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Social participation in preparing commune's development strategy for Murowana Goslina

elaborated abstract

Strategies for socio-economic development of territorial units are nowadays a very popular and often used tool for managing local resources for the purpose of lifting quality of life and stimulation of local development. Parysek (1997, p. 129) defines the strategy as "outlining the transition from the existing state to the final state with the selection of specific priorities and their own creative participation." According to Stępień and Potoczek (2008, p. 90), the strategy is "a general program of intentions, directions of actions and decisions taken in the social environment, constituting a qualitative concept of the future, a set of goals, tasks and major organizational undertakings implemented at use of material resources and human ". The essence of the development strategy is detailed diagnosis of a selected area limited by administrative boundaries in terms of conditions and factors of natural and social development and economic, and then the indication of the most desirable directions of the development of the individual (see Parysek 1997, pp. 129-130). Documents of this type concern long-term goals and hence are usually created for a period from a few to a dozen or so years (see Ackoff 1971; Chandler 1962). An important feature of this type of documents there is a hierarchy of goals (see Gorzelak, Jałowicki 2000, p. 49) and the selection of achievable priorities among them (see Wojtasiewicz 2000: 73, Żuber 2000: 93). The choice of priorities is necessary because "development it takes place in the situation of limited resources and therefore the essence of the strategy is to make the most important for the region or city of the election, and not striving to satisfy all reported needs. Result making these choices - and limiting them to the most important issues - should be small number of strategic goals "(Gorzelak, Jałowicki 2000: 51).

The legal and administrative system in Poland gives territorial development strategies are of special importance - they are "the basis for conducting development policy". By

contrast, development policy is understood "a set of interrelated activities undertaken and implemented to ensure a lasting effect and sustainable development of the country, socio-economic cohesion, regional and spatial cohesion, raising the competitiveness of the economy and creation new jobs on a national, regional or regional scale local. " The basic task of the municipality is "meeting the collective needs of the community" - the socio-economic development strategy is certainly the right tool to support this task. Effective development policy affects for increasing the standard of living and satisfying social needs.

Development strategies created on individual hierarchical levels: EU, national, regional and local vary in degree of detail and content. A characteristic feature of the local level strategy is basing on endogenous development factors - unique human and material resources, characteristic only for a given territorial unit, hence the goals and development priorities formulated in it are specific and specific. It is worth emphasizing that, in contrast to the mandatory development strategy of the voivodship, the municipality's development strategy is an optional document. Its creation is an expression of activity and determination local authorities looking for the most rational ones from the point of view of the development of the individual and the quality of life residents, goals for the coming years. This dokument is a source of help for local authorities when making certain decisions, which is important especially in the situation of limited financial resources at the disposal of municipalities. It indicates above all ways to improve the living conditions of residents and create new jobs. However, it also aims to triggering local initiatives and developing entrepreneurial and resourcefulness among residents as well as organizations and associations operating in the commune; promotion – displaying the attractiveness of the commune for potential investors, tourists or new residents, as well as creation the basis for applying for a variety of external resources - including European Union funds (see Parysek 1997, Klasik 2001, Stępień, Potoczek 2008).

Socio-economic development may be considered in very different scale. According to the definition of development by Capello (2007), it should be noted that an important feature of socio-economic development is diversification in space, which is directly related to its spatial determinants. This can be considered in various spatial scales, but from the residents' point of view, the most significant changes appear at the local level, which directly affects these communities. Common features among various definitions of local development point out that it is a long-term process, carried out consciously and deliberately by local development entities that rationally use their resources (Jakubowska, 2013). A distinctive feature of creating this development should be a bottom-up approach. The initiators of the

preparation of a new development strategy for the Murowana Goslina commune were councilors and social activists who invited scientists and students from the Institute of Socio-Economic Geography and Spatial Management at the University of Adam Mickiewicz in Poznan. The inhabitants of the commune were also involved in the process of document preparation. The main aim of the presentation is to show the role of society in creating local development and the impact of social participation in creating a commune's development strategy for building the identity and local awareness of residents. The main goal has been detailed in the form of the following research questions: 1) What is the most effective model of cooperation when creating a commune's development strategy, taking into account the involvement of the local community and providing expert knowledge? 2) What methods are the most effective to involve the local community in the process of preparing a commune's development strategy? 3) What role in building resident's local awareness and identity plays their participation in commune's development strategy preparation? The work attempts to verify the following research hypotheses: 1) The most effective model of cooperation when creating a commune's development strategy, taking into account the involvement of the local community and providing expert knowledge is expert-participatory model with mixed method approach. 2) The most effective methods to involve local community in the process of preparing a commune's development strategy is mixed method approach including: desk research technique, questionnaire interviews, workshops and social consultations. 3) Social participation in commune's development strategy preparation plays relevant role in building their local awareness and identity. As part of the preparation of the document, a research concept based on a mixed-approach approach was used, which is used and developed in the literature on social research (Creswell, Clark, 2011) and involves, among others on the use, in the appropriate sequence, of both quantitative and qualitative methods. In the first stage of the presentation the theoretical part concerning the bottom-up approach in local development will be presented. Afterwards, there will be characterized process of preparing communes's development strategy for Murowana Goślina with expert-participatory model taken into account. Finally, the public involvement in the creation of this document will be discussed and it's role in building local awareness and identity of residents will be defined.

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