

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Action in the Fraternidad neighborhood with the implementation of a leisure and recreation park. EDUSI Ayuntamiento de Puertollano

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## Action in the Fraternidad neighborhood with the implementation of a leisure and recreation park 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 creation of a playground in the Fairgrounds, in the Fraternity neighborhood, 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 bets on the Parks Plan with the remodeling of the park of the Recinto Ferial, Fraternidad, to promote new areas for walking and outdoor games. The initiative has had a budget of 118,993 euros, 80% co-financed by the ERDF (95,194.4 euros) and the economic collaboration of Renovalia. Thanks to this, it will meet the objectives presented, such as the improvement of street furniture and the rehabilitation of playgrounds.



## 2- Criteria to be considered a Best Practice

This action, included in Thematic Objective 9, aimed at 'Promoting social inclusion and the fight against poverty', with Action Line 09-7, which carries out the 'Integral revitalization of the public space and infrastructure available for the development of social, cultural, healthy leisure and intercultural projects' has meant an improvement in the daily life of all the neighbors of Puertollano.

With the aim of promoting a city that is committed to sustainable development, the aim is to improve the Recinto Ferial park, encouraging the development of new furniture and playgrounds, thus improving the present and future quality of life of all citizens and visitors to the city.

To achieve this, the work is part of the parks plan of the Sustainable Development Strategy, with the provision of children's elements and games, furniture, and actions in areas of coexistence for sport and healthy leisure.



## 2.1 Dissemination of the operation (I would include in the text the realization of the Event with the citizenship and some image of it).

To publicize the project and make the new improvements known to as many people as possible, a media campaign and an inauguration event was held with Renovalía on September 1, 2022.

The event with the public consisted of an event with children from several educational centers in Puertollano who were able to enjoy first-hand the improvements made to the park with different interactive games about nature and the environment, organized by Madronactiva to raise awareness among young people of the importance of protecting the planet.

- **Micro-video in social networks:**

Delivery date: 09/26/22

Duration: 00:57 seconds

Support: Instagram, Twitter and Facebook

[https://twitter.com/Transfor\\_Puerto/status/1574742352882802692](https://twitter.com/Transfor_Puerto/status/1574742352882802692)

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

<https://www.facebook.com/aytopuertollano/posts/pfbid02W9VXYcejwcTEcM8zPU7BTFxrNh5A44TohZvhLjcFBzKv3zinqYpHSqZJeWgBEVEWl>



- **Purchase in social media spaces**



- **Regional radio spot**

Campaign date: 26/09 - 30/09/22  
 Support: Onda Cero Reg. / SER Reg. / Cope Reg.  
 Duration: 20" spot  
 Total number of insertions: 18

- **Event with Renovalía**



## **2.2- The project incorporates innovative elements**

The action has been undertaken in a disused space located at the entrance of the fairgrounds, which for some years was located a skate park for young people to have a meeting point and sports practice.

Except for that period of time since the nineties it had never had any use despite being a place of great traffic during the May and September festivals, weekly market and close to the Fraternity neighborhood, one of the most populated of Puertollano.

The objective of the project has been the creation of a park in the Recinto Ferial in the Fraternidad neighborhood, thus improving its urban furniture and the children's and young people's play areas.

Both benches and litter garbage cans have been renovated and a 122 square meter platform has been created with a large rope game for all levels, a game of skill on a map of Europe with which to graphically narrate the evolution of energy.

A game that has vertical and horizontal ladders, lianas, resting platforms, sliding ramps hammocks, spiral fireman bar and perforated climbing panel.

Two spaces have also been set up with attractive luminous modules for board games, from parcheesi, goose, checkers or chess, and benches and drinking fountains have been installed to make the stay more pleasant.

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

The refurbishment of this urban space has met the established objectives of creating different play areas for children over twelve years of age, at the request of the Local Council for children's participation, and places to stay for the general population with the installation of different urban furniture and drinking fountains.

## **2.4- Contribution to the resolution of a regional problem or weakness**

The area lacked children's and youth spaces as a meeting point and social participation from an early age. An intervention that has been complemented with the provision of new urban furniture to improve the use and enjoyment of all citizens when they visit the park.



*\* Image of the park before the remodeling*

## **2.5- It has a high degree of coverage of the target population.**

This is an action especially designed for children and young people, but also for the whole family to stay in a space that is integrated into the urban configuration of the neighborhood, since it was unused until now.

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

The objective of the project was the remodeling of the Recinto Ferial park by means of 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 search for sustainable development.

In order to promote a more sustainable and efficient city, the aim is to improve the Recinto Ferial park, encouraging the development of playgrounds and renewing the street furniture, with the aim of 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).

