well-being, both physically and psychologically.

4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION

The structure of the nucleus of Balerma with a population of 4,933 inhabitants is 53.56% male and 46.43% female, with a very high percentage of this population under 59 years of age and a bulbous structure in its age pyramid. This population distribution causes a great need for sports

facilities for a population that shares, in general terms, the rate of emigrant population of the rest of the municipality, located at 33.86%, and with a level of study like the rest of the municipality.

In addition, the City Council of El Ejido is aware that the elderly are an important active capital for our society, so it is intended to meet their needs and demands through actions that enhance the promotion of active aging.

The El Palmeral de Balerma Sports Complex represented a large sports area in a state of neglect that, through its adaptation, rehabilitation, and availability to the population, has covered the needs indicated above.

5. HIGH DEGREE OF COVERAGE OF THE TARGETED POPULATION

The project covers the entire resident population of Balerma, which is made up of 4,933 inhabitants.

Although the action will benefit, as mentioned, the entire population, the sector that will benefit most directly will be those groups of people with a special degree of vulnerability, since they will have access to high quality services free of charge, guaranteeing free access to sports and active leisure activities and the promotion of an egalitarian city.

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

In relation to equal opportunities and non-discrimination, this action has a favourable impact on these criteria, thanks to the creation of an urban space that is configured as a meeting place and social revitalisation and acts as a driving force for the cohesion of the social fabric and the integration of citizens. In addition, an important opportunity is offered to those people belonging to the lowest level of the population pyramid of the municipality, so that they can benefit on equal terms from the possibilities offered by the remodelling of an innovative and quality sports complex, accessible to everyone.

This practice will contribute directly to the improvement of the quality of life of the women in the area, since the actions that will be developed in the Sports Complex will prioritise awareness of Equality in sports practice, incorporating the gender perspective into the sports model, which will be aimed at establishing symmetrical gender relations and will incorporate training and awareness-raising in this regard.

The gender perspective will also be present in the sports management of the centre, so that the programmed actions have a transversal character and contribute to generate structural changes not only in the sports field, but also in the population in general.

We must not forget that the creation of a sports space in which there is room for different population groups according to their age, will favour the reconciliation of family and sporting life for all those women who will have access to a space in which they can do sport and develop healthy habits, at the same time as their children or their dependents, without being forced to choose between their own health and that of others.

Regarding social responsibility and environmental sustainability, the adaptation and commissioning of the El Palmeral de Balerma Sports Complex contributes to the regeneration of urban land that was underused, thus allowing an optimal use of existing resources. In addition, all those actions related to the adaptation of lighting infrastructures, irrigation system and construction of new facilities have been carried out following the principles of sustainability and respect for the environment.

7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION

The action of "Rehabilitation of the existing tracks and construction of changing rooms and toilets in the El Palmeral Sports Complex in Balerma" is part of one of the operations proposed in the framework of the Sustainable and Integrated Urban Development Strategy "El Ejido Sustainable 2020", called "Rehabilitation of the El Palmeral Sports Area in Balerma, for the practice of sport as an element of health and social integration through the implementation of social, cultural and sporting activities". This action is part of the line of action "Strengthening the social inclusion of disadvantaged groups using sport as a neighbourhood meeting" and includes the implementation of other actions directly linked to the one presented in this document, such as the programming of daily sports activities in the various rehabilitated spaces, together with the organisation of annual cultural and social activities aimed at disadvantaged people who are part of the scope of the operation.

On the other hand, this action is also related to other lines of action that are part of the "El Ejido Sustainable 2020" Strategy. This is the case of the so-called "Improvement of social infrastructures that contribute to local and social development", which is aimed at improving all those services that can benefit the population at risk of exclusion and includes actions such as fitting out disused spaces and making them available to the neighbours of the neighbourhood.

Likewise, El Ejido Town Council has the 1st Municipal Plan for Equal Opportunities for Women and Men in El Ejido, whose main objective, as in this good practice, is to contribute to improving the social, political, economic, family and cultural situation of citizens.

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