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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Renovation of the roadway and construction of sidewalks in Paseo del Niño

Torrelavega City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

RENOVATION OF THE ROADWAY AND CONSTRUCTION OF SIDEWALKS IN PASEO DEL NIÑO

DESCRIPTION OF THE ACTION.

The Torrelavega City Council, within the Pedestrian Accessibility Improvement Line, presents as good practice the renovation of the road and the construction of sidewalks on the Paseo del Niño. This action has had the joint financing of the Government of Cantabria through the Ministry of Public Works (70%) and the Torrelavega City Council itself (30%), in co-financing with European funds, through the European Regional Development Fund (ERDF) “A way of making Europe”.

The action itself has been divided into three phases: 1st) The part between C/Julio Hauzeur and the railway, executed by the Ministry. 2nd) The part fully developed by the City Council. 3rd) The most complex part, between C/Pablo Garnica and the train level crossing.

These works, completed a few months ago, have allowed the improvement of the street and give it uniformity in terms of the width of the road and sidewalks. Specifically, the sanitation and supply networks have been renovated, some 1,700 square meters of tiles have been laid and the area has been equipped with 24 lampposts with LED lighting and urban furniture, such as benches or planters.

Thus, with this action, it has been possible to respond to one of the most desired and demanded works in Torrelavega in recent years, with the collaboration of the different administrations (autonomous and local) as well as the Neighbourhood Association of this area, which at last sees the accessibility of the street improved through a comprehensive reform that responds to the requests formulated for years by the residents of the El Cerezo neighbourhood.

- Renovation of the road and construction of Sidewalks in the PASEO DEL NIÑO – Previous state





Renovation of the road and construction of Sidewalks in the PASEO DEL NIÑO – Current state

ELEGIBLE COST.

The total cost of the investment for the Torrelavega City Council has been €338,800, VAT INCLUDED (award amount) and of that amount, the financing has been distributed as follows: 70% assumed by the Government of Cantabria and the 30% by the Torrelavega City Council. The municipal contribution is 50% financed by the European Regional Development Fund (ERDF), therefore, with ERDF aid within the framework of the Plurirregional Operational Program of Spain 2014/2020, within the Sustainable Urban Development Strategy (SUDS) of Torrelavega.

The cost of advertising must be added to this price, which for this action, according to the Study on communication costs CSUDS TORRELAVEGA, is made up of the following elements of the communication campaign: Ads in the regional press (“Diario Montañés” and “Diario Alerta”), €3,000, Advertisement on local television, €2,000, spots on regional radio, €3,000, Permanent plaque, €175, temporary poster, €300. All this makes a total of €8,475 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 action 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 ERDF's role 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.

In addition to the external media, a specific **web** space for the dissemination of the actions co-financed by the ERDF has been created, **feder-edusi.aytotorrelavega.com**. The roadway renovation and construction work of sidewalks on the Paseo del Niño has been reported in this website.

Other examples of dissemination of this action:

<https://hojtorrelavega.es/index.php/torrelavega/14813-la-demandada-urbanizacion-de-paseo-del-nino-ya-es-una-realidad> (local website).

And on social networks, mainly on FACEBOOK AND TWITTER, it has been conveniently disseminated, as well as in the following press releases that we quote 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, under the importance of the role of the ERDF in financing the project:

Press releases



Press release of 30 NOVEMBER 2019



Press release of 30 NOVEMBER 2019



Press release of 29 NOVEMBER 2019

Press release of 12 AUGUST 2021

Links:

Video: (published on “Vegavisión” TV channel 08.18.2021, Youtube link):

<https://www.youtube.com/watch?v=FzEWPJm6aCE&t=79s>

Radio spots: COPE, ONDA CERO, CADENA SER



EMISION PASEO NIÑO.mp3



PASEO DEL NIÑO 2021 ser.mp3



A PASEO.mp3



Cuña Inauguracion Paseo del Niño(29-nov-2019).mp3



EMISION PASEO NIÑO.wav



COPE 2021.08.13 19.28.mp3



cope paseo del niño junio 2021.wav




onda cero paseo del niño junio 2021.wav



cuña paseo del niño Ser agosto 2021.mp3

Brochure:


Queda inaugurada la obra de ACONDICIONAMIENTO DE ESPACIOS DE VIALES Y ACERAS EN EL PASEO DEL NIÑO



Una reforma integral de la calle que responde a las demandas de los vecinos y vecinas de El Cerezo

Se ha realizado una mejora de la accesibilidad de la calle creando aceras y mejorando el pavimento en un tramo de unos 300 metros comprendido entre las vías y la calle Pablo Garnica.

Una obra de desarrollo sostenible ejecutada por el Ayuntamiento de Torrelavega, cofinanciada por el Fondo Europeo de Desarrollo Regional (FEDER) y el Gobierno de Cantabria.



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FINALIZADO EL ACONDICIONAMIENTO DE VIALES Y ACERAS EN EL PASEO DEL NIÑO



Una reforma integral de la calle que da respuesta a la demanda vecinal del barrio El Cerezo

Se ha realizado una mejora de la accesibilidad de la calle habilitando aceras y mejorando el pavimento en un tramo de unos 300 metros, comprendido entre las vías y la calle Pablo Garnica.

Una obra de desarrollo sostenible ejecutada por el Ayuntamiento de Torrelavega, cofinanciada por el Fondo Europeo de Desarrollo Regional (FEDER) y el Gobierno de Cantabria.



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Press campaign:

Diario Montañés

Publicidad | 1

PASEO DEL NIÑO Terminada la urbanización integral

Peatones y tráfico, más seguros

Las obras, muy demandadas, han sido cofinanciadas por el Ayuntamiento, Gobierno de Cantabria y el Fondo Europeo de Desarrollo Regional (Feder)

FINALIZADO EL ACONDICIONAMIENTO DE VIALES Y ACERAS EN EL PASEO DEL NIÑO

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Publicidad | 13

TORRELAVEGA

Torrelavega se consolida como una ciudad más segura y amable

Han pasado ya cerca de dos años desde que el Ayuntamiento renovó el Paseo del Niño y puso fin a los problemas de seguridad en esta calle, una de las calles más peligrosas de Torrelavega.

Una obra cofinanciada por el Fondo Europeo de Desarrollo Regional y el Gobierno de Cantabria

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

- Paseo del Niño plaque -



THE ACTION INCLUDES INNOVATIVE ELEMENTS.

In relation to the innovative nature of this action, it is relevant to highlight that the renovation of the road and the construction of sidewalks in the Paseo del Niño has meant a fundamental innovation in terms of accessibility and safety in this area, thus favouring the lives of the neighbours, particularly those from the El Cerezo neighbourhood, who had been demanding an improvement for this dangerous area without sidewalks for years.

This area to be renovated (it is a section of about 300 meters) is located between the railway network and Pablo Garnica street, and what is intended with this, ultimately, is to make it a safer area, providing it with the following innovative elements: new car parks, new lighting, a new pavement and wide sidewalks where they did not even exist, which allow for “much safer” traffic for both pedestrians and vehicles. All this is an innovative and transforming element, thus transforming this potentially dangerous area due to the lack of sidewalks.

This action has also recovered and increased the functionality of the Paseo del Niño, taking advantage of the existing structure to take it as a base for future renovation, particularly in the area that runs between the train tracks and Pablo Garnica street.

SUITABILITY OF THE OBTAINED RESULTS TO THE ESTABLISHED OBJECTIVES.

The objective of the operation arises from a strategic and integrated approach, since on the one hand what is intended is to take advantage of the surroundings and the location of the Paseo del Niño, paying special attention to the great work that the Torrevellega

City Council represents for the specific part located between Julio Hauzeur street and the railway lines, and between Pablo Garnica street and the level crossing, and on the other hand, to renovate this area, adapting it to the current times of pedestrian and vehicle circulation, through the installation of sidewalks, lighting and urban furniture, so that this infrastructure can be used in conditions of safety and universality that current and potential users of the area demand.

This has been achieved thanks to a comprehensive conditioning of the Paseo del Niño, providing it with the renewal of the sanitation and supply networks, placing some 1,700 square meters of tile and also providing the area with 24 lampposts and urban furniture, benches and planters.

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

As has been done in previous sections, it was about solving an urgent problem, such as insecurity and lack of accessibility in one of the most dangerous areas of Torrelavega, precisely because of its lack of sidewalks, which in combination with the large circulation in the area (the back of the train tracks, level crossing and nearby warehouses and shops, residential area) meant that both the residents of the area (particularly El Cerezo) and other users (occasional pedestrians, usual and vehicles) have been calling for such a solution for years.

Possibly this conflict or problem was one of the most urgent in recent decades in the list of problems or shortcomings to be solved by the Torrelavega City Council. It has been claimed by neighbourhood associations, companies, merchants, and users. So much so that different Public Administrations (autonomous, local, European) have collaborated in its financing because it is an urgent issue and of such an entity that it deserves a solution.

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

The main objective of this action being the renewal of the road and the construction of sidewalks on the Paseo del Niño, this has meant a clear benefit for all the citizens of Torrelavega, which is registered according to official data from ICANE (Cantabrian Institute of Statistics) in 51597 inhabitants.

Bearing in mind that this action has a positive impact on the quality and efficiency of an Administration that is committed to the future and to safety, since we understand that road safety and the adequate circulation of pedestrians and vehicles that circulate on it are implicit in the concept of security, its benefits will affect all the inhabitants inside and outside of Torrelavega, who are users of the area, assuming for these people and vehicles a significant improvement in their quality of life.

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 practices' 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, for which the concerns of all groups were integrated. For this reason, this project responds to the needs expressed by citizens.

Hiring 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 Council that advocates non-discrimination.

The Torrelavega City Council also considered 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.

SYNERGIES WITH OTHER POLICIES OR PUBLIC INTERVENTION INSTRUMENTS.

It presents synergies with other public intervention policies or instruments. As an example, it is closely related to the following public strategies or public intervention instruments:

Relevant road safety policies for 2021-2030: Document that aims to identify the strategies or plans related to road safety for the next decade 2021-2030, both by other countries and by different supranational organisations, which can provide information of interest for the development of the Road Safety Strategy 2021-2030.

Road safety objectives and strategies carried out by other international organisations, public or private, such as the World Bank (through its GRA initiative), OECD/ITF/IRTAD, ETSC, ERSO, FERSI, FIA, etc.

This UN commitment has been updated in the draft resolution "Improving road safety in the world", of August 18, 2020, which proposes to proclaim the period 2021-2030 as the Second Decade of Action for Road Safety, with the objective of reducing deaths and serious injuries by accident by 50% during this period; and update in this same sense the commitment of Target 3.6 of the SDGs.

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