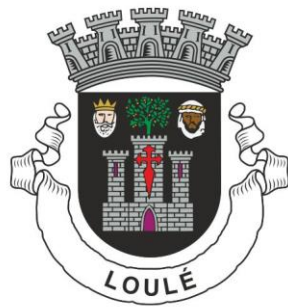


VITAL CITIES PROJECT

INTEGRATED ACTION PLAN

LOULÉ – PORTUGAL



INDEX

Page		Title
3	1)	INTRODUCTION
5	2)	DESCRIPTION OF THE TARGET AREAS
8	3)	JUSTIFICATION WHY THE 3 TARGET AREAS WERE SELECTED FOR THE PROJECT: SWOT ANALYSIS
10	4)	IDENTIFICATION OF EXISTING PROBLEMS RELATING TO THE MAIN THEMES OF THE PROJECT, IN THE TARGETED AREAS
11	5)	IAP RELATED TO THE 3 TARGETED AREAS
12	6)	ESTABLISHMENT AND OPERATION OF THE URBACT LOCAL GROUP
13	7)	EVENTS / PROGRAMS / ACTIVITIES
17	8)	Good practices identified and used in preparing the IAP
17	9)	What we you want to achieve?

1) INTRODUCTION

The European project VITAL CITIES – MAKE YOU ACTIVE has as main objective the promotion of active and healthy lifestyles, the fight against the sedentary lifestyle and foment of the social cohesion.

An active lifestyle contributes positively to the social cohesion, general well-being and economic prosperity of cities and their community. However, these days cities are facing a major challenge with serious economic, social and public health consequences: a dramatic increase in the frequency of diseases as a result of sedentary lifestyle and social exclusion.

To meet these challenges, cities at European level have invested thousands of euros in the last decades in the construction and maintenance of large sports facilities. These strategies have limited success, in addition to the high financial burden on maintaining these infrastructures.

In view of this context, a new fundamental approach is needed to change the existing paradigm: instead of inactive citizens moving to sports facilities, the space itself must be transformed into a place that coincides and allows physical activity without barriers that limit and inhibit people. It is vital to create enabling opportunities for physical activity, opportunities close to where people live, safe, clean, ecological and barrier-free environments such as opening and closing times.

Efforts to enable and encourage physical activity require the participation and cooperation of various stakeholders. Not only the city council, but also all society. Our “Local Partners” (parish, institutional partners, sport clubs...).

In this sense, the great expectation is to make sport accessible to the whole population, through sports and cultural events, the promotion of informal spaces in the city, investment in new technologies, in order to facilitate communication with the population, or of the increase in the number of public spaces with free internet access. The involvement of residents of depressed areas in sporting activities is also a challenge for Loulé, opening the doors of these areas to the community through the creation of public spaces and sports facilities (open spaces, safe and unrestricted schedules).

In Loulé, it is our objective the promotion of sustainable urban development, an active aging, fight social exclusion by re-qualifying spaces in residential areas, especially the most deprived areas, using the power and common language of sport and physical activity through innovative urban actions, diverse physical equipment and better organized services and designed to respond to the needs of the community.

With this IAP – Integrated Action Plan, we want to draw up a “LPA” (Local Action Plan). It will be a dynamic and interactive document to be used by the municipality (city council, councilmen, technicians...), local partners (parish, institutional and sport clubs).

The intended “**LPA - Local Action Plan**” we want to draw up, not being a binding document, should be considered as a planning tool, a guiding tool, which allows to clearly and practically identify the following **issues**:

- WHAT? (what measures to take?), depending on the following question;
- BECAUSE? (what are the problems / shortcomings, the causes of deviations from the desirable?);
- FOR WHAT? (what are the objectives, expected results and goals to be achieved?);
- AT WHERE? (what is the area of incidence or range of measures to be implemented?);
- AS? (what method and procedures to employ?);
- WHO? (who are responsible for implementing and controlling the measures), and with which partnerships?);
- WHEN? (what is the deadline for implementing the measures?); and
- HOW MUCH? (what resources are needed to implement the measures?).

The elaboration of the **Local Action Plan (LPA)** can then be defined as a careful activity, which establishes the goals to be achieved, the means to be used, the opportunity to use them, and the results to be expected.

It is our intention to reanalyse the “LAP” every year, and “rewrite” it if necessary, with all parts involved (city council and local partners).

We will permanently monitor the targeted areas (using SWOT analysis as an example) checking the necessary measures, the connection expected results / obtained results and, whenever necessary, to increase the number of areas to be targeted, **with the same spirit of Vital Cities Project**.

2) DESCRIPTION OF THE TARGET AREAS

The planned structural interventions are on **three targeted areas**:
Two in the city of Quarteira and one in the city of Loulé (*Loulé Council has two cities*).

- a) Area 1 – Coppingen e Stuttgart Streets (Quarteira City)
- b) Area 2 - Surrounding area of Abelheira and Amendoeira (Quarteira City)
- c) Area 3 - Surrounding area of the Municipal Stadium (Loulé City)

Area 1 – Coppingen e Stuttgart Streets (Quarteira City)

In Quarteira city, Coppingen and Stuttgart streets, a densely populated area in the heart of the city of Quarteira, there are on the ground the works for the creation of a green, wooded space with outdoor fitness equipment and children space that will serve the population, with the goal to stimulate physical activity and social life.

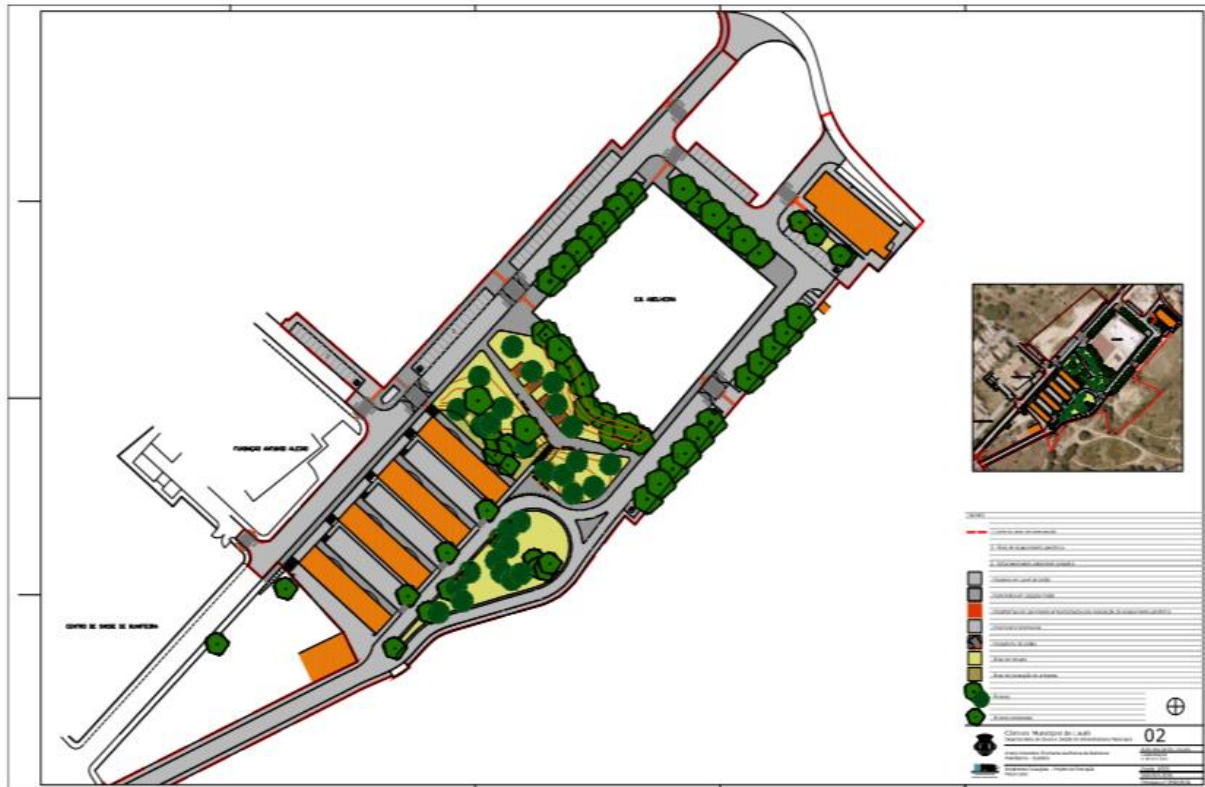
The investment is 240,000 euros, and it was completed before the end of 2017.



Area 2 - Surrounding area of Abelheira and Amendoeira (Quarteira City)

Also in Quarteira city, the tender for the works in the surrounding area of Abelheira and Amendoeira is in the process of opening. In this area of intervention, it is intended to create a link between the two neighborhoods that allows recovering the whole area so that it can be enjoyed in full by the population.

The investment is 417,000 euros, and is expected to be completed before the end of 2018.



Area 3 - **Surrounding area of the Municipal Stadium (Loulé City)**

In the city of Loulé, the project is in the final stage. It will be requalified the surrounding area to the Municipal Stadium, valuing it for the sport practice and opening it to new valences. One of the main points of the project is to create a new solution for the stadium wall since this is a barrier between the surrounding neighborhoods, school and streets.

The investment is 400,000 euros, and is expected to be completed before the end of June 2018.



3) JUSTIFICATION WHY THE 3 TARGET AREAS WERE SELECTED FOR THE PROJECT: SWOT ANALYSIS

Those are the poorest areas, with the most problems of social exclusion, with more economic, social, educational and sporting needs.

Main social problems of these 3 areas are: Unemployment; Poverty; Unstructured families; Drugs; Alcohol.

Those are areas with few support services. A public space requires modernization and renovation.

SWOT Analysis of targeted areas

Briefly, SWOT analysis (**S**trengths, **W**eaknesses, **O**pportunities and **T**hreats), also called Harvard model, it is a tool that allows us to make a strategic diagnosis of the area in the environment in which it is implemented. And so set future goals.

Strengths	Weaknesses	Opportunities	Threats
Cultural heritage and functional-spatial structure			
<ul style="list-style-type: none"> - Good location (near city center) - Good accessibility to the public transport (urban and regional) - Good accessibility to public schools - Parking areas 	<ul style="list-style-type: none"> - Old architectural and urban layout - No cultural and historical value - No cultural institutions for inhabitants - Social habitation - No cycle paths - Few support services - No commercial areas, shops, restaurants... - Low standard of public spaces 	<ul style="list-style-type: none"> - Revitalization of the most needy areas of the city - Interconnection with national and local renting and restoration policies - Increasing the attractiveness of public space for residents and for services and commerce - Development of programs to prevent drugs, alcohol, unemployment... 	<ul style="list-style-type: none"> - Lack of financial resources from the population - The loss of valuable development due to progressive degradation - Waste of synergies from several local and national programs
Environment			
<ul style="list-style-type: none"> - Clean areas (local and national programs to collect trash, cooking oil, batteries, old...) - “Loulé Adapta” (municipal program to promote and implement good sustainability practices and all actions developed within the framework) 	<ul style="list-style-type: none"> - Lack of green areas (parks...) - Lack of lakes, water areas - No appropriate management of the public areas (recreation, education or cultural activities) 	<ul style="list-style-type: none"> - Improve of the small green areas (small gardens attached to building areas) - Improve the quality of the environment through the implementation of EU standards - Education, recreation and cultural places - Revitalization of the areas 	<ul style="list-style-type: none"> - Risk of deterioration of the public areas - Risk of deterioration of the quality of the environment due to lack educational and sensitization policies

<p>of the Municipal Strategy for Adaptation to Climate Change of Loulé, constituting in parallel an alert for the change of behavior in the search for a more sustainable and differentiating lifestyle)</p>			
Economy			
<ul style="list-style-type: none"> - Good environment for service (social and sport clubs or institutions) investment - Good environment for local commerce (restaurants, bars, local shops...) - Potential for culture and sportive development 	<ul style="list-style-type: none"> - Insufficient demand for goods and services due to the adverse economic situation of the population (unemployment mainly) - Low educational level of population 	<ul style="list-style-type: none"> - Possibility of more jobs for inhabitants with new local commerce or services - Opportunity to use “zero license” policies (municipal program), to attract local business - Increase in competitiveness on a city scale - “Solidarity Loulé” (municipal program to help families with temporary financial problems) 	<ul style="list-style-type: none"> - Lack of interest of investors/entrepreneurs in the areas due to: lack of security; educational or technical skills or levels of inhabitants...
Society			
<ul style="list-style-type: none"> - Interest in improving the living conditions in the cities - Implement “active aging” policies - Activity of local associations (sportive and social clubs) - Activity of private and public social departments or organizations - The offer of new recreational, sports and living areas 	<ul style="list-style-type: none"> - Skeptical attitude of the locals to local policies or activities - High percentage of people unemployed or in post-working age, aging community - High crime rate - Insufficient number of sports grounds and playgrounds for children and youth - Low educational level of young people 	<ul style="list-style-type: none"> - Improve the quality of life - Improve the sports habits in the population - Improve the sense of public safety - Improve habits and attitudes that are ecological and friendly to the environment - Improve the educational level of the inhabitants 	<ul style="list-style-type: none"> - Young people not prepared for current labor market needs - Non-active aging - Social discrimination - Progressive degradation and difficulties of everyday life - Degradation of public space and residential environment - No participation from inhabitants in municipal activities (cultural, recreational or sportive)

4) IDENTIFICATION OF EXISTING PROBLEMS RELATING TO THE MAIN THEMES OF THE PROJECT IN THE TARGET AREAS

1. Policy and Planning

Main challenges

- The 3 targeted areas are usually associated with concrete buildings, poor population and lower social extract inhabitants.
- New approach to commercial, social and sportive viewpoints
- Fight the social inequalities
- Implement reconstruction and youth rental policies
- Implement habits and attitudes ecological and friendly to the environment
- there is no sportive club headquarters in those 3 areas (but exist more than 80 sportive clubs in Loulé)

2. Socio-spatial Level

Main challenges

- How to involve inhabitants in the solution to the existing problems
- How to involve inhabitants (all ages) to stay active
- How to involved inhabitants in cultural, social and sportive activities in the cities (all council areas)
(Example: Council of Loulé was the “European City of Sport” in 2015. Last 3 years, Loulé had more than 600 official sport events each year, but with low participation of inhabitants of the 3 target areas in those events)
- Create activities which will attract people (tailor made for population structure of the target areas)

3. Business, Financing and Management Aspect

Main challenges

- Sport infrastructures are owned by public/municipal administration. The sport activities are (or should be) sportive clubs administration. Loulé has more than 80 sportive or social clubs. Sportive clubs are mainly non-profits clubs that receive every year a “contract program” / financial support from the City Council.
- How to take advantage of the synergies of all activities (municipal and clubs) to population

5) IAP RELATED TO THE 3 TARGETED AREAS

- **Coppingen e Stuttgart Streets** (Quarteira City)
- **Surrounding area of Abelheira and Amendoeira** (Quarteira City)
- **Surrounding area of the Municipal Stadium** (Loulé City)

Capacity building needs	Empowering actions	Target date
1. Creation of green, wooded spaces with outdoor fitness equipments and children space to serve the population and create links between neighborhoods (in Quarteira)	<ul style="list-style-type: none"> - Redefine the public areas, giving it more valences - Create green, wooded spaces with outdoor fitness equipments and children parks - use the existing public areas as interactive areas (not only to park or to go home, but) to organise and do sport, cultural or recreational activities - Create a permanent, profit and dynamic connection between inhabitants of those 2 areas and the rest of the city (public areas, institutions, services, sport clubs, population, tourists...) 	- Continuous during and after the project (all year)
2. Requalify the surrounding area to the Municipal Stadium, valuing it for the sport practice and opening it to new valences (in Loulé)	<ul style="list-style-type: none"> - Redefine the public areas, giving it more valences - Create multipurpose areas to be used as interactive areas for sport, cultural or recreational activities - Eliminate a physical barrier between the surrounding neighborhoods, school and streets. 	- Continuous during and after the project (all year)
3. Increase interest in sport and healthy lifestyle	<ul style="list-style-type: none"> - Use of existing sport infrastructure inside cities by organizing activities within municipal sports programs, sport clubs programs... (easily, inhabitants goes walking in 10-15 minutes to almost all sport facilities) - Involve all Local Partners, in a dynamic way, in municipal activities and programs - Use public spaces (avenues, gardens, parks, schools, markets...) in an interactive way to organize and practise sports and physical activities - Use role models with positive experience to promote benefits of sport and healthy lifestyle - Increment of active aging policies 	- Continuous during and after the project (all year)
4. Issue of social and economic inequality of health and physical activity	<ul style="list-style-type: none"> - Promote healthy lifestyle in schools - Organize events that connect sport activity with other areas (Nutrition, Environment, Education...) - Involve Local Partners (Sport Clubs) and inhabitants in municipal events - Readjust municipal sports programs and Local Partners sport programs to those areas - Reinforcement of municipal policies, such as: Free school books; Free school meals; Free library access, "Loulé Solidarity program, etc... 	Continuous during and after the project (all year)

6) ESTABLISHMENT AND OPERATION OF THE URBACT LOCAL GROUP

In URBACT LOCAL GROUP, we have involved:

- 1) **City council;** Several Municipal Departments – “councilman” involved (Sport, Education, Social Assistance, Urbanism Department...); Employees and technicians...
- 2) **Local Partners.** The Local Partners can be divided in:
 - a) Local Partners – Parish: All 4 parishes of Loulé Council, mainly the 2 were the targeted areas are (“S. Clemente-Loulé” and “Quarteira”).
(OBS.: “Parish” are administrative and political divisions of the City Council)
 - b) Institutional Local Partners - IPSS (PSSI - Private Social Solidarity Institutions) such as: “ASMAL” (*mental health association of Algarve*); “Existir” (*association that develop activities within the framework of intervention of disabled and disadvantaged populations*); “Centro de Saúde de Loulé” (*public health center of Loulé*); “Unidade Operacional de Gestão de Habitação Social” (*Municipal Unit that manage the social habitation in Loulé*); “IPDJ” (*Portuguese Institute for Sport and Youth*);
 - c) Local Partners – Sport Clubs (formal and informal clubs): “CTL –Ténis Club of Loulé” (*baby ténis, ténis, Clinic Pilates, Zumba, Kung Fu...*); “Clube BTT Terra de Loulé” (*bikes, cycling...*); “Clube de Basket de Quarteira” (*basketball*); “Tubarões” (*basketball*); “Let’s Go Run” (*running, athleticism*); “Cool Runners”; “Passadeira Vermelha”; “Corridas à Sexta” (*running*); and “Quarteira Beach Sports”.



Having **City Council and ULG - Urbact Local Group (Local Partners) working together**, with the Vital Cities spirit, methodologies and objectives, **we learn**:

- Create a Network
- The importance and how to share experiences and mentalities
- New approach to problems
- New perspective to solutions

7) EVENTS / PROGRAMS / ACTIVITIES

The interconnection and cooperation between all parts involved (*City Council and Local Partners*) led to the **creation of several free events/programs**, which are considered by all as a **model to follow**:

1) Sportive Events:

- a) *“Agosto Activo”* (“Active August” in August 2016) - Clinic Pilates, Thai Chi, Zumba, Yoga, March, Running, Street Workout, Fusion Afro Fit Dance.



- b) *“Quinzena Vital Cities”* (2 Weeks in March 2017) – Ténis, Clinic Pilates, Tai Chi, March, BTT-cycling, Zumba, Free Dance, Mix Training, Boxe, Hydrotherapy, Aquafitness, Hydro Deep.
- c) *“Páscoa Ativa”* (“Active Easter” in May 2017) – with Medical Screening, Conferences and Sport Activities: Ténis, Clinic Pilates, Zumba, Zumba Gold, Kizomba, Latin Dances, March, Running, Cycling, BMX, Piloxing, Capoeira, Street Workout.
- d) *“Individualidades nas Escolas”* (“Individualities in Schools” all year) – Program that takes several national champions to schools to play and speak with local students
- e) *“Clubes nas Escolas”* (“Clubs in Schools” all year) – Program that takes several sportive clubs to schools to present and promote sport.
- f) *“Verão Activo”* (“Active Summer” from July to September) - Clinic Pilates, Zumba, Yoga, March, Running, Street Workout, Fusion Afro Fit Dance.





2) Conferences/Seminars:

- a) Seminars "*Compromisso Com o Desporto*" ("Commitment to Sport") - where topics such as sports financing and physical activity as an instrument for inclusion and health promotion
- b) Accredited Seminars by "IPDJ" (*Portuguese Institute for Sport and Youth*) - "Reduced and conditioned games in soccer practice"; "Obesity and the new challenges of physical activity"; "Being a Coach in the National Championship - Methods and Requirements "; "Youth Training in Handball"
- c) Seminars with sport activities: "Healthy Eating - The Soup with Young People and Families"; "There are Stories in the Neighborhood - Healthy Mind Healthy Body "; "Observation and Analysis in Football";

3) Other Events:

- a) ASMAL - Theatre and dance projects they carried out in nurseries and nursing homes, that can also be replicated in urban space, especially in places where exclusion is more pronounced
- b) EXISTIR - Adapted physical activity, "laughter yoga"...
- c) Health Center of Loulé - Open classes of "Postural Hygiene" and "Fall Prevention"
- d) "Hunt for the Easter Egg" for kids
- e) "Urban Mobility Week" (September 2016 and 2017) – promotion, reflection and debate on the need to change behavior in the face of mobility issues, in order to make it more sustainable and less harmful to the environment
- f) "Active Aging conferences" (9 May 2017) – Organized by the Portuguese Red Cross, University of Algarve, Council of Faro and Council of Loulé, with the objective to create a space debate and reflection on the aging process, understanding the concept of positive aging, approach from the perspective of neuropsychology and the sharing of social and multidisciplinary responses that foster the integration of the elderly in the dynamics of Portuguese society.
- g) Awareness campaign for sports practice and healthy life with several national and international champions. Includes short videos that are released on social networks (Facebook, Youtube...), institutional web sites (city council, "Compromisso com o desporto" - Commitment to Sport, schools, etc... Example:
 - Ryan Crouser (*American champ and Olympic record holder in 2016 Rio de Janeiro of shot put*);
 - Vanessa Fernandes (*Portuguese triathlon Olympic medal in 2016 Rio de Janeiro and 21 triathlon world cups*);
 - Madjer (*Portuguese, 3 times "best world player of beach football"*);
 - António Simões (*Portuguese legend of SLB – Benfica football player and winner of "champions league"*);
 - Marco Forte (*Portuguese shot putter, 15 times national champion and Olympic athlete*);
 - Dulce Felix (*Portuguese marathonist, European champ and Olympic athlete*).

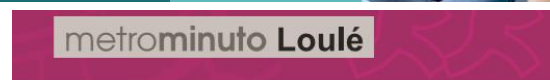
4) Municipal Programs:

Not included in Vital Cities Project, but with the same spirit. Examples:

- a) **Free school** to kids until 18 years old;
- b) **Free school books** until the 9th year of school;
- c) Free access to **Library** (all population);
- d) **Meals to all students** (even in holiday periods);
- e) Several **free sports** to primary school students;
- f) (Almost) free sport, cultural and recreate activities to students in holiday periods;
- g) **“Loulé Solidarity”**. Program to help families with temporary financial problems);
- h) Renew of The **Municipal Park** (with swimming pool complex; tennis court complex; Multisport area; Kids area; skate park; rugby field; maintenance circuit; mini golf circuit; Street Workout; etc...)
- i) **“1st Active Aging Meting”** (*celebration of the Elderly People’s Day” in October 2017*)



- j) **“MetroMinute Map”** (with *distances and times walking through the city of Loulé*)



- k) Approved construction of new Avenues with:
 - Running/walking tracks
 - “ciclovias” (bike paths)



- l) Etc...

8) Good practices identified and used in preparing the IAP

GENERAL RECOMMENDATIONS which will be adopted in IAP:

- a) Permanent cooperation and communication between departments/clubs/institutes involved: all Departments/“councilman” of City Council and Local Partners (Institutional, PSSI and Sport Clubs)
- b) Combine sport activities with other activities (health info/programs, cultural and recreational events, Conferences/Seminars, etc...)
- c) Combined facilities (family oriented / combining different ages)
- d) Free access to inhabitants to public areas for sport activities
- e) A municipal sports programme made with more interaction and participation of local Sport Clubs
- f) Flexible approach how to reach different age groups (for ex.: Children via social media, or school communications, elderly people by face to face contact, posters and fliers...)
- g) Maintain a balance between human presence and the environment
- h) Involve schools, sport clubs, and municipal departments to attract and encourage children to be active and practice sports

Encourage and explain to population the benefits of an “active aging”

9) What we you want to achieve?

Before choosing the way, we should know clearly where we want to go.

A strategic process is effective if we define paths to long-term goals based on a Vision for the Future. It will only prove effective if we are based on a governance framework that involves the necessary partners (Local Partners) and the community itself through clear rules and efficient mechanisms, ensuring the formulation and implementation of the strategy to achieve the desired objectives.

So, we want, and we already started, a permanent and interactive improvement on the 3 targeted areas, with 3 types of planned and structured intervention:

A) Structural Intervention;

B) Intervention in the coordination and interconnection between city council, its departments, institutions and local and regional associations (local partners);

C) Functional Intervention/Activities.

With those 3 types of intervention we will **achieve our goals**:

- re-qualify spaces;
- change habits;
- economic, educational and sport conditions;
- improve the quality of the environment;
- create educational, sport, recreational and cultural places;
- implement an active aging, to revitalize the 3 targeted areas and the conditions of the actual inhabitants, and also for future generations, promoting that way a better social inclusion.