Casa Grande

A public space for family links
Casa Grande in Madrid, city of families

- Casa Grande is an open municipal service where parents and children can play together in a comunitarian space and exchange upbringing experiences with other families.
- The Project started in May 1st 2018.
- There are four Casa Grande (Big House) spaces in Madrid.
Playing is key for personal development

• For children, playing is the way for emotional, cognitive and social development.
• Attachment links created in childhood are decisive in people’s life:
  • In their ability to learn.
  • In their autonomy.
  • In their resilient evolution.
• There is a need to provide public resources where these links can be created and experiences shared.
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A free and open space for every family

- Casa Grande is aimed to all families, mothers, fathers, caretakers and children from 0 to 4 living in Madrid city.
- It is a free access resource, no previous appointment needed.
- Minimum Surface requested is 130 sq. M. It is accessible for people with disabilities.
- It has capacity for 60 people, including children and adults.
- Children have to be accompanied by, at least, one of the parents or caretakers.
Casa Grande is what families want it to be

• Each center has an interdisciplinary team, trained in attention to families and early childhood, formed by two psychologists and a social educator.

• Needed material for different activities is provided, both didactic and playful.

• The centers opened with very basic material, so the families could decide what was needed.

• The families make Casa Grande their own.
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The meaning of Casa Grande

Casa Grande is a space where:

• Parents can think over their own experience.
• Parents can share their worries.
• Parents are listened, so they improve their listening capabilities.
• Members of families can link each other through playing.
• Networks of families can be created.
Where does it come from

• The General Direction of Families in Madrid City Hall detected the need of Casa Grande and started the Project.
• At the same time, the Association Madrid Cría requested a similar service through the Participative Budget.
• The two ideas came together in the final program.
• There is a service contract for running the spaces with an external entity.
Citizens from Madrid want more Casa Grande

- Each month, more families are using Casa Grande:
  - May-Dec 2018: 1,639
  - Jan-Jun 2019: 2,441
- Children involved are, mostly, between 13 and 24 months.
- 65% of adults are 35-45 years old.
- 78% of families are first-timers.
- Grandparents are also using the resource.
- Proximity is key: 80% of the families live close to the center.
- In 2019, through Madrid participative budgets, citizens have asked for 16 new Casa Grande centers.
Lessons: Company, skills, children evolution

- Informal networks of families are being created.
- Mothers and fathers seek company for their parenthood challenges, and response to doubts and worries.
- Some families have reported how evolutive process of their children have improved.
- They have reported changes in their own attitude towards upbringing.
- Some improvement areas:
  - More men participation is needed.
  - It’s better to incorporate families to the design project of new centers.
  - Improve the exchange of resources and experiences among the centers.
Time to grow

- Casa Grande is now available in 4 out of 21 districts in Madrid:
  - Tetuán.
  - Ciudad Lineal.
  - Carabanchel.
  - Villa de Vallecas.
- It is easy to replicate, no big investment needed.
- There is demand for at least 16 more centers.
Thank You!