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# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Rehabilitation the social center to expand the meeting rooms and include workshops and playrooms. EDUSI LAS TORRES CONECTA

Las Torres de Cotillas City Council

**Programa Operativo  
Plurirregional de España**

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**Fondo Europeo de Desarrollo Regional**

## **GOOD PRACTICES REPORT OF LAS TORRES DE COTILLAS: PURCHASE OF THE PROPERTY ATTACHED TO THE EXISTING SOCIAL CENTRE IN EL CARMEN NEIGHBOURHOOD AND REHABILITATION OF BOTH SPACES TO EXPAND THE MEETING ROOMS AND INCLUDE WORKSHOPS AND PLAYROOMS.**

The City Council of Las Torres de Cotillas presents as good practice in the use of FEDER funds the action for the purchase of the property annexed to the existing Social Centre in El Carmen neighbourhood and rehabilitation of both spaces to expand the meeting rooms and include workshop and playrooms.

Before the action, the centre was unable to host some activities due to its small size and the age of the equipment available in the existing classrooms. Thanks to the acquisition of an attached property, the area of this centre has been expanded, to provide a greater number of services under better material conditions. The state of this place has demanded great changes in the exterior and interior, to which has been joined the improvement of the spaces of the existing centre.

The new Social Centre provides its neighborhood with two new classrooms-workshops, a room that allows the installation of digital equipment or computer room, a large meeting room, two offices for individual attention and toilets for users.



Image of the interior of the Social Centre in Barrio del Carmen.

The works are part of an action included in the Plan for urban regeneration and social and labour integration in disadvantaged areas of the Sustainable and Integrated Urban Development Strategy (EDUSI) “Las Torres Conecta” and has involved a total cost of EUR 265.286.60 of which **80 % are co-financed by the European Regional Development Fund (ERDF), which has contributed a total of 212.229.28 through the Plurirregional Operational Programme of Spain 2014-2020.**

### **CRITERIA TO BE CONSIDERED AS GOOD PRACTICE.**

This action is considered as good practice because it meets the criteria established for its consideration, as detailed below:

**1. The action has been appropriately disseminated to beneficiaries, potential beneficiaries and the general public.**

Within the approved communication study of the EDUSI Las Torres Conecta, a campaign to disseminate this action was defined, whose objective was the promotion of the impact and effects of the investments made by ERDF in Las Torres de Cotillas.

In relation to **regulatory communication**, the contracts for this action were published in the State Contracting Platform; specifying, both in the announcement and in the technical and administrative specifications, that it was co-financed at 80 % by ERDF, within the Operational Programme Plurirregional of Spain 2014-2020. This was also detailed in the list of contracts that is published periodically on the EDUSI website.

State Contracting platform: <https://cutt.ly/S7wVlzL>

Web EDUSI Las Torres Connects: <https://cutt.ly/m7wVD2a>

During the execution of the works, a **temporary poster** was installed, highlighting the key role of ERDF funds in the implementation of the project. Also, at the end of the works, a permanent plaque has been placed, on the main door of the center, for the same purpose.



Temporary poster



Permanent plaque

In relation to **complementary communication**, the traditional and digital media have echoed the evolution of the action, reporting in the **press** that it is included in the EDUSI Las Torres Conecta, and highlighting the co-financing by the European Regional Development Fund ERDF at 80 %.

Murcia.com: <https://cutt.ly/i7wNnFN>

<https://cutt.ly/f7wNAMg>

Once the centre was inaugurated, an **announcement** was made in **regional press**, which can be accessed from this link: <https://cutt.ly/CwQjLTAR>

A **microvideo** has also been made, to give greater dissemination to the action in social networks. It can be accessed in this link: <https://cutt.ly/cwQjXglj>. This audiovisual material has been used for the screening of several commercials on regional television “La 7”, in 6 broadcasts during two days.

In conclusion, intensive work has been carried out to disseminate the action, reflecting that it has been co-financed by the European Regional Development Fund ERDF at 80 %, within the framework of the POPE 2014-2020 Plurirregional Operational Programme of Spain.

## **2. Action incorporates innovative elements**

The action is the first that is carried out in the municipality, rehabilitating an existing space. The union of an adjacent property has made it possible for the primeval space of the Social Center of Barrio del Carmen to be improved without being delocalised, maintaining its position as a reference point of the neighbourhood and preserving its function of promoting the relationship with the City Council and the municipal departments.

In addition, the inclusion in the Centre’s program of uses of both a library and a playroom with digital equipment will allow the organisation of activities for both the youngest and those who need to improve their handling of new technologies.

The centre also achieves multifunctionality, containing more versatile spaces such as workshop classrooms, and others with special characteristics, such as the playroom. The design of the new Centre, in addition, has been agreed between the Technical Office and the Department of Social Services of the City Council, collecting the latter the requests of the residents in the neighbourhood.

## **3. Alignment of the results obtained with the established objectives.**

With this action, the rehabilitation of a public space was pursued to contribute to the integrated revitalisation of Barrio del Carmen. This public space is now another point where citizens can actively participate in their community, within their nearest social environment. This undoubtedly increases the community involvement of neighbours.

In addition, the new image of this centre and its endowment of new spaces, wider and better equipped, contributes to a positive visualisation of the state of a neighbourhood that, prior to the investments, has been considered depressed. The centre already functions as a new mechanism for the greater integration of vulnerable groups living in the area.

Finally, note that the reform and expansion of the centre has helped to improve the subjective vision that the inhabitants of Torres de Cotillas have of El Carmen neighbourhood, in addition to increasing the quality of life of the families and neighbours living in it.

## **4. Contribution to the resolution of a problem or weakness identified in the territorial scope of implementation.**

The socio-economic analysis of the territory identified an average income in regression among the population of Las Torres de Cotillas, as well as the increase in the number of users of social services. Both figures show the effects of the 2009 economic crisis, so the recent impact of the pandemic in 2020 and the effects on energy and food costs resulting from the war in Ukraine have failed to help improve them.

“EDUSI Las Torres Conecta” faces this situation with actions of socio-community intervention with disadvantaged groups and investments in infrastructure in the most degraded neighbourhoods. This is the case of El Carmen and its social centre, which thanks to the action obtains a new equipment, adapted to the present and future needs of the residents of the area.





Photo before the intervention



Photo after the intervention

With the reform and expansion of this social centre, new workshop classrooms and spaces are enabled so that the most deprived neighbours can make use of tools and therefore enabling their social inclusion. One of these activities will be the provision of trainings capable of improving the curriculum of unemployed people, a situation that mainly affects women and individuals over 40. In addition, social activities that promote social cohesion and multicultural coexistence will be carried out, as well as those activities that promote healthy leisure for all age groups. Sports, educational, cultural and social activities will be carried out.

##### **5. High degree of coverage over the population to which it is directed.**

The operation in which this good practice is framed (Plan for urban regeneration and social and labour integration in disadvantaged areas) aims to serve 2,181 beneficiaries or users of actions of socio-community intervention. In addition, due to its location in the urban area, it makes it accessible to residents in this area, which extends the beneficiary population to 16,908 people.

On the other hand, trainings and programs for economic and employment promotion may be organized, open to all the inhabitants of the municipality, and which would further increase the number of people who can enjoy the new facilities built with this action. Classrooms have been built in accordance with regional regulations to be able to provide employment training courses.

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

The design that renews the Social Centre of Barrio del Carmen ensures access to socio-community intervention actions for all types of people, including those with mobility problems, in an environment close to disadvantaged groups and with less means to move within the municipality. This closeness and compliance with physical accessibility regulations ensure compliance with the principles of equal opportunities and non-discrimination.



Likewise, the City Council observes the horizontal criterion of social responsibility by carrying out actions of socio-community intervention in the centre. These activities will be aimed at groups at risk of social exclusion, as well as young people and unemployed women and all those inhabitants of the neighbourhood who need it. The new facilities will make it possible to carry out trainings for employment and will be able to host new social initiatives of residents in Barrio del Carmen.

Regarding environmental sustainability, it should be noted that the action is a reform, in other words, it renovates existing and degraded spaces instead of building a new edifice. It should also be noted that the new lighting of the centre is of LED type and the air conditioning machinery has the A++ classification. These facilities will allow the building to be labelled with an energy rating of B and its emissions are reduced to 3,030.32 kg CO<sub>2</sub> annually.

#### **7. Synergies with other public intervention policies or instruments.**

This action will welcome, as mentioned above, actions of the social, educational, cultural and sports support service for minors and vulnerable minorities, aiming at social inclusion and community cohesion; framed within the EDUSI Las Torres Conecta, 80 % co-financed by the European Regional Development Fund (ERDF).

In addition, its surroundings have been the scene of several actions, also included in EDUSI and co-financed by the ERDF, such as the integral intervention in several roads of Barrio del Carmen and its environs. The new Plaza has also been created next to Conde Romanones Street, an action also considered as Good Practice, which led to the pedestrianisation of Cieza Street, the implementation of an area with a grandstand, new facilities for gymnastic exercises for the elderly as well as children's games, the creation of a pic-nic area, the improvement of the infrastructure of the irrigation network and the renovation of public lighting, through the use of more efficient and environmentally friendly luminaires. A small project of intervention with adolescents was also carried out, which served as a pilot to the socio-community intervention mentioned above.



Finally, indicate that the Social Centre of Barrio del Carmen will be equipped with furniture, curtains and audiovisual equipment, which will be partly co-financed with ERDF funds, through the EDUSI Las Torres Conecta.



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