

# STRATEGIC PLAN OF THE CITY OF SANTA POLA

## "SANTAPOL AVANT"

FIRST FCP







PLA CIUTAT

**Santa Pola**

santapolavant



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## **0.1 INTRODUCTION**





## 0.1 INTRODUCTION

Cities are an important engine to develop the territory in the socioeconomic aspect, and the challenge is to keep creating welfare, stability and wealth, which will help to maintain and improve the life of the citizens. The launch of the project **Strategic Plan Santapolavant** is going to give the opportunity to modify the current dynamics that impede local development, and also to tackle imaginable changes in order to obtain the desired city. From a global perspective, it is expected to integrate objectives and necessary actions to improve and transform the city, in the interest of the social majority.

### Why do we need a city plan for Santa Pola?

It is necessary to make a diagnosis of the city in order to establish its current state and determine the direction we want to follow in the future, to find solutions to present problems and to invest to build the future of the city. Furthermore, resources must be applied to achieve the objectives, in a prioritised, consistent and achievable way, from a planned and transversal management.

### What does it mean for the city?

- The adaptation of the municipality to the standards of the 21<sup>st</sup> century, sustainability and territory governance guidelines.
- The participation of the politicians and the citizenship.
- The encouragement of good government.

The city will be a leading municipality at the service of the citizenship, ensuring a smart, sustainable and integrating growth.

### Is the opinion of the citizenship taken into account?

The civic participation includes every citizen, even the youngest. The involvement and the vision of children are essential.

“

*The Pla Ciutat means to adapt the municipality to the standards of the 21<sup>st</sup> century and to the sustainability and governance guidelines, which is the decision making of the city, with the participation of the politicians and other agents involved, thanks to the civic participation. In short, the plan wants to encourage the good government, which will be more participative and adapted to the real needs of the population. To sum up, this plan intends to turn Santa Pola into a leading municipality, at the service of the citizenship, and according to the European Strategy 2020, ensuring a smart, sustainable and integrating growth.*







## **0.2 ANALYSIS OF THE TERRITORIAL CONTEXT**





PLA CIUTAT

Santa Pola

santapolavant

## 0.2 ANALYSIS OF THE TERRITORIAL CONTEXT

Santa Pola is a coastal municipality, located in the area of Baix Vinalopó, in the province of Alicante.

It has 31,137 inhabitants (INE 2017) and a surface of 58.16 km<sup>2</sup>.

The population density is 535.37 inhabitants/km<sup>2</sup>.



8.724 habitantes GRAN ALACANT



22.413 habitantes



6 Núcleos de población



2 Parajes Naturales



Referente turístico para la comarca



Interés cultural y patrimonial



Actividad pesquera



### Communication infrastructures

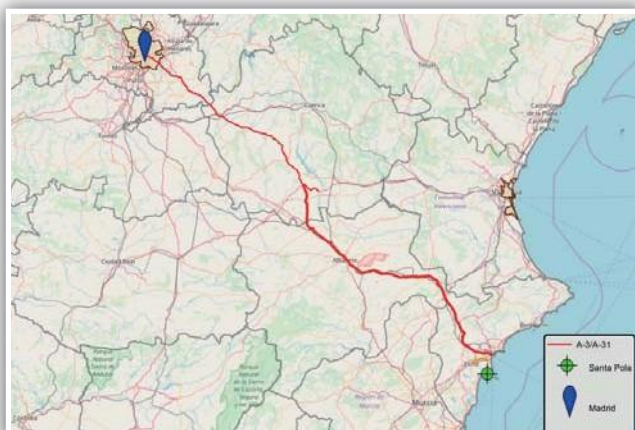
The municipality is accessible through the N-332 and CV-856.

### Maritime aspects

A Santa Pola acts like a node in fishing importation and exportation, on a small scale.

### Communication with the capital of Spain

A-31 / A-3



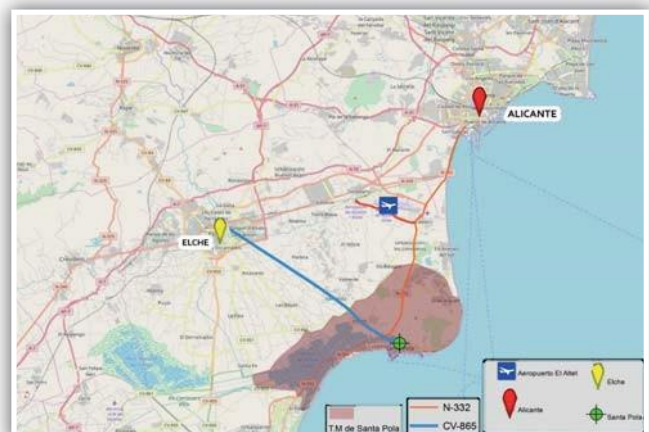
### International airport Alicante-Elche

El Altet

N-332

### Regional connections

Urban and territorial disadvantage in relation to Alicante. 19 Km through N-332 and 11 km to Elche through the CV-865.





# PLA DE CIUTAT SANTA POLA AVANT

## SANTA POLA



## SANTA POLA (Baix Vinalopó)

38° 11' 23"N 0° 33' 20"O

SUP. 58,16 KM



+ DE 11 KM DE PLAYA  
13 BANDERAS QUALITUR

parc natural  
de les salines  
de santa pola



43% DEL  
MUNICIPIO ES  
PARQUE NATURAL

## POBLACIÓ

**31.137  
HABITANTES**

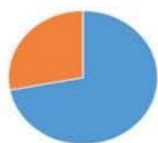
### MUJERES

15.535 hab  
49,9%

### HOMBRES

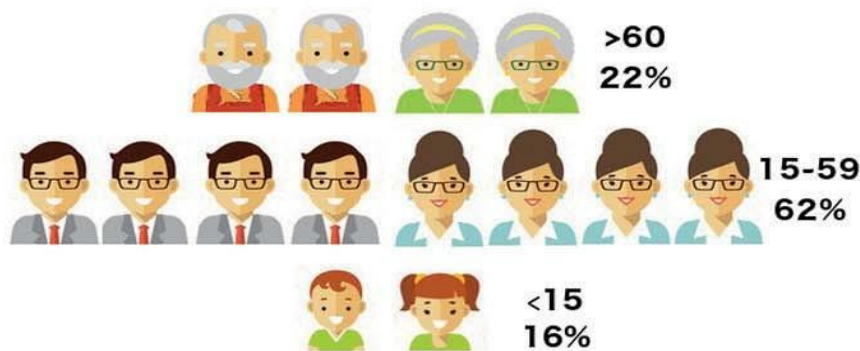
15.602 hab  
50,1%

GRAN ALACANT  
8.724 hab  
28%



NÚCLEO URBANO SANTA POLA  
22413  
72%

## PIRÁMIDE DE POBLACIÓ



## ECONOMÍA

Sector primario 7%

Industria 7%

Servicios 77%



Construcción 9%

## DESEMPLEO

**14,39%**



**40%**



**60%**

## MOVILIDAD



ALICANTE 20 KM  
ELCHE 16KM  
VALENCIA 184KM



PARADA AVE ALICANTE  
20KM



AEROPUERTO  
EL ALTET  
13KM

Data referred to January 1, 2016.

Source: Valencian Institute of Statistics.

Population pyramid on 1<sup>st</sup> January , 2017, INE.



### **0.3 CITY INDICATORS**





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Santa Pola

santapolavant



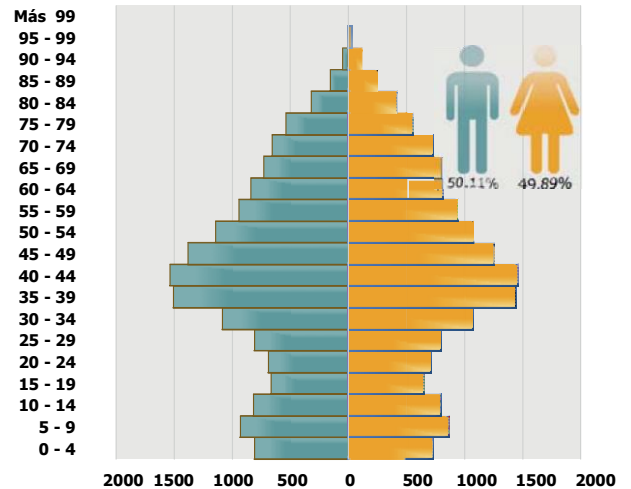
## 0.3 CITY INDICATORS

### 0.3.1 Demographic indicators

#### 0.3.1.1 Population pyramid

According to the information given by the Statistics Valencian Institute (INE) on the 1<sup>st</sup> of January of 2017, Santa Pola has a **regressive population pyramid**, and people are 43.83 years old on average. This number is above the average age of the province, which is 43.20 years old, although it is not a very meaningful difference. The average age in the country is 42.96 years old. The reason is the low birth rate, which has been constantly decreasing. However, during the last years it has been mitigated.

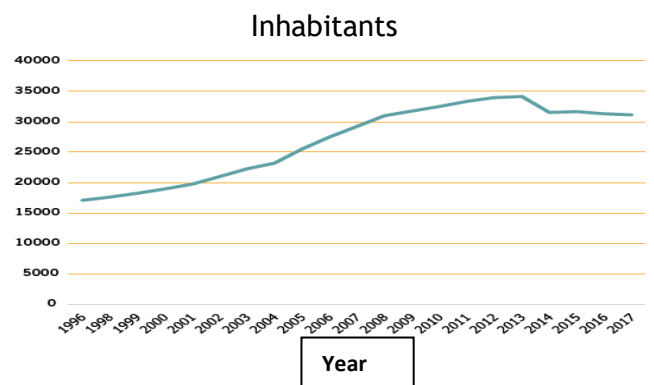
In the middle part of the pyramid there is more population, men and women, aged between 30 and 54 years old, which represent 41.63% of the inhabitants of Santa Pola. On the other hand, the youth percentage (between 15 and 29 years old) is 13.88%, which is under the average of the country, 15.05%, and the province, 14.25%.



#### 0.3.1.2 Evolution of population

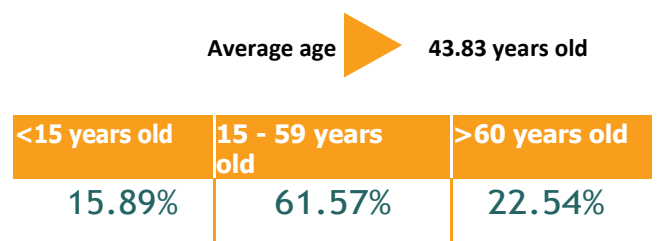
The population of Santa Pola has increased between 1996 and 2013. This growth is caused by the migration flow and the construction sector, since the urban growth and the construction of high buildings have marked the population development in this period.

However, since 2013, the population has declined up to 31,529 inhabitants, which means 2,605 inhabitants less. This decrease is due to the economic recession and the low birth rate. Nowadays, the population is keeping its stability with the possibility of a following decrease.



#### 0.3.1.3 Average age and composition

The average age of Santa Pola, according to the information given by the Statistics Valencian Institute (INE) on the 1<sup>st</sup> of January of 2017, is 43.83 years old, which shows a **slightly aged population**. This is due to the fact that the population aged between 15 and 59 years old represents 61.57% of the whole of the population and, moreover, 22.54% are over 60 years old. On the national level, people aged over 60 are 18.96%, a much lower number.





#### 0.3.1.4 Floating and foreign population

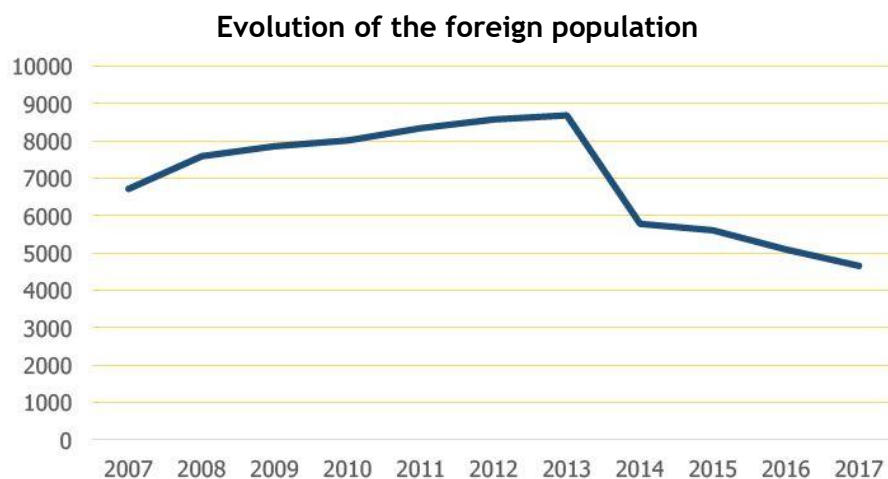
In 2016, according to the INE, Santa Pola had a registered population of 31,309. Nevertheless, the number of second homes, or the production of solid urban waste, reflect the existence of a quite high transient population almost the entire year.

Considering, then, the equation  $TP = SUW/days * 1.5$  (1.5 being the coefficient of SUW generation in the province of Alicante), an annual average of 80,958 is obtained, although in July and August it exceeds 120,000 people. (Touristic sustainability diagnosis of the municipality of Santa Pola).

On the other hand, depending on the population registered and the residences in 2011, the INE gives official numbers of the population involved in Santa Pola. In this case, the municipality counted on an involvement rate of 254.49, from which 47,879 are due to leisure (different to work and studies).

The number of the **foreign population** has been reduced since last year, as it is seen in the chart. On the 1<sup>st</sup> of January of 2017, according to the statistics of the census published by the Government of Alicante, Santa Pola has **4,648 foreigners, 14.92%**. The area of Gran Alacant is the most concerned, since the majority of the residents are foreigners, so its population has decreased in the last few years. In 2012 it had 11,095 registered inhabitants and, in 2016, 8,753.

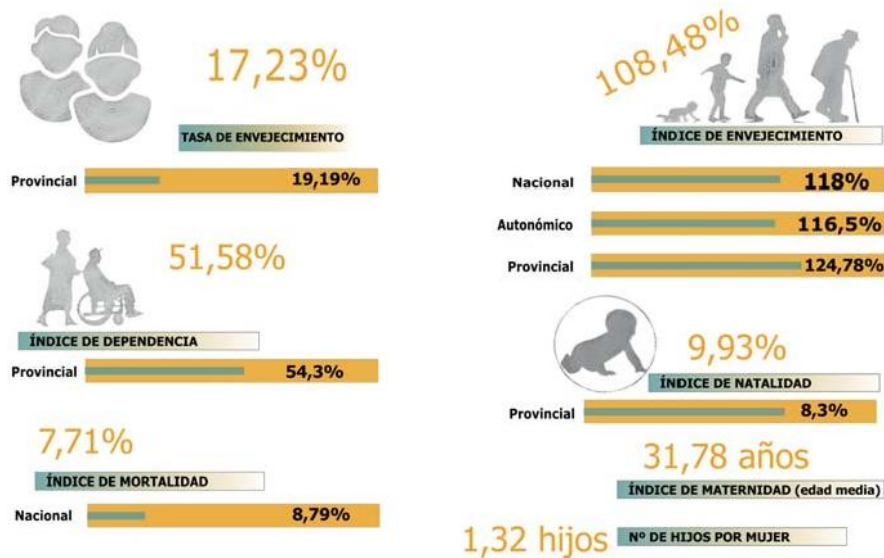
In comparison, the percentage of foreign population of Santa Pola is 3% lower than the percentage of the province (17.81%), which has also been reduced during the last 5 years. In 2013, the percentage of foreigners in the province was 24.13%. This information is given by the statistics services of the Government of Alicante (<http://documentacion.diputacionalicante.es>).



#### 0.3.1.5 Population density



### 0.3.1.6 Natural movements of population



### 0.3.2 Climate indicators

#### 0.3.2.1 Climate conditions

Climate in Santa Pola is known as a **local steppe climate**. It doesn't rain much during the year. Following Köpen and Geiger classification, the climate is BSh. According to the website AEMET and the definition of normal climate values for the measuring station located in the Alicante-Elche airport, annual average temperature is 18.2°C and precipitation is 227mm.

Regarding the annual distribution of rain, in the months of July and August the precipitation does not exceed 5mm of monthly average in the historical series, while September and October are the rainiest with rainfall around 40mm. The maximum monthly average temperatures are given in the months of July and August (30.1 and 30.7), while the minimum temperatures of December, January and February are around 7°C.

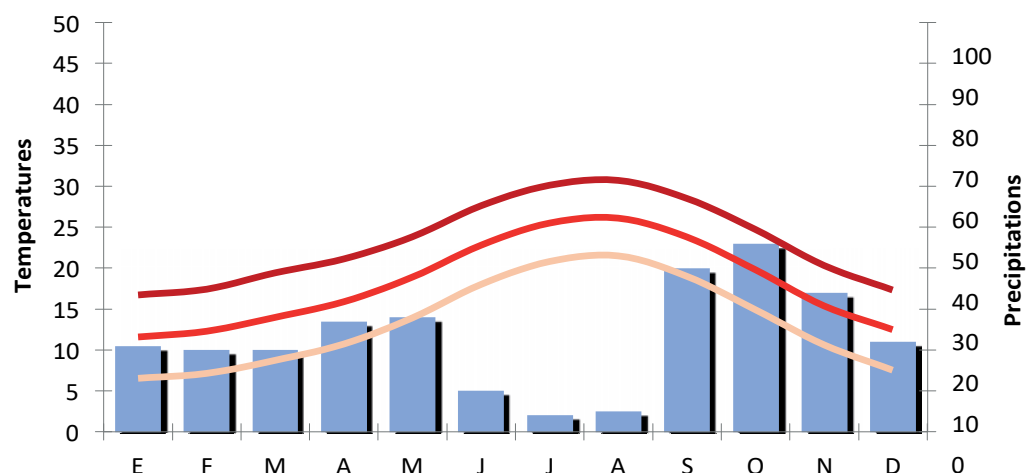
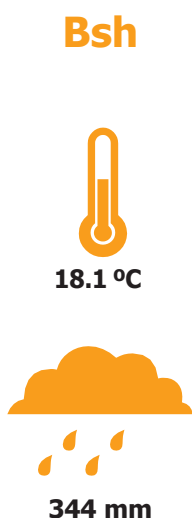
**SEMIARID**

**Climate graph**

**WARM**

**Station: Alicante Elche Airport**

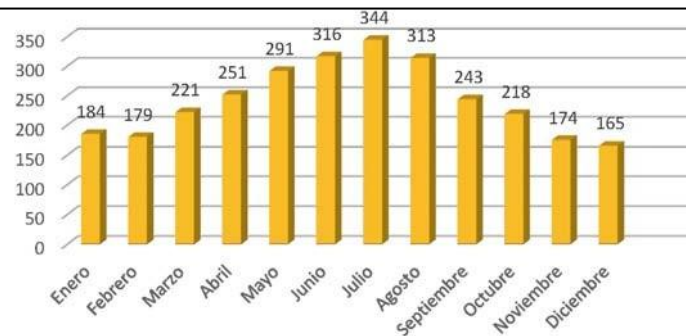
**CLIMATE**



Santa Pola has approximately 260 sunny days per year.

January	184
February	179
March	221
April	251
May	291
June	316
July	344
August	313
September	243
October	218
November	174
December	165

Average monthly number of sun hours (Regular values, AEMET- Alicante Elche Airport)



### 0.3.2.2 Risk of natural disasters

Santa Pola has areas with **medium and very high risk of flooding**, according to PATRICOVA, therefore, some measures have to be taken when there is a risk of torrential rains. The high risk flooding area (coloured in red) is located in the industrial zone of Santa Pola and Plaza Europa roundabout, whereas the medium risk area (coloured in yellow) is located in the same spot, but outside factories and warehouses. It is also important to consider geotechnical risks, there are some unstable slopes around the cape.



#### Flooding risk





0.3.3 Environmental indicators

0.3.3.1 Protected areas

According to the Pla General of 2009, Santa Pola has six natural protected areas with different categories and characteristics, which give the municipality a high interest and a landscape and environmental wealth. These areas extend up to **2,298.29 hectares**, and represent 39.52% of the municipality surface.

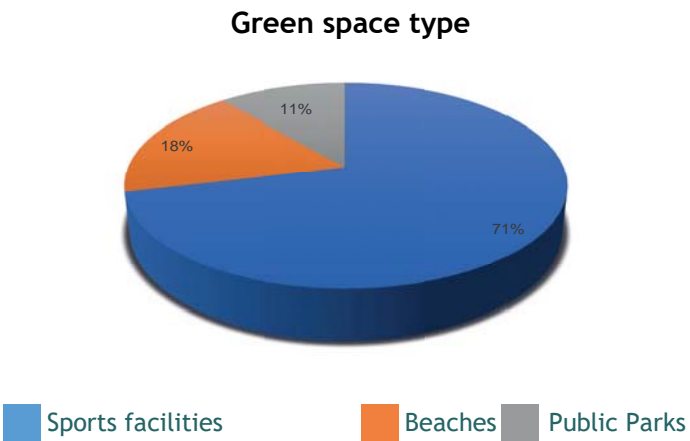
Area	Protected area
Clot de Galvany	ZEPA <sup>1</sup>
Les Salines de Santa Pola	ZH <sup>1</sup> , ZEC <sup>1</sup> , ZEPA, PN <sup>4</sup> , LIC <sup>5</sup>
Dunes de Pinet	Mrc <sup>6</sup>
Barranc de l'Escolgador de Crist	Mrc
Els Bassars - Clot de Galvany	ZH, PN
Salines del Pinet	Mrc



- 1. Special Protection Area for Birds
- 2. Wetland
- 3. Special Preservation Area
- 4. Nature Park
- 5. Site of Community Importance
- 6. Micro-reservation

0.3.3.2 Green spaces

According to the Pla General of 2009, green spaces in Santa Pola are divided in three: **beaches, outdoors sports locations and public parks**. The whole of green spaces surface is **1,862,460 m2**.



Surface type	Surface m2
Sports facilities	1.387.500
Beaches	343.818
Public Parks	217.858

Regarding the availability and quality of green spaces, there is a lack of parks and/or squares, which only represent 7.04% of the whole green spaces surface.

The indicator of green space surface per inhabitant, in Santa Pola, is **4.21 m2**, far away from the **10-15 m2** advised by the World Health Organization. This number reflects the lack of leisure urban spaces which help the use and enjoyment of public space.

### 0.3.3.3 Air quality

The development of the **Valencian Network of Surveillance and Control** is planned through the Air Quality Control Centre. Following the normative demands, the proper functioning of the network is supervised, as well as the effectiveness of the maintenance and validation tasks. There are two control centres near Santa Pola, located in Alicante and in Elche.

Atmospheric pollution values are **33µg/m<sup>3</sup> of nitrogen dioxide**, so the air quality is considered to be excellent and with low pollution. The proximity to the sea and the presence of natural elements clean and renovate the air, and eliminate all kind of polluting particles in suspension.

### 0.3.3.4 Noise levels

Noise pollution produced by human activity has dramatically increased during the last years. According to the Organisation for Economic Co-operation and Development (OECD), a lot of member countries, including Spain, have a sound level higher than 65 decibels, limit accepted by the WHO. Road traffic and leisure activities are the main sources of noise in Spain.

Road traffic noise levels in Santa Pola vary between **54.8 dB** in winter and **74 dB** in summer. The streets generating a higher sound level are: Avenida Blasco Ibáñez, Avenida Portus, Calle Elche (the highest dB) and road N- 322. This information has been obtained from the seasonal analysis of the sound map of Santa Pola (University Miguel Hernández, Mechanical Engineering area. Polytechnic University of Valencia, Applied Physics).

### 0.3.3.5 Urban waste management and collection system

The company in charge of the collection of urban waste is URBASER. The collection is semi urban (municipalities between 5,000 and 50,000 inhabitants), one trash can per fraction of waste sorting, every 400 inhabitants. The information showed below is from 2016, as appears on the touristic sustainability diagnosis of the municipality of Santa Pola (numbers are calculated according to the population registered in the census).

<b>Essentials</b> <b>25.1kg/inhab/year</b>	<b>Rubbish</b> <b>586.6kg/inhab/year</b>	<b>11.5kg/inhab/year</b> Number of trash bins: 112 Collection of light containers	<b>16 kg/inhab/year</b> Number of trash bins: 112 Collection of cardboard
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Regarding the waste management system, Santa Pola is part of the **Consortium for Urban Waste management from the Baix Vinalopó**, founded in 1997. The Urban Solid Waste Treatment Plant of the Consortium is located in **Els Cremats-Partida Saladars**. The Recyclable MRF for light containers has different facilities for recovery and valuation of all marketable products (compost, ferrous products, aluminium, paper and plastics).

<b>123.000</b>	<b>83.500</b>	<b>6.500</b>
<b>Compost</b>	<b>Compaction in waste press</b>	<b>Light containers</b>

*\*Tons/year\*Information checked in 2018 on residuosdelvinalopo.com*

### 0.3.3.6 Quality of the beaches

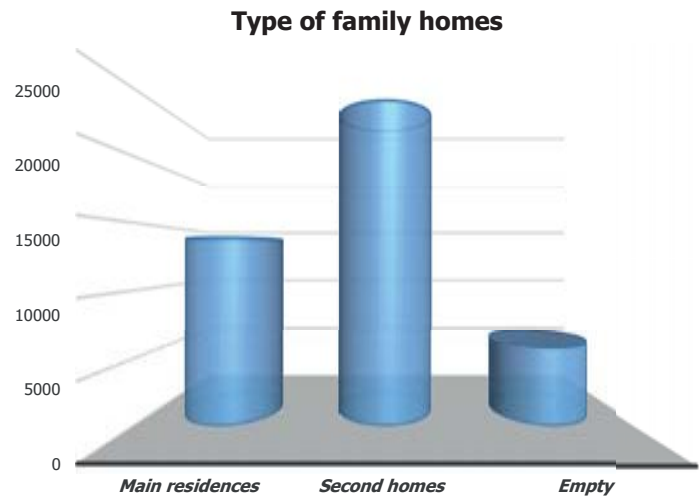
The beaches and the sea from Santa Pola have an outstanding quality, and it is possible to see the results in the indicators obtained yearly. According to the Local Development Agency (ADL) and the information from the Valencian Institute of Statistics and the Association of environmental education and consumer:

- Year 2017: 6 beaches with blue flag (Calas del este, Varador, Llevant, Llisa, Santiago Bernabeu).
- Year 2016: Excellent water quality in Cales de l'est, Varador, Llevant, Santiago Bernabeu, Gran platja, Platja Llisa, Platja Tamarit and Platja de l'Ermita.
- Year 2016: 4.725km of urban beach and 6.130km of beaches outside the city centre certified by AENOR following the regulations UNE-EN ISO 9.001:2008 and UNE-EN ISO 14.001:2004.

0.3.4 Urban indicators

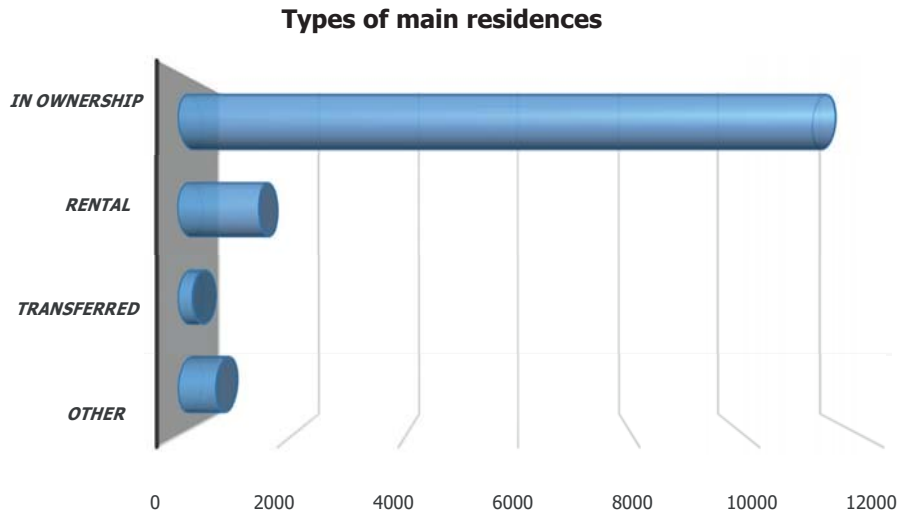
0.3.4.1Housing characteristics

According to the population and housing census of 2011, the total number of **buildings** in Santa Pola is **10,169**. In these buildings, there are **43,865 family homes**.  
The average in the **Baix Vinalopó is 1.68 inhabitants per home** and in the Valencian Community is 1.57, so the numbers are quite unlike in relation to Santa Pola. The national average is 1.85 inhabitants per home.



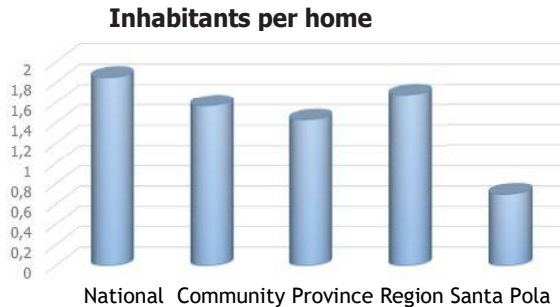
\* Population and housing census of 2011

The number of second homes is representative, as they are 55% of total homes. In the province, the percentage of second homes is 25.6%, which shows the high regular use of the residences as a temporary home, for work or leisure purposes. Empty homes (that are not the habitual residence nor used seasonally, periodically or sporadically) are 5,828 and represent 13.27% of family homes. This number is similar to the national average, 13.65%. The average of the province is lower, 16.40%. All the **13,912 main residences** are classified in four typologies.



\* Population and housing census of 2011

According to the information from the population and housing census of 2011, the relationship of **inhabitants and residences** is **0.70**, caused by the high quantity of secondary homes. In the province, the relationship is higher, **1.43 inhabitants per home**. In the Baix Vinalopó is **1.68 inhabitants per home**, in the Valencian Community is **1.57** and in Spain is **1.85**. These numbers are much higher than the 0.70 from Santa Pola.



\* Population and housing census of 2011



### 0.3.4.2 Condition of the buildings

Regarding the structural condition of the buildings, according to the population and housing census of 2011, they are, mostly, in good condition (95.6%). One of the possible causes is the high number of building constructions that took place during the beginning of the XXI century.

Condition	Number of buildings
Good	9.722
Deficient	376
Bad	50
Ruinous	21

### 0.3.4.3 Access to energy sources and consumption patterns

According to the population and housing census, **16.90% of main residences in Santa Pola do not have heating**, whereas 61.22% do not have, but they have some heating appliance. Furthermore, all residences, main and secondary, have shower and toilet, as well as access to running water through public supply.

### 0.3.4.4 Energy consumption of buildings and streetlights

The Sustainable Energy Action Plan (PAES 2012) of Santa Pola shows the energy consumption of buildings and streetlights.

**Buildings**  
91.817 MWh

**Streetlights**  
38.003 MWh

Energy consumption of street lighting represents 41.39% of municipal electric consumption.

## 0.3.5 Economic indicators along one entire year

### 0.3.5.1 Activity sectors

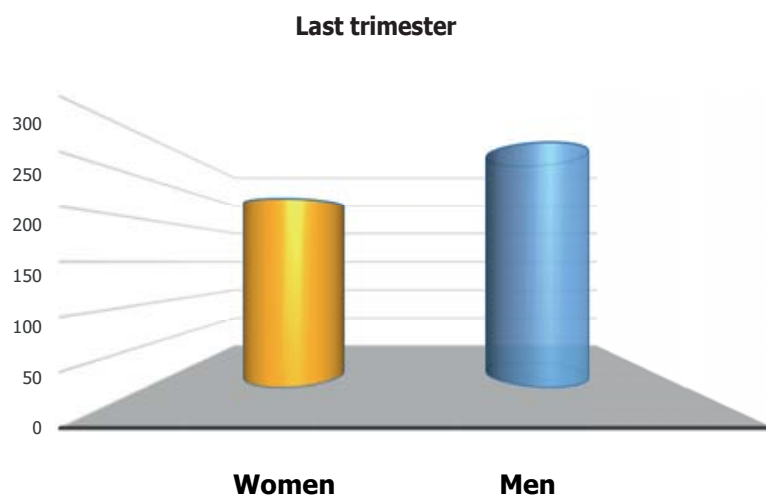
Economic activity in Santa Pola is related to seasonal tourism, fishing and the commercial sector. As it is showed on the board, service sector has some seasonal changes.

	Total	Primary	Secondary	Construction	Tertiary
2017 (1st trimester)	6.073	290	530	473	4.780
2017 (2nd trimester)	7.039	271	583	490	5.695
2017 (3rd trimester)	6.497	189	524	461	5.323
2017 (4th trimester)	6.196	240	541	505	4.910

*Social Security General Treasury (TGSS) and Social Institute of La Marina (ISM)  
Sustainable Economy Office, Productive, Commerce and Employment sectors*

### 0.3.5.2 Hiring related to gender

In general and according to the information given by SERVEF, during 2017, hiring of men over women has increased **15%**. During the entire year, **8,845** people have been hired, **56.91%** men and **43.09%** women.



Contratcs according to gender in 2017	Men	Women	Total
January	268	154	422
February	264	199	463
March	340	260	600
April	384	332	716
May	593	364	957
June	681	582	1263
July	848	667	1515
August	348	267	615
September	303	239	542
October	408	289	697
November	304	232	536
December	293	226	519
<b>Annual</b>	<b>5034</b>	<b>3811</b>	<b>8845</b>
Average/monthly	419,5	317,6	737,1
Standard deviation	187,1	154,9	339,3

SERVEF

### 0.3.5.3 Seasonality in hiring

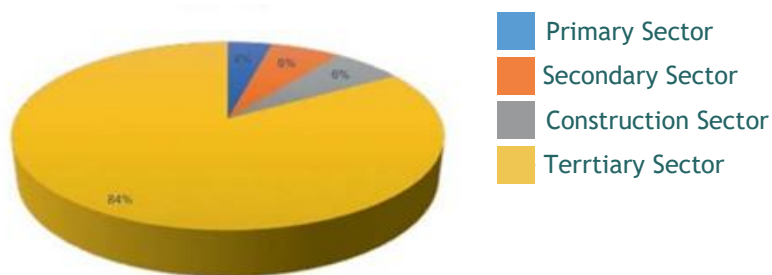
The number of contracts shows a strong seasonality, directly related to the touristic sector, in Easter and summer.



#### 0.3.5.4 Hiring by sectors

Hiring in 2017 by activity sector (SERVEF)

The service sector covered a big part of the hiring in 2017, specifically 55.50%. Last trimester, 441 contracts have been made. The sector that has a lower hiring degree is the primary sector, registering 17 contracts (3.96%) during the last trimester.

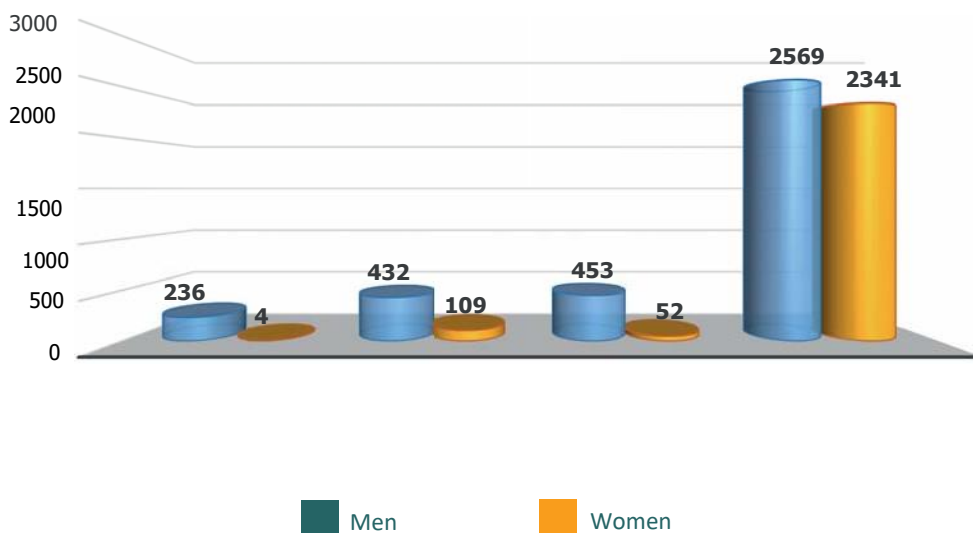


Hiring in 2017 by activity sector (SERVEF)				
	Primary Sector	Secondary Sector	Construction Sector	Tertiary Sector
03121 - Santa Pola	350	550	556	7.389

#### 0.3.5.5 Professional situation related to gender

Regarding the gender of people been hired in 2017, according to SERVEF, hiring of men and women is very unlike in the primary, secondary and construction sectors. In the service sector, men contracts are more common, although the difference is less significant.

In the south of Europe, hiring of men is repeatedly more common, and the unemployment numbers show that there are more unemployed women.

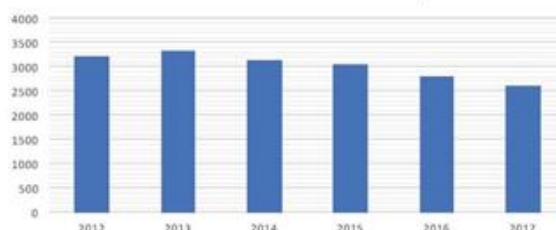


SERVEF 2017

#### 0.3.5.6 Unemployed people and evolution regarding age and gender

Regarding unemployment and according to the information given by the ADL of Santa Pola, the percentage of unemployed people concerning the working population is being reduced during the last years. In 2014 and 2015 they reached its maximum.

Evolution of the annual average of unemployed people





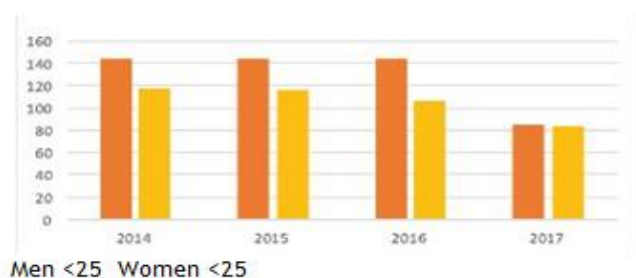
#### Unemployed job seekers by groups of age:

	Men			Women		
	Under 25	Between 25 and 44	Over 44	Under 25	Between 25 and 44	Over 44
2017	85	454	517	83	703	764
2016	144	570	549	106	787	778
2015	143	678	599	115	928	740
2014	143	678	599	117	925	760

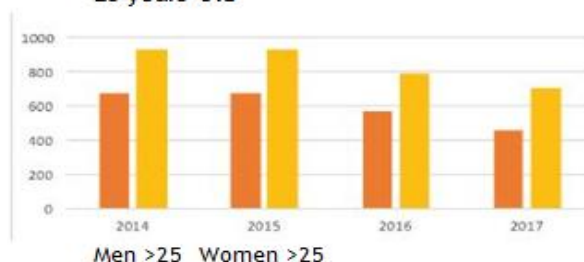
SERVEF

The graphs show an improvement in the number of job seekers, however, there are some aspects to take into account. In the older group of job seekers, the descent is minor, which proves the difficulty finding a job over 44 years old. For women, numbers are more stable.

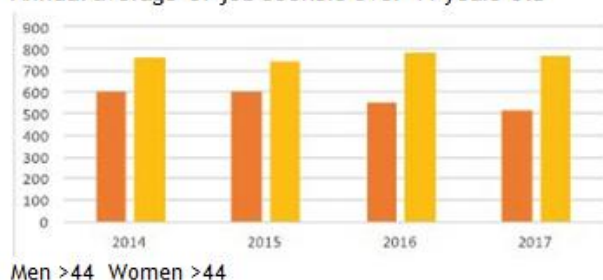
Annual average of job seekers under 25 years old



Annual average of job seekers over 25 years old



Annual average of job seekers over 44 years old



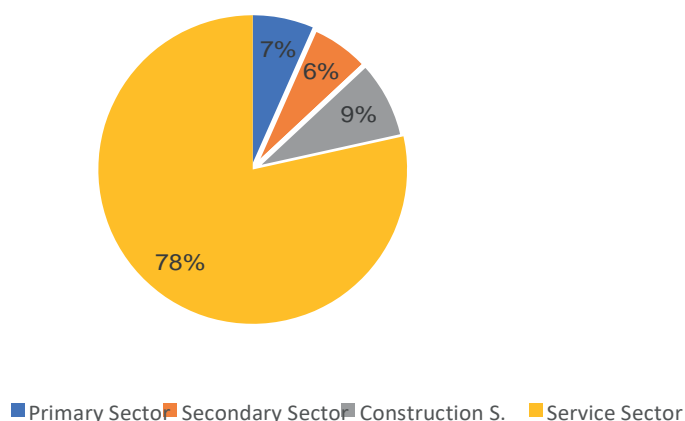
Among the job seekers under 25, there are more men than women. This situation is inverted in next groups, due, partially, to the fact that women join the labour market later than men, because women show a higher studies level that delays their work inclusion.

#### 0.3.5.7 Situation of SME

	Primary Sector	Secondary Sector	Construction Sector	Service Sector
Enterprises registered in the Social Security (annual average 2017)	58	56	74	681

As it is reflected in the information about enterprises registered in the Social Security given by the Sustainable Economy, Productive, Commerce and Employment sectors Office, the majority of enterprises are in the service sector, which shows the importance of this sector in the economy of Santa Pola.

## Number of enterprises by activity sector registered in the Social Security



Source: Social Security General Treasury (TGSS) and Social Institute of La Marina (ISM), Sustainable Economy Office, Productive, Commerce and Employment sectors

### Tourism offer

Regarding the tourism offer of Santa Pola published for 2017 by the Valencian Tourism Agency, it is showed that the main offer is based on apartments, following by campsites.

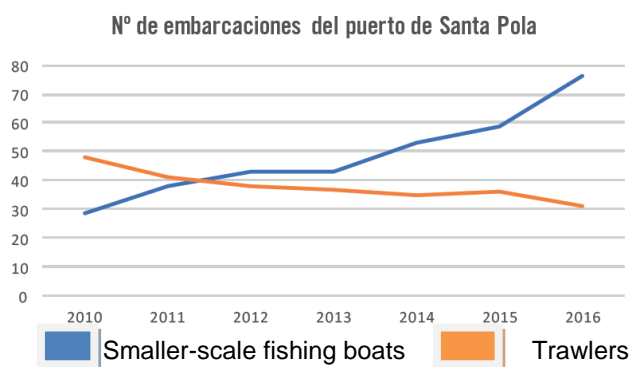
At the same time, 182 restaurants with 9,876 places, 5 travel agencies and 7 enterprises of active tourism also stand out.

Regulated tourism offer (Valencian Tourism Agency)	Year 2017
Hotel places	381
Hostel places	46
Inn places	22
Apartment places	5068
Campsite places	1365

### Port of Santa Pola

The Generalitat Valenciana is responsible of the administration of the port of Santa Pola and, currently, it has two administrative licences that belong to the marinas of Club Náutico and Marina Miramar.

As regards fishing, according to the information given by the ADL in 2016, the fleet was formed by 31 trawlers and 76 small-scale fishing boats, whereas in 2009 there were 40 trawlers and 42 small-scale boats. These numbers show a progressive abandonment of bigger boats in favour of the smaller ones. The boats doing artisanal fishing are smaller boats, which require less investment at the beginning, fewer administrative licences and they are more sustainable.

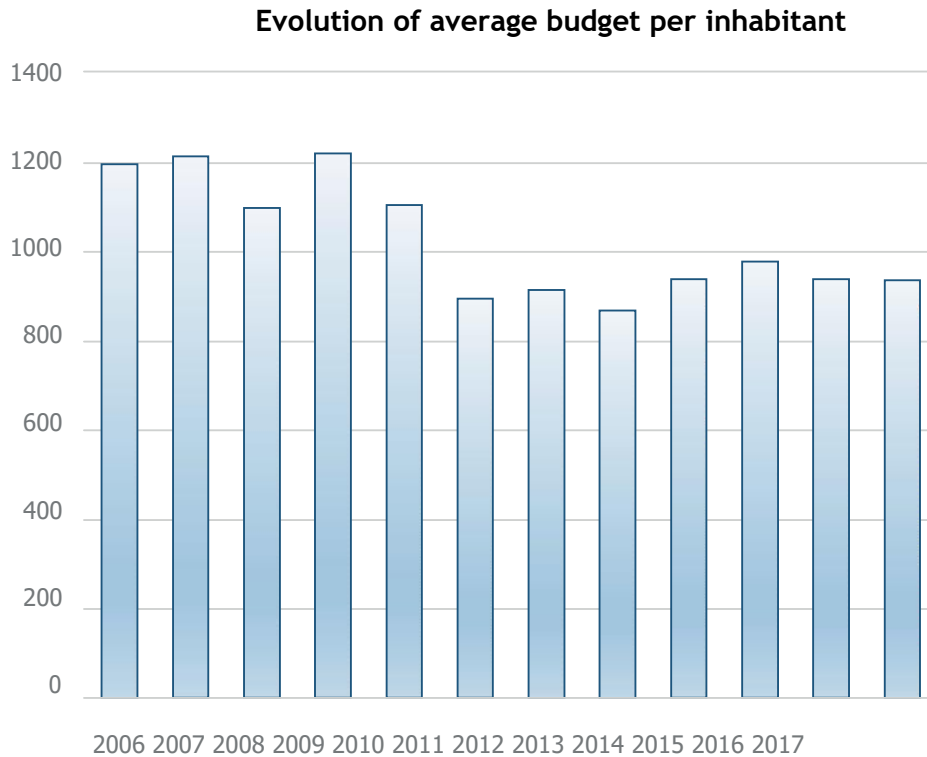


Source: Information provided by the ADL of Santa Pola, resulting from different sources

#### 0.3.5.8 Average budget per inhabitant

According to the municipal database of the website ARGOS from the GVA, Santa Pola had in 2016 an average budget of **936.08€** per inhabitant. This quantity has been progressively reduced since its maximum, in 2009, with a budget of 1220.20€ per inhabitant.

In 2017, Santa Pola has an average budget per inhabitant higher than the average budget of the province (32.10€), and higher than the autonomous budget (911.23€), according to the ARGOS database.



Source: ARGOS.

#### 0.3.5.9 Functional economic budget in subjects (expenses)

According to the Ministry of Finances and Public Administration, in 2017, the total expenses of the economic budget of Santa Pola were **28,836,890.04€**.

Subjects	Incomes in 2017
Staff expenses	16.562.633,42€
Goods and services expenses	9.279.211,90€
Transfers	104.260,00€
Contingency funds	-
Investments	-
Transfers of capital	-
Financial assets	156.060,72€
Financial liabilities	746.195,00€

#### 0.3.5.10 Functional economic budget in subjects (income)

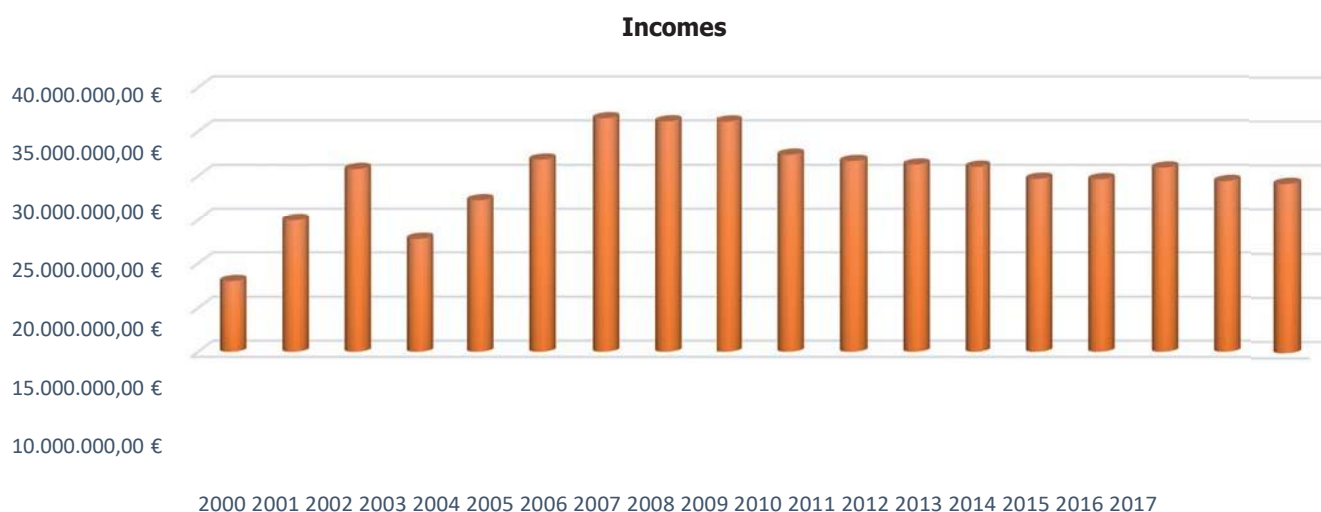
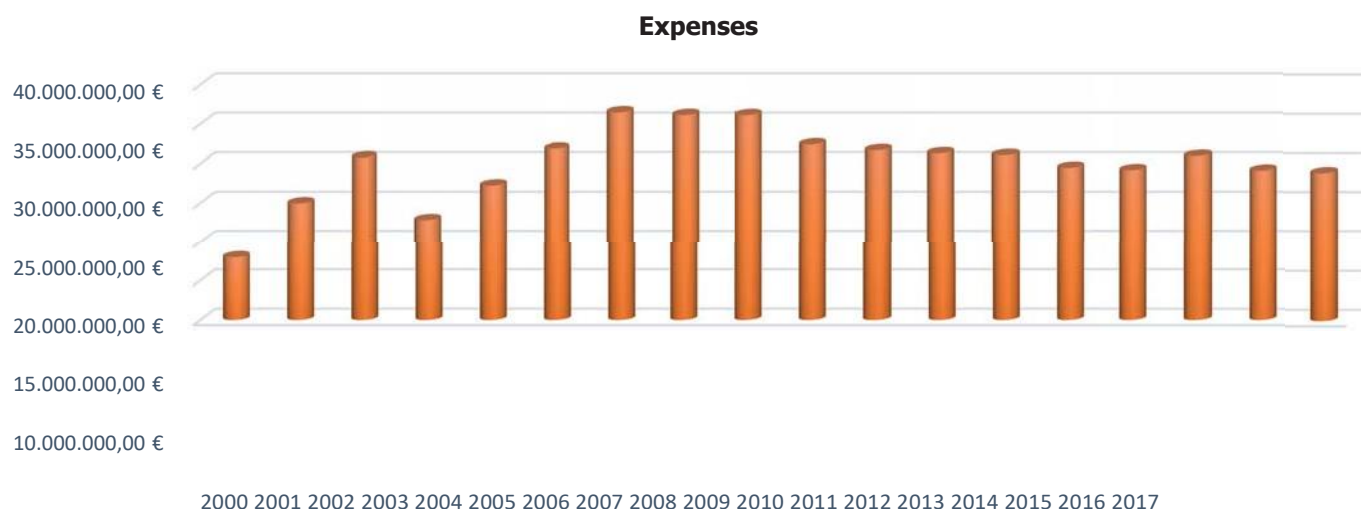
The total incomes of the economic budget of Santa Pola were **29,146,807.30€**.

Subjects	Incomes in 2017
Direct taxes	15.936.899,00€
Indirect taxes	395.000,00€
Public prices taxes and other incomes	5.031.712,00€
Patrimonial incomes	615.539,58€
Alienation of investments	-
Transfers of capital	1,00€
Financial assets	156.060,72€
Financial liabilities	0,00€

Source: Ministry of Finances and Public Administration



### 0.3.5.11 Evolution of the municipal budget

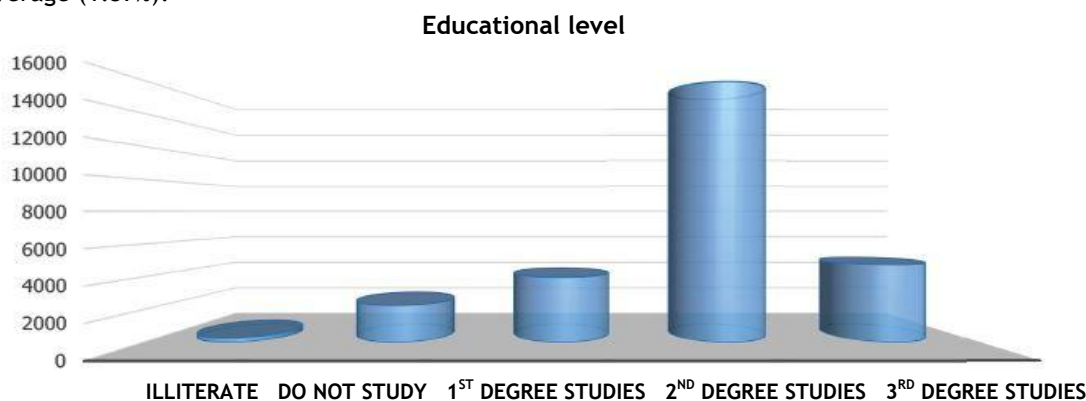


*Source: Ministry of Finances and Public Administration*

## 0.3.6 Social indicators

### 0.3.6.1 Educational level

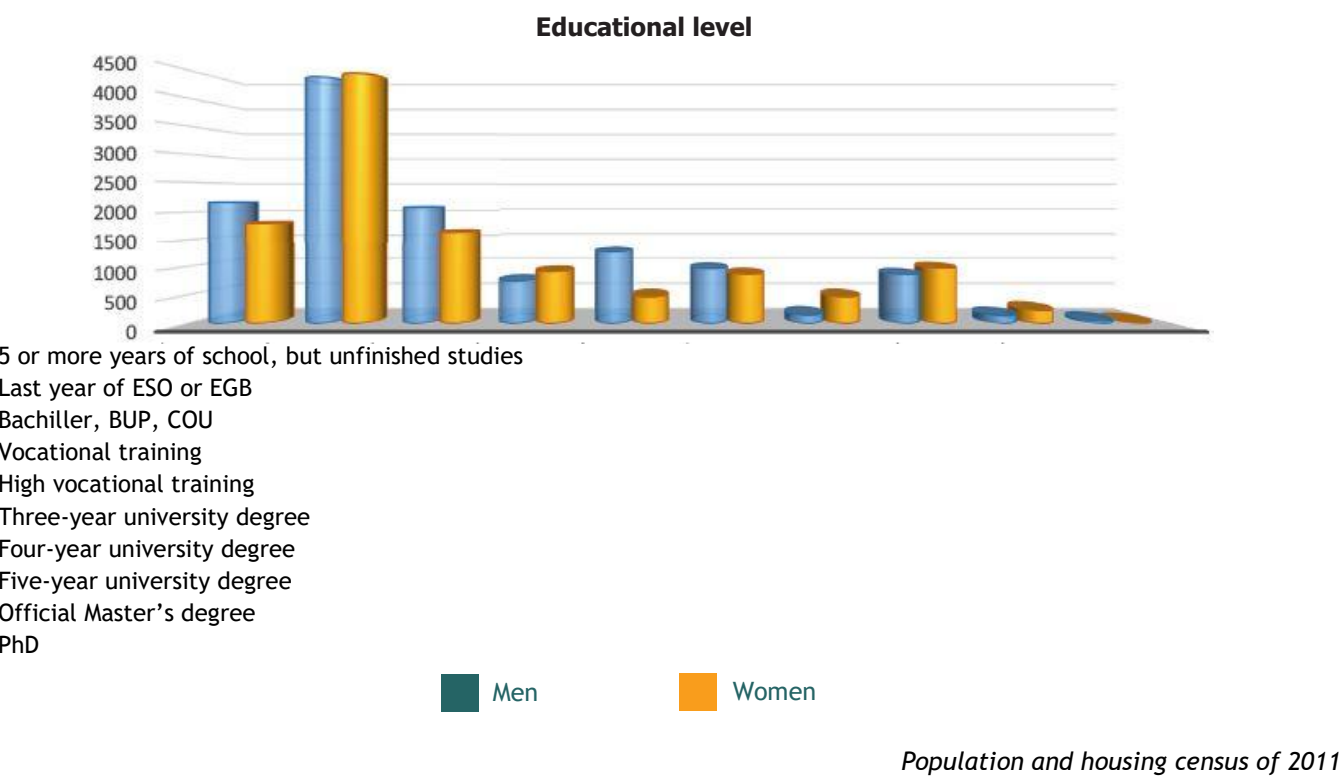
According to the population and housing census of 2011, Santa Pola has **4,585 students**. More than half the population, 58.60%, possess second degree studies, whereas 17.44% has third degree studies. On the other side, 8.32% of the population do not study, a number close to the Spanish average (7.56%). Illiteracy rate is 1.02%, which is under the Spanish average (1.57%).



*Source: Population and housing census of 2011*

0.3.6.2 Study levels regarding gender

The previous chart shows an approximate equality in study levels between women and men. On one side, there is a trend towards the masculinisation of the high vocational training. On the other side, there is a feminisation of university degrees.



0.3.6.3 Conflict and social exclusion

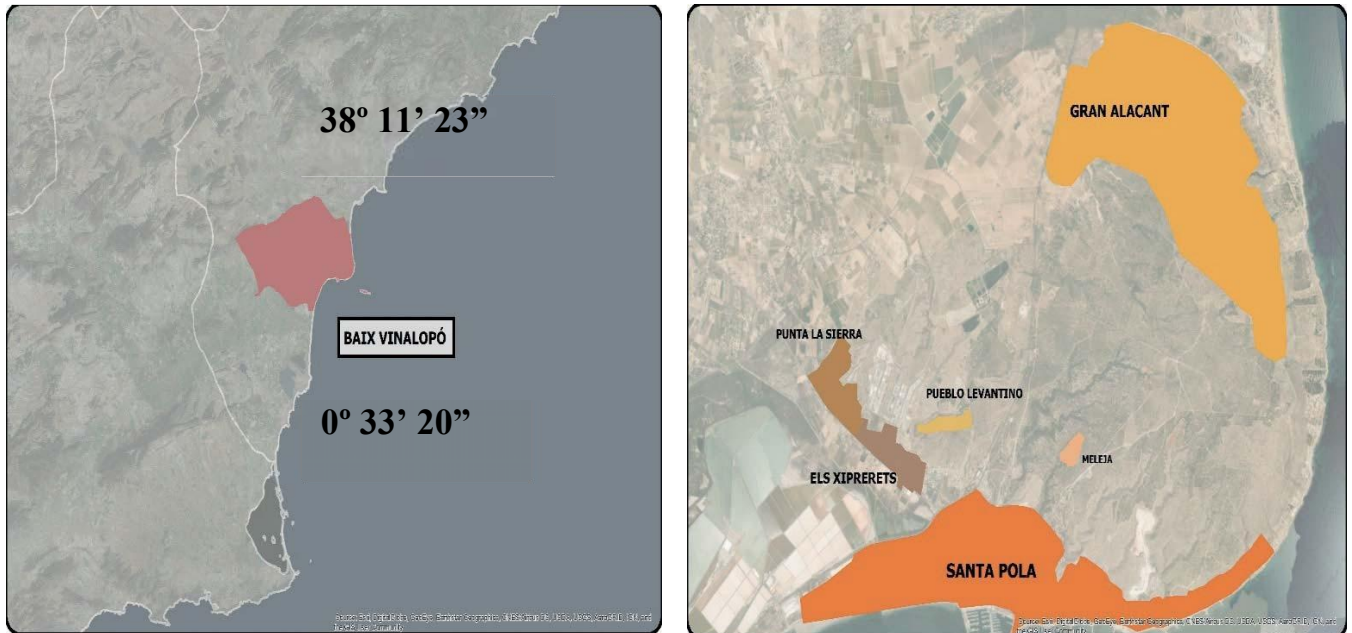
According to the register of vulnerable neighbourhoods of the Ministry of development of 2011, there are no vulnerable neighbourhoods or in conflict. However, in near cities like Elche, Torrevieja or Alicante, there are up to 345 neighbourhoods with such characteristics, some of them with high vulnerability category.

Regarding poverty indicators, there is no information at a local level. The main indicators for the Province are the following, published by the statistical website of the Valencian Community

	Risk of poverty rate in 2016	AROPE 2016	Material deprivation rate in 2016	Severe material deprivation rate in 2016	Average income per consumption unit in 2016
Valencian Community	19,0	26,2	18,7	7,5	13.589
Province of Alicante	20,9	28,7	18,7	8,6	12.293
Baix Vinalopó	17,9	26,0	12,2	6,4	12.994

### 0.3.7 Territorial context indicators

Santa Pola belongs to the Baix Vinalopó region and it is formed by six population centres. Among them, besides the city centre, Gran Alacant stands out with more than 8,000 inhabitants. The population living in the other centres do not exceed 200 inhabitants. The height of the city centre is 4 metres above sea level.



The surface of the municipal boundary is 58.16 km<sup>2</sup>. Forest surface is 30.47 km<sup>2</sup> and protected areas 23.42km<sup>2</sup>.



## **0.4 ANALYSIS OF THE EXISTING PLANNING**



Excmo. Ayuntamiento Santa Pola  
No dejes residuos fuera  
Do not leave any rubbish next to the bin



PLA CIUTAT

Santa Pola

santapolavant

## 0.4 ANALYSIS OF THE EXISTING PLANNING

We have followed a process to elaborate and design the **City Plan Santapolavant**, which integrates all the knowledge developed in the different sector strategies and the tools of municipal planning. This knowledge has been incorporated to the information registered during field work and the results of the participatory process.

The municipal Plans and Studies considered as tools to support the strategy are:

- Territorial Strategy of the Valencian Community
- Territorial Action Plan of the Littoral Green Infrastructure (PATIVEL)
- Land-use General Plan of Santa Pola
- Commercial Action Plan of Santa Pola
- Competitiveness Plan “International Sports Tourism”
- Sustainable Urban Mobility Plan (PMUS)
- Certificate of Adhesion to the FEMP Section: Network of Spanish cities for the climate
- Basic Plan of Actions to Prevent Forest Fires in Nature Reserves from the Valencian Community
- Mayors’ Agreement
- Adhesion to the Integrated Mayors’ Agreement for Climate and Energy
- Fishing strategy of Participatory Local Development (EDPL)
- Tourist Sustainability Diagnosis of the municipality of Santa Pola
- Diagnosis of the Regions of the Vinalopó

### Territorial Strategy of the Valencian Community (ETCV)

An advanced, flexible and rigorous tool to define an organised and consistent territorial model. It tackles the future of our territory with a global view, based on a stable and foreseeable context which will drive the activity of every productive sector in order to reach higher levels of economic growth and social welfare. It has achieved the greatest agreement to develop strategic territorial projects.

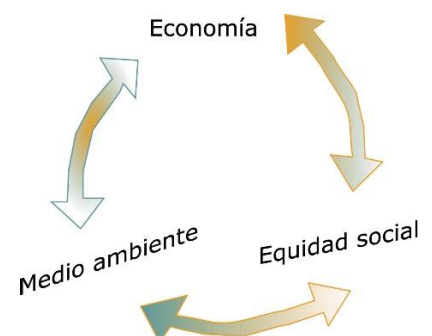
The Territorial Strategy designs a territory that will activate all the resources and intern abilities of the Community and it will be more attractive to gain investments and talents. **THE TERRITORY** is the key to the competitiveness and it also:

- Is **efficient** in water, soil and energy use
- Has a high level of **connectivity**, inwards and outwards
- Provides a work-to-home **proximity**
- Has a great economic, social and cultural **diversity**
- Has a high potential of **innovation**
- Has a marked **personality** and is highly appreciated
- Has high rates of **social connection** and a **facilitating government**

It relies on a higher quality Valencian Community, more economically competitive, socially conciliatory and environmentally friendly.

In the Valencian Community we have first-class territorial assets, but it is not enough. There are a lot of regions that also have excellent initial resources. The key is to know how to enhance these assets, to make the territory work in order to be more attractive than our competitors.

The Territorial Strategy defines the model of territory that we want to have in 5, 10 and 20 years, and it identifies the actions and projects to create a high quality territory and to invigorate the Valencian productive system from the territory, since it is the support and the final addressee of the investment decisions made by economic agents.





This document divides the territory of the Valencian Community in 15 functional areas, including Santa Pola in the Functional Area of Alicante-Elche.

It highlights the functional relationship of Santa Pola in the Functional Area, acting as a centre of the green Infrastructure, according to the Territorial Strategy of the Valencian Community (ETCV). Furthermore, Santa Pola stands out as a city to promote and develop innovative ways of tourist activity.



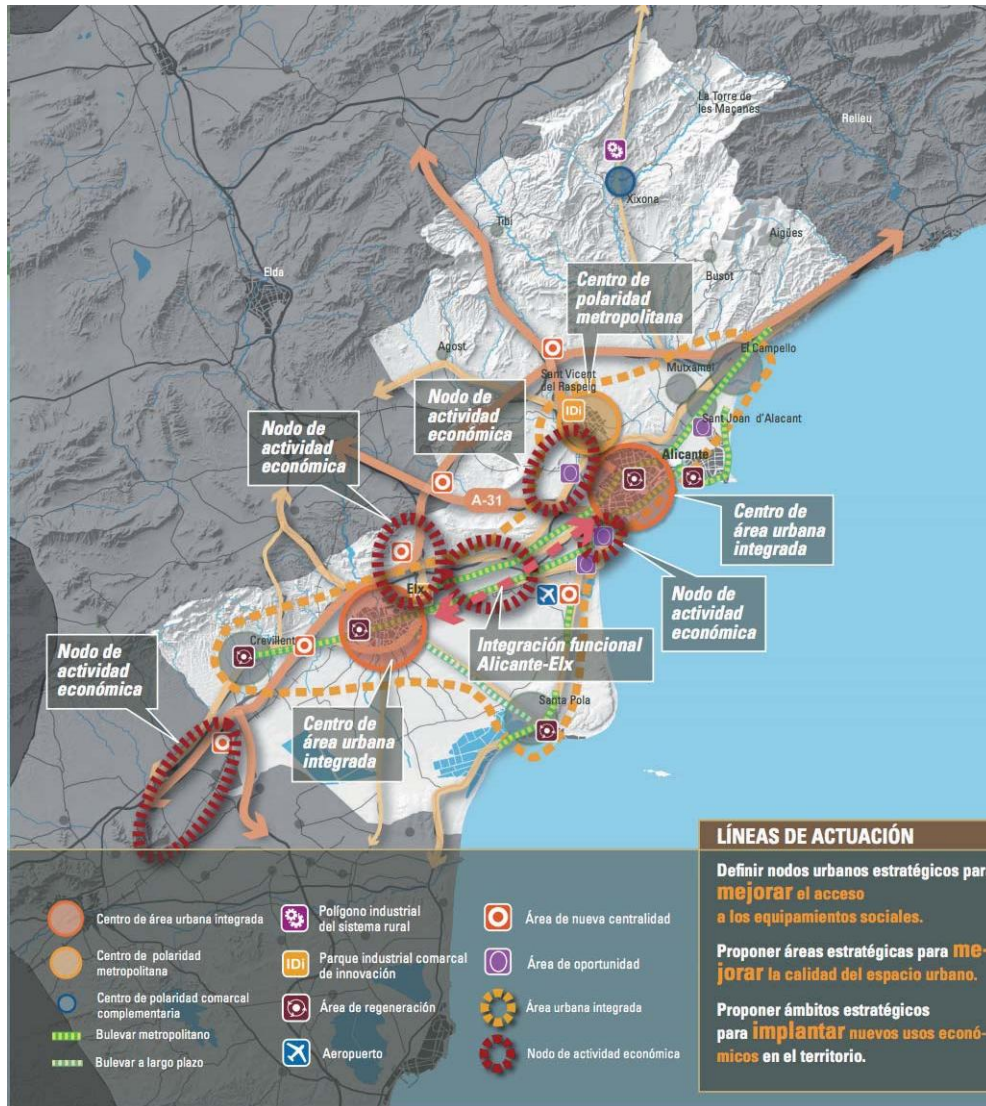
## View and objectives

A great strategic view is proposed over the Functional Area of Alicante-Elche, in order to take advantage of these territorial opportunities and to improve the quality of life of the citizens and the sustainable development of the territory. The view, scheduled for the year 2030, consists of “a transformation of the urban area of Alicante-Elche to be the biggest node of centrality and dynamism in the peninsular south-east”.

Therefore, it proposes to start with the compliance of the following general and specific objectives regarding Santa Pola:

1. To consolidate a Green Infrastructure which allows the preservation of the environmental and cultural assets of the territory.
2. To develop a settlement system using the territory in a logical way and improving urban quality, economic efficiency and services rendered to the population.

3. To design a communication infrastructure diagram (hydrological and energy infrastructures) which allows the improvement of the competitiveness of the functional area.
4. To create new economic activities based on the qualification of the territory and innovation.



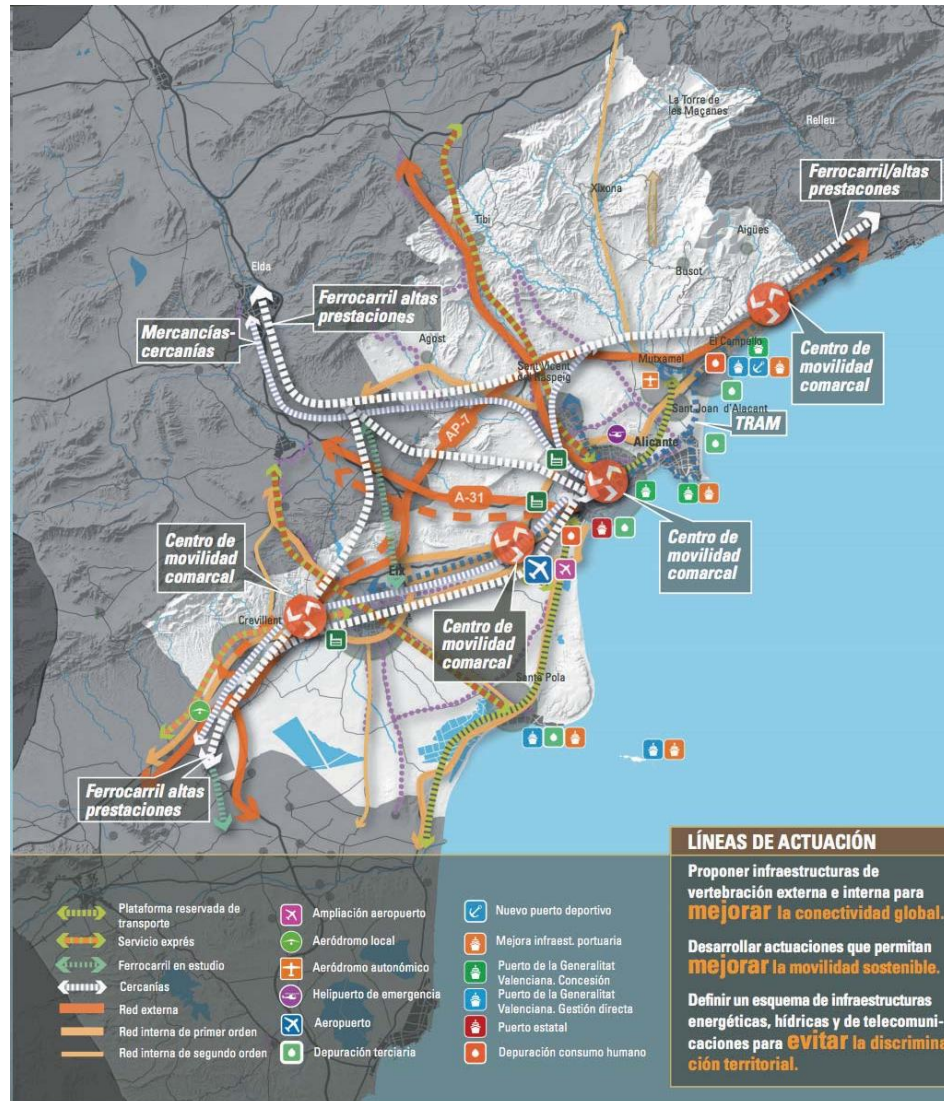
### Territory opportunities

With the general objective of promoting a settlement system using the territory in a logical way and improving urban quality, economic efficiency and services rendered to the population, the Valencian Territorial Strategy, as a supramunicipal planning tool, suggests some opportunities for the territory regarding Santa Pola:

- The big positive impact of the high speed trains and the Mediterranean corridor of goods.
- Big possibilities of maritime passengers transport between ports in the area.
- The configuration of an urban region with various centres and more than 2 million inhabitants for 2030.
- The structuring improvement with the metropolitan area of Valencia through inland high speed trains and coastal trains.
- The strategic position regarding the Mediterranean corridor and the peninsular centre.
- The extraordinary potential concerning relationships with North Africa, a global growing area.
- The diversity road-train-airport to boost logistical activities.



- A high business dynamism, perhaps one of the biggest in the Mediterranean arc.
- The existence of universities and state-of-the-art technological centres in strategic sectors.
- One of the most efficient spaces regarding sustainable management of hydrological resources.
- Natural spaces, mostly great international relevance wetlands.
- Territorial elements with great importance to act as biological and territorial corridors.



### Strategic proposals

To connect littoral and inland ecosystems through a system of territorial and biological corridors:

- Land corridor Salinas de Santa Pola-Clot de Galvany-Aigua Amarga.
- Littoral parks El Campello, Aigua Amarga-litoral d'Elx-Santa Pola and Santa Pola-Torrevieja.

To preserve and highlight the environmental and cultural patrimony of the functional area.

- Littoral route El Campello-Santa Pola.

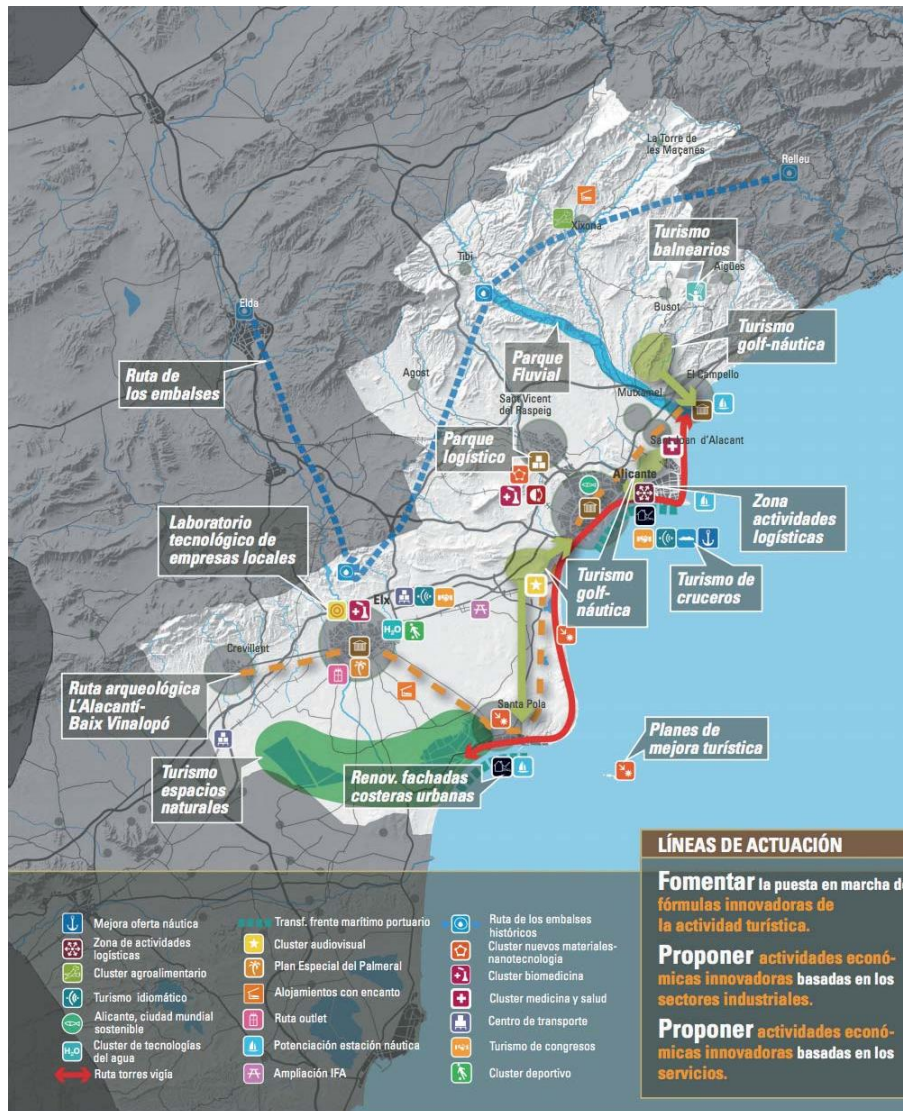
To propose a group of strategic areas in order to improve the quality of urban space.

- Metropolitan boulevard Elx-Santa Pola.
- Regeneration areas: neighbourhoods of Sauces and Calvario in Santa Pola.

To propose a group of external and internal structuring facilities to improve global connectivity of the functional area.

- New road Elx-Santa Pola.





To develop actions allowing sustainable mobility in the functional area:

- Express service Santa Pola - Vinalopó.

To define a diagram of energy, hydrological and telecommunication infrastructures to avoid territorial discrimination concerning the establishment of economic activities.

- New electric lines 220 kv in Saladas-Santa Pola, El Palmeral-Cantalar and Alicante-Universidad.
- Substations in L'Altet, Cabo Huertas, Santa Pola, Universidad, Rabassa and Alicante.

To encourage the development of innovative forms of tourist activity through an association between inland and littoral.

- Littoral route of observation towers.
- Historical and cultural route of Jaume I.
- Improvement plans for the tourist competitiveness of Santa Pola and Tabarca.
- Strengthening of the nautical station Alicante-El Campello-Santa Pola.
- Golf and navigation, cultural and gastronomic tourism.
- Renovation of urban coastal façades
- Transformation of the port maritime front in Alicante and Santa Pola.

## Territorial Action Plan of the Littoral Green Infrastructure (PATIVEL)

**PATIVEL** was introduced in 2015, aiming the preservation and protection of the Valencian Community coast, where urban development has to protect the littoral. The aspiration is to start a protection model, leaving behind politics carried out during the last 20 years in the Valencian coast.

**PATIVEL** is a supramunicipal spatial planning tool provided by article 16 of Law 5/2014, 25<sup>th</sup> July, of the Generalitat, Territory Spatial Planning, Urbanism and Landscaping (LOTUP). According to the legal framework, it is a group of plans that take place in concrete territorial areas or in specific sectors, adjusting to the principles and criteria marked on the Territorial Strategy of the Valencian Community. These plans can be sectorial or with an integrated perspective, which varies according to its aim for spatial planning, nature or objectives planned.

Littoral spaces, because of their susceptibility and ability to obtain wealth, have attracted the attention for centuries. These zones gather a big part of the population and activities, which is the reason they also have a higher potential of conflict in the field of soil uses and different social and economic groups of interest. The need to put in order and to take advantage in a sustainable way the possibilities in its territorial development, is translated from a normative point of view into the proliferation of different planning and coastal management instruments.



Green coastal infrastructure (ETCV)

The preference of the Action Plan is:

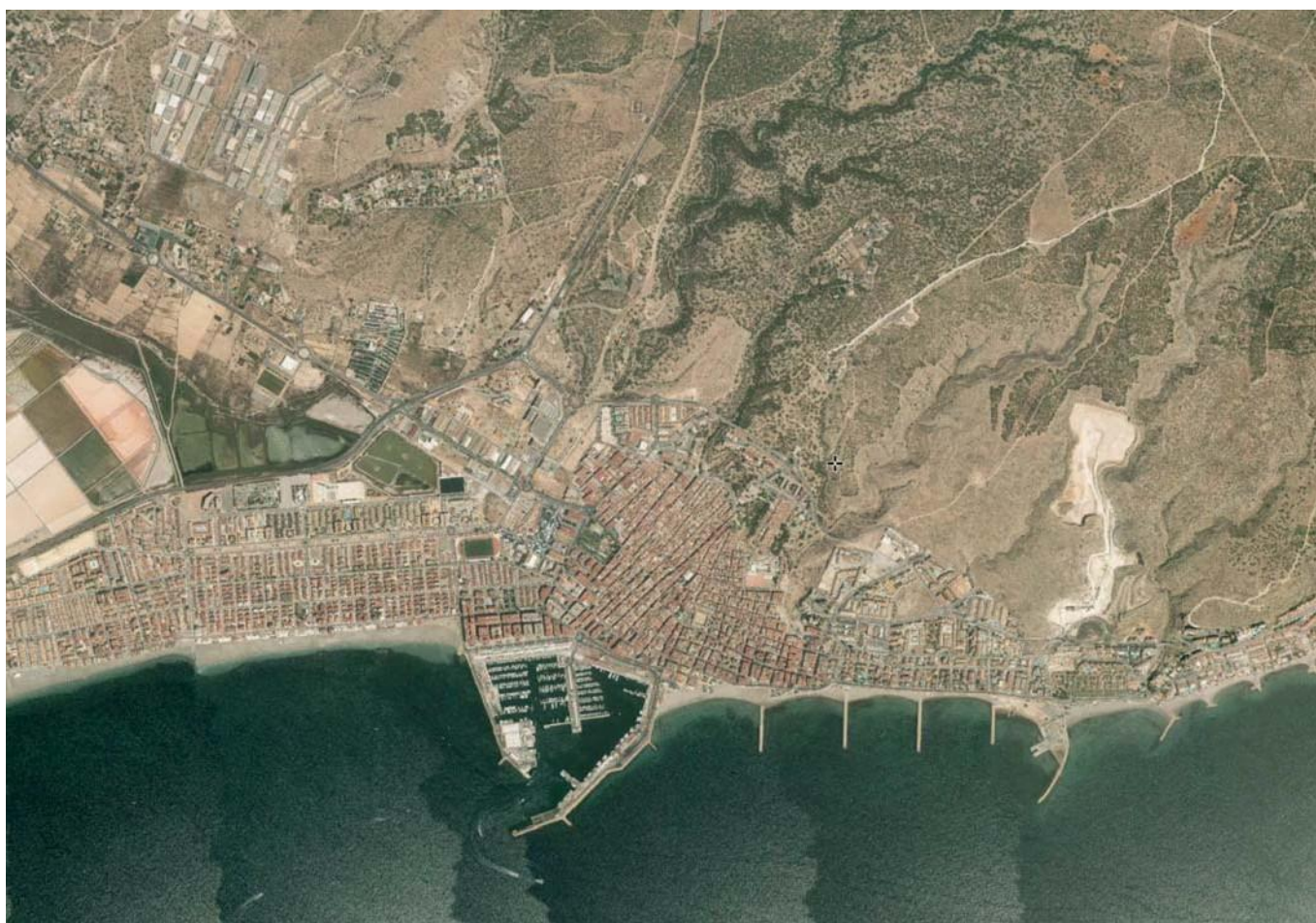
- To coordinate urban and sectorial planning.
- To define the green infrastructure of its scope of action.
- To develop, complete and even modify the Littoral Green Infrastructure (when appropriate).
- To define objectives, principles and territorial criteria for supramunicipal actions.
- To guarantee a territorial governance in a more logical and participatory way.

In the case of Santa Pola, both Las Salinas and El Cabo de Santa Pola are determined as spaces with a great ecologic, cultural, agricultural, landscape and territorial value.

• **Las Salinas:** This space is part of the Natural Park of Las Lagunas de Santa Pola and it is near to the city centre and the communication hub with Elche. It is also essential to guarantee environmental and territorial connectivity between the sea, the wetlands and the agricultural space of Campo de Elche, leaving a strategic transition area between the wetlands and the built environment.

• **Cabo de Santa Pola:** It is a cape with a great environmental, landscape, cultural and iconic value. It has some Heritages of Cultural Interest, protected forest soil, borders protected marine spaces. It is home to flora micro-reserves and possesses important geomorphological values which are necessary to preserve due to their shortage in the Valencian territory and their great visibility.





### **Municipal General Plan of the Space Planning of Santa Pola**

The General Plan of the Space Planning has been taken as a frame of reference to the territorial model which has determined the main decisions adopted in the urban evolution and territorial use. The General Plan from the 28<sup>th</sup> of March of 1985 appears as a revision of the Plan from 1973.

The last revision of the General Plan was approved in April 2009 and it updates the GP from 1985. To date, the same territorial model proposed on the last revision of the GP is exposed, joining different approach initiatives of interest to the municipality. Therefore, the aim is to rearrange the model by adjusting it to new initiatives that have appear afterwards, keeping the initial criteria and renaming actions in order to adapt them to the valid legislation.

In 2005 the Environmental Impact Study of Santa Pola was approved. It proposes a territorial model based on social, demographic and economic necessities of the municipality in order to adequate to future needs. To introduce the environmental factor in the decision making, the Environmental Impact Study has been developed at the same time than the General Plan.

### **Commercial Action Plan of Santa Pola**

Commercial Action Plans are a reference tool at the service of the municipalities which must allow City Councils and other public and private bodies to adopt necessary measures to invigorate the commercial sector and the strengthening of a commercial, balanced and efficient city model at the service of consumers. These Plans integrate the analysis of social, economical, commercial and urban aspects that may influence the commercial development of the municipalities and they allow the diagnosis of the commerce competitive situation of a municipality. From that point on, the course of action is developed in order to create a detailed program addressed to the achievement of the objectives specified by the Plan.

Currently, no revision of the Commercial Action Plan is registered.



The objectives aimed by the Commercial Action Plan of Santa Pola are:

- To determine the role that Santa Pola plays regarding its commercial influence area and its territorial environment.
- To quantify and characterise the commercial offer of Santa Pola.
- To analyse the consumption habits of the population of Santa Pola, both residents and tourists, in order to detect the adequacy of the existent commercial structure, considering the factors in this kind of equipments, to the demand, and identifying problems that may arise.
- To identify and quantify the flow of expenses produced in the municipality, especially analysing the expenses evaded from the municipality to others or to near commercial equipments that represent the main commercial competence of Santa Pola.
- To make a commercial urban analysis of the main commercial points of Santa Pola in order to determine their adequacy regarding the commercial function they must carry out.
- To diagnose the situation of the commercial sector in Santa Pola and to propose some measures in order to modernise and professionalise the city.

### **Competitiveness Plan "International Sports Tourism"**

"Santa Pola, Destination of INTERNATIONAL SPORTS TOURISM", this is how the Tourism Competitiveness Plan is titled. It began to bear fruit after the signing, on September 10, 2009, of the Agreement between Turespaña, the Valencian Agència de Turisme, the Santa Pola City Council and the Merchants Association of Santa Pola. The three public administrations, state, autonomous and local, committed a program of actions.

The study prior to the drafting of the Strategic Plan showed the great potential of Santa Pola as a sports tourism destination based, mainly, on the great success in the organization of events, orientation that, in addition, will serve as a fundamental tool for the deseasonalisation of the tourism and activation of the local economy during the so-called low season. The Plan must propose the actions to be taken to resolve those weaknesses in the value of resources and offer in order to facilitate the increase of the stay.

The main objective assigned to the Plan is to complement the traditional offer of sun and beach tourism and introduce a differentiating element by taking advantage of the sporting events organised in the town that attracts so many visitors each year; the internationalisation of events and the consolidation of others with great possibilities, such as the open water swimming to Tabarca-Santa Pola. And it seems that, Santa Pola has been betting for years on this activity as a source of generation of resources and as a way to complement adverse situations of other sectors.

Currently there is no review of the competitiveness plan.

### **Certificate of Adhesion to the Section of the FEMP: "Spanish Network of Cities for Climate"**

It should be considered a constant concern of each and every one of the actors of Santa Pola to ensure the sustainability of the destination and of the actions carried out in the city, as shown in the letter of commitment of the Municipality to the Environment, included in the **CERTIFICATE OF ACCESSION TO THE SECTION OF THE FEMP "Spanish network of cities for the climate"**. Santa Pola's City Council has been a member since March 2008.

**The Spanish Network of Cities for Climate is the Section of the FEMP** formed by Local Governments that are integrating mitigation and adaptation to climate change into their policies. The Network arises from the need detected among the municipalities to coordinate each other in the fight against climate change. Since its creation, it coordinates and promotes the local policies to fight against climate change in Spanish cities and towns, making it possible to achieve better results in the fight against climate change and in mitigating its effects.

The Network is a technical support instrument that offers tools for Local Governments to achieve their objectives. It is also the main means of transferring the objectives of the national policy on climate change and energy management to the local scale.



## **Basic Plan of Actions of Prevention of Forest Fires in the Field of the Natural Parks of the Valencian Community**

A section of the Plan in the field of natural parks includes a program of actions to be carried out for the prevention of forest fires in the Natural Park of Las Salinas de Santa Pola. An action program to regulate: recreational use, the use of fire in urbanised areas, the use of fire in agricultural activities, forestry work with machinery, as well as an informative campaign program. On the other hand, uncontrolled discharge points, power lines and action programs in detection and surveillance are taken into account.

Each of the action programs has a priority.

## **Covenant of Mayors**

The Covenant of Mayors is a commitment of the signatory cities to go beyond the objectives of the EU's energy policy in terms of reducing CO2 emissions, through greater energy efficiency and the production and use of cleaner energy.

Santa Pola joins the pact of mayors on January 29th, 2010, executing and developing energy efficiency projects, among others. Thus, the adhesion to the Covenant of Mayors by the City of Santa Pola entails certain obligations and required actions.

Among others, the implementation of an Action Plan for Sustainable Energy (SEAP), published in July 2012 and the preparation of an Emission Reference Inventory as the basis of the SEAP, are highlighted.



## **Adhesion to Covenant of Mayors Integrated for Climate and Energy**

The most relevant urban initiative on climate and energy, the Covenant of Mayors for Climate and Energy brings together thousands of local and regional authorities with the voluntary commitment to apply the EU's climate and energy objectives in their territories.

The new signatories promise to reduce CO2 emissions by at least 40% by 2030 and adopt a comprehensive approach to address climate change mitigation and adaptation. In this way, the City Council in plenary session held on June 30, 2017 approved the adhesion to the new Covenant of Mayors Integrated for Climate and Energy.



## Participatory Local Development Strategy (EDPL) Fishery

On June 30, 2015 the RESOLUTION of May 18, 2015, of the Ministry of Presidency and Agriculture, Fisheries, Food and Water was published in the DOCV, where the call for selection of **local action groups of the fishing sector for the development of participatory local development strategies** was published, within the framework of the European Maritime and Fisheries Fund (EMFF), for the period 2014-2020. **The Local Fishing Action Group (FLAG) of Santa Pola Bay** was presented for the elaboration of the EDLP within the framework of the European Maritime and Fisheries Fund, for the period 2014-2020. A common project was presented, merging with the FLAG, to manage the territory in a more efficient and effective way and present a joint Participatory Local Development Strategy.

The drafting of the participatory EDL of Santa Pola was based on an **analysis and diagnosis of the territory and its population**, with special emphasis on fishing aspects.

The methodologies used, have been the bibliographic review, the search of statistical information in the pertinent forums and the direct sampling in the field, either to collect information about the physical environment or to interview different relevant social actors. Based on the information collected, a physical, environmental and socio-economic analysis was carried out to characterise those aspects most relevant to the development of the EDL in Santa Pola. Finally, an **Action Plan** is projected, with strategic and specific objectives and the lines of action to be carried out in order to achieve the strategic objectives defined above. There is also a **Monitoring Plan and a Citizen Participation Plan**.

The preparation of this strategy is justified because Santa Pola has two natural sites that link the urban nucleus, one of them being the natural park of **Les Salines de Santa Pola**. The coastline runs for 13 km, presenting diverse environments; The geodetic vertex of the first order of the Cap de l'Aljub stands out, and the Island of Tabarca is 3 miles away. This area is dominated by terrestrial and marine biodiversity of great interest, very high value and natural wealth.

### Diagnosis of Tourism Sustainability of the municipality of Santa Pola

Document prepared by the Local Development Agency of Santa Pola in December 2017. The diagnosis contains a large number of indicators (economic, socio-cultural, environmental and territorial) of the city that gives a statistical approach to the current situation. This diagnosis allows to have a base of the characteristics that the city offers, allowing to extract the deficiencies or problems, to improve them and to propose new advances and / or projects, as well as the desired tendency.

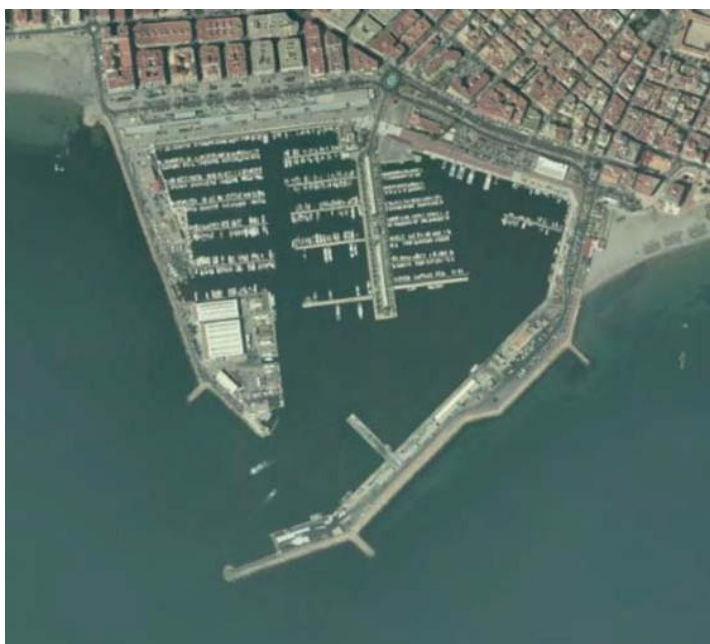
The diagnosis is especially relevant when drafting the **Santa Pola Avant City Plan**, making it possible to update certain indicators, which will help to counteract and discuss the challenges and challenges that arise from the participation process.

### Diagnosis of the districts of Vinalopó

Document carried out by the University of Alicante, in 2016, with the Avalem Territori project. It provides a territorial and labour diagnosis of the Vinalopó region, dedicating and centring several sections to Santa Pola. It carries out an analysis of the local diagnosis with territorial perspective (territory and innovation) and an analysis with a labour perspective (employment and training).

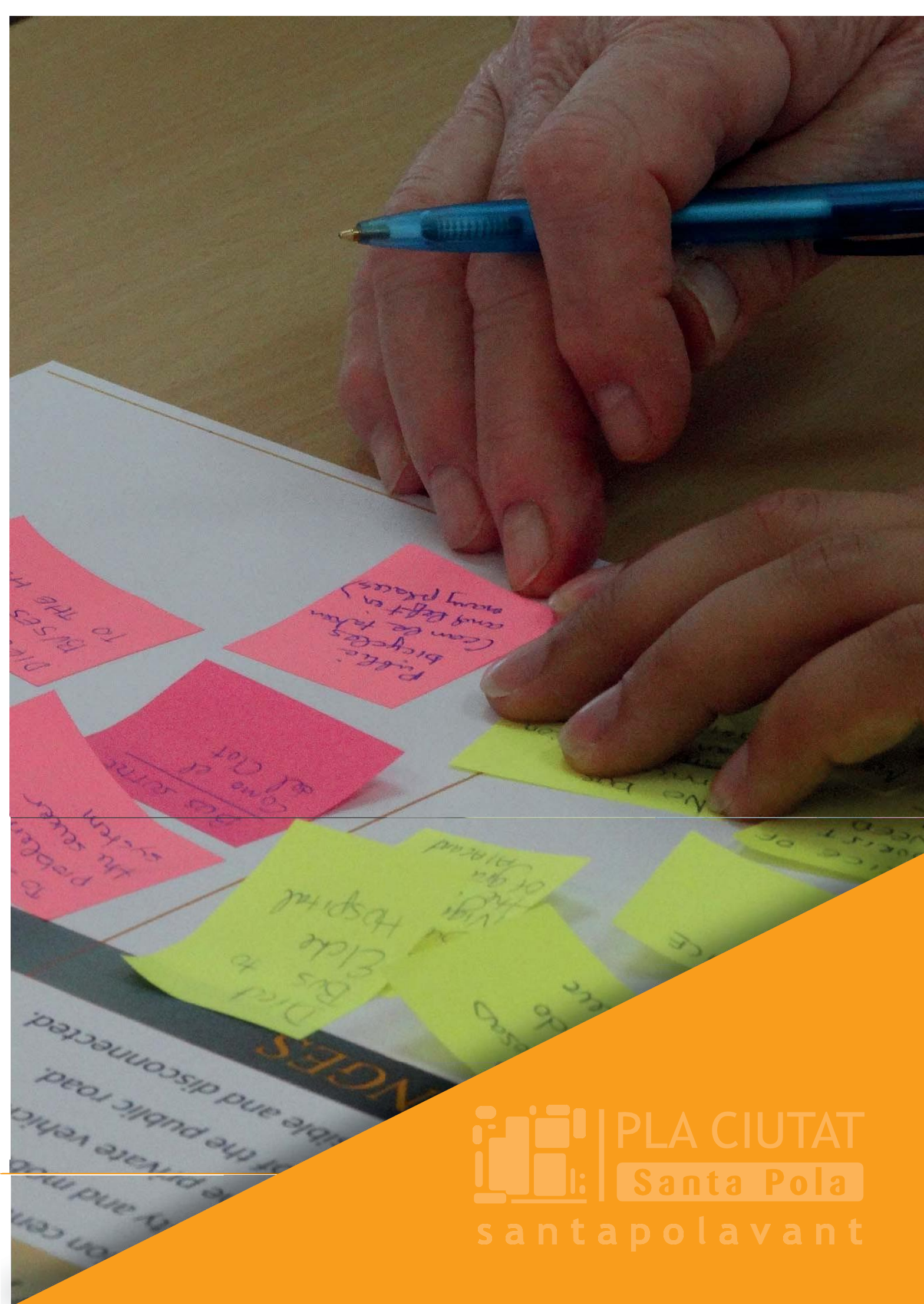
It offers data on economic activity, proposing new ideas and possibilities for the dominant productive sectors (sea and coastal resources, fishing, sports and tourism). On the other hand, it provides labour data and focuses on business and social innovation processes.

All these plans and instruments have indicators that have been very useful in obtaining a detailed diagnosis that has helped us to identify needs and prioritise actions and possible projects.



## **0.5 FCP METHODOLOGY**





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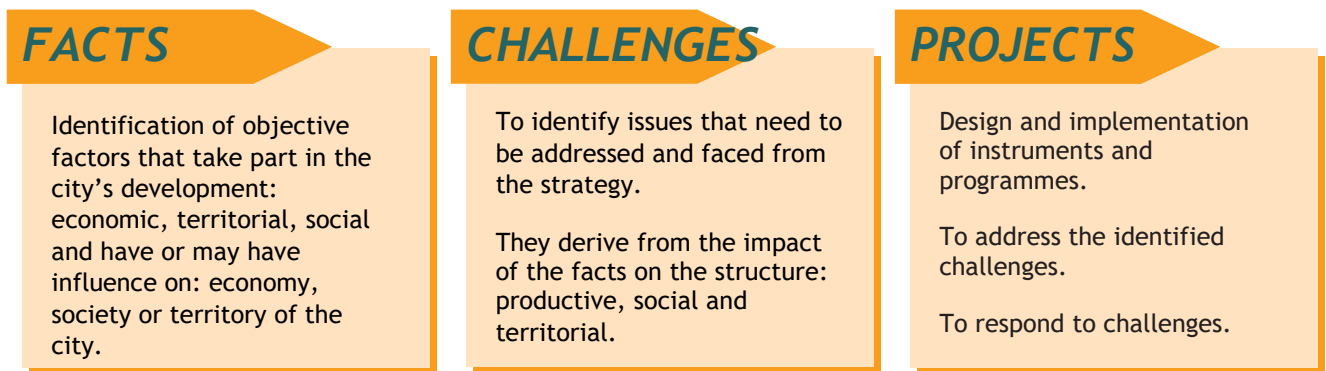
## 0.5 FCP METHODOLOGY

There is a methodology that is used as a strategic and diagnostic tool for the preparation of the **Santa Pola Avant City Plan**, the so-called **FCP Methodology (Facts / Challenges / Projects)**.

### What does this methodology contribute to the City Plan?

- Order
- Dynamism
- Participation
- Flexibility
- Reflection
- Definition

This methodology has allowed us to make a preliminary diagnosis, in order to know the reality of the municipality in a transversal and global way. For the diagnosis, the dialogue tables are taken into account, as well as the participation of citizens and municipal actors. It is about bringing the city together to debate and decide on the future together. In this section of the process, the current information and the circumstances through which Santa Pola passes are extracted. The three elements integrated in the methodology are:



### What advantages does the FCP methodology offer?

- To prioritise and specify the proposals and projects obtained in the elaboration process.
- Support for the process of citizen participation and deliberation.
- To prioritise and channel the demands, expectations and needs of the main sectors of the city and citizenship.
- Dynamisation in sharing agreements between the main actors and sectors.
- Commitment when acting.

### Citizen participation process

The FCP methodology has a high participatory component, for this reason in Santa Pola we wanted to be ambitious and build the story of the plan from a perspective of participation based on 3 key elements: participation of the team of workers of the City Council, participation of the representation of the municipal plenary session and participation of the citizens in general.

With this participatory process we wanted to address 4 dimensions of work and reflection developed in the following objectives.

- **To Encourage participation:** To enhance citizen participation in thinking, designing and shaping proposals for public use to address, from a local and own perspective, the possible plans and developments of a temporary framework in the short and medium term.
- **To provide information:** through the development of participatory workshops, an information system for citizens has been established, from both the information given in the workshop and the ability to disseminate information that participants have.
- **Training:** through the activity, participants have been trained in technical issues and in capacity to territorial and social analysis. Participation in the workshop also means learning to consider the distance between the desire or expectations and the viability of the conclusions.
- **Extension to the community:** the workshops have enabled the population to participate in the discussion and critique of the results that are obtained, because it has been open to new incorporations and to the opinions of the whole population.



In this sense, citizen participation is understood as the procedure that allows a society to influence and take part in making decisions that concern it (environment, services, culture, health, territory, etc.). From the public administrations, and especially from the local level, this implies: influencing the contents and priorities, changing the ways of adopting public policies and changing the ways in which they are applied. In fact, the search of the quality of life of the citizens, through a responsible and committed governance, that goes to the encounter of a participatory and sustainable development from a transversal point of view. Working with participation to extract diagnoses allows strategic planning to have a social component and a sense of citizen belonging, a fact that facilitates that the actions to be carried out have a greater social acceptance than if they had not been diagnosed in a participatory manner.

**Transparent Process:** The meetings in the offices and the bilateral relations have been passed, to move towards more horizontal relationships, promoting a culture based on participatory universalism through collaborative work workshops.

**Pedagogical Process:** The process has brought with it a self-study of both the topics to be addressed and the dynamics of participation carried out to streamline participatory processes.

**Creative Process:** The agenda of issues to be discussed and proposed has not been done neither by the media or by political representation, but rather decentralised from the initiatives of any citizen group, which have decided to go to the process with complete freedom.

**Bidirectional process:** Citizenship and all social agents are called to be part of the process of citizen participation to play a central role in the design of policies and establishment of a comprehensive diagnosis, which includes all the sensitivities of the city.

## Methodology

The dynamic of the open panels was used for the definition process. This dynamic allows us to obtain a large amount of information in very short timeframes on heterogeneous topics. First of all, the participants are divided into as many groups as panels, each of the groups works in a panel for 6 minutes.





## Participating groups

### Workshop with workers of the council

The team of workers of the local entity, for their daily work, has a very particular and realistic vision of everything that happens in the municipality, therefore, whenever a participatory process is developed, it requires this highly relevant group, since any action to be carried out in the municipality must go through the management of the civil service. The proposals that are extracted from the participatory processes with official staff show sensitivities very aligned with what can be executed and what cannot be done, but in an agile and close manner, since participatory methodologies break with the bureaucratic and normative restriction without neglecting it.



### Workshop with representation of the municipal plenary

Working with representatives of the municipal corporation outside the scope of the plenary session is always an interesting exercise in citizen participation, since it allows reflections not to be subject to tempos or regulations, thus generating very open reflections on the state of the municipality from the perspective of people who know first-hand their needs, for their daily work and direct contact with citizens.

### Activities with young people

Knowing the concerns of young people in the municipality is very interesting because of their vision of the future, since we are dealing with the representation of civil society in the future of the municipality and therefore they will be the main beneficiaries of the start-up of the participatory processes in the municipality.

Enquiries with the youngest population of the city has forced to perform different methods of work and analysis, given the heterogeneity of the group, for example with the youngest, they have worked on the basis of drawings, which will allow to identify the vision of the youngest of the city. On the other hand, surveys have been used with young people and the same techniques have been used with teenager and adults (open panels), and the results are very profitable.



### Participation workshop with the elderly

The elderly suppose a greater and greater part of the population, and their well-being is one of the challenges facing modern European societies. The elderly have an invaluable experience, they have lived many changes and have a very reflected vision of the cities and the environment where they live.

In addition, with an aging population, cities have to be prepared for demographic changes, and the needs that it entails: greater accessibility, access to new technologies, new health services ... Therefore, this group has information on great value and that must be taken into account for a proper future planning of the city.



### Socio-sanitary, equality and environmental workshop

The associations of the socio-sanitary, gender equality and environmental sectors are usually especially sensitive to the issues that work most closely. Therefore, these specialised groups must be taken into account to achieve a complete vision in the aforementioned areas.

### Sporting cultural workshop and youth

As it will be analysed later, Santa Pola has a high cultural and sporting potential, and they may be key sectors for the economic revitalization of the city.

Given this paradigm, it is very interesting to know the vision of the people related to these areas in the city.

### Socioeconomic workshop

The socio-economic fabric of the city constitutes a very important sector; commerce, catering and housing are key elements in the local economy and their representatives know the pulse of the city's streets for being in daily contact with citizens. His vision of the municipality is very important for Santa Pola to continue being a territory open to entrepreneurship and economic growth.

### Workshop in Gran Alacant

Gran Alacant is a territorial entity with a specific weight within the city of Santa Pola. Gran Alacant maintains its own singularities derived from its location, the type of housing, the dispersion and its inhabitants; usually with a high population of foreign residents. Therefore, there was a need to hold a specific workshop to learn about the needs of Gran Alacant.



## Calendar of citizen participation

### Internal Diagnosis

- Municipal presentation (29<sup>th</sup> November).
- Table aim 2 - Economic development (1<sup>st</sup> December).
- Table aim 3 - Productive sectors (1<sup>st</sup> December).
- Table aims 4,5 - Environment and mobility (4<sup>th</sup> December).
- Table 6 - Society, culture and education (5<sup>th</sup> December).
- Permanent Committee meeting (15<sup>th</sup> December).
- Local Corporation Meeting (15<sup>th</sup> December).

### Diagnosis

- Presentation meeting (11<sup>th</sup> January)
- Socio-health, equality and environmental workshop (18<sup>th</sup> January)
- Workshop for the elderly (22<sup>nd</sup> January)
- Neighbourhood, cultural, sports and youth workshop (8<sup>th</sup> February)
- Socio-economic workshop (Commerce, hospitality, tourism, fishing ...) (15<sup>th</sup> February)
- Workshop in Gran Alacant (17<sup>th</sup> February)

### Activities with youth

- Children's drawing contest
- Surveys ESO students
- Workshop with 1st and 2nd year students of the IES Cap de l'aljub (20<sup>th</sup> February)
- Workshop with students of 1st and 2nd year of high school of Santa Pola IES (22<sup>nd</sup> February)

In addition, on March 22, an enrichment day is planned in which citizens can continue to contribute with new ideas that are considered interesting for the future of Santa Pola.

### Participation data:

Activity	Women	ATTENDANCE			TOTAL
		%	Men	%	
Municipal presentation (29th November)	17	54,84%	14	45,16%	31
Table aim 2 - Economic development (1st Dec)	4	80,00%	1	20,00%	5
Table aim 3 - Productive sectors (1st Dec)	5	62,50%	3	37,50%	8
Table aims 4, 5 - Environment and mobility(4th Dec)	5	55,56%	4	44,44%	9
Table aim 6 -Society, culture and education(5thDec)	8	66,67%	4	33,33%	12
Permanent Committee meeting (15th Dec)	1	14,29%	6	85,71%	7
Local Corporation meeting (15th Dec)	6	37,50%	10	62,50%	16
<b>Total</b>	<b>46</b>	<b>52,27%</b>	<b>42</b>	<b>47,73%</b>	<b>88</b>
Presentation meeting	15	33,33%	30	66,67%	45
Socio-health, equality and environmetal workshop	5	50,00%	5	50,00%	10
Workshop for the elderly	9	45,00%	11	55,00%	20
Cultural, sports and youth workshop	7	36,84%	12	63,16%	19
Socio-economic workshop	9	52,94%	8	47,06%	17
Workshop in Gran Alacant	14	82,35%	3	17,65%	17
<b>Total</b>	<b>59</b>	<b>46,09%</b>	<b>69</b>	<b>53,91%</b>	<b>128</b>
Meeting and talks with schools	14	87,50%	2	12,50%	16
Workshop Bach. IES Cap de l'Ajub (20th Feb)	24	34,78%	45	65,22%	69
Workshop 1st Bach. IES Santa Pola (22nd Feb)	39	57,35%	29	42,65%	68
Workshop 2nd Bach. IES Santa Pola (22nd Feb)	14	45,16%	17	54,84%	31
<b>Total</b>	<b>91</b>	<b>49,46%</b>	<b>93</b>	<b>50,54%</b>	<b>184</b>
<b>Internal diagnosis</b>	<b>46</b>	<b>52,27%</b>	<b>42</b>	<b>47,73%</b>	<b>88</b>
<b>Citizen participation</b>	<b>59</b>	<b>46,09%</b>	<b>69</b>	<b>53,91%</b>	<b>128</b>
<b>Youth activities</b>	<b>91</b>	<b>49,46%</b>	<b>93</b>	<b>50,54%</b>	<b>184</b>



Surveys "Molt a dir, molt a guanyar" ESO		
IES CAP DE L'ALJUB	Called	538
	Participants	222
	% Participation	41,26%
COLEGIO ALONAI	Called	110
	Participants	99
	% Participation	90,00%
IES SANTA POLA	Called	472
	Participants	297
	% Participation	62,92%
<b>TOTAL</b>		1120
	Participants	618
	% Participation	64,72%

Contest data "Així m'agradaria Santa Pola"				
Centre		Infant	Primary	Inf. + Primary
RAMÓN CUESTA	Total	0	143	143
	Participants	Do not participate	92	92
	% Participation	Do not participate	64,34%	64,34%
COLEGIO ALONAI	Total	75	172	143
	Participants	23	132	92
	% Participation	60,67%	76,74%	62,75%
VIRGEN DEL LORETO	Total	144	290	434
	Participants	Do not participate	193	193
	% Participation	Do not participate	66,55%	44,47%
COLEGIO HISPANIDAD	Total	36	129	165
	Participants	Do not participate	27	27
	% Participation	Do not participate	20,93%	16,36%
COLEGIO CERVANTES	Total	0	280	280
	Participantes	Do not participate	221	221
	% Participation	Do not participate	78,93%	78,93%
COLEGIO JOSÉ GRANERO	Total	71	153	224
	Participants	47	106	153
	% Participation	66,20%	69,28%	68,30%
COLEGIO AZORÍN	Total	0	155	155
	Participants	Do not participate	103	103
	% Participation	Do not participate	66,45%	66,45%
COLEGIO VICENTA RUÑO	Total	281	588	869
	Participants	Do not participate	36	36
	% Participation	Do not participate	6,12%	4,14%
COLEGIO JOANOT MARTORELL	Total	66	0	66
	Participants	57	Do not participate	57
	% Participation	86,36%	Do not participate	86,36%
TOTAL	Total	673	1910	2583
	Participants	127	910	1037
	% Participation	18,87%	47,64%	40,15%

## **COMMENTS ON THE SURVEYS**

The full results of the surveys can be found in the annex of this document. The main conclusions to them are detailed below:

### **Regarding the possibilities of the future in Santa Pola.**

1. In general, young people from the Santa Pola's Secondary Education choose to continue their education, mainly in the university (73%) or in professional training (16%). Also the majority choose centres near Santa Pola or in Santa Pola (48%) and centres of the Spanish state the election of national centres (27%).

2. Regarding the preferred professions for the students, there is a fragmentation in the results, although the options regarding education, informatics and new technologies stand out slightly above the rest (15% and 16% respectively). On the other hand, the professions related to health, social services, hotel industry and restaurants stand out with 11% and 6% respectively, sectors that may be key for the future of Santa Pola. Regarding professions such as fishing or agriculture there are only 3 responses that do not reach 0.5% of the total responses.

3. Regarding future prospects for working in Santa Pola, most of the young people consider that they will not find work in Santa Pola and among the most significant reasons provided by young people, they emphasise the option of living in another place (34%) they will not find work of what they want in Santa Pola (26%) and in a larger city there are more opportunities (25%).

### **Regarding the perception of the municipality.**

1. The majority of young people perceive that Santa Pola is a fishing city (28%) and a tourist city (27%), also the vision of a residential city with 14% stands out. On the other hand, only 1% of respondents consider that Santa Pola is an innovative city and 2% an entrepreneurial city.

2. Among the strongholds of Santa Pola, young people highlight the beaches (23%), the fishing port (20%) and the cultural spaces and its historical heritage (17%). Only 3% and 5% highlight the spaces dedicated to leisure and trade and sports facilities and events.

3. Among the places that need improvement according to the perception of young people, most affect the space allocated to young people (23%) followed by sports facilities (16%), parks (14%) and street furniture (13%). It is also noteworthy that 11% perceive the need to improve beaches and natural spaces. On the other hand, it is perceived that the entertainment venues do not need improvement or the schools and institutes.

4. The spaces most used by young people are the gazebo and the promenade with 28% of the surveys each.

5. Among the main concerns of young people regarding Santa Pola, they highlight cleaning (17%), street conditions (15%), employment opportunities (15%) and leisure activities (14%). 55% of respondents consider that Santa Pola does not have leisure alternatives for young people, 69% pointing out the need for more leisure and cultural centres, followed by more sports facilities with 7%.





## **0.6 STRATEGIC AIMS**



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## STRATEGIC AIMS OF THE CITY

### Aim 1: Local government, smart city and participation.

Aim indicators.

Local election result

Total number of votes: 13,959

Indicator	Value	Date	Unit	Source
Number of political parties in the plenary session	6	2015	Political parties	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Average of seats per political party	3,5	2015	Seats	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Dispersion of seats per political party	2,9	2015	Seats	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Average of votes per political party	2327	2015	Votes	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Dispersion of votes per political party	1600	2015	Votes	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>

Number and type of associations.

Characteristics of the association	Number of associations	Date	Unit	Source
Artistic	27	2017	Associations	Tourist diagnosis of sustainability
Sociopolitical	43			
Sports	65			
Health	10			
Festive	17			
Economic	11			
Education	15			
Environmental	9			
Other	17			
Total	214			

Fact 1. Electronic administration and underdeveloped transparency.

#### Indicators

- Transparent web portals without results
- There is no telematic record

e-Administration	Percentage	Date	Unit	Source
Municipal transparency	8%	2015	Percentage	<a href="http://www.dyntra.org">http://www.dyntra.org</a>
Economic and financial transparency	4%			
Information about elected members and personnel	12,12%			
Information about the organisation and heritage	0%			
Information about rules and municipal directions	0%			
Organisation and Planning of the City Hall	12,5%			

Pegv.es: Statistical Portal of the Valencian Community. Dyntra.org: "Dynamic transparency index" Social transparency and open government platform.

Argos.gva.es: Portal of information of the direction of analysis and public policies of the presidency of the Generalitat.



- Citizen participation
- Contributions of the enrichment day

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 1</b>	<b>Electronic administration and underdeveloped transparency</b>
<b>CHALLENGES</b>	

1. To develop, implement and consolidate the electronic administration.
2. To answer registration in 30 days.
3. To develop an accessible web page and computer applications.
4. To put into operation the new website of the council.
5. To implement a tool for consulting the municipal budget.
6. To improve access to information: budgets, transparency, physical information points.
7. To get better computer equipment for the staff of the town hall.
8. To bring the administration closer to the citizenship.

#### PROJECTS

1. To implement a transparency portal, with semi-annual reports on the state of the debt, state of the municipal budgets..... among other sections.
2. To implement the electronic registry for citizenship, agile and without technical difficulties. Information service.
3. To implement a catalogue of all the procedures on the website of the City Council.
4. To carry out an audit of the state of the computer equipment and replace the terminals that are inadequate.
5. To expand physical information points.
6. To create a citizen observatory of debt.
7. App with municipal information.
8. To create a citizen observatory of debt.

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 1</b>	<b>Electronic administration and underdeveloped transparency</b>
<b>CHALLENGES</b>	

1. To develop, implement and consolidate the electronic administration.
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9. To simplify administrative procedures.

#### PROJECTS

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5. To expand physical information points.
6. To create a citizen observatory of debt.
7. App with municipal information.
8. To create a citizen observatory of debt.



Fact 2.Citizen participation strategy in consolidation process.

Strategy	Percentage	Date	Unit	Source
Community Support	16%	2015	Porcentaje	<a href="http://www.dyntra.org">http://www.dyntra.org</a>
Information and Public Services	36,36%			
Citizen commitment	4,76%			

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 2</b>	<b>Citizen participation strategy in consolidation process.</b>

#### CHALLENGES

1. To achieve greater involvement of all local groups.
2. To integrate all sectors.
3. To improve communication with citizens and involve them to make participation more attainable.
4. To increase the budget item in materials and technical personnel.
5. To improve communication with associations.
6. To create a transversal strategy.
7. To expand local consensus.
8. To integrate citizen participation in municipal management.

#### PROJECTS

1. To enable a web tool on the page to conduct surveys, surveys and participation.
2. To increase the percentage allocated to participation up to 2%.
3. To implement the remaining participation councils and create a coordination and management table for citizens' proposals.
4. To consolidate local councils and create the rest.
5. To conduct satisfaction surveys on urban, natural and accessible beaches.
6. To make participatory budgets.

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 2</b>	<b>Citizen participation strategy in consolidation process.</b>

#### CHALLENGES

1. To achieve greater involvement of all local groups.
2. To integrate all sectors
3. To improve communication with citizens and involve them to make participation more affordable.
4. To increase the budget item in materials and technical personnel.
5. To improve communication with associations.
6. To create a transversal strategy.
7. To expand local consensus.
8. To integrate citizen participation in municipal management.
9. To search for coordination and collaboration of public sectoral policies.
10. To facilitate the relationship between society and City Council.
11. To involve civil society in decision making.

#### PROJECTS

1. To enable a web tool on the page to conduct surveys, surveys and participation.
2. To increase the percentage allocated to participation up to 2%.
3. To implement the remaining participation councils and create a coordination and management table for citizens' proposals.
4. To consolidate local councils and create the rest.
5. To conduct satisfaction surveys on urban, natural and accessible beaches.
6. To make participatory budgets.
7. To develop training in citizen participation.
8. To create a Sectoral Transversal Table of Municipal Policies and count on citizen participation.
9. Final creation of the Consell de Participació Ciutadana and its sector forums.
10. To promote participatory budgets.
11. To create the citizen service, to have a direct contact City Hall-Citizenship.

Fact 3. Need to improve the accessibility of the city and the administration to people with functional diversity.

- Santa Pola General Plan 2009
- Association of Psychic Handicapped (Adipsa)

Condition of the buildings	Number of buildings	Date	Unit	Source
Run-down	21	2011	Buildings	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Bad	50			
Conditioned spaces for people using wheelchairs	0	2017	Spaces	<a href="http://www.eldiario.es">http://www.eldiario.es</a>
Blue flags at beaches	5	2018	Flags	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Qualitur Flags	13	2017	Flags	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 3</b>	<b>Need to improve the accessibility of the city and the administration to people with functional diversity</b>

#### CHALLENGES

1. To achieve sustainable urban mobility
2. To improve access of public buildings and areas of interest
3. To pedestrianise progressively and rationally
4. To use new technologies to improve accessibility
5. To implement systems of integration and accessibility, especially in cultural spaces, public buildings and areas of interest
6. To budget allocation of assigned items.
7. To create open playgrounds with accessible elements
8. To get only bike lane line and non-slip pedestrian crossings
9. To use and make resources available to facilitate administrative processes
10. To help the elderly with processes of public administration

#### PROJECTS

1. To bid for the Sustainable Urban Mobility Plan (SUMP) and gather information necessary for its implementation.
2. To start the paving works of Almirante Antequera Street and eliminate the obstacles in the roundabout.
3. Tender for the purchase of inclusive swings in Gran Alacant and Santa Pola.
4. Audio guides and Braille printing of posters in museums.
5. To finish humanisation.
6. To improve accesses of playgrounds in parks.
7. To re-urbanise areas with accessibility criteria
8. Implementation UNE 170.001 of Universal Accessibility in the accessible beaches of Levante and Gran Playa (to reform of public toilets, improve infrastructures accessible beaches, invest in equipment that meets the DALCO criteria of Universal Accessibility)
9. To install a Wi-fi zone in the Tourist Info of the Palmeral.

## ENHANCED BY CITIZEN PARTICIPATION

AIM 1	Local Government, Smart City and Participation
FACT 3	Need to improve the accessibility of the city and the administration to people with functional diversity

### CHALLENGES

1. To achieve sustainable urban mobility.
2. To improve access of public buildings and areas of interest.
3. To pedestrianise progressively and rationally.
4. To use new technologies to improve accessibility.
5. To implement systems of integration and accessibility, especially in cultural spaces, public buildings and areas of interest.
6. To budget allocation of assigned items.
7. To create open playgrounds with accessible elements.
8. To get only bike lane line and non-slip pedestrian crossings.
9. To use and make resources available to facilitate administrative processes.
10. To help the elderly with processes of public administration.

### PROJECTS

1. To create the Sustainable Urban Mobility Plan (PMUS) and that has a proposal for regulation, fords, public parking offer, improving traffic ... Counting in all cases with citizen participation.
2. To start the paving works of Almirante Antequera Street and eliminate the obstacles in the roundabout.
3. Tender for the purchase of inclusive swings in Gran Alacant and Santa Pola.
4. Audio guides and Braille printing of posters in museums.
5. To finish humanisation.
6. To improve access of playgrounds in parks.
7. To re-urbanise areas with accessibility criteria.
8. Implementation UNE 170.001 of Universal Accessibility in the accessible beaches of Levante and Gran Playa (reform of public toilets, improve infrastructures accessible beaches, invest in equipment that meets the DALCO Universal Accessibility criteria).
9. To install a Wi-fi zone in the Tourist Info Palm Grove.
10. Training in digital literacy.

Fact 4. Optimisation and use of resources.

Infrastructure and equipment	Number of spaces/centres	Date	Unit	Source
Schools	16	2017	Centres/Spaces	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Sports facilities	60			
Libraries	3			
Museums	1			
Health centres	8			
Welfare centres	6			
Purification systems	1			

<b>AIM 1</b>	<b>Local Government, Smart City and Participation</b>
<b>FACT 4</b>	<b>Optimisation and use of resources.</b>
<b>CHALLENGES</b>	

1. To plan economic resources and establish priorities
2. To coordinate or centralise the grant application
3. To make organised budgets
4. To disseminate and publicise the municipal landmarks
5. To implement collective synergies for electrical efficiency
6. To optimise public spending
7. To bet on training in different areas and population sectors: the elderly, self-employed, unemployed, students, etc. so that everyone can benefit from new technologies
8. To create a "Paperless" administration
9. To optimise energy resources

#### PROJECTS

1. Creation of a negotiated grant management through a close collaboration with the Department of Intervention.
2. To take advantage of the Press Department and create a schedule by council to attend the media. Increase of the presence in the press.
3. To advertise a brochure with a cross-sectional offer of training courses offered by the City Council and the ADL. Greater publicity in training offers.
4. To buy tablets for Plenaries and Commissions and implementation of a schematic coordination system between Departments and Administrations.
5. To change the municipal lighting to LED's so that, in the medium term, there is a significant saving in energy consumption.
6. To create a 'Grants Department'.
7. To conduct audits to identify savings opportunities.
8. To carry out specific courses for the elderly, self-employed, unemployed, students, etc. so that everyone can benefit from new technologies
9. To go as a political officer only to specific events or fairs renouncing to diets and the technical experts should be the ones who attend the thematic fairs.
10. While the paperless administration arrives, use as far as possible papers already written by one of their sides.
11. To bid to an ESE the totality of the replacement of conventional lighting by LEDs and in public buildings, in addition, to adapt to the current standards of the CTE.
12. Pictures, electrical elements, air conditioning, etc.



## ENHANCED BY CITIZEN PARTICIPATION

AIM 1	Local Government, Smart City and Participation
FACT 4	Optimisation and use of resources.

### CHALLENGES

1. To plan economic resources and establish priorities.
2. To coordinate or centralise the grant application.
3. To make organised budgets.
4. To disseminate and publicise the municipal landmarks.
5. To implement collective synergies for electrical efficiency.
6. To optimise public spending.
7. To bet on training in different areas and population sectors: the elderly, self-employed, unemployed, students, etc. so that each one can benefit from the new technologies.
8. To create a "Paperless" administration.
9. To optimise energy resources.
10. To expand the number of registered voters.
11. To decrease the expenses of public events.
12. To expand resources for activities that generate expenditure in the population.

### PROJECT

1. Creation of a negotiated grant management through a close collaboration with the Department of Intervention.
2. Use of the Press Department and creation of a schedule by the council to attend the media. Increase of the presence in the press.
3. To advertise a brochure with a cross-sectional offer of training courses offered by the City Council and the ADL. Greater publicity in training offers.
4. Purchase of tablets for Plenary and Commissions and implementation of a schematic coordination system between Departments and Administrations.
5. Change by LED's of the municipal lighting so that, in the medium term, there is a significant saving in energy consumption.
6. Creation of a Grants Department.
7. To conduct audits to identify savings opportunities.
8. To carry out specific courses for the elderly, self-employed, unemployed, students, etc. so that everyone can benefit from new technologies
9. To go as political officer only to specific events or fairs renouncing to diets and the technical experts should be the ones who attend the thematic fairs.
10. While the paperless administration arrives, use as far as possible folios already written by one of their sides.
11. To bid to an ESE the totality of the replacement of conventional lighting by LEDs and in public buildings, in addition, to adapt to the current standards of the CTE, tables, electrical elements, air conditioning, etc.
12. Awareness campaign to promote voter registration and implement incentives and deductions for registered voters.
13. Viability plan for events, which seeks to generate expenditure on the resident population or the attraction of visitors and avoid possible excessive internal spending.

Fact 5. Lack of connectivity and use of new technologies to communicate with local administration.

AIM 1	Local Government, Smart City and Participation
FACT 5	Lack of connectivity and use of new technologies to communicate with local administration
CHALLENGES	
<ol style="list-style-type: none"><li>1. To implement Wi-fi municipal areas and mobile charging areas in points of cultural and tourist interest</li><li>2. To improve access to the Internet and connectivity in municipal buildings and areas of interest</li><li>3. To enable a single window</li><li>4. To create City Council platform and Adl.</li><li>5. To implement collective Smart City between areas</li><li>6. To implement electronic administration, understandable and accessible</li><li>7. To acquire management modernisation programs and apps</li><li>8. To expand the telematic information and new municipal app's</li><li>9. To implement information management models, transversal, reusable and not closed</li><li>10. To improve communication between municipal areas</li></ol>	
PROJECT	
<ol style="list-style-type: none"><li>1. To centralise all procedures on the ground floor of the City Council, specifically in the Registration Department.</li><li>2. To provide the registry with the necessary equipment to perform its functions.</li><li>3. To implement Wi-fi municipal areas and mobile charging areas in points of cultural and tourist interest</li><li>4. To create an economic line for the modernisation of public administration.</li><li>5. To implement information management models, transversal, reusable and not closed</li><li>6. To develop an app for incidents for citizens.</li><li>7. Installation of solar panels bank with mobile charging point in Levante beach.</li><li>8. To install a Wi-fi zone in the Tourist Info of the Palmeral</li><li>9. To implement an intranet system avoiding the lack of communication between areas</li></ol>	

#### ENHANCED BY CITIZEN PARTICIPATION

AIM 1	Local Government, Smart City and Participation
FACT 5	Lack of connectivity and use of new technologies to communicate with local administration
CHALLENGES	
<ol style="list-style-type: none"><li>1. To implement Wi-fi municipal areas and mobile loading areas in points of cultural and tourist interest.</li><li>2. To improve access to the Internet and connectivity in municipal buildings and areas of interest.</li><li>3. To enable a single window</li><li>4. To create City Council platform and Adl.</li><li>5. To implement collective Smart City between areas.</li><li>6. To implement electronic administration, understandable and accessible.</li><li>7. To acquire management modernization programs and apps.</li><li>8. To expand the telematic information and new municipal app's</li><li>9. To implement information management models, cross-sectional, reusable and not closed</li><li>10. To improve communication between municipal areas.</li></ol>	
PROJECT	
<ol style="list-style-type: none"><li>1. To centralise all procedures on the ground floor of the City Council, specifically in the Registration Department.</li><li>2. To provide the registry with the necessary equipment to perform its functions.</li><li>3. To implement Wi-fi municipal areas and mobile loading areas in points of cultural and tourist interest.</li><li>4. To create an economic line for the modernization of public administration.</li><li>5. To implement information management models, cross-sectional, reusable and not closed</li><li>6. To develop an app for incidents for citizens.</li><li>7. Installation of solar panels bank with mobile charging point in Levante beach.</li><li>8. To install a Wi-fi zone in the Tourist Info Palm Grove.</li><li>9. To implement an intranet system avoiding the lack of communication between areas.</li></ol>	

## Aim 2: Economic development, employment and innovation

### Aim indicators

Number of vehicles and type:

- Total number of vehicles: 21,340
- Number of vehicles per inhabitants: 0.68

Type of vehicles	Number of vehicles	Date	Unit	Source
Private cars	14.942	2017	Vehicles	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Motorbikes	2.555			
Vans and lorries	2.106			
Buses	19			
Tractors	35			
Mopeds	1.417			
Other	266			

Bank offices.

Centres	Number of centres	Date	Unit	Source
Bank branches	18	2017	Centres	Tourist diagnosis of sustainability
Savings banks	0			

Fact 1. Low professional qualification, brain drain and seasonal employment.

Unemployment	Percentage	Date	Unit	Source
Unemployed people	2.690	December de 2017	Percentage	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Unemployed working population	14,39%			
Unemployment	20,05%			
Unemployment <25 years	6,69%			
Unemployment service sector	77,03%			
Job rotation	0,19% (contracts/people)			
Hiring	Percentage	Date	Unit	Source
Hiring in the service sector	84,97%	2017	Percentage	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Level of studies	Percentage	Date	Unit	Source
Population of 16 or more years without studies	707	2011	People	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Population of 16 or more years with Secondary Education	13.871			

**Note:** According to the commission of employment held in March 2014, it was agreed to approve a proposal for the calculation of the active population taking into account the regulated training levels and a modelling of the behaviour of the population regarding the willingness to work, such as follow:

- People between 16 and 18 years old: 10% of the census.
- People between 19 and 24 years old: 60% of the census.
- People between 25 and 65 years old: 90% of the census.

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 1</b>	<b>Low professional qualification, brain drain and seasonal employment</b>
<b>CHALLENGES</b>	

1. To attract companies that demand qualified positions
2. To improve the linguistic competitiveness in the School Centres (Motivation)
3. To achieve an adequate planning of the training offer
4. To train groups with special needs (youth, women, etc.)
5. To expand the offer and accreditation of professional certificates
6. To improve training in N.N.T.T. and in the languages of citizenship
7. To promote the continuity of studies
8. To improve the educational level of young people with low levels of education or school dropout
9. To adapt the training to the needs of Santa Pola (ASTONDOA, port, product mar)
10. To obtain municipal training infrastructures to expand the training offer adapted to the real training needs
11. To lift the underground economy
12. To request an own Servef Centre
13. To encourage work outside the summer season (deseasonalise)
14. To improve the level and professional qualification of employed workers

## **PROJECT**

1. Development and implementation of an Electronic Management Platform in digitalisation
2. Development and commissioning of the "Open Municipal Data" Portal, having a Big Data specialist.
3. To implement programmes to improve linguistic competence in schools
4. To enable assistance programs for the qualified training of disadvantaged groups
5. To enable voluntary programs of knowledge exchange in NNTT and languages
6. To implement training programs in strategic economic sectors of Santa Pola
7. To eliminate barriers for the creation of companies



## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 1</b>	<b>Low professional qualification, brain drain and seasonal employment</b>

### CHALLENGES

1. To attract companies that demand qualified positions.
2. To improve the linguistic competitiveness in the School Centres (Motivation).
3. To achieve an adequate planning of the training offer.
4. To train groups with special needs (youth, women, etc).
5. To expand the offer and accreditation of professional certificates.
6. To improve training in N.N.T.T. and in the languages of citizenship.
7. To encourage the continuity of studies.
8. To improve the educational level of young people with low level of education or school dropout.
9. To adapt the training to the needs of Santa Pola (ASTONDOA, port, product mar).
10. To obtain municipal training infrastructures to expand the training offer adapted to the real training needs.
11. To lift the underground economy.
12. To request an own Servef Centre.
13. To encourage work outside the summer season (deseasonalise).
14. To generate quality employment.
15. To improve the level and professional qualification of employed workers.
16. To diversify the economy.
17. To attract companies to the business park.
18. To increase the offer of Vocational Training of educational centres.
19. Referential culinary teaching centre.
20. Reference in courses for certifications and boat licenses.
21. Periodic updating of unemployment databases and their characteristics.
22. To increase the percentage of job placement of our unemployed.
23. To know better our business network.
24. To support for the unemployed with greater insertion difficulties.
25. To extend the contracted periods.

### PROJECT

1. Development and implementation of an Electronic Management Platform in digitalisation.
2. Development and commissioning of the "Open Municipal Data" Portal, having a Big Data specialist.
3. To implement programmes to improve linguistic competence in schools.
4. To enable assistance programs for qualified training of disadvantaged groups.
5. To enable voluntary knowledge exchange programs in NNTT and languages.
6. To implement training programs in strategic economic sectors of Santa Pola.
7. To eliminate barriers for the creation of companies.
8. Young employment plan and > 50 years.
9. To offer facilities to companies.
10. Investment Plan in facilities for training for employment.
11. Project Training Plan for entrepreneurs and unemployed in training and commercial and tourist activities, it would be in the FCP, Aim 2, Fact 1:
12. To enable voluntary programmes to exchange knowledge in ICT and languages.
13. To implement training programmes in strategic economic sectors of Santa Pola.
14. Plan for the promotion of Professional Certificates
15. Plan of formative adaptation to the current and future demand of the municipality and the environment.
16. To support plan for business innovation that has more qualified human resources that provide added value.
17. Recruitment of European Funds for the promotion of employment.
18. To weave a municipal-business-educational network that fosters labour insertion.
19. Municipal support plan for those companies that promote local employment.
20. Youth employment plan for people over 50 years of age through SERVEF grants.
21. Local Subsidies Plan for companies that extend the hiring periods outside of the summer seasons.

Fact 2. Lack of cohesive business fabric.

Associationism	Number of associations		Date	Unit		Source
Economic and business position	11		2017	Associations		<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Non-economic	184					
Type of area	Area	Number of industrial areas	Date	Unit		Source
Industrial	513.047 m <sup>2</sup>	2	2017	M		<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Companies	Number of companies		Date	Unit		Source
	2.007		2017	Companies		<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
	Percentage		Date	Unit		Source
Transport, commerce and hotel industry	45,51%		2017	Percentage		<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Service Sector	39,28%					

AIM 2	Economic development, employment and innovation
FACT 2	Lack of cohesive business fabric
CHALLENGES	

1. To know the needs of local businesses.
2. To improve the communication between local administration and companies.

PROJECT
1. Elaboration by the Local Administration, of a Data Base, where the diverse commercial and industrial activities of the locality are included, with the purpose of knowing the services that can be lent to the Administration, when having them grouped by their Epigraphs.
2. To create the local business council.

**ENHANCED BY CITIZEN PARTICIPATION**

AIM 2	Economic development, employment and innovation
FACT 2	Lack of cohesive business fabric
CHALLENGES	

1. To know the needs of local businesses.
2. To improve the communication between local administration and companies.
3. To inform tourists and visitors of the Municipality's service offer
4. That our entrepreneurs use the Networking methodology.

PROJECT
1. Elaboration by the Local Administration, of a Data Base, where the diverse commercial and industrial activities of the locality are included, with the purpose of knowing the services that can be lent to the Administration, when having them grouped by their Epigraphs.
2. To create the local business council.
3. To create a self-employed network.
4. To create an association of nautical companies.
5. Preparation, maintenance and dissemination by the Local Administration of a database, which includes the various commercial and industrial activities of the town, for use by second homes, visitors and tourists.
6. Plan for the promotion of cooperation between local businesses (including Gran Alacant).

Fact 3. Existence of a Local Development Agency for the economic dynamisation of the municipality.

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 3</b>	<b>Existence of a Local Development Agency for the economic dynamisation of the municipality</b>
<b>CHALLENGES</b>	

1. To explain / Disseminate the services / functions of the Local Development Agency
2. To promote the services and resources to maintain the level of the ADL.

#### PROJECT

1. Plan for communication and dissemination of the ADL, supported by the City Council and with the press resources of the same.
2. To strengthen the coordination of the Plaça Ciutat Santapolavant from the ADL for its continuity in the drafting of the plan and its implementation.
3. To provide resources to the ADL to enhance the European Projects Service and improve the possibilities for national and European funds.
4. Start-up of the Erasmus + Mobility Project (European Voluntary Service and Youth Exchanges).

#### ENHANCED BY CITIZEN PARTICIPATION

<b>EJE 2</b>	<b>Economic development, employment and innovation</b>
<b>HECHO 3</b>	<b>Existence of a Local Development Agency for the economic dynamisation of the municipality</b>
<b>CHALLENGES</b>	

1. To explain / Spread the services / functions of the Local Development Agency.
2. To promote the services and resources to maintain the level of the ADL.
3. To translate the ADL services.

#### PROJECT

1. Plan for communication and dissemination of the ADL, supported by the City Council and with the press resources of the same.
2. To strengthen the coordination of the Plaça Ciutat Santapolavant from the ADL for its continuity in the drafting of the plan and its implementation.
3. To provide resources to the ADL to enhance the European Projects Service and improve the possibilities for national and European funds.
4. Start-up of the Erasmus + Mobility Project (European Voluntary Service and Youth Exchanges).

Fact 4. Need for infrastructure and services.

Infrastructure and equipment	Number of spaces /centres	Date	Unit	Source
Education centre	16	2016	Centres/Spaces	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Sports facilities	60			
Libraries	3			
Museums	1			
Health centres	8			
Welfare centres	6			

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 4</b>	<b>Need for infrastructures and services</b>
<b>CHALLENGES</b>	

## PROJECT

### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 4</b>	<b>Need for infrastructures and services</b>
<b>CHALLENGES</b>	

1. To promote the creation of new companies.
2. In the FCP there is only one challenge: No. 1 To promote the creation of new companies.
3. It is proposed to add challenges:
4. To offer a service that enhances the stay and business of visitors and entrepreneurs.
5. To promote business initiatives.
6. To have adequate facilities to provide services to users of the ADL.

## PROJECT

1. Creation of coworking spaces: support and promotion.
2. In the FCP is placed the following project # 1 Creation of coworking spaces, support and promotion.
3. Creation of a project called "ESTACIÓ DE LA INNOVACIÓ".
4. Plan adaptation and creation of stable dependencies of the Local Development Agency of Santa Pola.

Fact 5. City with potential for innovation and generation of employment related to sport.

Sports equipment	Number of spaces/facilities	Date	Unit	Source
Sports spaces	60	2017	Spaces	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Sports facilities	11		Facilities	<a href="http://www.turismosantapola.es">http://www.turismosantapola.es</a>
Clubs and schools	10			
Hiring	Number of hirings	Date	Unit	Source
Assistants for leisure activities	169	2016	Contracts	<a href="http://www.adlsantapola.es">http://www.adlsantapola.es</a>

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 5</b>	<b>City with potential for innovation and employment generation related to sport</b>
<b>CHALLENGES</b>	

1. To promote local competitions.
2. To promote the sport and its benefits.

## PROJECT

1. To implement physical activity programmes in the municipality.
2. To organise seminars and / or conferences related to sport.
3. To keep existing and host new sports competitions.



## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 2</b>	<b>Economic development, employment and innovation</b>
<b>FACT 5</b>	<b>City with potential for innovation and employment generation related to sport</b>
<b>CHALLENGES</b>	

1. To promote local competitions.
2. To promote the sport and its benefits.
3. To improve qualification and training in sports related occupations.
4. To offer an offer of facilities for training stays for athletes and teams with climates with difficulty training every day.
5. To offer an offer of facilities for sports training stays and high performance sports teams linked to our sea.

## PROJECT

1. To implement physical activity programs in the municipality.
2. To organise seminars and / or conferences related to sport.
3. To keep existing and host new sports competitions.
4. Professional training in the field of sport.
5. Plan of sports facilities to offer stays of cold weather clubs.
6. Accommodation offer plan suitable for the offer of sports stays.
7. Promotion of the creation of a High Performance Facility linked to the sport of the sea.
8. Plan of Conditioning rural roads for the practice of cycling, hiking, etc ... and of stable maintenance of the facilities of the municipality.

### Aim 3: Productive sectors.

Fact 1. Mature tourism product that does not generate new employment opportunities

Tourist offer	Number of places	Number of buildings	Date	Unit	Source
Hotels	381	3	2016	Number	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Inns	80	2			
Campings	1.374	2			
Restaurant business	Number of establishments		Date	Unit	Source
Restaurants	182		2016	Rest.	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Type of companies	Number of companies		Date	Unit	Source
Active tourism	7		2017	Companies	<a href="http://www.turismosantapola.es">http://www.turismosantapola.es</a>
Jobseekers	Number of unemployed people		Date	Unit	Source
Hotel industry	190		December de 2017	Jobseeekers	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
Restaurant business	951				
Hiring	Number of hirings		Date	Unit	Source
Salaried waiters and cooks	2.575		2016	Hirings	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 1</b>	<b>Mature tourism product that does not generate new employment opportunities</b>

#### CHALLENGES

1. To value and create tourism products.
2. To encourage and enhance the offer of water sports.
3. To sensitise the clientele.
4. To encourage and diversify the competitive tourist offer.
5. To provide adequate infrastructure for the elderly and people with disabilities.
6. To strengthen local establishments.
7. To value our cultural, environmental resources, etc.
8. To support and collaborate (the administration) with local tourism businesses.
9. To legalise the large offer of second-home housing.

#### PROJECT

1. Plan for the promotion and promotion of Water Sports throughout the year.
2. PROJECT BEACHES OF UNIVERSAL ACCESSIBILITY.
3. Tourism products valuation plan through a City APP (Smart Tourist Destination Project).
4. PROJECT DEVELOPMENT DESALINATION NATIONAL AND LEISURE OFFER.
5. "Accessible Municipality Project for All".
6. To have specialised guides of adapted places.
7. MARKET STUDY on the stock of commercial premises available for the implementation of new activities aimed at leisure and restoration.
8. Program of Commercial Promotion of the Urban Commerce of Santa Pola.
9. Fair of the Nautical and Fishing Industry of Santa Pola.
10. Start-up of the Local Council of Commerce and Tourism.

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 1</b>	<b>Mature tourism product that does not generate new employment opportunities</b>

#### CHALLENGES

1. To value and create tourism products.
2. To encourage and enhance the offer of water sports.
3. To sensitise the clientele.
4. To encourage and diversify the competitive tourist offer.
5. To provide adequate infrastructure for the elderly and people with disabilities.
6. To strengthen local establishments.
7. To value our cultural, environmental resources, etc.
8. To support and collaborate (the administration) with local tourism businesses.
9. To legalise the large offer of second-home housing.
10. To look for investments for the creation of hotels.
11. To increase commercial areas.
12. To attract tour operators and hotel companies.
13. To eliminate obstacles for new ideas.

#### PROJECT

1. Plan for the promotion and promotion of Water Sports throughout the year.
2. PROJECT BEACHES OF UNIVERSAL ACCESSIBILITY.
3. Tourism products valuation plan through a City APP (Smart Tourist Destination Project).
4. PROJECT DEVELOPMENT DESALINATION NATIONAL AND LEISURE OFFER.
5. "Accessible Municipality Project for All".
6. To have specialised guides of adapted places.
7. MARKET STUDY on the stock of commercial premises available for the implementation of new activities aimed at leisure and restoration.
8. Program of Commercial Promotion of the Urban Commerce of Santa Pola.
9. Fair of the Nautical and Fishing Industry of Santa Pola.
10. Start-up of the Local Council of Commerce and Tourism.
11. To update the General Plan.
12. To improve the amusement park.
13. Fishing tourism.
14. To expand the schedules of sports facilities.
15. To finish the heated pool.
16. New events and new ways of leisure out of season.
17. Entrepreneurial office in Gran Alacant.

Fact 2. Transformation of the fishing and industrial sector.

Type of surface	Surface	Date	Unit	Source
Industrial	9 Ha	2011	Hectares	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Industrial building lands	91,95 Ha			
Communal	12,5%			
Characteristics of the fleet	Vessels	Date	Unit	Source
Operational fleet	85	2015	Vessels	Analysis of the potential of the FIGG and FEP grants. Fishing Port of Santa Pola. Ministry of the Environment and Rural and Marine Affairs.
Trawler	30			
Managing entity la Lonja	Fishermen's brotherhood of Santa Pola			
Type of seaport	Date		Source	
Sports and fishing	2016		Document. Avalem Territori, Santa Pola. Territorial and Labour Diagnosis	
Jobseekers	Unemployed	Date	Unit	Source
Agriculture, ranching, forestry and fishing	38	December 2017	People	<a href="http://www.servef.gva.es">http://www.servef.gva.es</a>
Manufacturing industry	170			
Hirings	Contracts	Date	Unit	Source
Secondary sector	33	December 2017	Number of contracts	<a href="http://www.servef.gva.es">http://www.servef.gva.es</a>

**AIM 3**

**Productive sectors**

**FACT 2**

**Transformation of the fishing and industrial sector**

**CHALLENGES**

1. To provide floors and aids for the installation of companies in the industrial area
2. To dynamise and attract new companies to the polygon
3. Advising on R & D
4. To promote the development of nautical leisure
5. Diversification of complementary sectors
6. To increase the supply of public land

**PROJECT**

1. Promotion and deseasonalisation project for nautical and leisure offer
2. Fair of the Nautical and Fishing Industry of Santa Pola

## ENHANCED BY CITIZEN PARTICIPATION

AIM 3	Productive sectors
FACT 2	Transformation of the fishing and industrial sector
CHALLENGES	
<ol style="list-style-type: none"> <li>1. To provide floors and aids for the installation of companies in the industrial estate.</li> <li>2. To dynamise and attract new companies to the polygon.</li> <li>3. To advise on R &amp; D.</li> <li>4. To promote the development of nautical leisure.</li> <li>5. Diversification of complementary sectors.</li> <li>6. To increase the supply of public land.</li> <li>7. To increase the port industrial infrastructure.</li> <li>8. To change the dynamics of the fishing sector: convert the port of Santa Pola into a nautical industrial club.</li> <li>9. To maintain the fishing sector, sustainability of the industries.</li> <li>10. To link fishing to the tourism sector.</li> <li>11. To bet on sustainable and quality fishing.</li> <li>12. To optimise salt extraction activity.</li> <li>13. To "commercialise hunting spaces".</li> </ol>	
PROJECT	
<ol style="list-style-type: none"> <li>1. Promotion and deseasonalisation project for nautical and leisure offer</li> <li>2. Fair of the Nautical and Fishing Industry of Santa Pola</li> <li>3. To update the General Plan</li> <li>4. To update the uses of the fishing pier with industrial spaces</li> <li>5. Training centre specialised in innovation and competitiveness: naval and fishing</li> <li>6. Creation of fish processing companies</li> <li>7. Promotion of the Blue Economy.</li> <li>8. To boost rides on pleasure boats where fishing products are offered.</li> <li>9. Tourism promotion of traditional fishing as a cultural characteristic.</li> <li>10. To bring fishing closer to the new generations.</li> <li>11. To recover some professions like the one of rederos.</li> <li>12. To obtain environmental accreditations that ensure sustainable fishing.</li> <li>13. To support transforming companies that give added value to fishing activity.</li> <li>14. To create a quality product with more sustainable extraction processes (increase the market price and ensure the maximum alteration of the environment).</li> <li>15. To link saline extraction to the tourist activity creating a cultural-natural product linked to the extraction.</li> <li>16. Plan for the exploitation of protected areas for cultural and environmental tourist use in a controlled manner and respecting their carrying capacity.</li> </ol>	

Fact 3. Scarce promotion and support for the contracting of SMEs and / or local micropyme.

AIM 3	Productive sectors
FACT 3	Scarce promotion and support for the contracting of SMEs and / or local micropyme
CHALLENGES	
<ol style="list-style-type: none"> <li>1. To involve the administration in the local activity (services, shops, etc.)</li> </ol>	
PROJECT	
<ol style="list-style-type: none"> <li>1. Plan to encourage the hiring of local companies (km zero) and those with corporate social responsibility (CSR) strategies.</li> </ol>	



## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 3</b>	<b>Scarce promotion and support for the contracting of SMEs and / or local micropyme</b>

### CHALLENGES

1. To involve the administration in the local activity (services, shops, etc.)

### PROJECT

1. Plan to encourage the hiring of local companies (km zero) and those with corporate social responsibility (CSR) strategies.
2. To hire local companies of historical, cultural, archaeological, sports tourism ...
3. Plan to encourage the hiring of local companies ("km zero", collaborative economy and the common good) and those that have CSR strategies.
4. To promote local (public and / or private) services to support and disseminate historical, cultural, archaeological, sports tourism ...

Fact 4. Idle and little known local resources.

Cultural heritage	Monuments	Date	Unit	Source
Goods of cultural interest	6	2017	Goods	General Plan of Santa Pola's Catalog of protected goods and spaces.
Goods of local relevance	43			

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 4</b>	<b>Idle and little-known local resources</b>

### CHALLENGES

1. To value and create tourism products
2. To promote specific commercial areas
3. To publicise natural and heritage resources
4. To educate the population since childhood (school) in the knowledge of our heritage
5. To promote gastronomic cultural tradition (products, services, events)

### PROJECT

1. Gastronomic Fair Peix de Santa Pola.
2. To promote the products of typical pastry bakeries under the same brand.
3. To create bike lanes along the coast and connect the main green areas, cultural and educational spaces.
4. Commercial revitalisation plan
5. Inclusion project and participation of the school community
6. To strengthen the "Peix de Santa Pola" brand.
7. To create other gastronomic brands for their patent and commercialisation, for example "El Caldero de gallina de Santa Pola"
8. Program of Commercial Dynamisation of the Urban Commerce of Santa Pola
9. Start-up of the Local Council of Commerce and Tourism
10. To create an inventory of natural and heritage resources and their suitability to be tourist products.

## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 4</b>	<b>Idle and little-known local resources</b>
<b>DESAFÍOS</b>	

1. To value and create tourism products.
2. To promote specific commercial areas.
3. To publicise natural and heritage resources.
4. To educate the population since childhood (school) in the knowledge of our heritage.
5. To promote gastronomic cultural tradition (products, services, events).
6. To avoid the flight of purchase of Gran Alacant.
7. To create a differentiated and branded Santa Pola offer.
8. To be among the destinations distinguished by their gastronomic offer.

## PROJECT

1. Gastronomic Fair Peix de Santa Pola.
  2. To promote the products of typical pastry bakeries under the same brand.
  3. To create bike lanes along the coast and connect the main green areas, cultural and educational spaces.
  4. Commercial revitalisation plan.
  5. Inclusion project and participation of the school community.
  6. To strengthen the "Peix de Santa Pola" brand.
  7. To create other gastronomic brands for their patent and commercialization, for example "El Caldero de gallina de Santa Pola".
  8. Programme of Commercial Promotion of the Urban Commerce of Santa Pola.
  9. Start-up of the Local Council of Commerce and Tourism.
  10. To create an inventory of natural and heritage resources, and their suitability to be tourism products.
  11. To update the tourism plan.
  12. Plan of Communication and promotion of the global commercial offer of Santa Pola in Gran Alacant.
- Awareness campaign with local commerce.

Fact 5. Low-profile, low-competitive, low value-added entrepreneurship.

Entrepreneurship	Percentage	Date	Unit	Source
Self-employed person	32,97%	2017	Percentage	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 5</b>	<b>Low-profile, low-competitive, low-value-added entrepreneurship</b>
<b>CHALLENGES</b>	

1. To increase training
2. To promote innovation
3. To study the situation of the commercial offer. To project future

## PROJECT

1. Specialised Training Plan in Tourist Services: Languages, training in customer services.
2. Plan of commercial revitalisation that has pedestrian zones of recreation and provision of parking bags nearby.
3. To promote business exchanges between Santa Pola and the rest of Europe
4. To host conferences on innovation and business conducted by reference entities, universities, business associations of the province ...

## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 3</b>	<b>Productive sectors</b>
<b>FACT 5</b>	<b>Low-profile, low-competitive, low-value-added entrepreneurship</b>
<b>CHALLENGES</b>	

1. To increase formative training.
2. To promote innovation.
3. To study the situation of the commercial offer. To project the future.

## PROJECT

1. Specialised Training Plan in Tourist Services: Languages, training in customer services.
2. Commercial dynamisation plan with pedestrian areas for recreation and provision of parkings nearby.
3. To strengthen business exchanges between Santa Pola and the rest of Europe.
4. To host conferences on innovation and business conducted by reference entities, universities, business associations in the province ...
5. To create a business plan

## Aim 4: Sustainable development and protection of the environment.

Aim indicators

### Recreation facilities

Types of facilities	Facilities	Date	Unit	Source
Public parks	32	2016	Number	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Children's parks	16			
Gardens	7			
Nature areas	1			
Other	2			

### Urban green spaces

Types of green spaces	Surface	Date	Unit	Source
Out of doors sports equipment	1.387.500	2009 OLAN 'ENERAL	M <sup>2</sup>	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Public parks	217.858			

### Water consumption

Consumption type	Quantity per month	Date	Unit	Source
Annual municipal water average	293.392	2016	M <sup>3</sup>	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Per inhabitants/day	148.4			
Total municipal consumption	3.520.700			

**Presence of nitrates in drinking water**

Nitrates in drinking water	Quantity	Date	Unit	Source
	2,02	2016	Mg/l	Diagnosis of Tourism Sustainability of the municipality of Santa Pola

**Quality of bathing waters**

Swimming areas	Sanitary mark	Date	Unit	Source
Cales de l'est	Excellent	2016	Scale of 4 values (excellent, good, sufficient, insufficient)	Ministry of Agriculture, Food and Water of the Generalitat Valenciana
Platja del varador	Excellent			
Platja de llevant	Excellent			
Cales Santiago Bernabeu	Excellent			
Gran platja	Excellent			
Platja Llisa	Excellent			
Platja Tamarit	Excellent			
Platja de l'ermita	-			
El pinet	-			
La gola	-			
Bancal de l'arena	Excellent			

Santa Pola has exceptional beaches and water quality, and this situation is reflected in the different indicators obtained every year.

According to data provided by the ADL based on information from the Valencian Institute of Statistics and the Association of Environmental and Consumer Education:

- Year 2017: 6 beaches with blue flag (Calas del este, Varador, Llevant, Llisa, Santiago Bernabeu).
- Year 2016: Excellent water quality in Cales de l'Est, Varador, Llevant, Santiago Bernabeu, Gran Platja, Platja Llisa Platja Tamarit and Platja de l'Ermida.
- Year 2016: 4,725 km of urban beach and 6,130 km of beach outside the urban area certified by AENOR by the standards UNE-EN ISO 9,001: 2008 and UNE-EN ISO 14,001: 2004.

**State of conservation of the oceanic posidonia**

Posidonia Oceanica state	Quantity	Date	Unit	Source
Density	333,75	2014	Beams/m2	Mediterranean Network for the control of the Oceanic Posidonia. Valencian Community. Provincial Council of Alicante.
Coverage (5 m depth)	72,13		Percentage	
Coverage (9 m depth)	78,93%			

**Fact 1. Privileged geographical position.**

Characteristics of the geographical position	Quantity	Date	Unit	Source
Height of the population centre	4	2013	Metres	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Distance to the capital	20	1996	Kilometres	
Surface of the municipality	5.516,1	2013	Hectares	
Population density	535,36	2017	Inhab/Km2	



<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 1</b>	<b>Privileged geographical position</b>
<b>CHALLENGES</b>	

## PROJECT

### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 1</b>	<b>Privileged geographical position</b>
<b>CHALLENGES</b>	

1. To promote our geographical position.

## PROJECT

1. To create / promote brand linked to the territory.

Fact 2. Territorial resources: Natural park, coastal facade, salt flats and mountains.

Territorial Resources	Quantity	Fecha	Unit	Source
Environmental protection	6	2017	Number	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Natural landscapes	8	2017		
Protected areas	4.596.56	1998	Hectares	

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 2</b>	<b>Territorial resources: Natural park, coastal facade, salt flats and mountains.</b>
<b>CHALLENGES</b>	

1. To increase the number of accommodations.
2. To improve communication between administrations.
3. To value natural resources.
4. To use anthropic resources coherently so that the natural environment does not disappear.
5. To regulate the uses of the mountains.
6. To exploit tourist environmental resources throughout the year.
7. To get seafront.
8. To order protected shoreline.

## PROJECT

1. To create a nautical theme accommodation.
2. Campaign for the diffusion of the natural resources of Santa Pola: Natural Place of the mountain range, geological park of international interest, Ladera del Cabo.
3. Las Salinas, bird watching.
4. Nautical station.
5. Maritime walk of Santiago Bernabéu-Varadero connected to Santa Pola del Este and Poniente area.
6. Cycle lane on the entire coastal front of the municipality of Santa Pola.

## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 2</b>	<b>Territorial resources: Natural park, coastal facade, salt flats and mountains.</b>
<b>CHALLENGES</b>	

1. To increase the number of accommodations.
2. To improve communication between administrations.
3. To value natural resources.
4. To use anthropic resources coherently so that the natural environment does not disappear.
5. To regulate the uses of the mountains.
6. To exploit tourist environmental resources throughout the year.
7. To get seafront.
8. To order protected shoreline.
9. Recovery of the Sierra and its ecological balance: protection and environmental awareness in general.
10. To include Tabarca as a municipal resource (even if it is not).

## PROJECT

1. To create a nautical theme accommodation.
2. Campaign for the diffusion of the natural resources of Santa Pola: Natural Place of the mountain range, geological park of international interest, Ladera del Cabo.
3. Las Salinas, bird watching.
4. Nautical station.
5. Maritime walk of Santiago Bernabéu-Varadero connected to Santa Pola del Este and Poniente area.
6. Bike lane on the entire coastal front of the municipality of Santa Pola.
7. Declaration of Arrecife as a geological monument.

Fact 3. Inefficient equipment and inadequate use of energy resources (lighting, heating ...) in public and private buildings.

Energy consumption	Quantity	Date	Unit	Source
Public/municipal services	12.583,90	2011	MWh	Santa Pola's Sustainable Energy Action Plan
Private services	41.508,90	2011		
Electric energy consumption	Quantity	Date	Unit	
Street lighting	41,39	2011	Percentage	
Buildings and other facilities	28,70	2017		

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 3</b>	<b>Inefficient equipment and inadequate use of energy resources (lighting, heating ...) in public and private buildings</b>

#### CHALLENGES

1. To raise awareness among citizens in the protection of the environment.
2. To improve the energetic efficiency of buildings and public infrastructure.
3. Awareness of the good use of the facilities.
4. To establish guidelines on good environmental practices in public buildings.
5. To carry out an energy audit.
6. To know the consumptions: energy, waste, etc. (municipal).
7. To execute proposed corrective measures in the audit.
8. To collaborate administration with aid and awareness campaigns.
9. Educate-inform.

#### PROJECT

1. Awareness plan regarding the proper use of lighting and heating / air conditioning installations for users of municipal buildings.
2. To implement low consumption public lighting.
3. Energy audit in process of execution, with approximate date of completion in April 2018, in which corrective measures will be proposed to improve energy efficiency.
4. The aforementioned measures may be implemented in the future tender of the Energy Services Contract.
5. Campaign of good environmental practices for the responsible use of environmental resources.
6. Manual of good environmental practices for workers and users.
7. To carry out an Evaluation of Risks and Vulnerabilities derived from Climate Change.
8. Action Plan for Climate and Sustainable Energy.
9. Scorecard for the integral management of energy services for the control of expenses and consumption.
10. Intelligent management of Parks and Gardens.
11. Installation of sensors at critical points on public roads to inform levels of noise and atmospheric pollution
12. Intelligent management sanitation network

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 4</b>	<b>Inefficient equipment and inadequate use of energy resources (lighting, heating ...) in public and private buildings</b>

#### CHALLENGES

1. To raise awareness among citizens in the protection of the environment.
2. To improve the energetic efficiency of buildings and public infrastructure.
3. Awareness of the good use of the facilities.
4. To establish guidelines on good environmental practices in public buildings.
5. To carry out an energy audit.
6. To know the consumptions: energy, waste, etc. (municipal).
7. To execute proposed corrective measures in the audit.
8. To collaborate administration with aid and awareness campaigns.
9. To educate- to inform.
10. To apply sustainability policies.

#### PROJECT

1. Awareness plan regarding the proper use of lighting and heating / air conditioning installations for users of municipal buildings.
2. To implement low consumption public lighting.
3. Energy audit in process of execution, with approximate date of completion in April 2018, in which corrective measures will be proposed to improve energy efficiency.
4. The aforementioned measures may be implemented in the future tender of the Energy Services Contract.
5. Campaign of good environmental practices for the responsible use of environmental resources.
6. Manual of good environmental practices for workers and users.
7. To carry out an Evaluation of Risks and Vulnerabilities derived from Climate Change.
8. Action Plan for Climate and Sustainable Energy.
9. Scorecard for the integral management of energy services for the control of expenses and consumption.
10. Intelligent management of Parks and Gardens.
11. Municipal Renewable Energy Plan.
12. Installation of sensors at critical points on public roads to inform levels of noise and atmospheric pollution.
13. Intelligent management sanitation network.

Fact 4. Disordered territorial model with lack of vision of sustainability towards new challenges.

- Type of urban model: Segregated.
- Lack of Mobility Plan.

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 4</b>	<b>Territorial model disordered with lack of vision of sustainability towards new challenges.</b>
<b>CHALLENGES</b>	

1. To avoid conurbations.
2. To plan the roads properly.
3. To mesh the territory.
4. To clarify uses and protections.
5. To improve connection of G.A. with Santa Pola below the lighthouse.
6. To define growth.

<b>PROJECT</b>
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#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 4</b>	<b>Territorial model disordered with lack of vision of sustainability towards new challenges.</b>
<b>CHALLENGES</b>	

1. To avoid conurbations.
2. To plan the roads properly.
3. To mesh the territory.
4. To clarify uses and protections.
5. To improve connection of G.A. with Santa Pola below the lighthouse.
6. To define growth.

<b>PROJECT</b>
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1. To reforest semi-urban areas.
2. To update the General Plan.

Fact 5. Lack of means, awareness and respect for the environment.

- Associations collaborating with the city council: CIMAR.

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 5</b>	<b>Lack of means, awareness and respect for the environment.</b>
<b>CHALLENGES</b>	

1. To enable more landfills.
2. Greater flexibility in ecoparks.
3. To raise awareness among citizens about the protection of the environment.
4. To improve waste management.
5. To improve municipal cleaning.
6. Problems in the sewage system.

<b>PROJECT</b>
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1. To expand the eco-park timetable.
2. Training and awareness campaign with schoolchildren.
3. Campaign of environmental awareness to the citizens in general.
4. Creation of clean points.
5. Selective collection of biological waste.
6. Respect towards animals.
7. Beautification plan.
8. Reform of the sewerage network.



## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 4</b>	<b>Sustainable development and protection of the environment</b>
<b>FACT 5</b>	<b>Lack of means, awareness and respect for the environment.</b>

### CHALLENGES

1. To enable more landfills.
2. Greater flexibility in ecoparks.
3. Raise awareness among citizens about the protection of the environment.
4. To improve waste management.
5. To improve municipal cleaning.
6. Problems in the sewer service.

### PROJECT

1. To expand the eco-park schedule.
2. Training and awareness campaign with schoolchildren.
3. Campaign of environmental awareness to the citizens in general.
4. Creation of clean points.
5. Selective collection of biological waste.
6. Respect towards animals.
7. Beautification plan.
8. Reform of the sewerage network.

## Aim 5: Accessibility and sustainable urban mobility.

Aim indicators

Characteristics of the cycle path	Distance	Date	Unit	Source
Total distance	2.862	2017	Metres	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Stretches	Distance			
Playa del Tamarit	552			
Gran Playa	1.105			
Santiago Bernabéu/Varadero	1.205			

Fact 1. Existence of two population centres inter and intraurbanly disconnected.

Urban bus service	Quantity	Date	Unit	Source
	1	2017	Números	Diagnóstico de Sostenibilidad Turística del municipio de Santa Pola

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 1</b>	<b>Existence of two population centres inter and intraurbanly disconnected ..</b>
<b>CHALLENGES</b>	

1. To connect the different zones.
2. To improve the connection between urban centres.
3. To promote interurban accessible transports. To improve timetables.
4. To get communication between the urban area and G. Alacant.
5. To bet on alternative means of transport to the private car.
6. To improve CN-332 black spots.
7. To get exchanger.
8. To identify ways to connect.

#### PROJECT

1. Consellería (Duplication CV-865) and Ministry of Development (improvement of road safety N-332), improve access.
2. The new concession map of interurban services of the province of Alicante is pending to be drafted by the Generalitat Valenciana.
3. To Promote the presence of car-sharing companies, enabling parking spaces
4. Terrestrial Maritime Communication, Gran Alacant area and Santa Pola urban area and Poniente area.
5. Requests before the Ministry of Development, responsible for the route. Above all, improvement of the Gran Alacant link.

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 1</b>	<b>Existence of two population centres inter and intraurbanly disconnected ..</b>
<b>CHALLENGES</b>	

1. To connect the different zones.
2. To improve the connection between urban centres.
3. To promote interurban accessible transports. To improve timetables.
4. To get communication between the urban area and G. Alacant.
5. To bet on alternative means of transport to the private car.
6. To improve CN-332 black spots.
7. To get exchanger.
8. To identify ways to connect.
9. To improve the supply of urban transport and the connection: unify population centres, public buildings and the airport.

#### PROJECT

1. Consellería (Duplication CV-865) and Ministry of Development (improvement of road safety N-332), to improve access.
2. The new concession map of interurban services of the province of Alicante is pending to be drafted by the Generalitat Valenciana.
3. To promote the presence of car-sharing companies, enabling parking spaces.
4. Terrestrial Maritime Communication, Gran Alacant area and Santa Pola urban area and Poniente area.
5. Direct communication access to Gran Alacant from Santa Pola.
6. Requests before the Ministry of Development, responsible for the route. Above all, improvement of the Gran Alacant link.
7. Urban bus between Gran Alacant and Santa Pola.
8. To install a tram, tram connection and airport.

Fact 2. Lack of an accessibility and mobility plan. Traffic management, parking, pavement ...

Type of urbana areas	Quantity	Date	Unit	Source
Car park	9	2017	Numbers	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Gardens	16	2017		

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 2</b>	<b>Lack of an accesibility and mobility plan. Traffic management, car parks, pavement.....</b>

#### CHALLENGES

1. To improve urban and interurban mobility.
2. To redesign and improve streets to extend the pavement, or reduce, sound, tactile pedestrian crossings.
3. To make public buildings permanently accessible.
4. To create exterior public spaces: meeting points.
5. To increase investment by the administration.
6. To create safe school itineraries.
7. To create accessible transportation.
8. To encourage the use of the bike by improving the lanes.
9. To establish parking areas in strategic points.
10. To create connected bicycle lanes throughout the municipality (coastal front).
11. To plan roads (preferential and secondary).

#### PROJECT

1. School roads plan.
2. Drafting of the Sustainable Urban Mobility Plan (SUMP).
3. Municipal Accessibility Plan.
4. Adhesion to the Bicycle Cities Network.
5. Implementation of bike lanes that connect the different tourist points, coastal front and commercial areas.

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 2</b>	<b>Lack of an accesibility and mobility plan. Traffic management, car parks, pavement.....</b>

#### CHALLENGES

1. To improve urban and interurban mobility.
2. To redesign and improve streets to extend pavement, or reduce, sound, tactile pedestrian crossings.
3. To make public buildings permanently accessible.
4. To create exterior public spaces: meeting points.
5. To increase investment by the administration.
6. To create safe school itineraries.
7. To create accessible transportation.
8. To encourage the use of the bike by improving the lanes.
9. To establish parking areas in strategic points.
10. To create connected bicycle lanes throughout the municipality (coastal front).
11. To plan roads (preferential and secondary).

#### PROJECT

1. School roads plan
2. Draft the Sustainable Urban Mobility Plan (PMUS) and have a proposal for regulation, fords, offer public parking, improving traffic ... Counting in all cases with citizen participation.
3. Municipal accessibility plan
4. Adhesion to the network of cities by bicycle
5. Implementation of bike lanes that connect the different tourist points, coastal front and commercial areas
6. To improve access for people with diverse diversity.

Fact 3. Mobility dominated by the private vehicle, few spaces for pedestrians and other means.

Vehicles	Quantity	Date	Unit	Source
Private cars	14.942	2017	Números	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Mopeds	1.417			

AIM 5	Accessibility and sustainable urban mobility.
FACT 3	Mobility dominated by the private vehicle, few spaces for pedestrians and other means
CHALLENGES	

1. To establish accessible itineraries
2. To foster bike use(bike path)
3. Pedestrianisation. To calm the traffic (zone 30)
4. To draft a Plan for spatial planning, mobility and accessibility
5. To close vehicle traffic in the downtown area
6. To identify routes-hierarchy
7. To resize and transform ways
8. To create spaces for pedestrians in commercial areas. Establish nearby parking
9. To connect points of interest through ecological public vehicles and bike
10. To create strategic point parking bags
11. To enhance public transport (bus and greater number of taxi licenses)

PROJECT	
<ol style="list-style-type: none"> <li>1. Plan for the progressive replacement of the transport of private vehicles in the downtown area and areas where there is a high concentration of air pollution.</li> <li>2. Pedestrianisation plan in downtown area and recreation places and car parks nearby.</li> <li>3. Plan to promote the acquisition of alternative energy vehicles by the citizen.</li> <li>4. Plan to substitute the fleet of municipal vehicles for the acquisition of sustainable energy vehicles.</li> <li>5. Progressive installation of charging points for electric vehicles.</li> </ol>	
ENHANCED BY CITIZEN PARTICIPATION	

AIM 5	Accessibility and sustainable urban mobility.
FACT 3	Mobility dominated by the private vehicle, few spaces for pedestrians and other means
CHALLENGES	

1. To calm the traffic (zone 30), pedestrianise.
2. To draft a plan for spatial planning, mobility and accessibility.
3. To close vehicle traffic in the downtown area.
4. To identify routes-hierarchy.
5. To resize and transform roads.
6. To create spaces for pedestrians in commercial areas. To establish nearby car parks.
7. To connect points of interest through ecological public vehicles and bicycles.
8. To create strategic point parking bags.
9. To strengthen public transport (bus and greater number of taxi licenses).
10. To establish accessible itineraries.
11. To foster bike use(bike path).
12. To encourage ecological transport.

PROJECT	
<ol style="list-style-type: none"> <li>1. Plan for the progressive replacement of the transport of private vehicles in the downtown area and areas where there is a high concentration of air pollution.</li> <li>2. Pedestrianisation plan in downtown area and recreation places and car parks nearby.</li> <li>3. Plan to promote the acquisition of alternative energy vehicles by the citizen.</li> <li>4. Plan to substitute the fleet of municipal vehicles for the acquisition of sustainable energy vehicles.</li> <li>5. Progressive installation of charging points for electric vehicles.</li> <li>6. Municipal rental bicycle.</li> <li>7. To expand public transport timetable.</li> <li>8. To draft the Sustainable Urban Mobility Plan (PMUS) and that has a proposal for regulation, garage entrances, public parking offer, improvement of traffic ... Counting in all cases with citizen participation.</li> </ol>	



Fact 4. Decontrol of occupation of the public road.

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 4</b>	<b>Decontrol of occupation of the public road.</b>
<b>CHALLENGES</b>	
1. To redistribute of occupation zones according to road types. 2. To create a public road occupation control team. 3. To organise a department for the control of occupations on public roads. 4. To limit concessions of garage entrances and terraces.	
<b>PROJECT</b>	
1. Geographical information system on occupations of public roads and other elements related to mobility.	

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 4</b>	<b>Decontrol of occupation of the public road.</b>
<b>CHALLENGES</b>	
1. To redistribute of occupation zones according to road types. 2. To create a public road occupation control team. 3. To organise a department for the control of occupations on public roads. 4. To limit concessions of garage entrances and terraces. 5. To rationalise the occupation of public roads (avoid saturation).	
<b>PROJECT</b>	
1. Geographical information system on occupations of public roads and other elements related to mobility. 2. To withdraw the humanisation plan.	

Fact 5. Inaccessible and disconnected points of interest.

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 5</b>	<b>Inaccessible and disconnected points of interest</b>
<b>CHALLENGES</b>	
1. To connect points of interest through ecological public vehicles and bicycles. 2. To identify possible routes (adaptability). 3. To promote points of interest and adapt them to people with reduced mobility (adapt them).	
<b>PROJECT</b>	
1. To expand the network of bike lanes. 2. To implement systems of public rental of electric vehicles.	

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 5</b>	<b>Accessibility and sustainable urban mobility.</b>
<b>FACT 5</b>	<b>Inaccessible and disconnected points of interest</b>
<b>CHALLENGES</b>	
1. To connect points of interest through ecological public vehicles and bicycles. 2. To identify possible routes (adaptability). 3. To promote points of interest and adapt them to people with reduced mobility (adapt them).	
<b>PROJECT</b>	
1. To expand the network of bike lanes. 2. To implement systems of public rental of electric vehicles.	

## Aim 6: Social inclusion, culture, education and youth.

### Aim indicators

#### Schools

Type of schools	Centres	Date	Unit	Source
Specialised education	2	2017	Centros	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
InfantPrimary/Secondary	13			
Training for adults	1			
	Quantity	Date	Unit	Source
Number of students	4.585	2011	Alumnos	<a href="http://www.ine.es">http://www.ine.es</a>

#### Libraries, cultural centres, cultural facilities, screening rooms

Facilities	Quantity	Date	Unit	Source
Libraries	3	2017	20	<a href="http://www.pegv.gva.es">http://www.pegv.gva.es</a>
Cultural centres	12			
Social civic centre	4			
Centre for the elderly	1			
Museums				
Number of cultural centres/1.000 inhab	0.37			
Types of projection rooms	Quantity	Date	Unit	Fuente
Non-digital	4	2017	6	Diagnosis of Tourist Sustainability of the municipality of Santa Pola
Digitals + 3D	2			
Number of seats	1.180			

#### Sports facilities

Sports facilities	Quantity	Date	Unit	Source
	60	2017	Numbers	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>

#### Population studying non-university studies

Non-university studies	Quantity	Date	Unit	Source
	1.615	2011 Population census	Numbers	<a href="http://www.ine.es">http://www.ine.es</a>

#### Population studying higher education

Higher education	Quantity	Date	Unit	Source
	655	2011 Population census	Numbers	<a href="http://www.ine.es">http://www.ine.es</a>

Fact 1. Absence of traditional leisure and alternative leisure programs for young people at weekends.

Leisure centres	Quantity	Date	Unit	Source
Cinemas	1	2018	Numbers	<a href="http://www.maps.google.es">http://www.maps.google.es</a>
Shopping centres	2			

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 1</b>	<b>Absence of traditional and alternative leisure programs for young people at weekends.</b>
<b>CHALLENGES</b>	

1. To mediate with locals and neighbourhood to improve and promote nightlife.
2. To create and manage a youth leisure program at weekends.
3. To adapt the urban centre for the leisure offer at the weekend.
4. To promote sport leisure and leisure time options.
5. To create collaborative leisure projects with other age groups.
6. To create meeting places specialising areas or leisure areas.
7. To involve entities to develop leisure activities.
8. To create communication channels to listen to your needs.
9. To foster loyalty to young people with attractive activities.
10. To generate activities for visitors (families) of the week.

<b>PROJECT</b>	
<ol style="list-style-type: none"> <li>1. Plan to revitalise nightlife of bars, pubs, etc., in the downtown area and on the coastline.</li> <li>2. Citizen awareness to reduce noise on the street and especially to neighbours to promote tolerance.</li> <li>3. "Storytelling Project" (the elderly and children in school).</li> <li>4. To implement a plan for youth night activities.</li> <li>5. To develop activities of tourist dynamism aimed at families all year round.</li> <li>6. To increase in activities in libraries and sports centres</li> </ol>	

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 1</b>	<b>Absence of traditional and alternative leisure programs for young people at weekends.</b>
<b>CHALLENGES</b>	

1. To mediate with locals and neighbourhood to improve and promote nightlife.
2. To create and manage a youth leisure program at weekends.
3. To adapt the urban centre for the leisure offer at the weekend.
4. To promote sport leisure and leisure time options.
5. To create collaborative leisure projects with other age groups.
6. To create meeting places specialising areas or leisure areas.
7. To involve entities to develop leisure activities.
8. To create communication channels to listen to your needs.
9. To foster loyalty to young people with attractive activities.
10. To generate activities for visitors (families) of the week.

<b>PROJECT</b>	
<ol style="list-style-type: none"> <li>1. Plan to revitalise nightlife of bars, pubs, etc., in the downtown area and on the coastline.</li> <li>2. Citizen awareness to reduce noise on the street and especially to neighbours to promote tolerance.</li> <li>3. "Storytelling Project" (the elderly and children in school).</li> <li>4. To implement a plan for youth night activities.</li> <li>5. To develop activities of tourist dynamism aimed at families all year round.</li> <li>6. Increase in activities in libraries and sports centres.</li> <li>7. Innovation plan for the offer and improvement of the image of the stores and shops and their timetables.</li> </ol>	

Fact 2. Ignorance of the "d'Habitatge i mediació" office (the elderly, population at risk of social exclusion ...).

Risk of social exclusion	Quantity	Date	Unit	Source
Paralised evictions	50	2017	Numbers	http://diariodealicante.net
Grants	70.000		Euros	
First municipal office that has processed and managed the entire aid to the rent that the Generalitat Valenciana convenes		2017	-	http://diariodealicante.net
Future processes				
Renhata Plan		2017		

#### AIM 6

#### Social inclusion, culture, education and youth.

#### FACT 2

#### Ignorance of the "d'Habitatge i mediació" office (the elderly, population at risk of social exclusion ...)

#### CHALLENGES

1. To seek financing for social housing.
2. To promote office d'habitage and mediation.

#### PROJECT

1. Creation of own social rent fund.

#### ENHANCED BY CITIZEN PARTICIPATION

#### AIM 6

#### Social inclusion, culture, education and youth.

#### FACT 2

#### Ignorance of the "d'Habitatge i mediació" office (the elderly, population at risk of social exclusion ...)

#### CHALLENGES

1. To seek financing for social housing.
2. To promote the 'Habitatge i mediació' office
3. To integrate foreigners.

#### PROJECT

1. Creation of own social rent fund.
2. To organise economic activities for people in social exclusion.
3. Social spaces to integrate Spaniards and foreigners.

Fact 3. Southern Europe's typical public health model. Priority areas of childhood, youth, 3rd Age and woman.

Type of public health centres	Quantity	Date	Unit	Source
Social welfare	6	2017	Números	<a href="http://www.argos.gva.es">http://www.argos.gva.es</a>
For the elderly	3			
Infodona	1			
Services for Education, Health and Social Services	6,66	2017	Porcentaje	Document. Avalem Territori, Santa Pola. University of Alacant



<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 3</b>	<b>Southern Europe's typical public health model. Priority areas: childhood, the elderly and women</b>

#### CHALLENGES

1. To promote healthy habits, self-care, cognitive stimulation.
2. To promote the concept "do the mile".
3. To promote walking journeys.
4. To promote physical exercise activities.

#### PROJECT

1. Tourist promotion and the brand "FER LA MILLA".
2. Project Caminos Escolares.
3. Project bikes in the city.
4. Educational schools (families).
5. "The animated mile".

#### ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 3</b>	<b>Southern Europe's typical public health model. Priority areas: childhood, the elderly and women</b>

#### CHALLENGES

1. To promote healthy habits, self-care, cognitive stimulation.
2. To promote the concept "do the mile".
3. To promote walking journeys.
4. To promote physical exercise activities.

#### PROJECT

1. Tourist promotion and the brand "FER LA MILLA".
2. Project Caminos Escolares.
3. Project bikes in the city.
4. Educational schools (families).
5. "The animated mile".

Fact 4. Digital gap, problems of addiction and inappropriate use.

Use of new communication technologies	Quantity	Date	Unit	Source
Open Data	0	2017	Percentage	<a href="https://www.educacion.gob.es">https://www.educacion.gob.es</a> Subdirección General de Estadística y Estudios del Ministerio de Educación, Cultura y Deporte. Datos por tamaño de municipio de 2014-2015.
Pupils/Computer for teaching tasks	3,2		Pupils/computer	
Wifi-centres	86,1		Percentage	
Young people overuse the Internet, phones and social networks	10			
Spanish population dependent on mobile phones	87		<a href="https://elpais.com">https://elpais.com</a>	
Services intended for Education, Health and Social Services	6,66		Percentage	Document. Avalem Territori, Santa Pola. Universitat d'Alacant.

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 4</b>	<b>Digital gap, problems of addiction and inappropriate use.</b>

#### CHALLENGES

1. To improve the educational offer in new technologies
2. To provide computer and NNTT equipment to the municipal centres

#### PROJECT

1. Computer Processing Positions for General Population In Public Centres.

## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 4</b>	<b>Digital gap, problems of addiction and inappropriate use.</b>

### CHALLENGES

1. To improve the educational offer in new technologies
2. To provide computer and NNTT equipment to the municipal centres

### PROJECT

1. Computer Processing Positions for General Population in Public Centres.
2. Computer training for seniors.

Fact 5. Deficiency and insufficiency of cultural and social infrastructures. Use not optimised.

Cultural infrastructure	Quantity	Date	Unit	Source
Museo del Mar (Archaeology)	1	2017	Numbers	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Type of cultural centre	Quantity	Date	Unit	Source
Out of doors	95.613	2017	M <sup>2</sup>	Diagnosis of Tourism Sustainability of the municipality of Santa Pola
Covered	13.412			

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 5</b>	<b>Deficiency and insufficiency of cultural and social infrastructures. Non-optimised use</b>

### CHALLENGES

1. To increase the opening hours for the public of cultural and sports facilities.
2. To review facilities and improve access.
3. To create spaces in Gran Alacant to develop diverse projects.
4. To reorganise timetables in municipal buildings thinking about free time.
5. To increase the budget in culture.

### PROJECT

1. To restructure staff timetables in cultural and sports centres.
2. To implement new infrastructures for the development of cultural activities.
3. To build an auditorium.

## ENHANCED BY CITIZEN PARTICIPATION

<b>AIM 6</b>	<b>Social inclusion, culture, education and youth.</b>
<b>FACT 5</b>	<b>Deficiency and insufficiency of cultural and social infrastructures. Non-optimised use</b>

### CHALLENGES

1. To increase the opening hours for the public of cultural and sports facilities.
2. To review facilities and improve access.
3. To create spaces in Gran Alacant to develop diverse projects.
4. To reorganise timetables in municipal buildings thinking about free time.
5. To increase the budget in culture.
6. To create a primary school in Gran Alacant.

### PROJECT

1. To restructure staff timetables in cultural and sports centres.
2. To implement new infrastructures for the development of cultural activities.
3. To build an auditorium.

Fact 6. Lack of formative training, poor educational offer, school failure.

Studies	Centre	Date	Unit	Source
Illiterate	278	2011	People	www.ine.es
Without studies	2.261			
Centre	Quantity	Date	Unit	Source
Number of schools	16	2017	Centre	http://www.argos.gva.es
Professional training centres	1			
Formative courses	Quantity	Date	Unit	Source
Middle-level training program	3	2017	Grados	http://www.argos.gva.es
Higher-level training programme	1			
Tasa	%	Fecha	Unidad	Fuente
Abandono escolar en la C.Valenciana	22,6	2015	Porcentaje	Ministerio de Educación, Cultura y Deporte.

#### AIM 6

Social inclusion, culture, education and youth.

#### FACT 6

Lack of formative training, poor educational offer, school failure.

#### CHALLENGES

1. To promote the proper use of ICT in the population.
2. To improve language skills in the young population.
3. To expand the municipal training offer for students of 2 years.
4. To promote the skills in English.
5. To convert the reader development into a collective theme.
6. To get Official School of Languages.
7. To increase the budget in culture.

#### PROJECT

1. Procedures to obtain an Official Language School.
2. Prevention campaigns upcca
3. To offer workshops, talks, courses, on the use of ICT
4. To implement volunteer system for language learning

#### ENHANCED BY CITIZEN PARTICIPATION

#### AIM 6

Social inclusion, culture, education and youth.

#### FACT 6

Formative lack, poor educational offer, school failure.

#### CHALLENGES

1. To promote the proper use of ICT in the population.
2. To improve language skills in the young population.
3. To expand the municipal training offer for students of 2 years.
4. To promote the skills in English.
5. To convert the reader development into a collective theme.
6. To get Official School of Languages.
7. To increase the budget in culture.
8. To expand training for adults.
9. To increase offer of training grades related to local resources.

#### PROJECT

1. Procedures to obtain an Official School of Languages.
2. Prevention campaigns upcca
3. To offer workshops, talks, courses, on the use of ICT
4. To implement volunteer system for language learning

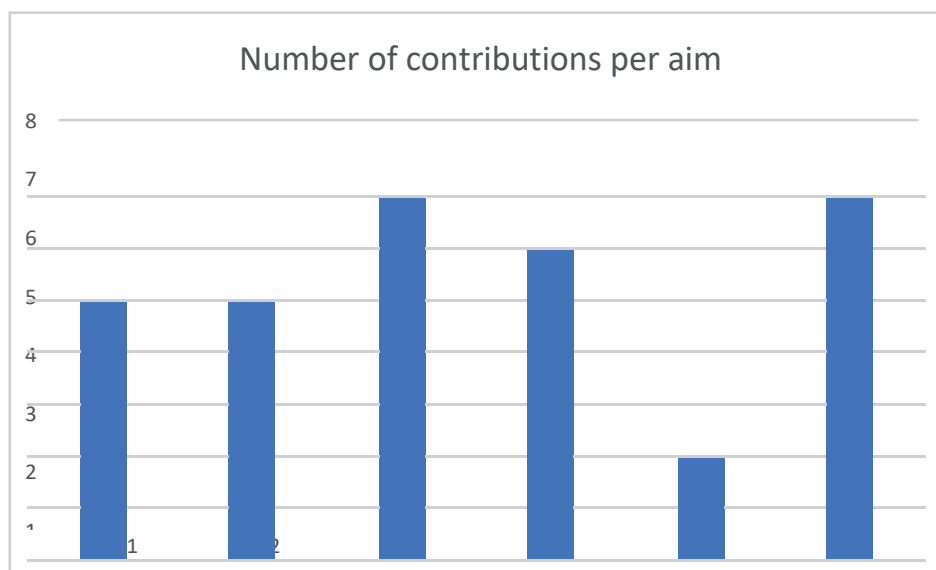
## ENRICHMENT DAY

Within the broad process of citizen participation generated in the Pla de Ciutat Sanapolavant, as a milestone before the second phase, an enrichment journey was made with 3 fundamental objectives:

- Didactics, continue with the didactic process initiated in this plan to establish the participative culture in the citizenship of Santa Pola.
- Divulgate, to publicise the main results of citizen participation and of all the development of the planning process.
- Participatory, as an essential part of the process, that citizens can continue to provide new challenges and projects to enrich the participation process.

During the course of the day, a new participatory activity was proposed with a practical methodology not previously used in the process. In this way, the 18 participants (27% men and 73% women) had only 7 opportunities to make their contributions to the 6 strategic aims.

At the end of the day, the distribution of contributions per aim is the one shown in the graph below.

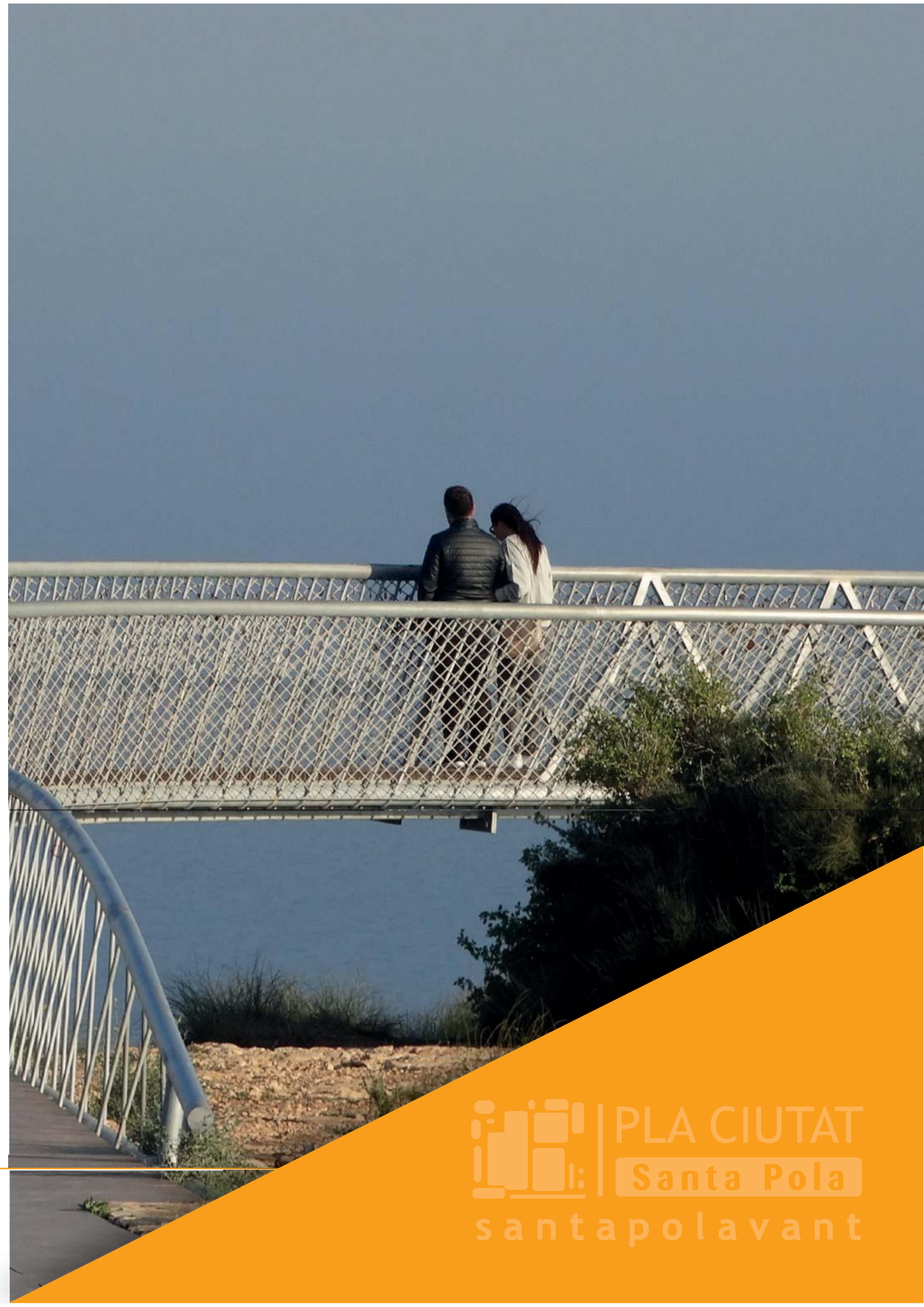


In addition, the main contributions made during citizen participation are the following:

- **Aim 1, fact 1:** The need to optimise the resources of the local administration is emphasised.
- **Aim 1, fact 2:** A new project is added with a dissemination campaign to promote citizen participation.
- **Aim 2, fact 1:** The creation of a new project with the creation of a municipal training centre that complements the project 6 is proposed "implement training programs in strategic sectors of Santa Pola.
- **Aim 2, fact 4:** New communication infrastructures to improve the competitiveness of companies.
- **Aim 2, fact 5:** The idea of professionalisation in the field of sport is reinforced.
- **Aim 3, fact 2:** new project: To create a fishing technology centre (recovery of the Vatasá area).
- **Aim 3, fact 4:** the challenge of promoting the typical products of Santa Pola is reinforced.
- **Aim 4, fact 1:** The need to take advantage of the privileged situation of Santa Pola to improve the connectivity with Alicante and Elche is emphasised.
- **Aim 4, fact 2:** To expand project 2 and take advantage of it to improve awareness regarding the environment and oceanic poseidonia.
- **Aim 4, fact 5:** The idea of improving road cleaning and raising awareness of people with respect to this issue is reinforced. It also proposes a new project for reducing the consumption of plastics, in this case to implement the reduction of this material in the market to reduce or eradicate the consumption of plastic bags.
- **Aim 5, fact 1:** the idea of improving the section of the N340 is reinforced by means of a split of the same.
- **Aim 5, fact 3:** reflects the need to improve bicycle transport and proposes projects for the development of bike lanes and facilitate access to this means of transport for all citizens.
- **Aim 6, fact 3:** The opportunity to promote healthy living habits is highlighted, promoting sustainable urban mobility, or organising sporting events.
- **Aim 6, fact 6:** A new local audit project on school failure is proposed to diagnose the problem accurately and deal with the problem correctly.

## **0.7 PROCESS OF THE CITY PLAN SANTA POLA AVANT**





PLA CIUTAT

Santa Pola

santapolavant

## 0.7 PROCESS OF THE "PLA CIUTAT SANTAPOLAVANT"

### What has been done?

#### 1. Process Design:

##### 1.1 Planning of the different stages of the City Plan Diagnosis

The aim of this phase was to define the aims of work that we were going to analyze in the development of the city plan, with the aim that they were analyzed and worked in the different internal work tables and in the participation with the objective of designing the FCP of the city of Santa Pola.

The aims of work defined jointly by the permanent commission and Crea360 were the following:

- AIM 1: LOCAL GOVERNMENT, SMARTCITY AND CITIZENSHIP
- AIM 2: ECONOMIC DEVELOPMENT, EMPLOYMENT AND INNOVATION
- AIM 3: PRODUCTIVE SECTORS (TOURISM, COMMERCE, FISHING, ETC.)
- AIM 4: SUSTAINABLE DEVELOPMENT AND PROTECTION OF THE ENVIRONMENT
- AIM 5: ACCESSIBILITY AND SUSTAINABLE URBAN MOBILITY
- AIM 6: SOCIAL INCLUSION, CULTURE, EDUCATION AND YOUTH

It was considered that these aims could provide a transversal and real view of the city of Santa Pola. It was also agreed to hold an informative session on the methodology to be used with the political representation and with the working staff of the municipality with a double intention, motivating their participation in the work tables and indicating which aim they were going to work on.

##### 1.2 Organisation and Preparation of Participation:

- Definition of the working aims
- Constitution of the working groups

Internal work was developed with the permanent commission to define which working people of the municipality should be part of each of the working groups, with the intention that each table included the professionals who could contribute more to each one of the aims according to their department and / or daily work.

27th November	Coordination meeting to define the people who will form the tables
29th November	Explanation of the FCP methodology and characteristics of the work process to the staff involved

#### 2. Collection of Information Citizen Participation and Preliminary Assessment of the City:

1st December	Roundtable on "Aim 2: Economic Development, Employment and Innovation"
1st December	Table on "Aim 3: Productive Sectors (Tourism, Commerce, Fishery, etc.)"
4th December	Table on "Aim 4: Sustainable Development and Environmental Protection"
4th December	Table on "Aim 5: Accessibility and Sustainable Urban Mobility"
5th December	Table on "Aim 6: Social Inclusion, Culture, Education and Youth"
15th December	FCP Workshop with the Municipal Corporation, of "Aim 1: Local Government, SmartCity and Citizenship"

All the contributions of each of the tables were collected and the technical and political contributions were connected with the aim of preparing a document that included the qualitative vision of these two groups in a homogeneous manner.

##### 2.0 Deliverable or (first draft FCP) derived from the diagnosis prepared by municipal technicians.

This first FCP draft was prepared and delivered to the Local Development Agency and it contains the Facts, Challenges and Projects contributed in the sectoral tables from City Hall staff and political representation. In addition, this first draft has been attached to a document of indicators that aims to validate that the facts defined in the working tables and it reflects certainties that occur in Santa Pola, so it would not make sense a collection of sensations without being validated by objective quantitative data.

15th December	Permanent Commission of this Strategic Plan, willing to review the progress of this Project and plan the last pending actions of this phase of internal diagnosis and define associations that should take part in the participation.
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In this meeting it was agreed that the way of working with citizens would be by homogeneous working groups and that all the working aims would be discussed in a transversal manner. It was also agreed to have the participation of children, teenagers and young people in the process, in addition to holding an introductory session and explaining the process, open to the entire social fabric of the city.

11th January	Informative meeting to all associations to explain the process.
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The citizen participation process has been a space for the collection of proposals that enrich the first FCP draft, the methodology used allows citizens to provide challenges and projects to the Facts defined by the technical and political profiles.

18th January	Socio-sanitary, equality and environmental workshop
22nd January	Participation workshop with the elderly. Invitation to the Senior Council.
8th February	Neighborhood, cultural, sports and youth workshop
15th February	Socio-economic workshop (trade, hotel, tourism, business, business associations, etc.)
17th February	Workshop in Gran Alacant

## At what time are we?

### 2.1 Analysis of existing planning documents

A planning document does not end with the qualitative analysis, this has been reinforced by data and quantitative indicators, in that sense the final document of this first phase which is called FCP Document, has a methodological introduction of the work process, a section of indicators, both internal and external, that should quantify the state of the city from a transversal perspective in its local, regional, provincial and Mediterranean city context. In addition, an analysis of the studies developed in the recent past in the municipality is carried out, since in a city planning it is not possible to ignore all the labour background developed previously, therefore other documents such as the Diagnostic for Employment (University of Alicante), PAES (Sustainable Energy Action Plan), Tourism Competitiveness Plan, General Plan.. are taken into account.

### 3. Preparation of the synthesis document of the results of the process.

Elaboration of the FCP document based on the quantitative and qualitative diagnosis used in the sectoral working groups, the analysis of the existing documentation and the city indicators. This document was taken to the enrichment session held on March 21 so that it could be enriched, with contributions not taken into consideration until then.

## How should the Second Phase be?

### 4. Formulation of the Plan: based on the diagnosis made

It is at this moment that the diagnosis made through facts or evidences, challenges and projects must be translated into a city plan. For this, the technical diagnosis carried out will be taken into account, which will have reinforced in a quantitative way (with indicators) the qualitative evidences that emerged in the participatory process.

#### 4.1. City Vision

The plan must be provided with a transversal but also a global approach (it is a City Plan). This consists of aligning the different aims and finding synergies and common needs, as well as identifying the structuring projects of the city.

#### 4.2. Define Objectives, Lines of Action and Motor Projects

Based on the FCP document, a hierarchy and identification of Motor Projects for the city will be carried out. To do this, it will be determined if the projects reflected in the diagnosis are: Project Proposals (P), Projects in Execution (E) or New Projects (N).

## How should the Second Phase be?

### 5. Formulation of the Plan: based on the diagnosis made

Once the current projects and project proposals have been identified, an Implementation Plan will be defined, which will entail prioritizing the actions by assigning them different levels of priority, as well as a budgetary estimate and a timing or execution schedule.

#### 5.1. Establishment of the "logical framework" of the City Plan.

It will be relevant to contextualise the actions proposed in the Implementation Plan within a Logical Framework; this is: First, the Implementation Plan must be coherent and justified with the assigned priorities and the proposed deadlines.

#### 5.2. Planification of the development of the lines of action and the execution of the motor projects.

The projects will be grouped by lines of action, by themes and by common objectives. Example: Reduction of Co2 Emissions, Electronic Administration, Smart City, Social Inclusion, Mobility and Accessibility, etc ...

### 6. Proposals for Sources of Financing.

Once established the lines of action, these will be linked or associated to the Thematic Objectives proposed in the Operational Program of the GVA, the Spain-Europe partnership agreement 2014-2020, the Europe 2020 Strategy, or other regional strategies, regional, state or European that establish specific objectives and lines of action identifying potential financing lines for each of the projects proposed in the Santapolavant City Plan.





