

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Refurbishment of the current building located at the "Cerro de las Cabezas" archaeological site for subsequent use as a hostel. EDUSI "Valdepeñas ON"

Valdepeñas City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

**GOOD PRACTICE ISUD STRATEGY “VALDEPEÑAS ON LINE 6. REFURBISHMENT OF THE CURRENT BUILDING LOCATED AT THE “CERRO DE LAS CABEZAS” ARCHAEOLOGICAL SITE FOR SUBSEQUENT USE AS A HOSTEL. CO-FINANCED BY THE EUROPEAN UNION THROUGH THE EUROPEAN REGIONAL DEVELOPMENT FUND (ERDF), IN THE FRAMEWORK OF THE MULTIREGIONAL OPERATIONAL PROGRAMME FOR SPAIN 2014-2020.**

**INTRODUCTION**

The purpose of this document is to identify and characterise a “Good Practice” in terms of communication related to operations financed by the European Union supported by the “Valdepeñas On” Strategy for Integrated Sustainable Urban Development (ISUD).

The communication is made in relation to the commitment made by the Town Council of Valdepeñas, as a “Light Intermediate Body” [*Organismo Intermedio Ligero*] in the “Urban Axis” of the Multiregional Operational Programme for Spain 2014-2020 (POPE), to inform the Managing Authority of an action or experience which, because of its content, innovative nature or possible extension to other organisations or Town Councils managing Integrated Sustainable Urban Development (ISUD) Strategies, might constitute “Good Practices”.

The action forms part of the operation called **REFURBISHMENT OF THE CURRENT BUILDING LOCATED AT THE “CERRO DE LAS CABEZAS” ARCHAEOLOGICAL SITE FOR SUBSEQUENT USE AS A HOSTEL**, as part of the Line of Action 6 “Actions for protection, promotion and development of local cultural heritage of tourist interest through the refurbishment and reconditioning of the Hostel at the Archaeological Site of ‘Cerro de las Cabezas’”, with the total amount for the operation being €576,739.80. The support provided by the ERDF is €160,000.

**DESCRIPTION OF THE GOOD PRACTICE**

The Archaeological Park of “Cerro de las Cabezas”, located at Kilometre 207.800 of the Madrid-Andalucía highway, is a benchmark in Iberian culture because of the monumental nature of its defensive systems, the excellent state of conservation of its remains and because it is one of the few fully preserved Iberian settlements in the archaeological landscape of the Iberian Peninsula.



Apart from investing in the performance of excavation and restoration activities on the site, the Town Council has for many years been committed to providing “Cerro de las Cabezas” with a series of infrastructures to offer a service to visitors who come here because of the site’s cultural interest. In keeping with this approach, an 850m2 Interpretation Centre was built, and has become a reference point in current museum studies and in the interpretation of an Iberian culture archaeological site.

The purpose of this operation was to refurbish a building located in the “Cerro de las Cabezas” Archaeological Park for subsequent use as a Hostel, and thereby promote access and study for visitors to the Iberian settlement with the provision of accommodation and restaurant services.



*Photo of the Hostel*

#### **THE CRITERIA FOR THE IDENTIFICATION AND SELECTION OF THE GOOD PRACTICE ARE AS FOLLOWS:**

1. THE ACTION WAS APPROPRIATELY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The operation **REFURBISHMENT OF THE CURRENT BUILDING LOCATED AT THE “CERRO DE LAS CABEZAS” ARCHEOLOGICAL SITE FOR SUBSEQUENT USE AS A HOSTEL** was widely disseminated, from the planning stage through to execution and implementation.

In terms of **regulatory communication**, the announcement of the invitation to tender and the corresponding terms and conditions, the announcement of the award and the formalisation of the contract were published on the Valdepeñas Town Council website and on the State Contracting Platform on 26 October 2021. It was specified that the contract dossier forms part of the “Valdepeñas ON” ISUD and that it is co-financed by the European Regional Development Fund (ERDF), as part of the Multiregional Operational Programme for Spain (2014-2020).

A work notice with the operation was displayed, explaining the European Union co-financing through the European Regional Development Fund (ERDF) and featuring the slogan “Una manera de hacer Europa” [A way to make Europe].

A notice was also displayed at the main entrance to the hostel, to ensure it was seen by all members of the public, also featuring the official logos and details of the European Union co-financing:



*Work notice.*



*Notice at the hostel main entrance.*

As regards the **additional communication**:

A **video** was made, with subtitles in English, and an information campaign was carried out in the communication media, on Onda Cero, Radio Surco, Cadena Ser and Dial radio stations. The video and the audios are available at <http://edusi.valdepenas.es/> in Communication in Line of action 6. [View video](#)

On 26 March 2023, an **event** was organised to publicise the refurbished installations. The event comprised guided visits to the “Cerro de las Cabezas” Archaeological Park, an activity for children and a live broadcast, in the Archaeological Park’s Hostel facilities, of the popular Onda Cero radio programme: “Gente viajera”, which is broadcast every Saturday and Sunday from 12pm to 2pm, with nationwide coverage.

During the event, interviews were carried out with technical personnel, politicians and associations, as well as other stakeholders, to provide information on the existence of this hostel and its refurbishment, the principal function of which is to offer accommodation for people wishing to work, carry out research or study the “Cerro de las Cabezas” National Archaeological Park.





Images of the event

All attendees were presented with a gift of an environmentally-friendly, BPA-free, stainless steel 600ml water bottle, with a safety screw cap and carrying strap, which is printed with the Valdepeñas Town Council and European Union logos.



Merchandising

Advertisements were taken out in the local and provincial press, one in the weekly Diario Lanza and another in the daily La Tribuna, which were published on 24 March 2023, to inform citizens of the operation.



## 2.- THE OPERATION INCORPORATES INNOVATIVE ELEMENTS.

The innovative nature of the action can be found in particular in two elements worthy of note: citizen participation and the sustainable design.

With regard to **citizen participation**, it is worth highlighting that the purpose of the Operation is to promote the “Cerro de las Cabezas” Archaeological Park among students, researchers and/or teachers, in such a way that the completion and refurbishment of the Hostel will make it a possible venue for: university teaching with the performance of work experience on master’s courses, summer courses and conferences, which will have an impact on greater dissemination and knowledge of the Iberian world.

The operation is particularly innovative because it is an **integrated and sustainable space**. The design of the refurbished building is integrated in the “Cerro de las Cabezas” Archaeological Park, with the same composition as the other buildings in the archaeological complex: wall structure, with quartzite stonework on the ground floor as the base, and walls with exposed rustic-style brick surrounding the door and window spaces, and painted cement rendering on the rest.



In addition, for the same reasons of aesthetics (reinterpretation of the Iberian culture building style), the building has a single sloping roof made of sandwich panel with a wooden finish beneath positioned on a structure of metal purlins and trusses, which rest on metal supports that are independent of the rest of the building. It also has solar panels on the roof, and a system that allows natural light to enter all the building’s functional spaces, thereby reducing the energy cost.

## 3.- THE RESULTS OBTAINED MEET THE OBJECTIVES SET.

The actions carried out have met the set objectives:

- To provide the “Cerro de las Cabezas” with a series of infrastructures that offer a service to visitors attracted by the cultural interest of this site, and in particular university students (both national and international) who participate every year in the practical field archaeology Course.

- To provide and promote visitor access for the study of the Iberian settlement with the fitting out of a Hostel providing an accommodation and restaurant service.
- To facilitate the holding of Conferences and scientific meetings that promote the knowledge of the Iberian-Oretani world in particular, and protohistory in the Iberian Peninsula in general.
- To make the most of its excellent location on the Madrid-Andalucía highway to increase the number of visitors to the “Cerro de las Cabezas” Archaeological Complex.

#### 4.- CONTRIBUTION TO SOLVING A REGIONAL PROBLEM OR WEAKNESS.

The refurbishment of the hostel offers a new approach to archaeological tourism in our town, which already forms part of the Wine Routes and the Network of Archaeological Parks in the Autonomous Region of Castilla-La Mancha.



*Photo: before.*



*Photo: after.*

This operation promotes the dissemination of our town, as it will provide a boost to attracting tourists to Valdepeñas, which will benefit the town’s commercial activity and business fabric.

#### 5.- HIGH DEGREE OF COVERAGE OF THE POPULATION FOR WHOM IT IS INTENDED.

The good practice designed was intended for 100% of the population of Valdepeñas. And given that the event organised to promote it was a national radio programme, coverage has been much wider. According to the most recently published General Media Study, the programme in question, “Gente viajera”, has 49,000 new listeners on Saturdays (+15%) and 61,000 on Sundays (+41%), reaching the figures of 381,000 and 215,000 followers, respectively.

The objective of the activities considered was the dissemination of the project, co-financed by the European programme, which was not restricted solely to Valdepeñas, but also to all the visitors, researchers, teachers and students from the teaching centres that have visited the “Cerro de las Cabezas” Archaeological Park.

#### 6.- HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION HAVE BEEN TAKEN INTO ACCOUNT.

The implementation of the Operation contributes to promoting equality between men and women, and non-discrimination on the grounds of sex, race or ethnic origin, religion or belief, disability, age or sexual orientation.

In general terms, in March 2018 the Valdepeñas Town Council approved the Municipal Ordinance on Equality, designed to bring about progress in effective equality between women and men on a municipal level, removing all forms of discrimination against women.

The necessary measures are also included to meet the objectives set out in the Valdepeñas Town Council 2<sup>nd</sup> Plan for Equal Opportunities for men and women 2018-2021.

A total commitment was made to accessibility, by equipping the building with a lift and ramps to make it 100% accessible, with elimination of architectural barriers.



*Main entrance access ramp.*



*Lift*

In both the planning and the execution of the action, special attention has been paid to respect for, and a commitment to, the environment, using sustainable materials that are not harmful to the environment. The result has been a reduced environmental impact.

#### 7.- SYNERGIES WITH OTHER POLICIES OR PUBLIC POLICY INSTRUMENTS.

The construction of the hostel has contributed a new element for dissemination and re-assessment of our town's archaeological tourism. This, together with the recent inclusion of the "Cerro de las Cabezas" Archaeological Complex in the Castilla-La Mancha Network of Archaeological Parks, will attract a greater number of tourists to the town, and thus position it in synergy with Lines of Action nos. 8 and 9, which promote entrepreneurship, trade and the business fabric.

These new facilities are destined to become a new nucleus of activity that will revitalise Valdepeñas, given that the predicted increase in visitors will lead to a rise in the number of programmed activities and in the opening of new businesses associated with leisure, free time and cultural trade.



*Panoramic view of the "Cerro de las Cabezas" Archaeological Park.  
On the left, the Interpretation Centre, classrooms, restoration workshop and hostel.*



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