



La Rinconada
Town Hall

Line 8: Townscape Regeneration and Improvement

**Degraded Areas Redevelopment and Improvement: Lomas del Charco Park
Greenbelt actions**

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1. INTRODUCTION– SUMMARY

The ERDF funds are contributing greatly to the urban development of the municipality of La Rinconada (Seville). Among the different actions being carried out, the following should be highlighted: Redevelopment and Beautification of Degraded Areas: Actions in Green Lungs. "Lomas del Charco Park". This operation consists of the transformation of an area located in the disadvantaged neighbourhoods of the municipality, through the creation of a park with infrastructures for sports and leisure activities, regenerating the landscape and giving an appropriate use to a public space hitherto abandoned and used, on occasions, as an illegal rubbish dump.

In these disadvantaged neighbourhoods, which originate in social housing developments whose population has the worst socio-labour situation (trapped by unemployment, casualization and lack of education), an effective intervention is needed to improve these communities and integrate them with the rest of the municipality. For this reason, the Town Hall designs social intervention programmes to prevent poverty and social exclusion, reduce social inequalities and increase training, which is one of the main reasons why this new green and leisure area will be created.



BEFORE THE ACTION



AFTER THE ACTION

In the creation of the " Lomas del Charco or La Caldera Park", in honour of the grandmothers, the main actions carried out have been the following: 1) Planting of native plant species; with an important weight within the Project as it is a green lung within the urban fabric and, at the same time, an area of high visibility in the access to the nucleus of Rinconada, helping, therefore, to improve the image of the village; 2) Improvement of the accessibility to the park and creation of a network of pedestrian paths; 3) Creation of sports areas (basketball, skating, football, calisthenics, etc.), children's playground, sports equipment for the elderly and an area



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for dogs; and, 4) Promotion of culture through the installation of three podiums prepared for large-format sculptures, thus facilitating access to this type of exhibition for visitors and people from the surrounding area.

The total investment in this action has been €614,400.00, of which €491,520.00 corresponds to ERDF co-financing. The impact of the action is reflected in, on the one hand, the regeneration of 10,000 m2 of degraded area and, on the other hand, the use and enjoyment of the same by the 38,628 people who live in the municipality of La Rinconada and, especially, the most disadvantaged population.

2. ELEMENTS OF COMMUNICATION.

A total of €8,701.24 was spent on information and communication in this operation, that is 1.42% of the total expenditure.

// INFORMATIVE TRIPTYCH

Information leaflet published for printing and dissemination in the area of the action and in the rest of the municipality.

Number of printings = 3,000

Number of distribution points = 3



// INAUGURATION POSTER

Poster published for printing and dissemination in the area of the action and in the rest of the municipality.

Number of prints = 150

Number of distribution points = 3





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// INAUGURATION DIPTYCH

Information leaflet published for printing and dissemination in the area of the action and in the rest of the municipality.

Number of printings = 1,500

Number of distribution points = 3



// COMMUNICATION CAMPAIGN

Publication of a sponsored article on the creation and inauguration of the Lomas del Charco Park and the ERDF Funds.

Published in Eldiario.es on 27/12/2019, remaining as a banner on the front page and disseminated in social networks (Facebook and Twitter) of this media.



https://www.eldiario.es/edcreativoandalucia/La_rinconada-La_caldera-parque-fondos_feder-sostenibilidad_6_978562140.html

// VIDEO

Production and editing of a video showing the evolution of the works and the final installations.

Published on the YouTube platform on 27/12/2019 and disseminated in social networks of La Rinconada Town Hall.



<https://www.youtube.com/watch?v=6Alm4ycKAR8>



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// NEWS

Publication of a newspaper article.

Published in the free municipal newspaper "Toma Nota" section "Actualidad" (page 4), in the January 2020 edition.

Print run (copies printed) = 15,000

Number of distribution points = 4



3. CRITERIA

This action meets all the criteria to be considered as a best implementation practice co-financed by ERDF Funds.

3.1. The action has been adequately disseminated. *The role of the ERDF in the action has been adequately disseminated to beneficiary entities and to the general public.*

The operation has deployed a wide range of face-to-face and online media to raise public awareness:

- / An informative triptych on the operation was published, as well as posters and leaflets to communicate the inauguration of the park.
- / Communication campaign was developed through a sponsored article in the digital newspaper with the largest circulation among the population of La Rinconada.
- / Being aware of the transformation, both visual and social, that the area of action was going to undergo, and the informative relevance that nowadays the audio-visual media have, it was decided to make a video of the process of execution of the works that shows the infrastructures created, evidently demonstrating the substantial change in the environment. This video has been published on YouTube and disseminated through the municipality's social networks.
- / Finally, a news article was published in the local newspaper.

It should be noted that all the communications made included the elements required by the reference standard: The European emblem, the reference to ERDF co-financing and the slogan "A way of making Europe". As well as appearing on the information poster of the works, these elements also appear on the reports, specifications, projects, invoices, etc.



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CONSTRUCTION SITE SIGN



SHEET REFERENCE

3.2. The action incorporates innovative elements. *The innovative nature of the action is linked to the methodologies, technologies or processes, the services provided and the different tools used. It is also considered innovative with regard to the territory or area of implementation.*

The park has numerous wooded meadows in which the pre-existing trees in the area have been used, complementing them with the planting of new ones, which offers a wide representation of native plant species. In any case, the park has been designed in such a way as to require a minimum consumption of resources for its maintenance. The inclusion of Sustainable Urban Drainage Systems (SUDS) instead of traditional drainage systems in all the green areas, which multiplies the performance of irrigation and reduces consumption, as well as contributing to the replenishment of the water table, is part of the environmental and sustainability policy developed by the Town Hall. This innovative system will be applied for the first time in La Rinconada after the success it is having in different areas of Europe.

In terms of innovative facilities, for the practice of exercise in open-air public spaces, calisthenics or Street Workout elements have been introduced in the park that have not been used in the town before and/or have been received with great interest by the users. On the other hand, the park also has an area reserved for dogs, which can be enjoyed together with their owners without a leash, presenting this type of enclosure as a novelty in the town.

In addition, the furniture used in the construction of the park had to be highly durable and resistant. In this sense, the innovation lies in the creation of a pedestrian area with vandal-proof urban furniture and paving with a high drainage capatown, thus increasing the useful life of benches and litter bins.



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CALISTHENICS AREA



VANDAL-RESISTANT FURNITURE

3.3. Adequacy of the results obtained to the established objectives. *The main objectives are highlighted, showing the added value of having received European Funds.*

Thanks to ERDF co-financing, the results that had been established from the outset have been achieved. Within these objectives, the increase in the number of hectares of green leisure areas for the public stands out, as an unused and inaccessible space has been converted into 1 hectare of useful and sustainable green areas. This has increased the environmental quality of the area and, therefore, the quality of life of the citizens, as it promotes physical exercise, team sports, as well as the shared family use and enjoyment of the new facilities (with the incorporation of a swing area), and encourages recreation with pets, with the reservation of an area as a dog park.

On the other hand, pedestrian accessibility has been increased in the area surrounding the park, as the area is regulated by traffic lights and has a pedestrian access from Caldera street (which gives its name to the park) to facilitate entry and exit to the new green area.

3.4. Contribution to the resolution of a problem or weakness detected in the territorial area of implementation. *A description is given of the problem that the Project presented responds to and how its implementation favours the development of the territory.*

A number of problems have been identified in the area of action and are being resolved thanks to the ERDF contribution. In this regard, it should be noted that, as part of the operation, a socio-economic diagnosis of the target groups and the existing and necessary infrastructures was carried out.

Prior to the intervention, the plot of land was fenced on two sides and open on the other two without any specific use; it was even occasionally used as an illegal dump

This is an urban edge area next to the A-8001 road that finishes off the residential fabric of Rinconada. The area in question is located in an area of social housing and protected housing identified by the Department of Equality and Social Policies of the Andalusian Regional Government as Zones in Need of Social Transformation (ZNST): clearly delimited urban residential areas, in whose population there are structural situations of severe poverty and social marginalisation.

This social housing neighbourhood, called "Huerto de Benito", did not have any green or recreational areas. Likewise, the northern part of the municipality did not have a park with these environmental characteristics; its green areas were limited to small areas in urban squares, but, in any case, there was a need for a large green and tree-covered area that would



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act as a real environmental lung. In addition to this, there was a lack of sports and leisure areas, and the facilities included in this park have come to cover the following.



LOCATION OF THE PARK IN THE AREA OF "HUERTO DE BENITO" NEIGHBOURHOOD (ZNST)

3.5. High degree of coverage of the population. *Mention is made of the outreach, not only to beneficiaries but also to the general population.*

The execution of this operation has a direct impact on the population where the action takes place, i.e. the "Huerto de Benito" neighbourhood, where approximately 500 residents live.

However, it is possible to affirm that it has an indirect impact on the total population of La Rinconada, which amounts to 10,163 people, given that, on the one hand, it is a new green area that will improve the environment as a whole and, on the other hand, its facilities and infrastructure are factors of attraction for the population that will come to spend their leisure time in the park.

For these same reasons, and taking into account the existing distance between the towns of La Rinconada and San José de la Rinconada, it is possible to affirm that the total population of the municipality of La Rinconada (38,628 people) will benefit from this action.



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LOCATION OF THE PARK WITHIN THE MUNICIPALITY OF LA RINCONADA / POSTER REF. EU.

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

Indicate how these criteria have been applied in the corresponding action.

Like any Sustainable Urban Development (SUD) strategies operation, the horizontal principles of the Operational Programme (OP) have been taken into account in the implementation of this operation.

One of the fundamental pillars in the selection and execution of the operation for the creation of the "Lomas del Charco or La Caldera" Park has been equal opportunities. In fact, this principle has been taken into account from the very selection of the operation, since La Rinconada Town Hall has an Equality and Social Welfare Department that has actively participated in the design of the park, providing corrective measures to promote accessibility to it, and supervising the documentation generated in all its phases.

In addition, in the execution of the project itself, the incorporation of non-sexist language and images has been considered, both in the documentation of the files and in all the dissemination actions carried out.

It is worth noting that the park honours grandmothers, whose permanent plaque reads the following poem: "Grandmother, chosen woman, advice and wisdom. The love of your smile, always caring for me and guiding me. Your hands are the reflection of effort and courage, yours are my walks, yours is my daily life".

Another of the principles that has been taken into account in the execution of the project is environmental sustainability:



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- / It has opted for minimum subsequent maintenance, through the installation of an irrigation system that offers low water consumption.
- / Low carbon emissions will be emitted during maintenance, due to the durability of the materials used.
- / Part of the existing trees have been conserved and new ones have been planted respecting environmental criteria, promoting the conservation and protection of native plant species.



PERMANENT PLAQUE "TO THE GRANDMOTHERS..."

CONSERVATION OF PRE-EXISTING TREES

3.7. Synergies with other Policies or public intervention instruments. *This takes into account that the intervention has reinforced the action of other policies and has contributed to reinforcing positive aspects of the same.*

This action has synergies with other policies or instruments of public intervention, in particular with the Action Plan for Sustainable Energy in the municipality (Covenant of Mayors), which sets out the lines to be followed to improve the environmental situation of the municipality, such as the revaluation and improvement of urban space (Green areas and sustainable mobility).

It also has synergies with the Regional Ministry of the Environment of the Andalusian Regional Government, through the Urban Sustainability Programme Town 21, which aims to substantially improve the quality of the urban environment in Andalusian municipalities and the quality of life of their citizens.