

# SÃO MIGUEL E SANTA MARIA



Sea” is a good example of what ports can do to change the lack of support and the bad image they had been carrying. The contribution of “Gateways of the Sea” to the enrichment of people’s quality of life in Ponta Delgada city is unquestionable, through the rebuilding and the revamping of the coastline that opens the city to the sea.

#### Q. Please describe your project in a few words.

The project “Gateways of the Sea” is a multi-purpose complex which combines leisure, culture and functionality for the tourists as well as the local population. The cruise ships’ quay is linked by a bridge to a terminal allowing fast access to tour buses and to a commercial alley. Ferries are berthed to the west of the complex to segregate the traffic flow and ensure that disembarked vehicles do not interfere with those waiting to go onboard.

The new marina, berthing 470 yachts, is two minutes walking distance from the town centre, providing a cosmopolitan experience in a traditional city. The “Sea Pavilion”, separated from the terminal, is a modern multi-event centre suitable for exhibitions, concerts, sports and includes a panoramic restaurant, viewing the sea on one side and the city on the other.

In the east side of the complex there is a commercial alley with various shops, restaurants and bars, directly connected to the maritime terminal. Finally we also offer a seawater pool and an underground car park with 200 places to serve the entire complex.

#### Port authority:

Administração dos Portos das Ilhas de São Miguel e Santa Maria, S.A., Portugal

#### Name of the project:

“Gateways of the Sea– Committing People with the Sea”

#### Person interviewed:

Filipe Macedo, Executive Director

#### Q. Why has your port participated to the ESPO Award?

The port authority defined as a major goal the promotion of “Gateways of the Sea”. The ESPO Award allows promoting the project and exemplifying a strong connection between cities and port activities. This goal is particularly important on an island which receives most of the cargo to the entire archipelago through maritime traffic and which is increasing passenger traffic from cruise ships. We believe “Gateways of the

#### Q. At which stage of implementation is the project? What are the results achieved as of now?

The project is concluded, and was inaugurated in July 2008. So far the “Gateways of the Sea” has been a new central point for the city, with several events (music, exhibitions, congress, among others), bringing the local people to the sea, which was one of the main objectives of the project.

The results are as expected. For example, the number of cruise ships’ passengers in 2009 was around 95,000 with 55 calls. In 2010, the expectations are higher, due to the increasing number of calls.

Regarding the commercial area, shops, bars and restaurants are starting to achieve their break-even. Meanwhile “Gateways of the Sea” turned out to be the place for outdoor sports lovers with many people walking, running, cycling and swimming all year long.

#### Q. What other initiatives do you plan to take in the near future to increase the societal integration of your port?

The Port of Ponta Delgada plays a vast role in the economic, social and cultural development of the island and archipelago. Therefore, the port decided to mark this legacy. In the near future (five years time), we intend to create the Port Museum. Besides describing and presenting documents, photos and old tools, the main attraction will be two unique broad gauge locomotives (Brunel’s gauge) and their line, used in the port’s construction during the 19th century.

This project illustrates the concern of the port authority in promoting the connection with society, not only the local community but also worldwide. This project acts in a complementary way with “Gateways of the Sea”, reinforcing the interaction with culture and the history of the port, the city and the archipelago.

On the other hand, the port is also committed in setting up a Corporate Social Responsibility policy where we can settle down our efforts causing a positive and responsible impact in the local society while improving our business performance.

