

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Action in the natural park of La Rincona to improve the coexistence spaces for sports and healthy leisure in Puertollano.  
City Council of Puertollano

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## Action in the natural park of La Rincona to improve the coexistence spaces for sports and healthy leisure in Puertollano

### 1- Introduction:

The City Council of Puertollano, in order to determine its priorities for action in the coming years, has carried out the process of formulating an Integrated Territorial Strategy, called Integrated Sustainable Urban Development Strategy (EDUSI).

This Strategy defines the model of city in which the citizens wish to live and leave as an inheritance to future generations. A city that enables sustainable economic development, improves access to and use of ICTs, favors the transition to a low-carbon economy, promotes the social cohesion of its inhabitants and preserves its natural and cultural heritage.

With this initiative, Puertollano through the Integrated Sustainable Urban Development strategies, funded through the ERDF Operational Program for Sustainable Growth 2014-2020, proposes to the Directorate General of European Funds, the remodeling of the park of La Rincona, as a Best Practice, which the European Union requires each locality included in the framework of this project.

To carry out the action, the City Council is committed to the Parks Plan with the renovation of La Rincona to encourage the practice of urban sports, and at the same time, improve green areas. The initiative has had a budget of 642,782.04 euros co-financed 80% by the ERDF (514,225.632 euros).

Thanks to this, it will fulfill several of the goals or objectives presented, such as the improvement of the urban environment and the conservation of the environment in the municipality.



## 2-Criteria to be considered Good Practice:

This action, included in Thematic Objective 9, aimed at 'Promoting social inclusion and the fight against poverty', with Action Line 09-4, which performs the 'Integral revitalization of public space and infrastructure available for the development of social, cultural, healthy leisure, and intercultural projects' has meant an improvement in the day-to-day life of all the neighbors of Puertollano.

With the aim of promoting a more sustainable and efficient city, it is intended to improve the park of La Rincona, encouraging the development of green areas and improving the present and future quality of life of all citizens or visitors to the city.

To achieve this goal, which is part of the educational project 'Puertollano my green city', the City Council follows the strategy of promoting outdoor activities, giving priority to nature, in the pursuit of sustainable development.



## **2.1 Dissemination of the operation.**

A media campaign and an inauguration event were held to publicize the operation and make the new park known to as many people as possible.

- **Micro-video and purchase of spaces in social networks:**

Date of publication: Wednesday, November 9

Duration: 1:00 min

Support: Instagram, Twitter and Facebook

<https://www.instagram.com/p/CkvRddHgR28/>

<https://www.facebook.com/aytopuertollano/posts/pfbid02dXhsXGy45T6iBh5Uykvshp3i9rfwJ1MH5kZb4MHpyMoTfascKvxZza66RUGkyLczl>

[https://twitter.com/Transfor\\_Puerto/status/1590332072182550528](https://twitter.com/Transfor_Puerto/status/1590332072182550528)

- **Local radio spot**

Campaign date: November 1 to November 4, 2022 - November 9 to November 17, 2022

Support: Onda Cero Puertollano / Cope Puertollano / Ser Puertollano

Duration: 20" regional wedge

Total number of insertions: 122

Section/program: in rotation

- **Event with citizens**

To celebrate the inauguration of the park of La Rincona, on November 4, 2022, a day with the participation of children and adults has been carried out. During the morning there was an activity with students from IES Leonardo and IES Dámaso Alonso coordinated by the Integrated Vocational Training Center Virgen de Gracia.

The afternoon event began at 4.30 p.m. after the playful and educational activities organized by Madronactiva with the children who attended: very varied games focused on sustainability and care for the environment. Then began the event organized by CAFFA4, which consisted of a series of games for the children in attendance. Among them, a quiz on the Sustainable and Integrated Urban Development Strategy of the City of Puertollano.



To publicize the event, invitations were designed, posters were placed in different parts of the municipality, flyers were distributed in schools near the park.

It was also communicated through social networks with promoted publications and stories: making a social network coverage the same day of the event. Finally, the event was broadcast on the radio.



\*Invitación, Cartel y Flyers



\* Follow the event through Instagram stories

## 2.2- The performance incorporates innovative elements:

The intervention in the La Rincona park has served to recover an emblematic space in Puertollano and its urban integration in the Fraternidad and El Carmen neighborhoods by creating spaces for culture, sports and recreation for families and children from an early age, given the lack and precariousness of the existing ones.

A municipal plot that a hundred years ago was an essential point of water catchment for the city for its important aquifers and in which since the sixties have been carried out various actions, such as poplar plantations, the creation of an urban zoo, until its most ambitious action in the nineties of the last century for its conditioning as a public park and other subsequent ones that included the creation of a road safety track.

Until now it was partially landscaped, despite the various investments this green area, in recent years had been progressively degraded by the lack of proper maintenance, vandalism, deterioration of vegetation and furniture and forest fires in the environment.

The aim of the project is the integral and complete rehabilitation of the emblematic park of the city, in which accessibility is improved with the creation of a new pedestrian itinerary from Fernando El Santo street and the neighborhood of La Rincona to facilitate the transit of elderly or disabled people.

It also has new spaces for children, coexistence and sports practice for calisthenics and cross circuit, as well as an amphitheater for cultural activities and performances.

In addition, a more sustainable irrigation system has been installed for the maintenance of landscaped areas (automatic sprinkler irrigation in the new lawns), as well as numerous play and sports areas, distributed by age and state-of-the-art furniture, and the perimeter fencing has been painted, and the space has been cleaned and refurbished.

This means, therefore, a commitment to sustainable development in the environment, improved accessibility to the area and the promotion of physical activity as part of a healthy lifestyle.

### **2.3- Adequacy of the results obtained to the established objectives:**

After the remodeling of the park, it encompasses the fulfillment of the objectives planned prior to the reform, because the rehabilitation has been comprehensive, covering many aspects of improvement: green areas, irrigation, playgrounds, accessibility...

Thanks to the recovery of this park as a meeting point for the neighbors of the city, especially for those of the Fraternidad and El Carmen neighborhoods, leisure and outdoor sports are encouraged for the young people of the city. In addition to the renovation of the green areas of the city and a great variety of games: zip lines, calisthenics, a grandstand with a raised tier, toilets and storage, a crossfit circuit, in addition, also of the traditional games of slide or swings.

A more sustainable irrigation system has also been installed with a maintenance system for the landscaped areas, with automatic sprinkler irrigation in the new lawns.

### **2.4-Contribución a la resolución de un problema o debilidad regional:**

Due to the projected improvement of both the park and the surrounding areas, it has served to provide better access for citizens, new green areas and playgrounds, thus fulfilling the main objectives.

In addition, this park becomes, thanks to the remodeling carried out with the help of the ERDF, the most complete park in the city to meet the needs of children of all ages in Puertollano, as it has a wide variety of open spaces in which to perform all kinds of outdoor activities.



*\*Images of the park before remodeling*





### **2.5-Has a high degree of coverage of the target population:**

This action encompasses the entire population of Puertollano and all possible sectors. Both adults, to be able to walk and enjoy a great day, and teenagers to play sports or the little ones to go with the family.

### **2.6- The horizontal criteria of equal opportunity and non-discrimination, environmental sustainability and/or social responsibility have been taken into account:**

The action has been aimed at remodeling the park of La Rincona, through the Parks Plan through the educational project 'Puertollano my green city' thanks to the strategy of promoting outdoor activities, giving priority to nature, in the pursuit of sustainable development.

In order to promote a more sustainable and efficient city, the aim is to improve the park of La Rincona, encouraging the development of green areas and improving the present and future quality of life of all citizens or visitors to the city.

### **2.7- Synergies with other policies or instruments of public intervention:**

It will strengthen policies aimed at achieving the UN Sustainable Development Goals, more specifically Health and well-being (3), Creating sustainable cities and communities (11), Climate action (13), and Life of terrestrial ecosystems (15).

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