

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Improvement of the roof, structure and enclosures of the building of the Old Schools of El Alto del Vidriero for its later use as a cultural centre

Avilés City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**



## I-DESCRIPTION AND BACKGROUND

### **Good Practice: Improvement of the roof, structure and enclosures of the building of the Old Schools of El Alto del Vidriero for its later use as a cultural centre**

The action described in this document consists of the adaptation of the Old Schools of El Alto del Vidriero building for its transformation into a facility for cultural activities such as workshops, exhibitions on the industrial heritage of the city, talks and meetings of neighbourhood associations; in addition to other initiatives to promote culture and tourism in the neighbourhood of La Luz.

As part of the intervention humidity has been removed from the facades, an adapted toilet has been built, and all the finishes have been improved. Now its current use as the location for craft workshops of the Aulas Populares AUPA can be combined with other cultural services and also makes the building a spot where association initiatives can be carried on.

Inside, two open spaces have been created, both with the possibility of use for exhibitions and activities. In addition, an adapted toilet has been set up, the carpentry, lighting, sanitation, plumbing, drainage, urbanization and outdoor gardening have been renovated.



The building before de rehabilitation



During construction works



Final result

The budget for this work is **€166.250**, of which the ERDF (European Regional Development Fund) is contributing **€133.971**. The work will have a direct impact for La Luz population: 15.927 inhabitants. It will also impact the rest of the citizens of Avilés as it is a patrimonial element placed on a walking area. Visitors coming to the city will also enjoy the operation;





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Original audio

aytoaviles ¿Quieres conocer la historia de las Antiguas Escuelas del Alto del Vidriero y de su reciente rehabilitación?

□ Anabel Barrio, directora de la Factoría Cultural, y Germán Blanco, arquitecto municipal, nos cuentan los detalles de la actuación  
✓ en Las obras se han llevado a cabo gracias a la cofinanciación de los fondos FEDER de la Unión Europea

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6 días

78 Me gusta

AytoAvilés  
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¿Aún no has visitado la exposición "Diorama Playsiderúrgicos?"

En las Antiguas Escuelas del Alto del Vidriero, que recientemente han sido rehabilitadas con cargo en un 80% a los Fondos FEDER de la Unión Europea

Hasta el 3 de febrero  
De lunes a viernes de 17 a 20 horas

Las rehabilitadas Antiguas Escuelas del Alto del Vidriero, en Avilés

0.52 968 reproducciones

- Local (left) and regional (right) press ads

Mérida, 16 de 22  
EL COMERCIO

PUBLICIDAD | 11

### Acondicionamiento integral de las Antiguas Escuelas del Alto del Vidriero

Es una gran satisfacción poder contar con un nuevo equipamiento cultural con la historia de las Antiguas Escuelas del Alto del Vidriero. Gracias a los fondos FEDER de la Unión Europea el barrio de La Luz cuenta con un espacio de encuentro, creación y divulgación cultural que supone un atractivo tanto para quienes viven en esta zona como para toda la ciudadanía de Avilés.

Anabel Barrio  
Directora de la Factoría Cultural

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- **Video with English subtitles**

Published on the following links:

|                  |   |
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| <b>Facebook</b>  | <a href="https://www.facebook.com/watch/?v=1390247875051992">https://www.facebook.com/watch/?v=1390247875051992</a> |
| <b>Instagram</b> | <a href="https://www.instagram.com/reel/Co91FG6r4zZ/">https://www.instagram.com/reel/Co91FG6r4zZ/</a>               |
| <b>Youtube</b>   | <a href="https://youtu.be/hRab7c5k56I">https://youtu.be/hRab7c5k56I</a>   |

- **Micro videos for social media**

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|                  |   |
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| <b>Facebook</b>  | <a href="https://www.facebook.com/aytoaviles/videos/566602675340024/">https://www.facebook.com/aytoaviles/videos/566602675340024/</a> |
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| <b>Twitter</b>   | <a href="https://twitter.com/AytoAviles/status/1618626943515082752">https://twitter.com/AytoAviles/status/1618626943515082752</a>     |

- **Social media ads campaigns**

Advertising campaigns were run on Facebook and Instagram to promote the video with English subtitles. As a result, 418,752 people from Asturias region, focusing on Avilés and its environment, watch the media.

- **Permanent plaque**



## **2.- The initiative incorporates innovative elements**

The action is innovative because it offers a new cultural facility to a peripheral neighbourhood which will allow the programming of varied proposals in a decentralized location, expanding the diffusion of culture in the city.

Another of the innovative points lies in improving the image of La Luz neighbourhood, making it more attractive both for people who live in other areas of the city and for those who visit it.

### **3.- The results obtained are in line with the established objectives**

The rehabilitation of the Old Schools of El Alto del Vidriero promotes and protects the cultural heritage of the city by providing equipment to La Luz neighbourhood. The new building brings the neighbourhood access to different cultural activities and also stimulates citizen participation. In addition, it generates an attraction for tourists that visit the city, which can now include this cultural centre in their walks.

As a result of this action, The Carmen Street has also been conditioned, which means an improvement in the environment that revitalizes the city.

For all these reasons, it can be considered that the results of the action are in line with the established objectives.

### **4.- It contributes to the resolution of a regional problem or weakness**

In La Luz neighbourhood, there was a need to find a meeting space for the neighbourhood that favoured participation and, in turn, fostered culture. The rehabilitation of the Old Schools of El Alto del Vidriero offers a meeting place for the Neighbourhood Association and other neighbourhood entities and increases the cultural offer of the area.

On the other hand, the new equipment attracts people from other areas of the city and tourism, which helps to break down the barriers that existed between the neighbourhood and the city centre and, in this way, reactivates the area.

### **5.- It reaches a good portion of the target population**

The action covers all the people who inhabit the neighbourhood of La Luz, which are 15,927.

It can be considered that the rehabilitation of the Old Schools of El Alto del Vidriero affects the entire population of the city, as it is part of its heritage. According to National Institute of Statistics data from 2022, Avilés has 75,877 inhabitants.

On the other hand, people who visit the city also benefit from the performance, which according to the data from *Estadística experimental. Medición del turismo a partir de teléfonos móviles* of the National Institute of Statistics in 2022 179,491 people visited Avilés

### **.6.- Horizontal criteria of equal opportunities and environmental sustainability have been taken into account**

The operation complies with the selection requirements by contributing in an integrated manner to solving problems, social cohesion and respect for the principles of equality and sustainability.

The action applies sustainability criteria by concentrating on the conservation of a patrimonial element of the city.

It pursues and achieves the values of non-discrimination and equality when applied in a peripheral area, La Luz neighbourhood, traditionally more excluded. On this way, it helps to create more equate living conditions between the population of different areas of the city.

Finally, in the communication referring to the action, inclusive language is used at all times, making use of generic words such as "citizenship, inhabitants, population".

## **7.- Synergies with other policies or instruments of public involvement**

The action "Improvement of the roof, structure and enclosures of the building of the Old Schools of El Alto del Vidriero for its later use as a cultural centre" is one of the operations included in the Avilés EDUSI that pursues the objective of "Conserve and protect the environment and promote the efficiency of resources"

With the same objective, the operations "Implementation of the separate collection of organic fraction in the municipality of Avilés" and "Recovery of Los Canapés and redevelopment of the environment" are also part of the EDUSI.

All of them are related since they pursue the protection, promotion and development of the cultural and natural heritage of urban areas, particularly those of tourist interest. They focus on generating more liveable and attractive spaces for tourist visits. They are also complementary operations, especially the conditioning of the Old Schools of El Alto del Vidriero and the rehabilitation of Los Canapés, since they form a tourist axis that connects the neighbourhood of La Luz and that of Versailles, generating potential when organizing tourist visits or guide those who visit the city to get to know these areas of Avilés. The operation referring to the separate collection of organic fraction generates an improvement in the habitability of the city and, specifically, of the neighbourhood of La Luz by making waste management more efficient, which means a modernization for the area that adds to the new cultural equipment of the Old Schools of El Alto del Vidriero.

On the other hand, although the actions pursue different specific objectives, the restoration of the Old Schools of El Alto del Vidriero is also nourished by other actions that are carried out in La Luz neighbourhood, such as the "Improvement of the energy efficiency of the public lighting of the neighbourhoods of Versailles and La Luz", which provides better lighting to the area, thus increasing its attractiveness. The "Sustainable urban mobility plan and implementation of improvement actions" favours means of travel that are more environmentally friendly and so improve the image of the neighbourhood, which in turn encourages tourist visits. In addition, the action referred to in this good practice complements the "Plan to stimulate trade in the neighbourhoods of Versailles and La Luz", since by attracting tourism it can also encourage purchases in the shops in La Luz neighbourhood.



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