Original Article

Fostering community revitalization through sport (based on an example from Poland)

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Abstract:

Contemporary understanding of revitalization in Poland has changed significantly in recent decades. It is no longer just neighbourhood regeneration based on renovation of infrastructure but a complex change process aimed at counteracting problems of local community, most of all from social sphere. Due to the need to ensure efficiency, complexity and transparency, all public interventions for revitalization need a strategic plan that must be prepared and exercised by community authorities, especially if the EU funds should support any activity in the field. What is more, collaboration with local stakeholders is required, also by Polish law. Sports can play a meaningful role in development on every level - from global to individual. In the literature of so called sport for development, a significant attention has been given to initiatives aimed at creating social cohesion and inclusion, providing opportunities for education, often for members of disadvantaged groups or communities. That is why the idea of development through sport may be also applied in the case of revitalization strategy, that is on local level. The key element for successful implementation is in this case effective collaboration between all local stakeholders, including cooperation between local authorities and members of local society, also representing sport. The paper is an empirical study from the field of economics as it refers to issues connected with local development and renewal of a commune (municipality). It highlights the social and economic outcomes of youth sport and seniors' wellbeing activities illustrated with a revitalization program of one local commune in Poland. It proves that sport-based interventions can be one of the most useful means of social inclusion and local development not only in cities where big sports events can be organized but also in smaller communities.

KeyWords: neighbourhood regeneration, sport for local development

Introduction

J. Rogge in his message to participants of 2nd International Forum on Sport For Peace & Development said: It is not a question of whether sport contributes to the betterment of society; we are all in agreement that it does. The real question is how to make it contribute in more impactful, tangible ways. (...) Thanks to the UN, sport has found its rightful place in the global agenda for peace and development and it is officially recognized that sport can be an invaluable tool for education, gender equality, integration, health, and more generally, for the good. (UNOSDP, 2011, p. 2)

The opinion expressed repeatedly by the President of the International Olympic Committee is clearly confirmed in the research and described in the literature where evidence from different perspectives and countries proves that sport can serve as a vehicle to achieve developmental outcomes on every level and those outcomes can be related to individuals and their communities, regions, countries, as well as on international level. The whole field of research/literature is often called sport for development (sometimes referred also as sport-for-development; abbr. SfD, S4D or like in this paper: SFD). This term is defined as "the use of sport to exert a positive influence on public health, the socialisation of children, youths and adults, the social inclusion of the disadvantaged, the economic development of regions and states, and on fostering intercultural exchange and conflict resolution" (Lyras, & Welty Peachey, p. 311). A significant increase of published SFD research has been recorded over the recent years (at least from the year 2005 that was declared by the UN as International Year of Sport and Physical Education) what is well confirmed also by a growing number of integrated literature reviews from the field (Schulenkorf, Sherry, & Rowe, 2016; Jones, Edwards, Bocarro, Bunds, & Smith, 2017; Schulenkorf, 2017).

Although the field of SFD has been progressing for quite some time in the international research and local level has been widely commented in it as well, this subject does not seem to be exhausted yet. Some new instruments of local development that were introduced in Poland recently, may be also be used in connection to this idea. The article is an attempt to illustrate that development through sport may be also successfully applied

in case of revitalization as the meaning of revitalization in recent years has changed significantly in Poland. It is no longer understood as separate activity aimed at correcting the image of public places or infrastructure deficits, but it is integrated and complex tool focused on the regeneration of areas with concentration of different problems burdened by the ones from social sphere. As in the area of SFD a significant attention has been given to initiatives aimed at creating social cohesion and inclusion, sport seems an important element that can be used for the successful community revitalization.

In an integrated review of literature regarding SFD (Schulenkorf, Sherry, & Rowe, p. 32) it can be noted that research findings in the field can be assigned into three main categories: (a) the appropriateness of specific SFD programs and activities for particular groups within the community; (b) the implications of findings for the design of future SFD programs, activities, and policies; and (c) the limitations of programs in achieving stated outcomes. The article concerns the sphere predominantly included in the first category. It deals with the methods, conditions and barriers of the use of strategy of sport in local development and revitalization of the commune. It indicates the legal requirements related to conducting the revitalization process in Poland, the available instruments and conditions for their application by the commune authorities, as well as the sources of financing of regeneration projects. On the example of the local unit - Janikowo commune, it was indicated what regeneration projects were planned to be carried out and what their expected results for neighbourhood community are. To understand more about the conditions and mechanisms that are needed to facilitate and enable interventions in order to achieve increased effectiveness of actions designed in revitalization program also the need for social participation and collaboration between different stakeholders is underlined. The limitation of findings concerning categories (b) and (c) is connected with the fact that not all of planned revitalization projects are finished and some more conclusions will be possible with time. But as revitalization is ongoing process in local society it needs monitoring and appropriate adjustment, some of the findings may be useful in this sphere. It concerns especially the recommendations for local stakeholders as collaboration between different actors may be a key element of successful regeneration of the local society in case of some social problems.

The most commonly used SFD research methodology is a qualitative research approach with multiple methods of data collection, such as a combination of interviews, observation, and document analysis (Schulenkorf, Sherry, & Rowe, p. 31-32). Quire similar approach is applied in this paper where the research is done based on case study method. The main method of analysis is desk research as the literature in the field of SFD, legal acts and regional guidelines for revitalization, and local strategic management documents were reviewed. There are no interviews or questionnaires used but some information collected during public consultation conducted on the stage of preparation and actualization of revitalization program of the researched commune were also analyzed as the author served as one of the experts supporting these processes.

Sport for local development

SFD literature confirms that sport can play a meaningful role in development what can be analyzed on different development levels. Schnitzer, Stephenson Jr., Zanotti, & Stivachtis (p. 595) claim the area has been under-theorized to date but practical/empirical studies are more and more common. Schulenkorf, Sherry, & Rowe (p. 30-31) report that SFD programs are researched at the following levels of development: individual, community, state/region, national and international. In their study they confirmed that the community as the research target population was most frequently found (more than 58% cases of analyzed in the literature outcomes concerned local issues). This cannot prove that the outcomes from SFD programs are the most important at this level but they are clearly very well documented.

The statement cited in the introduction proves that the role of sport for development (understood generally as betterment of the society) is appreciated also a lot at international level, which found its fullest expression in recognizing April 6 (i.e., the date of the opening of the first modern Olympics in Athens in 1896) as the "International Day of Sport for Development and Peace". Usually it was the idea of sport as a universal language that has been based as an ideological and political underpinning and justification for mobilization of sport and physical activity to pursuit of a wide range of development goals (Young & Okada, p. 2-3, Kozatek et. al., p. 403-404). Because of its influence on conflict resolution, especially in global perspective the role of sports was broadened and abbreviation SDP became to be commonly used in literature to express the connection of sport, development and peace (UN General Assembly, 2006; Giulianotti, 2011; Young & Okada, 2014). The specific topic that is quite clearly associated with international and national level outcomes) is connected with achieving the goals of the United Nations (Millennium Development Goals) through sport. To the most common issues studied in the area count: contribution to public health, universal education, gender equality, poverty reduction, prevention of HIV and AIDS and other diseases, environmental sustainability as well as mentioned above peace-building and conflict resolution (Beutler, p. 359).

SFD related topics are studied from all perspectives and stating various outcomes on each territorial level. Very often research is connected with the influence of Olympic games and other mega events (sometimes activity of famous sport clubs) for the development (and peace), at national and regional/local point of view - research concerns (long-term) influence for host regions and communities of smaller events as well. Analysis-relevant impacts of hallmark events are traditionally divided into six categories: economic, tourism/commercial, physical/environmental, social/cultural, psychological and political effects (Ruta, p. 30), but some of above

categories can be merged (like economic and tourism impacts) or separated by other authors (physical, sometimes called infrastructural can be treated as separate category), e.g. in the work of Scandizzo & Pierleoni where there are outcomes in economic (both tangible and intangible – like connected with prestige, etc.) and social sphere and they include evidence for new jobs creation, contribution to the economic growth of region or city, tourism development, as well as the impact of the event on the social standards of the host community- just to name some: it can be enhancement and diffusion of the practice of sports in the host population, fostering education in sport and Olympic values among the host country's youth, strengthening local values and traditions, generating patriotism and cultivating a sense of community belonging, excitement, national pride. It is worth noted that there are some important infrastructural and environmental outcomes evidenced for the host communities as well, and they can be seen as problems (cost of infrastructure maintenance; pressure on the environment because of increase in traffic, water consumption and the production of waste) or/and benefits (new and regenerated infrastructure directly or indirectly connected with sport and tourism, implementation of new standards in the construction, new renewable sources of energy, cleaner technology innovations, etc.). Examples of psychological and political impacts are mentioned by Scandizzo & Pierleoni (p. 649-682) as well. In all categories positive and negative impacts are observed (Parra Camacho, Dos Santos, & Duclos Bastías,).

It must be clearly separated that sports development programs in areas of social and economic deprivation usually have two broad, interdependent, aspects: the development of sport in communities and the development of communities through sport. The latter meaning is relevant to the main thesis of this article that sport in service of development can bring numerous outcomes, and such expected social results are: improving the fitness and health of specific social groups, addressing issues of community safety and reducing levels of vandalism and crime, contributing to improved school attendance/educational performance, developing social and technical skills and increasing employability, contributing to community development and regeneration (Coalter, p. 7). Considering British sports-based intervention strategies it can be simply stated that they have been utilised to facilitate various social benefits that fall into three categories "community cohesion (by enabling inter-ethnic social contacts through sporting events), crime reduction (by organising sports activities for young offenders) and social integration (by using sports to draw people into education, employment and training" (Giulianotti, p. 757). As in the EU member states, including Poland and its regions, predominant source of funding for interventions are the EU funds, reports stating impacts and contribution of such cohesion policy means must be also mentioned (European Commission, 2016). Such interventions may be realized also as realization of article 165 of the Treaty on the Functioning of the European Union stipulating that "The Union shall contribute to the promotion of European sporting issues" (European Commission, 2018, p. 9).

In the literature there are also studies connected with requirements of successful SFD programs realization. Some of them explore the collaborations, e. g. Young & Okada (p. 5) referring to Giulianotti's research advised that user groups must be engaged as partners in programming of such development initiatives rather than as presumed beneficiaries of firmly structured and already determined projects. This is very close to the condition of social participation that is required in Polish laws on revitalization and the engagement of local stakeholders in the process. Such rules are quite common as since 1984 when Freeman published his landmark work, the concept of "stakeholders" has become embedded in management, and has influenced a variety of different fields as public management and development policy. Studying theoretical and practical issues of stakeholder relations is a well-established topic in the literature developed on collaborative approaches to planning and public management presenting case studies from different countries (Späth & Scolobig; Vandenbussche). The analysis by Ekholm & Holmlid (p. 1 and 15-17) based on sport collaborations from Sweden proved that interventions performed in cross sectoral cooperation between a variety of actors are experienced as complex and difficult to manage, but it must be underlined that Welty-Peachey, Cohen, Shin, & Fusaro demonstrated that inter-organizational partnerships are imperative to the success and sustainability of SDP organizations (p. 174) and they recommend that SDP managers acquire the necessarily business skill set (p. 174). Therefore some more general studies, e.g. discovering the most significant barriers and obstacles to collaborations, (also the collaboration with business environment institutions) such considerable formalisation and bureaucracy, insufficient skills of personnel, and long waiting time for starting collaboration (Pukin, p. 33) maybe also useful in researching sport collaborations. However, it should be taken into account that some forms of cooperation in sport have a specific, commercial nature (Dzięgiel & Gulak-Lipka, p. 34).

Revitalization – conceptualization in Poland

According to laws applicable nowadays in Poland, especially the Act on Revitalization from 2015, revitalization is a process of deriving degraded areas from the crisis (recessionary) state that should be run in a complex manner and territorially concentrated, through integrated activities undertaken for the local community, space and economy (art. 1.2). What must be stressed here is that degraded areas are no longer understood as areas that need renewal of public places or infrastructure, but are designated as such due to the concentration of negative social phenomena accompanied by at least one out of the following spheres: economic, environmental, spatial-functional and/or technical. According to art. 9.1 the negative social phenomena include, in particular: unemployment, poverty, crime, low level of education or social capital, as well as insufficient level of

participation in public and cultural life, while negative phenomena characterizing the other mentioned above spheres, one can counts for example:

- low level of entrepreneurship, poor condition of local enterprises;
- exceeding environmental quality standards, the presence of waste posing a threat to human life, health or the state of the environment,
- insufficient equipment in technical and social infrastructure or its poor technical condition, lack of access to basic services or their low quality, non-adaptation of urban solutions to the changing functions of the area, low level of communication service, shortage or low quality of public areas;
- degradation of the technical condition of buildings, including housing, and non-functioning technical solutions enabling the efficient use of buildings, in particular in the field of energy efficiency and environmental protection.

Planning of all revitalization undertakings should be preceded not only by the designation of the areas with high concentration of negative phenomena as well as its local potentials (Jadach-Sepiolo, p. 74). To do so, the territorial unit (of commune, municipality) must be divided into smaller parts and some indicators illustrating possible negative phenomena must be analyzed for each such part. Regional guidelines include requirements stating the number and character of indicators that must be used in analysis of each territorial unit (the requirements are different for cities, smaller municipalities, communes that include urban and rural areas). Analysis prepared according to such guidelines should lead to designation of so called degraded area that is units that are characterized by a worse situation than statistically recorded for the entire territorial unit. In accordance with art. 10, the next stage of activities is to designate a regeneration area that: may cover all or part of the degraded area; must have a special concentration of negative phenomena specific to the degraded area; due to its significant importance for local development, it will an area where the commune will carry out revitalization; cannot be larger than 20% of the commune's area and inhabited by more than 30% of the commune's population; can be divided into sub-areas.

Preparation, coordination and creation of conditions for conducting revitalization, as well as its management is a task of local self-governments of communes/municipalities (art. 3.1). The council of each territorial unit adopts a dedicated strategic revitalization plan that is the basis for all activities counteracting diagnosed problems. Revitalization program should show the way that problems can be solved or reduced therefore it is a tool for community development. The law in Poland allows to use special instruments of the spatial planning in the revitalization area, especially if special revitalization zone is to be established (constituting a tool related to housing policy and real estate management). Each program should provide among other required elements a list and description of revitalization projects indicating entities implementing them, scope of tasks, location, estimated value, forecasted results, together with the method of their assessment in relation to the revitalization goals (art. 14.1).

The legal rules include that the revitalization program should be characterized by complexity what means that designed projects should be co-financed from various funds and regarding all diagnosed problems. It is not allowed to plan and implement only selective investments, focused on the rapid effects of improving the aesthetics of space, focused on renovation or modernization activities that do not result in structural changes in the area of regeneration. Interconnectedness of activities is to ensure achieving synergy effect of regeneration projects (no requirement of simultaneous implementation, but at least synchronization of the effects of projects impact on the crisis situation must occur). The program should also be concentrated on delimited area affected by a special concentration of problems and negative crisis phenomena, and revitalization activities are directed at a defined and identified by the diagnosis area of revitalization, assuming the use of adequate tools and funding options revitalization. Approval for regeneration projects located outside this area is conditionally (if they are used to achieve the objectives of the revitalization program) and requires justification and an indication of the strength of connections and effectiveness of the given regeneration project. There are another rules that must be applied, like complementarity, consistency with other strategic documents, etc. (Czupich, Ignasiak-Szulc, Kola-Bezka, & Potoczek, p. 133-135) but especially underlined is the need for social participation.

Considering the fact that the majority of self-governments and other local stakeholders implementing revitalization projects in Poland today, should look for opportunities to co-finance these activities from the EU funds available, it is necessary to take into account also guidelines issued by the Minister of Development in order to harmonize the conditions and procedures for implementation operational programs for 2014-2020 in the scope of projects implementing goals and revitalization processes. These guidelines do not require preparing the revitalization program according to all legal rules connected with Act of Revitalization, but according to them revitalization should be an important element of the overall vision of the commune's development. The guidelines name several elements of revitalization program, such as a full diagnosis serving to determine the area of revitalization and analysis if the problems affecting it (that covers social and economic or spatial-functional or technical or environmental issues) that must be provided together with a hierarchy of needs for regeneration activities and a proper selection of tools and interventions for the needs and conditions of the given area. It must be added that activities in all spheres (social, economic, spatial-functional, technical and environmental) must be synchronized and activities carried out as well as monitoring and evaluation of the effectiveness of revitalization must be coordinated. Also in the above mentioned guidelines there is a requirement that partnership principle

must be implemented (it includes the involvement of partners in the programming and implementation of regeneration projects under operational programs as well as a consistent, open and lasting dialogue with those entities and groups whose revitalization results are to be concerned).

Requirement of social participation in revitalization in Poland

As it was said all undertakings aimed at counteracting the concentration of problems in the revitalization area should be based on the communal revitalization program and carried out by local stakeholders. The laws stress the need for the delivery of meaningful social participation in the revitalization process at each stage. According to art. 5.2. participation includes all stages of revitalization, such as: the preparation, conducting of activities and evaluation of revitalization and is based in particular on: learning the needs and expectations of stakeholders and striving for coherence of planned activities with these needs and expectations; conducting educational and information activities about the process of revitalization; initiating, enabling and supporting activities aimed at developing dialogue between stakeholders and their integration around revitalization; ensuring the participation of stakeholders in the preparation of documents regarding revitalization, in particular the revitalization program; supporting initiatives aimed at increasing the participation of stakeholders in the preparation and implementation of the communal revitalization program; ensuring the opportunity for stakeholders to express themselves during the preparation, conduct and evaluation of revitalization. Jadach-Sepiolo claims (p. 75) that “regardless of the city characteristics, building the coalition of stakeholders around the regeneration activities is the foundation for success of the development factors”.

That is why each program is developed by the local authorities (self-government) and subject to discussion based on the diagnosis of local problems, and it should be documented that the local community was involved in the preparation of the program and a wide social participation was enabled (so that it would be possible to verify and assess the degree of socialization achieved, as well as to determine how the chosen form of managing the revitalization program implements the principle of stakeholder participation in it). The most popular and common instruments are connected with consultations but the development, updating and implementation of the program (implementation) are based on cooperation with all stakeholder groups, including in particular the community of regeneration areas. Participation should be focused on its more mature forms (not only informing and consulting). Strong and lasting partnership between various entities involved in the revitalization process, and especially in the implementation and evaluation of the effects of the revitalization program, is therefore necessary. Involving local stakeholders in revitalization provides active social participation to the process. The introduction of the rule of social participation seems not surprising as the engagement of individuals and communities in decisions about things that affect their lives or neighborhood should be obvious. In fact, discussions and research on the incentives for stakeholders and proper instruments prove that there are many misunderstandings and irregularities, such as for example confusion of full participation and consultation (Burns, Heywood, Taylor, Wilde, & Wilso, p. 2). Noworól (p. 291) claims that there should be at least three forms of social participation, including information and sharing of knowledge concerning local matters, consultation (a process of reciprocal flow of information between authorities and habitants) and full participation. The latter is a process in which cooperation networks and partnerships are used, together with a support system for the procurement of financial, pro-development sources.

There are special, dedicated instruments and techniques to assure participation and better coordination of realized activities for the effective social revitalization. For example according to other laws concerning the rules of realization of cohesion policy projects in order to ensure the consistency of implemented projects, competent institutions may require and select integrated projects for co-financing, that is a project consisting of at least two projects thematically related to each other as part of a common goal to be achieved through their implementation. Coordination consists in particular in determining the mutual relations between projects in terms of the conditions for their selection and evaluation or the provisions of project co-financing agreements or project co-financing decisions. The most common example of such integration is an infrastructural investment as first project and project that requires such infrastructure to carry out soft activities, e.g. in the field of activation of the local community (Czupich, Ignasiak-Szulc, Kola-Bezka, & Potoczek, p. 131).

Role of sport in the revitalization program - Janikowo commune case

Janikowo is a name of town in Poland that is located in the Kuyavian-Pomeranian Voivodeship. According to data obtained from the Local Data Bank of Polish Statistical Office (<https://bdl.stat.gov.pl>) as for 30th of June, 2019 (latest available data) Janikowo had 8745 inhabitants. Considering the number of inhabitants town is ranked as 25th out of 52 towns in the region (18th according to area).

As the revitalization program is prepared not for the town but for the whole administrative unit, it must be noted that from 15th of January, 1976, the town is the seat of the Janikowo commune. It consists of town and rural areas. Commune had 13 151 inhabitants, 66,5% of them living in town, on average there was a slight majority of women in this territorial unit (51,08%).

Tourism is also of great importance for the city, which develops thanks to the proximity of a large lake and river. The city is a local center of culture and sport. There are furniture and chemical industry plants that are

important for local economy, and some area of the commune is included in the Pomeranian Special Economic Zone. There is a railway station in Janikowo.

The preparation of Revitalization Program for the Commune and Town of Janikowo for the years 2016-2023 started in August, 2016 and the document was adopted by the City Council in November, 2017. The program analyzed in the article is a revised version adopted on 5th of December, 2019.

According to regional guidelines the delimitation analysis conducted for designation of revitalization area was done separately for the urban and rural areas. Town of Janikowo was divided into units corresponding to constituencies and rural area division was based on existing auxiliary units of the administrative division. Then a set of indices was selected for each category of units. In town the following indices were used in the analysis (Revitalization Program, p. 24-25): (1) share of the post-working age population (age in which people usually end their work, i.e. for men - 65 years and more, for women - 60 years and more) in the total population in a given area (indicator characterizing the stage of population aging), (2): share of households - permanent beneficiaries of social assistance in the total number of households in a given area (indicator characterizing the economic self-sufficiency of the population and households), (3): the share of children under 17 for whom parents receive family benefit/payment in the total number of children of this age in the given area (indicator characterizing the economic self-sufficiency of the population and households), (4): the number of buildings constituting public utilities owned by the commune, whose state of construction limits or prevents their use in relation to the total of these facilities in the given area (indicator reflecting the state of municipal infrastructure in the commune). The selected considered as degraded area was characterized by at least 2 of the 4 selected indicators with the less favorable value than the average for the whole commune (one of indicators had to be out of social sphere). There was just one structural unit to meet the above criteria.

For rural areas the following indicators were selected: (1): placement of the village in the top three villages concentrating the largest number of people in post-working age (indicator characterizing the scale of the aging society), (2) similar to (2) in the town, (3): the village is characterized by the lack of infrastructure enabling the social inclusion of the elderly (i.e. there is no space adapted to the needs of the social inclusion of the seniors). Similarly to the situation in the city, only one unit met the conditions for being classified as a degraded area in rural areas - Kołuda Wielka village.

Both analyzed units constituting the degraded area were included in the area of revitalization, where activities will be carried out aimed at eliminating the diagnosed problems. For both sub-units of it, the problem was connected with aging of the society, in particular low activation of seniors and their low participation in social life. Due to the large percentage of children coming from families that live on social assistance benefits, it was decided to embrace activation activities also to youth in the town. The activation strategy for both groups is largely based on sport and physical activity. Such a strategy could be adopted due to specific conditions regarding sport and similar sphere in the commune. First of all, both units have infrastructure (partly degraded) that can be useful (after some adaptation investments) for the social revitalization purposes. The commune also has human potential to carry out soft projects based on infrastructure, the aim of which is the social inclusion and sports and civic education of both social groups. The authorities of Janikowo commune also have experience in cooperation with local sports clubs and NGOs. Every year in the commune, grant competitions are organized to support local initiatives in the field of implementation of public tasks for the development of sport, and grants from the budget of the commune are also distributed to organizations and associations to support the performance of public tasks by organizations conducting public benefit activities. It must be noted that the budget for all sport initiatives is about 7 times higher than just for NGOs. According to information published in the communal website of the public information bulletin in 2019 7 out of 9 clubs and societies active in physical education benefited from local budget (total budget expenditures for sport entities reached 350 000 PLN), whereas for grants for NGOs amounted 60 000 PLN and among the biggest beneficiaries were local Senior Club "Golden Age" and local division of Polish Association of Retirees, Pensioners and Invalids.

Therefore in the revitalization strategy for both units of revitalization area cooperation of the Janikowo self-government with local entities active in sports and physical education was planned, which will involve the coverage of several key integrated projects. In the communal revitalization area there will be five investments co-financed from the EU and local budget, namely – in the town of Janikowo: (1) adaptation of the facilities of the Sailing and Water Sports Center in Janikowo to the needs of implementing the activation program for children and youth at risk of social exclusion; (2) reconstruction of the facilities of the Center for Socio-Economic Activation for enabling NGOs to implement social programs and (3) reconstruction of the publicly accessible common room within the allotment gardens of the "Stokrotka" Garden Association in Janikowo; and in Kołuda Wielka: (4) for adaptation of the social activation infrastructure for the needs of seniors and people at risk of social exclusion by retrofitting a rural club room and reconstruction of the road to the club room and (5) purchase of the equipment and adaptation of facilities for the implementation of the "Active Senior in Kołuda Wielka" project. Total budget for all four projects exceeds 3.83 mln PLN. Based on infrastructure developed in the project a series of projects will be carried by local authorities and local stakeholders:

- (1) in partnership with the Kormoran Sailing Club and the Polish Angling Association in Janikowo, commune will offer activation classes for children and young people from families at risk of social exclusion (including in particular children and young people up to the age of 17, for which parents receive family allowance or other

minors from families dependent on social assistance, etc.). Activities (also during the holiday season) will contribute to the active and useful (and at the same time attractive) leisure time management serving the creation of entrepreneurial and pro-social attitudes based on sports ideas and ensuring safety on the water (acquisition of new skills and their improvement, sport competition and ambition, companionship and selfless help, healthy lifestyle, care for the equipment and infrastructure used). The goal is to show young people opportunities to break free from the inheritance of poverty, dependence on social benefits or even pathology. In addition, participants will acquire new competence which will enable young people to look for career opportunities or additional sources of income in sailing industry and education of sailing. Trainings for the sustainable management of lake resources for children and youth and will take action to promote fishing, which will also promote pro-social attitudes (e.g. care for the environment);

- (2) the Center for Socio-Economic Activation in Janikowo will be created which will be a platform for cooperation and support for local non-governmental organizations, including sports clubs conducting activation classes. In revitalized building specific to each NGO activities for children and young people from families at risk of social exclusion will be offered. In addition, two more projects will be implemented in parallel, with the purpose to enable active social inclusion and acquiring new skills for adults at risk of social and vocational exclusion (in particular dependent on social assistance);

- (3) About 150 seniors will be integrated and activated by participation in sports activities and recreation classes with a trainer. Other methods of activation will include the organization of integration events and occasional lectures promoting social activity and a healthy lifestyle;

- (4) besides projects based on using the heritage of region for social and economic inclusion of people in working age (like: vocational training courses in the poultry industry) there will be activation of seniors from revitalization area conducted in revitalized infrastructure. One of the components entitled "Treasures of memory" aims to integrate seniors and the young generation (schoolchildren), which will happen by jointly conducting activities in the field of learning about the history of the village on the basis of analysis of various sources (collecting memories of family members and neighbors, old photographs, etc.);

- (5) purposes of project "Active Senior" are integration and activation activities for seniors from rural areas. In particular, the offered classes will concern: spending time outside the house or without a TV, including sports and recreational activities with a trainer and animation activities. Other methods of activation will include the organization of integration events and occasional lectures popularizing social activity and a healthy lifestyle, such as: ecological festival and celebration of traditions and holidays.

Analyzed document includes among others monitoring measures that will confirm the effective realization of a vision of development of revitalization area until 2023 which states as follows (Revitalization Program, p. 62):

The revitalized areas in the city of Janikowo and the Kołuda Wielka village are places where a number of activities aimed at social inclusion, especially of the elderly, and prevention of social exclusion and activation of families at risk of poverty are implemented.

The modernized infrastructure in these areas enables the increase of social activity of inhabitants, development of their interests and improves the aesthetics of space and quality of life.

Conclusions

The analyzed case of revitalization program that includes solutions to diagnosed local problems based on sport and physical education is an example of "bottom-up" approach, which seeks to address wider inclusion issues through sport. To assure so, a true participation and engagement of local stakeholders is needed, not only at the stage of preparation of strategic planning but especially revitalization projects realization. This is achieved by supporting projects aimed at infrastructural developments, and training of the groups to prevent social exclusion and activate members of families at risk of poverty. Research indicates that that sports projects can assist in the development of a community, for example in the sense of commitment, and is more likely to encourage voluntary contributions (future activities of NGOs). Targeted and intensive activities aimed at youth from problem families and seniors as individuals frightened by social exclusion should result in higher social engagement and activation of both groups that can be done with the help of sport.

Conflicts of interests: The author declares no conflicts of interest.

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