

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Covering and adaptation of the Rambla del Realejo creating green and pedestrian spaces with collective use.
City Council of Cieza

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT, CITY COUNCIL OF CIEZA: COVERING AND ADAPTATION OF THE RAMBLA DEL REALEJO CREATING GREEN AND PEDESTRIAN SPACES WITH COLLECTIVE USE

Cieza City Council presents as good practice the coverage and adaptation of two sections of the Rambla del Realejo in the municipality of Cieza, which crosses the urban center in the expansion area from northeast to south, to give continuity to the urban fabric and in turn create new leisure and promenade areas for the use and enjoyment of the citizenship.

The coverage of the Rambla del Realejo has been carried out in three phases, the last two co-financed by the FEDER within the framework of the *EDUSI Cieza 2025 Integrating City*, within the Plurirregional Operational Program of Spain 2014-2020. The first section was built in 2009 and covered from Juan XXIII Street to José Marín Camacho Street. The last sections were done in 2017 and 2021, completing the coverage of the Rambla, up to Abarán Avenue.

Thanks to the co-financing of the FEDER, it has been possible to create a place for leisure and strolling, both for adults and children; favoring the integration of this area in the urban context in which it is located and the permeability of pedestrian flows between the different streets that, until the moment, were divided by the channeling of the Rambla del Realejo.



The action has a total budget of €706,569.87, with **co-financing from the European Regional Development Fund (FEDER) of €565,255.90**, corresponding to 80% of the budget.

The project is part of the operations "Covering and adaptation of the Rambla del Realejo space between José Marín Camacho and Camino de Murcia streets" and "Recovery of public spaces that degrade the city", both with the aim of improving the urban environment .

WHY THIS ACTION IS CONSIDERED A GOOD PRACTICE

1.- The action has been properly disseminated among the beneficiaries, potential beneficiaries and the general public.

The dissemination that has been done in relation to the coverage and adaptation of the Rambla del Realejo has been extensive among the beneficiaries and has complied with what was included in the approved communication study.

In relation to the **regulatory communication**, it has been published in the Buyers profile of the City Council and in the State Contracting Platform that the actions are part of the EDUSI and are 80% co-financed by the FEDER within the Pluriregional Operational Program of Spain 2014 - 2020. The contracts have also been published on the *EDUSI Cieza 2025 Integrative City* website:

- [Buyers Profile of the Cieza City Council](#)
- [State Contracting Platform](#)
- [List of EDUSI co-financed contracts](#)

During the execution of the works, a temporary poster was installed in order to highlight the key role of the FEDER funds for the execution of the project.



Photo temporary construction site poster

Two permanent plaques have been placed. The first one is a methacrylate plate, which was made at the end of the second section. The second permanent plate is a steel plate, which was unveiled on the day of the inauguration event on Rambla del Realejo.



Photo of the methacrylate plate



Photo of the steel plate

In relation to **complementary communication**, various publications have been carried out in local and regional digital media, as well as through press releases, in which the action is described:

- La Verdad: <https://acortar.link/Ljz06J>
- La Opinión: <https://acortar.link/9PaSx0>

Murcia.com: <https://acortar.link/fMCUMI>
Crónicas de Siyasa: https://short.link/Cz_jwUf

On January 5, 2022, an event was held in the street with the citizens, which consisted of an institutional inauguration, with the presentation of the permanent plaque, and a musical performance dedicated to the youngest of the municipality.



A video has been produced, which reflects the impact of the actions and the impressions of the public, which has been disseminated on social networks:

Twitter : <https://acortar.link/g8oiLb>
Facebook: <https://acortar.link/sVylTp>

An advertorial of the performance has also been produced and disseminated through the local newspaper Crónicas de Siyasa .

Empleo

Los ciezanos disfrutan ahora de nuevos espacios verdes y peatonales con el cubrimiento de la Rambla del Realejo

Gracias a los Fondos FEDER, la Rambla del Realejo es ahora un lugar de esparcimiento, paseo y ocio debido a la adecuación y cubrimiento de dos tramos de la Rambla del Realejo de Cieza

Redacción

Cieza ahora tiene un nuevo lugar de encuentro y de ocio. El ayuntamiento ha llevado a cabo unas obras de adecuación y cubrimiento en dos tramos de la Rambla del Realejo, la cual atraviesa el núcleo urbano en la zona del ensanche, de noroeste a sur.

Con este proyecto se ha favorecido la integración de la rambla en el contexto urbano de Cieza y se ha mejorado la permeabilidad del flujo peatonal, pues hasta este momento las calles estaban divididas por el encauzamiento de la rambla. Ahora, la actuación llevada a cabo ha permitido la unión de las calles de ambos márgenes, consiguiendo que los ciudadanos cuenten con un nuevo lugar de esparcimiento, paseo y ocio, tanto infantil como para los adultos.

Las obras de la Rambla del Realejo se han dividido en tres fases y, la segunda y tercera fase han estado cofinanciadas al 80 euros con el Fondo Europeo de Desarrollo Regional (FEDER). Esta financiación se ha realizado dentro de EDUSI Cieza 2025 Ciudad Integradora, que a su



Esta actuación de EDUSI Cieza 2025 Cieza 2025 Ciudad Integradora ha realizado dentro de la programación

In addition, advertisements have been made on television , which have been broadcast through the *FIBRA NET Channel*.



Definitely, intensive work has been carried out to disseminate the action, reflecting that it has been co-financed by the European Regional Development Fund FEDER at 80%, within the framework of the Plurirregional Operational Program of Spain POPE 2014-2020.

2. The action incorporates innovative elements

In the execution of the last section of the Rambla del Realejo, some of the measures included in the Strategic Plan for Urban Ecology and Biodiversity 2017-2023 have been included, a plan co-financed by the FEDER within the framework of the EDUSI Cieza 2025 Integrative City, within the line of action "Revitalization of the urban environment, improvement of parks and gardens, and the management of urban trees" and whose objective is to increase the green coverage of the municipality through a rigorous previous study, which minimizes interference and inconvenience with citizens and infrastructures.

In order to guarantee the minimum amount of soil required by the trees for their development, "its root path", that is, the root connection between adjacent tree wells, has been guaranteed to assure the greatest availability of soil for the trees. In this way, externally, the tree pits have a size that is also much greater than those that had been carried out previously in the municipality, and whose total volume of available soil is greater due to the subsurface connection. Low-maintenance herbaceous plants have also been used to increase biodiversity and to attract pollinators.

3. Adequacy of the results obtained to the established objectives.

With the coverage and adaptation of the Rambla del Realejo, it has been possible to unify the urban fabric, improving the connection of both sides of its channel and the quality of life of the population from Cieza.

In addition to improving the connection, an area found degraded and underused has been regenerated and a new recreational space for adults and children has been created thanks to the installation of benches and children's play areas.

4. Contribution to the resolution of a problem or weakness detected in the territorial scope of execution.

La Rambla del Realejo crosses the neighborhoods of San Juan Bosco and San José Obrero, two disadvantaged neighborhoods. With the action carried out in the Rambla, on the one hand, the urban regeneration of the area has been achieved and, on the other, it has contributed to the improvement of the social cohesion of both neighborhoods with the rest of the urban area.



Photo before the performance



Photo after the performance

With the coverage and adaptation of the Rambla del Realejo, it has been possible to eliminate the problem of accessibility and communication between the two neighborhoods, favoring pedestrian mobility and universal accessibility. In addition, recreational and recreation places have been created in two disadvantaged neighbourhoods, improving the social cohesion of its inhabitants.

Likewise, the green coverage of the municipality has been increased and the interference and inconvenience for pedestrians have been minimized, as well as the health and cleanliness of the area has been improved.

5. High degree of coverage of the target population.

The actions carried out in the Rambla del Realejo had been claimed on numerous occasions by the residents of the surrounding neighborhoods. Currently, not only the people who live in these areas, but also the population from Cieza in general, can now enjoy an area of more than 2,000 square meters to walk or play with the children.

The benefit of the coverage and adaptation of the Rambla affects the entire population of Cieza, which in 2021 the INE registered at 35,301 inhabitants ¹.

Thanks to this action, new recreational spaces and playgrounds have been created, which will undoubtedly be enjoyed by the smaller population.



6. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

The coverage of the Rambla del Realejo of Cieza, in the section between Calle Juan XXIII and José Marín, has resulted in a new walk and recreation for children and adults. The pedestrianization carried out provides numerous benefits to citizens, among others, the elimination of architectural barriers, the promotion of sustainable mobility, and what will be the great challenge of cities, the reduction of air and noise pollution.

These improvements contribute to respecting horizontal principles, removing obstacles and

¹<https://www.ine.es/jaxiT3/Datos.htm?t=2883>

promoting equal opportunities and non-discrimination of citizens. The elimination of unevenness facilitates the mobility of diversely functional people, the elderly and, ultimately, the general population.

Regarding social responsibility, it is noteworthy that the second tranche of execution of the contract was carried out by a local company from Cieza and, therefore, employment has been generated in the municipality.



In addition, the Rambla del Realejo crosses two vulnerable neighbourhoods, San Juan Bosco and San José Obrero, and with this action discrimination is eliminated and children are offered the chance to play in their surroundings, creating leisure and recreation areas.

In relation to environmental sustainability, the green area of the city has been increased by increasing the coverage of trees and the inclusion of herbaceous plants in the last covered section of the Rambla del Realejo.

7. Synergies with other public intervention policies or instruments.

In the execution of the last phase of the Rambla del Realejo, the proposals contained in the Strategic Plan for Urban Ecology and Biodiversity 2017-2023 have been taken into account, increasing green coverage and biodiversity in this urban area of Cieza. All the considerations transmitted by the Segura Hydrographic Confederation regarding flood risk have also been taken into account to guarantee correct hydraulic operation after covering the boulevard.

The project is part of the operations: "Covering and adaptation of the Rambla del Realejo space between José Marín Camacho and Camino de Murcia streets" and the "Recovery of public spaces that degrade the city". Both interventions are within the line of action for the integrated recovery of urban public spaces, improving the environment and the urban atmosphere, within thematic objective 6 (improvement of the urban environment).

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