

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Acquisition and installation of furniture to establish a space for aquatic games in la Llama Square.

Torrelavega City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

ACQUISITION AND INSTALLATION OF FURNITURE TO ESTABLISH A SPACE FOR AQUATIC GAMES IN LA LLAMA SQUARE

DESCRIPTION OF THE ACTION

The Torrelavega City Council, as part of Line 6 (Rehabilitation of the urban cultural and natural heritage) of the Comprehensive Sustainable Urban Development Strategy (CSUDS) of Torrelavega (ref. BP7 in the Communication Study), carries out this action that consists of the acquisition and installation of furniture to establish a space for aquatic games in La Llama square in Torrelavega, known as the Water Park. This leisure space occupies an area of 300 square meters and includes 28 elements of water games for different ages. It is a water park without depth, with an innovative system of games.

The La Llama aquatic park project answers the need to create a space for recreation for every member of the community, but especially children and families in Torrelavega who do not have access to public outdoor swimming pools, unlike many other towns in the region. It is a quality public area, which functions as a meeting space for residents. In it, they can practice fun water activities and cool off on hot days during the summer.

This free leisure space in the centre of Torrelavega is aimed at families, especially at children. This is an action co-funded by the European Regional Development Fund (ERDF) Pluri-regional Operational Programme in Spain 2014-2020 (POPS).

BEFORE



AFTER





ELEGIBLE COST.

The total investment for the Torrelavega City Council has been €330,088, VAT INCLUDED (award amount). The action is also funded (50%) by the European Regional Development Fund (ERDF), within the framework of the 2014/2020 Sustainable Growth Operational Program, within the Comprehensive Sustainable Urban Development Strategy (CSUDS) of Torrelavega.

The cost of advertising must be added to this price. For this action, according to the CSUDS TORRELAVEGA Communication Study, this cost is made up of the following elements of the communication campaign: street event with citizens, €10,000, advertisement in regional press, €3,000, advertisement in regional television, €2,000, English subtitled video, €3,000, permanent plaque, €175, temporary poster, €300. The sum of this equals €18,475 in advertising expenses.

ERDF'S ROLE IN THESE WORKS HAS BEEN PROPERLY TRANSMITTED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The Torrelavega City Council, aware of the importance of this situation for citizens and the relevance of the European contribution, has planned to carry out an information campaign through different media, press releases, social networks, publications through LOCAL media

and announcements of bidding, adjudication, and formalisation of the contract, highlighting the role of the ERDF in all these communication actions.

This campaign, planned and budgeted, has fully materialised, carrying out the different actions specifically planned for it in advertising and communication according to the provisions of the CSUDS Torrelavega Communication Study: that is, advertisement in the regional press, advertisement on local television, spots ins regional radio, permanent plaque, and temporary poster. All these tools have been used to communicate the investment made with European funds in the different media.

Examples of broadcasting of this action, the following video, in which it is explained, with interviews and images, what this action consisted of and its importance.

Links:

<https://www.youtube.com/watch?v=F4gCreDAGo0>

And on social networks, mainly on FACEBOOK AND TWITTER, it has been conveniently spread, as well as in the following press releases that are quoted below, which echo the specific action.

These press releases have been vital for the continued dissemination of the action in different regional and local media, underlining the importance of the role of the ERDF in financing the project:

Press releases

Los niños disfrutarán del parque del agua de La Llama a partir de agosto

Los niños disfrutarán del parque del agua de La Llama a partir de agosto. El proyecto nace de la necesidad de crear una zona de juegos acuáticos para la zona de La Llama en un espacio recreativo y de ocio en la ciudad. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad.

Press release 06/05/2021

A falta de piscinas al aire libre, la ciudad inaugura el parque del agua de La Llama

La ciudad inaugura el parque del agua de La Llama. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad. El Ayuntamiento quiere crear un espacio recreativo y de ocio en la ciudad.

Press release 08/14/2021



Press release 10/7/2021



Press release 10/8/2021

On the other hand, other “extra” communication actions have been carried out, such as the creation of posters of the **works** and **plaques**:

Webpage: <http://feder-edusi.avtotorrelavega.com/>

[THE EUROPEAN FUNDS ALLOW TORRELAVEGA THE DEVELOPMENT OF A NEW ACTION, THE AQUATIC PARK IN LA LLAMA SQUARE \(aytotorrelavega.com\)](http://www.aytotorrelavega.com)

AQUATIC PARK PLAQUE



And, of course, broadcasting on the radio.

Links:

- [Vegavision](#)

[The Aquatic Park, in La Llama square in Torrelavega, closes until next spring](#)

- [Radio estudio](#)

[La Llama Aquatic Park closes until next spring](#)

- Europa Press

[Torrelavega opens the Aquatic Park in La Llama to the public from 8 a.m. to 9 p.m. in summer](#)

- Hoy Torrelavega

[The elements of La Llama Aquatic Park, which will reopen in spring, have been removed](#)

- Ayuntamiento Torrelavega

[The Aquatic Park, in La Llama square, will reopen next spring](#)

SPECIFIC ACTIONS OF THE COMMUNICATION CAMPAIGN CARRIED OUT DURING THE OPENING EVENTS (AUGUST 13, 14 AND 15, 2021)

The actions developed for this communication campaign were carried out on August 13, 14 and 15, 2021 at the Aquatic Park located in La Llama square.

Two facilitators were in charge of attending and informing the participants of the activities or games and a gift and informative material was delivered.

The game was developed in a LARGE FORMAT on a 3x3m canvas that was installed in the area. Here, the participants, children between 2-12 years of age accompanied by an adult, interacted in the game, being themselves the interactive tiles and answering the questions they were asked on the subject of the EU. As a prize, all the participants were given a serigraphed towel with the image and logos of the campaign.

An information stand with logos and QR code linked to the website was installed in the game area: <http://feder-edusi.aytotorrelavega.com/>.



General view of the inauguration of the Aquatic Park



Stand installed in the Aquatic Park large format game

Regarding the estimate of attendees, 2,000 participants were personally welcomed. In fact, 2,000 units of each promotional material were delivered as prizes to the boys and girls participating in the activities and their families.

Communication Materials

Several materials were published to be delivered to the participants in the games organised about Europe and an information totem was installed in La Llama square.



Children's towel and microfiber towel for young people Campaign information totem

THE ACTION INCLUDES INNOVATIVE ELEMENTS.

The innovative character of this park is its common thread, which is Water.

This new water area equipped with a facility and known as La Llama Aquatic Park, has three different areas, for children, families and young people. It has an 8,000-liter water tank with which the supply of the aquatic park will be guaranteed.

Through this action, one of the innovative objectives achieved with the well-known La Llama Aquatic Park is to give life to the urban heritage of Torrelavega, and thus transform a square, La Llama, little enjoyed until now, turning it into a square of reference, hence transforming the urban environment.

SUITABILITY OF THE OBTAINED RESULTS TO THE ESTABLISHED OBJECTIVES.

The results which have been obtained since it was put into operation are the following: the Aquatic Park, in La Llama square, has been very well received, becoming a meeting point for all families during the summer, becoming in turn an important revitalising element of this central area of the city that has seen its offer complemented with this space for water games (children's playground, indoor basketball court).

In turn, the installation has an impact on the restaurant and leisure areas that surround the park, cafeterias, bars and small businesses (knick-knacks, etc...)

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION .

The lack of an outdoor pool in the centre of Torrelavega is the underlying problem which this action solves. Therefore, this action allows to solve this deficiency, and thus to offer the citizens of Torrelavega, in particular children and young people, the possibility of cooling off on hot days for free and without having to travel.

This Water Park is open to the public during summer from 8:00 in the morning to 21:00 in the evening. Once the summer season is over, its 28 elements are removed and stored, after having carried out maintenance work.

The games that have been designed are also indirectly solving the problem of children, youth and families in summer, by installing specific games for each age range, in such a way that all members of the same family can enjoy the game and socially interact with other users.

HIGH DEGREE OF COVERAGE OF THE POPULATION AT WHICH IT IS AIMED.

The population to which it is fundamentally directed is the group of young children, young people and families who live in the centre of Torrelavega, particularly near the neighbourhoods to La Llama square. Here, there is an important part of the population with different foreign nationalities, mostly Romanian, Dominican and Moroccan.

More specifically, the population to which it is addressed can be distributed in three sections: small children, families and young people. The 28 game elements in which the different aquatic activities of the park materialise, give a wide coverage to the needs of these three different age groups. As a matter of fact, it has three different areas specifically designed for:

- a) Children: low intensity play, shallow water.
- b) Young people: more fun games, with different frequency.
- c) Families: rest areas from which to watch how children and young people play.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

The action that is the object of the drafting of this good practice document has considered the horizontal criteria of equal opportunities and non-discrimination, as well as the criteria of social and environmental responsibility. For the preparation of this action, the conclusions of the citizen participation process carried out in the CSUDS have been applied. In this process, the concerns of all groups were integrated. For this reason, this project responds to the needs expressed by citizens. In addition, the action improves work-life balance, and promotes accessibility and integration.

Public procurement has been done transparently, guaranteeing equal opportunities for companies. In the communication actions, a simple, egalitarian, and non-exclusive language has been used. In this way, it is aligned with the renewed commitment to an egalitarian municipality that advocates non-discrimination.

The Torrelavega City Council also made sure that all the materials used for this action to renew the road and build sidewalks, and the provision of lighting fixtures and street furniture complied with environmental regulations and were respectful of the environment.

The **horizontal criterion of "Non-discrimination"**: fully occurs with this action, since both the destination of the action itself, as well as the communication campaigns at its inauguration, have precisely planned to strictly respect this non-discrimination criterion. Integrating criteria have been applied in the playground. For example, monitors spoke different languages, so that children and young people who potentially use the facilities and who reside near the area, mainly immigrant population groups (mostly Romanian, Dominican and Moroccan citizens), could have equal access to the campaign. This was the case of the inauguration of La Llama Aquatic Park (on August 13, 14 and 15, 2021) for the communication and awareness of the population about the financing of the European Union of this concrete action of acquisition and installation of furniture, which was carried out to establish a space for aquatic games in La Llama square in Torrelavega.

SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS.

- Comprehensive Strategy against racial discrimination and xenophobia:

Thus, within the framework of the objectives of the Strategic Plan for Citizenship and Integration approved by the Central Government, the Comprehensive Strategy responds to the need to articulate and energise the action carried out by the public authorities and civil society in the fight against racism and xenophobia. The new Strategy seeks a broader and more effective response to the challenges posed by racist and xenophobic attitudes and manifestations.

- Global Strategy for Boys, Girls and Youth 2022-2025.

This strategy makes a clear commitment to reinforce diverse and intersectional approaches and intergenerational respect and trust. Promoting spaces to balance well-being, as well as promoting gender and intersectional justice are among its guiding principles.

It is necessary to recognise the importance of self-care and well-being in today's society, and particularly in the case of children and young people.

- Education and leisure time policies for children and young people:

Previously, leisure was considered as a rest space that did not bring greater value to the lives of people and the community; nowadays, it is seen as a positive way of using free time, giving it a social and cultural value. It is also seen as something that the young person chooses autonomously and puts it into practice. Even when the management of free time is unequal according to social categories, its growth is permanent.

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