



# Charter of Services

## Culture Department

## Presentation

From the Culture and Tourism Department of Benidorm City Hall, including Benidorm Tourism Foundation, there is an awareness that tourism programming and activity have to share synergies to strengthen each other.

Likewise, the Department of Culture has always been determined to understand that responding to cultural demands and promoting actions linked to the field of dissemination of culture is part of the public service that the local administration performs. Service that becomes a duty towards citizens of Benidorm, and which in turn becomes an instrument to expand and improve the excellent tourist offer of sun and beach that our city has.



To the extent of the possibilities that this Department has, in the past and in the current circumstances, it has been tried to mark and define some general lines of culture, with the will of public service of attention to the resident and tourist population.

This Service Charter aims to be an instrument at the service of the citizens and visitors of Benidorm that improves the information and knowledge of different services that the Department of Culture puts at your disposal and in which we assume our commitment to your needs.

## Fundamental Principles of the Service Charter

The Charter of Services of the Department of Culture is an informative document addressed to users, citizens and visitors of Benidorm in which the services provided by the Department are collected as well as the rights that assist them while assuming the commitment to the provision of such services and the corresponding corrective measures are established.

### What is the Department of Culture?

The Department of Culture of Benidorm City Hall manages municipal resources related to culture and develops different activities designed for all citizens and visitors of our municipality.

Its purpose is to achieve a quality cultural program, worthy of the cosmopolitan city that is Benidorm, attending in the cultural aspects the resident population and the large number of people who visit us occasionally or in long stays.

### What is our vision of the future?

The Department of Culture intends to be the municipal reference in cultural matters, from where actions that allow progress in equal opportunities in the cultural field are promoted and coordinated.

It is about establishing a series of cultural diffusion programs in which the relationship with citizens and tourists will be combined, developing a unique framework of action that allows to unify the cultural dissemination actions implemented by the Department of Culture, other departments and departments of the City of Benidorm.

In summary, the general objective of the Department must be to place culture at the center of public life, recognizing its potential for enrichment of the person, social change, economic engine and image projection of the municipality.

## Services we provide

- Preparation and dissemination of bi-monthly brochures with the cultural offer of the council itself.
- Offer extensive programming with live music, theater, exhibitions, cinema, conferences, book presentations, recitals and other activities.
- Collaboration and / or co-production of cultural cycles and exhibitions.
- Promotion of the transmission of information regarding the cultural offer of the City of Benidorm through social networks such as Facebook, Twitter, email directory and municipal website.
- Dissemination of the cultural agenda in the official languages of the Valencian Community through the program to support linguistic normalization.
- Development of activities related to offering support to women in the aspects of visibility and equality, as well as in the aspects of protest and the fight against inequality and against gender violence.
- Preparation of the festive calendar and activities of popular and traditional culture.
- Assistance to local cultural associations through financial contributions, help in infrastructure and human resources to carry out their activities.
- Encourage the development of cultural events in places such as streets, squares and beaches.
- Promotion and dissemination of plastic arts.

## Commitments and Indicators

Commitments	Indicators
1. Stimulate cultural demand through information and management	Total number of followers per social network Number of contacts (email addresses)
2. Promote the cultural diffusion of the Benidorm City Council	Number of Brochures and number of posters Support number printed by the city

3. Collaborate with other councilors	<p>Total number of attendees to each event, residents or tourists</p> <p>User Satisfaction</p> <p>Number of managed incidents</p> <p>Number of congratulations of the event</p> <p>Number of complaints after the event</p> <p>Number of comments between positive and negative</p>
4. Promote the participation and assistance of citizens, citizens and tourists to cultural programming	<p>Number of Attendees</p> <p>International Music course indicators:</p> <p>Number of students enrolled / listeners</p> <p>Total number of teachers</p> <p>Number of audience attending the concerts</p> <p>Number of scholarships awarded</p>
5. Promote cultural programming in citizen spaces	<p>Number of scheduled activities</p> <p>Made / Canceled</p>
6. Promote and disseminate the plastic arts	<p>Number of exposures</p>
7. Support and support linguistic normalization	<p>Number of activities in Valencian</p>
8. Support and support gender equality policies	<p>Total number of organized activities</p>
9. Support local cultural associations	<p>Number of grants granted by the municipality to local cultural associations</p> <p>Number of activities carried out with the collaboration of the city council</p>
10. Provide a complementary offer	<p>Number of activities offered</p>
11. Maintain the festive calendar and activities of popular and traditional culture	<p>Total number of activities organized in each celebration</p>
12. Organize the internal management of the culture department	<p>Number of staff assigned to the Department of Culture</p> <p>Type of professional profile for the Department of Culture</p>
13. Organize the management of customer service	<p>Degree of satisfaction of the administered</p>

## **Rights of visitors and users**

Visitors and users have the right to:

1. Clearly identify the administrative unit that is competent for the provision of the required service.
2. Receive general administrative information in person, by telephone and electronically, efficiently and quickly.
3. Be treated with respect and consideration.
4. Receive correct administrative information.
5. Choose the channel through which to interact with the Department.
6. Obtain information through electronic means of the procedures and procedures necessary to access the activities of the service and for its exercise.
7. The security and confidentiality of the data contained in the files, systems and applications of the Department.
8. The quality of public services provided electronically by the agency.
9. Collaborate and participate with the Department of Tourism by making inquiries, proposals or comments through email, by phone or by mail.
10. Submit suggestions and complaints in person, through the electronic office or by mail.

## **Breach of commitments**

In case of breach of the commitments contained in this Charter of Services, the Department of Tourism proposes the following measures:

- Preferably execute the procedures that are affected by the commitments acquired in this Charter of Services without prejudice to the citizen's right to submit the pertinent complaints and suggestions.
- Communication of apologies from the head of the organization in which the corrective measures are reported to correct the breach.
- At the request of the affected, meeting with the head of the organization in which they will be given timely information of the corrective measures to remedy the breach.
- The communication will be carried out, preferably via email or through the electronic headquarters to make the response more flexible and faster.

## **Schedules, location and contact**

Department of Culture

Address: Plaza SSMM Reyes de España, 1. Third Floor

03501 Benidorm (Alicante)

Office Hours: From Monday to Friday from 9.00 to 13.00 hours

Tel: 965 855 098 - 966 81 54 87

E-mail: [tculturabenidorm@gmail.com](mailto:tculturabenidorm@gmail.com)

Web: <http://www.benidorm.org/>