

Effective use of management resources in the implementation of the project «Sport is the norm of life»

UDC 796.03



PhD **V.V. Frunze**^{1,2}

PhD, Professor **N.V. Kolesnikov**¹

Dr. Hab., Professor **O.E. Ponimasov**^{1,3}

¹The Russian Presidential Academy of National Economy and Public Administration, North-Western Institute of Management, St. Petersburg

²Committee on Physical Culture and Sports, St. Petersburg

³The Herzen State Pedagogical University of Russia, St. Petersburg

Corresponding author: o-pony@mail.ru

Received by the editorial office on 23.04.2024

Abstract

Objective of the study is to reveal the potential of a rationally oriented management strategy for the federal project «Sport is the norm of life», increasing the efficiency of its practical implementation in the federal city of St. Petersburg.

Methods and structure of the study. The object-subject segment of the study is the analysis of cause-and-effect relationships of the implementation of the project «Sport is the norm of life» based on achieving resource-functional compatibility of management algorithms.

Results and conclusions. The rational use of management algorithms in the implementation of the project «Sport is the norm of life» ensures the solution of multifunctional problems of preserving human capital and the health of the population of St. Petersburg.

Keywords: federal project, physical education and sports services, physical activity of the population, development management.

Introduction. The priority target indicators of the Federal project «Sport is the norm of life» (SNL) are improving the quality of life of citizens in the close relationship of the physical and spiritual principles of the individual through the involvement of all categories and groups of the population in physical activity, sports activities, and health-improving activities of a physical culture orientation [5].

The need for regulating state management of the process of reproduction of intangible (personal) values of physical potential is dictated by the scale of the tasks facing the industry, the originality of cultural, ethnic and physical culture and sports traditions, differences in the equipment of the sports base, the completeness and quality of methodological and personnel support, climatic and geographical features of the regions countries [2]. The introduction of sportization at the level of everyday life of citizens in order to practically solve the problem of studying na-

tional health indicators and accumulating the physical potential of society is associated with the concentration of all types of management resources focused on regulating the sports infrastructure [4]. Effective project implementation is associated with strengthening the relationship and synergy of resource provision in the field of project management: planning the stages of deployment of project iterations; training competent human resources; quality control of the provision of physical education and sports services to the population at the municipal level; shifting emphasis in technological processes to the district and municipal levels; timely introduction of management adjustments based on interdisciplinary approaches and alternative proposals [3, 6]. The listed specific components of management potential act as important organizational mechanisms for implementing tasks in achieving the results of the federal Project at the regional level [1].



Objective of the study was to reveal the potential of a rationally oriented strategy for managing the federal project «Sport is the norm of life», increasing the efficiency of its practical implementation in the federal city of St. Petersburg.

Methods and structure of the study. The object-subject segment of the study is the analysis of the cause-and-effect relationships of the implementation of the SLM project in the federal city of St. Petersburg based on achieving resource-functional compatibility of management algorithms.

The instrumental area of research relates to factor analysis of the driving forces and methods of resolving emerging contradictions through the implementation of complex management decisions.

Diagnosis of models for the implementation of the CSF project as an integrated community of quantitative and qualitative elements, indicators and capacities was carried out using expert data assessment methods.

The information basis of the studied project areas was made up of state regulatory and administrative acts in the field of management of physical culture and sports activities, final and current reports and statistical data summarizing the results of the project. The validity of the research results is ensured by the structural systematization of management activities focused on solving project problems.

Results of the study and discussion. Considering the basic prerequisites for the effective implementation of the regional SSF project in St. Petersburg from the point of view of making management decisions and implementing the corresponding control algorithms, we can identify 5 directions for the development and long-term transformation of the components and functional subsystems of the

urban physical culture, health and sports environment:

- achieving maximum load on the city's physical culture and sports leisure and sports facilities;
- rapid development of the service functionality of physical education, health and sports programs in accordance with the demands of various categories of the population for a healthy lifestyle and restoration of physical potential while maintaining the overall balance between the availability and quality of services;
- introduction of innovative forms of physical culture and sports events and programs tested at the district level;
- streamlining and improving management aimed at achieving a synergistic effect in the application of project financing methods, development of sports infrastructure, changing the leisure and recreational priorities of the population, creating an inclusive urban environment for a healthy lifestyle;
- integration of all levels of management of the physical education, health and sports sphere, taking into account the economic, socio-demographic and cultural specifics of the region.

The humanistic orientation of the Project's functions is revealed in indicators of involvement in physical education, physical, cultural and social development of St. Petersburg residents (see table).

Among the functions of the development of 18 regional centers of physical culture, sports and health, aimed at ensuring maximum utilization of sports facilities, the tendency to achieve walking accessibility of fitness clusters has been highlighted. Open days held at the beginning of the school year by district sports schools help organize the logistics of the school (working) day for schoolchildren and their parents and act as regulators of interests, taking into account the academic employment of students.

Indicators of the implementation of the project «Sport is the norm of life» in St. Petersburg, 2023

Indicator	Meaning
Number of citizens systematically involved in physical culture and sports, thousand people.	2,9
Number of regional centers for physical culture, sports and health	18
Level of provision of citizens with sports facilities based on one-time capacity, %	65,7
Availability of ice arenas	40
Number of amateur hockey teams	250
Measures taken for the physical education of citizens (at the expense of the city budget) (plan - 162)	175
Availability of multifunctional sports grounds in residential yards	> 700
Badges of the TRP (total in new format / in 2023)	600 тыс. / 119 тыс.



Management algorithms, based on the uniqueness of regional centers of physical culture, sports and health, are built in the context of vertical structuring of the functional use of sites and compliance with the variety of requests of various categories of the population for physical activity. The synergy of tasks solved by regional sports centers is manifested in increasing the flexibility of managing mass sports, physical activity, recreational types of physical culture, training and participation of the older generation of the «silver age» in the All-Russian Spartakiad of pensioners. The sequence of iterative transitions in the daily cycle of use of sites expands the functionality and ensures the integration of regional sports facilities into solving design problems.

Taking into account the climatic and geographical location and the specific sports traditions of St. Petersburg, as the northwestern region of the country, obvious predictors of development are mass testing and the orientation of children to engage in priority sports: hockey, swimming, and athletics. Early and comprehensive testing of predisposition to master certain sports skills acts as a regulator for the inclusion of children in the sports training system that corresponds to the motivation and orientation of young athletes.

The basic condition for the development of St. Petersburg as the hockey capital of Russia is the formation of an extensive model for the operation of ice facilities. The organizational core that increases the value functionality of ice arenas is the priority creation of sports hockey schools (SKA, Dynamo Junior, Silver Lions), which form the sports image of the agglomeration and have continuity of generations, competitiveness of methodological foundations, and achieved sports results. In the evening, the use of the functionality of ice sports facilities meets the consumer demand of citizens for various types of fitness activities: figure skating, mass hockey, mastering skating skills, playing on ice, activities within amateur hockey leagues («St. Petersburg HL», «Night HL»; «Officer's HL»).

Management of the development of physical culture and sports activity is focused on the creation of a courtyard multifunctional sports space, including more than 700 equipped sites and functional components - the functioning of the League of Courtyard Sports with the holding of large-scale sporting events, the St. Petersburg Governor's Cup in courtyard hockey, courtyard football with final games at the stadium «Petrovsky».

Positive trends in the development of management personnel in achieving the current tasks of training managers can be seen in the advanced training of 625 people from among the management, coaching and instructional staff of city and regional institutions of physical education and sports.

Conclusions. The results of the study show that the rational use of management algorithms in the implementation of the federal project «Sport is the norm of life» ensures the solution of multifunctional tasks of preserving human capital and the health of the population of St. Petersburg. The driving regulator of development is the demand of city residents for various types of leisure physical education and sports activities, reflecting the utilitarian and humanistic values of physical culture. The sustainable nature of the identified connections forms a balance of priorities in the development of the urban physical culture and sports environment. Development of the managerial potential of physical culture and sports managers creates favorable conditions for solving the strategic objectives of the Project.

References

1. Abalyan A.G., Fomichenko T.G., Bogomolov G.V., Zyurin E.A. Model regionalnoy politiki vovlecheniya naseleniya v sistematicheskiye zanyatiya fizicheskoy kulturoy i sportom. *Teoriya i praktika fizicheskoy kultury*. 2023. No. 12. pp. 3-6.
2. Zyukin A.V., Ponimasov O.E., Gabov M.V., Ryzhkin N.V. Neytralizatsiya neblagopriyatnykh urbanisticheskikh faktorov sredstvami ekologo-didakticheskoy sredy vuza. *Teoriya i praktika fizicheskoy kultury*. 2021. No. 10. pp. 108-109.
3. Kiryanova L.A., Ponimasov O.E., Kolesnikov N.V., Vinogradova O.P. Polifunktsionalnaya fitnes-tehnologiya fizicheskogo vospitaniya studentov upravlencheskikh spetsialnostey. *Teoriya i praktika fizicheskoy kultury*. 2023. No. 7. pp. 74-76.
4. Lubysheva L.I. Kontseptsiya sportizatsii: kulturologicheskiy vektor razvitiya. *Teoriya i praktika fizicheskoy kultury*. 2021. No. 6. 99 p.
5. Lubysheva L.I. Natsionalnyy proyekt «Sport – norma zhizni»: algoritimizatsiya deystviy. *Teoriya i praktika fizicheskoy kultury*. 2020. No. 5. 97 p.
6. Mironov A.O., Ponimasov O.E., Morozova L.V., Melnikova T.I. Antikrizisnaya strategiya realizatsii fizicheskogo vospitaniya studentov v usloviyakh ogranicheniya zhiznedeyatelnosti. *Teoriya i praktika fizicheskoy kultury*. 2023. No. 3. pp. 61-62.