



Value  
Increase

## Introduction

José Manuel Iglesias CEO and founder of Galopín always tells how he discovered, more than 30 years ago in Uxes, a small village located in the province of A Coruña (Spain), the importance of public space, the impact it has on the community and the increase in value of adjacent land. There, a group of neighbors, including him, designed and built - in a self-managed and altruistic way - his first public space. Over the years, the effects that that action had on the social intelligence and self-esteem of a community were perceived. What they had discovered intuitively ended up becoming a wonderful lever to improve the environment and society. That spark ignited and enthusiastic collaborators and professionals emerged with knowledge, experience and a high level of social sensitivity. Understanding the Why of that work, the purpose of that project, served to put technique and knowledge at the service of the objective and that was the key that gave value to Galopín's career. Architects, engineers, carpenters,... a group that brings together unions and knowledge, and that puts all that knowledge at the service of pedagogy and improving the quality of life of citizens.



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## Key Factors in Value Increase

In fact, currently, numerous studies have shown that the revaluation of the land by installing a play space in a specific area is a topic that is worthy of analysis, since parks, green areas and play areas not only add recreational and social value to a community, but also have a positive impact on the value of surrounding land. Play spaces not only serve as recreational areas, but also have a significant impact on the revaluation of land in a community. Six key points demonstrate how the installation of these spaces adds value to the land, generating residential attraction, improving the quality of life, stimulating the economic impact, contributing to the increase in environmental benefits, increasing real estate appreciation and taking care of the maintenance of the spaces.

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## Increased Residential Attraction

Well-designed and maintained play spaces have the potential to increase the attractiveness of the area to families. Buyers of family homes often look for areas that offer safe and attractive facilities for themselves and their children. The presence of well-equipped playgrounds can influence property purchasing decisions, leading to an increase in demand for housing in those areas. In Spain, a study carried out by the real estate portal Idealista revealed that living near parks or green areas can increase the price of a property by up to 15%. This trend is seen in cities such as Madrid and Barcelona, where proximity to well-maintained parks has become an important factor for home buyers. This is the case of El Barrio del Pilar in Madrid, which experienced a 12% increase in the value of properties near Parque de la Vaguada after a renovation and improvement in recreational facilities for children and families.

## Improvement of Quality of Life

Parks and play areas contribute significantly to enriching the quality of life of residents. They provide a space for recreation, outdoor exercise and social interaction. These environments foster the physical and mental well-being of local communities, promoting a healthy lifestyle and strengthening community ties. Various studies have shown that access to playgrounds and parks has a positive impact on the health and well-being of residents, with an increase in physical activity and an improvement in mental health. Thus, for example, in Copenhagen (Denmark) the implementation of innovative play areas in public spaces resulted in a 25% increase in children's physical activity and a 10% decrease in cases of childhood obesity in a period of three years. Or Spain, which, according to a Eurostat report, is above the European average in the number of green areas per inhabitant compared to other European areas.







## Impact on Economic Activity

The presence of play spaces can stimulate economic activity in an area. Well-maintained parks attract visitors, tourists and local residents, which can benefit nearby businesses such as cafes, shops and restaurants. The increase in the influx of people can generate economic growth for local businesses. A report from the European Commission highlights that the presence of parks and playgrounds in urban environments can boost the local economy. The increased influx of visitors and residents can boost nearby businesses, such as cafes, restaurants and retail stores. This is the case of Amsterdam (Netherlands), where the renovation of the Vondelpark and the implementation of modern play areas generated a 20% increase in the income of local businesses, thanks to the influx of visitors and families (more than 10 million of people annually) who frequent the park regularly.

## Environmental Benefits

Play spaces not only offer recreational benefits, but also have a positive impact on the environment. Parks provide green areas that contribute to urban biodiversity, improve air and water quality, and can help mitigate the heat island effect in dense urban environments, as attested to by research carried out by the European Institute of Innovation and Technology, For example. Thus, the Ciutadella Park in Barcelona has been recognized for its contribution to improving air quality and biodiversity, with a 35% increase in the presence of local species since its creation.

## Real Estate Valuation

Numerous studies have shown that proximity to green areas and play spaces increase property values. The presence of well-maintained parks can increase the price of homes, becoming a determining factor for the value of homes in an area. Although specific real estate valuation data in Spain may vary, a similar trend is observed at the European level. A report by the Royal Institute of British Architects (RIBA) revealed that proximity to green areas can increase the value of a property by 5% to 10% across Europe. In the case of Spain, for example, in Valencia, the creation of Parque Central resulted in an 8% increase in the price of surrounding properties over a five-year period, according to data from the Official College of Real Estate Agents.





## Importance of Suitable Maintenance

The regular and suitable maintenance of play spaces is crucial to preserve their positive impact on the revaluation of the surrounding land. Neglect or lack of such maintenance can reduce the attractiveness and safety of these places, which in turn could reduce their impact on the community and real estate appreciation, as well as, in the case of play spaces, represent a non-compliance with the EN1176 standard.



## Conclusions

Play spaces not only offer recreational and social benefits, but also play a fundamental role in the revaluation of land in an area. Its influence on residential attraction, quality of life, economic activity, environmental benefits and property appreciation underlines its importance in sustainable urban development. Proper maintenance is essential to ensure these spaces remain active and beneficial to the community in the long term. Studies and specific data from Spain and Europe confirm this, highlighting the positive impact of play spaces in the revaluation of the land and the feeling of community, and highlighting the impact when considering these elements in urban development and in public space planning.





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