



**GIJÓN CITY COUNCIL**

**LOCAL AGENCY FOR ECONOMIC PROMOTION AND EMPLOYMENT**

**LOCAL COMMERCE PLAN**

**LOCAL PLAN FOR TRADE ORGANIZATION**

**- PLOC-Gijón-**

**Fin-URBACT meeting**  
Gijón, 15th June 2010






**GEOGRAPHICAL LOCATION AND SOCIECONOMIC CONTEXT**



- 28 km. from Oviedo and 23 Km. from Avilés.
- 281,000 inhabitants (26% of Asturias region)
- 30,000 inhabitants from closed population (Caravia, Carreño, Colunga, Villaviciosa).
- Activity: Industry and Services
- Pioneer in Employment Promotion, Business Promotion and Equal Opportunities Programmes (1988 1<sup>st</sup> Gijón Local Development Agreement)
- Dynamic net of associations (1,200 associations)
- Wide provision of amenities and public services
- Important centre for tourism, culture and leisure








Local Promotion and Employment Policies:  
**LOCAL AGREEMENTS**

- Gijón '**Strategic Plan**' 2002-2012
- Agreement '**Gijón for Employment**', 2000-2003
- Agreement '**Entrepreneurship Gijón**', 2004-2007
- Current: **Gijón INNOVA, 2008-2011**

- **Social Commitment:** Local Government, Main Trade Unions and main Businesses Association (UGT, CCOO, FADE)
- **Co-financing:** Asturian Government






Local Agency for Economic Promotion and Employment  
**Gijón INNOVA, 2008-2011**

**STRUCTURE** based in the following 5 Axis:

- I.- Employment
- II.- Training
- III.- Information Society
- IV.- Economic Promotion and Innovation
- V.- **COMMERCE** and Tourism



**GijónInnova**  
 Ayuntamiento de Gijón/Xixón  
 Agencia Local de Promoción Económica y Empleo

**V.-COMMERCE AND TOURISM PROGRAMMES:**

**V.I.-LOCAL COMMERCE PLAN:**  
 General AIM: Comprehensive support to local traders in order to increase their competitiveness.

**V.II.-TOURISM STRATEGY:**  
 General AIM: Maintain the growth of the tourist destination.



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**V.I.-LOCAL COMMERCE PLAN**

**Specific AIM:**  
***‘Consolidate the city of Gijón as a major center for commerce’:***

- Promoting **technological** modernization, **quality** and **commercial** management.
- Preserve and revitalize crafts, maintaining Asturian **cultural heritage** while promoting **new sources of employment**.

## V.I. Local COMMERCE PLAN

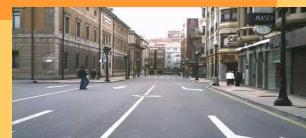
### ACTIONS:

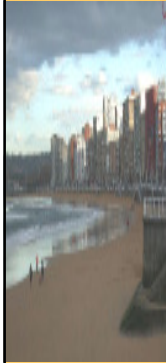
- 1<sup>a</sup>) Development **Local Plan for Trade Organization.**
- 2<sup>a</sup>) **Promotion of Local Trade** through innovation, quality and technological upgrading of premises and shopping areas.
- 3<sup>a</sup>) Development of **suitable commercial urban planning**, modernization of premises and facades.
- 4<sup>a</sup>) Boosting trade in **handcrafts.**
- 5<sup>a</sup>) Carry out specific projects involving **business cooperation** and participation of local business groups.



## LOCAL PLAN FOR TRADE ORGANIZATION

- **Aims, purpose of 'PLOC- Gijón':**  
*Get an efficient commercial NET, modern and competitive for matching to consumers' needs*
- **Two phases:**
  - 1.- Carry out a **study and research** to be used as a guide for actions: analysis of demand and supply.
  - 2.- **Programme of activities:** actions for commercial fostering and actions for town planning and urban development.





## LOCAL PLAN FOR TRADE ORGANIZATION

### A.- Main landmarks for drawing up the PLAN (I)

1) 15th december 2005: '**Sectorial guidelines for commercial equipment**' was ratified by Asturias Government.

**Main aim:** Organize the commercial spaces and satisfy consumers' shopping needs. Support urban and historical centers in cities and their commercial equipments. Try to improve the citizens' quality of life.

**Art. 31** - Define the main guidelines to drawing up the Local Plans for Trade Organization.



## LOCAL PLAN FOR TRADE ORGANIZATION

### A.- Main landmarks for drawing up the PLAN (II)

2) 2007: **Process of discuss** (Regional and Local Government, Shopkeepers' Union and Chamber of Commerce).

3) February 2008: A **Monitoring Committee** was setting up.

4) December 2008: The Plan was carried out by an external organization.

5) 13th October 2009: PLOC-Gijón was ratified by Local Government.

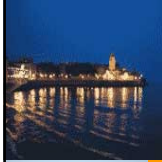
6) 30th April 2010: PLOC-Gijón was ratified by Asturian Government.

## LOCAL PLAN FOR TRADE ORGANIZATION

### B.- Estructure of the PLOC- Gijón

- **It's based on the following 8 AXIS:**

- 1.- Commerce and the City of Gijon: location criteria.
- 2.- Commerce and Urban spaces: shopping urban development.
- 3.- Monitoring the urban commercial mixing.
- 4.- Innovation.
- 5.- Commerce and consumers' services.
- 6.- Commerce, training and employment.
- 7.- Business associations.
- 8.- Tools to support commercial SMEs.



## LOCAL PLAN FOR TRADE ORGANIZATION

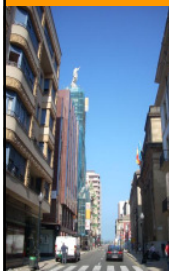
### c) Main Actions (I):

#### **1.- Actions for *TOWN PLANING* and Urban development :**

##### **9 Urban Shopping Areas (ACUs).**

*'Encourage and strengthen the coordinated role of the commercial activity'*

- Considering the commercial activities **according the regulations in town planning.**
- Suggestions about **the commercial offer.**
- Establish the minimum ratio in commercial offer. **The commerce in the urban areas.**
- Increase the number of **Parking cars.**
- **Open Shopping Centers.**
- Commercial Analysis ( **Monitoring Comission**).

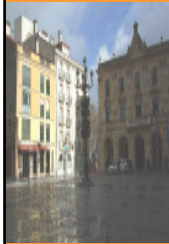




## LOCAL PLAN FOR TRADE ORGANIZATION

### c) Main Actions (II):

- **Urban development in shopping Areas (ACUs)**  
*'Strengthen to the development of commercial and leisure places'*  
**"Urban Commercial Map of Gijón".**

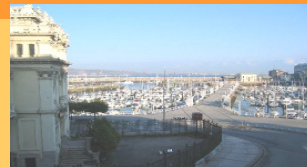


## LOCAL PLAN FOR TRADE ORGANIZATION

### c) Main Actions (III):

**2.- Partnership AGREEMENT between Gijón City Council and Shopkeepers' Union, to promote the Local Urban Trade-2010.**

- **Two Programmes:**
  - 1.- OPEN SHOOPING CENTER of 'La Calzada'.**
  - 2.- Gijón as an Open Shopping Center:** business management and customers' loyalty.



## LOCAL PLAN FOR TRADE ORGANIZATION

### C) Main Actions (IV):

#### **Programme 1.- Open Shopping Center of 'La Calzada'.**

##### **1.1- Commercial Promotion:**

- Contest of Vouchers and details in 'Key dates'.
- Distribution of shopping paper bags with the corporate image.
- Dissemination: newspapers, WEB [www.comerciodegijon.com](http://www.comerciodegijon.com), and others
- Quality Brand - UNE 175001
- Training for employees and employers



## LOCAL PLAN FOR TRADE ORGANIZATION

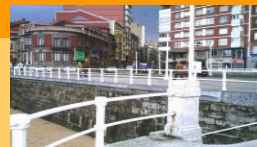
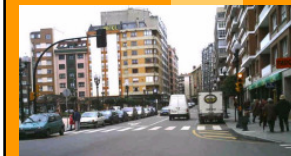
### c) Main Actions (V):

#### **Programme 1.- Open Shopping Center of 'La Calzada'.**

##### **1.2. Management of the Public Space.**

- Improvement of urban surroundings
- Improvement of environment

##### **1.3. Business Management**







**LOCAL PLAN FOR TRADE ORGANIZATION**  
**c) Main Actions (VI):**

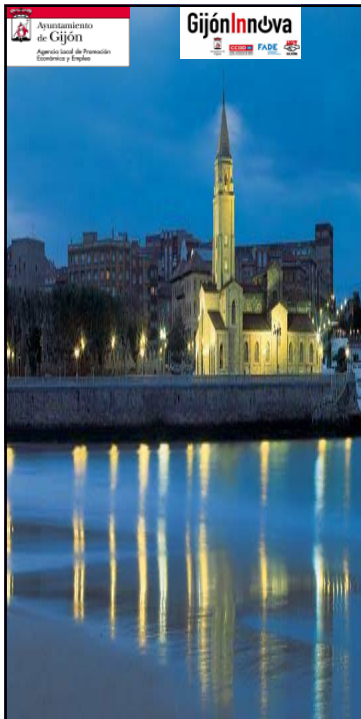
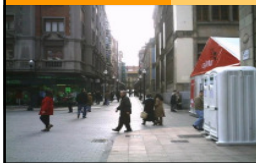
**Programme 2.- Gijón as an Open Shopping Center: Business management and customers's loyalty.**

Subprog. 2.1. A Loyalty card for customers  
*'Gijón as a whole present'.*

Subprog. 2.2. **Promotion of commercial supply** through different accesories for sales.

Subprog. 2.3. **Promotion of commercial supply** through ICT.

[www.comerciodigital.TV](http://www.comerciodigital.TV)



**THANK YOU  
FOR YOUR ATTENTION**

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