



ENTER.HUB

LAP peer reviews. Final integration workshop, Łódź, PL

9th – 10th of October, 2014

AN URBACT II PROJECT



Connecting cities
Building successes





CIUDAD REAL. THE HUB AS A GATEWAY

1.200.000 Passengers every year (75.000 inhabitants)

ULSG composition (list and short description of roles)

Mr. Barba Capilla, Juan Ramón. Manager of IMPEFE. IMPEFE

Mr. Calero Santos, Miguel . LSG Coordinator Expert in Tourism. Municipality of C. Real

Mrs. Cascante, Pilar. Head of Unit of the Culture Area. Municipality of Ciudad Real

Mr. Coronado, Jose María. Professor of Urban Planning. UCLM

Mr. Fuentes, Modesto. Coordinator of High Speed Rail Station. ADIF

Mrs. López, Ana. Expert of Urban Planning. Municipality of Ciudad Real

Mrs. Menor de las Casas, María. Expert of Urban Planning. Municipality of Ciudad Real

Mrs. Merino, María Dolores. Councillour and President of IMPEFE. IMPEFE

Mrs. Navarro, Eva. Local Development Technical. IMPEFE

Mrs. Roncero, Rosario. Councillour of Mobility. Municipality of Ciudad Real

Mr. Sánchez, Santiago. Expert of Mobility. Municipality of Ciudad Real

Mrs. Serrano, Antonia. Expert in Tourism. Municipality of Ciudad Real



1. City context

Definition of the initial problem/ policy challenge



- 1.200.000 passengers every year (for a population of 75.000)
- Small number of tourist in the city (around 15.000 visitors in 2013).
- Madrid – Sevilla: Very touristic HS line

“The Hub as a Gateway”.

2. Focus and objectives 1/2

The aim of IMPEFE's Local Action Plan

- Interaction between the hub (rail station) and city / hinterland interact to promote tourism.
- Economic regeneration of SMEs.

The objectives are:

- Identify the main touristic attraction and create routes (railway station as a start point) **(Transversal theme: urban planning)**
- Link the HS station with the bus station **(Transversal theme: urban planning)**
- HS station as an economic and cultural oasis. **(Transversal theme: urban planning)**
- Extend the centre activity to the HS Station. **(Transversal theme: governance and participation)**
- Research and development: support planning and transport authorities in providing appropriate connectivity. Special action and involvement of the University Castilla la Mancha **(Transversal theme: economy and new technologies and smart cities)**

2. Focus and objectives 2/2

Thanks to the creation of our ULSG, which is integrated by experts from different institutions:

- University
- HST National Company
- Municipality

the knowledge from every expert is shared with the rest of the group, increasing the value of the final project.

3. Actions / schedule 1/2

Short Term Projects

- 1.- Agreement with the HST National Company to organise concerts and expositions inside the station.
- 2.- Agreement with a new delicatessen shop to place a tourist information point inside the shop, placed in the hall of the station.
- 3.- Agreement with the HST National Company to reduce the price of the tickets for congress and events celebrated in the city.

Long Term Projects

- 1.- Pedestrian and bicycle road to connect the station with the centre of the city and the university.
- 2.- Intermodal Station

4. Funding scheme

The most part of these actions will be paid with our

Municipality General Budget.

There **are two projects** that need **European or National funds:**

Intermodal Station

Pedestrian and Bicycle Road

5. Framework for delivery

All the projects will be make during this year

Except the two big projects



6. Description of the process

During our visits to the other Enter Hub Cities we watch what every city is doing in their HST stations to discuss later with our ULSG what is possible to bring to our station or its surroundings. We analyse also other actions from Spanish cities thanks to the HST Cities Association.

6. Risk analysis

The most part of these actions involve very few risk, because they don't need a great investment. What is really important, and thanks to Enter Hub we can do it, is share the knowledge between the different members of the USLG, knowing the different perspectives of a project:

The great risk of this project is the construction of the intermodal station, due to the high investment and transformation of the station and its surroundings, but this is a long term project.

- *Type of risk*
- *Categorisation: low – medium- high risk*
- *Steps to mitigate probability and impact*

Conclusions

VERY REALISTIC LOCAL ACTION PROJECT

MAIN TARGET:

INCREASE THE NUMBER OF TOURIST

DO NOT FORGET OUR INHABITANTS