



Charter of services

Employment and Local Development Agency

Service Charter. Employment and Local Development Agency

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1. Introduction

Benidorm is a dynamic city with an economic structure strongly shaped by tourism activity, creating a labour market that is constantly evolving and characterised by specific needs in terms of employment, professional skills development and support for entrepreneurship. In this context, the Benidorm Employment and Local Development Agency, established in 2004 as a specialised municipal unit, has progressively expanded its services to promote local economic development, support labour market integration and encourage business initiatives, drawing on municipal resources as well as funding from regional, national and European administrations.

The Benidorm Employment and Local Development Agency is the municipal service responsible for promoting employment, training and entrepreneurship within the municipality, in coordination with the City Council's strategic policies and the Smart Tourism Destination model. Its purpose is to improve employment opportunities for residents and contribute to local economic development through career guidance, job placement services, professional skills development and support for business initiatives.

Through this Service Charter, we provide citizens with clear and accessible information about the services delivered by the Agency and the quality commitments we undertake in their provision. This document reflects our commitment to transparency, continuous improvement and the delivery of an effective, accessible and citizen-focused public service, aligned with the municipality's strategic objectives for the period 2023–2026.

2. Fundamental Principles of the Service Charter

The Service Charter represents a public commitment by the Employment and Local Development Agency to ensure transparent, accessible and citizen-focused management that responds to the needs of the people of Benidorm. Through this document, the Agency clearly sets out the services it provides, the quality standards it is committed to meet, and the rights of service users, promoting an effective, accessible and responsive service based on the principles of continuous improvement in municipal public services.

2.1 What is the Employment and Local Development Agency?

The Benidorm Employment and Local Development Agency is a municipal service working in the promotion of employment, training and entrepreneurship within the city. Established in 2004, it operates under the Department of Employment and Local Development and serves as a technical unit supporting local economic development, in coordination with the City Council's strategic policies.

Its work is focused on improving employment opportunities for residents through the provision of information, career guidance and job placement services; the development of employment and training programmes; the promotion of entrepreneurial activity and business support; and the implementation of local development initiatives. To carry out these functions, the Agency is funded through municipal resources as well as financial support from regional, national and European administrations.

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2.2 Mission, Vision and Values

- Mission

The mission of the Benidorm Employment and Local Development Agency is to promote access to employment, training and entrepreneurship for residents, fostering the municipality's economic and social development through career guidance, job placement services, professional skills development and support for business initiatives.

- Vision

Our vision is to establish ourselves as a leading municipal service in the field of local development, contributing to the improvement of quality of life and work in Benidorm through public policies that integrate economic progress, social cohesion, sustainability and equal opportunities.

- Values

- Transparency and access to information.
- Service quality, effectiveness and efficiency in management.
- Continuous training and ongoing improvement.
- Gender equality and non-discrimination.
- Universal accessibility and the reduction of the digital divide.
- Integration and cross-cutting approaches in all activities and initiatives.
- Citizen participation and collaboration with local stakeholders.
- Commitment to inclusion and the reduction of inequalities.

3. Services We Provide / Service Portfolio

The Benidorm Employment and Local Development Agency provides the following services:

- **Information and Citizen Support**

Up-to-date information on employment programmes, training opportunities, grants, procedures and resources available within the municipality through the various in-person and digital channels of the Employment and Local Development Agency.

- **Career Guidance**

Personalised advice to improve employability, define professional goals and support individuals in their active job search.

- **Job Placement Services – Employment Agency**

Management of job vacancies, candidate pre-selection and support for businesses in recruiting suitable staff.

- **Training for Employment**

Vocational training programmes for unemployed and employed individuals, professional qualifications and specialised training courses.

- **Training for Entrepreneurs**

Training activities aimed at individuals wishing to start a business project, with content tailored to the needs of the local economic environment.

- **Entrepreneurship and Business Support Service**

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Information, advice and guidance for entrepreneurs and businesses on administrative procedures, grants, business viability, funding opportunities and business management.

- **Management of Employment Programmes and Local Development Projects**

Coordination of projects and programmes promoted by the City Council and funded by regional, national and European administrations.

- **Benidorm Coworking Space**

A municipal collaborative workspace that supports the development of business projects and encourages the creation of professional networks and synergies.

- **“Pepita Puchades” Employment Training Centre**

A municipal facility dedicated to the delivery of training programmes, workshops and professional skills development activities.

4. Commitments and Performance Indicators

Commitments	Performance Indicators
Information and Job Placement Services	Num. of individuals registered on the employment portal
	Num. of active users
	% women registered on the employment portal
	% men registered on the employment portal
	% users under 25 years of age
	% users over 45 years of age
	Num. of job vacancies advertised on the employment portal
Career Guidance Service	Num. of participants in Career Guidance activities
	Num. of Career Guidance activities
	Num. of Career Guidance partnerships/collaborations
	Num. of participants in Career Guidance partnerships/collaborative activities
Management of Employment Promotion Programmes	Num. of programmes
	Num. of subsidised contracts
Management of Training for Employment Programmes	Num. of programmes
	Num. of learners
	% Women
	% Men
	Num. of learners who successfully achieve the learning objectives
Information and Training Service for the Skills Development of Entrepreneurs in Benidorm	Num. of in-house programmes delivered
	Num. of participants
	Num. of workshops/sessions requested by associations or social stakeholders
	Num. of participants in workshops organised for associations or social stakeholders
Management of the “Pepita Puchades” Employment Training Centre	Accreditations of Training Specialisms
	Total num. of training activities delivered
	Total num. of learners/participants
	Total num. of management, teaching and support staff
Business Start-up Support Service	Num. of entrepreneurs assisted
	Total num. of businesses established

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	Num. of business plans
	Num. of viability assessment and follow-up reports for financing (microloans)
	Num. of microloans granted
	Num. of businesses located in the Coworking Space
	Num. of activities carried out in the Coworking Space
Monitoring of Programmes, Grants and/or Subsidies	Num. of businesses awarded municipal grants
	Num. of businesses receiving grants from other public administrations
	Num. of reports issued as a member entity of the Valencian Community Entrepreneurial Ecosystem
Collaboration with Organisations Supporting Business Creation and Entrepreneurship	Agreements signed
	Activities carried out in collaboration
Institutional Communication and Dissemination of Activities	Num. of followers on social media
	Num. of press releases

5. Rights of Service Users

Service users have the right to:

- Clearly identify the administrative unit responsible for providing the requested service.
- Receive general administrative information in person, by telephone and electronically in an efficient and timely manner.
- Be treated with respect and consideration.
- Receive accurate and reliable administrative information.
- Choose the channel through which they interact with the Department.
- Obtain information through electronic means regarding the procedures and requirements necessary to access and use the services provided.
- The security and confidentiality of the data contained in the Department's files, systems and applications.
- Receive high-quality public services delivered electronically by the Agency.
- Collaborate and participate with the Department of Employment and Local Development by submitting enquiries, proposals or comments via email, telephone or post.
- Submit suggestions and complaints in person, through the electronic headquarters (e-office) or by post.

6. Failure to Meet Commitments

In the event of failure to meet the commitments set out in this Service Charter, the Department of Employment and Local Development proposes the following measures:

- To give priority to the procedures affected by the commitments undertaken in this Service Charter, without prejudice to the right of citizens to submit any complaints or suggestions they consider appropriate.
- To issue a formal apology from the person responsible for the service, providing information on the corrective measures adopted to remedy the failure to meet the commitment.
- At the request of the affected person, to arrange a meeting with the person responsible for the service in order to provide detailed information on the measures implemented to address the failure to meet the commitment.
- To communicate, wherever possible, by electronic means (email or the municipal e-office) in order to ensure a faster and more flexible response.

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7. Location, Opening Hours and Contact Details

Department of Employment and Local Development

📍 **1 Plaza SS.MM. Reyes de España**

03501 Benidorm (Alicante), Spain

🕒 **Opening Hours:** Monday to Friday, 07:45–15:15 (winter) / 07:45–14:15 (summer)

☎ **Telephone:** +34 96 681 55 11

✉ **Email:** agenciadesarrollo@benidorm.org

🌐 **Municipal Website:** benidorm.org

Employment and Local Development Agency

📍 **1 Plaza SS.MM. Reyes de España, Ground Floor**

03501 Benidorm (Alicante), Spain

🕒 **Opening Hours:** Monday to Friday, 07:45–15:15 (winter) / 07:45–14:15 (summer)

☎ **Telephone:** +34 96 681 55 11

✉ **General Email:** agenciadesarrollo@benidorm.org

✉ **Employment Services:** ofertasempleo@benidorm.org

🌐 **Employment Portal:** benidorm.portalemp.com

✉ **Businesses and Entrepreneurs:** creaciondeempresas@benidorm.org

🌐 **Municipal Website:** benidorm.org

“Pepita Puchades” Employment Training Centre

📍 **17 London Street**

03503 Benidorm (Alicante), Spain

🕒 **Opening Hours:** Monday to Friday, 07:45–15:15 (winter) / 07:45–14:15 (summer)

☎ **Telephone:** +34 96 688 99 01

✉ **General Email:** agenciadesarrollo@benidorm.org

✉ **Centre Email:** pepitapuchades@benidorm.org

Benidorm Coworking Space

📍 **Aquarium II Building, 3 Juan Fuster Zaragoza Avenue, 1st Floor, Office B**

03503 Benidorm (Alicante), Spain

☎ **Telephone:** +34 96 681 55 11

✉ **General Email:** agenciadesarrollo@benidorm.org

✉ **Businesses and Entrepreneurs:** creaciondeempresas@benidorm.org

🌐 **Website:** espaicoworkingbenidorm.com