

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

New Local Market in La Rinconada

La Rinconada City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

Line 10: Rehabilitation of the business fabric.
Construction of a new Local Market in La Rinconada.
La Rinconada Town Council.

1. INTRODUCTION – SUMMARY.

The ERDF funds are contributing greatly to the urban development of the municipality of La Rinconada (Seville). One of the most relevant lines within this strategy is the *Rehabilitation of the Business Fabric*, with the aim of promoting entrepreneurship and social innovation initiatives.

Among the different actions that have been carried out, the following should be highlighted: *The Construction of the New Local Market in La Rinconada.*

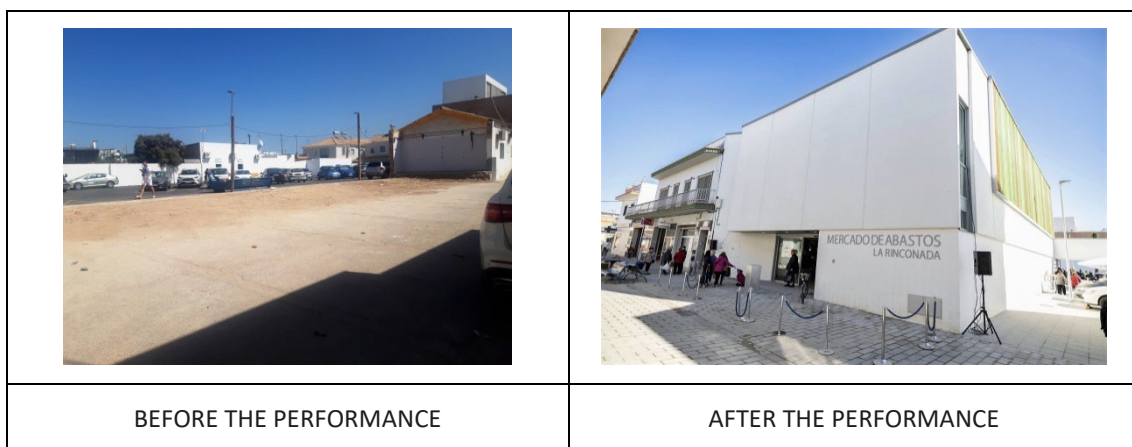
The operation has focused on the creation of an infrastructure and public facility to host activities of dynamisation, training and cooperation aimed at vulnerable groups, where entrepreneurship and innovation initiatives have been developed.

The new Market opened its doors to the public on 1 March 2023, adding modernisation to an area that has undergone a comprehensive metamorphosis. It is located in the urban centre of the municipality of La Rinconada, on a plot resulting from the aggregation of three plots of land destined for public use. The surface area resulting from the union of the three plots is 2,692 m² according to the cadastral description.

It is important to highlight the location of this new municipal facility, as it is located within the neighbourhood of La Estacada, an area of special vulnerability and at risk of social exclusion, considered an Area in Need of Social Transformation (ANST). It is strategically calculated to provide services to the people who live in this neighbourhood and in other disadvantaged areas. This neighbourhood is undergoing a comprehensive regeneration process in an attempt to revitalise the commercial fabric.

The main access to the building is via a pedestrian street and from the surface car park located on the plot. The new market is surrounded by pavements, car parks, street lighting, spaces for solid urban waste, etc.

The new Local Market contributes to sustainability, habitability and accessibility, as well as boosting economic activity, coexistence and mobility in the surrounding area.



The total investment in this action included in the Expression of Interest was 897,748.30 €, of which 216,000.00 € corresponds to ERDF co-financing. The impact of the action is reflected, on

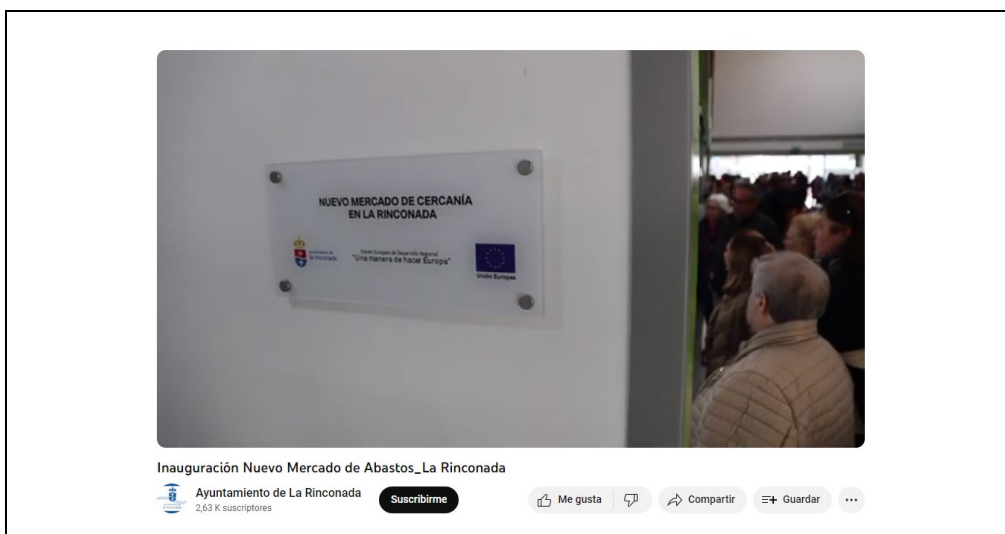
the one hand, in the adaptation of the land for the construction of the new Local Market and its adaptation to the current demand for use, and on the other hand, in the promotion of employment and entrepreneurship.

2. CRITERIA.

This action meets all the criteria to be considered as a good implementation practice co-financed by ERDF.

2.1. The action has been adequately disseminated. *The role of the ERDF in the action has been adequately disseminated to beneficiary entities and to general public.*

In this operation, a total of 2,771.95 € has been invested in communication and awareness-raising actions on the operation implemented, i.e. 0.31% of the budget co-financed by ERDF - EDUSI.



VIDEO

Production and editing of a video showing the opening ceremony of the new Local Market. Published on the Youtube platform on 03/03/2023 and disseminated on the RRSS of La Rinconada Town Hall. <https://www.youtube.com/watch?v=K4PXvNbNQHE>

Abre sus puertas el nuevo Mercado de Abastos de La Rinconada
COMERCIO | 01/03/2023
Esta nueva infraestructura, que mejora sustancialmente las dotaciones del antiguo recinto, viene a sumar una nueva modernización a una zona que ha experimentado una metamorfosis Integral
<https://www.larinconada.es/noticias/12718/abre-sus-puertas-el-nuevo-mercado-de-abastos-de-la-rinconada>

epSevilla europa press
La Rinconada (Sevilla) estrena plaza de abastos y completa la "modernización" de la zona centro de este municipio
Europa Press Andalucía
<https://www.europapress.es/andalucia/sevilla-00357/noticia-rinconada-sevilla-estrena-plaza-abastos-completa-modernizacion-zona-centro-municipio-20230301151822.html>

NEWS.

Publication of journalistic articles in different media.

Digital press: EuropaPress, 1 March 2023; La Rinconada Web, news section, 1 March 2023.



NEWS.

Print media: Toma Nota de La Rinconada, local press. Published in March 2023.

Print run (copies printed) = 14,000.

Estimated impact on population = 28,000 inhabitants.



To spread the word about the inauguration among the local residents, reusable cloth bags were handed out to promote the opening of the new market, highlighting once again La Rinconada's commitment to the environment.

WORK POSTER.

The operation has deployed a wide range of face-to-face and online media to raise public awareness:

- / A communication campaign was developed through several sponsored articles in the most popular digital newspapers among the population of La Rinconada;
- / Being aware of the transformation, both visual and social, that the area of action was going to undergo, and the informative relevance that the audiovisual media have today, it was decided to make a video of the opening event, which was attended by both authorities and local residents, evidently demonstrating the substantial change in the environment. This video has been published on YouTube and disseminated through the municipality's social networks;
- / A news article was published in the municipal newspaper;
- / Finally, a campaign to distribute reusable cloth bags promoting the opening of the new building was carried out at various points in the town.

It should be noted that all the communications made included the elements required by the reference regulations: the European emblem, the reference to ERDF co-financing and the slogan "A way for Europe". As well as appearing on the information poster of the works, these elements also appear on the reports, specifications, projects, invoices, etc.

2.2. The action incorporates innovative elements. *The innovative nature of the action is linked to the methodologies, technologies or processes, the services provided and the different tools used. It is also considered innovative with regard to the territory or area of implementation.*

On the occasion of the construction of the new Local Market, the land where it has been built has arisen from the unification of three plots of land, resulting in a larger plot of land that is sensibly rectangular in shape. This, in turn, is inserted in a block with terraced housing that adjoins this area. The entire plot is destined for public facilities.

The plot in question was slightly uneven. Previously the difference in elevation was approximately 15 centimetres.

Previously, the lot was not clearly delimited, only the dividing walls of the existing buildings defined the terrain.

With regard to the typology of the Market, the stalls are located on both sides of a longitudinal axis connecting the parking area and the pedestrian street. This axis is qualified as a representative central space of two heights with a double vertical and transversal longitudinal lighting, from a skylight on the roof and a long window on the south facade. Attached to this main body is a one-storey building which houses the annexed uses around a service courtyard.

The opening of the Market has meant the beginning of a transformation in the environment to dignify and integrate the neighbourhood with the rest of the municipality. The Market is a new infrastructure that revitalises the area.

After the crisis generated by the COVID-19 pandemic, the number of companies and businesses that were forced to close grew exponentially, which is why this operation has been considered a necessity for the business fabric of the municipality.



2.3. Adequacy of the results obtained to the established objectives. *The main objectives are highlighted, showing the added value of having received European Funds.*

Thanks to ERDF co-financing, the results that had been set at the outset have been achieved.

This operation had important objectives for the promotion of the social economy in La Rinconada, among them:

- To promote the consumption of local products and encourage the creation of small local businesses in our municipality. This is a key objective, as it aims to counteract the negative impact of online shopping on small businesses.
- Encourage entrepreneurial activity as small businessmen and self-employed, generating jobs. Special emphasis is placed on the creation of female employment and vulnerable groups.
- To promote new ways of shopping, focusing on local commerce, in pedestrian areas, where you can find everything you need without leaving the municipality.
- Professionalise the sector. Offering training activities that make the sector more competitive.
- Por último, revitalizar barrios desfavorecidos del municipio, acercando el comercio y nuevas actividades.

There is no doubt that this action has more than satisfied the proposed goals, in such a way that:

- / Personalised customer service has been achieved, as the traders in the market are specialists in their field;
- / Entrepreneurship and employment have been promoted;

- / The activities carried out at the market help to protect the environment, as it avoids driving to other towns and reduces environmental pollution. In addition, the environmental impact of local products in their production and cultivation is very low;
- / It helps nearby farmers and livestock breeders, who supply the shops located here, thus boosting the local economy;
- / It has become a training space for traders, offering interesting training activities for companies.

In short, the results obtained have contributed to revitalising this disadvantaged area of the municipality, bringing a breath of fresh air to the centre of La Rinconada.

2.4. Contribution to the resolution of a problem or weakness detected in the territorial area of implementation. *A description is given of the problem that the Project presented responds to and how its implementation favours the development of the territory.*

Many difficulties in the area of action have been solved thanks to the contribution of ERDF funds.

Previously, there was a food market in La Rinconada. This building was very dilapidated, the shops were abandoned, the spaces had a very old-fashioned design and it was not possible to modernise the facilities, due to the age of the building.

Therefore, the construction of this new Market Place was necessary, as it has contributed to mitigate the negative impact of online shopping on small businesses.

We should mention, unquestionably, that the most worrying existing problem was the lack of local commerce in the area where the market is located. This is a disadvantaged neighbourhood that has its origins in social housing developments, the population has a worse socio-labour situation, most of them affected by unemployment or temporary employment, in addition to a lack of education.

An effective intervention was therefore necessary to improve these communities, as these groups are the ones who preferentially have access to these facilities of the Mercado de Cercanía, as a method of self-employment and as a way out of their situation of vulnerability.

Along the same lines, training actions have been implemented to improve their business skills in different areas such as business management, sales techniques, organisation and management of supplies, new technologies, marketing, organisation of the commercial area, etc. The purpose of this measure has been to professionalise their commercial activity in order to avoid poverty and social exclusion, reduce social inequalities and increase training.



2.5. High degree of coverage of the population. Mention is made of the outreach, not only to beneficiaries but also to the general population.

The execution of this operation has a direct impact on the population of La Rinconada, responding to the needs of more than 10,000 people who live in this town. As mentioned above, the residents lacked a local shop where they could do their daily shopping, having to travel regularly to another town in the municipality, San José de La Rinconada, or even to another neighbouring town such as Alcalá del Río.

This action is considered a great success by the inhabitants because they are now able to buy quality local products, thus improving their physical health with products “from the Earth to the Table”. They are also aware of the positive environmental impact of the action, as they reduce their carbon footprint by not having to use a car.

Likewise, saving the spatial distance between La Rinconada and San José de La Rinconada, it is possible to affirm that the total population of the municipality of La Rinconada (39,509 people) will benefit from the action, which will have an axiomatic impact on employability and social integration in the municipality.



2.6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability. *Indicate how these criteria have been applied in the corresponding action.*

As with any SUD operation, the horizontal principles of the POPE have been taken into account for the implementation of this operation.

One of the fundamental pillars in the selection and execution of the operation for the Construction of the New Local Market in La Rinconada has been equal opportunities. In fact, this principle has been taken into account from the very selection of the operation, since La Rinconada Town Council has an Equality and Social Welfare Department that has actively participated in the preparation of the project, as well as in its execution, supervising the documentation generated in all its phases.

This action has managed to reduce the social disadvantages that characterised this population centre, reducing situations of serious poverty and social marginalisation, providing citizens with new training and employability opportunities.

Another of the improvements, in accordance with the criteria, has been the improvement of accessibility and the reduction of architectural barriers, as the main access street to the Market has been pedestrianised, facilitating access to the facilities. This issue is of particular relevance, as there is a large elderly population in the area and guaranteeing their safety and comfort is essential. La Rinconada takes care of its elderly.

In addition, this building complies with regulations in terms of environmental and social sustainability and energy efficiency, as well as being extremely bright.

On the other hand, it should be added that during implementation, the incorporation of non-sexist language and images has been considered, both in the documentation of the dossiers and in all the dissemination actions carried out.

In the same vein, we must highlight that one of the most important objectives of the Equality Area is: "To promote the active participation of women in all areas, with special emphasis on social, cultural, labour and educational areas".

Thanks to the new Market it has been possible to break down gender barriers, as the women in the area were in situation of double discrimination, being a woman and also from an area at risk of social exclusion. This situation made it very difficult for them to access the labour market, but the new Local Market has given them a new opportunity, a new hope, a job.



WORKING WOMEN AND MEN FROM THE NEW MARKET WITH LOCAL AUTHORITIES,
INAUGURATION DAY.

2.7. Synergies with other policies or public intervention instruments. *This takes into account that the intervention has reinforced the action of other policies and has contributed to reinforcing positive aspects of the same.*

The creation of the new Local Market is mainly based in two Strategic Objectives of the *Urban Agenda of La Rinconada 2030*.

The first of these, *Strategic Objective Nº 6*, is to “*Promote social cohesion and seek equity*”. Within this line we find challenges such as:

- Improve municipal social, cultural and educational facilities and infrastructures, in order to generate spaces for social innovation adapted to the needs and demands of the citizens themselves;
- Promote training and employment programmes that improve the employability of the population with the greatest difficulties in accessing the labour market (women and young people);
- Improve the capacity for planning and evaluation in the provision of social services, responding to the demands and situations of social emergency, optimising municipal resources and management systems.

Following this, it is based on *Strategic Objective Nº 7* “*Promoting and fostering the urban economy*”, which aims to:

- Support local trade by drawing up a Strategic Trade Plan that provides for the necessary measures to ensure the continuation of a competitive model of digitalised and sustainable local trade;

- Promote modernisation and boost associationism in the agricultural and commercial sectors, focusing on training and digitalisation, and optimising the potential of local agricultural products, such as the New Potato or the Guadalquivir Orange;
- Consolidate the leadership of La Rinconada, exploiting the potential of agro-industry from the existing industrial land available.

It presents synergies with other policies or instruments of public intervention also included in the Urban Agenda of the locality, specifically in Strategic Objectives N° 2 and 5.

Strategic Objective N°2 “Avoiding Urban Sprawl and Revitalising the Existing City” contains a key purpose that is consistent with this operation:

- Urban regeneration of the city's traditional neighbourhoods. Urban, environmental, economic and social regeneration of those areas of the city that, as a result of the passage of time, show greater deterioration.

On the other hand, in the *Strategic Objective N°5 “Favouring proximity and sustainable mobility”* it is proposed:

- Prioritise pedestrians and the creation of pedestrian spaces in the city. Significant progress has been made in pedestrianisation and the creation of pedestrian spaces in recent years. However, there is a need to expand pedestrian spaces.

Finally, it is necessary to mention the synergy with the Action Plan for Sustainable Energy in the municipality (Covenant of Mayors), where the lines to be followed to improve the environmental situation of the municipality are outlined, such as the revaluation and improvement of the urban space.

We can conclude that the “New Market” is being a success thanks to the good analysis and diagnosis of local commerce linked to the social needs of the municipality.

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