SOCIAL SPHERE AND SUSTAINABLE DEVELOPMENT OF URBAN TERRITORIES

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Abstract

The article is devoted to the problem of social services quality analysis in urban areas, as an important factor of sustainable development of the urban environment. The social sphere is the basis for effective human life, the lack of attention to social problems in the formation of strategic priorities of urbanized territories development can lead to poor health, increased losses of working time and reduce the competitiveness of regions in the inter-regional mobility of labour. During the study the factors of formation of favourable social sphere of the city are examined, the approaches to their analysis and evaluation are distinguished, and they are determined by the degree of their influence on sustainable development of urban territories. As results of the research in this paper, there are a system of indicators of social tension, taking into account the experience of an estimation of social welfare of the school of the University of Cambridge, and reflecting the attitude of the population to their needs and existing social institutions, as well as recommendations on the determination of threshold values of the respective indicators. The proposed system of indicators allows to analyse social efficiency and to make an objective choice of directions and projects of city territories development, taking into account their social significance.

Keywords: social services, social welfare, social tensions, sustainable development, urban territories

JEL classification: I15, O18, Q56, R11, Z13

Introduction

In modern scientific literature the term "social sphere" was included strongly in practice of municipal management almost having completely forced out the close concept "non-productive sphere". At the same time there are various treatments of the concept "social sphere". So, for example, some authors actually identify it with a set of branches of a welfare complex (see Tretyak, 2010). In some cases researchers, in our opinion, illegally narrow the concept "social sphere" to certain "sets of services and the works which are carried out by objects of social
infrastructure", or characterize the social sphere as "the territorial and branch complex consisting of social infrastructure and the sphere of social service" (see Alpysbayev, 2013).

We consider that the most important points are the development of the city, the growth of quality of life of the population, the development of the social sphere that are directed on the one hand on improvement of quality of human potential, and on the other hand on providing necessity for a normal course economic processes in society. In other words, the social sphere of the city finds its manifestation as in social infrastructure (with a complex of the relevant branches) as in that social space in which activity of urban population, its communication and interaction is really carried out. For this reason the social sphere of the city is characterized, first of all, by specifics of conditions and the forms of activity taken in their extent, structure and interaction.

**Materials and methods**

Traditional factors of development (existence of dynamically developing city-forming enterprises) are supplemented in recent years, and in certain cases replaced by rather new, among which developed human capital, culture of city community, development of communications and city innovative system (see Fistola, 2011). In this regard in strategic plans it is expedient to place emphasis not only on the development of economic system of the city, but also to provide priority to development of life support systems, and also social sphere (education, health care, culture, sports).

Main goal of social development - improvement of citizens life quality. Quality of life is the integrated concept that comprehensively characterizes level, degree of welfare, freedom, social and spiritual development of the person. Researchers (see Gleeson, 2013) use sometimes other close concepts (a population standard of living, etc.). In our opinion, it is expedient to use the concept "quality of life of the population" because it is accepted in foreign researches and opens a way to inner comparisons. Among the main structural components of quality of life it is possible to allocate (conditionally between certain interrelations) the following components: state of health and life expectancy of the population, population standard of living, population way of life.

As a rule, to the local issues that must be addressed in the social sphere of the city (city district), include the following:

- the organization in borders of the city district electro - warm, gazo-and water supply of the population, water disposal, population supply by fuel;
- providing the needy citizens improvement of living conditions, premises according to the housing legislation;
- creation of conditions for providing transport services to the population, the organization of transport service of the population in borders of the city district, etc.

In the sum the listed questions of local value don't give, of course, a complex assessment of quality of life of the population because the local administration doesn't bear responsibility for the solution of many problems of improvement of quality of life. But this is only one side of the issue, the other is, in essence, providing a comprehensive socio-economic development to treat the authority of municipal government.

We will consider now in more detail the directions of the analysis of quality of life of urban population. First of all, it is necessary to analyze a population state of health. Today there is a set of definitions of the concept "health" which try to capture all variety of this phenomenon. The approach presented to us as constructive defines health as such a condition of structure, functions
and adaptation opportunities of the person which provides him this quality of life at present and in this environment (see Komarov, 2002).

The analysis of the population health state as the most important component of life quality assumes possibility of a quantitative assessment of health size. There are two main ways of its measurement.

The first (the most widespread in practice of dispensary inspections) consists in direct measurement of significant indicators of structure, functions and adaptation reserves of the person, their comparison with standards, and also in their subjective estimated integration and an assessment in a way: "is healthy", "it is almost healthy", "resorts to a group of risk" and "needs supervision and correction". There can be other gradation both by number, and by according to qualitative characteristics. Shortcomings of such approach consist in difficulties of integration of a large number of versatile indicators of morbidity. In essence, it is a question of an assessment of a deviation size from the standard norm of the best shape (level) of health. Meanwhile, this level isn't constant, has a set of values caused by factors of time and environment.

The second way of an assessment of health consists in use of final socially significant indicators which treat average life expectancy, the characteristic of reproduction of the population (reproduction) and moral and psychological comfort or health. Changes of numerous indicators of structure, functions and adaptation opportunities of the person are integrated into them. It is necessary to notice that now the quantitative assessment of the listed indicators of health isn't fulfilled adequately that, of course, complicates the solution of specific questions of the analysis. At the same time, prerequisites to use of well developed device of kvalimetrika for receiving integrated quantitative estimates of health of the population are created. As the indicators characterizing in a generalized view a state of health of the population, can be used such as average life expectancy, mortality, including children's and maternal, etc.

To operate population health it is necessary to influence the major factors defining its level. The modern hygienic science considers that the state of health of the population is defined by three main factors: population gene pool, state of environment and socio-economic factors (living conditions, food, physical culture, opportunities for a recreation and carrying out full leisure, health care level). From this follow main directions of an assessment and the analysis of the factors influencing health of the population.

Now it is established that average life expectancy, other indicators of human health considerably depend on extent of environmental pollution. Therefore the analysis of the developed ecological situation including an assessment and comparison of quality parameters of separate components of environment with existing standards, carrying out the special medico-ecological researches directed on identification of factors of environment, negatively influencing population health (taking into account their complex influence), allocation of zones with various degree of intensity of an ecological situation is needed.

At all importance of environment influence on health of the population it should be noted that it is far not the only factor. It is well known that improvement of health of the population is, first of all, derivative of positive dynamics of social and economic processes. The effective economy can provide high level of medical care, normal conditions of housing, food, rest, etc. Therefore within the analysis of health level of the population it is necessary to estimate the development of spheres of its service.

The analysis of medical care level assumes an assessment of degree of compliance of an existing network of treatment and prophylactic establishments, security with their shots, medical equipment and the equipment, medicines for structure of the population incidence and
opportunities of its payment of the corresponding medical services, and also system of medical insurance. In the analysis of the main regularities of the population incidence (along with an assessment of level and structure of the general incidence) it is necessary to consider features of incidence of its separate age and professional groups, the frequency and incidence structure with temporary disability, the reasons and level of resistant incapacity - disability. The analysis of level of medical care of the population assumes also an assessment of its security with outpatient and polyclinic establishments and a hospital (stationary) network, modern equipment, compliances of number and qualification of medical staff according to the accepted norms, existence and availability of drugs and medicines.

Quality of food has essential impact on population health. The generalizing assessment of level and quality of food around the world are average daily number of kilocalories and protein grams including animal origin per capita. During analytical works it is desirable to carry out an assessment of consumption by the population of the main food on the following groups: meat and meat products in terms of meat; milk and dairy products in terms of milk; eggs; fish and fish products; sugar; vegetable oil; potatoes; vegetables and melon; grain products and also to estimate a saturation of the local market food according to the volume and range, quality of realized foodstuff, to find out the influence of the actual consumption of products on health of various groups of the population.

The important direction of the analysis of public health condition is the assessment of security of the population housing taking into account level of its improvement, nature of settling, compliance to modern planning and hygienic requirements.

The important place among the factors defining health of the population takes conditions for development of physical culture, carrying out full leisure. The analysis of a condition of sports movement is connected with an assessment of service level in the sphere of physical culture, creation of the corresponding conditions, an assessment of sports constructions, efficiency of their operation. Estimating a condition of the sphere of a recreation and leisure it is necessary to consider the level and tendencies of development of zones of mass rest, their availability to various groups of the population.

The analysis of a standard of living of the population is made as a whole around the city and in a section of its territorial administrative units, the main social groups of the population taking into account accepted in the society of the life quality standards (in the directions of an assessment of income, consumption and expenses of the population, the monetary savings, the saved-up property, security of the population with objects of trade, education, culture, art, housing and communal services, transport, communication, the sphere of consumer services, a condition of protection of socially vulnerable groups of the population, a consumption level of nonfoods, etc.).

In the analysis of living standard of the population various indicators are used. Generally it is possible to estimate a standard of living by definition of the consumer price index characterizing change of cost of the fixed set of consumer goods and services (proceeding from the actual structure of consumer expenses of the population) in the current period to its cost in the basic period.

The analysis of the income of the population assumes consideration of real total income of the population, the real located personal income, the monetary income, the average income and an average salary.

Real total income of the population is defined as personal income with addition of cost free (or on favorable terms consumption) adjusted for change of consumer prices.
Personal income of the population is all types of the monetary and natural income gained in the form of remuneration for work on hiring, from personal subsidiary farm; income gained from individual work; monetary receipts from public funds of consumption, etc. Personal located income is defined as the personal income minus the taxes, obligatory payments and voluntary contributions of the population to public organizations.

Monetary income of the population (revenues of balance of the monetary income and population expenses) includes all receipts of financial means to the population from the enterprises and the organizations of all forms of ownership, non-cash transfers and the sums withheld on account of taxes and other payments, cost of products and the services provided to the population on account of the monetary income due to it.

The average income and average salary of workers are estimated proceeding from the sum of the funds allocated for consumption counting on one busy. The funds allocated for consumption, join the following payments in monetary and natural forms: expenses on compensation, monetary payments and encouragement, dividends, the percent paid on share. The average salary of workers is estimated proceeding from fund of compensation, remunerations according to the results of work in a year and single encouragement of workers.

The assessment of consumption and expenses of the population assumes determination of total amounts of consumption by the population of material benefits and services, cash and consumer expenditures of the population, purchasing power of an average salary.

The total amount of consumption by the population of material benefits and services includes their overall cost (paid, preferential and free), received for the account of the income on work, receipts from a financial system, and public funds of consumption. Cash expenditures of the population (account part of balance of the monetary income and population expenses) includes all expenses of the population connected with payment of financial means to the enterprises, establishments and organizations. Consumer expenses of the population are a part of cash expenditures of the population directed on acquisition of consumer goods and services.

The essential characteristic of living standard of the population is the size of the saved-up property. At estimation of cost of the saved-up house (personal) property it must be kept in mind that it should be considered as part of the national wealth being in property of the population and intended for satisfaction of his requirements. It is divided into property of production and consumer appointment. Existence and the characteristic of subjects of long using in property of the population can be determined by the following positions: TV, tape recorder, videorecorder, refrigerator, deep freeze, washing machine, vacuum cleaner, car, motorcycle, etc.

In the analysis of culture and art spheres development it is necessary to define degree of satisfaction of requirements of the population of the city in services of preschool institutions, high comprehensive schools, club establishments, the museums, showrooms, theaters, libraries, etc.
The analysis of municipal services condition includes scoping of the services provided by municipal services to the population, including water and sewer and power providing. In the course of the analysis of water condition and sewer economy volumes of water consumption and sewer water disposal of waste liquid, and also the reached level of water supply and the sewerage in comparison with the standard are defined. For an assessment of reliability of water supply systems and the sewerage extent of uninterrupted water supply and assignment of drains according to existing standard is considered. The requirement of networks and constructions for capital repairs, reconstruction, replacement is defined. These data are compared with the volume of repair and reconstructive and construction works, need and possibility of expansion of volumes of water consumption and assignment of drains, increases of reliability of work of engineering systems, and also need for their expansion is estimated.

Extent of development of municipal power is similarly analyzed. In particular, the reached level electro is considered - gazo-and heat supplies, degree of satisfaction of requirements for use of heat, gas and the electric power, a condition of network economy and constructions are defined.

The analysis of security of the population services of household character includes scoping of realization of paid services counting on one inhabitant, research of their existence and availability, including financial in a section of primary activities: repair and individual tailoring of footwear, sewing, fur products; repair of household cars and devices, maintenance of vehicles; dry-cleaner, services of laundries, photographer's studio, hairdressing salons, baths and shower; repair and furniture production; services of rolling points, funeral services, etc.

The analysis of security of the population services of transport and communication is based on definition of the following main indicators: saturation of a city transport network (tram, trolleybus, bus, subway); volume of passengers transportations by all means of transport, including public buses, trams, trolleybuses, subway; specific weight of passengers transportations separate means of transport; goods turnover volume; fullness of public transport by types; average time of a trip; capacity of existing automatic telephone exchanges, etc.

In the analysis of a standard of living of the population in modern conditions the questions connected with a condition of protection of its socially vulnerable groups are especially important (see Garcia-Zamor, 2009).

In the analysis of level of social security of disabled people, pensioners, students, youth it is possible to carry out with the use indicator of real purchasing power of average pension (a grant, benefits). The average size of pension is estimated proceeding from the sum of pensions of working pensioners, pensioners of an old age, disabled people, on the occasion of loss of the supporter for long service, social pensions, etc. (taking into account lump monthly sums). The average size of grants is determined proceeding from the sum of payments of grants to lonely mothers having many children, by pregnancy and childbirth, on the birth, on children in needy families, etc., lump sums. At determination of the average size of a grant all types of grants to pupils of the highest and average special educational institutions, courses, improvement institutes, graduate students, etc. paid for the account of the state budget, means of the enterprises and the organizations are taken into account.

It is known that social protection of the population is carried out at the level of state, regional and municipal government, a work collective. In the conditions of formation of local government especially significant takes place a protection of socially vulnerable groups of the population at the level of the certain cities. Exactly here one can find optimum conditions for the organization of targeted social support.
It is caused by the following reasons. At the state or regional level may be taken "in average" absolutely the right decision for the social protection of pensioners, disabled, etc. At the same time quality of life of pensioners, for example, is defined now not only by the sizes of provision of pensions, but also some other factors (a state of health, desire and opportunity to work, existence or lack of a family, native, close, character of the family relations, living conditions, social interests, possibility of independent service in life, etc.).

Similar thoughts can be given and to other socially vulnerable groups of the population, therefore, the assessment and the analysis of the sphere of social support of the population should be carried out not only around the city, but also in a section of concrete groups of socially unprotected population and even individuals.

Important structural component of life quality of the population is the way of its life. Way of life - the concept characterizing valuable installations and features of their realization in the sphere of work, life, and also use of free time, satisfaction of spiritual needs. It is expedient to carry out the analysis of a way of life within the main social groups of the population.

In the conditions of market economy the analysis of a way of life of the population is considerably connected with research of an employment rate of the population, processes of providing a public order and personal security, maintenance of favorable social and psychological climate in society with formation at the population (first of all at youth) the valuable orientations meeting universal ethical standards, etc.

The analysis of employment assumes not only research of quantitative and quality indicators of a labor market (the number of vacant places, including in the sphere of public works, unemployment rate, gender and age and social and professional structure of the unemployed), but also employment structures on economy sectors, and also identification of tendencies of redistribution released of branches of goods production, including defence industry complex branches; definition of opportunities of creation of places of a vocational education and retraining of personnel.

The analysis of a condition of a law order and safety of citizens assumes definition of level and character of crime, efficiency of the ongoing efforts directed on improvement of a situation in this sphere (see Crawford and Flint, 2009).

Clarification of social well-being of the population provides the analysis of its relation to level of the material welfare, to a state of health, degree of personal security, a course of economic reforms, values and ideas of market economy, readiness and ability actively to adapt to new conditions of life activity, an assessment of degree of social tension in society, a political freedom, etc.

**Results and Discussion**

We will consider questions of the analysis of social wellbeing condition on the example of approaches of school of sciences of the Cambridge university (see Dasgupta and Weale, 1992), realized at an assessment of the population relation to a political freedom. Among indicators of political freedoms which, according to authors, aren't less important than income indicators, it is offered to consider such freedom from police arrest, detentions, contents in prison without a charge; freedom of worship; freedom to publish, publish and read books of any contents and a political orientation; right of information search and promotion of ideas; freedom from political censorship; freedom from a police search in premises without official sanction; freedom of
movement within own country; freedom of radio - and telecasts from the state control; equality of men and women.

For an assessment of political freedom degree authors offered seven-point system. The assessment at one point estimated political systems in which the majority of citizens and families have the right and opportunity to participate in elections, and political parties can be freely created to race for power; in two points - political systems where possibilities of a political freedom because of exclusive poverty of the population, feudal social structure, social excitements or other limiting circumstances aren't always realized; in three points - those systems in which despite possibility of a free choice of leaders or authorities, there is a big risk of revolutions, large-scale intervention in results of elections and frequent, not democratic actions; in four points - such systems where a general democratic election is blocked constitutionally or are of little importance in power distribution; in five points - those systems in which elections are completely controlled or limited, and results have small value; to six balls - such situation when there are no elections or are carried out at the only candidate, and the essence of vote is reduced to demonstration of national support of system; in seven points - dictatorship option, and also the political system imposed from the outside.

Also on seven-point system authors estimate existence of the civil rights at the population. One point estimates situation when legality was approved, freedom of expression of opinion is possible and is realized in mass media; two - the countries aspiring to certain level of the civil rights, however not reached because of contradictions in society, unpreparedness of people or lack of mass media and restriction of their activity with the law; three - systems with "a smart uniform" of civil liberties and governments with which it is possible to discuss or which can be under the threat of impeachment though political problems in these countries can be solved by introduction of the martial law, arrests and conclusion in prisons, etc.; four - the countries with a wide range of civil liberties but where, however, there are illegal parties and establishments. Many countries of this group passed a stage of a revolutionary situation; five - the countries where the civil rights are often cancelled without the basis, mass media are weak and are controlled by the government and censorship; six - the countries where there are no civil rights, though it is supposed that they have a priority, and the criticism of the power is permitted in a limited volume; family - the political system of which the outside world was never informed where the criticism of the power is impossible and citizens have no rights.

One of the most important structural components of the population way of life is social tension in the society the analysis of which is especially important in the modern period of political and economic transformations (see Feshchenko, 2006). Social tension can be described in various terms: contradictions, conflicts, dissatisfaction, collisions, opposition, mistrust, etc. There is still no consensus about its factors, mechanisms, manifestation and development forms. Nevertheless, today it is already possible to recommend the following system of indicators for the analysis and assessment of social tension: extent of understanding by group (community) of the basic needs; degree of satisfaction accepted (and available to this group) by ways of realization of requirements and distributions of the benefits; level of claims (requirements) of additional material and other benefits, assessment of activity social, and, first of all, the state institutes on regulation of satisfaction of requirements and realization of interests; requirements to the state institutes on change of ways of realization of requirements and distributions of the benefits of this group and (or) all society.

All listed indicators reflect the relation of population groups to their requirements and interests, to social institutes. This relation is accompanied by a certain set of feelings and moods which is
necessary to take into account in the analysis of social tension. It is possible to distinguish feelings, moods from this group of indicators, apropos:

– satisfactions of basic needs and realization of interests;
– ways of satisfaction of requirements, distributions of the benefits;
– institutes which are responsible for realization of requirements and interests.

In addition to noted indicators of social tension it is recommended to use the indicators characterizing readiness of social groups to protect and defend the requirements and interests. And especially important is the aspect of readiness connected with formation in social group of behavioral installations to certain mass, public actions in protection of the interests, first of all, in relation to the relevant state institutes. This form of readiness to protect interests can generate the situations which are most dangerous for social stability.

Important element of the analysis is the assessment of social policy pursued by local governments. Legally must be clearly marked with the issues of local importance, responsibility for which rests with the local government. Thereby to be created preconditions for obtaining qualitative characteristics of assessment of efficiency of city social policy.

The analysis of social safety of the development of the city assumes determination of the corresponding threshold values of the indicators characterizing a condition of the city social sphere. In this regard we consider it is expedient to use the following approaches to purpose of threshold indicators of development of the social sphere.

The first of them proceeds from requirements imposed on biological existence of the person. The point is that there can be the minimum requirements to food, a state of health, etc.

The second approach proceeds from social development of the personality. Here the minimum requirements to education, social protection, etc. are formed, and they depend on opportunities of city self-government and the state as a whole. Such threshold values will grow over time.

One of possible aspects of analytical works is the analysis of system of interference of economy, ecology and the social sphere in the territory (see Murzin, 2012).

Conclusions

First of all, it is obvious that influence of a social component on development of economy is shown through main parameters of social sphere condition, at the same time changes in economy (liberalization of the prices, opening of foreign markets, privatization, etc.) became a basis for emergence of the new phenomena in the social sphere. So, for example, as a result of loss of a number of sources of the income the majority of cities faced a problem of need of cut in expenditure on social needs and the maintenance of the social sphere (see Agbaje, 2013).

Similar is the situation in the relationship between the environment and the social sphere of the city, and more precisely - the quality of population life. With all the differences in approaches to the definition of life quality recognized that a specific set of factors and problems here is crucial. These factors, in most cases include environmental and demographic. But environmental components into force of the complexity of the content's quality of life should be considered in close connection with the problems of economic and social development.

However, both domestic and foreign scientific literature is hardly considered the question of the impact of life quality (as the system of material, spiritual, demographic, socio-cultural and ecological parties) on the environment, specific environmental situation.
Most often considered an inverse relationship - environmental impact on quality of life. However, in today's society, forming the so-called "habitat", increases the significance of the impact the quality of life as the product of evolution and progress on the environment.

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