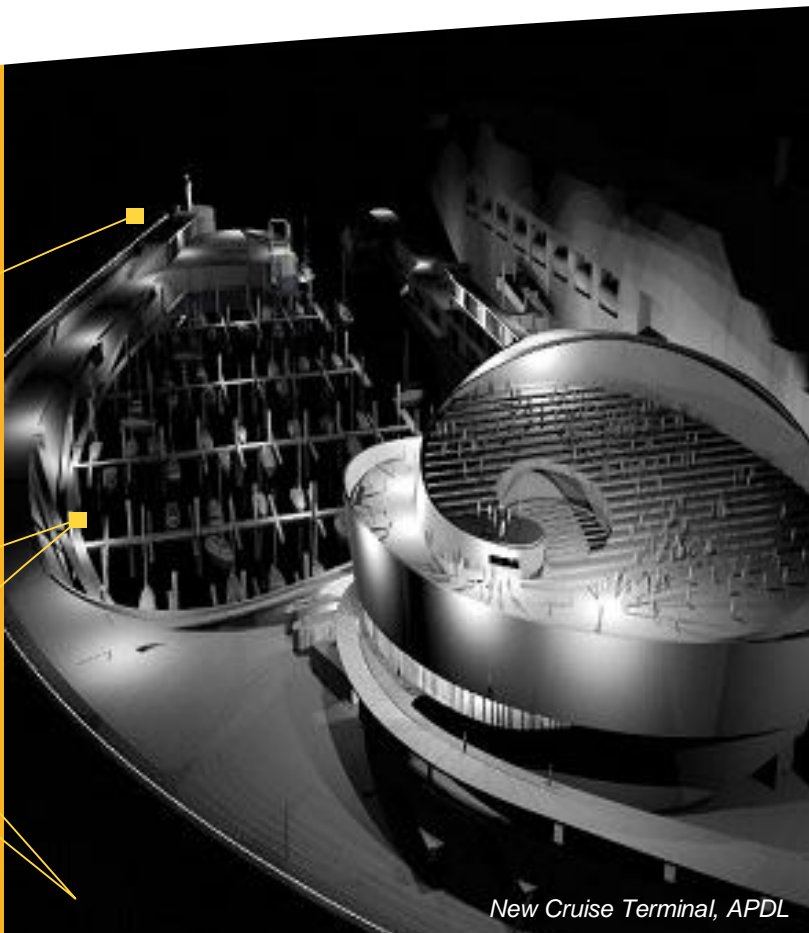


## The New Cruise Terminal of Port of Leixões: an opportunity to promote the North Region of Portugal as a Touristic Product

URBACT II



New Cruise Terminal, APDL

# Local Action Plan City of Matosinhos / Port Authority of Leixões (APDL) Portugal

July 2011

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# 1 Introduction



*New Cruise Terminal, APDL*

## 1.1 Synopsis

The URBACT Thematic Network CTUR - Cruise traffic and urban regeneration of the city port heritage seeks to sustain partner cities, regions and port authorities to actively address and improve practices in relation to the theme of Cruise Traffic and Urban-Port Heritage within the wider framework of the sustainable development of the port cities. The aim of the project is to develop new methods for integrated urban renewal of specific types of deprived areas, to examine and manage new partnerships for integrated urban development, to link the various partners in the project to their regional or national operational programmes, and to assist partners to develop and identify good practice project proposals.

Cruise tourism has now become a new market for the ports. In the past 10 years, this market has literally exploded with over 10 million people who embark each year on large ships. This phenomenon does not only concern the southern ports nor the ones disconnected from merchandise flows. It also concerns the northern ports and all the big trading ports.

For the waterfront development, cruise activity is offered as a strong element of the port cities will to develop and reinforce the urban tourism industry contributing to solve the tensions between port functions and urban functions, to answer to inhabitants' aspiration in terms of employment, quality of life, housing and satisfying offers of equipment and public spaces.

Considering the key problems and challenges pointed out by all CTUR partners, the main topic *Cruise traffic and urban regeneration of the city port heritage as a key for sustainable economic, social and urban*

*development* was structured along three general themes which analyze it with an integrated approach. They can be described as follows:

### 1. Transforming, regenerating, adapting the physical and environmental components of the “port-city system”:

- Increasing the **attractiveness** of the port city: creation/modernization of port infrastructures and facilities that support cruise traffic; improving and strengthening cultural and commercial infrastructures; adding recreational and cultural places in port areas; neutralizing of the negative ‘gateway’ effects.
- Improving port **accessibility** (multi-modal transport connection at urban and regional scale); improving passenger mobility; reinforcing safety inside the port and at the city-port interface.
- Developing **functional diversity** at the city-port interface and renewing obsolete port areas.
- Protecting and enhancing the port's **architectural heritage**, re-using industrial port symbols, like highly valuable warehouses, and increasing the iconic and identity value of the port.
- Solving problems concerning **pollution** and contamination in port areas.
- Management of negative cruise traffic **impacts on the environment**.

## 2. Cruise traffic and port heritage as economic and social benefits

- **Evaluation of the cruise and tourism impacts** on the local/sub-local economy in order to identify strengths and weaknesses and build an efficient port city strategy (Research of methodological approaches).
- **Development of the cruise industry sector** in the port city revitalising the maritime tradition and know how in a global approach: attracting the cruise industry head-quarters; proposing **training courses and vocational education** adapted to the skills required by the cruise industry and tourism activities associated (land based and onboard jobs; skilled jobs in the tourist sector, etc.).
- Awakening the local economic sphere to the cruise challenges: offer of specific products and services; adaptation of the **time of the city to the cruise calls**; proposing **innovative tourist guides and routes**; consciousness raising to **re-use the port heritage** in an economic but also in a social way.
- Allowing and encouraging **the access of young and low-qualified workers** to the employment opportunities in the cruise and tourism sectors.
- Orienting the positive cruise and tourist impacts towards the **derelict neighbourhoods**.
- Offer of **social housing** in mixed programmes developed on the obsolete port areas.

## 3. Planning and managing the cruise development within a global port city project

- Institution of good (better) **governance between port, city and other local stakeholders** including the citizens.
- Development of **public-private partnerships** in economic and social matters.
- Conception of new tools to allow, encourage and integrate the **participation of the citizens** in the decision-making process.
- Conception of **innovative planning tools** to transform and organize the city port in an integrated vision.
- Creation of **innovative communication tools** to promote, in a global dimension, the port city and its features (specific know how and skills; tourist potentialities, etc.).

The CTUR project is established under URBACT II EU Programme and the output of this project is the elaboration of Local Action Plans focused on the cruise tourism opportunities connected to the sustainable development and regeneration of deprived or under-utilised areas on the waterfront, and to allow for the preservation of waterfront heritage buildings

## 1.2 The URBACT II Programme

URBACT II is a European exchange and learning programme promoting sustainable urban development, to enable cities to work together and to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT is 300 cities, 29 countries and 5,000 active participants. URBACT is jointly financed by the European Union (European Regional Development Fund) and the Member States. Following URBACT I (2002-2006), the URBACT II (2007-2013) European exchange and learning programme promoting sustainable and integrated urban development takes part in implementing the Lisbon-Gothenburg Strategy (priority to competitiveness, growth and jobs).

### Methodology

Each partner city in a Thematic Network commits to developing its own Local Action Plan as an output of its participation in the network. Where as cities are the core target of the programme, it is important that National and Regional Authorities having responsibilities in the urban areas concerned are associated to networking activities as much as possible. In order to allow for an effective impact of network activities on local policies, each partner in a thematic network sets up an URBACT Local Support Group. Involvement of relevant partners at local level is a core component of the URBACT II methodology for enhancing urban sustainable development policies. The ULSG gathers the local key stakeholders concerned by the issues addressed within the network and by the city's LAP to be developed. Their

composition depends on the theme and on the type of project and partner.

### Objectives

URBACT enables European cities to work together and to develop effective and sustainable solutions to major key urban challenges. Each project brings together 6 to 12 cities or other partners during two to three years and focuses on a specific urban issue.

Specifically, URBACT aims to:

- Facilitate the exchange of experience and learning among city policy-makers, decision-makers and practitioners;
- Widely disseminate the good practices and lessons drawn from the exchanges and ensure the transfer of know-how;
- Assist city policy-makers and practitioners, as well as managers of Operational Programmes, to define action plans for sustainable urban development.

## Priority Axes

URBACT is structured along 3 Priority Axes:

### **Priority Axe 1 - Cities, Engines of Growth and Jobs**

- 1.1. Entrepreneurship
- 1.2. Innovation and knowledge economy
- 1.3. Employment and human capital

### **Priority Axe 2 - Attractive and Cohesive Cities**

- 2.1. Integrated development of deprived areas and areas at risk
- 2.2. Social inclusion
- 2.3. Environmental issues
- 2.4. Governance and Urban planning
- 

### **Priority Axe 3 - Technical Assistance**

## The Programme Area

The programme area consists of:

- The EU 27 Member States (so-called Member States)
- Norway and Switzerland (so-called Partner States). Partners from these countries cannot make use of ERDF allocations, but can participate at their own cost.
- Instrument for Pre Accession (IPA) countries. Partners from IPA countries can participate in operations using IPA funding, without receiving ERDF co-financing.
- Other countries. Partners from other countries, anywhere in the world, can participate with their own funding.

## 2 The City of Matosinhos







## 2.1 Overview

Situated on the Atlantic coastal strip, Matosinhos is the 8th most populated municipality in the country (third in the metropolitan area), concentrating 11% of the metropolitan population in 3,9% of the surface area of the metropolitan region. The municipality grew from 25 to 175 thousand inhabitants, from 1900 till 2010.

It is from its privileged location, the richness of both sea and land, the presence of the Port of Leixões and the conciliation of these factors with the initiative, creativity and enterprising capacity of its people, that Matosinhos derives so much of its singularity. These are factors that determine the attractiveness of Matosinhos for the setting up of certain industries, such as the canning industry, which experienced a golden era, and which left evidence of its presence on the urban landscape.

In Matosinhos, men's history has left traces of a millennial civilizational journey. Its memories, rich in traditions, cultures and civilizations, still lives in a rich heritage, which bounds past to renovation and modernity. Matosinhos' gastronomy vastly benefits of its closeness to the sea. The restaurants and seafood houses guarantee great meals to every tourist, whether he prefers fish or meat.

Trade predominates in the economical basis of Matosinhos, which represents 38% of employment. The manufactory industry is the second highest employment activity with a weight of 17%. The group of activities: trade, transformation industry, real estate and transport and communications, represents 80% of employment in Matosinhos.

According to the census in 2001 the resident employment reached 78877 people, of which 1,1% was in the primary sector, 31,7% in the secondary sector and 67,2% in the tertiary sector. This is clear evidence of a strong

tertiary economy when compared with the average for GAMP and with the national average, territories where the tertiary represents 58% and 59,9% respectively of total employment.

Since the moment of its inauguration (1892), the Port of Leixões has made its presence felt and left its mark on the development of the municipality of Matosinhos by way of a multitude of interactions which have been, and in fact still are, reflected in local land, economy and society. The intensity of the relationship between port and city areas has given rise to decisive moments, which have greatly contributed to the economic and social development that both areas have experienced throughout their common history.

## 2.2 Physical and environmental components: analysis of the physic relationships between city and port

### Accessibilities

The port of Leixões has strong links with the area where it is located, which is vital for its full functioning. It is situated in an area of high population density and high industrial and commercial concentration, at the junction of important international routes. For this reason, it finds itself connected to the road, rail and air transport networks.

Located only 5 km from Francisco Sá Carneiro International Airport, the link with the main road network is done by principal and complementary routes.

Land access has benefited in recent years from significant improvements, carried out under the II Community Support Framework.

More recently the internal port link road (VILPL) was completed. This is a route dedicated only to port traffic, connecting the port of Leixões to the Interior Regional Road (VRI).

Related to public transport services, the city also provides access to the metro network, the bus lines and taxis. These transport services link the city of Matosinhos to the nearest cities, to the North of Portugal and to the rest of the country.

### Terminals Location

The existing terminal is situated in the north pier while the planned terminal will be situated in the south pier. This new location will be closer to the city of Matosinhos, although the existing terminal has less walking distance from the terminal gate to the city area.



1. Location of the Existing and Planned Cruise Terminals, Municipality of Matosinhos

### Distances

The following table identifies the distances between the cruise terminals and some city points. If we do not consider the port area (walking distance between the terminal and the gate to the city), the path will be shorter, of course. This situation is more visible in the case of the planned cruise terminal.

Origin	Destination	Distance (m) considering the port area	Distance (m) not considering the port area
Existing Cruise Terminal	City Centre	2295	2259
	Nearest Bus Stop	55	19
	Nearest Metro Station	1524	1488
	Nearest Car Parking	56	21
	Shopping Area	1492	1456
	Restaurants Area	506	470
Planned Cruise Terminal	City Centre	1690	973
	Nearest Bus Stop	1172	455
	Nearest Metro Station	1303	586
	Nearest Car Parking	1033	316
	Shopping Area	1135	418
	Restaurants Area	840	123

### 2. Distances between the cruise terminals and some points of the city, Municipality of Matosinhos

#### Car Parking

There are some car parking spaces available near the Terminals that could support them. In the existing cruise terminal, it is possible to park (surface and not supervised park) along the street joined to the port area. However, the number of cars that could park here is reduced.

Near the planned cruise terminal (not considering the port area) is possible to find three car parking spaces. The nearest car parking (316 m not considering the port area) is contiguous to the Matosinhos waterfront and it is underground and supervised. Regarding the other two car parking spaces, one is roofed and supervised and the other is not roofed and not supervised.

### Bus Stop

Concerning the nearest bus stop, the existing terminal is situated in a better place than the planned cruise terminal, because the distance that a tourist walks between the gate to the city and the bus stop is 19 meters in the existing terminal and 455 meters in the planned terminal. However, in this second situation it is possible to get more bus lines to other touristic spots.

### Airport

Analyzing the public transport services available between the terminal and the airport, the planned cruise terminal has more alternatives than the existing terminal. To travel from the planned cruise terminal to airport, a tourist could catch the bus, the metro or a taxi. If the destination is to the existing terminal, the bus and the taxi are the options.

The following table presents the transit time necessary to travel between the international airport and the terminals by public transports.

Origin	Destination	Public Transport	Transit time (aprox.)
International Airport	Existing Cruise Terminal	Bus	50 min
		Taxi	12 min.
International Airport	Planned Cruise Terminal	Metro	40 min.
		Bus	58 min.
		Taxi	15 min.

### **3. Transit time necessary to travel between the international airport and the terminal by public transports, Municipality of Matosinhos**

### **Status of the “environment”**

This section analyses the status of the “environment” along the whole pedestrian path connecting the cruise terminal to the city centre.

The existing cruise terminal isn't very close to the city centre of Matosinhos (2300 meters aprox.) and the visual interaction with the city centre from the terminal isn't immediate.



### **4. Paths from the Existing and Planned Cruise Terminals to the City Centre, Municipality of Matosinhos**

Along the route that connects the existing terminal and the city centre, the indications are insufficient and the indications in different languages don't





exist. The path is not sensible to disable people.

The pedestrian path between the existing terminal and the city centre is the follow:

- Street along the port: in this avenue it is possible to see restaurants, bars and some enterprises. The buildings are old, but some of them have already been regenerated. The avenue will also be improved.



- Drawbridge that connects the north side of the port and the south side: is possible to cross the bridge and see almost all the port area. This bridge was recently improved to be more functional and more pleasant to the pedestrians.



- Commercial and residential streets: after crossing the bridge, pedestrians have to walk along two commercial and residential streets. On these streets, the majority of the buildings are old, but with a good status of maintenance. Some of them have been regenerated. On the ground floor of these buildings it is possible to find many commercial stores and in the upper floors private enterprises/services and residences.



- City centre of Matosinhos: the city centre of Matosinhos is situated in the same place of the city hall and its pleasant garden. Around this area it

is possible to find commerce stores, enterprises, public services (schools, court of justice, police station, post office), residences and green parks.



In relation to the planned cruise terminal, the route is a little bit different, because when the pedestrians go out the port area, they are immediately near the city centre. If we do not consider the distance to walk inside the port area (that are being planned to receive the new cruise terminal), the pedestrians have to walk 970 meters (aprox.):

- Near coastal border: this is a recently improved area, with recent buildings and some green areas.



- Commercial and residential street: this is a long heterogeneous street, because it has segments with old buildings and segments with more recent buildings. Along the street it is possible to find restaurants (near the coastal border), commerce stores and residences.



- City centre of Matosinhos (already showed and described above).

# 3 The Port Authority of Leixões



*Port of Leixões, Porth Authority of Leixões*



### 3.1 Overview

With 5 km of quays, 55 ha of embankments and 120 ha of wet area, Leixões has excellent road, rail and maritime accesses and is equipped with advanced information systems for vessel's traffic control and management.

Representing 25% of the Portuguese foreign trade by sea and handling almost 15 million tons of commodities a year, the port of Leixões is one of the most competitive and versatile multi-purpose ports in the country. Around 3.000 vessels a year come through Leixões, carrying all sorts of goods: textiles, granites, wines, timber, vehicles, cereals, containers, scrap metal, iron and steel, alcohol, schnapps, sugar, oil, molasses, petroleum products, and even passengers from Cruise Liners.

At the confluence of important international routes, and only 5km away from the Francisco Sá Carneiro International Airport, the port of Leixões is situated in a zone of high industrial and population density.

Regarding road transport, the port of Leixões is connected with the longdistance trunk roads IP 1 and IP 4 and with the motorway-standard highways IC1/A28, IC 23 and IC 24/A41. The access between the port and these motorways was made by a dedicated fast way road, the VILPL (Via Interior de Ligação ao Porto de Leixões) that allows all heavy transport to be diverted to the town cities that surrounds the port (Matosinhos and Leça da Palmeira).

In terms of railway transport, the port is connected to the Portuguese rail network by the Leixões circular line.



5. Transport Network, Port Authority of Leixões

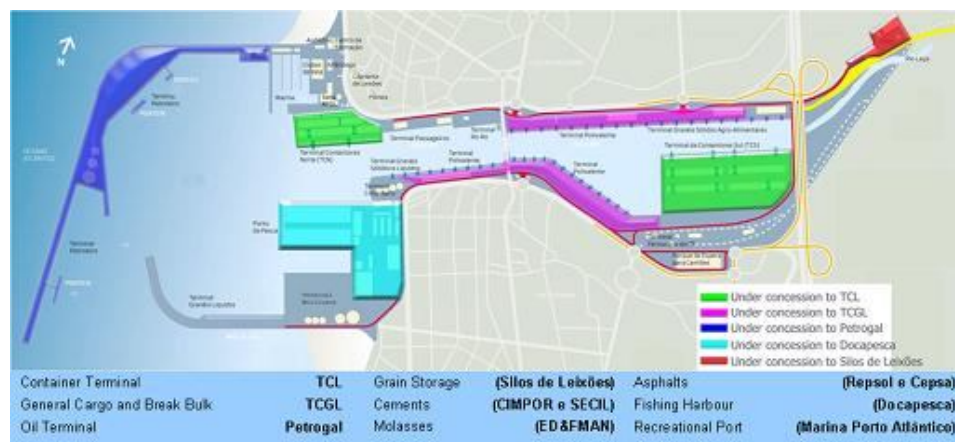
Benefiting from a strategic location with a hinterland rich in industry and commerce, the port of Leixões has a privileged position in the context of the European port system. It operates 365 days a year with high productivity levels and with reduced vessels turnaround time at the quays.

The Port Authority of the port of Leixões is exercised by APDL – Administração Portuária dos Portos do Douro e Leixões, SA (APDL), which is

a state-owned public limited company (100% owned by the Portuguese State).

The APDL promotes the development of the port activity of the port of Leixões and the management of maritime public domain. The APDL area under its jurisdiction comprises the Atlantic coast where the port of Leixões is located and the Douro River estuary.

APDL adopted the port management model of landlord port and almost all cargo handling operations are under concession to the private sector.



## 6. Port of Leixões Main Activities under Concession

As part of its business management and planning framework for future activity, APDL has prepared a Strategic Plan for the port of Leixões, which includes a Plan of Actions that has as goal the increasing the port's competitiveness and sustainable development.

The mission of the port is as follows: “to bring the port of Leixões to a benchmark position for the logistical supply chains of the Iberian Peninsula Atlantic coastal area”.

There are four essential development goals that shall be pursued in order to achieve the port of Leixões' mission:

- Consolidate and promote the port of Leixões brand in an integrated and consistent manner;
- Organise a high-quality package of services, adapted to the needs of the market;
- Endow the port of Leixões with the facilities and know-how to back up its activity;
- Strengthen urban integration and external accessibility.

APDL understands that the social and physical surroundings of the port of Leixões have changed significantly over the past 30 years.

The future of the port of Leixões depends of its capacity to be desired and recognized as crucial promoter of the Region and Matosinhos City development. In this way the “core” complementary functions of the port will guarantee the continuity and the reinforcement of its relation with the City and the Region.

Some best practices of urban integration have been developed by APDL in the last years as the Cantareira requalification in the bank of the Douro River.



**7.** *Cantareira requalification for the local fishermen community, Port Authority of Leixões*

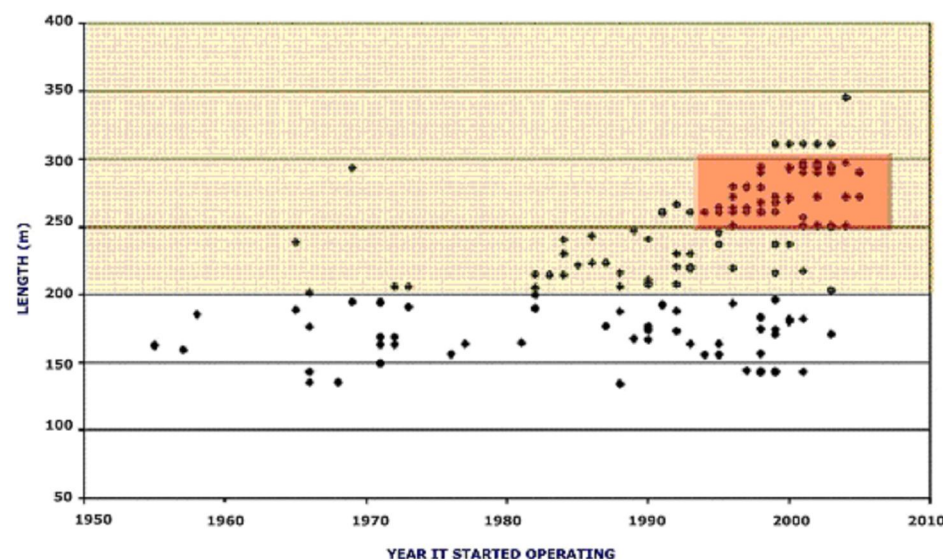
Within the Strategic Plan for the port of Leixões designed in 2004 there are various investments on going that intend the regional valorisation and development with employment geration.

The most important of them are the Logistic Platform and the New Cruise Terminal of Leixões.

The New Cruise Terminal of the Port of Leixões is the largest project in development that opens the port of Leixões to the city.

The great potential of the cruise market has significantly influenced the number of players in this industry and also the length of the ships that are being built.

The following table shows the increase of the cruise ships over the past fifty years.



**8.** *Cruise ships evolution between 1950 and 2010, Port Authority of Leixões*

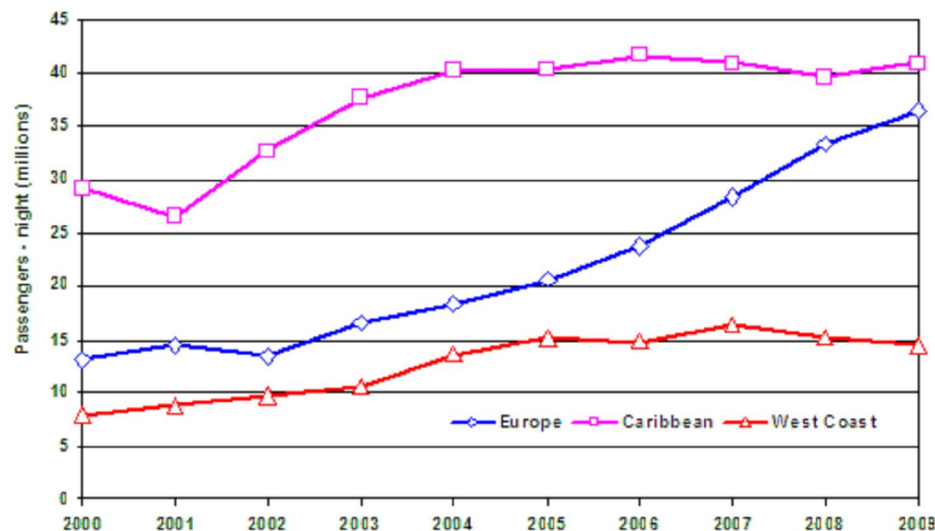
The new Leixões Cruise Terminal will allow the port of Leixões to accommodate the latest generation of vessels that are being built, as the port will be able to receive vessels up to 300 m length.

Currently, the main world cruise regions are located in the US West Coast, Caribbean and in Europe. The European market covers three sub-regions: (i) the Mediterranean; (ii) the North of Europe; and (iii) the Atlantic Coast, including the Atlantic Islands.

Notwithstanding the cruise tourism growth worldwide since the 90s (annual average rate of 10.6%), it is slated that the cruise industry will grow further in the forthcoming years.



The following table shows the market growth evolution in terms of passengers per night (million) between 2000 and 2009, for the abovementioned cruise regions.



9. Passengers per night between 2000 and 2009, Port Authority of Leixões

Over the past 10 years (1999-2009) worldwide cruising demand has increased by 97%. In this period, the number of passengers doubled from 8.59 million to 16.93 million passengers.

Despite the industry slowdown, over the past few years, in the west coast and in the Caribbean, it is expected to pick up again as the global economy recovers gradually from the downturn.

Although the American region represents the most mature cruising market, with majority of passengers originating from the USA, it still is underdeveloped but with huge potential.

Europe is the second largest market after North America, and the fastest growing market.

From 2007 to 2010, the average number of cruise ships visiting the port of Leixões was around 46. These cruise ships were small ships and carried an average of 500 passengers.

With the new cruise terminal, big cruise ships are expected, carrying an average number of 1,500 passengers.

In this context, projections, provided by APDL, assume that the current number (46 ships) of small cruise ships will remain at the same level throughout the 2011-2037 period, and the number of big cruise ships will increase from 20 in 2011 to 74 in 2024, stabilising at this level for the remaining period.



10. Cruise ships at Port of Leixões, Port Authority of Leixões

# 4 The Local Action Plan



South Quay, Port Authority of Leixões

## 4.1 Basic description of LAP intervention area

The LAP developed by the Municipality of Matosinhos and the Port Authority of Leixões pretend to be a guideline in order to develop the tourism of Northern Portugal and, in particularly, to prepare the city of Matosinhos to welcome the cruise passengers.

This document includes 4 main actions:

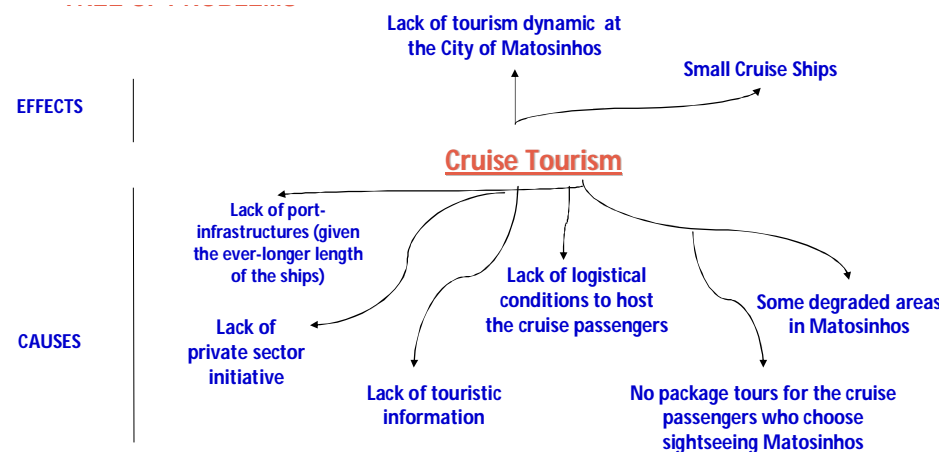
- Creation of a New Cruise Terminal at Port of Leixões;
- Requalification of the surrounding urban area;
- Park of Science and Technology;
- Improvement of the touristic information.

### The focus area

The Port Authority of Leixões is responsible for the construction of the New Cruise Terminal, which will be built on the south pier of the harbour, near the Matosinhos beach. The municipality of Matosinhos is on charge of the “Quadra Marítima” Project area, which is situated between the port area and the Matosinhos waterfront.

The waterfronts were recently renovated with intervention of recognized Portuguese architects (namely Siza Vieira and Souto Moura) and nowadays became pleasant spaces, full of people, light and life.

## Problems and challenges



11. Tree Problems, Municipality of Matosinhos and Port Authority of Leixões

The main challenges to promote the cruise tourism in the Port of Leixões are: lack of infrastructures of the port to receive ever-longer length ships, lack of the private sector initiative, insufficient promotion of the Region tourism potential, lack of logistical conditions to host the cruise passengers, existing of some degraded areas in the city and no package tours for the cruise passengers who choose to do sightseeing in Matosinhos.

For these reasons, the cruise tourism dynamic in Matosinhos do not exist in a large scale.

The LAP aims to put together a group of entities that could discuss the mentioned difficulties and get good solutions to improve the cruise tourism.

## 4.2 The local actors: Local Support Group

The municipality of Matosinhos and the Port Authority (both CTUR partners) identified a group of entities that could contribute to achieve the LAP objectives. In this group is possible to find the managing authority, the universities and one association.



### Municipality of Matosinhos

The Municipality is in charge of the CTUR Project.



### Port Authority of Douro and Leixões

The Port Authority is in charge of the CTUR Project.



### North Regional Coordination and Development Commission

The Managing Authority is the entity that support on the structural funds that we can apply in our projects.



### High School of Design

This public high school has the role to improve infrastructures, to promote creative initiatives, to improve public spaces, and to create an innovative space for cultural and tourist information.



### University of Porto

The University is acting as an 'incubator' to create new technology based enterprises and to promote the transfer of technology between the university and the market. It is now building a 'sea campus' dedicated to marine technologies, with a space for new enterprises.

### Restaurants Association "O Peixe à Mesa"



The restaurants association is an important economic and touristic activity, so they are mainly a target group.



## 12. Municipality of Matosinhos / Port Authority of Leixões ULSG Scheme

<i>ULSG Meetings</i>	
11.05.2009	Organization of the 2 <sup>nd</sup> CTUR Seminar in Matosinhos
15.05.2009	Start of LAP Development – First orientations
19.05.2009	Conference with all ULSG members and explanation of the CTUR Project and the Matosinhos/APDL LAP
21.05.2009	Discussing of LAP first draft and organization of the 2 <sup>nd</sup> CTUR Seminar in Matosinhos
21.09.2009	Prepare the CTUR Conference in Trieste
23.11.2009	CTUR LAP development
09.03.2010	Prepare the CTUR Conference in Alicante and Valencia and CTUR LAP development
11.06.2010	CTUR LAP development
27.08.2010	CTUR LAP development and First Provisional Report
14.01.2011	CTUR LAP development and managing authority support
20.01.2011	CTUR LAP development
13.04.2011	CTUR LAP development
22.06.2011	CTUR LAP development. Final orientations

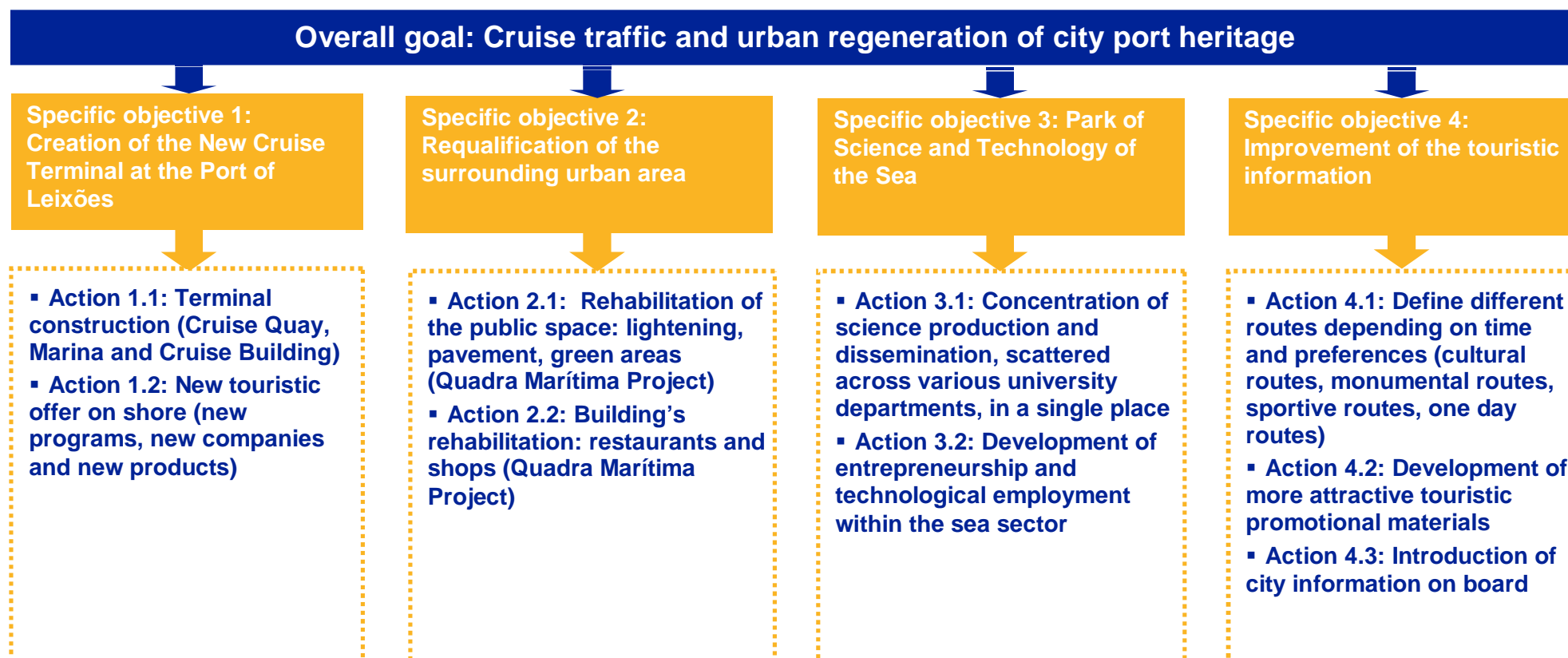
ULSG Thematic Meetings			
Themes	March-June 2010	July-October 2010	November 2010-February 2011
INFRASTRUCTURE Accessibility	3 meetings	1 meeting	
HISTORICAL AND CULTURAL HERITAGE Buildings and lighting		2 meetings	2 meetings
QUARTER IDENTITY ECONOMICA AND SOCIAL IMPACTS Economic development			3 meetings



## 4.3 Main aims and objectives of the Local Action Plan and proposed actions

### Annex 1: main aims and objectives

New Cruise Terminal of the Port of Leixões: an opportunity to promote the North Region of Portugal as a Touristic Product





## Objective 1: Creation of the New Cruise Terminal at the Port of Leixões

The New Cruise Terminal is a project of the Port Authority of Leixões which seeks to create conditions for the development of Cruise Tourism, a segment with great potential for growth worldwide, namely in Europe.

The project will allow for the development and tourist promotion of the Northern Region of Portugal which already benefits from the classification of the Old Town of Porto and the Demarcated Region of the Douro as Heritage of Humanity by UNESCO.

This new terminal, which will launch the port of Leixões on a worldwide scale, shall include a new mooring berth for vessels up to 300 metres long, a marina with 170 berths and a Passenger Station, becoming a relevant instrument from the perspective of strengthening the role of Leixões as an infrastructure for receiving cruise vessels and in terms of integration of the port of Leixões in the urban surroundings.

The terminal building, besides a passenger terminal, will also house the Science and Sea Technologies Centre of the University of Porto, in the context of the creation of a Science and Sea Technology Park.

The New Cruise Terminal at the Port of Leixões is a case-study in terms of characteristics and project evolution.

The questions of the urban integration of the Leixões port were already presented in the 2004 Strategic and Development Plan of the Port of Leixões:

- What coexists better with the city and its citizens?
- What to do with the Former Health Inspection building, which has a high patrimony value?

After, in the project phase, there were three scenarios for the New Cruise Terminal and won the most touristic option, which includes the marina.

The relation with the city was a priority: by one side, put tourists in the city and by other hand, put citizens in the port.

In addition, another dimension of the urban integration was introduced: more institutional (less physical) and more regional (less urban).

Another interesting element was the participation of the University with the:

- Maritime Research Centre;
- Application form to the European Community Funds;
- Contract established on 29 September 2009, within the application form preparation, between:
  - APDL (Port Authority)
  - And the Oporto University.

More recently, the promotion of the New Cruise Terminal is on going with the CAE – Cruise Atlantic Europe creation and with new markets in analyses, like Brazil.

Another dimension: the training initiatives in the Region and in the city of Matosinhos for new cruise tourists reception.

### Action 1.1: Terminal construction

The New Cruise Terminal is installed in the South part of the port, just 3 km from the city of Porto, and comprises:

- **New Cruise Quay**, with 340 m of total quay length and -10 m (ZHL) depth already concluded;
- **Cruise Terminal Building**, an emblematic building of the city of Matosinhos, which includes the Passenger Station with several amenities for transit cruise liners or turnaround cruise vessels. With no limit capacity for passengers in transit and with capacity for 2,500 passengers in

turnaround (available from 2013);

- **A River-sea Quay** for the mooring of vessels that will provide tourist routes in the River Douro;
- **A Nautical Recreational Port** for 170 vessels and essential support services for vessels as well as convenience areas and support facilities for sailors.



**13.** *New Cruise Quay concluded, Port Authority of Leixões*

## Action 1.2: New touristic offer on shore

The APDL is investing strongly in the dynamic factors of competitiveness within the cruise sector.

In terms of new touristic offer, within the Cruise Atlantic Europe network the APDL developed:

- A new and more attractive site;



**14.** *Cruise Atlantic Europe website, Port Authority of Leixões*

- A new brochure that show some interesting touristic attractions of the destinations;
- A study for the design of the tourism product “Atlantic Europe as a Cruise Destination” and analysis of its technical and economic feasibility;

- Photos and video images of Porto Metropolitan Area and North of Portugal Region;



**15.** Douro River Valley – UNESCO World Heritage, Port Authority of Leixões

- Thematic videos and brochures “Saints & Sinners” “Castles & Kings” and “Oysters & Oruja”;
- Defined Tours for the Cruise Companies;
- Data collection for the production of the Tours Brochure.

In addition others initiatives are in development like:

- The promotional material creation to support the Cruise Itinerary for the Portuguese Ports;
- Training Seminar oriented to the different economic agents with the participation of recognized international experts;

- Meetings with different groups of economic agents that participate in the value chain of the Cruise Tourism;
- Young people training in the cruise tourism sector;
- FAM Trips with Shore Excursion Managers.

## Objective 2: Requalification of the surrounding urban area

The “Quadra Marítima” Project is an initiative of the Municipality of Matosinhos to develop an urban area very important to the city. In this area is possible to find the majority of the commercial activities where a large number of people walk to shop or to work. The buildings density is evident and this area has some notable cultural elements. The “Quadra Marítima” area is different of others city sectors because it diversity in offer, where exists a relation between the old city and the recent urban requalification.

This project intent to be a guideline to other projects, such as the interventions related with the construction of the New Cruise Terminal, the Marina/Leisure Harbour, or the Serpa Pinto Street traffic control.

The New Cruise Terminal is an opportunity to develop the city into a gate to the cruise passengers that travel to visit other points of the region or just prefer to stay near the cruise terminal.

For this reason, Matosinhos must be a city of excellence, where tourists can live good experiences in a comfortable and security way.



16. Intervention area of the “Quadra Marítima” Project, Municipality of Matosinhos

## Action 2.1: Rehabilitation of the public space

This action aims to improve the city comfort and security, as well to develop the urban image.

The visual impact of the city is always a characteristic that is considered by the tourists. In this context, the “Quadra Marítima” area will be analysed in different aspects in order to develop the public space.

First of all, it's important to evaluate the public illumination: general illumination, zebra crossing illumination and monuments illumination.

The streets design is another issue to improve because the mobility in the city is crucial to attract tourists. When is possible to choice between different public transports and when it's easy to access them, the visit to touristic points is facilitated. The architectonic barriers must be removed and we can not

forget to find solutions to the people with reduced mobility. The sidewalk has to be enlarged to a better pedestrian circulation and will be created more connections by bicycle inside the city.

The green spaces are also important to an attractive city, so the municipality will plant more trees along the streets and other types of vegetation. This task includes a catalogue of all planted species.

## Action 2.2: Building's rehabilitation: restaurants and shops

The buildings of the “Quadra Marítima” area present different levels of conservation. In South Matosinhos is possible to see buildings with a recent and modern construction and in North Matosinhos the buildings are older and, in some cases, degraded. For this reason, this urban project will include the rehabilitation and valorisation of the existing buildings in order to improve the city image quality. This urban intervention includes the rehabilitation of the front building, the shop-window and the store electric signs.

The presence of restaurants is very strong in the “Quadra Marítima” area, mostly the fish restaurants. It's important to reinforce the relation between the restaurants activity and the public space through the improvement of comfort in the esplanades and the creation of more car parking. Other issue to reinforce the restaurants activity is related to the employee's correct training which must be focus in general (restaurant management) and specific knowledge (dishes confection, wine taste). This task has been started through training in technical English for some restaurants employees. The initiative resulted from a partnership between the Municipality of Matosinhos, the



Restaurants Association “O Peixe à Mesa” and the School of Hospitality and Tourism of Porto.

The commercial shops are also an important activity in the city. For this reason, the buildings rehabilitation is essential to attract more customers and the cruise passengers that visit the city. The interventions must reinforce the image of all shops without break their individuality.

### Objective 3: Park of Science and Technology

The governance of the New Cruise Terminal is a good example of cooperation between relevant entities in the North Region development. This team established different partnership agreements, one of which is the contract signer between APDL (Port Authority), the Municipality of Matosinhos and the Oporto University to the creation of the Park of Science and Technology of the Sea.

This initiative is integrated in a recognized Strategy for Collective Efficiency, within the Ocean XXI Association for Research and Maritime Economy and the Cluster of the Creative Industries of the Northern Region.

The objective of this Cluster is to contribute to the Northern region becoming the creative region of Portugal, by designing and implementing an appropriate governance model that will lead to increased creative capacity and entrepreneurship, to the development of creative businesses as well as the attractiveness of creative places, all with a view to increasing the critical mass of the region's creative capital.

### Action 3.1: Concentration of science production and dissemination, scattered across various university departments, in a single place

The promoter of this project is the Porto University, the biggest University of Portugal. The main challenge of this project is to develop the economy linked to the Resource Sea. This project is recognized as a priority project within the Sea Agenda of the North Region.



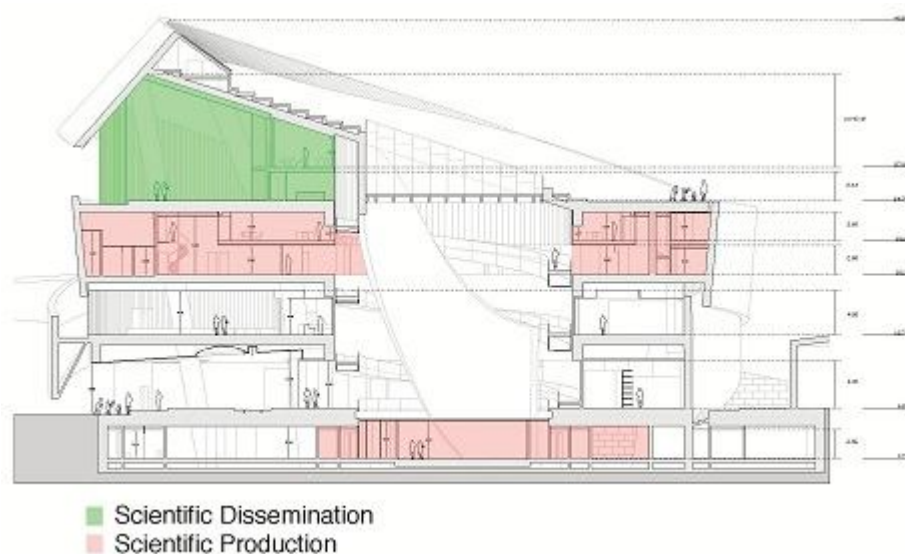
17. Park of Science and Technology of the Sea, Port Authority of Leixões

The Park of Science and Technology of the Sea will be located in the port of Leixões area and it will use the actual facilities of APDL, in terms of Training Centre.

The Business Incubator is already functioning in the Port of Leixões space, in a building module of the old former health inspection, nominated chalet, with some spin-offs. New works in the patrimony recuperation are prepared for this New Maritime Business Incubator, with European Community Funds already approved.

In addition the Matosinhos Municipality will create an industry zone for accommodate the enterprises with a new level of maturity, leaving the incubator stage.

### Action 3.2: Development of entrepreneurship and technological employment within the sea sector



18. Cruise Terminal Building, Port Authority of Leixões

The Scientific Production and Dissemination functions of the Park of Science and Technology of the Sea will be located in the New Cruise Terminal Building, occupying the basement ground, 2nd and 3rd floor.

We intend to promote significantly the research and new jobs linked to the Sea activities, identifying new requirements, challenges and opportunities. We estimate to create about 200 new highly skilled jobs.

In addition the Matosinhos Municipality will collaborate within the creation of a university residence to support researchers, entrepreneurs and academics operating in the Park of Science and Technology of the Sea.

### Objective 4: Improvement of the touristic information

One of the challenges of the tourism in Matosinhos is the lack of touristic information. The tourist arrives at the cruise terminal and he doesn't have enough information to visit the city in an easily way. This situation has been changed in the last year and the Tourism Department of the municipality and the Marketing Department of the port authority are working in partnership to improve the type of information that the cruise passengers could get.

#### Action 4.1: Define different routes depending on time and preferences

The cruise passengers have different characteristics: age, individual interests, time in land, travelling in a large or small groups, etc. In this context, it's important to produce information to all possible targets. The purpose is to define different routes depending on time and preferences of the cruise passengers that stay in Matosinhos.



**19. Surf's School in Matosinhos, Municipality of Matosinhos**

The city is concluding different thematic packages: sport activities (surf, sailing, riding), cultural activities (festivities, remarkable monuments, archeology, architecture and design), leisure activities (picnics, walk in the waterfront), and gastronomy activities (fish and shellfish restaurants, Europe and Asian restaurants).

But the time in land is other important issue that must be considered because it will define the type of routes and the points of interest to visit.

### Action 4.2: Development of more attractive touristic promotional materials

It's necessary to develop more attractive touristic promotional materials to get more visibility of the Port of Leixões, the city of Matosinhos and the North Region of Portugal. The idea is promote not only the city of Matosinhos as a

touristic place but also the touristic attractions more visible in North tourism (Historical Centre of Porto, Porto wine cellars, Historical Centre of Guimarães).

The divulgation of the touristic material will be promoted through different strategies: elaboration of tours brochure; creation of a website for the cruise tourism in the North Region of Portugal; organization of FAM trips with the shore excursion managers; organization of seminars with the local agents.

### Action 4.3: Introduction of city information on board

First of all it's important to identify the touristic offer available to experience during the time of the cruise passengers in land. The work developed in the Atlantic Area Cooperation Program shows that the interest for the cultural heritage in Europe is increasing among the cruise passengers. The North Region of Portugal can offer four places of world heritage: Porto, Guimarães, Douro e Foz Côa.

After this identification, these products will be characterized through different aspects:

- Segmentation of the cruise market demand;
- Accessibility;
- Durability;
- Authenticity;
- Price.

This action will have an expert in Tourism, particularly in the regional touristic offer, to support the port authority in the identification of the resources available.

## Annex 2: proposed actions

City of Matosinhos / Port Authority of Leixões					
New Cruise Terminal of the Port of Leixões: an opportunity to promote the North Region of Portugal as a Touristic Product					
Objective 1: Creation of the New Cruise Terminal at the Port of Leixões					
■ Action 1.1: Terminal construction (Cruise Quay, Marina and Cruise Building)					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
New Cruise Quay for vessels up to 300 meters length, with 340 meters long and 18 meters width, a new Marina for 170 vessels and a multifunctional new Terminal Building with turnaround for about 2.000 passengers	APDL (Port Authority of Leixões) and the <b>Porto University</b>	49.800.000 €	Investment Plan of APDL	25.500.000 € of European Community Funds (Northern Regional Programme) and APDL own funds	1.000.000 € of Tourism National Intervention Programme
Phase 1 - <b>Maritime Works</b>	APDL (Port Authority of Leixões) – 20.800.000€ - completed				
Phase 2 - <b>Terminal Building</b>	APDL (Port Authority of Leixões) – 28.900.000€ - in progress December 2013				



Action 1.2: New touristic offer on shore (new programs, new companies and new products)					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
<b>CAE – Cruise Atlantic Europe</b>	<b>APDL</b> with other ports of the Atlantic coast (Lisbon, Leixões, A Coruña, Bilbao, Brittany, Dover and Cork)	First Phase: <b>740.000 €</b>  Second Phase: <b>1.516.000 €</b>	First Phase APDL Budget: 120.000 €  Second Phase APDL Budget: 246.800 €	Atlantic Area Cooperation Program (first phase): <b>481.000 €</b>	Atlantic Area Cooperation Program (second phase): <b>986.000 €</b>
Phase	In progress – June 2011				
<b>Portuguese Ports Itinerary</b> (New networks)	Lisbon, Leixões, Madeira, Azores and Portimão	<b>7.530 €</b>	Budgets of the Portuguese Port Authorities	Own funds of Portuguese Port Authorities	
Phase	Concluded				
<b>Northern Region Training</b> for the Cruise Tourism	<b>APDL</b> with other local institutions namely Municipalities (Matosinhos, Porto and Gaia)	<b>123.000 €</b>	Budget of APDL		<b>86.000 €</b> from European Community Funds (Northern Regional Programme – 70% - and APDL own funds)
Phase	In progress – August 2011				

## Objective 2: Requalification of the surrounding urban area

### Action 2.1: Rehabilitation of the public space: lightening, pavement, green areas

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
The image of the city is an important issue to the tourists that visit us. The street comfort and security are two aspects that will be improved in the city through a better lightening, a rearrangement of the pavement and new streets hierarchy and an implementation of new green areas.	Municipality of Matosinhos	4 137 500 €	"Quadra Marítima" Project	The Municipality will support 30% of the total amount.	ERFD - European Community Funds (National Strategic Reference Framework - Northern Regional Programme)
Phase	Not started. A previous technical study is already done and at this moment the Municipality is waiting for the new framework of the Northern Regional Programme (National Strategic Reference Framework) to these concrete actions. However, is possible to see some improving in the Quadra Marítima area (Quadra Space – Innovation and Creativity; Municipality Market rehabilitation; New touristic information point near de New Cruise Terminal).				

### ▪ Action 2.2: Building's rehabilitation: restaurants and shops

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
The city is known by the huge number of restaurants per square, so this is a significant economic sector. This action aims to improve the car parking, the front buildings, the esplanades and the service quality.	Municipality of Matosinhos	395 000€	"Quadra Marítima" Project	The Municipality will support 30% of the total amount.	ERFD - European Community Funds (National Strategic Reference Framework - Northern Regional Programme).
Phase	Not started. A previous technical study is already done and at this moment the Municipality is waiting for the new framework of the Northern Regional Programme (National Strategic Reference Framework) to these concrete actions. However, is possible to see some improving in the Quadra Marítima area (Quadra Space – Innovation and Creativity; Municipality Market rehabilitation; New touristic information point near de New Cruise Terminal).				

### Objective 3: Park of Science and Technology of the Sea

#### Action 3.1 : Concentration of science production and dissemination, scattered across various university departments, in a single place

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Concentration of science production and dissemination, scattered across various university departments, in a single place	<b>Porto University</b> (namely CIIMAR) and APDL	Included in the Action 1.1: <b>11.000.000 €</b>	Budget of Porto University	Included in the Action 1.1: <b>5.600.000 €</b> of European Community Funds (Northern Regional Programme) and Porto University own funds	_____

Phase In progress – December 2013

#### Action 3.2: Development of entrepreneurship and technological employment within the sea sector

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Development of entrepreneurship and technological employment within the Sea sector	<b>Porto University</b> (namely UPTEC – Science and Technology Park of the Port University)	<b>4.400.000 €</b>	Investment Plan of Porto University (UPTEC)	European Community Funds (Northern Regional Programme) - 70% <b>3.000.000 €</b>	_____

Phase In progress – December 2013

#### Objective 4: Improve the touristic information

##### Action 4.1 : Define different routes depending on time and preferences (cultural routes, monumental routes, sportive routes, one day routes)

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
Cruise tourist has different ages, different interests and different times in land. For these reasons, the municipality and the port authority are interested in produce city information to all targets.	<b>Municipality of Matosinhos and APDL</b>	<b>Included in the Action 1.2 and 28.000€</b> from Municipality of Matosinhos	Municipality of Matosinhos and APDL budgets	Atlantic Area Cooperation Program (65%) and Municipality of Matosinhos own budget	Atlantic Area Cooperation Program – expected 65%

Phase In progress. The touristic information produced by the Municipality is almost finished and the expected conclusion date is on July 2011.

##### Action 4.2: Development of more attractive touristic promotional materials

Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
The touristic brochures that will be available to the cruise passengers must have an attractive layout. This information will be the first "face" of the city.	<b>Municipality of Matosinhos and APDL</b>	<b>Part included in the Action 1.2</b>	Municipality of Matosinhos and APDL budgets	Atlantic Area Cooperation Program – 65%	Atlantic Area Cooperation Program – expected 65%

Phase In progress – 2013

Action 4.3: Introduction of city information on board					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
<p>The city of Matosinhos has many and different activities and experiences to offer to the cruise tourists.</p> <p>Though gastronomy is the most emblematic tourist attractions, contemporary architecture, culture and the wide sea coast are also touristic elements.</p> <p>Matosinhos has already a diversity of activities and now is necessary to promote them into the cruise ships.</p>	<b>Municipality of Matosinhos and APDL</b>	<b>Part included in the Action 1.2</b>	Municipality of Matosinhos and APDL budgets	Atlantic Area Cooperation Program – 65%	Atlantic Area Cooperation Program - expected 65%
Phase	In progress – 2013				

## Annex 3: timetable

City of Matosinhos / Port Authority of Leixões

New Cruise Terminal of the Port of Leixões: an opportunity to promote the North Region of Portugal as a Touristic Product

### GANTT

Action 1	Already implemented	2010	2011	2012	2013
1.1					
1.2					
Action 2	Already implemented	2010	2011	2012	2013
2.1					
2.2					
Action 3	Already implemented	2010	2011	2012	2013
3.1					
3.2					
Action 4	Already implemented	2010	2011	2012	2013
4.1					
4.2					
4.3					

## 4.4 Operational Programmes, European Funds and CTUR Local Action Plan

The North Regional Coordination and Development Commission (CCDR-N) is the managing authority of the Matosinhos/APDL Local Action Plan. Its mission as a public entity is to promote the conditions permitting the integrated and sustainable development of Portugal North Region (NUT II), thereby contributing to the national cohesion.

CCDR-N, a body which has administrative and financial autonomy, is tasked with coordinating and promoting, in the Portuguese North Region, governmental policies with regard to Regional Planning and Development, Environment, Land Management, Inter-Regional and Cross-Border Cooperation and also support Local Government and Inter-Municipal Associations. The body's fields of intervention also encompasses the management of regional operational programmes financed by European Union (EU) funds supplied to provide support to Portugal, as well as other regional development finance instruments.

The CCDR-N and the Managing Authority of Operational Programme ON.2 - The New North, taking into account the projects included in the LAP, has been actively supported its implementation, particularly in terms of different financial instruments that set up the National Strategic Reference Framework.

In fact, the current programming period 2007-2013 is an opportunity and a requirement for the socioeconomic development of Northern Region.

In this context, the CCDR-N prepared a prospective diagnosis of the North in order to outline a future vision and strategy.

After this diagnosis, through a process of active consultation of regional actors more relevant, the CCDR-N defined the development strategy of the Northern Region for 2015 where is possible to identify three strategic priorities:

- North I-TEC – To promote the technology intensification of regional production base;
- North S-Core – To ensure, in a sustainability way, the regional competitiveness;
- North E-Quality – To promote social and territorial inclusion.

For the various projects and activities included in the LAP the strategic priorities North I-TEC and North S-Core are particularly important.

With the stabilization of the Vision and Strategic Priorities for the Northern Region, the CCDR-N proceeded to the implementation of a programming phase, called "Pact for the Regional Competitiveness of the North". From all these Thematic Agendas (fifteen), three are relevant to the LAP of Matosinhos City and the Prot Authority of Leixões:



**20.** *Thematic Agendas, North Regional Coordination and Development Commission*

1. The Regional Agenda 2008-2013 for the Promotion of Mobility, Transport and Logistics in the North of Portugal. The construction of the New Cruise Terminal is identified as an infrastructure of great importance for tourism promotion and economic development in the Northern Region and it will attract more visits to an urban level (Historical Centre of Porto, Porto Wine Cellars, Music House, Serralves), to a metropolitan and regional level (Historical Centre of Guimarães, Douro World Heritage) and to a local level (Matosinhos downtown, Matosinhos waterfront, “Quadra Marítima” area). The accessibility from the cruise terminal by different transports (walking, bike, tram, bus) is a strategy to maximize the different levels of the visit.
2. The Regional Agenda for Tourism Development of Northern Portugal. Nautical tourism is identified as a “tourism product” priority which global demand is increasing. In Northern Portugal is possible

to find some attributes that fits in this product: high landscape value of the Atlantic coast; high number of blue flags beaches; great weather conditions to the practice of some maritime sports (surf, sailing)

3. The Regional Agenda for the “Sea”. The location of Portugal and Northern Region in southern European Atlantic Arc is a privileged position to the sea routes north-south and east-west that is important to reinforce. In this context, the port authority presents an excellent position among the Atlantic “motorway”.

In this strong strategic framework, the different projects included in the LAP have been finding an important financial support from a group of Financing Tools:

- Competitiveness Factors Operational Programme (POFC) – Collective Efficiency Strategies (CES);
- North Regional Operational Programme (ON.2 – The New North);
- Territorial Enhancement Operational Programme (POVT);
- Atlantic Area Operational Programme.

The Regional Operational Programme (ON.2 – The New North) has been the mostly financial support of the projects included in the LAP through its different Priority Axes: II. Economic Enhancement of Specific Resources; IV. Qualification of the Urban System and V. Governance and Institutional Capacity Building.

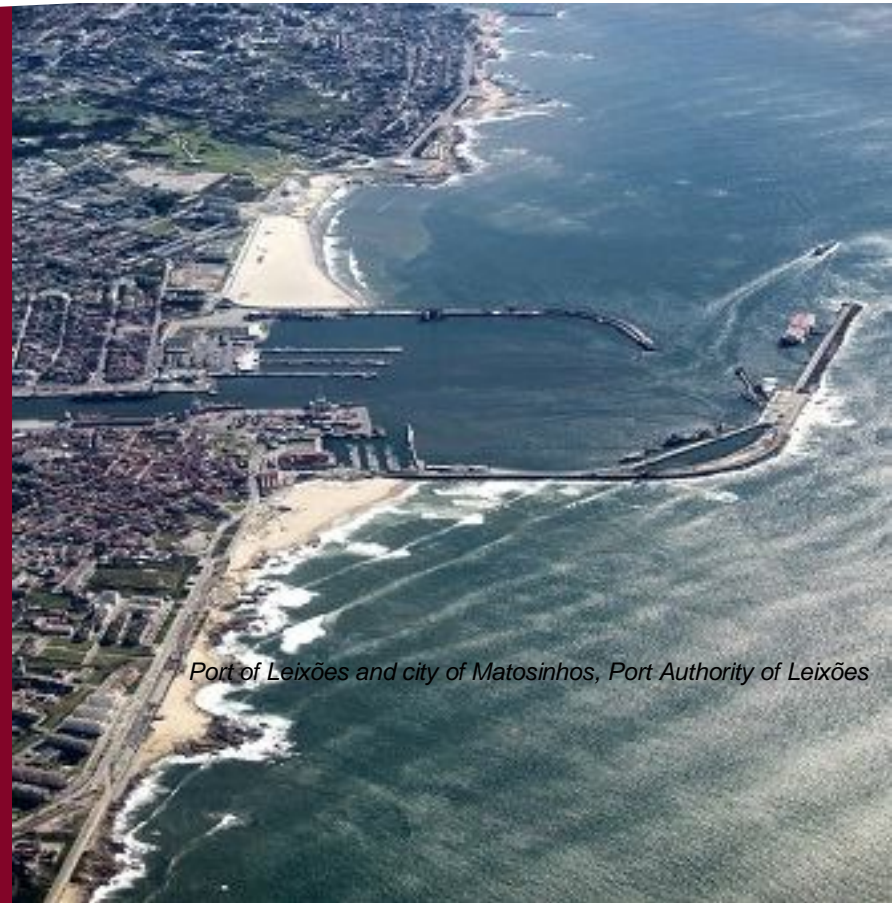


## 4.5 Links with other E.U. Programmes in the Local Action Plan implementation

Project	Responsibility	Financing Tool / Priority Axe
Integration of the Port of Leixões in the Motorways of the Sea	Port Authority of Leixões (APDL)	Thematic Operational Programme Territory Valorisation (POVT) Axe VII – Infrastructure for the Territorial Connectivity
New Cruise Terminal of the Port of Leixões	Port Authority of Leixões (APDL)	ON.2 – The New North (Regional Operational Programme)
Creation of the Business Incubator of the Park of Science and Technology of the Sea	University of Porto (UPTEC)	Eixo III – Economic Valorisation of Specific Resources
Atlantic Waterfront	Municipality of Matosinhos	ON.2 – The New North Axe IV – Improvement of the Urban System
Training the North Region of Portugal for the Cruise Tourism	Port Authority of Leixões (APDL)	ON.2 – The New North Axe V – Governance and Institutional Capacity Building
The Port of Leixões in the Global Market	Port Authority of Leixões	
Cruise Atlantic Europe	Port Authority of Leixões	Atlantic Space Programme

21. Projects linked with E.U. Programmes, Managing Authority (CCDR-N)

# 5 Conclusion



*Port of Leixões and city of Matosinhos, Port Authority of Leixões*

## 5.1 Results achieved and actions implemented as good practices

The participation of the Municipality of Matosinhos and the Port Authority of Leixões in CTUR Project was an opportunity to exchange different experiences with other European partners. In this context, the Cruise Baltic Experience and the Alicante touristic brochures were an inspiration to our project.

In this project, the implementation of a Local Action Plan and the creation of a Local Support Group were considered two important tools to reinforce the partnership between different entities.

The good relation between the port and the city was reinforced by the work performed together in preparing the LAP and working with the managing authority is clearly a positive aspect that will be helpful to other projects.

The Local Action Plan aims to create a tourism dynamics in Matosinhos and in the Northern Portugal, gathering the fruits of this dynamic for the inhabitants (creation of jobs, expenses incurred by the tourists), the sailors and the cruise crew. The investment of Port of Leixões in the New Cruise Terminal is intended to seek an increase in the cruise activity, as well as external benefits for the surrounding community.

Estimates are:

- 38 additional cruise ships per year in Leixões;
- Increase of 68000 cruise passengers per year, generating about 10 million euros of positive externality;

- 17000 additional sailors each year, with an expected value of half a million euros of positive externalities;
- Increase of 38000 per year, generating half a million euros of positive externalities;
- 210 new direct jobs.

These numbers are a good indication for tourism development in the North of Portugal. This Region has enormous touristic potential and a diversified cultural offer, with high character and tradition (Port wine branding, Porto Region is the birth place of Portugal, World Heritage cities, excellence on tourism services, safe and extremely friendly people, mild climate) and the New Cruise Terminal is an excellent opportunity to increase the number of tourists wanting to visit them.



**22. Touristic places in North Region of Portugal, Port Authority of Leixões**

However, the municipality is preparing the city to welcome the cruise passengers and the crew who stay in Matosinhos, providing them extraordinary experiences. Though gastronomy is the most emblematic tourist attractions of Matosinhos, contemporary architecture, culture and the wide sea coast are also touristic elements. Fish, seafood and meat recipes conquer the special taste of the gourmets. During the summer season Animation and Gastronomy join together in the main restaurants and streets at “Sea Festival”. Matosinhos contemporary architecture is represented by one of the most well known Portuguese architects - Álvaro Siza. Nevertheless Fernando Távora, Alcino Soutinho and Souto Moura also gave the city

significant modern works of architecture. Culture as an important role in Matosinhos with different events like: “Jazz Festival”, the historic recreation “Hospital Knights in Saint James Way”, “Travelling Literature”, “Lord of Matosinhos Festival”.



**23. Touristic places in Matosinhos, Municipality of Matosinhos**



## 5.2 Dissemination of results

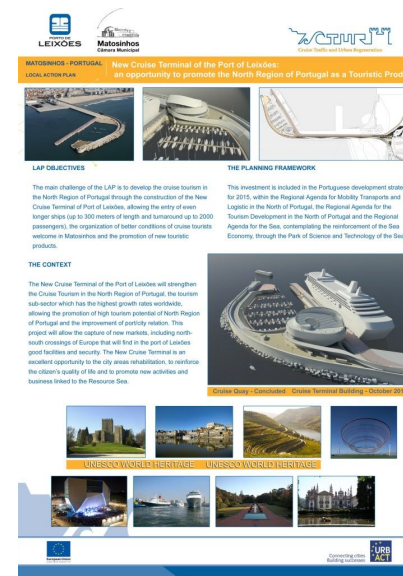
The projects and works related to the New Cruise Terminal, the Park of Science and Technology of the Sea and the “Quadra Marítima” Project are in progress and they are being highlighted in the media.

The news are released through the Port Authority of Leixões and the Municipality of Matosinhos websites and the most important phases of the projects appear in the local and national newspapers.

The CTUR Exhibition will be an event that will promote our project in order to make it visible to the inhabitants and to the tourists.

It will be inaugurated in the middle of July 2011 with a Porto Wine cocktail and it stays in exhibition until the end of September 2011.in the City Hall.

An important effort is doing to mobilize different private and public sectors in order to host the cruise tourists and to promote the North of Portugal as a touristic product.



**24. Matosinhos / APDL CTUR Exhibition Panels, Municipality of Matosinhos and Port Authority of Leixões**



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## URBACT II

**URBACT** is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part -financed by the European Union (European Regional Development Fund).

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