

Palma Palmilla

COMPREHENSIVE ACTION PLAN

CAP 2.0

(with objectives and indicators)

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INTRODUCTION

In the words of the Granada-born poet, Rafael Guillén, “there was no room to harbour so much silence”.

In November 2005, the Council Plenary Session of Málaga City Council passed an institutional motion (unanimously accepted by the three parties that make up the council: Partido Popular, Partido Socialista and Izquierda Unida) to initiate a Comprehensive Strategic Plan for the Districts of Palma-Palmilla.

In spring 2009, the Governing Council of the Regional Government of Andalusia agreed to put a Comprehensive Plan in place in the districts of Palma-Palmilla, with 80 million euros in funding, of which 40 would be come from the autonomous community budget, 20 from the municipal budgets and another 20 from the residents of Palma-Palmilla. The execution of the project would take at least around 10 years. The proposal was rejected by the residents based on their disagreement with the financial contribution assigned to them, as was stated in several meetings. In view of this reaction, the Regional Government of Andalusia and Málaga City Council amended the financial proposal, with 60 million euros of the investment coming from the Regional Government of Andalusia and 20 million from the City Council. Disagreement as to who would manage this 80 million euro investment has resulted in this plan being blocked right up to the present day. This being the case, the residents of Palma-Palmilla decided to take a step forward, by developing the content of the action plan for the district and calling for the management of the project to be assigned to them.

In January 2006, the time for action had arrived.

The Palma-Palmilla Community Plan Home Project has not been a case of more reports or more meetings to agree on what has already been agreed many years ago. The project has been and continues to be a platform for work by the residents to make proposals and decisions, to put an end to protesting for protest's sake.

The Palma-Palmilla Community Plan is a processed underpinned by a principle of timely action, which takes priority over contracts, grants and terms of office. The Plan focuses on the duty to act accordingly, on the need to foster the public's capacity to anticipate what is going to happen and take action in time.

It has become increasingly evident over these six years that building a community is not just a question of knowing the right measures to take to solve its problems, as we have long grown tired of hearing about these measures in this neighbourhood, but rather it requires these measures to be applied appropriately.

The Palma-Palmilla Community Plan Home Project has been a process that, without forgetting the district's history, has gradually traced out its present and future together with the public administrations and other institutions. The project has been underpinned by the power to describe and emphasize the importance of urgency, with residents of the neighbourhood feeling and recognizing themselves as active citizens who will never again become resigned, watching what goes on around them with indifference.

The residents of Palma-Palmilla have created their time for action, rejecting the role of simple receptors of information that is often biased by interested parties, to become active participants, each getting involved in their own fields, each to the best of their ability, however small that contribution may seem. Without exception, everybody in this neighbourhood knows that they have an important role to play.

Against the backdrop of so much turmoil and uproar related to the problems faced in Palma-Palmilla, the mission of the Palma-Palmilla Community Plan Home Project has always been and still is to set the points of reference, calmly and quietly in constant active silence, establishing the beacons that will guide our way forward in our everyday lives towards positive change in the reality in which we live.

Over the last six years or so, rather than new reports, expert recommendations and new diagnoses that have long been uninspired, it has become clear that what was needed were actions that contribute towards the construction of the neighbourhood.

The Home Project has always been and will continue to be a call to action in which the residents of Palma-Palmilla have taken control and a key role in resolving their concerns and troubles, alongside associations, collectives and administrations.

With this proposal of the Comprehensive Action Plan, now is the time to emphasize what we have in common and create solutions, faced with an environment in which they only seem to strive to highlight our differences, put up opposition and divide us, leading us to social paralysis and ignoring our contribution as key players in the quest for solutions to our needs and problems. It is the people of Palma-Palmilla that must lead the way and, with this in mind, we have underlined the fact that participating in the community is crucial if we are to move forward.

The Palma-Palmilla Community Plan Home Project is a unique experience of civic participation at a national level that aims to place the residents of Palma-Palmilla firmly at the centre of public decisions, before, during and after their implementation. Moreover, the project provides a platform for coordinating collectives, associations, administrations and other types of organizations and professionals that conduct their activity in the neighbourhood.

However, this CAP may be subject to modifications and additions based on the work that is constantly being performed by the different panels of the Home Project, as this is a living and evolving process.

The document that you have before you begins with a description of the area and its inhabitants. A general outline is given of the theoretical framework within which the Community Plan is based, and the Participation Action Research, to later identify the practical applications of the theory and how the structure of the Community Plan has evolved in response to new challenges and needs. The first part of this document goes on to look at the interdisciplinary nature inherent in the Plan's cooperative approach, the innovative aspects related to communications and new technologies, and a section focusing on expectations and initiatives that have been completed or are in progress.

The second part gives an overview of the 73 proposals that the technical and district teams have put forward. In total, the execution of these actions involves a public investment of around 80 million euros over ten years, a figure put forward by the administrations when discussing a comprehensive rehabilitation plan for Palma-Palmilla.

Neither the Community Plan nor this document represents the only voice, not exclusive nor excluding the reality of Palma-Palmilla and the ways forward to improve it. However, those of us who support and defend this approach of working as a team firmly believe that this is the most effective way of ensuring that tomorrow is slightly better than today.

The Palma-Palmilla Comprehensive Action Plan (CAP) aims to respond to the significant needs and demands of the residents, while, at the same time, offering new opportunities for social development in the area. The social, economic and environmental benefit extends across the whole of Málaga and, particularly, to the residents of this part of the city.

The plan should not be seen or taken as simply a programme of protest. Obviously, it is not a case of competing with other parts of the city and the rest of the Autonomous Community of Andalusia to attract public investment. Moreover, in terms of allocating budgets, the Plan's proposals should not be at the cost of other potential investment or public spending by the various administrations in response to other social needs located elsewhere. Therefore, it does not reduce the development opportunities of other citizens or regions, but rather it adds value to the contributions received, transforming present public spending into social and economic development that will give rise to multiple benefits for the general public of Málaga as a whole and, certainly, a saving in terms of future public expenditure.

So the Plan should not be interpreted as a demand from residents for preferential treatment when it comes to 'sharing out the pie', or a simple attempt to ensure that the portion of the pie that Palma-Palmilla receives is greater than is fair or proportional. It is not a question of receiving funds to spend here. The justification of the CAP budget is based on a concept that goes beyond simple 'spending' and is better defined as 'investment', with the amount received being paid back to the rest of the society with the corresponding added value.

The development of the CAP clearly represents an incentive to dynamize community life, not only for the residents of Palma-Palmilla, but also extending to the population of Málaga as a whole. The plan opens up new possibilities and opportunities to organize multiple social initiatives for families or neighbourhoods, for children and young people, women and senior citizens. These opportunities may be related to culture, employment, education, sport, entertainment and recreation, or they may focus on improving environmental conditions, housing and infrastructures, etc.

Essentially, this CAP is a plan for sustainable development plan in its three aspects: economic, social and environmental. The plan combines these aspects positively and is committed to all three of these areas of sustainable development.

Both in terms of the execution period of works and adjustments and its implementation with the activities on offer being rolled out, the Comprehensive Action Plan will generate hundreds of jobs directly and many more indirectly. In the current situation of economic crisis and the dismal state and evolution of employment figures in our city, and even more so in this district in particular, the Plan can make a significant contribution towards improving economic activity and increasing the number of jobs available.

Moreover, the Plan helps to respond to some of the needs of Málaga society and, more directly, the needs of the neighbourhood's residents, insofar as there is an obvious desire to combat poverty and social precariousness, and doing so with the added value

of achieving better environmental and ecological conditions in the fullest sense of the term.

Aware that development and social welfare are restricted by the level of technology and the economic activity that generate employment, but also by environmental resources and their ability to absorb the effects of human activity, the Comprehensive Action Plan aims to balance all of the opportunities offered by our location and the human and material resources available, so that the resulting development is truly sustainable.

The Plan proposes the provision of facilities and equipment that are compatible with respect for the environment, as a driving force behind a green culture in the broadest sense of the term. The new facilities and activities proposed in the CAP will be designed from a sustainability perspective, embracing energy savings, technologies that use clean energies and the promotion of recycling.

There is a large factor of innovation in the Comprehensive Action Plan and, in the area to the north of the city or, in other words, in Palma-Palmilla and neighbouring districts, the Plan applies new ideas, concepts, products, services and activities with the aim of enhancing social welfare.

While some may argue that the total amount of proposed investment is excessive, this is not the case. In absolute terms it is a significant financial sum, given the economic situation of recession and austerity that we currently face. However, in relative terms, it is not excessive but rather just the contrary bearing when seen from the following perspectives:

- Firstly, over the course of the 10-year execution of the CAP, with the budget being divided into instalments that are really accessible in terms of public spending commitments;
- Secondly, in comparison to the investments made by public administrations in the region over the last ten years (in excess of 80 million) to the drafting of this CAP and the evaluation of its efficacy in terms of the development and sustainability achieved;
- Thirdly, in comparison to the investments made in other parts of the city and the Autonomous Community where the economic social and environmental hardship are less serious and the needs for development are not as urgent as they are here.
- Fourthly, the tax revenue that will be received by the public administration treasuries as a result of the transformation of the neighbourhood and the revitalization of its business community.
- Fifthly, the peace of mind for the public administrations that comes from knowing that the investment proposals have been developed based on the wishes of the area's residents through work teams. This means that there are greater guarantees that the public will collaborate and it will be easier to achieve compliance and maintenance in terms of the infrastructures and for the investment and spending to have a more significant impact than if other formulas had been selected.

The proposals are underpinned by the firm belief that the Comprehensive Action Plan generates new expectations and that this passion can be translated into actual facts with political will, investment decisions and public action. The Plan therefore depends

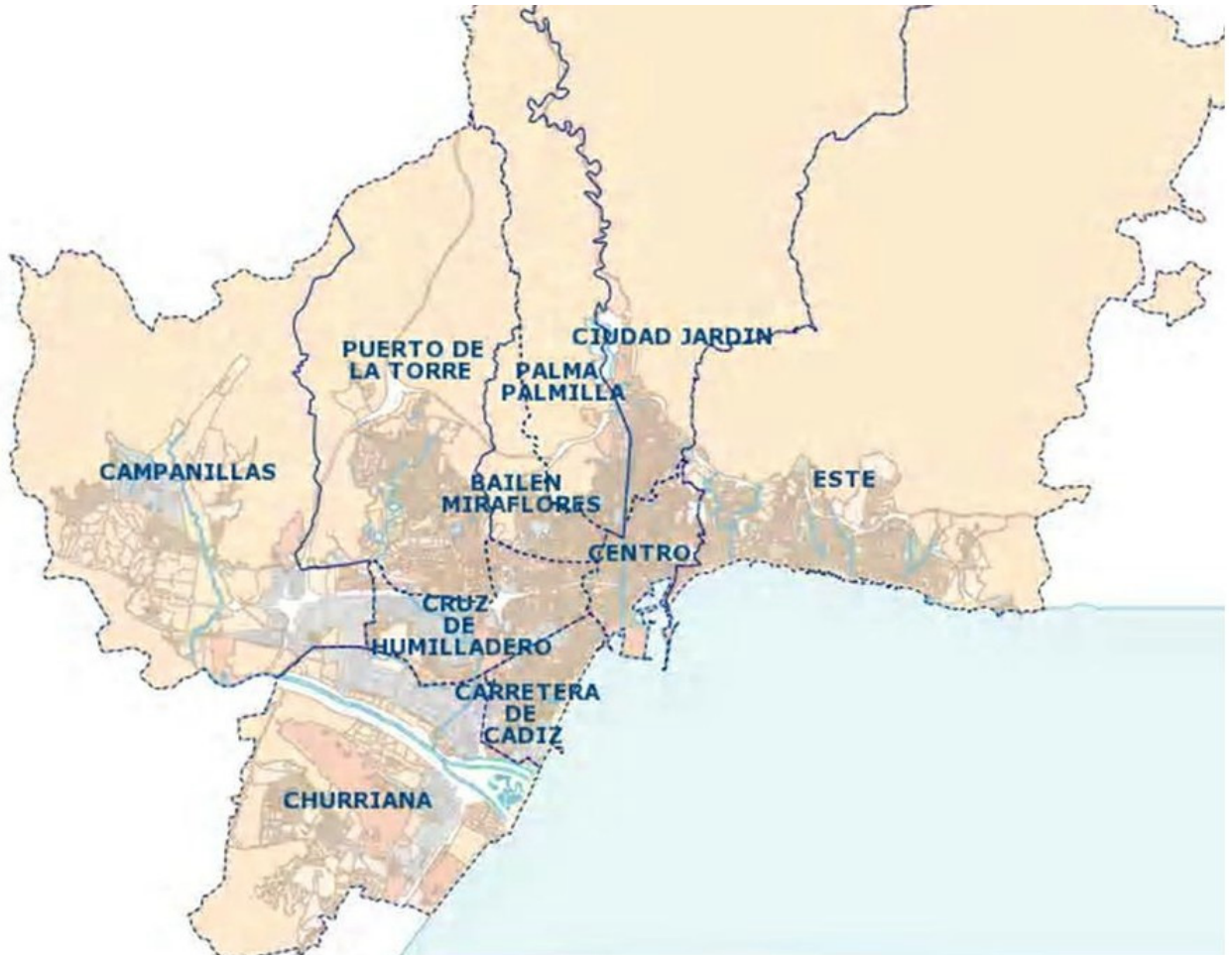
on the commitment and assistance of the public administrations and also private organizations and, above all, the civic participation of the residents of Palma-Palmilla.

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COMMUNITY FRAMEWORK: INFORMATION AND DESCRIPTION OF THE PROJECT AREA

Project area

In the city of Málaga, District N° 5, Palma-Palmilla is located in the north of the city, with its borders marked by the River Guadalmedina, Avenida Luis Buñuel and the start of the Málaga mountains. To the east, it borders the district of La Virreina and to the northeast, the Monte Coronado.



It has been qualified as an Area in Need of Social Transformation, which is a term used to define clearly demarcated urban area with a population that is subject to structural situations of serious poverty and social marginalization, and which suffers significant problems in the following areas:

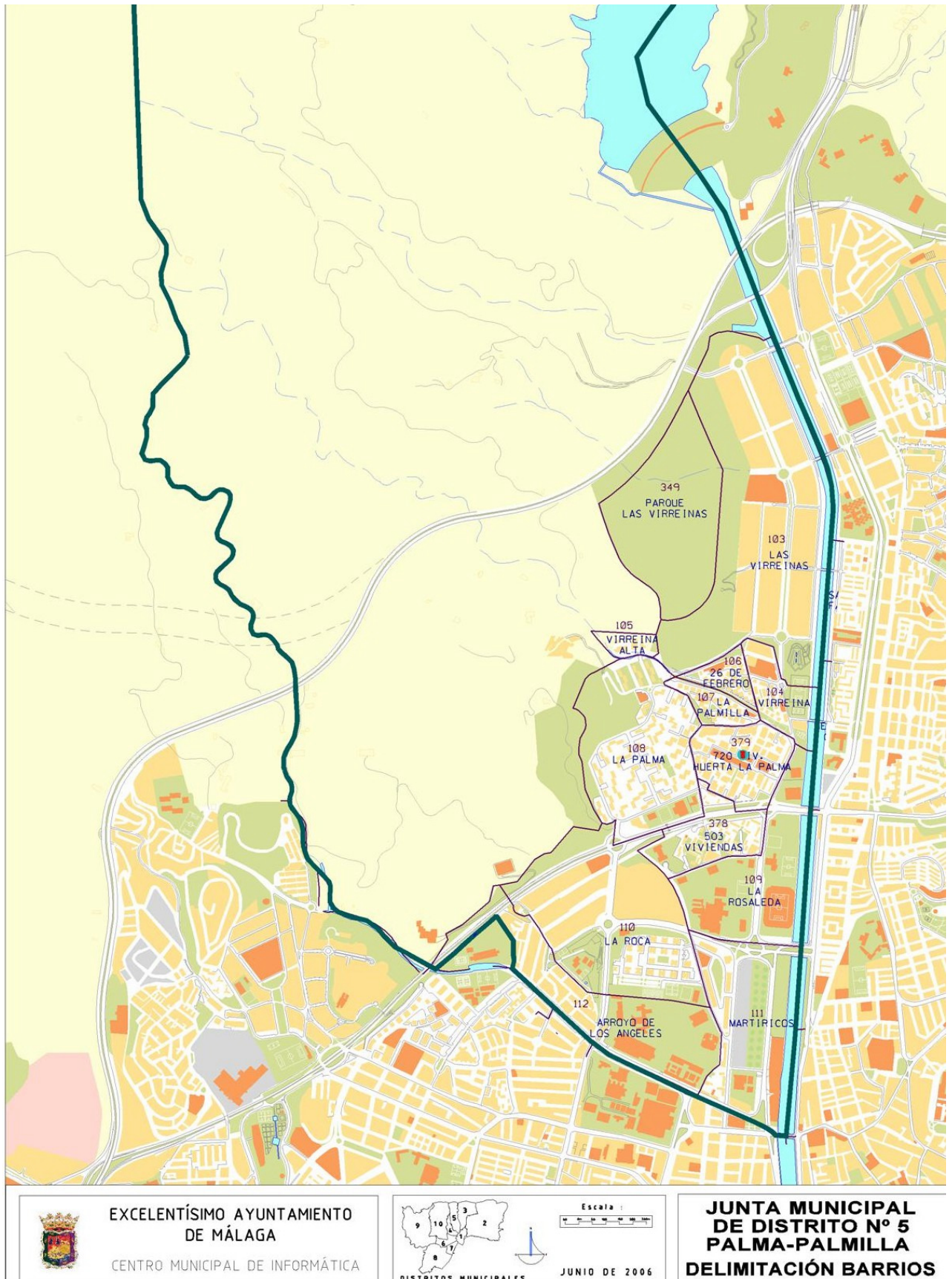
- Sub-standard housing and urban decay.
- High rates of absenteeism and poor academic performance.
- High rates of unemployment together with serious shortages of professional training.
- Significant deficiencies in terms of sanitation and cleanliness.
- Social exclusion phenomena.

The area is marginalized from Málaga's urban structure in both physical and perception terms, although this marginalization is decreasing as a result of the demographic and commercial expansion that the city is experiencing in this area.

The area of Palma-Palmilla is basically formed by three residential nuclei that were built between 1959 and 1960, geographically located between Monte Coronado and the River Guadalmedina. The construction of these neighbourhoods was carried out without a clearly defined approach or architectural model to follow. The area is predominantly filled with blocks of residential properties of various types and different levels of population density. It is not possible to define a certain type of organization of the space, due mainly to the need to adapt to the physical characteristics of the terrain and the policies and projects implemented by successive governments.

The area is currently made up of the following neighbourhoods:

- La Palma.
- La Palmilla.
- La Virreina.
- 720 Viviendas.
- 26 de Febrero.
- 503 Viviendas (Terraced Housing Units).
- Martiricos-La Roca.
- Arroyo de los Ángeles.
- Conception-Nueva Virreina.



The Area in Need of Social Transformation includes 6 neighbourhoods.

1) La Palma

Construction in this area mainly took place in the 1970s and early 1980s in response to the regeneration of the expansion zone of the historic centre (Avenida de Andalucía and Perchel Sur) and the forced relocation of families from shanty towns. In the area, there are residential properties distributed in 13-storey blocks and other 4-storey buildings. In recent years, significant efforts have been made to rehabilitate this neighbourhood thanks to the Northern Fringe Rehabilitation Programme of the Municipal Housing Institute of Málaga City Council. The rehabilitation was carried out with a contribution from the property owners of 10% of the costs involved, as well as the support of the Residential Communities Dynamization Programme of the Social Welfare Department of Málaga City Council.

The properties vary in size between 90 and 120 square metres.

The number of residents in this neighbourhood registered on the census is 7,513.

2) La Palmilla

The neighbourhood of La Palmilla was built at the start of the 1960s in response to demographic pressure caused by internal migration from rural areas to the city. The area also became home to families who had previously lived in the outskirts of the city but who were relocated due to urban regeneration. Carretera de Cadiz, Carranque, etc

The blocks of flats are made up of two buildings with a ground floor and four more storeys, with two flats per storey in each of the buildings. In the centre of each building, there are staircases and open-air corridors. Each floor has four residences. The structure of the building was constructed with solid brick load-bearing walls and the floor framework was made with joists and concrete slabs.

The flats are 40 square metres and the blocks have no lift.

In this neighbourhood, together with La Virreina and 26 de Febrero, the Municipal Housing Institute has initiated a rehabilitation process on the buildings. As well as refurbishing communal areas and repairing roofs and drainpipes, etc., the programme also involves the installation of lifts in the buildings.

The population in this neighbourhood is 1,320.

3) La Virreina

The residential properties in La Virreina were built in 1961 and, as in the previous case, they owe their origin to the need to accommodate families migrating from rural areas and people relocated from shanty towns in the areas of expansion in the city.

The blocks of flats are made up of two buildings with a ground floor and four more storeys, with two flats per storey in each of the buildings. In the centre of each building, there are staircases and open-air corridors. Each floor has four residences. The structure of the building was constructed with solid brick load-bearing walls and the floor framework was made with joists and concrete slabs.

The flats are 40 square metres and the blocks have no lift.

This neighbourhood is also part of a rehabilitation programme run by the Municipal Housing Institute.

In this neighbourhood, there are practically no public resources and the street furniture is in extremely bad condition.

The neighbourhood has a population of 1,174.

4) 720 Viviendas

This neighbourhood is located to the south of Avenida Valle Inclán, and the buildings are blocks with a ground floor and four other storeys. The blocks do not have a lift. Their construction in the 1970s and 1980s was motivated by the urban planning projects in the city centre and the dismantling of shanty towns in the areas of expansion in the city.

To the south of the neighbourhood (Calle Arlanza), there are four 11-storey blocks with lifts.

Some years ago, the Regional Government of Andalusia began a rehabilitation programme of these blocks, which is yet to be completed.

The total population in this neighbourhood is 1,725.

5) 26 de Febrero

These residential properties were built at the end of the 1950s. This was the first of the neighbourhoods that now make up the district of Palma-Palmilla. Their construction responded to the need to relocate families that had previously lived in the shanty town of Arroyo del Cuarto affected by the floods of 26th February 1958.

The blocks of flats are made up of two buildings with a ground floor and four more storeys, with two flats per storey in each of the buildings. In the centre of each building, there are staircases and open-air corridors. Each floor has four residences. The structure of the building was constructed with solid brick load-bearing walls and the floor framework was made with joists and concrete slabs.

The flats are 40 square metres and the blocks have no lift.

In this neighbourhood, there are practically no public resources and the street furniture is in extremely bad condition.

This neighbourhood is involved in a rehabilitation project and is one of the areas with the highest levels of buildings in poor condition, with many currently being shored up by supports.

The neighbourhood has a population of 1,493.

6) 503 Viviendas (Terraced Housing Units)

These are single family homes and are known as the 'Casas Mata' in the neighbourhood. Their origin is the same as La Palma's.

The neighbourhood has a population of 1,940.

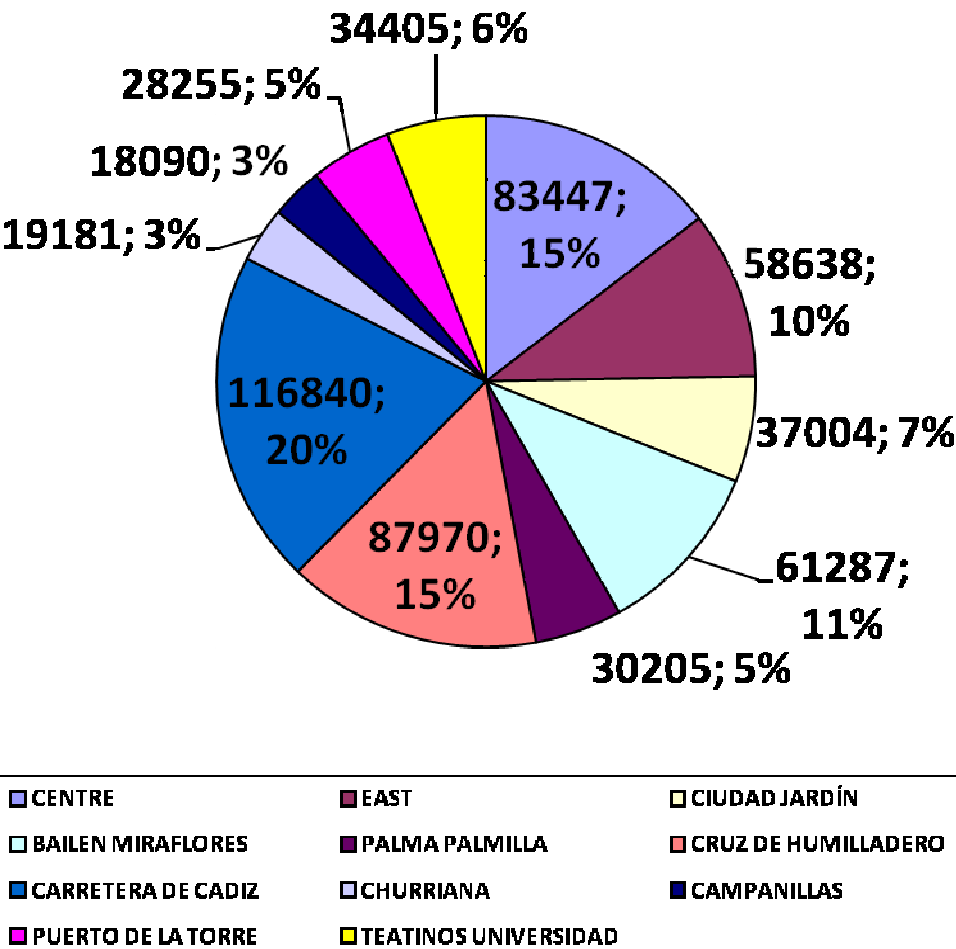
There are residential properties in the various neighbourhoods that are currently in a poor condition. Housing is a key factor in people's integration and, in this case, it has

become a factor of social exclusion. This facilitates settlement in the area by the excluded population, who could not afford to rent a property in other areas of Málaga.

Overview of the population

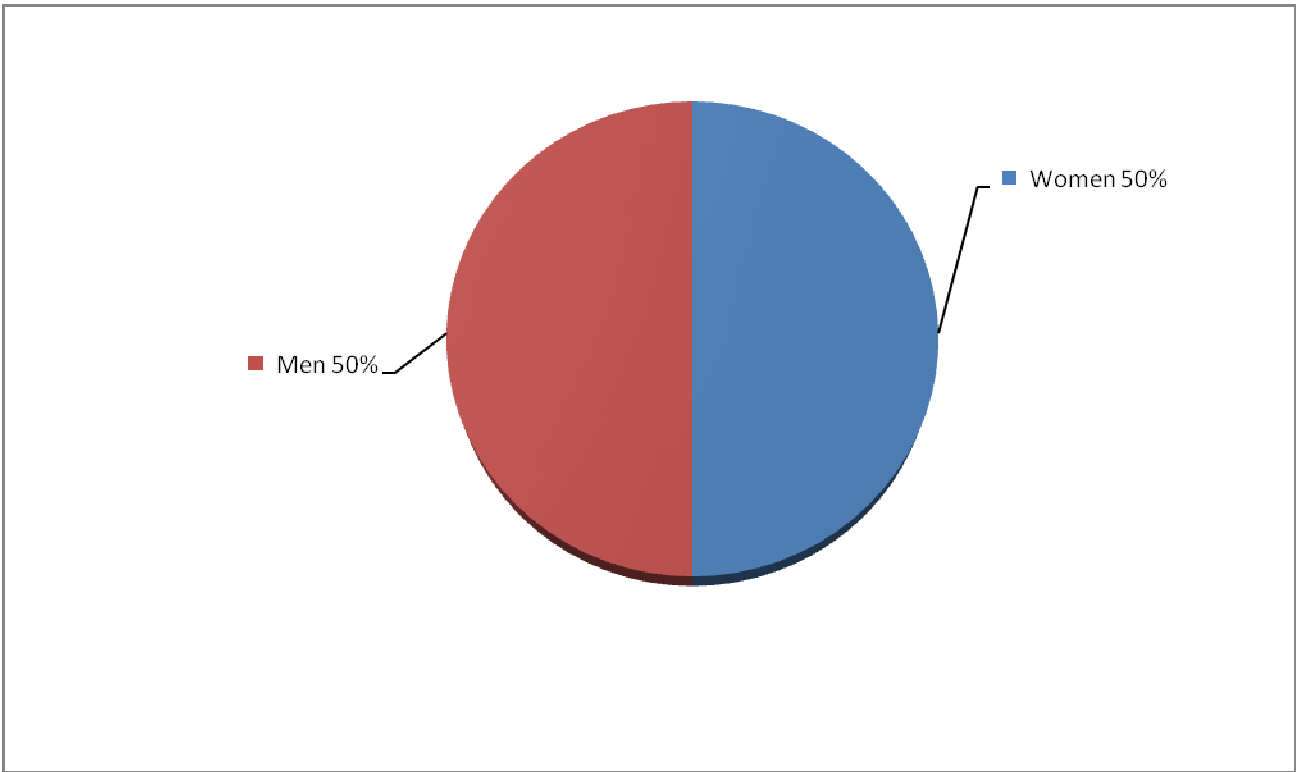
There are currently 30,205 residents registered on the census for the district (2012). The district of Palma-Palmilla accounts for 5.3% of the total population of the city of Málaga, although the actual population of the district is estimated at 32,000 inhabitants.

Graph 1: Inhabitants by municipal district



Graphic 2: Population of the district by sex

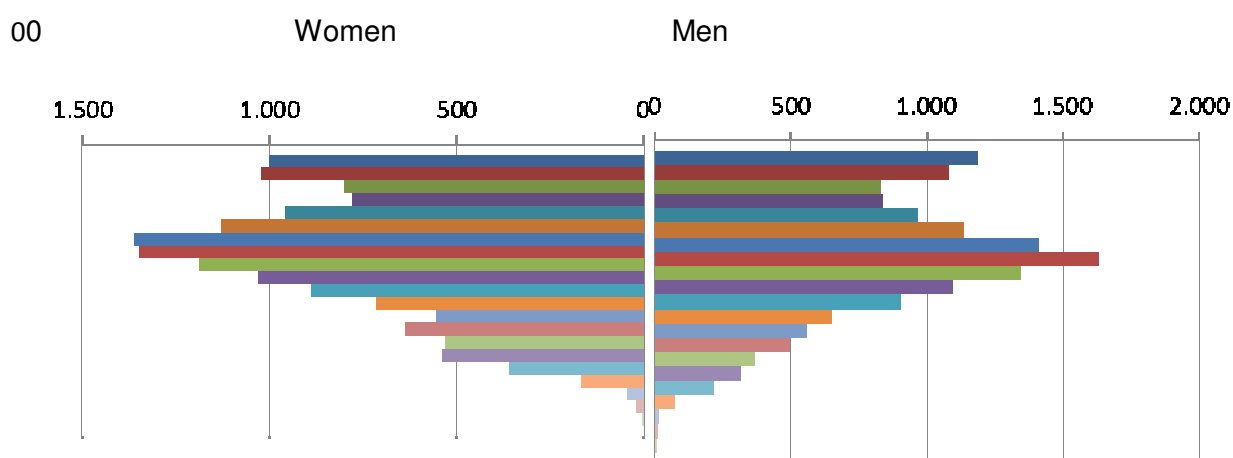
The percentage of women is the same as for men. According to data from 2012, there are 15,116 men and 15,089 women resident in the district.



The proportion of children from 0 to 14 years old residing in the district is 18%, with a further 17% being young people between 15 and 25 years old. In this age bracket, the proportion of men and women is very equal. However, in the age bracket from 26 to 40 years old, the percentage of men is higher and it is precisely this group in which the highest number of foreign residents is concentrated.

Graph 3: Population of the district by age group

Structure of the population						
	TOTAL	TOTAL	MEN	MEN	WOMEN	WOMEN
Age and sex, five year brackets	nº	%	nº	%	nº	%
0 to 4	2,187	7.2	1,186	54.2	1,001	45.8
5 to 9	2,101	7	1,077	51.3	1,024	48.7
10 to 14	1,630	5.4	830	50.9	800	49.1
15 to 19	1,618	5.4	839	51.9	779	48.1
20 to 24	1,923	6.4	965	50.2	958	49.8
25 to 29	2,264	7.5	1,134	50.1	1,130	49.9
30 to 34	2,768	9.2	1,407	50.8	1,361	49.2
35 to 39	2,976	9.8	1,628	54.7	1,348	45.3
40 to 44	2,532	8.4	1,344	53.1	1,188	46.9
45 to 49	2,121	7	1,093	51.5	1,028	48.5
50 to 54	1,796	5.9	906	50.4	890	49.6
55 to 59	1,365	4.5	651	47.7	714	52.3
60 to 64	1,112	3.7	555	49.9	557	50.1
65 to 69	1,135	3.8	495	43.6	640	56.4
70 to 74	902	3	370	41	532	59
75 to 79	856	2.8	315	36.8	541	63.2
80 to 84	577	1.9	217	37.6	360	62.4
85 to 89	241	0.8	73	30.3	168	69.7
90 to 94	62	0.2	17	27.4	45	72.6
95 to 99	31	0.1	10	32.3	21	67.7
100 or more	8	0	4	50	4	50
Total	30,205	100	15,116		15,089	



In terms of the level of education of the residents of Palma-Palmilla, 40% have had no formal education and 31% have had a primary level of schooling, according to the latest available data (2006 census).

Foreign population:

The neighbourhood of Palma-Palmilla is currently home to 3,378 foreigners, representing 11.2% of the total population of the district.

The immigrant population in Palma-Palmilla accounts for 6.79% of the total registered in Málaga. The proportion of the foreign population exceeds the overall city rate by almost two percentage points.

The main nationalities of foreigner resident in the neighbourhood are as follows:

NATIONALITY	TOTAL	%
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MOROCCO	1,117	33.1
NIGERIA	646	19.1
ROMANIA	613	18.1
GHANA	156	4.6
PARAGUAY	108	3.2
ALGERIA	67	2
ITALY	46	1.4
ARGENTINA	40	1.2
ECUADOR	37	1.1
UKRAINE	36	1.1
BRAZIL	35	1
COLOMBIA	34	1
GERMANY	30	0.9
BOLIVIA	27	0.8
OTHERS	386	11.4

These immigrants have settled in Palma-Palmilla for two main reasons:

- The concentration of the immigrants' activity in certain primary and tertiary economic sectors.
- The difficulty faced by this group to find accommodation within the context of a market with a shortage of rental properties, with rents too high for immigrants to afford. This gives rise to fear on the part of property owners with respect to letting due to uncertainty of payment and concerns about the damage that may be caused to the property.

This all forces immigrants to look for any type of infrastructure to use for their accommodation, in extremely inadequate conditions in terms of health and habitability.

2.3 Problems faced by the neighbourhoods within the Project area

To understand the current situation of the neighbourhoods of Palma-Palmilla, we must look back to their origins. The 1950s, 1960s and 1970s went down in history in Spanish cities as a time of great urban development. Before this era, cities were made up of a haphazard historic centre, primarily residential and a great hub of social and economic activity inhabited by the middle class, surrounded by successive rings of suburbs where the less wealthy working classes lived. In the case of Málaga, these suburbs were El Perchel, La Trinidad and Capuchinos, among others. Outside of these working class neighbourhoods, there were much more rundown urban areas in which sub-standard housing and shanty towns were the norm. In Málaga, some of the main neighbourhoods of this type were El Arroyo del Cuarto, La Estación del Perro, Las Cuevas and El Burto, among others.

The huge demographic explosion that started at the end of the 1950s and which reached a peak over the following two decades, together with mass migration from the rural regions to the large urban centres, made it necessary to design an organizational structure for the growth of the city. This gave rise to the neighbourhoods of the Carretera de Cadiz, Carranque and Huelin. The city also grew outwards along the Suárez road, the old road that led to Antequera and Ciudad Jardín, etc. These neighbourhoods are found in the outskirts of the city. Between these new neighbourhoods and the old centre, there were the rundown areas mentioned above, which posed a serious urban planning problem for the expansion of the commercial centre and its connection to the new districts.

In the case of Málaga, the neighbourhoods that ‘stood in the way’ of the expansion of the commercial and residential city were El Perchel, La Trinidad, Arroyo del Cuarto and El Burto, etc. The ‘regeneration’ of these areas required the relocation of the families that live there. Therefore, the evacuation of Arroyo del Cuarto (with the excuse of flooding) gave rise to the neighbourhood of 26 de Febrero, while the clearance of the immediate outskirts gave rise to La Virreina and La Palmilla. Finally, in the 1980s, the forced migration from El Perchel and part of La Trinidad to make way for the Polígono Alameda district (Avenida de Andalucía) gave rise to La Palma.

This urban planning ‘operation’ removed the lower classes from the city centre and created large urban areas with a high level of cultural rootlessness. On the positive side, it should be noted that the quality of the housing was considerably higher than the originals, the majority of which did not meet the minimum requirements of habitability.

The dismantling of some of the city’s shanty towns encouraged the growth of these new neighbourhoods. Many of the new residents were of gypsy ethnicity, with some of the districts having the highest density of Romani population in Spain. The non-segregated incorporation of this population has been a key factor in its integration.

The profile of a typical resident of this neighbourhood is as follows: a member of a large family; low financial income coming from work related to construction or the service sector; low level of education; low social mobility, etc. A large proportion of the gypsy population earn a living from itinerant selling.

Urban segregation with respect to the city, and the stigma attached to marginal neighbourhoods, results in many families who improve their standard of living moving away from the neighbourhood and being replaced by families with low resources. Palma-Palmilla has always been one of the areas of the city of Málaga with the cheapest flats, both in terms of rental properties and real estate for sale.

Palma-Palmilla has been particularly vulnerable to the recessions and financial crises that regularly afflict our countries. The recession of the 1970s, which coincided with the highest levels of heroin abuse among the young, definitively sealed the district's marginal status. Later, the crisis in the early 1990s finished off the social and urban degradation of the area. The current recession that started in 2006 has forced the population of these neighbourhoods to the point of social emergency.

In summary, some of the main factors that characterize Palma-Palmilla as an Area in Need of Social Transformation with a population at high risk of social exclusion are:

- Location in the outskirts of the city with bad communications to the city centre.
- High density of buildings.
- Population coming from forced migration for urban regeneration or the clearance of shanty towns.
- High population density with scarce service equipment.
- Lack of social contact and mobility with respect to the rest of the city.

Unemployment

The employment of the residents of Palma-Palmilla has almost exclusively been linked to the construction and service sectors, in the case of men, and domestic services, in the case of women. In the case of the gypsy population, itinerant selling completes the employment breakdown. In addition, in view of the lack of qualifications and education in general among the neighbourhood's residents, jobs have always tended to be highly unstable and unqualified, which has left the residents much more vulnerable to employment crises.

Although there are no statistics by district available, it can be estimated that the unemployment rate in the neighbourhood has reached 75-80% and almost 90% in the case of youth unemployment.

Although unemployment has always been an endemic problem in the area, it now affects so many people that Palma-Palmilla has become an employment desert, where the large majority of people of working age depend on benefits and/or they perform jobs on the black market with the additional problem of being marginalized (collecting scrap metal, illegal itinerant selling, etc.)

Unemployment is the most important factor in terms of social destabilization. This is both because work is the foundation of the formation and stabilization of social networks, and because it is a source of regular income.

From an employment perspective, two groups may be identified that are affected by processes of social exclusion:

- People with marginal and irregular jobs, which not only involve employment instability but also low remuneration for the work performed. This often results in them reaching levels of poverty, depending on their low income, which is exacerbated in many cases by the size of their families.
- People who are unemployed long term and receive no benefits or just the minimum integration wage, whose prolonged situation of unemployment not only causes their state of poverty, but also the greater likelihood of facing low levels of social integration.

The immigrant population that settled in the area in the period of economic boom were the first to lose their jobs in times of crisis. As a result, they currently represent one of the most vulnerable sections of society as they do not have access to social and family support.

Poverty

According to UNESCO, even in the most developed countries, there is endemic residual poverty that is very difficult or impossible to eradicate and which is related to mental illness, abuse of various narcotics and extreme marginalization. UNESCO estimates that this residual poverty accounts for 2% of the population.

Before the current financial crisis, the residual poverty rate in Palma-Palmilla already exceeded this average, with an estimated 2,000 people living below the poverty line (living on less than 160 euros per month). This therefore represented almost 7% of the total population recorded on the census. Currently, the estimated poverty rate is close to 50%.

The circumstances of the group living in severe poverty demand urgent solutions. This poverty has spread beyond the families with 'chronic' poverty issues, with high levels of social fragmentation, mental illness or drug abuse, and now affects families that were financially stable before the recession hit.

The extremely prolonged duration of the current recession, with eight consecutive years of economic downturn to date, has driven whole sections of society to low or non-existent levels of employability. These groups include people over 45, women and immigrants, among others, and even in the event of a significant economic upturn, they would face great difficulties to rejoin the labour market.

The features of the district's current economic reality include:

- A general absence of a defined economic model due to its fragile and inconsistent nature. The economic activity that takes place in these neighbourhoods is isolated from the economic vitality of Málaga, and therefore is not catered for by other economic development policy.
- Economic development in this area has declined by a greater degree than in the rest of the city, in large part due to the slump in the service and construction sectors.

Trade is family based, which does not generate employment, with the majority of business being grocers and small bars.

- It is worth highlighting the existence of businesses that absorb the population demand with an extremely varied range of goods and services, and these businesses are used by a proportion of the population, which is a very positive fact.

Public safety

Palma-Palmilla is not a very safe neighbourhood but, moreover and beyond this, it has a widespread reputation for not being safe. A significant proportion of the illegal drug trade in Málaga takes place on the district's streets, which effectively means there is a high crime rate in the area. However, without denying this fact, it is also true that the stigma has spread across the entire city, distorting the district's image and fuelling the myth of it being a 'lawless town'.

The most significant problems in terms of safety result from the disputes between drug trafficking families, problems arising from tensions between cultures, juvenile delinquency resulting from highly fragmented family situations, violence against women, drug trafficking and illegal itinerant selling, etc.

The residents of the area describe a situation in which there is one Palma-Palmilla during the day and another Palma-Palmilla at night. The latter is when the lack of public safety is displayed in full force, but this should not detract from the counter-argument of the peaceful coexistence of the thousands of families that live on these streets.

Urban planning

As a result of the bad management endemic in urban areas, we are faced with a highly fragmented district in which the green spaces, public resources and thoroughfares appear to be distributed without any logic.

Many of the open spaces have been replaced by car parks and others have clearly been abandoned. It is necessary to instigate a culture of the urban environment in which the use of public areas is based on concepts of sustainable development.

Cleaning and maintenance of urban areas is also an issue that needs to be addressed. Palma-Palmilla is a dirty neighbourhood and, although some of the responsibility falls to the municipal cleaning services, the main cause of the issue is a problem of public education in terms of citizenship. In fact, one of the panels of the Home Project principally calls for education campaigns for raising awareness on this matter among residents.

Training

Palma-Palmilla has the greatest number of remedial schools in the whole of Málaga. In fact, half of all such institutions in the capital are located in the district. Statistics on absenteeism are alarmingly high, despite the increased efforts in recent years by Social Services and the Education Department. In the last academic year, 125 families with children with high rates of absenteeism were recorded (281 children in total), of which about half can be considered chronic cases.

The rate of poor school performance and dropping out of education early is also the highest in Málaga in percentage terms. Lastly, the proportion of students that continue their education with the studies for the high school baccalaureate or university studies is extremely low.

While the unemployment rate among young people with high school studies is around 50%, this rate jumps to 90% in the case of young people without qualifications. Moreover, employment for unqualified people is far more unstable and vulnerable to employment crises.

AREAS OF ACTIVITY

Having completed the phase of diagnosing the needs of the neighbourhood conducted in partnership between the residents, administrations, associations and other organizations, a need has been identified to develop a project divided into areas that generates proposals that aim to bring about comprehensive social change in the region covered by the project. The end objective of these proposals is therefore to change the reality that exists in Palma-Palmilla and improve the living conditions of the residents that live there.

The participative process that underpins the Home Project places the groups of people directly related to the area (residents, professionals, administrative workers) at the heart of a decision-making process based on discussion and cooperation to achieve solutions to the problems that have been diagnosed by the same groups.

To this end, the district's needs have been divided into areas of activity with a specific panel for each area working alongside each other. The panels will include all of the groups mentioned above, thereby ensuring that the residents play a central role in bringing about change in Palma-Palmilla.

The areas of activity are:

- Education
- Employment
- Immigration
- Youth
- Sanitation
- Women
- Resources and service
- Safety
- Accessibility
- Housing
- Communication
- Health

EDUCATION DEPARTMENT

GENERAL OBJECTIVES

- Generating an educational environment in the neighbourhood.
- Reducing the high school dropout rate by 10%.
- Guaranteeing good coexistence in schools.
- Ensuring equality in terms of access to education.

SPECIFIC OBJECTIVES

- Reducing school absenteeism by 30%.
- Providing support for family education by training parents.
- Increasing the number of students in the project area that go on to higher and university education.
- Increasing the visibility of the educational work carried out in the area.
- Ensuring the continued inclusion of expelled pupils in the education system.

EDUCATION DEPARTMENT PROPOSALS

COMBATTING SCHOOL ABSENTEEISM. INTERCOMMUNICATION BETWEEN THE ADMINISTRATIONS' INFORMATION SYSTEMS.

This aim of this proposal is to ensure that the different administrations that offer social provision have access to the necessary information in their computer systems with respect to the families with children that have concerning levels of school absenteeism.

In this way, it is proposed that efficient protocols are put in place to reduce school absenteeism, interconnecting schools, social services and the police force, thereby enhancing the effectiveness of the tasks of detection and response in cases of absenteeism and facilitating the realistic registration of absences, the protection of teachers from threats and the identification of the appropriate course of action in each case. To this end, regular coordination meetings will be held for the various organizations involved to establish suitable protocols of action.

CREATION OF A SCHOOL FOR PARENTS.

Approaching children's education as a shared responsibility between parents and teachers, this proposal aims to provide support for parents through training in which they acquire skills, commitments and involvement, as well as equipping them with tools for their children's education, thereby improving family cohabitation.

The methodology used is active and participative, approaching contents from a perspective of prevention and social educational intervention, while developing the educational topics proposed by the participants in the school for parents themselves.

The proposed content blocks are:

- The importance of rules in the family
- Strategies for educating
- The importance of communication in the family
- Family conflict resolution
- Sibling rivalry and jealousy

The monthly sessions will last for an hour and a half and are led by a professional in the field of social education. In addition, the school will provide childcare services and fun activities for children to facilitate the parents' participation.

EXTRACURRICULAR LEARNING RESOURCE CENTRE

Taking cooperation in education to be a crucial and urgent factor in the development of social integration in the neighbourhood, the creation of a specialist centre is proposed to coordinate the various initiatives and projects carried out by institutions, groups and associations in relation to complementary extracurricular education for children and young people. This centre would provide cultural, material, human and technical resources to schools and families to provide support for the tasks involved in formal and informal education.

With the objective of reducing absenteeism and poor school performance and increasing the educational level of the neighbourhood's children and young people, the following service and activities are proposed for the extracurricular resource centre:

- Support or consolidation classes.
- Broad range of extracurricular activities at centres.
- Study technique courses and activities.
- Guidance for parents with respect to their education duties.
- Support team for teachers, students and families: psychologists, education specialists, speech therapists, social educators.

SOCIO-CULTURAL CITIZENSHIP CLASSROOM

This proposal advocates education outside of the traditional formal frameworks, broadening the concept of learning contents and taking this concept to new dimensions.

As such, we start to consider popular wisdom and social dynamics as part of people's formative development, as a foundation of active civic participation, with a wide range of resources and skills.

The activities carried out within the framework of this proposal includes conferences, seminars, courses, workshops and research observatories on the following subjects: History and Traditions of Málaga, Intercultural Skills, Urban Sustainability, Community Development, Education for Development, Social Communication, Training for Employment, Environmental Education, Gender-based Violence, Healthy Lifestyle Habits, Historical Heritage and Cultural Capital, Public and Voluntary Participation, Institutional Knowledge, New Technologies, etc.

The general objectives of this proposal combining the different fields of work are:

- Building awareness of the educational, training and cultural resources and services, motivating and facilitating access for any residents that wish to take advantage of these resources and services through social, cultural and economic participation and active policy.
- Enhancing the personal and collective development of the participants, promoting the direct development of basic skills related to culture and employment, which can be cross-reference to the values and principles of a democratic society.
- Promoting social integration through education and training, organizing specific programmes with the most disadvantaged groups, to facilitate access to social and cultural resources on an equal basis.

EDUCATION EXPO

Despite the resources assigned to education in the area by schools and non-formal education centres, in many cases, residents prefer to eschew these centres and send their children to other schools outside the CAP project area. This makes normalizing the situation in the neighbourhoods even harder. In many cases, such decisions are made due to a lack of awareness of the options available in the district. In view of this fact, this proposal strives to publicize the educational resources that exist in the neighbourhoods both in terms of formal and non-formal education, thereby promoting better use of these resources by the residents.

The activity will focus on an annual exhibition with various stands for each of the educational groups and schools, where they can showcase the different resources that they have for the educational services they offer. This event will be accompanied by a video montage of the learning resources in the area, enabling the educational work currently in progress in other areas to be exhibited.

The aim is to achieve greater dissemination of the initiatives that are currently in progress, both at an institutional level, inviting the politicians in charge of education in the City Council and Regional Government of Andalusia, and among the residents, with school visits and presentations of the video montage to parents, families and groups. This will be accompanied by a poster campaign and publicity on the community radio.

EXPULSION PROJECT.

With the aim of enabling expelled students to exercise their right to attend a school, this proposal focuses on an action plan in cases of expulsion, whereby participants work on their social skills and develop techniques to modify their behaviour so that they accept and abide by the rules of coexistence on their reincorporation at the school.

The activity would take place in a classroom for expelled students at the school or education centre, in sessions led by monitors who work on the aforementioned skills with them and keep in direct contact and close cooperation with teachers and parents.

The educational objectives include maintaining school habits (studying, homework, etc.) and routines (getting up early, staying in a classroom, etc.) and preventing corrective measures being seen as a reward (days off with the blessing of the education system). In this way, the aim is to reduce the number of students repeatedly displaying behaviour incompatible with the rules of coexistence.

PERFORMANCE INDICATORS OF THE EDUCATION DEPARTMENT.

GENERAL INDICATORS

- Minimum of nine sessions of the Education panel each year.
- Participation in the panel of representatives from formal and non-formal education organizations.
- Increase in the number of the district's young people enrolled on high school baccalaureate, medium and advanced level studies.
- Increase in the number of the district's young people enrolled on university courses.
- Reduction in the number of pupils per class in the area's schools.
- Increase in the stability of teaching faculties in the area's schools.
- Increase in the number of nursery education monitors.
- Increase in the number of socio-educational intervention programmes.
- Creation and maintenance of the dining room of the Colegio Misioneras (Missionary School).

PROPOSAL 1: COMBATTING SCHOOL ABSENTEEISM.

- Increase in the number of families that sign educational commitments with the schools.
- Reduction in the rate of children not enrolled at any school, with a breakdown by sex.
- Reduction in the number of pupils that drop out when changing from primary to high school, with a breakdown by sex.
- Increase in the number of street agents for absenteeism.

PROPOSAL 2: SCHOOL FOR PARENTS.

- Increase in the parents participating in the school for parents, with a breakdown by sex.
- Minimum of two monthly sessions of the school for parents.
- Increase in the participation of families in the tutorial sessions.

- Increase in the number of families that sign educational commitments with the schools.
- Increase in the number of PTAs in the schools in the area.

PROPOSAL 3: EXTRACURRICULAR LEARNING RESOURCE CENTRE.

- Level of use of the public library located in the project area.
- Quantity and diversity of formal educational activities on offer in the area.
- Quantity and diversity of the non-formal educational activities on offer in the area.
- Demand for non-formal learning activities in the area.
- Demand for formal learning activities in the area.

PROPOSAL 4: SOCIO-CULTURAL CITIZENSHIP CLASSROOM.

- Quantity and diversity of the non-formal educational activities on offer in the area.
- Demand for non-formal learning activities in the area.

PROPOSAL 5: EDUCATION EXPO

- Media coverage of the Education Expo, range of media that cover the event.
- Increase in the number of stands at the Education Expo.
- Increase in the number of visitors to the Education Expo.
- Increase in the number of organizations participating in the Education Expo.
- Qualitative level of the visits to the Education Expo.

PROPOSAL 6: EXPULSION PROJECT PLAN.

- Reduction in the number of children on the street.
- Reduction in the number of repeated cases of expulsion of the pupils taking part in the expulsion programme.
- Increase the proportion of pupils participating on the expulsion programme.

EMPLOYMENT DEPARTMENT

GENERAL OBJECTIVES

- Reaching a total of 1,000 users for the employment services in the project area.
- Ensuring access to the labour market for 25% of users.

SPECIFIC OBJECTIVES

- Creating 30 jobs (for the full duration of the project).
- Promoting active employment searching among the residents.
- Developing attitudes and skills that improve employability.
- Conducting diagnostic analysis of the employment and business landscape in the project area.
- Supporting and developing the activities of small businesses in the district.
- Facilitating the creation and continuity of the residents' business initiatives.
- Promoting an association community among the businesspeople in the project area.

EMPLOYMENT DEPARTMENT PROPOSALS

WORKING PARTNERSHIP BETWEEN THE EMPLOYMENT ORGANIZATIONS OPERATING IN PALMA-PALMILLA

With the aim of ensuring that the needs of the population of Palma-Palmilla are covered with respect to employment, it is proposed that a body is created to coordinate the efforts of the largest possible number of organizations in the area dedicated to this purpose. As a result, by joining forces and resources, a more effective response can be given to the needs of people searching for employment.

This coordination project may involve the referral of users from one collective to another, depending on the participant's needs and the specialization of the collective, thereby offering the participant the most suitable response to their situation.

Overseen by the employment panel of the Home Project, this coordination project involves regular meetings between representatives of these organizations.

TRAINING COURSES OF SOCIAL SKILLS FOR ACTIVE EMPLOYMENT SEARCH

With the aim of equipping participants with the basic social skills to enable them to actively search for employment in the most effective way, this proposal advocates the creation of an employment training course programme divided into three parts:

Self-awareness:

- Reflection on their own employment challenges, the qualities and resources they have as people (training, professional experience) and their expectations of what can be achieved based on these resources.

- Reflecting on the image they project, self image, external projection and expectations.

Communication:

- Equipping participants with the basic communication skills required to search for and keep employment (in terms of verbal and non-verbal language).

Interviews:

- Equipping participants with skills to deal with the basic features of a job interview.

Each course will have an average of 10 students and will be run once a month over the course of three consecutive days for two hours each day (6 hours in total).

‘GOOD LIVING’ SOCIAL AND LABOUR INSERTION SOCIAL PROJECT.

The aim of this proposal is the labour insertion and regularization of the situation of families at risk in the area, providing a daily meal service to families with financial difficulties to enable them to cover their basic needs for a certain period of time, while, in exchange, the project team works with them to enable them to actively search for employment, access training for work and recycling any previous training they have.

This support is temporary, intended for the service to be used for the shortest time possible before the families are self-sufficient once again. To achieve this, a coordination protocol is required to organize the actions to be taken by all of the organizations involved (public and private).

In addition, to provide a more direct service, the proposal recommends establishing one of several emergency service points run by the Community Social Service and other organizations committed to fighting poverty. These are intended to provide primary care to these people, primarily people who are destitute, and define the best approach to deal with their situation (accommodation, food, healthcare, nursery service for their children, training, access to the labour market, etc.).

Meanwhile, a mentoring programme is proposed in parallel, conducted with the support of a broad range of specialists (educators, psychologists, social workers, labour insertion specialists, factory and construction managers, etc.), who, as well as encouraging the recovery of the mentored person's social habits, facilitates participants with respect to learning and gaining real employment through training activities.

'CLEAN WALLS' PROJECT. REMOVAL OF GRAFFITI PAINTED ON FAÇADES AND PUBLIC SPACES.

This proposal aims to increase employment and the residents' concern for the cleanliness and care of the neighbourhood.

To do so, the creation of a labour insertion company is proposed, dedicated to cleaning and treating the façades of buildings which have been vandalized with graffiti. This company would predominantly employ young people, a group with unemployment rates of around 80% in the area.

The work on the walls would not be restricted to cleaning, but also their maintenance and removal of any subsequent graffiti.

EMPLOYMENT TRAINING CENTRE

This initiative involves the creation of a training centre designed to improve the local population's acquirement of skills to access the labour market.

The level of qualification among the residents of the project area is generally quite low, which has a negative impact on their opportunities to access the labour market. This centre would offer a broad range of training options aimed at increasing employability and would be accredited as a professional training centre. It would also provide a point of contact with companies, which would benefit from covering their staff needs with new employees with a specific qualification.

Once the centre has been constructed, the proposal recommends that it is operated as an administrative concession.

The courses on offer would be:

- Basic short courses (food handling, cash register, etc.)
- Long courses (300 to 600 hours) designed for unemployed people to gain qualifications in particular trades (programmers, office workers, etc.)

ENTREPRENEUR CENTRE. OPEN BUSINESS INCUBATOR.

The proposal for open business incubator involves generating a team of professionals to take charge of promoting and support entrepreneurial spirit in neighbourhood by organizing training and consulting initiatives and encouraging the dynamic participation of businesspeople in the area, reopening premises that are closed in the neighbourhood and using them for commercial and business purposes.

The activities of the entrepreneur centre would focus on supporting and starting up new businesses and providing support for existing companies.

The methodology would be underpinned by proactiveness and the direct impact of the socioeconomic context of the neighbourhood. As such, the open incubator model is proposed as it prevents the 'billeting' of companies and promotes the development of businesses and service companies in the area.

Over a period of 5 years, it is estimated that the centre will have generated the creation of 150 jobs and that €2,160,000 will have been paid back to public treasury in taxes, as well as other benefits such as the generation of the neighbourhood's own economic resources and the creation of an entrepreneurial culture.

SOCIAL CLAUSES.

The employment panel proposes that all of the public contracts involving employment contain social clauses or reserved market clauses favouring the employment of people at risk from labour market exclusion and labour insertion companies.

To do so, it is necessary to analyse and define what works and services are going to be contracted over the next few years in Palma-Palmilla, what types of professionals will be required, and whether or not there are professionals and companies in the neighbourhood that offer or could fill these profile. Identifying which works and services may be eligible of inclusion of social clauses and which are not is the most feasible way of including the clauses and other conditions stipulated in the public sector contracting legislation in the tendering terms and conditions and other administrative procedures involved in minor projects.

The end objective would be the application of the social clauses to a greater or lesser degree in all public contracts (major and minor projects) related to new initiatives within the framework of the Comprehensive Action Plan.

EMPLOYMENT LAUNCH PADS.

The Employment Launch Pads represent a change in the approach of labour insertion initiatives implemented to date. The proposal involves creating a team of participants that use new employability and teamwork methods in order to gain access to employment opportunities for its members. To do so, the support of a coach or trainer

will be required, whose role is to direct the teamwork and support the development of a group dynamic, thereby enhancing the participants' possibilities to find a job.

The activity requires the guidance and support of the administrations through the relevant institutions, giving access to resources such as:

- 1 multifunctional classroom (meetings, training, group activities)
- Classroom equipment
- Audiovisual equipment
- ICT equipment
- 1 technical coach for half a day

PERFORMANCE INDICATORS OF THE EMPLOYMENT DEPARTMENT.

GENERAL INDICATORS.

- Participation in the panel by organizations and residents.
- Unemployment rate.
- Number of users of the employment services and organizations.
- Total number of users that have gained employment.

PROPOSAL 1: WORKING PARTNERSHIP BETWEEN THE EMPLOYMENT ORGANIZATIONS OPERATING IN PALMA-PALMILLA.

- Number of referrals between the different organizations participating on the employment panel.
- Number of users of the employment services and organizations.

PROPOSAL 2: COURSES OF SOCIAL SKILLS FOR EMPLOYMENT.

- Number of training courses run.
- Number of participants on the training courses.
- Evaluation by the training course participants.
- Training course participants that have gained employment.

PROPOSAL 3: 'GOOD LIVING' SOCIAL AND LABOUR INSERTION PROJECT.

- Participants in the 'Good Living' programme.
- Participants in the 'Good Living' programme that have gained employment.

PROPOSAL 4: EMPLOYMENT TRAINING CENTRE.

- Number of training courses run.
- Number of participants on the training courses.
- Evaluation by the training course participants.

- Training course participants that have gained employment.

PROPOSAL 5: ENTREPRENEUR CENTRE.

- Number of businesses registered in the area.
- Qualitative level of the businesses. Number of employees, market scope.
- Number of business initiatives created and mentored.
- Creation and dynamization of a platform for businesspeople.
- Number of members of the platform for businesspeople.
- Number of companies in contact with the Entrepreneur Centre and the Home Project.

PROPOSAL 6: SOCIAL CLAUSES.

- Number of contracts signed that include social clauses.

PROPOSAL 7: EMPLOYMENT LAUNCH PADS.

- Number of active Launch Pads in the neighbourhood.
- Number of participants per Launch Pad.
- Evaluation of the Launch Pads' performance by the participants.
- Percentage of participants in the Launch Pads that gain employment.

IMMIGRATION DEPARTMENT

GENERAL OBJECTIVES

- Promoting the immigrants' adaptation to their surroundings.
- Encouraging cultural exchange as an enriching process.
- Transforming the project in a meeting point between cultures and a model of peaceful coexistence.

SPECIFIC OBJECTIVES

- Facilitating access to driving licences for immigrants with language difficulties.
- Generating opportunities for the residents to share and express their cultural identities.
- Providing platforms for enriching cultural exchange.
- Equipping immigrants with skills to use Spanish effectively as a means of communication.
- Promoting an area for human relations as a means of socialization.
- Providing legal and administrative guidance for immigrants.

IMMIGRATION DEPARTMENT PROPOSALS.

LANGUAGE SUPPORT WORKSHOP FOR OBTAINING A DRIVING LICENCE.

Difficulties in terms of the command of the language can be an obstacle to obtaining, a driving licence, which in turn hinders immigrants' progress with respect to employment. With this in mind, the aim of this proposal is to facilitate these people in terms of obtaining a driving licence, offering them a support course lasting three months each year, reinforcing what they have already learnt at the driving school.

Having a driving licence enables immigrants to broaden their employment opportunities and they are able to look outside of their immediate neighbour hood and apply for jobs required greater professional qualification.

WORLD HOUSE

World House is a cultural venue designed to host workshops, conferences, concerts, cultural exhibitions, open days, seminars and film projections all with the aim of promoting multiculturalism and diversity as cultural richness, thereby bringing about a positive change in the social perception of immigration, enhancing coexistence in the city and mutual acknowledgement and respect between the cultures that live there.

The objective of the proposal therefore involves broadening the range of cultural activities on offer in the area and in the city as a whole, highlighting the cultural plurality that enriches the city, through cultural activities organized over the course of the year.

SPANISH WORKSHOPS FOR FOREIGNERS

On several occasions, the immigrant community in Palma-Palmilla has expressed the need to provide Spanish courses that enable people with language difficulties to improve their communication. The objectives of these workshops are:

- Equipping immigrants with skills to use Spanish effectively as a means of communication.
- Promoting closer relations between the cultures of the immigrants' countries and the host country.
- Ensuring that the platform for human relations offered by class attendance also offers participants a means of socialization.

The course is designed for adult immigrants with low or no knowledge of Spanish. The contents of the course will not be limited simply to teaching language, but rather will focus on developing skills in terms of achieving equality opportunities, healthcare education and road safety education, as well as acquiring communication skills both for everyday contexts and employment, bureaucratic and other specific contexts. The aim is to enable the immigrants to gain a greater understanding of the reality and culture of the host country, and, as a result, facilitate their access to resources that make their integration faster and easier.

The course will be run on Mondays, Tuesdays and Fridays in the morning and afternoon.

LEGAL ADVICE OFFICE FOR IMMIGRANTS

For many immigrants, a lack of knowledge of the bureaucratic structures of the host country poses a significant obstacle that may lead them to miss out on resources allocated to families and may even result in legal problems for the regularization of their residency status. With this in mind, this proposal recommends contracting a qualified professional to give advice and guidance to any immigrants that require it with respect to the municipal and other public administrative processes related to taxation, social benefits, document registration, formalization of legal documents and legal advice in the field of immigration, as well as providing information in terms of the condition, procedures and documentation required in different situations that foreigners living in Spain may face.

The service will be supplemented, as required, with access to other resources and services specifically related to the case presented.

The office will be open from Monday to Thursday from 18:00 to 21:00

INTERCULTURAL WEEK

This proposal involves organizing events dedicated to intercultural exchange in the neighbourhood. These events would include courses, workshops and exhibitions designed to enhance the visibility of the richness of diversity in the area. Through the promotion of knowledge and mutual respect, this event strives to improve the coexistence between the different cultural groups living in the district.

Applying a participative model that gives all of the residents a key role to play, the aim is to work on interculturality, belonging to the community, gender equality and respect for our immediate environment, including all of the residents in this process of social change.

This activity is designed to be a showcase of all of the activities that occur in the neighbourhood at the service of everybody else. It is a week of open days. Each of the days of the week will be dedicated to a particular topic (gender equality, civic participation, environment), all with an overarching theme of interculturality, respect, differences of opinion, and so on, combining learning activities with a festive event celebrating coexistence.

PERFORMANCE INDICATORS OF THE IMMIGRATION DEPARTMENT.

PROPOSAL 1: LANGUAGE SUPPORT WORKSHOP FOR OBTAINING A DRIVING LICENCE.

- Minimum of 15 participants on the language support courses to obtain a driving licence.
- A total of 50% of participants having obtained a driving licence after two years.

PROPOSAL 2: WORLD HOUSE.

- Number of cultural activities organized at World House.
- Number of participants in the activities at World House/visits to the site.
- Qualitative scope of the programming at World House.

PROPOSAL 3: SPANISH WORKSHOPS FOR FOREIGNERS.

- Minimum of 40 participants in the Spanish workshops.
- Results of the level assessments in the Spanish workshops.

PROPOSAL 4: LEGAL ADVICE SERVICE FOR IMMIGRANTS.

- Monthly number of visits to the legal advice service.
- Number of people using the legal advice service.
- Evaluation of the people using legal advice service.

PROPOSAL 5: INTERCULTURAL WEEK.

- Degree of participation in Intercultural Week.

YOUTH DEPARTMENT

GENERAL OBJECTIVES

- Promoting young people's independence and the development of constructive and critical activity by young people.
- Improving the quality of life and future prospects of the young people in the area.

SPECIFIC OBJECTIVES

- Strengthening young people's involvement in improving their surroundings and their preparation for adulthood.
- Ensuring that young people are aware of and take advantage of the training, leisure and employment resources that exist.
- Promoting healthy habits among the district's young people, both in physical and psychological terms.
- Working to enhance gender equality from a family perspective.
- Creating and maintaining places for young people to socialize.
- Promoting the culture of associations among young people in the area.
- Creating platforms for meeting and cultural exchange.
- Supporting musical creativity and creation among young people in the area.
- Creating employment for the youth population.
- Opening up this part of the city to tourism from outside the district.

YOUTH DEPARTMENT PROPOSALS.

YOUTH CENTRE

This proposal recommends creating and dynamizing a venue specifically for the neighbourhoods' young people where they can conceptualize, plan, design and carry out initiatives and activities.

The objective is for this centre to become a reference point for the young people of the neighbourhood, to build awareness of the importance of their participation in making decisions about their immediate surroundings and the youth initiatives that should be developed. This centre would provide a platform for coordination for the youth associations in the area, a venue for meetings and training youth representatives and a permanent support service platform to implement the proposal of the youth information point, with a youth panel to provide direct support to young people in the area.

YOUTH INFORMATION POINT AND COMMUNICATION NETWORK

The aim of this proposal is to create a youth network and information point, which can be used to offer freely available guidance and support to young people in the area on issues related to health, sexuality, employment, leisure and culture, or any other topic of interest to them, as well as providing information about programmes and campaigns aimed at young people. The aim of the platform is to generate activities designed for young people where they can learn methods of participation.

This initiative is intended to become the platform from which youth participation in the area is articulated and consolidated, as well being the foundation on which the youth communication network is structured.

The youth communication network is a means of ensuring the dissemination of information in such a way that all of the young people in the area are fully informed of the activities and programmes run for them both in and outside the neighbourhood. The network operates on both a virtual (social media, website, databases) and physical basis (posters, street task force, youth representatives).

YOUTH CITY IN LA VIRREINA PARK

This proposal advocates the large-scale transformation of the peri-urban park in La Virreina, including the creation of a camping area and youth hostel with green spaces and areas for open-air activities such as adventure sports (rock climbing wall, sports gymkhana, rope bridges, archery, aerial slides, abseiling), sports activities (open-air gym equipment, mountain bike routes, jogging circuit, multi-sport pitches), open-air cultural activities (nature classroom, theatre, cinema and concerts, etc.).

The project includes a public green area with open access to the general public to be used to promote respect for and care of the environment, as well as for organizing community activities.

There is no large park in the northern part of the city of Málaga in which sports and leisure activities can be performed. In fact, the city as a whole does not have any area similar to the park proposed here. The park development would open up the project area to the city with the inclusion of an area with these characteristics, as well as on an international level, with the promotion of youth tourism in Málaga.

Located in the most suitable part of the park, a youth hostel will be built offering accommodation to 120 people and facilities for different types of conferences and events, as well as a campsite with capacity for another 200 people.

The accommodation on offer will be complemented by a broad range of resources and equipment in order to promote youth participation in a network, creating a new venue in a privileged spot for activities, conferences, meetings, workshops and seminars for young people in an environment based on harmony between the urban city and nature.

The facilities and activities will be designed from the perspective of sustainability, emphasizing efficient energy consumption, the use of clean energies and recycling.

Both in terms of construction and maintenance and management, the project involves the creation of a large number of jobs, which would predominantly be offered to young people in the area, which would mean the creation of employment in an area with particularly high youth unemployment rates.

NIGHT-TIME LEISURE ACTIVITIES FOR YOUNG PEOPLE AT THE WEEKEND

The project area has extremely limited options in terms of evening and night-time leisure activities, which leads to little diversity with respect to young people's leisure activities, sometimes leading to habits that are damaging to health (drug and alcohol abuse) and vandalism.

The aim of this proposal is to tackle this situation by organizing workshops and courses on topics to be decided by the youth panel, dealing with the interests and needs of the young people themselves.

The workshops will have training and practical components rather than being simple presentations. These short, progressive and regular workshops will be attractive to the young population and will enable them to develop a broad range of skills.

The initial proposal involves workshops over the course of forty weekends per year, with sessions being run both days.

MUSIC RECORDING CENTRE

This proposal recommends the creation of a centre for developing music projects, promoting the different musical styles that are generated in the neighbourhood itself (flamenco, hip-hop, traditional music of the immigrant population) with high levels of acoustic quality.

The centre would also act a meeting point and platform for mixing cultures between the native and immigrant population, generating music initiatives that integrate different styles in joint projects. In addition, campaigns and initiatives will be run designed to use music and musical training as a tool to promote cultural exchange and coexistence.

The centre will have three areas, two of which will be for rehearsing and for occasional use by the groups involved in these initiatives, while the third room will be the recording studio.

IMPETUS FOR WOMEN'S AND MIXED SPORTS.

Team sports are reasonably widespread among the neighbourhood's youth population but almost exclusively among boys and young men, while girls and young women hardly participate in any sport and even less so in team sports. At a more general level, young men tend to choose more active leisure options while young women generally take more passive roles.

This proposal aims to act as a stimulus to promote female sport, by creating women's clubs and teams on equal terms with their male counterparts, promoting mixed sports and development of sports in which girls and young women are more interested.

These activities are intended to act as a starting point from which to work on other aspects, such as gender equality, school absenteeism and youth participation.

The programme of activities within this proposal involves the following phases:

1. Identifying team sports that generate the greatest interest among girls and young women in coordination with primary and high schools on this subject.
2. Starting up female sports activities, such as volleyball, football and basketball.
3. Organizing mixed sports activities and competitions in the neighbourhood (indoor football, basketball, handball, popular games, etc.).
4. Creating stable teams in each sport to take part in provincial competitions and municipal sports events.

CONSTRUCTION OF AN INDOOR SPORTS COMPLEX

This proposal aims to provide the neighbourhoods in the district with a new sports facility with similar features to the facilities that currently exist in the majority of the city's districts. The functional requirements of this new public sports complex must meet fulfil a dual role. Firstly, it must provide a venue for the sports and recreational activity in the part of the city in which it is located, one of the most dynamic districts with a population of over 30,000 inhabitants. Secondly, it must offer facilities of the highest quality for training, designed for professionals from a diverse range of sports. Both roles must be performed alongside each other.

The residents will have access to the facilities to enjoy a broad range of sports activities led by trainers and coaches. The indoor complex will have a multi-sport pitch that can be used for indoor football, basketball, volleyball and handball, as well as different rooms for gymnastics, martial arts, table tennis, aerobics and physiotherapy, etc.

The sports complex will also have an indoor heated swimming pool for swimming teaching, training and practice.

CYCLE LANE AND BICYCLE HIRE STATION

This proposal involves the construction of a cycle lane that connects the district with other cycles lanes in the city, as well as an EMT bicycle hire station like those located around other parts of Málaga.

PERFORMANCE INDICATORS.

GENERAL INDICATORS

- Reaching a steady average of between 10 and 30 participants on the panel, representing the diversity of the district's youth population.
- High level of satisfaction among young people with respect to the performance of the panel.
- Increase in young people's participation other panels in the Home Project.
- Increase in young people's participation in activities that form part of the Home Project that are not particularly designed as youth activities.
- Integration of young people in associations that are not specifically for young people.
- Reduction in the youth unemployment rate.
- Creation of jobs for young people.
- Increase in the number of youth initiatives carried out in the area.
- Increase in the number of youth associations juveniles in the district.
- Financial investment adapted to the real needs of the proposals.

PROPOSAL 1: YOUTH CENTRE.

- Creation of youth associations to organize activities and attract funds.
- Creation of youth business and self-employment initiatives designed by the young people themselves.

PROPOSAL 2: YOUTH INFORMATION POINT AND COMMUNICATION NETWORK.

- Number of enquiries made at the youth information point and the topics raised.
- Degree of satisfaction in terms of the information and service received at the youth information point.
- Creation dissemination networks for young people.

PROPOSAL 3: YOUTH CITY IN LA VIRREINA PARK.

- Creation of 80 jobs in the Youth City project and other proposals of the youth panel.
- Average occupation levels of the camp site and hostel equivalent to those in similar establishments around the province, with a lower level of 50% during the first year.

PROPOSAL 4: NIGHT-TIME LEISURE ACTIVITIES FOR YOUNG PEOPLE AT THE WEEKEND.

- Minimum level of 60% take-up of the places offered on the youth leisure activities.
- High degree of diversity among the participants of the youth activities.
- Increase in the number of the district's young participants in activities outside of the neighbourhood.
- Degree of satisfaction of the participants in the youth leisure activities.

PROPOSAL 5: MUSIC RECORDING CENTRE.

- 30 projects completed in the recording studio per year.
- 90 users benefitting from the recording studio per year.
- Diversity in terms of the music productions.
- Generation of musical projects created for commercial ends.

PROPOSAL 6: IMPETUS FOR WOMEN'S AND MIXED SPORTS.

- Increase in the number of women's sports initiatives and participation of the residents.
- Increase in the number of sports clubs and teams created.
- Increase in the diversity of sports played in the neighbourhood.

PROPOSAL 7: CONSTRUCTION OF AN INDOOR SPORTS COMPLEX.

- Participation of the district's sports club in regional, state and international competitions.
- Number and diversity of users of the sports complex and swimming pool.
- Increase in the number of sports clubs and team created.
- Increase in the diversity of sports played in the neighbourhood.

PROPOSAL 8: CYCLE LANE AND BICYCLE HIRE STATION.

- Use of the bicycle hire station.
- Reduction in road traffic in the area.
- Bicycle traffic in the cycle lane.

SANITATION DEPARTMENT

GENERAL OBJECTIVES

- Improving the neighbourhood's image.
- Modifying the residents' cleaning habits.
- Improving the level of cleanliness in the dirtiest areas to an optimal level.
- Maintaining levels of cleanliness in the area similar to other districts regularly throughout the year.

SPECIFIC OBJECTIVES

- Ensuring health standards in the districts public spaces.
- Achieving the residents' commitment and involvement with respect to keeping the neighbourhood clean.
- Improving the environmental conditions in the area.
- Monitoring the performance of the cleaning services.

SANITATION DEPARTMENT PROPOSALS.

PRUNING TREES, CLEANING TREE PITS AND GARDENS.

The main objective of this proposal is to achieve an improvement in the quality of the care and maintenance of garden areas through a specific action plan for the Parks and Gardens Department. This action plan will be accompanied by a campaign to build awareness and encourage cooperation with the members of the residents who are most closely involved in the care and maintenance of these areas. The aim is to increase the residents' civic awareness with respect to cleaning.

CLEANLINESS AWARENESS CAMPAIGN

One of the founding principles of the Home Project is that civic participation is a key factor in achieving social change. As such, all efforts should be focused on promoting this participation and building public awareness of the problems in the surrounding area. With this in mind, the aim of the awareness-building campaign is to educate residents and highlight the importance of public health in relation to the cleanliness of the city and the use of the resources provided by the public administrations, as well as appreciating that the environment we live in is ours and that it matters to us and we should look after it.

To achieve this goal, neighbourhood courses will be run by technicians from the environmental department and other related organizations, offering training to associations, residents' communities, schools, the working panel of the Community Plan, etc.

In addition, dissemination campaigns will be run to promote good cleaning habits, as well as publicizing free public service phone numbers related to cleaning and sanitation, water, drainage and sewage systems and the environment. Other information and awareness-building campaigns will be run using the various dissemination channels included in the Home Project.

INSTALLATION AND REPLACEMENT OF BINS AND REFUSE CONTAINERS.

For the execution of this proposal, a committee of residents and technicians participating in the Home Project will conduct regular revisions of the installation and state of the bins and refuse containers around the neighbourhoods, identifying and registering any missing or damaged bins or unwarranted changes in their location. As a result, the cleaning panel can then notify the cleaning and operational services to provide a solution to the problems or damage.

In the same way as with other proposals in this area, the installation and replacement of bins and refuse containers must be accompanied by a campaign in which residents, businesspeople and workers in the area feel that they have a key role and duty to perform. The aim is to achieve an improvement in the quality of the services and the residents' use of the cleaning resources that the public administrations provide.

HIGH IMPACT CLEANING PLAN.

In parallel and to complement the cleaning and awareness-building campaigns, the emergency cleaning plan involves a regular programme by district with the aim of ensuring the comprehensive sanitation and cleanliness of the neighbourhoods, using the services of LIMASA that are utilized every day in other parts of the city (sweepers,

street washers, cleaning crews, etc.), as well as including the participation of the residents in the process. This plan consists of three phases:

Before (Awareness-building)

During (Involvement)

After (Commitment)

During the prior stage, efforts will focus on highlighting the importance of aspects such as cleanliness, recycling and civic attitudes in order to improve our surroundings and coexistence. The involvement phase will consist of the execution and dissemination of the cleaning activity. Lastly, in the commitment phase, there will be an evaluation of the cleaning activities, as well as promoting the commitments the residents will take on from this point onwards.

This action is directly linked to the rest of the cleaning campaigns that are organized within the framework of the project, as well as to joint committee of environmental technicians and residents.

JOINT COMMITTEE OF ENVIRONMENTAL TECHNICIANS AND RESIDENTS

The optimization of the cleaning services in the area and civic participation are proposed as key factors to consider within the Sanitation Department. As such, close cooperation is required between both groups to achieve positive progress with respect to this aspect of residents' lives.

The aim of this proposal is to achieve an improvement in the quality of the services and the residents' use of the cleaning resources that the public administrations provide.

In order to achieve this goal, the committee includes technicians in charge of cleaning in the area, environmental technicians and residents participating on the panel, to ensure that it acts as a platform for coordination between the different departments and the residents.

One of the main duties of this committee will be to identify problematic situations using a map of dirty hotspots: dirty plots of land and places, rubbish collection, etc. This map will be reviewed annually with the residents of the four areas.

PERFORMANCE INDICATORS.

GENERAL INDICATORS.

- Optimal state of cleanliness on the streets evaluated based on assessments performed by residents and dynamizing agents.
- Degree of satisfaction among the residents with respect to the cleaning services, assessed through surveys.

PROPOSAL 1: PRUNING TREES, CLEANING TREE PITS AND GARDENS CLEANLINESS AWARENESS CAMPAIGN.

- Optimal state of cleanliness on the streets evaluated based on assessments performed by residents and dynamizing agents.
- Degree of satisfaction among the residents with respect to the cleaning services, assessed through surveys.

PROPOSAL 2: CLEANLINESS AWARENESS CAMPAIGN.

- Number of participants involved in the cleaning campaign (Minimum of 150).
- Diversity in the participation of residents in the cleaning campaign.
- Degree of environmental awareness-building among the residents assessed through surveys.
- Increase in the residents' awareness of cleaning resources in the area assessed through surveys.

PROPOSAL 3: INSTALLATION AND REPLACEMENT OF BINS AND REFUSE CONTAINERS.

- Number, location and state of the refuse and recycling containers and bins in the area.

PROPOSAL 4: CLEANING EMERGENCY PLAN.

- Regular evaluations based on assessments using the map of dirty hotspots for reference.

PROPOSAL 5: JOINT COMMITTEE OF ENVIRONMENTAL TECHNICIANS AND RESIDENTS.

- Regular evaluations performed by the residents.
- Number of meetings held by the committee each year.

WOMEN'S DEPARTMENT

GENERAL OBJECTIVES.

- Empowering women as agents of social change.
- Achieving equal and decent treatment among the residents, regardless of gender, sexual orientation or any other differentiating feature.
- Completely eradicating gender-based violence in the project area.

WOMEN'S DEPARTMENT PROPOSALS.

TRAINING COURSE TO PROVIDE CHILDCARE SERVICES FROM HOME.

This proposal involves running a training course for women, preferably who are unemployed, that gives participants an option to access the labour market.

The contents of the course focus on concepts of childcare, food and nutrition, first aid, road safety, hygiene, techniques to conduct play activities with children, etc.

By training the women and facilitating their access to the labour market, the aim is to achieve their emancipation, with the consequent positive impact that this has on the participants' self-esteem and independence.

HOME CHILDCARE COOPERATIVE.

Based on the training given, this proposal advocates facilitating the creation of a women's cooperative offering home childcare. This will generate employment opportunities for unemployed women in the neighbourhoods of Palma-Palmilla.

This cooperative would offer childcare services for children between 0 months and 16 years old. The service will be offered during the same timetable as the public services in the area: before 07:00, after 18:00, night-time, weekends, overnight, weekends and bank holidays.

The childcare service will include the following and other activities: looking after children in their own homes when their families are away, ensuring children's educational development and hygiene, feeding, taking them to school if their parents start work very early, etc.

RESOURCE AND SERVICE DEPARTMENT

GENERAL OBJECTIVES

- Guaranteeing the provision of environmental, equipment and other resources in the public areas in the neighbourhoods and the basic structure of the Community Plan.

SPECIFIC OBJECTIVES

- Ensuring the optimal state of the road and pavement surfaces.
- Ensuring the provision and maintenance of adequate sports pitches in good condition.
- Guaranteeing the provision and maintenance of street furniture that responds to the needs of the residents.
- Ensuring access to a sufficient number of parking spaces for the population in the area.
- Building new green and leisure areas and children's parks in the project area.
- Generating and promoting the development of city allotments in the area.

RESOURCE AND SERVICE DEPARTMENT PROPOSALS.

REPAIR AND MAINTENANCE OF ROAD AND PAVEMENT SURFACES IN BAD CONDITION.

In order to improve the safety, accessibility and comfort of the neighbourhood's residents, this proposal involves drafting a list of deteriorated areas that require action by the council. This list is based on evaluations made by dynamizing agents and residents.

The list will facilitate and prioritize the actions to be taken to optimize the state of road and pavement surfaces, highlighting the state of several streets and the subsequent improvements.

REPAIR AND MAINTENANCE OF SPORTS PITCHES.

There are a significant number of sports pitches in the neighbourhoods that are currently in a state of disrepair. The aim of this proposal is to repair and reuse these pitches. After the initial restoration work performed by the City Council, the maintenance and use of the pitch will be the responsibility of the residents' organizations and associations in the neighbourhood, formalized in an assignment agreement signed between the collectives and the municipal council of the district.

In this way, the aim is not only to repair and reuse the pitches, but also to put in place a community management system that ensures their correct use and maintenance in the mid to long term.

INSTALLATION AND REPLACEMENT OF STREET FURNITURE

The deterioration of the street furniture in the project area is largely due to misuse and acts of vandalism perpetrated by a small number of residents. This proposal aims to develop an awareness and culture of joint responsibility between residents and public administrations to ensure the maintenance, use and enjoyment of public areas.

Based on the assessments made by the residents alongside the Home Project task force, a joint committee of both groups has drafted a list specifying locations that require the repair or replacement of street lights, benches and children's parks. In this way, the district council can respond to the direct requests of the residents.

CREATION OF CAR PARKS

The lack of purpose-built parking areas in the neighbourhoods is a significant problem in the district. This situation means that residents who own vehicles use urban spaces not designed for this use, sometimes preventing the passage of public service vehicles (ambulances, public transport, distribution of butane canisters, emergency vehicles, etc.).

This aim of this proposal is to present a list of locations in the neighbourhoods with the potential to be repurposed as car parks, making use of unoccupied spaces, while regularizing and marking the boundaries of the existing car parks.

CREATION AND MAINTENANCE OF CHILDREN'S PARKS

This proposal aims to create and rehabilitate areas intended for the games and activities of the neighbourhood's children, guaranteeing access to such areas for all families in the district with children of an appropriate age. To achieve this, the proposal recommends creating an Action Record Sheet that enables the monitoring of the actions taken and the good use of the parks by the residents. The resources and services panel will be responsible for this monitoring process, together with technicians from the district council and the Parks and Gardens Department.

MAINTENANCE OF GARDENS AND SQUARES, AND REPLACEMENT OF RAILINGS.

The maintenance of the area's gardens and squares represents a problem in the neighbourhoods due to the lack of awareness raised among some of the residents with respect to public property, as well as management processes that are not adapted to the specific conditions of the area. As a result, it is crucial that plans are developed that promote community awareness of public property and its maintenance and constant renovation.

As in the previous case, this proposal aims to create and rehabilitate areas intended for leisure and community living, guaranteeing access to such areas for all of the area's residents. To achieve this, the proposal recommends creating an Action Record Sheet that enables the monitoring of the actions taken and the good use of the areas by the residents. The resources and services panel will be responsible for this monitoring process, together with technicians from the district council and the Parks and Gardens Department.

ENVIRONMENTAL RESTORATION AND INCREASING SAFETY OF THE RIVER GUADALMEDINA.

The restoration of the course of the River Guadalmedina is an obligation stipulated by the Water Framework Directive of the year 2000 and the guidelines for the restoration of rivers in Spain established by the Ministry of the Environment in the National Strategy for the River Restoration. This proposal refers to the section of the river adjacent to Palma-Palmilla, although it is understood that the full restoration project requires intervention along the entire course of the river in the city, all the way to the sea.

The main objective is to restore this natural space for public use to give Palma-Palmilla a green area connected to the National Park of the Mountains of Málaga. The students of Palma-Palmilla have captured this idea of this proposal in a series of drawings about the Guadalmedina, as have the students of Architecture in Granada in seminars on the course in this field taken in 2008 and 2009 in the city centre and in the district.

In addition and as a parallel initiative, public equipment should be installed that can withstand the regular flooding along all or part of the course of the river, in line with the behaviour of Mediterranean rivers.

MANAGEMENT AND DEVELOPMENT OFFICE OF PALMA-PALMILLA COMMUNITY PLAN HOME PROJECT

The aim of this proposal is to establish a system of support and social dynamization and activation for the Community Plan, providing the human and material resources to consolidate the organizational and management structure of the Community Plan. This office would be the coordination centre for all of the activities conducted within the framework of the Community Plan, as well as overseeing the management, monitoring and supervision of the execution of the Comprehensive Action Plan.

CITY ALLOTMENTS IN PALMA-PALMILLA

This proposal aims to make use of unoccupied plots of land or areas of the neighbourhood not used for gardens to develop community city allotments in which residents can produce food.

The aim of the allotments (sometimes instigated by government bodies and NGOs) is not to provide a significant source of food, but rather to promote the diversification of eating habits.

Urban agriculture provides a framework within which families, residents and similar groups can learn to observe and participate in natural processes (sowing, growth, caring, flowering, reproduction, taking cuttings, harvesting, pruning, preserving foods, preparing food, replanting). As well as the goal of food production, the project has great learning and reconstructive potential, helping to strengthen integration and teamwork and regaining self-esteem, as well as promoting healthy eating habits. The objective is to implement a continuous production system that generates work and knowledge throughout the entire year, as well as providing fresh vegetables, fruit and herbs for everyday consumption.

PERFORMANCE INDICATORS

PROPOSAL 1: REPAIR AND MAINTENANCE OF ROAD AND PAVEMENT SURFACES IN BAD CONDITION.

- Condition of road and pavement surfaces.

PROPOSAL 2: REPAIR AND MAINTENANCE OF SPORTS PITCHES.

- Number and condition of sports pitches.
- List of sports pitches on offer and needed in project area.

PROPOSAL 3: INSTALLATION AND REPLACEMENT OF STREET FURNITURE.

- Number, condition and ergonomic quality of the benches in the area.
- Number and condition of the street lamps in the area.

PROPOSAL 4: CREATION OF CAR PARKS.

- Number and location of car parking spaces.
- Number and condition of car parks created (the CAP proposal lists 16).

PROPOSAL 5: CREATION AND MAINTENANCE OF CHILDREN'S PARKS.

- Number and condition of children's parks (the CAP proposal lists 11 actions required).
- Comparison of the provision of children's parks and the population of children under 12 years old.
- Decrease in the number of entries recorded on the Action Record Sheet of the proposals regarding children's parks.

PROPOSAL 6: MAINTENANCE OF GARDENS AND SQUARES, AND REPLACEMENT OF RAILINGS.

- Decrease in the number of entries recorded on the Action Record Sheet of the proposals regarding the maintenance of gardens, squares and railings.

PROPOSAL 7: ENVIRONMENTAL RESTORATION AND INCREASING SAFETY OF THE RIVER GUADALMEDINA.

- Number of sports, leisure and other facilities located along the stretch of the course of the River Guadalmedina adjacent to Palma-Palmilla. Qualitative analysis to check that all of the types of equipment indicated in the proposal have been installed.

PROPOSAL 8: MANAGEMENT AND DEVELOPMENT OFFICE OF THE PALMA-PALMILLA COMMUNITY PLAN HOME PROJECT.

- Number of meetings held in the Home Project office.
- Number of employees contracted exclusively for the Home Project compared to the quantitative and qualitative definition indicated on the sheet.

PROPOSAL 9: CITY ALLOTMENTS IN PALMA-PALMILLA.

- Number of city allotments in the area and proportion of land plots in use.
- Number of activities organized by the groups managing the city allotments.
- Number of users of the allotments in the area.
- Evaluation of the activities carried out in the city allotments.

SAFETY DEPARTMENT

GENERAL OBJECTIVES.

- Reducing road traffic accidents in the project district and surrounding area.
- Improving public safety
- Reducing the crime rates in the area.

SPECIFIC OBJECTIVES.

- Preventing car and motorcycle races.
- Ensuring safe access to schools.
- Eliminating chicken coops and pigeon lofts.
- Guaranteeing the health conditions in buildings.
- Promoting cooperation between the police and residents.
- Disseminating information about police resources among the residents.

SAFETY DEPARTMENT PROPOSALS.

INSTALLING SPEED BUMPS AND IMPLEMENTATION OF 30 KM/H ZONES.

In the participative diagnostic analysis carried out, serious road safety problems were identified in all of the neighbourhoods, including an alarming number of car races. In order to resolve this situation, the safety panel proposes the installation of speed bumps to create a network of 30 km/h zones across the neighbourhoods and the main points at which races are organized, physically preventing the possibility of such races while, at the same time, increasing road safety in the in the area.

ROAD SAFETY EDUCATION PROGRAMME

This proposal recommends a socio-educational initiative with children and young people, aimed at enabling residents to acquire road safety values through an education programmes, representing a step beyond knowledge of driving rules and road signs. The aim is to optimize the resource that already exists with a road prevention and safety sub-team of the Local Police.

The key target audience of the programmes is students at the in the area, mainly nursery and primary schools, but also high school students and young people in the neighbourhood under 35 years of age.

The proposed activities are basically participative awareness-building initiatives adapted to the different educational levels, in which students and young people take part as active agents in the process through a selection of workshops, dynamics, seminars, simulations for young children and activities to raise awareness among adults carried out with the participation of the students.

ELIMINATION OF PIGEON LOFTS OF CHICKEN COOPS

In response to demands by some residents, an operation is proposed in buildings in which chicken coops and pigeon lofts have been constructed. This situation is deteriorating the roofs that have already been rehabilitated and they are a source of animal-related health infections for the residents living in the affected buildings. In view of this situation, with cooperation between the safety panel and the national police force, operations are planned that effectively and permanently eliminate such practices, with initiatives for long-term prevention and monitoring.

INCREASING POLICE PRESENCE – NIGHT-TIME PRESENCE OF SECURITY FORCES.

Public safety is a key factor for the development of Palma-Palmilla. The diagnostic analysis in which the residents themselves took part reveals that the neighbourhood requires a strong police presence. Especially during the hours of night-time, the area becomes particularly unsafe. Various groups illegally occupy public thoroughfares and activities that cause disturbances take place (noise, bonfires, etc.). Other safety problems include the sale of narcotics and urban car races, etc. Faced with this situation, the residents find themselves in a state of defencelessness.

The proposal aims to operate on various levels:

- Police presence in the district. Permanent and sustained patrols of specific areas of each neighbourhood, conducted daily.
- Opening the police station at night so that residents do not feel unprotected during night-time hours, and the groups that commit illegal acts do not feel that during certain times 'anything goes'.
- Regular interventions: neighbourhood shutdowns during night-time hours to prevent and eradicate all types of crime as far as possible in all five neighbourhoods.
- Creation by the security forces of a bi-monthly record of calls received from residents during night-time hours, specifying the reason for the report and its location, providing data that can be used for subsequent initiatives.

OPERATING PROTOCOL BETWEEN THE SECURITY FORCES AND THE SAFETY PANEL.

Public safety is a key factor for the development of Palma-Palmilla. The diagnostic analysis in which the residents themselves took part reveals that, apart from the problems of delinquency themselves, the neighbourhood suffers from "permissiveness and impunity", a culture of 'anything goes' and fear to report certain criminal acts.

The operation will be conducted based on the map of points of conflict drafted by the participating residents, highlighting any locations at which conflicts have been detected and responding with specific joint actions between the local and national security forces in each of the five neighbourhoods. Identifications and external searches of possession will be conducted with the aim of finding illegal weapons and narcotics, as required by the particular circumstances. Other operations include the detection of and response to acts of vandalism, assault, illegal racing, abandoned vehicles and problems of coexistence in general.

The proposal is designed to establish an operating protocol in the face of such situations and a bi-monthly monitoring record that enables an analysis of the results by a joint committee of residents and members of the local and national police forces, with a view to the constant adjustment of the process.

INSTALLATION OF TRAFFIC LIGHTS

The analytical process conducted with respect to road safety revealed a series of accident black spots in the neighbourhoods that pose a danger for residents. With this in mind, this proposal aims to prevent accidents between cars and with pedestrians by installing traffic lights at these black spots in all of the neighbourhoods of Palma-Palmilla.

ROAD SAFETY PLAN FOR ACCESS TO SCHOOLS.

By installing traffic lights and implementing other measures, this proposal strives to prevent children being run over, particularly when entering and leaving schools.

INFORMATION DAYS ON POLICE RESOURCES.

This proposal aims to improve relations between neighbourhood's residents and the police forces, by giving information and increasing awareness among the residents with respect to the specific functions carried out by the national and local. At the same time, the objective is to spread awareness of the existing resources available to the public

and resolve any doubts that may exist in relation to public safety and the professionals that work to ensure it.

The activities conducted are aimed at the students at schools in the area and the residents of the neighbourhood, with presentations and workshops organized in the following topics:

- Functions of the local and national police forces.
- Telephone numbers of interest (Police, Fire Service, Ambulance, Municipal Institutions, Social Services, etc.).
- Explaining the variety of cases that require contact with the national security forces.
- Clarifying any possible doubts that the participants may have.

In addition, an exhibition of police resources is recommended, open to any interested residents.

PERFORMANCE INDICATORS.

GENERAL INDICATORS.

- Reduction in road traffics accidents
- Number of participants on the panel.
- Diversity of the participants on the panel.
- Reduction in traffic offences.
- Reducing the crime rates in the area.

PROPOSAL 1: INSTALLING SPEED BUMPS AND IMPLEMENTATION OF 30 KM/H ZONES.

- Increase in the number of speed bumps.
- Increase in the number of 30 km/h zones implemented.
- Increase in the number of streets covered by 30 km/h zones.

PROPOSAL 2: SOCIO-EDUCATION INTERVENTION PROGRAMME WITH CHILDREN FACING JUDICIAL PROCEEDINGS IN OPEN INSTITUTIONS.

- Number of interventions.
- Degree of recidivism among the participating children.
- Decreasing crime rates among children in the area.

PROPOSAL 3: ROAD SAFETY EDUCATION PROGRAMME.

- Increase in the number of students participating in the road safety education programme.
- Increase in the number of young people participating in the road safety education programme.
- Increasing awareness among schoolchildren with respect to prevention of traffic accidents (using a questionnaire).

PROPOSAL 4: ELIMINATION OF PIGEON LOFTS AND CHICKEN COOPS.

- Police actions to eliminate chicken coops and pigeon lofts.

PROPOSAL 5: INCREASING POLICE PRESENCE – NIGHT-TIME PRESENCE OF SECURITY FORCES.

- Decreasing crime rates in the area.
- Improving the residents' evaluation of safety in the area (assessed using surveys).

PROPOSAL 6: OPERATING PROTOCOL BETWEEN THE SECURITY FORCES AND THE SAFETY PANEL.

- Operations carried out with respect to drug trafficking.
- Locations of car races detected and penalized.
- Abandoned vehicles detected and removed.
- Reduction in levels of crime and vandalism in the area, based on the map of points of conflict.

PROPOSAL 7: INSTALLATION OF TRAFFIC LIGHTS.

- Number of traffic lights installed in the necessary locations.

PROPOSAL 8: ROAD SAFETY PLAN FOR ACCESS TO SCHOOLS.

- Creation of specific road safety plans for access to each school.
- Evaluation of the road safety plans by teachers, parents and students.

PROPOSAL 9: INFORMATION DAYS ON POLICE RESOURCES.

- Level of use of police resources by the residents.
- Increase in the awareness of police resources among the residents (assessed using questionnaires).

ACCESSIBILITY DEPARTMENT.

GENERAL OBJECTIVES

- Ensuring accessibility to the buildings in the area for people with reduced mobility.
- Ensuring an environment that facilitates the movement and transport of people with reduced mobility.

ACCESSIBILITY DEPARTMENT PROPOSALS.

ACCESSIBILITY PLAN

The objective of the Accessibility Plan proposal is to improve accessibility primarily in terms of removing all physical barriers in the neighbourhoods to facilitate access for people affected by any type of temporary or permanent physical disability, as well as improving the accessibility and use of resources and services. The aim is to prevent or reduce any physical barriers and obstacles that hinder or impede normal development.

The most commonly cited physical barriers identified in the neighbourhoods are classified as follows:

- a) Architectural Barriers. These are obstacles that exist in the interior of buildings and at their access points. They include construction features such as four-storey blocks without lifts, access to blocks of flats via stairs, etc.
- b) Urban Planning Barriers. These are obstacles found on streets and public spaces with constructions, such as: inappropriate layout and dimensions, road and pavement surfaces, special parking restrictions, pedestrian crossings, stairs, ramps. Gardens, squares, public spaces, parking, bollards, empty plots of land, vertical elements, street furniture, protection and signposting, ornamental elements and waste containers.

The plan focuses on four programmes divided into the areas in which they take place. Each programme will have its own protocol for identifying the architectural barriers, based on input from committees of residents and dynamizing agents, in order to draft a comprehensive report that will subsequently be submitted to the city council so that the necessary works can be performed.

The different action programmes are:

1. Accessibility programme – Architectural barriers. 720 Viviendas.
2. Accessibility programme – Huerta La Palma.
3. Accessibility programme – 503 Viviendas.
4. Accessibility programme – 26 de Febrero, Las Virreinas, La Palmilla.

HOUSING DEPARTMENT.

GENERAL OBJECTIVES

- Guaranteeing the constitutional right to decent housing within the project area.
- Promoting the creation and operation of residents' communities.
- Improving the residents' quality of life with respect to housing.

SPECIFIC OBJECTIVES

- Regularizing the ownership and rental status of residential properties in the area.
- Regulating water and electricity consumption in the area without negatively impacting on the residents.
- Creating and promoting meeting points for residents.

HOUSING DEPARTMENT PROPOSALS.

“OUR NEIGHBOURHOODS” ASSOCIATION OF RESIDENTS’ COMMUNITIES

The community of residents consider housing and all related issues to be one of the most pressing problems in the neighbourhoods included in the project area of the CAP. Many of these problems are caused by coexistence between residents which, in many cases, is characterized by individualism and lack of cooperation.

The aim of establishing this association is to create a meeting point for the communities of property owners where common problems, needs and concerns can be discussed and resolved, through the analysis of the issues that the residents themselves identify. By means of cooperation, the objective is that the residents can resolve the issues and take joint decisions that are applied generally by all of the residents’ communities, thereby strengthening the relations between the members of the different communities.

In this way, the association of communities establishes a kind of platform for bringing communities together, through which common problems faced by all of the participating communities can be dealt with, such as maintenance of common areas, payment defaults, meters in bad condition, relations between neighbours, etc.

The association of communities has access to the support and guidance of social services technicians whose role is to instigate the creation of the association, offer guidance the members in terms of processes, facilitate access to consultancy services of other professionals (such as lawyers, attorneys, technicians, etc.) and participate and mediate in the resolution of any potential disputes that may arise.

LEGAL ESTABLISHMENT OF COMMUNITIES

This proposal involves creating a task force dedicating to establishing residents’ communities, building awareness of community participation and promoting social attitudes that bring about positive change in terms of participation, respect, maintenance of common areas both in the buildings in which we live and the public spaces we use.

In the case of many of the neighbourhoods, the residents do not feel the need to live as a community. This proposal advocates the need to establish a working process to spread awareness of community participation and promote social attitudes that bring about positive change in terms of participation, respect, maintenance of common areas both in the buildings in which we live and the public spaces we use. By doing so, the aim is to tackle problems such as squatting, financial hardship, structural deterioration, payment defaults and tapping the water and electricity supply.

The functions of the community panel are divided into the following sections: the promotion of social community attitudes; establishing, revitalizing and monitoring residents’ communities; equipping residents with skills for conflict resolution and autonomous community development.

RESIDENTS' COMMUNITY FESTIVALS

The creation of the new residents' communities involves significant work in terms of dissemination and dynamization, which require means of grabbing the attention and sparking the interest of residents' communities that are not yet formally established. To do so, this proposal recommends celebrating residents' communities that are established and those that work to improve their surroundings.

The festivals are held as a fun activity to celebrate the participating communities and a stimulus to promote the participation of communities yet to be legally established.

The activity involves a fun day of events with cultural features that highlight the neighbourhoods' values and customs, with activities, performances and areas to relax and socialize.

Within the framework of these festivals, a series of activities would be run for the residents, with the only prerequisite for participation being that the community is legally established as such. These activities include street and entrance decorating contests, cooking competitions, community parties (such as the San Juan celebrations) and awards for the efforts and commitment of the residents.

The competitions have prizes of up to 2,000 euros to spend on improvements and work on the building of the winning community.

The execution of the activity involves a significant amount of work in terms of dissemination through meetings with the communities, poster campaigns and media publicity, including on the community radio station Onda Color.

REGULARIZATION OF WATER SERVICES

Illegally tapping the water supply is a significant problem for residents' communities, as well as often going hand in hand with other problems such as squatting residential properties and failure to update the legal ownership of contracts.

To regularize the situation, an action plan will be defined for each of the cases and a cooperation procedure with the Municipal Water Company to improve the current situation. The regularization activities with respect to water services must be carried out on a block by block basis. These activities will include measures such as debt renegotiation and fines for unlawful contracts or lack of contracts, free processing for procedures such as changing ownership of contracts and monitoring the state of connections to the water supply.

All of these activities are designed to eliminate the illegal use of the water supply and improve the sanitation and water network, while facilitating the procedures and processes for the residents by holding meetings and offering services in the district itself.

REGULARIZATION OF ELECTRICITY SERVICES

Just as in the case of water, illegally tapping electricity is a significant problem for many of the residents of the neighbourhoods, as this practice damages the condition of the meters and power lines, causing dangerous situations.

Just as in the previous case, this proposal recommends the creation of an action plan and cooperation with ENDESA to improve the current situation. The regularization activities with respect to electricity must be carried out on a block by block basis.

The activities in this respect involve a team responsible for overseeing the work of the installation companies contracted to rehabilitate the buildings, as well as ensuring that the meters and connections are in good condition in all of the blocks.

Once the good of the electricity connections has been verified, protocols will be put in place to facilitate the settlement of any outstanding debts and fines that the residents may have and to generate new regularized contracts.

On completion of the regularization services, regular monitoring will be performed to ensure that the supply is not illegally tapped again and ensure the good condition of the connections and meters.

FINANCIAL REGULARIZATION. INDIVIDUAL SETTLEMENT OF OUTSTANDING HOUSING ACCOUNTS

In coordination with the building rehabilitation work and the regularization process of the water, gas and electricity supplies, this proposal focuses on providing guidance and support for property owners in the area to enable them to formalize their ownership of the residential properties, sign sale contracts and facilitate the settlement of outstanding payments and debts.

This will involve arranging individual settlements of outstanding payments and debts for each public residential property, with the application of measures to eradicate payment defaults and billing payments to account with deferred access and property purchases.

REGULARIZATION OF PUBLIC HOUSING

The public housing granted in the neighbourhoods is subject to a series of problems arising from the lack of control with respect to its use. These issues include unregulated change of ownership, squatting, empty properties, illegal ownership of various residential properties by a single family, etc.

To resolve these issues, joint actions are proposed for the regularization of habitation of the properties and the assignment of their ownership: home inspections, opening case files, financial regularization and measures to promote deeds of ownership of the properties being granted.

To this end, this proposal recommends establishing an office of EPSA (Andalusia Public Land Company) equipped with its own inspectors and technicians in the fields of housing. The office will remain open throughout the regularization process of the public housing properties in the neighbourhoods.

FULL REHABILITATION OF THE NEIGHBOURHOODS OF LA PALMILLA, 26 DE FEBRERO AND LA VIRREINA.

This proposal is for a comprehensive rehabilitation project for the buildings in the neighbourhoods of 26 de Febrero, La Virreina and La Palmilla.

This rehabilitation project involves overhauling and restoring drainage systems and water meters, as well as the electrical connections and meters. Other aspects of the project include repairing roofs, painting, installing electronic door entry systems, mail boxes and shared aerials, repairing the flooring, metalwork on doors and doorways, plumbing and the façade, as well as adaption of the blocks to improve accessibility.

The execution of the rehabilitation work aims to become a long-term project. For this reason, blocks may only take part in the programme if they fulfil a set of conditions designed to ensure the subsequent care and maintenance of the building by the residents. As such, blocks would only be eligible to benefit from rehabilitation on the conditions that they have legally established themselves as communities, they request the work through the board of property owners with an agreement recorded in minutes of a meeting and that the community contributes 5% of the total cost of the work.

To monitor and evaluate the rehabilitation project, a mixed commission will be created with the participation of residents, administrations and the company contracted to do the work. As a result, problems can be resolved and the work of the contractor can be audited in monthly meetings.

In the contracting process for the project, social insertion clauses will be included to promote the employment of vulnerable groups.

FULL REHABILITATION OF THE NEIGHBOURHOOD OF 720 VIVIENDAS.

The neighbourhood of 720 Viviendas was the target of a rehabilitation programme initiated by the Regional Government of Andalusia, but this programme ground to a halt in 2008, leaving a number of blocks without being rehabilitated and even cases of work left unfinished, forcing the residents to live in precarious conditions or finance the rest of the rehabilitation themselves.

This process aims to complete the rehabilitation fully and properly, providing a solution for the poor or unfinished state in which many of the buildings in the neighbourhood are to be found. To achieve this, the Regional Government of Andalusia must take responsibility for the matter and finish the work in line with the original conditions.

As in the case of the previous proposal, blocks would only be eligible to benefit from the rehabilitation programme on the conditions that they have legally established themselves as communities, they request the work through the board of property owners with an agreement recorded in minutes of a meeting and that the community contributes 5% of the total cost of the work.

To monitor and evaluate the rehabilitation project, a mixed commission will be created with the participation of residents, administrations and the company contracted to do the work. As a result, problems can be resolved and the work of the contractor can be audited in monthly meetings.

In the contracting process for the project, social insertion clauses will be included to promote the employment of vulnerable groups.

PERFORMANCE INDICATORS

GENERAL INDICATORS

- Number of participants in the housing panel.

PROPOSAL 1: “OUR NEIGHBOURHOODS” ASSOCIATION OF RESIDENTS’ COMMUNITIES

- Increase in the number of members of the “Our Neighbourhoods” Association of Residents’ Communities.
- High degree of satisfaction of members of the “Our Neighbourhoods” Association of Residents’ Communities.
- Reduction in the level of payment defaults in the existing residents’ communities.
- Short and medium term residents’ initiatives instigated by the housing panel.

PROPOSAL 1: LEGAL ESTABLISHMENT OF COMMUNITIES.

- Increasing number of residents’ communities created as a result of the proposals.

PROPOSAL 2: RESIDENTS’ COMMUNITY FESTIVAL.

- Increasing number of blocks participating in the San Juan celebrations.

PROPOSAL 3: REGULARIZATION OF WATER SERVICES.

- Increase in the number of blocks with working water meters installed.
- Number of water debt renegotiations satisfactorily completed.

PROPOSAL 4: REGULARIZATION OF ELECTRICITY SERVICES

- Increase in the number of blocks with working electricity meters installed.
- Number of electricity debt renegotiations satisfactorily completed.

PROPOSAL 5: FINANCIAL REGULARIZATION. INDIVIDUAL SETTLEMENT OF OVERDUE HOUSING ACCOUNTS

- Number of regularized residential properties owned.
- Number of individual settlements of housing accounts completed.

PROPOSAL 6: REGULARIZATION OF PUBLIC HOUSING

- Number of contracts issued that award regularized public subsidized housing.

PROPOSAL 7: FULL REHABILITATION OF THE NEIGHBOURHOODS OF PALMILLA LA PALMA, 26 DE FEBRERO, LA VIRREINA AND 720 VIVIENDAS.

- Increase in the number of rehabilitated blocks.
- Decent state of the blocks for the following ten year period.

PROPOSAL 9: FULL REHABILITATION OT THE NEIGHBOURHOOD OF 720 VIVIENDAS.

- Increase in the number of rehabilitated blocks.
- Decent state of the blocks for the following ten year period.

COMMUNICATION DEPARTMENT

GENERAL OBJECTIVES

- Ensuring that residents take the central role in the communications management in relation to the Home Plan (indicators 1 and 3).
- Projecting a more realistic image of the neighbourhood both in and outside of the district (indicators 1 and 6).
- Spreading awareness of the Home Plan both in and outside of the neighbourhood (indicator 2).
- Generating residents' participation in the Home Project (indicator 1).

COMMUNICATION DEPARTMENT PROPOSALS.

INTERNAL AND EXTERNAL COMMUNICATION OF THE COMMUNITY PLAN

The work in partnership involved in a participative project requires a wide-reaching process of intercommunication among all of the parties that take part in it. Between the residents, organizations, administrations, professionals and technicians, there must be fluid and dynamic communication in order to guarantee that all of the participants have the same opportunities to contribute their perspective to the process, thereby generating public and civic awareness. Therefore, in this proposal, not only is it important that the parties involved in the process have access to information regarding all aspects of when an organization included in the Community Plan executes an initiative, meeting or decision, but it is also crucial that the district's population is aware that it is a participative process and knows what rights and opportunities it has within that process.

To this end, it is proposed that communication training is given to the active members on the panels and members of the residents, through regular courses to consolidate the knowledge acquired by the participants and guarantee that there are as many participants as possible. This training will result in a working group focused on dissemination that will aim to spread knowledge about the project around the district and the city in general.

In addition, this proposal outlines the development of communication campaign that promotes knowledge of the project and the neighbourhood, overseeing an independent website for the project and its presence on social networks and in the media. The aim of this campaign is to combat the exaggerated stigmatization suffered by the neighbourhood, without denying the problems that exist.

The proposal includes the election by consensus of a spokesperson to represent the project in dealings with administrations and the media, acting as the face and voice of the process with the backing of the residents.

GRANTING ADMINISTRATIVE AUTHORIZATION FOR A COMMUNITY RADIO STATION TO GUARANTEE RESIDENTS' RIGHT TO COMMUNICATE

The aim of this proposal is to encourage the central government to take the necessary measures and pass the rulings required to grant the use of a community radio frequency in Palma-Palmilla to a community broadcaster that is pluralistic and not run for profit. To do so would require the amendment of the discriminatory aspects of state legislation with respect to community broadcaster, such as the financial and funding restrictions. Meanwhile, the Regional Government of Andalusia must grant the use of a cultural or community radio frequency to a broadcaster in Palma-Palmilla.

The tendering process to grant the community broadcaster frequencies must prioritize social aspects and links to the community (as well as the experience and background of the group) in the criteria of the public tender.

This process is designed to guarantee the neighbourhood residents' access to communication on a decent, viable and equal basis with respect to other existing communications operators.

INSTALLATION, MAINTENANCE AND COORDINATION OF INFORMATION SCREENS.

This proposal focuses on the installation of a set of information screens at various points around the neighbourhood with the aim of improving the information available to the population with respect to public and private resources in the neighbourhood, and announcements of meetings and activities related to the Community Plan, as well as acting as a support tool for any awareness-building campaigns that are run (cleaning, coexistence, safety, equality, values, citizenship, environment, etc.).

There would initially be five screens, with ten more being added if considered suitable for achieving the objectives. They will be configured in such a way that the management and distribution of the messages is performed via the internet.

SUPPORT FOR THE FINANCIAL SUSTAINABILITY OF A COMMUNITY BROADCASTER IN PALMA-PALMILLA.

Since the very start of the Community Plan Home Project, one of the demands of the population of Palma-Palmilla has been a community radio station, which performs an important role in terms of disseminating information, achieving transparency and encouraging civic participation in the creation of a more realistic and pluralistic public debate on issues of interest to the community. This represents a strategic resource that the Community Plan can use to attain its objectives. In addition, the community broadcaster provides a channel of communication with the rest of the population of Málaga and a meeting point for groups in different areas that can enhance community work in Palma-Palmilla.

With all of this in mind, the need for partial support for the financial sustainability of the Palma-Palmilla community broadcaster is proposed through various channels of funding. Additional funding and digital adaption would enable the broadcaster to enhance its innovative profile and provide new and essential services that would add value to the existing analogue services. This funding may be raised through institutional advertising and sponsorships, specific agreements, grants and direct contributions from the Comprehensive Action Plan.

PERFORMANCE INDICATORS

GENERAL INDICATORS

- Number of residents that participate in the Communication Board (30 residents).
- Improvement in the degree of information and knowledge of the Home Project among the neighbourhood population (through surveys or other means).

PROPOSAL 1: INTERNAL AND EXTERNAL COMMUNICATION OF THE COMMUNITY PLAN

- Number of residents who take part in courses (a good rate would be 20 people per course per year, with 3 courses a year).
- Increasing number of residents that take on responsibilities and roles in terms of the dynamization and management of the communication.
- Scope of the information communicated by type (local, regional, national and international). measured using social media and website visits.

PROPOSAL 2: GRANTING ADMINISTRATIVE AUTHORIZATION FOR A COMMUNITY RADIO STATION TO GUARANTEE RESIDENTS' RIGHT TO COMMUNICATE

- Number of hours and radio programmes produced by residents of Palma-Palmilla on the neighbourhood community broadcaster.
- Predominance of information related to Palmilla on the neighbourhood community broadcaster.
- Increasing the audience of the neighbourhood community broadcaster in the district and in the city of Málaga as a whole.
- Increasing the proportion of the municipal area of Málaga to which the neighbourhood community radio station is broadcast in FM.
- Evaluation of the usefulness of the community radio station by the neighbourhood population (surveys).

PROPOSAL 3: INSTALLATION, MAINTENANCE AND COORDINATION OF INFORMATION SCREENS

- Number of information screens in operation in the neighbourhood.
- Number of message broadcast throughout the year on the information screens.

- Evaluation of the usefulness of the information screens by the neighbourhood population (surveys).

PROPOSAL 4: SUPPORT FOR THE FINANCIAL SUSTAINABILITY OF A COMMUNITY BROADCASTER IN PALMA-PALMILLA.

- Percentage of the annual investment stipulated in the CAP by the public administrations for the initiative.

HEALTH DEPARTMENT.

GENERAL OBJECTIVES

- Guaranteeing residents have effective access to decent health services.
- Encouraging healthy lifestyles among the residents.
- Promoting prevention as a means to improve the residents' quality of life.

SPECIFIC OBJECTIVES

- Giving support for the treatment of specific health needs (drug addiction, HIV, malnutrition, carers of dependent people, mental health).
- Improving prevention to protect the residents' mental health and emotional balance, with a particular emphasis on the female population.
- Reducing the number of unwanted pregnancies.

HEALTH DEPARTMENT PROPOSALS.

WORKSHOP FOR CARERS OF DEPENDENT PEOPLE

Currently, in the district of Palma-Palmilla, there is a high rate of people requiring care that is provided by relatives (daughters, granddaughters, spouses, neighbours, etc.). The aim of this proposal is to offer a platform to provide training for people who have taken on the role of non-formal carer to relatives in a situation of dependency. These workshops are not only designed to providing training support for people in this situation but also to become a meeting point and support group to deal with the emotional difficulties faced by the participants and offer them opportunities for growth, building self-esteem and equipping them with tools to manage stress.

The courses will be divided into two editions per year and will focus on group therapy, as well as sharing information on the resources available in terms of dependency, health, food, general hygiene and specific care requirements.

PSYCHO-EDUCATIONAL PROGRAMME FOR LEARNING SOCIAL SKILLS

Unemployment, poverty and social exclusion are phenomena that also affect people at a psychological and emotional level. Building self-esteem and developing tools to improve the sense of self-worth is crucial in order to overcome the prevailing social problems in the area for which the project is designed. With this in mind, this proposal aims to equip participants with strategies to make them feel better about themselves and enable them to project themselves positively in personal and social relations.

Several courses will be run throughout the year, taking into account the needs that may be faced by the different organizations and groups in the neighbourhood that are participating in the Health Board.

The workshops may vary between sessions focusing on employment, art and creativity, self-esteem, etc.

With all of the participants, follow-up programmes will be run to continue evaluating their progress in terms of social relations.

A MILLION STEPS

Promoting health habits in groups is beneficial both in terms of the participants' health and their social relations. This proposal involves a campaign to encourage various neighbourhood organizations, both formal and non-formal (associations, groups, PTAs, schools, etc.) to promote getting involved in a physical activity initiative, which will also act as a stimulus for the people involved and strengthen personal relationships. The goal is to reach a million steps through group walks over the period of a month, counting the contributions of the steps taken by the whole group.

This activity will be accompanied by seminars on healthy recommendations for taking exercise, coordinated by the health centre social worker.

PREVENTIVE HEALTH ACTIVITIES AIMED AT WOMEN AND YOUNG PEOPLE

This proposal aims to generate a culture of prevention with respect to unhealthy habits (drug and other addictions, STDs, food, exercise, self-esteem and mental health, etc.) in the fields of education, family and community.

In addition, a particular emphasis will be placed on family planning, reducing the number of unwanted pregnancies and improving sex education to prevent certain practices and abuse, both in terms of issues of physical and mental health and gender.

The proposal involves a network project involving all of the organizations that work with young people in the neighbourhood, associations and schools, in partnership with the health centre, so that they start up activities and initiatives related to the issues mentioned above, starting with Youth Afternoon at the health centre. This initiative will offer training to the participants from the associations on issues related to good habits, sexuality, contraception and good practices when performing activities covering these issues with young people.

Through the youth information point, these activities will be publicized, helping the dissemination of the information to young people and facilitating contact with the participants.

This initiative run with young people will also enable us to gather information about the habits of the young people in the neighbourhood in terms of health, which will enable the project to be improved and updated.

MATERNAL AND INFANT HEALTH

This proposal involves the organization of workshops and courses focusing on nutrition and early care of babies and newborns, which aim to enable mothers to learn about the resources available in this respect and methods to malnutrition and illnesses that may affect children.

PREVENTION PROGRAMME AIMED AT CHILDREN, TEENAGERS AND YOUNG PEOPLE

In the same way as the fourth proposal in this section, this proposal understands prevention as a crucial tool for improving the residents' health conditions in the long term. In this case, the proposal focuses on a prevention programme designed for schools and education centres, with dynamic support from people on the street and working in partnership with associations. As a first step of the process, an analysis of the local reality will be conducted in order to identify the priorities in each programme and promote the involvement of the community as an active agent in the process.

Although the preventive programmes will involve the work of all of the social agents, the associations related to drug dependency will play a particular significant role in the planning and development of the programmes, with Community Social Services and the Walk-in Drug Addiction Treatment Centres sharing the responsibility for instigating and coordinating them.

In addition, this proposal also aims to disseminate programmes such as *Dino*, *Prevenir Para Vivir* (Prevention to Live), *¿Y Tu Que Piensas?* (What do you think?), *Eso Sin Humos* (Smoke-Free) and *Forma Joven* (Young Way) in the education sphere.

SOCIAL INCLUSION AND SUPPORT FOR DRUG ADDICTS

Drug addiction is a neighbourhood problem reported by the residents. In partnership with associations and health centres, the walk-in treatment centres run several campaigns and initiatives to promote and support the social inclusion of drug addicts. This proposal involves the development of a network that brings together all of these social and educational initiatives on an open platform and disseminates information regarding the resources neighbourhood that may be of use to drug addicts, designed to facilitate their social inclusion. The platform will also promote personal and pre-employment training as a basic element of integration for the individual.

To achieve this, the walk-in centres will be put in contact with the various administrative departments related to employment, training and social services, as well as with association related to these fields, thereby using the dissemination networks of the Home Project to facilitate users' access to these resources and the dissemination of prevention and awareness building campaigns.

TRAINING AND PSYCHOLOGICAL SUPPORT ACTIVITIES FOR FAMILIES OF ADDICTS

Drug dependency is a problem that not only affects the individual themselves but also has an impact of the stability of the addict's family unit. Moreover, family members are the main educational agents able to intervene in or prevent cases of addictions.

In view of this, this proposal involves a series of courses designed for family members of drug addicts to provide them with training and psychological support that equips them with tools to deal with the complex situations they face.

The issues covered in these courses include the development of communication skills in the families affected, the importance of rules, building self-esteem in families, the development of personal independence, conflict resolution in the family environment, decision-taking, the relations between families and schools, management of free time and leisure for families and reducing the risks and damage created by these problems.

PERFORMANCE INDICATORS.

GENERAL INDICATORS.

- Number of participants in the meetings of the Health Board and the organizations represented.
- Relations between the public health professional assigned to the area and the district's population.
- Degree of progress with respect to specific healthcare needs:
 - Non-formal carers.
 - Drug addicts.
 - The elderly.
 - HIV.
 - Mental illnesses.

PROPOSAL 1: WORKSHOP FOR CARERS OF DEPENDENT PEOPLE.

- Number of hours of courses for carers of dependent people
- Number of participants on the courses for carers of dependent people.
- Percentage of male participants on the courses for carers of dependent people.

PROPOSAL 2: PSYCHO-EDUCATIONAL PROGRAMME FOR LEARNING SOCIAL SKILLS.

- Number of workshops, hours and students expected in the different proposals of the CAP in this area.
- Degree of progress towards objectives set in the proposal.

PROPOSAL 3: A MILLION STEPS

- Reduction in the rates of tobacco and alcohol consumption among the residents, with a breakdown by age and sex.
- Improvement in the residents' healthy habits in terms of exercise and food (assessed through surveys).

PROPOSAL 4: PREVENTIVE HEALTH ACTIVITIES AIMED AT WOMEN AND YOUNG PEOPLE.

- Reduction in the number of unwanted pregnancies, with a breakdown by age.
- Number and cause of abortions.
- Number of workshops, hours and students expected in the different proposals of the CAP in this area.
- Degree of progress towards objectives set in the proposal.

PROPOSAL 5: MATERNAL AND INFANT HEALTH.

- Reduction in the cases of child and adult malnutrition in the area.

PROPOSAL 6: PREVENTION PROGRAMME AIMED AT CHILDREN, TEENAGERS AND YOUNG PEOPLE.

- Number of workshops, hour and students expected in the different proposals of the CAP in this area.
- Degree of progress towards objectives set in the proposal.

PROPOSAL 7: SOCIAL INCLUSION AND SUPPORT FOR DRUG ADDICTS.

- Reduction in drug consumption among the residents, with a breakdown by age and sex.
- Increase in the social and employment reinsertion of drug addicts.

PROPOSAL 8: TRAINING AND PSYCHOLOGICAL SUPPORT ACTIVITIES FOR FAMILIES OF ADDICTS.

- Number of workshops, hours and students expected in the different proposals of the CAP in this area.
- Degree of progress towards objectives set in the proposal.

COMPOSITION AND ROLE OF THE ULSG

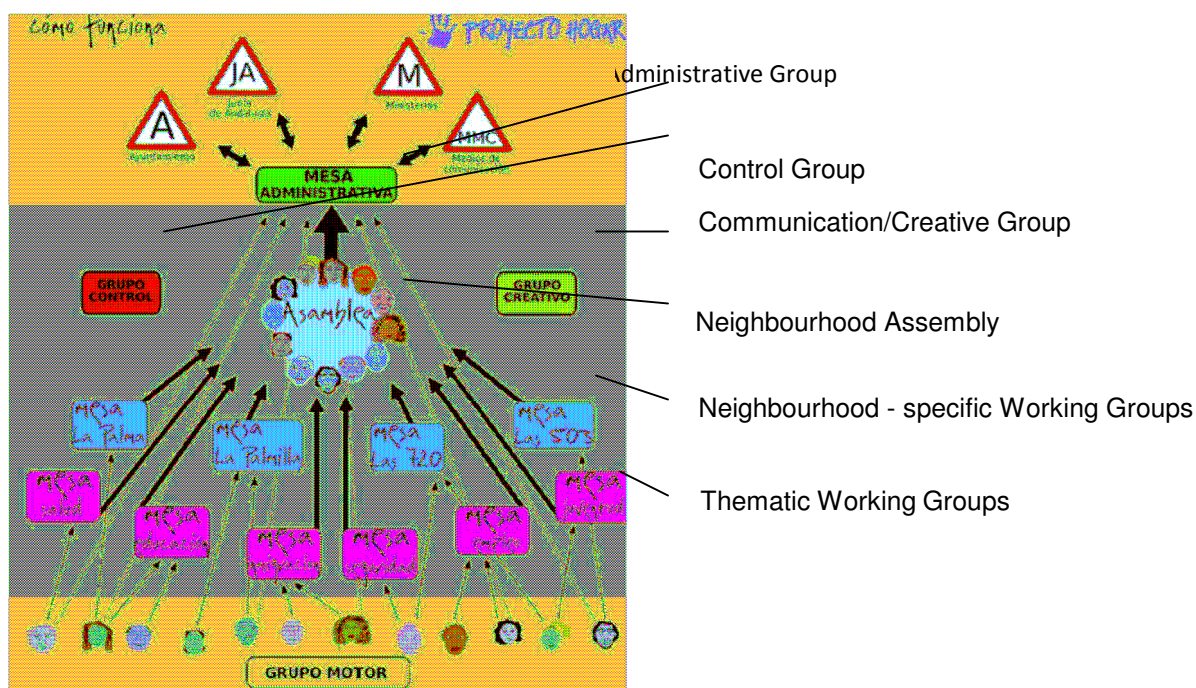
All of the members of the ULSG group have been chosen for their implication in the projects carried out within the Palma Palmilla community. They are social agents who help transmit the problems and worries of the neighbours of the area as well as assisting in the organisation and management of the various activities carried out.

Some are civil servants, some belong to the associative movement and some are neighbours. The representatives that form the ULSG for the REBlock project can be seen below.

Name	Organisation	Role in project
Inmaculada Serrano	Assistant in Social and Cultural aspects in the Palma Palmilla District	Co-Coordinator of the Health working group
Juan José Santana	Works on the neighbourhood association management programme.	Co-coordinator of the Housing and Security working group
Rosa Sánchez	Works on the neighbourhood association management programme	Co-coordinator of the Housing and Security working group
Antonia Meléndez	Social worker	Co-Coordinator of the Education working group
Cristina Pérez	Social worker	Co-Coordinator of the Education working group
Alejandro Blanco	President of the Communication Platform "Onda Color"	Coordinator of the Communication working group
Eva Bautista	Social worker	Co-Coordinator of the Education working group
Paloma Mora	Social worker	Co-Coordinator of the Training and Employment working group
Yolanda Villalobos	Social worker	Co-Coordinator of the Immigrant working group
Mari Luz Guerrero	Social worker	Coordinator of the Resources and Services working group
Inmaculada Narbona	Social worker	Co-Coordinator of the Training and Employment working group
Rosa Elena	Social worker	Co-Coordinator of the Health working group
Juana Manrique	Juana Manrique	Co-Coordinator of the Immigrant working group
Rafaela Virella	President of the Association of "Women with a future"	Participant in the HOGAR project
Zen	President of the "Association of immigrants" in the Palma Palmilla District	Participant in the HOGAR project
Jose Montes	President of the "NAIM" association	Participant in the HOGAR project

	Company dedicated to insertion of residents in the Palma Palmilla district into the labour market	
Carolina Cuetos	Representative of the association "ACCEM	Spokesperson for the development group
José López	Headmaster of the "Galvez Molla" school	Participant in the Education working group
Cristiana	Vice-president of the "Association of immigrants" in the Palma Palmilla District	Participant in the Immigrants working groups
Francisco Zurita	President of the Association of neighbourhood groups "Huerta La Palma"	Participant in the Housing and security working group
Javier Jiménez	Neighbour in the Palma Palmilla District	Participant in the Resources and services working group
Esther	President of the Association "El Vergel de Málaga" Urban Orchard	Participant in the HOGAR project
Carlos Gabriel Torres	Prevention monitor "Más cerca"	Coordinator of the "Cleanliness" working group – HOGAR project. Knowledge Ambassador – RE-Block project
Alberto Rivera de la Puente	Director of Social Services, Palma Palmilla District	Knowledge Ambassador

These participants also have various different roles within the HOGAR project, the participative process that has been ongoing in the area since 2005. The structure of the HOGAR project is explained in the graph below:



IMPACT OF TRANSNATIONAL EXCHANGE AND LEARNING

The Peer Review Session that was carried out in Malaga in May 2013, along with the Peer Review Sessions in partner cities and the RE-Block project meetings, have given Malaga City Council a chance to see what is being done in other cities and identify those best practices that could be adapted to Palma Palmilla. They have also given our expert representatives, or Knowledge Ambassadors (KAs), the opportunity to share the successful initiatives being carried out at local level.

EXAMPLES OF BEST PRACTICES SHARED BY MALAGA CITY COUNCIL

“Somos Palma Palmilla” Communication Campaign: a recent communication campaign in order to attempt to improve the image of the area. In addition to all of this work that we are doing with regards to communication, Palma Palmilla has also launched a specific campaign called “Somos Palma Palmilla” meaning “We are Palma Palmilla”. A series of posters were produced and distributed in bus stops and other areas of Malaga in an attempt to show another side of the district. A video that involved the neighbours was also produced and can be found on the following link: www.proyectohogar.es.

“Communities” project: a project to improve the physical state of the housing blocks (especially in the “Palma” area). The main objective of this project is that the neighbours feel the need to live in a community and that they are capable of looking after their buildings, being aware that it also forms part of their home. The main activities carried out by the project include: Information & Assessment; Activities related to the legalisation of the community; Activities to enable to the management of the community; Activities related to the resolution of conflicts; Activities to incentives the communities; Activities to help organise daily tasks and responsibilities; Activities to help the communication within the community; Activities promoting coordination and working as a team and as part of a network.

The Participative Process implemented in the “HOGAR” Project: the participative process used in the HOGAR project has been in place for almost 8 years now. This process is proving to be extremely successful and various cities were interested in implementing this type of model in their target areas.

EXAMPLES OF BEST PRACTICES AND ADVICE SHARED BY OTHER CITIES DURING THE PEER REVIEW SESSIONS

General recommendations from project partners:

- **Apply a more strategic approach:** Vision for Palma Palmilla in 10-20 years. Need to establish objectives and comply with them.

- **Clarify importance of participative approach** – Decision-making process: Make it clearer and more evident the impact that the participative process has on the decision-making process within the City Council. What are the results of all of the work that has been carried out?
- **Take advantage of funding opportunities:** Better align funding through the identification of funding opportunities in the 2014-2020 programming period.
- **Improve the image of the district:** Carry out important city events in Palma Palmilla (music concerts, open air cinema, theatre, cultural workshops etc.). Create a brand for the district using the results that have already been achieved. Generate a slogan for the district that is easy to remember and portrays the “changing” nature of the area. Invest in public space as generator of opportunities (cultural, economic, social).
- **Develop innovative and attractive infrastructure:** This should be done through local participation and should be unique to the area and where possible include “smart” solutions.
- **Improve dialogue between local and regional authorities:** Improve communication between Malaga City Council and the Junta de Andalucía (Regional Andalusian Government).

Specific best practices from project partners:

- **Tor Sapienza (Italia):** Important network of young entrepreneurs. Use of micro credits to regenerate local economies.
- **Magdeburg (Alemania):** The space dedicated to young people for fun and educational activities.
- **Sodertalje (Suecia):** Implication of private companies in the refurbishment of the housing. The possibility for residents to choose “a la carte” their refurbishment solutions.



Photos taken from the Peer Review Session held in Málaga in May 2013

FUNDING OPPORTUNITIES

Each of the proposals in the LAP has its own budget. In this section of the document, we will discuss different possible financing options available to develop these proposals. Originally, the cost of the implementation of the action plan was to be financed by the local and regional public administrations. However, due to the recent financial crisis and the restrictions of public spending in Spain, it is clear that additional sources will have to be found in order to implement the different proposals that have been made. There are some examples of proposals which clearly correspond to either local or regional competencies, however, there are also many that would be feasible for funding programmes, either on their own, or in combination with other proposals.

The possible funding opportunities that have been identified include:

European Funding Programmes

At present, we find ourselves in an extremely interesting time with regards to EU funding programmes due to the fact that the new framework period (2014-2020) has just started and information on the new programmes is starting to be released. Whilst we are expecting more concrete information towards the end of this year and beginning of next year regarding the specific calls, we have identified the following programmes as possible options to finance some of the proposals in the Palma Palmilla Local Action Plan:

European Transnational Cooperation Programmes

Programme Name	URBACT III
Expected date	2015
LAP proposals affected	Resources and Services – 9. Vegetable Gardens in Palma Palmilla
Additional information	Possibility of launching a proposal to develop an action plan for the vegetable gardens (including the one in Palma Palmilla) in the city. The plan would work on issues such as governance models, exploitation, organisation, connections to urban farming etc.) and would connect the vegetable gardens in Malaga with others in cities across Europe.

Programme Name	INTERREG EUROPE
Expected date	2015
LAP proposals affected	Employment – 4. Entrepreneur centre. incubator open to companies.
Additional information	Possibility of launching a proposal to exchange best practices on the support of local SMEs throughout all stages of their life cycle (Priority 2: Competitiveness of Small and medium-Sized Enterprises).

Other Relevant Funding Programmes

Programme Name	EUROPEAN SOCIAL FUND (ESF)
Expected date	2015 (yearly)
LAP proposals affected	Education – proposals 1-6; Security proposals 2, 3 & 9; Employment proposals 2-6; Women – Proposal 1; Immigration proposals 1-5
Additional information	<p>In our region, the European Social Fund is managed by the regional government in Andalusia. It is comprised of a number of different sub-programmes that could be interesting for Palma Palmilla, including.</p> <ul style="list-style-type: none"> - Employment workshops - Training for employment - Career advice and orientation - Youth employment - Social intervention areas <p>We are currently waiting for further information about future calls, although we must highlight that the programmes that are carried out are usually implemented at city wide level and not usually district specific, apart from the “Social intervention areas” programme which is already being implemented in Palma Palmilla.</p>

Programme Name	PROGRESS axis of EaSI (Employment, social protection and inclusion, working conditions)
Expected date	Ongoing
LAP proposals affected	Employment proposals 2-6
Additional information	These calls could be interesting, specifically for those proposals from the Employment working group. However, it must be highlighted that this call is quite competitive and the funds available area limited.

Programme Name	CREATIVE EUROPE
Expected date	Ongoing
LAP proposals affected	Education – proposal 4; Youth – proposal 5
Additional information	This could be an interesting funding scheme for these proposals, the only drawback is that the co-financing rate is quite low: 50%, meaning that the other 50% would have to be found from other sources.

Programme Name	ERASMUS +
Expected date	Ongoing
LAP proposals affected	Youth – proposals 1, 2, 3, 6
Additional information	Possibility of organising exchanges and transnational cooperation on the various different proposals related to young people in Palma Palmilla.

Programme Name	Europe for Citizens
Expected date	-
LAP proposals affected	Youth – proposal 2; Communication – proposals 1, 3, 4
Additional information	-

Regional funding programmes

Whilst Palma Palmilla has already received funding through the **Andalusian ERDF Operational Programme 2007-2013**, the visiting experts in the Peer Review Process suggested that we should try to channel more funding through this programme. Due to this, and with the objective of clearly showing the work that is being done in Palma Palmilla, representatives from Social services had a meeting with the regional government at the beginning of 2014. Currently, a draft programme has been released for the Operational Programme, however, we are still waiting for the final version of the and the specific funding calls.

Furthermore, the project is in regular contact with the Regional Government (through yearly meetings) to ensure that they continue to commit resources to the project, even though they may be less than the original amounts that were agreed to when it began.

Local funding

The local government is fully aware and involved in the HOGAR project and the situation in Palma Palmilla. In fact, each financial year, all of the different departments have to earmark a specific amount of their budgets for the projects. This initiative is fully supported by the current mayor, Francisco de la Torre Prados. It should be highlighted that the local government has also made a heavy investment in the housing in the area and the refurbishment of the buildings, working together with the residents on a 90-10 financing basis, with the larger amount of cost being covered by Malaga City Council.

The project will continue to create awareness amongst the city councillors working in other areas to ensure that the district remains in their list of priorities with regards to investment and funding.

Public-private partnerships

Finally, it is extremely important that an effort is made to try to attract private funding in addition to the public funding mechanisms previously mentioned. Although, this is an extremely difficult task, the combination of public-private funding will be the key to the future of the successful implementation of the Palma Palmilla action plan.

RISK ANALYSIS

It is important to take into account and analyse the possible risks that could jeopardise the success of the project. This exercise also helps us to identify preventative measures to reduce the probability of these risks occurring and to think about counter-measures to reduce the negative impact on the project should they occur.

Risk	Probability	Impact	Actions to minimise risk
R1. Decrease in interest in the project due to the Lack of “hard” funding	Medium	High	Increase efforts to obtain more funding from different sources Improve communication of the “hard” investments made
R2. Decrease in resident participation, lack of motivation	High	High	Regular contact / meetings with residents Empower residents so that they feel like an active part of the process
R3. Increased reaction times (delay in getting things done) due to greater organisational and administrative complexity	Medium	Medium	Keep in mind the big picture...what are the objectives of doing this? Keep an open minded approach to other activities being carried out in the district not related to the plan and look for possible synergies
R4. Implemented proposals do not respond to the quality standards of the residents	Low	High	Keep residents involved throughout the process of implementation (design, implementation, monitoring)
R5. Change in political representatives affects level of commitment by both local and regional governments	Medium	High	Try and obtain commitment from both governing and opposition parties Provide regular feedback to all parties regarding the benefits and results of the project.
R6. Lack of internal resources to effectively implement the committed proposals	High	High	Investigate the possibility of subcontracting/participation from other municipal areas etc. Establish priorities in the assignation of resources