

**MAY**  
**2023**

GOVERNMENT PROGRAMME  
ORIHUELA COSTA

*Orihueला,  
as you  
wish to  
see it*



# 01

## A WELL ATTENDED, COMMUNICATED AND CONNECTED MUNICIPALITY

The municipality of Orihuela is the largest in terms of surface area in the province of Alicante and the fourth largest in the Valencian Community. It covers an area of 384 km<sup>2</sup> with a population of 80,784 inhabitants (2022), but the population usually exceeds 150,000 inhabitants permanently, increasing to 250,000 inhabitants during the summer season.

Its diversity and peculiarities place special emphasis on the configuration of a good network of basic infrastructure, roads, and railways that adequately connect and organize the territory, contributing to the economic development and provision of basic services by the municipality.

The primary objective of local administration is to serve the citizens and make their lives easier. Therefore, a system will be created to address their needs more efficiently, fairly, and effectively.

The PP Party will strive for the overall satisfaction of the citizens because only in this way can we assess the responses to the municipality's needs.

In the global world we live in, digital growth is paramount. We aim to improve and engage with the citizens through digital administration, guaranteeing transparency, participation, and quality information, and thus being able to reach all population centers.

We need to talk about the organization of the municipality, the way we structure and arrange the territory to be connected through roads, trains, and bike lanes.

We are aware that not all roads are under municipal jurisdiction, but we will make efforts to ensure the provision of safe, functional, and efficient roads. From Orihuela, we will demand solutions for the CV-95, CV91 (managed by the Valencian Government), as well as for the N-332, N-340, and AP-7 roads (managed by the State).

We will work towards improving railway connections, increasing the frequency of regional trains, and promoting the Madrid-Corredor Mediterráneo AVE route. Additionally, it is important for us to explore the possibility of a train connection with the coast.

Sustainable mobility is a fundamental part of our project, not only by expanding bike lanes but also by implementing a municipal transportation service that can connect the different urban areas of Orihuela by bus, facilitating mobility.

Our uniqueness is also marked by events such as the one that occurred in September 2019 when torrential rains caused damage to our territory and our neighbors. We will continue to advocate and demand the necessary infrastructure to minimize the resulting damage, focusing on sustainable drainage networks that incorporate solutions based on Engineering Techniques.

We want to emphasize the regeneration of the administration and the remodeling of the government, ensuring political neutrality within the institution, governing for all and prioritizing the common interest, and striving for increased public participation in decision-making.

We will improve the management of solid urban waste collection services to maintain a clean municipality for residents and visitors.

If our intention is for Orihuela and its residents to be united, we must take care of the meeting places. Parks and gardens will undergo an immediate improvement plan, allocating financial resources not only for their recovery but also for their maintenance and preservation, thus achieving a good condition for their use and transforming them into pleasant, healthy spaces that foster relationships among people.

We will work towards a safe municipality where the local police can reach all areas equally and maintain good coordination with the state police forces and civil protection. Our intention is to bring back neighborhood policing and provide personnel and resources to the police stations on Miguel Hernández Street and Capuchinos Street.

### 1.1. A close and well-managed administration in public accounts

We understand that our primary obligation is the proper administration of public resources in a close and transparent manner. Therefore, in the People's Party of Orihuela, we conceive rigorous, participatory, and efficient budget management. We believe in clarity, solidarity, efficiency, and sustainability of public accounts. Our intention is to bring the administration closer to the citizens in order to unify the municipality. We also intend to increase the staff at the Town Hall office on the coast and establish a mobile municipal office for the outlying areas.

- We will implement a budget policy that ensures a balance in investment per inhabitant.
- We will create the Councilorship for the Coast and International Residents, assigning it a specific budget or investment plan for actions on the coast. The delegated councilor will be a resident in the area, with a fixed office located there, where daily duties will be carried out.
- We are committed to having participatory and updated municipal budgets according to the needs of the municipality.
- We will improve the Municipal website so that any citizen can access information from the Orihuela City Council. We will ensure that all municipal information reaches every corner of the municipality.

- We will promote the dissemination of a wide range of cultural, social, sports, educational, and event programming throughout our municipality.
- We will create an Office for the Capture and Management of European funds.
- We will guarantee the training of personnel in the contracting area in order to standardize the different types of contracts and streamline management.
- We will request the reinstatement of the Postal Service on the coast and in areas where the service is not currently available. To achieve this, the municipality will facilitate the necessary actions to provide the service.

## 1.2. Basic infrastructure that integrates and protects the territory

In the People's Party of Orihuela, we are fully aware that optimal infrastructure planning ideally requires a comprehensive approach to the needs. It is evident that we have serious deficiencies in terms of infrastructure, including those necessary to mitigate flooding. Therefore, we must urgently seek a solution to the lack of capacity and adaptation to the current traffic on the CV-95 and CV-91 roads managed by the Valencian Government, which, along with others, connect our municipality.

- We will develop an ordinance for urbanization works with a style guide, unifying criteria for the use of materials in pavements, urban furniture, signage, and street lighting. The aim is to standardize implementation criteria and improve the quality and image of our roads, parks, and public spaces.
- We will expand and implement the provision of sidewalks in outlying areas and rural communities, promoting safe and segregated pedestrian connections from roadways.
- We will improve street lighting, ensuring it is more efficient and sustainable as a mandatory aspect of basic infrastructure. We will replace deficient lighting and emphasize the need for public lighting on roads and paths.
- We will complete the coastal path or promenade along our coast, ensuring its continuity and resolving current discontinuities. We will carry out soft, sustainable, and integrated redevelopment in this incomparably beautiful area of our territory.
- We will develop a municipal plan to improve the road infrastructure in the municipality of Orihuela.
- We will promote the removal of overhead wiring throughout our municipality.
- We will encourage the implementation of segregated dog parks separate from children's playgrounds.
- We will advocate for the improvement and expansion of the CV-95 road.
- We will construct a footbridge over the AP-7 highway in Lomas de Cabo Roig, and we commit to including this project in the first approved budget.
- We will develop an annual investment plan for the coast, including asphalt and repavement projects.

- We will continue with the master plan for stormwater management on the coast and its scheduled actions.
- We will implement a comprehensive plan for the renewal of horizontal and vertical signage throughout the municipal area, ensuring consistency and accessibility.
- We will promote the construction and expansion of the Campoamor wastewater treatment plant and its sanitation network.
- We will promote the construction of a second potable water tank on the coast.
- We will implement a stormwater tank in Aguamarina following the master plan for stormwater management.
- We will request and advocate for the removal of tolls on the AP-7 highway passing through Orihuela Costa. This logical and common-sense solution would significantly reduce traffic on the CN-332 road, improve mobility for coastal residents, and allow for pedestrian mobility, greatly enhancing road safety and environmental sustainability.
- We will demand that the Valencian Government constructs a bridge over the Segura River, connecting the CV-95 and CV-91 roads to the Molins road. This would link two major communication arteries, the CV-91 and CV-95, without entering the congested urban area.
- We will continue the necessary negotiations with the owners of the plot in front of the IES Playa Flamenca and CEIP Los Dolses, in the vicinity of Nicolas de Bussi and Pavo Real streets, to allocate it to public roads, develop it, and improve traffic flow and road safety.
- We will seek a solution for the connection between El Ciprés and Montezenia streets to improve circulation between the surrounding residential areas.
- We will resolve and develop the connection between Cabo Creus and Talco streets.

### 1.3. Sustainable mobility and public transport

Our goal of unifying the municipality and its metropolitan area involves presenting our proposals for sustainable mobility, all within the framework of transforming the needs of smooth mobility that should lead us towards a policy that promotes territorial balance while encouraging efficient and clean modes of transportation.

- We will facilitate the mobility of all residents within the municipal area of Orihuela by implementing a municipal public transportation network with flexible and affordable schedules. It will be a public transportation system tailored to the needs of citizens, allowing them to reach any point in the territory. This public transportation will be affordable and accessible, with numerous discounts and free services for different segments of the population such as retirees, students, and unemployed individuals.
- We will expand the network of bicycle lanes in the municipality, which currently has limited kilometers and is insufficient. With these bicycle lanes, we will also connect different population centers.

- We will regulate the implementation of scooter sharing services throughout the municipal area by companies that comply with the required conditions and regulations.
- We will improve and expand the Electric Vehicle Charging Network throughout the municipal area.
- We will implement a public bicycle rental system within the municipal area.
- We will promote the purchase and renewal of electric municipal vehicles.
- We will modernize bus stops, making them digitalized and more inclusive.
- We will create a multimodal interchange platform in the vicinity of La Zenia shopping center (bus, taxi, scooter, bicycle).
- We will establish a municipal towing service in the coastal area.
- We will encourage the use of buses equipped for individuals with reduced mobility.
- We will establish a transportation assistance program for youth and seniors.

## 1.4. Public participation

Transparency and public participation are two fundamental pillars for the Popular Party of Orihuela to exercise good governance. To achieve this, we will consolidate the collection of complaints and suggestions from citizens into a single office: the Department of Public Participation. This department will be responsible for managing appropriate clarifications to the relevant areas related to the complaint and responding to citizens within one month upon request. We will give voice to our fellow residents of the municipality by establishing the Civic Council for the Social and Economic Recovery of Orihuela and implementing district boards.

- We will enhance the role of the Citizen's Advocate and provide adequate resources for their office.
- We will revive the Civic Council for the Social and Economic Recovery of Orihuela, which will meet every two years to monitor the proposals put forward by the council itself.
- We will reform and improve the Local Citizen Participation Regulations and its management bodies, configuring the districts according to the characteristics of the territory.
- We will reform the functioning of the District Boards.
- We will promote the allocation of a budgetary fund from the municipal budget to be managed through the Participatory Budgets program of the District Boards.
- We will modify the ordinance to have only one District Board in the Coast.

## 1.5. Internal organization

We are currently undergoing profound digital transformation processes and have a large workforce of public employees in the Orihuela City Council, where



continuous digital renewal and training are necessary for efficiency and better service to citizens. Therefore, a good Human Resources policy is essential, which also guarantees transparent management of public employment pools and reduces temporary positions.

- We will definitively finalize the staff position relationship, building upon the work already carried out in the previous term and obtaining its final approval. This will address the study of remuneration and allowances for municipal staff, ensuring the right to career advancement for the municipality's civil servants. We will utilize mechanisms for job provision, filling vacancies in this City Council through agile means such as competitions, free designation, staff redistribution, reassignment, temporary assignments, provisional assignment, function attribution, etc.
- We will promote internal advancement opportunities for personnel at all levels.
- We will create our own job pools for all categories, allowing us to cover absences and/or hard-to-fill vacancies through job provision mechanisms.
- We will conduct various needs assessments and personnel analyses to understand the status of each department. This will enable us to make decisions regarding staffing, modifications, and replacements in different departments, if necessary (replacing retiring employees), as well as ensuring the proper drafting of selection processes to choose the best profiles for each position.

### 1.6. Urban solid waste and street cleaning. Parks and gardens

At the Popular Party of Orihuela, we are convinced that the current model of Urban Solid Waste collection is insufficient for the municipality's needs. Therefore, we advocate for a more efficient system that can provide the best service in such a complex municipal area. Now more than ever, it is necessary to establish a system that prioritizes waste reduction, reuse, and recycling, allowing biodegradable elements to return to the natural environment without causing harm. Concerning municipal public parks, they should be healthy spaces for the enjoyment of all citizens, both young and old, as well as domestic animals, each in their respective areas without disturbing one another. For this reason, we will urgently conduct a review and implement an action plan for the improvement and enjoyment of municipal public parks.

- We will change the current management method to a more efficient and suitable formula to provide a better Urban Solid Waste collection service throughout the municipality.
- We will establish a Municipal Public Company for the Collection and Management of Urban Solid Waste and Street Cleaning in the Municipality.
- We will implement the Local Waste Management Plan for the Orihuela municipality.
- We will strongly promote selective waste collection.
- We will implement community composting systems in various locations to utilize organic waste.
- We will introduce sensor technology to urban solid waste collection facilities



to ensure more efficient waste management.

- We will take necessary actions, provide incentives, and impose appropriate penalties to prevent the use of unauthorized landfills and to crack down on indiscriminate and illegal dumping.
- We will incentivize and provide information on efficient bulky item collection.
- We will adapt our parks, gardens, and squares in the municipality. We will renovate playgrounds, replace flooring, and install inclusive and accessible play equipment.
- We will develop and implement the Pruning Plan for parks and roads in the municipality. It will include collection, transportation, recycling, and valorization. The plan will have a proper action schedule tailored to the nature of the inventoried tree species, ensuring timely and appropriate actions. We will create a free home pruning collection service through a municipal WhatsApp service available 24 hours.
- We will complete the workplace for the Urban Solid Waste collection service in the coastal area.
- We will establish an Eco Park in Orihuela city and Orihuela Costa, in the vicinity of the Urban Solid Waste collection service.
- We will promote the rotational implementation of the Consortium's mobile Eco Parks throughout the municipality.
- We will increase the staff and resources of the parks and gardens brigade.
- We will drive reforestation and tree planting in Orihuela Costa by installing pipelines for reclaimed water from the Campoamor purification plant.
- We will create a Municipal Gardening Ordinance and develop an inventory of species, not only native ones but also those suitable for our parks.
- We will compile an inventory of trees in the municipality in order to assess and calibrate environmental emissions and verify the energy balance, aiming to incorporate sufficient tree cover to ensure a consistently positive balance.
- We will install segregated dog parks in certain municipal parks.
- In addition to children's facilities, we will include infrastructure for senior citizens in municipal parks by installing bio-healthy exercise equipment.
- We will establish a park in front of the coastal high school in Orihuela.
- We will demand compliance with the municipal ordinance on the cleaning of vacant lots, with the City Council carrying out the necessary measures if the owner fails to comply within the established timeframe.

## 1.7. Citizen safety and civil protection

The citizen safety in our municipality must focus on preserving peaceful coexistence in the different neighborhoods, hamlets, coastal areas, and rural environment. To achieve this, it is necessary to have the necessary resources and a properly sized Local Police force that corresponds to the size of our territory, along with a progressive modernization of resources and an increase in personnel. We advocate for the implementation of Proximity or Neighborhood

Police, bringing officers closer to the community and fostering trust and collaboration between citizens and law enforcement for better investigation and response. Additionally, we will continue to strengthen our Civil Protection and Emergency service in Orihuela, which provides invaluable assistance in critical situations for the community.

- We will establish an overnight emergency response team during the months of July and August in our coastal area from 8:00 PM to 10:00 AM (Campoamor Yacht Club, outside of lifeguard service hours). We will utilize boats and vehicles, as specified, that can be mobilized at any time and through any means, including 2 jet skis with rescue stretchers, a zodiac-type boat, 2 ambulances, and 1 rapid intervention vehicle. Qualified personnel, specifically 2 individuals with certifications in lifeguarding, PER (Recreational Craft Skipper's Certificate), and emergency medical technicians, will be assigned. Direct communication with the local police TETRA network will be encouraged, enabling coverage of incidents ranging from a fall on the promenade reported through 112 to providing preventive services for any necessary activity using land or water resources.
- We will continue to enhance the presence of police officers on the streets and promote collaboration and coordination among different law enforcement agencies, fostering closer relationships with the community.
- We will coordinate the expansion of emergency services in the winter on the coast. We will request the Department of Health to provide an additional Basic Life Support service for the winter months.
- We will maintain an updated and renewed fleet of vehicles for the Local Police, Emergency Services, and Civil Protection.
- We will allocate a plot of land to the Alicante Provincial Council for the construction of a new Fire Station. The flooding episodes in September, among other considerations, have highlighted the need to establish and expand the current Regional Fire Station at a different location with better access and communication. It will serve as a comprehensive emergency center capable of providing appropriate coverage and services in situations of fire, flooding, accidents, or any other emergency incident.
- We will ensure an improvement in security in rural areas, especially during agricultural production months, and along the coast during the spring and summer. Residents must feel safe in their place of residence. We will increase the presence of local police, emergency services, and civil protection personnel along the coast. In civil protection, we will strengthen the group and incorporate them into the coastal area where there are currently no volunteers, providing them with space in the Emergency Center.
- We will include pending services in the Coastal Emergency Center, such as Civil Protection, SAMU (Emergency Medical Service), renewal of ID documents, and other additional services.
- We will promote a cleaning and clearing plan in urban forest environments under local jurisdiction to prevent fires.
- We will complete the equipment and provisions for the road safety park on the coast.
- We will install a road safety park in Orihuela.
- We will launch a campaign aimed at raising awareness among citizens about natural risks that can affect our municipality.

# 02

## BASIC SERVICES FOR ALL

Social policies are essential for any municipality, and we are fully committed to strengthening them to create a welfare state. We will pursue equal opportunities, defend individual dignity, protect the most vulnerable groups, engage in dialogue with social agents and NGOs, and protect the elderly, while combating extreme poverty and child poverty. We commit to reinforcing specialized social inclusion teams to ensure comprehensive and individualized care, consolidating municipal services to meet the current social needs of the residents of the municipality.

The Popular Party is committed to providing quality education for all because it translates into equal opportunities, integration, and social cohesion. We understand that a culture of merit and effort is fundamental for this purpose. The contrary condemns the system to discredit, students to failure, and teachers to frustration. Constant pursuit of excellence and the participation of all stakeholders in designing future measures should be objectives that we should never lose sight of.

Public healthcare must be protected and strengthened in such a dispersed municipality. We must strive to reach everyone, which is why we renew our commitment to improve, adapt, and modernize our medical clinics in the districts. The lack of doctors, especially in primary care and pediatrics, concerns us, and solutions will be demanded. Furthermore, our intention is to provide the Valencian Health Department of the Generalitat with a municipal plot of land for the establishment of the second health center on the coast of Orihuela.

Equal opportunities for all individuals are an irrevocable and fundamental objective for building society. A more equal society is more competitive, which is why the Popular Party of Orihuela will fight to achieve affective equality with clear priorities: employment, shared responsibility, and the fight against violence.

This local administration must guarantee support for the healthy practice of sports activities. Therefore, our intention is to develop a program of sports and healthy proposals for everyone and in all areas of our municipality. We firmly believe that sports are a tool for social inclusion, work-life balance, and education in values. Our intention is to seek the improvement and expansion of all municipal sports facilities and take the necessary steps to materialize the

much-needed sports city.

Throughout history, Orihuela has been a strategic cultural enclave, a place of reference and regional capital, but we need to construct verbs in the present and future tense. Therefore, the Popular Party of Orihuela believes it is necessary to innovate approaches and understand that while maintaining our traditions, we must look towards the 21st century, of which we have already covered almost a quarter. It is exciting to recognize that we can achieve this together, and, quite literally, Pepe Vegara's project is more social than political. It is an adventure that must revolutionize the patterns rooted in the ways of acting from the past century and envision the future that our children and grandchildren deserve.

We are particularly concerned about the housing access problem faced by many young people. For them, the possibility of having their own home is often a utopia that can only be supplemented through family solidarity or a lifelong commitment. To address this problem, we will create a Public Housing and Land Society, which will build and rehabilitate housing for young people in the historic center and districts, offering rental or sale options at protected and reduced prices.

Similarly, we reject tackling this issue with slogans, slogans, or interventionist approaches. What we need are innovative and viable solutions, as well as the collaboration of the private sector to help us carry out this commendable work.

### 2.1. Social welfare

Nowadays, a profound and substantial modification of the conception of social services is necessary. Increasing these resources through the implementation of new actions and infrastructure that dignify social services and fulfill one of the determining elements in this program, proximity to the citizens, becomes even more necessary. From this perspective, we can highlight the opportunity we see in utilizing the old nursing home, purchased less than a year ago by the Generalitat, a building classified as a Local Heritage Asset. Its use would be a great opportunity to establish a social services center for the city, consolidating the necessary assistance in Orihuela in a single building and also reclaiming a building of great heritage value.

- We will improve the facilities that currently house Social Services in Orihuela city and Orihuela Costa, where we will seek a new location in an accessible area, including the districts.
- We will provide the necessary economic, material, and professional resources to Municipal Social Services to offer quality social care.
- We will develop actions to promote foster care for minors and adolescents.
- We will improve the municipal plan for the prevention of school bullying.
- We will design Employment Integration programs aimed at vulnerable individuals: families receiving any type of benefit or social aid, as well as their employable children.
- We will create a grant aimed at individuals with orthopedic and hearing needs that are not covered by social security.
- We will expand the program of activities (passive gymnastics, memory exercises, trips, etc.) aimed at the elderly to promote healthy and active aging.

- We will promote and subsidize social volunteering by senior citizens.
- We will expand the current home assistance service and implement support programs at home, as well as programs to alleviate unwanted loneliness.
- We will advocate to the Valencian Government for the creation of a day center for the elderly and dependent individuals in Orihuela Costa and Orihuela city.
- We will enable and build municipal public housing to provide temporary and extraordinary assistance to families in housing emergencies.
- We will create a participation forum with third-sector entities in the municipality that carry out actions related to migration in order to design and implement joint initiatives.
- We will implement preparation courses for the nationality exam for migrants.
- We will develop programs aimed at promoting the elimination of stereotypes of the Roma population and facilitating their socio-occupational integration and social inclusion.
- We will review, in collaboration with disability associations, the measures of universal accessibility in the municipality, creating regulations to govern the implementation of these measures.
- We will carry out activities to promote local associations, as well as provide assistance for them to achieve self-financing (fairs, solidarity markets, etc.).
- We will increase the budget allocation for subsidizing social associations, NGOs, and associations carrying out international cooperation projects in the municipality.
- We will demand compliance with accessibility legislation from entertainment and restaurant establishments.
- We will guarantee the “Menjar a Casa” Social Program throughout the municipal area.

## 2.2. Equality

Equality of opportunities between men and women is an essential and non-negotiable goal for the construction of society. In recent decades, we have taken significant strides towards real equality, but the journey is not over. The burden of balancing family and work life still falls heavily on women, and inequalities in the workplace persist. Furthermore, there are still victims of gender-based violence, and we must continue to progress towards a society free from misogyny, with equal conditions and respect for fundamental rights.

- We will strengthen SEMAVIG, the Municipal Service for the Assistance of Gender-Based Violence, as well as the Municipal Equality Unit.
- We will reinstate the Gender-Based Violence Security Committee in the municipality.
- We will implement awareness campaigns in schools and throughout the municipality.
- We will introduce coeducation and shared responsibility workshops in

schools within the municipality.

- We will carry out awareness campaigns, prevention efforts, and social visibility initiatives regarding gender diversity to help prevent discrimination based on sexual orientation, gender identity, or gender expression.
- We will conduct annual programs and activities to raise awareness, sensitize, and prevent LGBTQ+ phobia and gender-based violence.
- We will design a Municipal Plan against LGBTQ+ phobia.

### 2.3. Education

At the Orihuela Popular Party, we have always believed that quality education is one of the fundamental pillars for the economic and social development of a territory. In this regard, the pursuit of excellence at all levels, equity in advancement, and the participation of all stakeholders in designing future measures must be objectives that we never lose sight of. Therefore, we will continue working towards an educational system that fulfills its purposes: teachers teaching and students learning, recognizing the efforts and merits of both. Similarly, we want to acknowledge the importance of families as active participants in the educational process and their involvement in the dynamics of schools and policy design, recognizing their central role in student development and giving them the space they deserve in debates and decision-making processes that affect them.

- We will guarantee the immediate reception and resolution of deficiencies in educational centers with the appropriate technical measures for their efficient and rapid solution.
- We will establish the Children's Council, representing the girls and boys of Orihuela, who will work and contribute proposals for the city's future.
- We will promote a municipal campaign to encourage the Mediterranean diet and prevent childhood obesity.
- We will demand from the Ministry of Education the commitment made to construct a third school in the coastal area of Orihuela, with the provision of a public land plot.
- We will collaborate with the Ministry of Education to implement new vocational training programs in Orihuela city and the coast, always adapting to the municipality's productive demands.
- We will launch the Educational Master Plan of the Orihuela City Council, offering complementary activities to teaching in educational centers and establishing the future educational design of the municipality.
- We will support the ERASMUS-plus projects of Orihuela's educational centers to promote Orihuela worldwide.
- We will develop an Environmental Action Plan in all educational centers throughout the municipality to improve energy efficiency.
- We will promote an Energy Regeneration Plan for educational centers, starting with the installation of solar panels.
- We will carry out an educational campaign aimed at promoting Orihuela's

festivals, culture, and traditions among all students.

- Buses will be provided for the transportation of students during socio-educational or cultural campaigns.
- We will support the school gardens in educational centers with an annual plan.
- We will organize an educational congress to highlight new educational methodologies.
- We will complete the facilities and services of a road education track in the coastal area, representing points of interest in the municipality.
- We will establish a municipal network of eco-schools, focusing on environmental education and sustainability.
- We will introduce the “Child Voucher” to assist families.
- We will organize a large gathering among all schools in the coastal area to celebrate Europe Day.
- We will involve all educational centers in an Arts Festival-Congress.
- We will promote and encourage extracurricular activities in Orihuela Costa.
- We will enhance the creation of new spots in municipal summer schools for children with special needs, ensuring a quality service and their inclusión.

## 2.4. Health

Firstly, from the Orihuela Popular Party, we want to express our recognition and gratitude to healthcare and assistance workers, especially those who faced the pandemic on the front lines. Consequently, we reject any attempt to discredit public healthcare, which is absolutely unwarranted as we have one of the best healthcare systems in the world.

- We will continue with the process of transferring the public land plot to the Valencian Government for the construction of the second Health Center in the coastal area.
- We will explore the implementation of a Civil Cemetery in the coastal area for both humans and pets.
- We will allocate a specific budget for the maintenance of municipal medical clinics, including addressing dampness, improving ventilation, lighting, and replacing air conditioning units, among other improvements.
- We will conduct a study of the situation of registered celiac patients in the municipality, providing assistance to those officially diagnosed and registered within the municipality.
- We will include in the technical specifications of municipal canteen and similar contracts a scoring system for providing gluten-free food suitable for celiac patients.
- We will urge all associations in the municipality applying for grants from the City Council to consider celiac patients in their celebrations and events that involve gastronomic offerings, allowing them to be eligible for such grants.



- We will promote community intervention activities to improve the quality of life, primarily for adults and elderly individuals.
- We will encourage healthy habits and inform about the harmful effects of substance abuse, both legal and illegal. We will raise awareness about the dangers of gambling and misuse of new technologies.
- We will provide information on responsible pet ownership, including administrative regulations, and foster respect for animals among younger generations.
- We will promote the creation of designated areas in municipal public parks for the recreation of animals.
- We will install defibrillators in all public buildings of the Orihueña City Council and in locations and population settlements within the municipality that are considered advisable and necessary due to their distance from medical centers.
- We will collaborate with associations for diseases such as Alzheimer's, Parkinson's, ALS, etc., to carry out visibility and awareness campaigns for these conditions.
- We will launch an information campaign on sexual health.

### 2.5. Sport and health

In the Popular Party of Orihueña, we believe that investing in sports infrastructure, facilities, and programs that promote physical activity is an investment in health, healthy leisure, and progress. Sports are not only beneficial for individuals' well-being but also contribute to the economic development of a municipality. The promotion and practice of sports are essential in the upbringing of children and young people and are a key element for a healthy lifestyle at all ages.

- We will build a Sports Pavilion in the Orihueña Costa Sports Center.
- Approval of the new Fiscal Ordinance for the "fee for the use of municipal sports facilities" to update them. We have already initiated this document in the first part of the previous term, and it is almost completed, pending the approval process.
- Restart and expedite the approval process of the Municipal Sports Facilities Regulations, which will regulate the use of these facilities and establish limits for all users, from individual users to sports clubs and associations.
- Expand the Orihueña and Orihueña Costa Skatespark.
- Promote new constructions for urban sports such as BMX circuits and Pump Tracks.
- Enhance the Municipal Sports Games, increasing the participation of schools and launching new municipal sports schools.
- Create the Municipal Sports School of the Sea, aimed at conducting nautical and recreational activities during the summer months, in collaboration with the Nautical Clubs.
- Study the implementation of a Municipal Sports Hostel in the coastal area.

- Promote sports for seniors.
- Promote programs and social actions through sports for special populations, those at risk of social exclusion, and inclusive initiatives.
- The organization of competitive and significant sports events for the municipality will be a strategic focus for the Popular Party in the next term.
- Support clubs and major sports events through an expanded program of grants and collaborations, simplifying the bureaucracy for obtaining such assistance.
- Provide sports scholarships for outstanding athletes and offer discounts for their training as sports coaches.
- Offer discounts and/or bonuses to clubs and registered athletes for the use of municipal sports facilities.
- Recognize the most significant achievements of athletes and sports organizations.
- Develop and implement a Maintenance and Renovation Plan for Sports Facilities and equipment throughout the municipality.
- Promote the creation of a high-performance racket sports center in Orihuela Costa, facilitating its implementation on designated municipal sports plots.

## 2.6. Culture

In the Popular Party, we understand culture as a resource and a right. We will treat culture as a core element that encompasses various topics: urban planning, education, technology, art, diversity, urban heritage, nature, inclusion, creativity, identities, creative industries, territorial development, and governance. Tourism, education, youth, and commerce are areas that are difficult to define in some projects since each sector relies on the others in many areas of work. Therefore, it is important to reorganize the Department of Culture and the management of Orihuela Cultural Company to ensure efficient work and service delivery.

- We will program, strengthen, and develop key cultural activities in Orihuela, creating a more stable, high-quality, diverse, and innovative cultural offering.
- We will promote the construction of a Multicultural and Multipurpose Center for Cultural Services in Orihuela Costa, including the creation of a library, multipurpose rooms, exhibition spaces, and stage activities.
- We will coordinate and collaborate with cultural organizations and associations in the municipality, addressing their specific needs through joint cooperation.
- We will announce grants for cultural/artistic projects.
- We will create a platform for cultural activities accessible to cultural managers in the municipality, with the aim of avoiding duplications.
- We will plan an annual calendar for better organization, including the promotion of traditional festivals in Orihuela.
- We will establish a modern concept library, online resources, and study rooms for the young population of the coast, catering to the multilingual

community.

- We will foster a stable and high-quality cultural program during the summer in the coastal area.
- We will expand the cultural services at the Alameda del Mar Senior Center, transferring social services to the municipality's facilities.
- We will create and organize an annual meeting of Music Bands En el Partido Popular entendemos la cultura como un recurso y un derecho.

## 2.7. Youth

Young people are the great asset of future society. It is crucial to have a significant number of young individuals committed to society through their participation in various cultural, social, and sports activities in our municipality. In the Popular Party of Orihuela, we will provide the necessary tools for the social, cultural, educational, and employment development of the youth in Orihuela. Through the Youth Department, which will be advised by young people, we will implement initiatives and measures to help them face future challenges such as employment, leisure, public participation, access to information, and other elements that will promote equal opportunities in their promising future.

- By implementing the Municipal Transport Network connecting all population settlements in the municipality, we will offer discounted transport tickets to young people under the age of 30.
- We will establish grant programs to support the development, promotion, and activities of performing arts artists.
- We will promote the hiring of young people as interns at the Orihuela City Council.
- We will launch a program to prevent addictions, gambling, alcoholism, drug abuse, etc.
- We will encourage and facilitate the necessary technical support for the creation of youth associations, thereby strengthening the youth associative fabric of the municipality and promoting their participation in the Local Civic Council.
- We will conduct an information campaign on sexual health.
- We will promote youth attendance at cultural events in the municipality by implementing a policy of reduced prices for individuals under the age of 30, fostering their involvement in the city's culture.
- We will organize a summer event called "JUVE" in the coastal area of Orihuela, primarily focused on enjoying nautical activities and those related to the sea.
- We will establish a Youth Center in the new Auditorium to be built on the coast.
- We will expand agreements with high schools in the municipality for the implementation of dual vocational training.

# 03

## FOR THE IMPROVEMENT OF THE ECONOMY AND QUALITY EMPLOYMENT

Good economic policies are those that expand the spaces of freedom for decision-making when it comes to investing, saving, or consuming, and that eliminate obstacles and stimulate economic activity and, therefore, job creation.

The importance of industrialization and economic diversification in the productive structure as a means to avoid economic constraints and threats is no longer a subject of discussion in areas like ours. We will work towards a balanced productive structure and a diversified industry.

We consider the reindustrialization of the municipality of Orihuela necessary to regain the region's leadership position, with a gradual reorientation of its growth pattern towards activities based more on talent management, knowledge, and innovation, without forgetting the creation of innovative and motivating spaces where companies can develop their full potential.

The Commercial Sector has undergone an intense process of transformation, change, and expansion in recent years, particularly in the last decade. This process of change and evolution is largely driven by the incorporation of new commercial formats, changes in consumer habits, as well as the integration of new Information and Communication Technologies in commercial activities.

The urban commerce of Orihuela is not immune to the delicate situation that the sector is facing, and that is why we show our commitment to the merchants. We will increase resources allocated to revitalization campaigns and support the digital transformation of urban and proximity consumption.

Employment is the best social policy, which is why it is a top priority for the Partido Popular of Orihuela. A person with employment has vital and professional expectations. Employment is not just a means of livelihood; it is also autonomy, independence, and fulfillment.

One of the key players in job creation are self-employed individuals and small and medium-sized enterprises, and that is why we will continue to support and promote the entrepreneurial culture, which is crucial for Orihuela's progress. We will work towards the defense and dignification of entrepreneurial activity as an instrument for wealth creation and social integration through job generation.

Tourism is an essential economic activity for Spain and for our Orihuela. It directly contributes more than 12% to the GDP, and if we include indirect activity, it reaches 20%. It is also a key instrument for our external projection. That is why the Partido Popular of Orihuela advocates for focusing on tourism, not only as another productive sector but as the best showcase to promote our culture, traditions, monumental and natural heritage, and our rich and diverse gastronomy.

### 3.1. Industry

In the Partido Popular, we defend the industry as an essential pillar of our economy. We are committed to seeking urban planning solutions to enable industrial land in Orihuela Costa.

### 3.2. Commerce

The commercial sector, especially local proximity commerce, is a priority element in local productive systems with a significant contribution to GDP and employment. Additionally, it has an impact on the configuration of urban spaces, including municipal markets, street markets, and shopping centers. In the Partido Popular of Orihuela, we understand that commerce is an activity that goes beyond mere economic aspects, becoming a cultural and social model that influences lifestyles, itineraries, and local physical space planning.

- We will create “Bono Consumo” campaigns to promote purchases and consumption in commerce and hospitality throughout the municipality. Furthermore, we commit to streamlining procedures to prevent delays in payments that could negatively affect merchants.
- We will promote the creation of a merchants’ association in the coastal area of Orihuela and the opening of shops in the rural districts.

### 3.3. Employment

In order to create employment, it is necessary to build a favorable environment in terms of political stability, budget availability, legal certainty, social dialogue, tax reduction, greater efficiency of public instruments, and adequate and involved coordination between administrations and businesses.

- We will create a specific Municipal Employment Exchange for the coast.

### 3.4. Tourism

The diversity of tourism resources in our municipality, including natural, heritage, historical, traditional, sports, and festive elements, makes Orihuela a reference point in terms of cultural and touristic values. It is among the most unique and attractive territories to visit, highly sought after by national and international tourism. In the Partido Popular of Orihuela, we want to highlight Orihuela as a global and diversified tourist destination. To achieve this, we will focus on the city’s heritage, rural districts, rural surroundings, beaches, and golf courses. We will promote the development of specific measures and actions that leverage the potential we possess in diversifying our offerings.

- We will create a municipal tourism office in the vicinity of La Zenia Boulevard Shopping Centre, with a distinctive and attractive design that aligns with the high-quality service it will provide.
- We will study the best positioning and location of tourist offices for improved accessibility and service to tourists.
- We will create and promote a strategic plan for diversified tourism throughout the municipality.
- We will develop a comprehensive tourist directory covering all aspects, including monuments, culture, sports, gastronomy, commerce, leisure, and routes, accessible throughout the municipality.
- We will digitize all tourism activities or events.
- We will create an online digital platform for tourism promotion and reservations.
- We will install digital advertising panels (mupis) in each rural district and coastal area of the municipality, providing tourist and cultural information throughout the municipality.
- We will centralize a payment gateway system through the municipal website for selling passes that grant access to all city museums.
- We will create the brand “Orihuela, Gluten-Free Tourist Destination” to attract visitors with celiac disease and their families throughout the year. We will support establishments that offer safe options for celiac individuals.
- We will enhance the tourism potential of our coast and beaches through necessary actions to facilitate their best and accessible use, cleanliness, service organization, and appropriate provision of services.
- We will outsource tourism activities to promote the true purpose of the Tourism Department, which is the commercial development that tourism brings to businesses operating or capable of operating in the city, without engaging in any unfair competition with the administration.
- We will regularize tourism signage, seeking uniformity and appropriate design for each case, including the Historic Center, rural areas, and beaches.
- We will promote and advertise our golf courses as a key element of sports tourism.
- We will design various cycling and walking routes with a focus on sports, culture, and the environment, encouraging visits to the most unique landscapes in our municipal area and promoting the diversity and uniqueness found in our various settings: orchards, countryside, mountains, beaches, and historic city.

### 3.5. Agriculture and rural development

Agriculture is a strategic and essential sector in our area. Therefore, the Partido Popular of Orihuela aims to value the primary agricultural sector that creates employment and wealth in the municipality. We will continue to defend its interests and provide the assistance and support it needs, along with the recognition it deserves. Water belongs to everyone and is a scarce resource

that we must preserve and defend. Only by doing so will it remain the backbone of the territory and essential for socioeconomic development, the generation of opportunities, employment, and prosperity. We are a model of efficient water management, reusing it up to five times in traditional irrigation and with localized irrigation in the transfer irrigation systems. Therefore, we consider the cuts to the Tajo-Segura Transfer unfair, and we will continue to fight for what is ours and upon which our future depends.

- We will promote urban gardens in the coastal areas, with the municipality providing the land for social gardening.
- We will support and promote Colombicultura as a traditional sport in our municipality, creating and sponsoring the Orihuela Colombicultura Tournament, as well as facilitating traditional games such as Petanque, Caliche, and Pique or Tranca.





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# 04

## SUSTAINABLE DEVELOPMENT OF THE CITY CENTER, OUTLYING AREAS, AND COAST

Within the framework of our territorial planning, using the current municipal planning instruments, we will pursue the improvement of our residents' quality of life through sustainable development. We will intervene in the urban environments and edges of our population centers. We will materialize the improvement of accessibility in these areas by providing more space and pedestrian protection. We will also promote public transportation by increasing bike lanes and cycling routes.

We will plan, organize, modify, and develop necessary public facilities and amenities with quality, rationality, and efficiency throughout our municipality to address existing shortcomings in our coastal areas (cultural center, auditorium, libraries, etc.), outlying areas (medical centers, civic and cultural centers), and Orihuela Center (sports facilities).

We will seek appropriate methods to ensure that residential housing is developed in a coherent and moderate manner, in line with the availability of resources and public services.

As the Orihuela Popular Party, we hold deep respect for our municipality's natural, environmental, and landscape resources. Therefore, we will urge their protection and rational use, seeking ways to minimize land use and promoting the use of renewable energy.

We aim to strengthen the structure of our municipality as a priority to overcome existing imbalances. We seek the involvement of all our residents and encourage citizen participation in decisions regarding territorial planning that affects us all.

In an area with precarious urban design, the coast and its residential areas, we will enhance a new urban centrality supported by a strategic triangular area of municipal facilities and commercial convergence. This includes improving accessibility, transportation intermodality, urban landscape enhancement, and reorganizing the surrounding environment. We will review and update the status of all urban sectors, updating their situation, reception status, pending allocations and facilities, promoting regularization or approval, including

habitation permits and land and urbanistic cadastre.

The current territorial planning documents for our municipality are outdated and require revision or updating. We acknowledge that this will be a lengthy process but we will start working on it immediately to have a revised version as soon as possible.

With over 16 kilometers of coastline, which is currently lacking continuity, we will complete the coastal trail or promenade within our municipality. We will seek soft and accessible urbanization solutions, investigating the best conditions for beach and port access. We will continue to improve services to maintain our acquisition of Blue Flag certifications.

Our municipality is home to abundant natural spaces of extraordinary environmental and scenic value, such as the mountains of Orihuela, Escalona, Pujalvarez, del Cristo, Crevillente, Algayat, and Cabezo de Hurchillo; the area of Cabo Roig and its marine reserve; the Ramblas of Abanilla and Estacas; the Dehesa de Campoamor; our beaches; the Segura River and Azarbe Mayor or Reguerón; the Palmeral de Orihuela; the La Pedrera Reservoir and its spillway to the river; the Wetland of Los Saladares, and more. We will plan for their proper connection, creating pedestrian and cycling green corridors, natural paths, livestock routes, trails, and local paths for enjoyment and appreciation. We will generate cultural, environmental, and ecological itineraries, highlighting the landmarks of our identity landscapes to enhance the value of our unique territorial identity.

## 4.1. Urbaning planning and housing

- We will once again express our opposition to the Territorial Action Plan for the Vega Baja (PAT).
- The revision of the Urban Development Plan (PGOU) of Orihuela will be resumed. In the meantime, we will focus on the existing legal instruments and planning tools, without giving up on orderly progress and promoting job creation and employment.
- The catalog of protected areas in the PGOU will be reviewed and updated.
- We will enhance the efficiency in the management of urban licenses (ECUV) and responsible declarations.
- We will convene all urban developers to gather first-hand information on the issues affecting the development of residential areas, and we will establish agreements to address management issues, development of green spaces, facilities, and municipal acceptance of completed works.
- We will work towards reducing the timeframes for granting licenses and will strictly adhere to their fulfillment.
- The Urban Services in the coastal areas will be strengthened to avoid unnecessary travel and facilitate closer interaction between local administration and citizens.

## 4.2. Environment and Natural Environment

The municipality of Orihuela has a rich environmental and rural heritage. It is



our responsibility to ensure its protection for future generations. Preserving our environment is protecting our lives. Nature conservation, along with the sustainable use of its resources, is a challenge that the Popular Party of Orihuela fully embraces and will achieve. We will contribute by implementing relevant measures, always from a local perspective, to improve air quality, reduce fossil fuels, responsibly manage resources, and properly plan the territory to protect nature and the landscape.

- We will implement the Green Infrastructure Plan in the municipality, preparing projects and actions aimed at applying for grants from higher authorities.
- We will create a caravan parking area in Orihuela and the coast, regulating its use.
- We will request the classification of Sierra Escalona as a Natural Park from the Valencian Government and promote the creation of an interpretation center in our municipality of Torremendo, in the world's largest nesting reserve of the Eurasian Eagle-Owl and one of the largest habitats for Genets and Wild Cats.
- We will demand annual maintenance of ramblas and ravines within the municipal area.
- We will replace the lighting in all municipal buildings and schools with LED lights.
- We will carry out an environmental education campaign throughout the municipality to encourage the installation of school gardens.
- We will demand and collaborate with the Valencian Government to implement tertiary treatment in the wastewater treatment plants in our municipal area.

### 4.3. Beaches and coastline

Our beaches are recognized and accredited by official certifications from organizations and institutions that monitor and control quality criteria: Blue Flags, Blue Path, "Q" quality tourism certifications, Sicted distinctions, Qualitur flags for quality and the environment. With their 16 kilometers of golden sands and some rocky cliffs, they form a landscape with native Mediterranean flora. Thousands of tourists choose this enclave for its privileged geographical location and perfect climatic conditions, allowing them to enjoy the beaches all year round. We will continue to strive for improvements in the surrounding conditions to enhance their promotion and enjoyment.

- We will continue to work towards the overall improvement of our beaches, seeking quality management certifications, a fundamental marketing and advertising tool to promote our Blue Flags and Quality distinctions.
- We will create agreements with the property owners for the rehabilitation and enhancement of the Cabo Roig Tower (BIC). We will improve access and enable visits, creating an additional tourist attraction on Cabo Roig Beach.
- We will work with the Ministry of the Environment to implement necessary actions to guarantee coastal stability and limit marine intrusion on our beaches, implementing measures to prevent damage caused by intense

and frequent storms.

- We will promote the environmental restoration of the Rio Nacimiento estuary, balancing the use and enjoyment of the natural beauty of the area with the beach itself.
- We will construct three floodable parks at the heads of the main ravines that flow into our beaches, intercepting upstream runoff, reducing the flow and velocity of water that causes havoc on the beaches during heavy rainfall.
- We will develop the coastal path along the coast, extending the promenade along the 16-kilometer stretch facing the sea, resolving the current issues of occupation of the coastal domain.
- We will transform La Caleta Beach in Cabo Roig into a year-round beach, organizing activities and providing appropriate services for enjoyment throughout the seasons.
- We will improve accessibility to the beaches, taking action on foot showers, sidewalks, and fences.
- We will explore the bidding of a specific contract for beach infrastructure, foot showers, surveillance and lifeguard services, accessible toilets, walkways, etc., separating these services from the current coastal road maintenance.
- We will ensure the effective and transparent management of beach bars (chiringuitos), anticipating and addressing any emergencies with appropriate planning.
- We will renew the signage of the beaches and the coastal environment, unifying graphic and standardization criteria to align with current distinctions.
- We will dedicate and promote protection and enhancement measures for the natural areas of our beaches, such as the Cabo Roig Marine Reserve, Aguamarina micro-reserve, Zenia dunes, Estacas micro-reserve, and Playa Mosca areas.
- We will encourage a Youth Event (JUVE) on the beach at the end of the school year for all schools in the municipality, promoting the enjoyment of nautical activities for everyone.
- We will provide support and collaboration with the nautical clubs, Marina Cabo Roig and Dehesa de Campoamor Nautical Club, thus promoting nautical activities. In collaboration with the clubs, we will organize summer courses for sailing, surfing, kayaking, and rowing.
- We will install bio-healthy exercise equipment in the beach areas. The use of these fitness devices helps adults increase and improve their physical condition and encourages social interaction.
- We will regulate the use of Cala Cerrada Beach for surfers.
- We will promote the recovery of sand on the beaches most affected by storms in coordination with the State Coastal Service.
- We will increase municipal public transportation between residential areas and beaches through the implementation of the Municipal Public Transportation Network.
- We will review the urban furniture and protective railings in the coastal areas due to their exposure.









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# 05

## OUR FESTIVALS AND TRADITIONS FOR EVERYONE TO ENJOY

From the Partido Popular, we will continue to encourage and promote the traditional festivals of Orihuela, its districts, and the coast, as part of our cultural heritage.

- We will create and support the Orihuela-Costa Festival Commission.
- We will reinforce and promote the traditional festivals for our international residents.
- We will organize “The Festival of Europe” on the coast, featuring pavilions and tents representing different nationalities, promoting and showcasing their culture, cuisine, dances, traditional costumes, and more.





**ORIHUELA,  
AS YOU WISH  
TO SEE IT.**

**ORIHUELA  
TOGETHER**