

ASSESSMENT OF THE IMPACT OF THE PROJECT IMPLEMENTED ON THE COMMUNITY OF THE CITY OF BYDGOSZCZ

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Purpose: Since the accession of Poland to the European Union, there has been a rapid increase in the implementation of projects supervised and funded by the European Union. Social and educational projects pursuing activation and development of youth enjoyed great popularity, in particular the social project entitled ‘Moje Boisko – Orlik 2012’, conceived for building 2012 modern and multi-functional sports pitches throughout the country by 2012. The project has received great recognition from the society, and the resulting sports facilities have won the affection of the beneficiaries. The purpose of the study is an attempt to assess the utilisation degree of 23 sports facilities designed within the framework of the ‘Moje Boisko – Orlik 2012’ project in the city of Bydgoszcz in the context of evaluation criteria, including adequacy, effectiveness, and efficiency.

Design/methodology/approach: The study employed a technique of analysis of primary source documents – desk research. As part of this technique, an analysis of the existing data was carried out. The analysis of the quality of accessible information under the separated evaluation categories of websites was carried out to assess the information contained in ‘Orlik’ type facility websites.

Findings: The analysis of website accessibility showed that the Orlik facility websites are not adapted for use by people with any type of disability. The functionality analysis of the Orlik facility websites indicates they have few functions or do not have any function at all. In turn, the usability analysis of the facility websites showed that they are easy to browse and intuitive. It turns out that an effective project policy requires not only adaptation to the environment, but also active involvement of the community and flexibility in responding to varying needs and expectations of various social groups.

Originality/value: The article focuses on analysing the function, usability and timeliness of the content of the websites of the Orlik pitches in Bydgoszcz, highlighting the need to improve the accessibility of the information. The article encourages measures to improve the quality of

information and effective use of sports facilities, using the example of Orlik type pitches, making it useful and practical for pitch managers, the local community and potential users.

Keywords: social project, evaluation, evaluation criteria.

Category of the paper: Research paper.

1. Introduction

Social projects are the type of projects that cover activities addressing social needs introducing permanent changes to the diagnosed issues in the respective social groups and the environment. Achieving effects allows one to build new relations, and to deepen and develop the existing ones. Social projects may be implemented in different areas, through different environments or organisations, then funding options are broad and much diversified and diversified. Since projects can be implemented both in the private and public sectors, some initiatives are funded partially or entirely from commercial sources (Kołodziej-Hajdo, 2019, p. 42). Activities under social projects encompass all areas of life important to society, i.e. infrastructure, labour market, safety, culture, education, and health care (Grewiński, 2017; Szot-Gabryś, 2012; Markowicz, 2019; Mazurek-Łopacińska, 2015; Skubiak, 2016; Wronka-Pośpiech, 2015). The European Union has introduced a set of financial mechanisms to support innovative activities for any and all social issues. Social projects are implemented under the European Social Fund (ESF), as part of which Poland has been allocated 11 billion EUR between 2007-2013 and 11 billion EUR between 2014-2020 (Ministerstwo Funduszy i Polityki Regionalnej, 2020).

Assessment of an undertaking – project is carried out according to certain standards, which are the evaluation criteria closely related to key questions coming up during the evaluation, and should be precisely formulated, addressing the objectives and effects. The relevance criterion serves to assess to what extent the adopted objectives and methods for project implementation correspond to the identified issues or actual needs of the beneficiaries. The effectiveness criterion is utilised to assess to which extent the project objectives have been achieved, and the undertaking can be regarded as effective or effectively implemented if it has fulfilled its objectives. The efficiency criterion provides an assessment of the degree to which the expenditures incurred relate to the results obtained and the results of the implemented undertaking. The utility criterion answers the question about the extent to which the implementation of the activities under review has actually contributed to solving the identified issues, or whether it has brought benefits to the beneficiaries, and the sustainability criterion indicates if the positive effects of the evaluated project could survive its completion, and whether it is possible to sustain the impact of the undertaking in the long term (Polskie Towarzystwo Ewaluacyjne, 2021).

Evaluation depends on the project management run, precisely on such activities as monitoring, verification of the effectiveness of activities throughout the project, as well as completion and conclusion of the project (Kisielnicki, 2013). At this stage, evaluation proves the emergence of and the need for the project (Hughes, Baumgartl, 2005). For the EU, evaluation is an opinion that clarifies the project performance with regard to the effects, interactions and requirements necessary for improvement. The purpose of evaluation is to check if the tasks have been done well, and to provide representatives, who manage projects and are involved in the decision-making process, with a data resource that enables them to improve elements or the overall project (Kisielnicki, 2013, pp. 331-332). Evaluation is an attempt to understand whether our actions have been effective, or whether they are likely to produce effects in the future. Nevertheless, its scope should not be limited only to measuring the final effects of the project. It is also important that a cause-and-effect approach be employed to analyse the relationship between the actions taken and the results obtained. The effects of social projects are a change in society.

Projects implemented within the framework of the Human Capital 2007-2013 programme covered 9.6 million Poles. Positive changes were noticeable in the areas of education, science, higher education, adaptability of enterprises and their employees, social integration, good ruling, and health care. According to the evaluation studies conducted in the area of employment and labour market, the projects implemented have resulted in the establishment of 245,745 new companies, 1,300,000 persons completed their participation in professional activation, 300 nurseries 31 kids clubs were built, and 49 day care institutions were founded. In the area of counteracting social exclusion, the projects supported 367,203 people at such risk. Support was also provided to 15,200 social economy enterprises, 786 social cooperatives were established. Under the projects implemented in the area of education, 6500 preschool education centres received subsidiaries, 173,500 kindergartners were supported, development programmes were introduced in 17,600 elementary, lower secondary and high schools, 183,800 students took part in internship and apprenticeship programmes. The projects implemented in the area of higher education and science have resulted in 94,700 students starting their studies in with ordered specialties such as automation and robotics, as well as construction, biotechnology, design, and IT. In the area of adaptability of enterprises and their employees, the projects have achieved the following effects: 1,100,000 people benefiting from different types of vocational training and 215,484 enterprises partaking training projects (Ministerstwo Rozwoju, 2017, pp. 104-108). Projects implemented under the Knowledge Education Development Programme between 2014-2020 achieved such effects as: support of reforms in the employment area, reinforcement of the health care system, educational development. Within the framework of the POWER (Operational Programme Knowledge Education Development), 2 million people received support (Ministerstwo Funduszy i Polityki Regionalnej, 2021).

The facilities designed under the government project entitled ‘Moje Boisko – Orlik 2012’ were evaluated both during the programme and following it. According to the evaluation studies carried out in 2012 at the request of the then Minister of Sports and Tourism through the Social Project 2012 of the Institute of Sociology of the Warsaw University, the facilities meet all the evaluation criteria. The evaluation covered 20 facilities located within 10 provinces, 10 of them are situated in rural areas and 10 in cities. The studies showed that the construction of the facilities meets the social demand for a place to practice sports and enjoy recreation and meet with friends. Polish villages, small towns and housing developments of large cities were characterised by the lack of friendly and publicly available space for meetings. Institutions such as community centres or libraries cannot function as places for casual meetings in every situation, while places like cafes or restaurants are not widely available. This problem was paramount, since the way a community functions depends largely on the surroundings, the characteristics of the space, and whether the residents have places to meet. The evaluation shows that Orlik facilities are exemplary in filling the said gap by becoming places for meetings, contact points and landmarks for everyone. Although access to the facility itself is limited due to the number of people who wish to use it and sign up for a specific time, staying within or in the vicinity of the complex should be free. In addition to people using the facility at any given time, there may be spectators, i.e. players’ families and friends. In some of the communes evaluated, community events are organised next to the facility, and this shows how naturally it has become a central place for community life. The studies to date indicate that it is owing to Orlik facilities that ties in the local community are strengthened and ideas are exchanged (Ministerstwo Sportu i Turystyki, 2012). The effective policy of social projects not only adapts to the surroundings, but also engages the community and adapts to varying needs and expectations of various social groups. In other words, the effectiveness lies in an interactive approach to the environment, which takes into account the active participation of the society and the flexibility in responding to their diverse needs and expectations.

2. Material and methods

The subject of the study was sports and recreational facilities developed as part of the programme launched in 2009 by the Ministry of Sports and Tourism for the creation of sports infrastructure. Among them was the idea of Orlik type sports facilities aimed at providing children and adolescents with access to modern sports infrastructure and allowing them to develop their physical activity under supervision of an animator. The purpose of the study is an attempt to assess the utilisation degree of 23 sports facilities built under the ‘Moje Boisko – Orlik 2012’ project in the city of Bydgoszcz in the context of evaluation criteria including adequacy, effectiveness and efficiency. When evaluating the functioning of Orlik facilities,

it is necessary that the profile of beneficiaries who use them be determined. In the first years following completion of the facilities, they were very popular, yet interest in them has decreased over time. Therefore, activities taken by managers and city authorities that focus on promoting the facilities should be identified.

The main research problem is to find an answer to the question: How are these sports facilities used in Bydgoszcz? One can assume that the dynamic development of mass media and technologies has contributed to decreasing physical activity of society. As the statistics show, e.g. from October 2020 to September 2021, only 38.8% Poles participated in sports or recreational activities, this includes 36.7% of women and 41.0% of men (Główny Urząd Statystyczny, 2022). The 'Moje Boisko – Orlik 2012' programme ended in 2012 and since then the built facilities have not been modernised, and they are still used by students during their physical education classes and by football clubs.

The study employed a technique of analysis of primary source documents – desk research. As part of this technique, an analysis of the existing data was carried out, a check was made to find the way such sports facilities are managed on the basis of an interview with the school management which implements the tasks of the 'Education Development Programme for the City of Bydgoszcz for 2021-2030'. The analysis of the quality of accessible information under the separated evaluation categories of websites was carried out to assess the information contained in 'Orlik' type facility websites in terms of their usability, understood as timeliness, completeness and credibility. The analysis of accessibility was also aimed at determining whether it can be used by people with any type of disability, e.g. visual impairment or blindness, deafness, motor limitations. During the evaluation, methods of evaluating the quality of websites were applied on the basis of research conducted by B. Hyssa and D. Zdonek, included in the publication titled 'Quality Assessment Criteria for Websites of Public Hospitals' (Hysa, Zdonek, 2014). Websites were analysed for selected website functionality assessment criteria.

Based on the separated five assessment categories, as part of the evaluation of the first category 'General information', covering, among other things, a basic range of information on the facility: the period of construction, how it is used, a description of sports events held. The category 'Schedule of use' contains a full description of the operation of the facility: opening months, days and hours. The 'Regulations for use' are general rules of using the facilities, while they also include the 'Functioning rules in connection with COVID-19'. The 'Reservation method' is information on who and with whom the facility can be reserved, along with the inclusion of contact details. The last category of information evaluated was 'Photographic documentation' containing an overview of recorded events taking place at the Orlik facility and of the facility itself. A research hypothesis was assumed in the paper according to which the level of interest in the utilisation of Orlik facilities among the residents of Bydgoszcz has decreased, and the measures taken to promote and advertise the facilities are insufficient. The main beneficiaries of the facilities are students of schools at which they operate.

The functionality analysis consisted in determining the number of functions, options or possibilities of a given website, e.g. whether 'Orlik' facility sites feature online facility reservations or a form to contact the facility manager. The usability analysis was carried out to evaluate how easy a given site can be browsed, i.e. easy and intuitive navigation and clarity of the site. The appearance of websites is inextricably linked with their usability. It is assessed on the basis of the colour scheme used, the layout, and the first impression upon entering the site. Data from primary sources was collected by way of an individual interview with the manager of one 'Orlik' facility in Bydgoszcz. The facility is located at the Elementary School No. 38. The school was selected to participate in the evaluation as it implements the tasks of the 'Education Development Programme for the City of Bydgoszcz for 2021-2030' under 3.8 Supporting health and physical activity of children and adolescents.

3. Results of the study

During the use of the facilities, a problem with limited accessibility was noted, perhaps due to the limited variety of activities, since initially 'Orlik' facilities had been wrongfully associated with football only. Certainly, the multifunctionality of the facilities should have been emphasised. Orlik facilities began to lose their attractiveness due to their deteriorating technical condition, with much doubt as to the maintenance and preservation of the facilities, and the question of payment for using them. The city and the management of the Orlik facilities in Bydgoszcz do not run promotional campaigns and the facilities themselves do not receive positive feedback from the users. The study on the implementation of a strategy for gaining a competitive advantage indicates that the promotion of cities through sports is an attractive element of social life and an effective tool for attracting media attention (Wiśniewski, 2012; Rogala, 2011; Smura, 2012; Waśkowski, 2011).

Therefore, the analysis began with identification of sports and recreational facilities established under the government 'Moje Boisko – Orlik 2012' programme (Mamcarczyk, 2013). The study showed that there are 23 Orlik type facilities in Bydgoszcz, which are placed at educational institutions located in 16 of 29 city housing developments. The analysis of the content of the websites of the schools at which the facilities are located indicates that each school and 18 facilities (78.2%) have their own website.

In order to analyse data, facilities which do not have their own website or have a website which does not contain information, were marked analogously as 'No website' or 'No information'. The analysis of the content on the websites of Orlik facilities in terms of their usability for the users indicates the included schedules in 16 facilities making up 69.5% are up to date. It turns out that only 8 websites (35%) still contain the described rules of using the Orlik facilities during the COVID-19 pandemic, which needs to be updated or deleted due to the lifted

restrictions. Only 56.5% of the evaluated facilities have their general year-round regulations for use of Orlik facilities available on the websites. Only 30% of the Orlik facilities have information on the facility reservation method, means of contact or contact details of the person responsible for hiring the facility.

The 26% of the websites provide general information on the attractions ensured by an Orlik facility, events that take place there and a historical outline of the facility. Photographic documentation of events held at Orlik facilities is kept only by the Orlik facility at Węgierska 11 Street. In addition, only two facilities out of all have all the information, except photographic documentation. These are Orlik facilities at Gdańska 122 Street and Kościuszki 37a Street. The remaining 65% do not provide information that could be useful to potential eager users of the facilities.

The analysis of website accessibility showed that the Orlik facility websites are not adapted for use by people with any type of disability. The websites do not meet accessibility conditions included in WCAG 2.1, i.e. they do not feature screen readers, alt tags, captions and transcriptions, or alternative versions of the pages. The functionality analysis of the Orlik facility websites indicates they have few functions or do not have any function at all. None of the websites under evaluation allowed the user to make online reservations or contact the facility manager or animator through a contact form.

The usability analysis of the facility websites showed that they are easy to browse and intuitive. The predominant colours are: white, red and green. The graphic layout of the websites is simple and clear, yet poor. Most of the analysed websites contain texts only. There is no graphic or multimedia elements that would attract the users' attention. They include: graphic arts, slides, presentations, or audio and video files. According to an interview with the manager of one of the Orlik facilities in Bydgoszcz, the facility enjoys considerable interest among local residents, despite the lack of promotional activities. On weekdays, the facility is used by children and adolescents, both during their physical education lessons and after school. In the afternoon and evening, the facility is used by football schools and senior citizens. Cyclical special events are organised at the facility to attract new users, and they include: tournaments of volleyball, table tennis and football, and athletic competitions.

Despite the passage of almost a decade since the opening of the facility, it is in perfect technical condition and is safe for its users. The surfaces and equipment are subject to regular inspections, both by the animator employed at the facility and by the manager, maintained and replaced. The facility, which was built in compliance with the guidelines included in the 'Moje Boisko – Orlik 2012' programme, includes a required football pitch, a multifunctional court, height-adjustable steel basketball hoops, a sanitary and cloakroom building with separate locker rooms for each team along with a hygiene and washing unit, an equipment storage, a utility room, and a room for the facility manager and animator. Furthermore, the facility manager ensured the Orlik facility has been adapted for the disabled.

The studies have shown that interest in physical activity and sports culture is gradually increasing as a result of the implementation of EU and local programmes, the example of which is the 'Strategy for Bydgoszcz Development Until 2030', which includes postulates on the development of physical activity among the residents of Bydgoszcz.

Multifunctional Orlik facilities designed for practicing a variety of sports address the needs of the city residents by offering a wide range of possibilities. According to the objectives of the 'Moje Boisko – Orlik 2012' programme, the facilities were supposed to create opportunities to develop physical activity, promote sports among adults and adolescents, and provide easy and free access to professional sports infrastructure.

4. Conclusions

The analysis of the content and quality of the Orlik facility websites showed that the content posted on the websites is for the most part incomplete and insufficient, and thus becomes barely useful to the users of the Orlik facilities. The range of basic information necessary to access the facility and plan activities, including to determine the day and time of availability, reservation methods and contact details, is mostly unavailable. An important element that is also scarcely available is the regulations for use of the facility, while some websites still display the facility functioning rules during the COVID-19 pandemic, despite the fact that the restrictions were lifted several months earlier. This indicates the data is not up-to-date, which can lead to misleading the users of the facilities. It can be concluded that the Orlik facility websites do not perform a marketing function. Reports of special events, family festivals, tournaments and sports competitions held at the facilities, which could encourage the residents of the city to take part in the indicated activities and promote the facility as a place of recreation for people of all age groups, are available on a few websites among those evaluated.

However, an assessment of the Orlik facilities in Bydgoszcz for adequacy showed that the facilities meet this criterion. The Orlik facilities located in Bydgoszcz meet these assumptions by continuous use of the facilities for various sports activities. The last evaluation criterion under which the Orlik facilities in Bydgoszcz would be evaluated, is that of efficiency. In order for the facilities to serve their users and be safe for them, constant technical inspection and maintenance are required. The expenditures incurred by the facility managers are then considerable, both in terms of funds and the use of human resources. On the other hand, however, expenditures incurred on marketing and promotion of the Orlik facilities are low, and yet, as the study shows, the facilities enjoy great popularity and interest. Thus, the expenditures incurred for the facilities equalise with the demand for the use of the facilities, recognising that they are used intensively, holding both physical education lessons and special mass events for the local community.

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