

SURVEY OF COMMUNITY RESIDENTS AS A BASIS FOR FORMING A STRATEGIC LONG-TERM PURPOSE FOR COMMUNITY DEVELOPMENT

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This article analyzes the strategies that are being developed for the communities, identifies whether they can lead to economic and social development of the community and increase budget revenues in the long run. It is found that the most important part, the most powerful resource of a community is its people.

In the course of the research, it was decided to conduct a qualitative and quantitative survey of the residents of KolomatskaUTC using the method of anonymous online questionnaire using the Google Docs service. There is a high level of awareness among the residents of the community on the issues of decentralization of power, as well as the positive impact of decentralization on the development of the community. It is determined that 63% of the surveyed residents of the community positively evaluate the prospect of further life in the community and do not plan to leave it.

The survey found that about half of those surveyed were willing to work with fellow villagers in co-operative societies or production associations to improve their work efficiency and increase their own well-being and community development. It was also found that the vast majority wanted to learn new skills and do it on their own. The result of this research is the formation of a strategic goal of community development for a long period.

Keywords: regional development, decentralization, community development strategy, polls, questionnaires, online questionnaires, cooperation

Formulation of the problem. More than 5 years have passed since the start of the process of decentralization of power and formation of united territorial communities in Ukraine. Decentralization, in its essence, has been, and continues to be, an empowerment of territorial communities. On the one hand, the proportions of the distribution of budget revenues by different items between local and state budgets were changed, and on the other, communities had to maintain social infrastructure at their own expense. [4] Therefore, the question is how to use the available resources, not only financial, to maximize the development efficiency of the community and the region.

Also, in order to encourage communities to come together, the government has introduced subsidies and subventions for the united territorial communities. [3]

However, these funds are targeted and must be used in accordance with the purpose of the subsidy or grant. At the same time, many communities have become dependent on these funds, because without them they cannot invest in the development of technical or social infrastructure. [8] This article needs to answer the question of whether strategies that are being developed for communities can lead to economic and social development of the community and increase budget revenues in the long run.

As the most important value, the most powerful resource of a community is its people, this study conducted surveys and focused on people, their knowledge and willingness to learn for the further development of both the individual and the community. And having a clear strategic goal can be a powerful motivating factor for community residents to develop, learn and achieve more. But these goals should also be in line with the ideas and wishes of people living in the community.

The vision and understanding of the ultimate goal and the ability to set it can be a powerful incentive for residents to learn and improve themselves in order to achieve this goal. That is why working with and educating the community is one of the cornerstones of success.

It is worth noting that in the European Union, one of the two largest regional development programs, namely Local Agenda 21, specializes in working with residents and communities. The aim of the program is to ensure sustainable regional development and improve the quality of life in the long term. The essence of support lies not only in funding (in this case it is not the main purpose to fund), but in providing advices, facilitating communication between people and different organizations and supporting all processes within the program. [5]

It is clear that educated and socially and economically active citizens are strengthening the community and the state as a whole. Therefore, not working with community dwellers leads to the risk that decentralization will not improve the quality of life of people but will further impoverish them.

Let's try to explore the problems mentioned above with the example of one of the united territorial communities in Kharkivoblast.

The purpose of the article –with the purpose of forming long-term goals and vision of community development, focusing on the immediate development of its residents, we intend to conduct a sociological study of knowledge, thoughts and ideas of community residents using the method of questioning by qualitative and quantitative indicators.

Research methodology. The object of research is the Kolomatska United Territorial Community (hereinafter referred to as UTC), in the territory of which the author performs various types of research and there is feedback from the management and residents of the community. A development strategy for 2025 has been developed for KolomatskaUTC, but it does not pay much attention to the work with the local population in the educational and self-development fields. While the strategy was being developed, citizen surveys were conducted, but were limited to quantitative surveys of community experiences, desire to live in the community and willingness to work for community well-being and social, cultural, educational and medical needs.

This was the basis for the decision to conduct a qualitative and quantitative survey of the residents of KolomatskaUTC using the method of anonymous online questionnaire created with the Google Docs service and with the assistance of the village chairman Volodymyr Hurtovyi and employee of the settlement council Nadiia Yefimovych. The survey was conducted in October and November 2019. Almost two years have passed since the creation of the KolomatskaUTC at the time of the survey. [6]

The interview questionnaire is formalized as it is clearly structured. Focus groups for sociological research were not created, because the purpose was to reach all residents of the community, not a specific group.

It is stated above that the survey is both qualitative and quantitative, but what differentiates qualitative poll from quantitative and why this poll is mixed. The chosen approach is related to the fact that quantitative is considered as a study in the focus of which is numerical data, and qualitative – in the focus of attention of which is data that cannot be quantified. [2] In addition, a qualitative strategy is mainly used in cases where it is important to identify a variety of phenomena, thoughts, ideas, or to describe them in detail. A quantitative strategy is needed to study trends and the

scale of the phenomenon. [2] Thus, both approaches were chosen in the survey, as both qualitative and quantitative measurement of the studied phenomena were a subject to study.

The questionnaire consists of 5 sections, each of which is characterized by its direction. The first section provides a quantitative survey, namely: 1) determining the place of residence of the respondent; 2) age group; 3) type of activity. The evaluation in the second section was based on quantitative and qualitative characteristics (both closed and open questions) and aimed at: 1) determining the level of knowledge about decentralization and its impact on community development; 2) getting impressions of the phenomenon and the consequences of these processes for the respondent. Determining the results of the survey is the third section of the questionnaire, which deals with the development of cooperation, the use of cluster approaches, scaling, production and promotion of brand of community/region/regional products. These are the main trends in the development of the regions, which are given special attention in developed countries. This section, again, contains both qualitative and quantitative component. The fourth section does not consist of questions, but gives an information about the phenomena, which are requested in the third section. In the last, fifth section, the issue of community residents' willingness to learn and work to achieve personal and community goals (in particular, which area they prefer) is explored. The section consists only of quantitative questions.

Presenting main material. The survey was attended by 48 residents of the Kolomatska UTC, which, given the population of 6906 as of January 1, 2018, is sufficient, especially for the qualitative component of the study. As noted above, the distribution by age is approximately uniform and also includes two minors and one person over 65. Other age groups get from 10 to 14 people, with 14 people – In the age group from 51 to 65 years, which has the step of 15, not 10 years, as others. By the place of residence, the distribution also roughly corresponds to the population of the former settlement/village councils on the territory of the UTC. In the former Kolomatska settlement council more than half of the population of the community

live, and in the Shelestivska village council about a quarter. Some more women than men participated in the survey.

It should be noted that all the data given here and below are taken on the basis of the analysis of the results of the online questionnaire of the residents of the Kolomatsky ATG. Individual respondents' questionnaires and their analysis are available at [1]. In the absence of another link, the data source should be considered as the questionnaire results.

However, the breakdown by type of activity seems less representative than the above figures, as over 40% work as public servants or for local self-government, 17% as teachers and 10% for public utilities. Other activities are represented by only one or two respondents each. These are the following activities: farmer; entrepreneur; student; the head of the enterprise; laboratory assistant; nurse; serviceman; hodman; housewife; pensioner; unemployed (2 persons); pupils (2 persons).

Thus, the survey was attended by the overwhelming majority of employees of the district administration, the village council and employees of municipal institutions, which in total make up to 73% of all respondents. Accordingly, those who are already active in the political and social spheres of the community have taken part in the voluntary online survey. Thus, the representativeness of the survey in terms of employment share is low, but at least the qualitative component of the study does not lose its relevance.

Given the above data, it is expected that about 80% of respondents are aware of new opportunities and commitments that have arisen in the community in connection with decentralization, as well as 80% notice the benefits from decentralization for the community. It should be noted that the answers to these questions do not fully correlate with each other, as some respondents are aware of the opportunities offered by decentralization to communities, but do not notice positive changes or are indifferent to them. Instead, there are people unaware of budget innovations and community empowerment, but they see positive changes in the community.

15 respondents also described their own thoughts about benefits or disadvantages from the decentralization of power. 14 responses were positive and

only one clearly stated that it had gotten worse. Positive feedback mainly concerned the following topics: 1) increased budget revenues and higher levels of budgetary autonomy; 2) repair of social infrastructure; 3) land management and land registration, interactive cadastral map of the area; 4) removal of solid household waste on the local budget costs; 5) communication between residents and representatives of local self-government has improved; 6) repair of roads and other technical infrastructure; 7) cleaning and care of the territory; 8) free transportation of passengers; 9) opening of the center for providing administrative services; 10) implementation of participatory budget.

But in the case of feeling/having a positive change for themselves or a family, opinions were divided equally, namely: 24 respondents felt positive changes for themselves or their family, 22 – did not feel, and 2 persons showed indifference. This result is expected, since decentralization is aimed primarily at improving the overall standard of living in a community, and the quality of life of an individual depends on him more than on social and political processes in the community and the state.

To add to the list above, it is worth adding that the negative aspects of the redistribution of funds were identified (respondents indicated that the funds remained mostly in the administrative center of the community –Kolomak and came to the villages on a residual basis). As the boundaries of the community and the district actually coincide, the respondents point to duplication of power structures and functions and positions respectively, and as a consequence, there are excess costs.

We became quite diverse answers to the questions related to social participation opportunities in the community and involvement in social work, involvement in planning/decision-making in community development. Among the respondents, only 21 people (44%) said that such opportunities were available, and 27 people (56%) said that they were involved in social life in the community. Only 8 people say that there is no such opportunity and 18 don't know about such possibility. One person was indifferent to the issue. 18 respondents do not consider themselves involved and three are indifferent. It is worth noting that some respondents who do social work by profession do not consider themselves involved in social processes.

As for the opportunity to participate in community development planning, 22 respondents (46%) see such an opportunity, 19 (40%) do not know if it is, six believe that it is absent and one respondent is indifferent. It is important to say that some civil servants and employees of local self-government bodies do not know whether there is such possibility. However, it is not known whether they were separated from these processes or whether they weren't willing to participate in them.

In the final question of this section, the respondents were asked if they would like to continue living in their community and were asked to substantiate their answer. Accordingly, we will also have a qualitative component of the survey, according to which we can understand what phenomena and processes encourage people to choose one or another answer. 92% of the respondents expressed a desire to live on the territory of the KolomatskaUTC, while 8% of respondents expressed a desire to move (Fig. 1).

However, of the 44 respondents who expressed a desire to live in the community, 14 people or 29% of the total do not see a prospect for themselves in the community. Only 12 or a quarter of the total see the prospect for themselves in the community, and 18 people (37.5% of the total) feel comfortable in the community

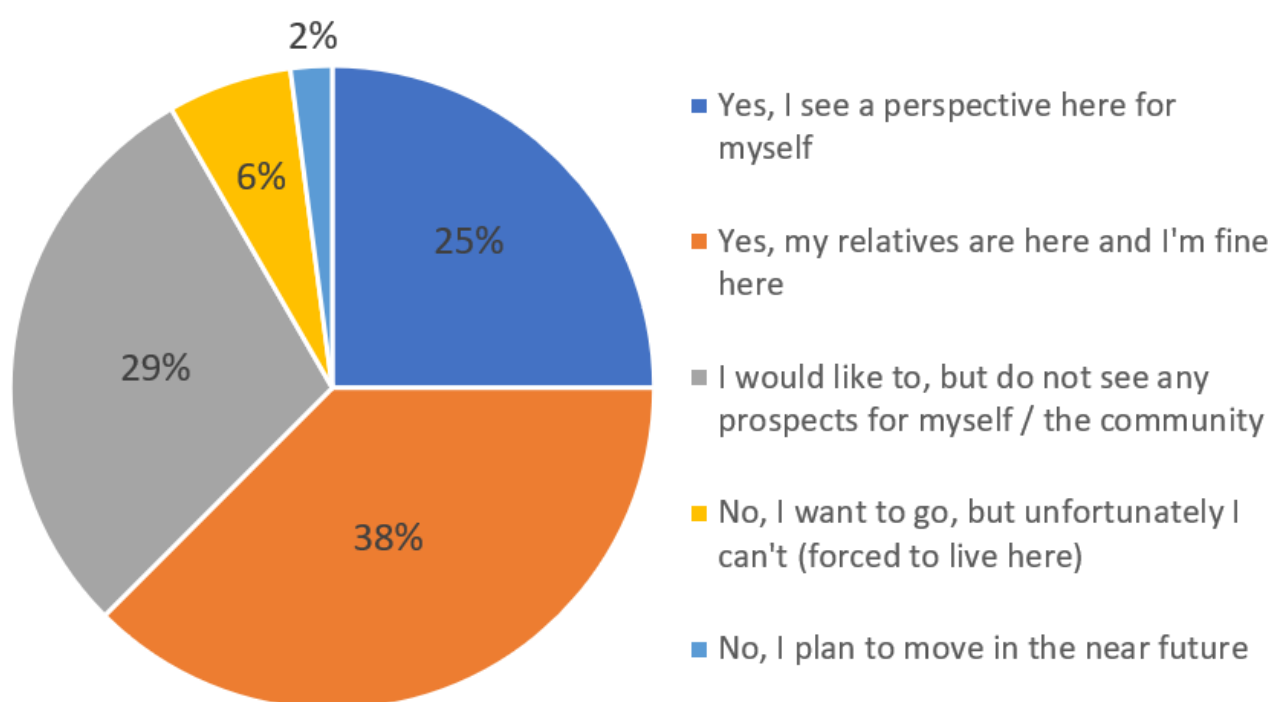


Fig. 1 Distribution of the answers to the question whether the respondents relate their future to their community [1]

because they are close to family and friends.

Overall, the level of positive attitudes towards community living has increased from 51% to 63%. The data were obtained from the results of a survey conducted at the beginning of 2019 through a questionnaire, the analysis of which is presented in the strategy of development of KolomatskaUTC. [7]

The results of the survey concerning the third - one of the most important sections of the questionnaire attract special attention because it is about the development of cooperation, clusters, scaling, production and creation of brands. In order to understand how many people are familiar with this topic, the survey started with several questions exploring quantitative phenomena. 25 respondents (52%) said they were aware of the benefits of cooperation in business or manufacturing processes, with 22 (46%) unknowns about these benefits and one indifferent. When it comes to the effect of scaling production, the majority are not aware of it (52%), or they are not interested (8%). Only 19 (40%) respondents are aware of this phenomenon. As for production (regional) clusters, only 15 respondents (about a third) say that they are aware of this phenomenon, while 32 respondents are not aware of it and one is indifferent.

Only a third of those surveyed say there are products associated with the community/region, about a quarter say that such a product is missing, and more than 40% do not know if such products exist. Almost every one of the respondents who claimed that there are such products, gave examples that are listed below in the list 1) sugar, Novoivanivskyi sugar (3 mentions), (9 mentions in total); 2) cheese, Kolomatskyi cheese (4 mentions), cheese “Mriia” (1 mention) (7 mentions in total); 3) sunflower oil “Vasylenkivhytir” (2 mentions), sunflower oil “Pokrovska” (2 mentions), sunflower oil (5 mentions in total); 4) cereals, grain, sowing grain byJSC “Kolos” (1 mention), agricultural products (4 mentions in total); 5) land on which products can be produced (1 mention).

Analyzing these answers, we note that land is not a brand but a means of production. And cereals or agricultural products are by themselves neither a brand nor something specific to Kolomatska UTC. If one of these products is made according to a special recipe and is different from the others, or is promoted as a

regional brand of Kolomatska UTC under the name “sugar/cheese/oil of Kolomatska UTC”, it can be considered as a regional brand, but it is important to promote it in a such way.

It should also be noted that, according to one of the respondents, the Kolomatska UTC’s coat of arms is a local brand, but this is not entirely true. On the one hand – the coat of arms does have a clear link to the community and region, first all historical and administrative, but in most cases the coat of arms don’t attract a lot of people’s attention, because they are difficult to remember and because of the similarity of the main forms and colors with the coat of arms of other regions. So, it is difficult to use it to promote regional products (Fig. 2 shows the coat of arms of KolomatskaUTC).

Since the fourth section of the questionnaire is informative (does not consist of questions), it explains the phenomena that the author asked in the previous section. The following concepts are explained: cooperation, production scale effect and clusters.



Fig. 2

Coat of arms of Kolomatska UTC [7]

At the end of the questionnaire in the fifth section, it was decided to find out whether the residents of the community have a will to learn to acquire new theoretical and practical skills and to put them into practice for the purpose of personal development, earnings and community development. However, first they were asked whether they or their relatives had agricultural land plot and according to the obtained results, 69% have one or more.

Up to 33 respondents who answered that they, or their relatives own the land plot, had an additional question to answer– whether they cultivate it on their own, whether they leased it or whether the land is not cultivated. Thus, 24 of the 33 respondents transferred their land for cultivation to another farmer and only seven cultivate their land on their own. Unfortunately, there is a typical situation in which most landowners lease land to a larger land user because it is not profitable to cultivate it on their own.

Questions were also raised to the owners of the land plots regarding the creation of a cooperative with the other villagers, possibility of transfer of their land plots to the cooperative and joint cultivation of this land. The following results were obtained: 12 respondents did not wish to create a cooperative (prefer personal cultivation). Two more respondents would not like to be members of the cooperative but are ready to lease the land to the cooperative. Six respondents expressed a desire to contribute their land to cooperative, so be a part of it, but now have a job that is more important to them. Among the eleven respondents who confirm their readiness not only to bring their land into the cooperative but also to cultivate it, there is also a respondent who gave two mutually exclusive answers. The last three respondents are ready to participate in the cooperative and would like to do administrative work there.

The question regarding the choice of non-agricultural work, which they would like to do in a cooperative was answered not by three, but by twenty respondents. Accordingly, the interest in non-agricultural work in a cooperative is higher than the desire to cultivate land. Administrative work, namely the following positions: manager, secretary, clerk, accountant, was interesting for 60% of respondents, namely twelve persons. Five people have expressed interest in developing non-agricultural production with an aim to recycle the cooperative's agricultural products. The remaining options, namely developing a marketing strategy and creating a brand for the cooperative, its products, or the community or region as a whole were chosen by four people each.

The last three questions form a block of questions regarding the need for additional knowledge or skills and the willingness to acquire them. We first wanted to learn about the respondent's need to gain additional knowledge in one of the areas covered by the survey. More than half of the respondents – 27 (56%) believe that they need additional knowledge in one of the above sectors. Instead, 21 people (44%) consider themselves either sufficiently competent or unwilling to acquire new knowledge in one of the above areas.

Those respondents who expressed a desire to acquire new knowledge were asked in which or what areas they needed or wanted to acquire new knowledge. The distribution of answers to the questions is shown in Fig. 3. It turned out that the most popular areas were: administrative work, entrepreneurship and brand creation or

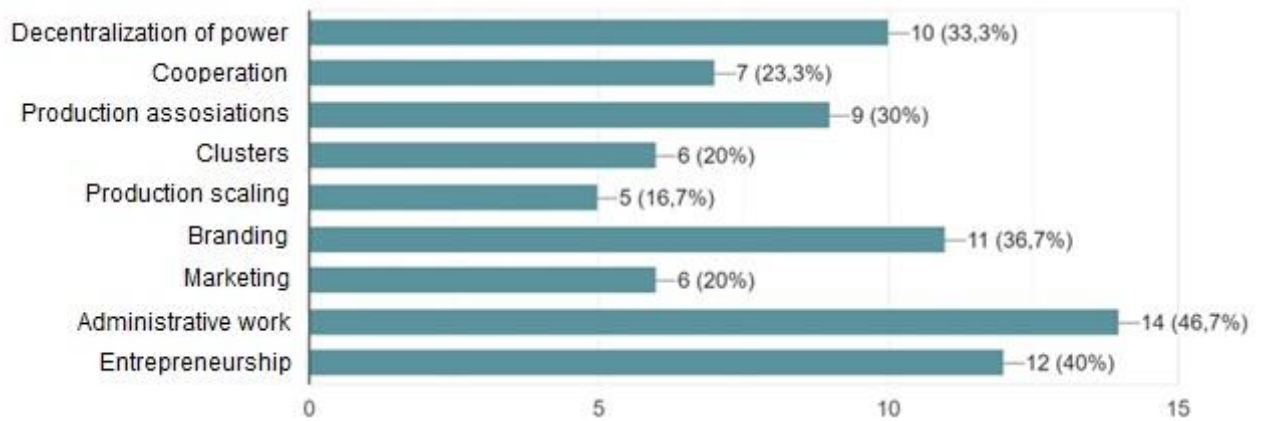


Fig. 3 Answers on the question regarding areas, in which additional knowledge is needed [1] promotion, and the least in demand were production scale, clusters and marketing.

In the final question, we tried to determine whether the residents of the KolomatskaUTC were motivated enough for self-education. A total of 27 respondents were expected to respond, but 38 responded, 87% of whom were ready to study on their own. The result is very positive, because the desire for self-development is very important for the achievement of both personal and community goals. Self-study readiness present in all age groups, and most important, in the youngest and middle age groups, this readiness is at the level of 80% to 100% and for the age group of 51-65 years it is slightly more than 50%.

Conclusions. Summing up the results obtained, we believe that KolomatskaUTC and its inhabitants have the potential for economic growth and development. Taking into account the results of the research, it can be argued that its results can form a strategic goal of long-term community development in the following way: educated and wealthy people who create their own jobs and increase their work efficiency.

The justification of the chosen goal may be that a large amount of people are ready to study and work, support the creation of cooperatives for joint production of products and its realization. Further growth of the whole cluster on the basis of the

agricultural cooperative is possible in the future and this goal is achievable in the long run. The most important thing is to start these processes, after which other people will join the initiators. It is important that the attainment of this goal has to be believed in by the people in the community.

The choice of specialization of the cooperative, rational management of its resources, and, as a consequence, the formation of a regional cluster are attributed to the decisive goals for community development, which should be the basis for strategy development.

Interviewing the respondents - residents of the UGT on a qualitatively formed and structured questionnaire allowed to obtain valuable qualitative and quantitative information that should be used to formulate strategic goals, develop a community development strategy and its implementation.

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ОПИТУВАННЯ ЖИТЕЛІВ ГРОМАД ЯК БАЗИС ДЛЯ ФОРМУВАННЯ СТРАТЕГІЧНОЇ ДОВГОСТРОКОВОЇ МЕТИ ДЛЯ РОЗВИТКУ ГРОМАДИ

У даній статті проаналізовано стратегії, які розробляються для громад, виявлено, чи здатні вони призвести до економічного та соціального розвитку громади та зростання бюджетних надходжень у довгостроковій перспективі. Встановлено, що найважливішою цінністю, найпотужнішим ресурсом громади є її люди.

У процесі дослідження акцентовано увагу на проведенні якісно-кількісного опитування жителів Коломацької ОТГ методом анонімного інтернет-анкетування за допомогою сервісу GoogleDocs. Як результат, встановлено високу обізнаність жителів громади в питаннях децентралізації влади, а також наявність позитивного впливу децентралізації на стан справ у громаді. Визначено, що 63% опитаних жителів громади позитивно оцінюють перспективу подальшого життя в громаді й не планують її покидати.

У процесі дослідження виявлено, що близько половини опитаних готові спільно з односельцями працювати в утворених ними кооперативах чи виробничих об'єднаннях заради підвищення ефективності праці й зростання власного благополуччя та розвитку громади. Також встановлено, що абсолютна більшість виявила бажання навчатись новим навичкам і робити це самостійно. Результатом проведення даного дослідження є формування стратегічної мети розвитку громади на тривалий період.

Ключові слова: регіональний розвиток, децентралізація, стратегія розвитку громади, опитування, анкетування, інтерне-анкетування, кооперація

Дорош А.И.

ОПРОС ЖИТЕЛЕЙ ОБЩИНЫ КАК БАЗИС ДЛЯ ФОРМИРОВАНИЯ СТРАТЕГИЧЕСКОЙ ДОЛГОСРОЧНОЙ ЦЕЛИ ДЛЯ РАЗВИТИЯ ОБЩИНЫ

В данной статье проанализированы стратегии, которые разрабатываются для общин, выявлено, способны ли они привести к экономическому и социальному развитию общин и росту бюджетных поступлений в долгосрочной перспективе. Установлено, что важнейшей ценностью, мощным ресурсом общин являются их люди.

В процессе исследования было принято решение о проведении качественно-количественного опроса жителей Коломацкой ОТО методом анонимного интернет-анкетирования с помощью сервиса GoogleDocs. Установлена высокая осведомленность жителей общины в вопросах децентрализации власти, а также наличие положительного влияния децентрализации на положение дел в общине. Определено, что 63% опрошенных жителей общины положительно оценивают перспективу дальнейшей жизни в общине и не планируют ее покидать.

В процессе исследования выявлено, что около половины опрошенных готовы совместно с односельчанами работать в созданных ими кооперативах или производственных

объединениях для повышения эффективности труда и роста собственного благополучия и развития общины. Также установлено, что абсолютное большинство изъявило желание учиться новым навыкам и делать это самостоятельно. Результатом проведения данного исследования является формирование стратегической цели развития общины на длительный период.

Ключевые слова: *региональное развитие, децентрализация, стратегия развития общины, опросы, анкетирование, интернет-анкетирование, кооперация*