



# **Strategic Plan of Sustainable Development of Olevsk**

Prepared  
by Association of Small Towns of Ukraine  
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## INTRODUCTION

The Strategic Plan of Sustainable Development of the Town of Bobrynets (the Strategic Plan) was developed in the process of strategic planning of territorial development of the Town Council of Olevsk, Zhytomyr Oblast. A detailed description of the town can be found in the Community Profile (Appendix 1).

The work was carried out in line with the objectives of the Sustainable Urban Development Project. The Project envisaged development of a viable implementation-oriented Strategic Plan of Sustainable Development of the Community for the town that was to be approved by the town council.

The Strategic Plan development was drafted by the Working Group (Appendix 5) jointly with the town council specialists with support from consultants of the Association of Small Towns of Ukraine in conjunction with the CCC trainers, and specialists of the Agency for Economic Development.

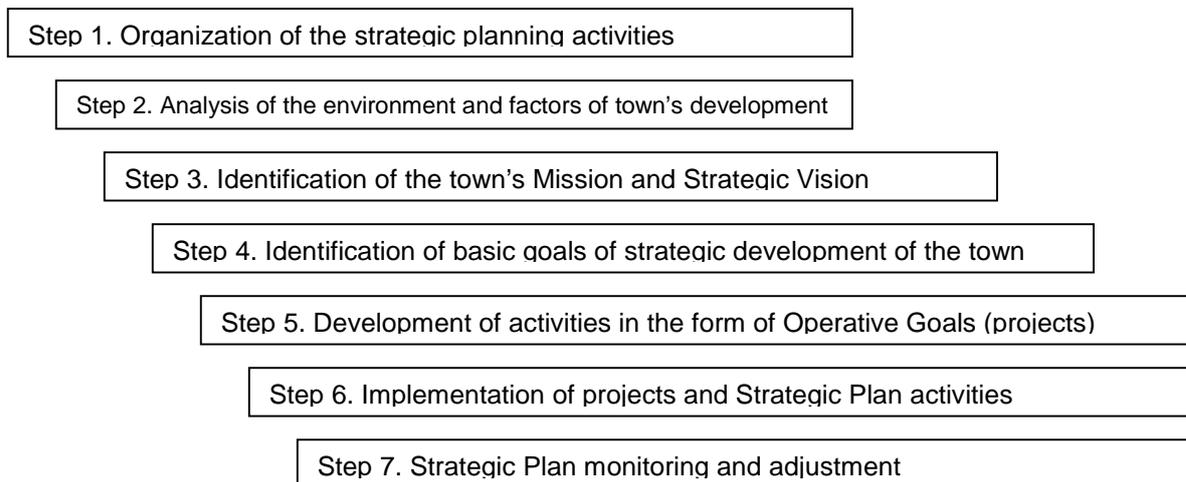
The Strategic Plan was developed in accordance with requirements of the Methodological Recommendations on development of regional development strategies.

The goal of development of this Strategic Plan is to identify the Strategic Goals and Operative Goals (activities, projects) that will facilitate Sustainable Development – socially, economically and environmentally balanced town development.

The Strategic Plan is aimed at economic growth through stimulating investments in new as well as in the existing enterprises with a high development potential; it also envisages creation of a favorable business environment and conditions for investments in a long-term perspective. This will lead to increased competitive power of the town and the resulting growth of the level and quality of life in the town.

Economic development is viewed in the Strategic Plan as a source of resources for sustainable development and as a strategic partnership process that facilitates the growth of productivity of local economy, and creation of a higher amount of workplaces as a result of the advantages of the town's competitive potential. The Strategic Plan was developed with due consideration of national, oblast and local competitive advantages, limits and threats for the prospective development of the town.

**PROCESS STRUCTURE.** In a graphic form, the process of development of the Strategic Plan of Sustainable Development can be presented as several consequential steps:



Employees of the Town Council with consultants' support prepared the Community Profile (Appendix 1) containing the following information: town population, living conditions, local economic base, municipal and technical infrastructure, and environmental situation. Analysis of the profile of the town's economic development demonstrated several problems, including increased migration caused by the absence of workplaces, low quality of life, especially among young people, insignificant tax incomes to the local budget, unused resource potential of the town, and absence of active support for local economy development from the community.

Members of the Working Group (WG) with consultants' support carried out the SWOT-analysis of the town's economy: they identified the internal strengths and weaknesses, outside

favorable opportunities and threats for its development. After brainstorming, the WG described the key problems related to economic development. Then, the WG based on the Profile analysis, SWOT-analysis and the identified key problems formulated the Areas of Town's Development and Strategic Goals.

WG members conducted a public opinions survey among local citizens and entrepreneurs. Generalized information reflecting the consolidated opinion of representatives of various social groups is shown in Appendix 2.

The Working Group (with support from a consultant) drafted the Town's Mission and its Strategic Vision – the idea of how the town should look in the future in the opinion of the WG members. The Strategic Vision is an introduction to development of the Strategic Plan goals.

After this, at a regular meeting of the Working Group, for each of these Strategic Goals Operative Goals were formulated and the consensus was achieved with regard to the steps to be made by the government, businesses and other partners in order to ensure improvement of the community's economic situation. The discussion involved representatives of local councils, governmental bodies, enterprises as well as other persons – specialists with experience and special knowledge. As a result of these meetings, some amendments and additions were introduced to the Operative and Strategic Goals.

As a next step, the WG at its follow meeting rated the Operative Goals according to six criteria in order to identify the priority strategic operative goals. Analytical Report can be found in Appendix 3 "Evaluation of the Rating of Operative Goals".

For each Operative Goal, specialists from local self-government bodies developed Project Sheets (Appendix 4) containing the algorithm of implementation for each project and stating the responsible persons, timelines and sources of resources necessary for achievement of the goals. The consultant prepared recommendations for the town council on development of Action Plans aimed at achieving the Operative Goals.

Implementation of the Strategic Plan will involve many organizations and individuals, and new joint projects may emerge. In view of this, standing partnership between the local government and entrepreneurs should be established in order to facilitate access to information, support communication, and improve business environment.

#### ***Main Conclusions of the Process of Strategic Plan Development:***

1. The Strategic Plan is a result of work of representatives of all groups of the town's community – local authority, business sector, and non-governmental organizations. As a result, proposals from all stakeholders were collected to ensure adequate perception by the local community of decisions that will be made within the framework of the Strategic Plan implementation.

2. Representatives of local government and local entrepreneurs realize their responsibility for the town's future and are ready to invest their time and resources in achieving the future that they together described in the Program. Actual achievement of the Strategic Goals will require cooperation and willingness of all community leaders.

3. The Strategic Plan emphasizes the community's competitive advantages. There are resources in the town and beyond it that when properly organized could be used for solving the key problems. The Strategic Plan is focused on those areas of community development that in the future will be most beneficial for the community.

4. The issues of infrastructure, tourism, development of local businesses, attraction of investments and ensuring a decent quality of life are interrelated, and hence successful work on them is possible only provided they are viewed as a whole. Improvement of one aspect will facilitate improvement of the rest (Chart 1).

5. The Strategic Plan is related to other strategic documents, namely the General Plan and long-term earmarked programs. The Strategic Plan projects have to be included in annual programs of economic and social development of the town.

6. Successful implementation of the Strategic Plan will depend on responsibility of those people who were members of the Working Group as well as all other people who will be involved in implementation of the formulated Vision of the town's future. Thus, an Implementation Management Committee (IMC) should be created whose members will be the most active community members. The IMC task will be to monitor achievement of all Operative Goals (projects) of the Strategic Plan and preparation of proposals for the town council concerning amendments and additions to the Strategic Plan.

7. Strategic planning is not a single event, but an efficient tool of system management and a process that should not be interrupted since external and internal factors are constantly changing. The Strategic Plan is an instrument that facilitates economic development, and it can never be completely implemented in practice in its initially approved form since it needs constant adjustments as a response to constant changes in the environment.

## 1. BRIEF DESCRIPTION OF THE TOWN

Olevsk is a town in Kyiv Polissia, a raion center of Olevsk raion in Zhytomyr Oblast. Ubort river – Pripiat tributary – runs through the town.

The town population is 10,200 people. The town area totals 1024.5 ha. Olevsk received its town status in 2003. A distance to the oblast center by railroad is 163 km, and by motor roads – 180 km. A distance to Kyiv is 235 km, and to Kyiv-Kovel rout – 9 km.

Local economy is based on 37 private and 2 public enterprises, and several institutions and organizations. The leading enterprises are the state-owned Olevsk Forest Husbandry, OJSC Olevsk Bread Baking Plant, leased heating networks enterprise, Olevsk Raion Consumer Union, OJSC Raiahropromtekhnik, private company “Budposluhy – 1” and “Budposluhy – 2”, Olevskhazbud, and Olevsk Forest Husbandry that in the course of their activities produce necessary products and provide services to population. The town has a functioning well-developed network of small private companies that provide population with food, household products and construction materials, and provide various services to population.

Infrastructure: social and cultural objects: Olevsk High School, Olevsk Secondary School #2, 3, Creative Center of Arts and Esthetics for School Students, Children Music School, Olevsk Child and Youth Sports School, and Olevsk Raion Culture Center.

The town has several architectural monuments, and is located not far from natural preserve area (state reserved forest Stone Village). In 2009, archeological exploration was carried out in Olevsk, the results of which were discussed at an international archeological conference in April 2010. There are grounds to state that Olevsk is more than 1300 years old.

There are five civic non-governmental and charity organizations working in the town.

## 2. MISSION AND STRATEGIC VISION

*The town's mission is the reason of its foundations, its main objective, unique features and competitive advantages.*

*Strategic Vision of the region's future is a joint idea agreed on the consensus basis of local citizens as to how their region should look in the future.*

*The Mission constitutes a connection between the past and the present and demonstrates the best characteristics that the community would like to preserve. The main objective of the town can change with time (or the community may wish to do it) – and this is reflected in the Vision formulation. Both Mission and Vision must contain an image of a Human – a citizens of the town and the region who for some reason lives here, and loves his/her native land, and wants his/her children to live here, too.*

### **Mission of the town of Olevsk –**

- one of the oldest towns of ancient Rus prince time whose fame has been preserved for over 1000 by Babyna Hora ancient settlement;
- the heart of Ukrainian Polissia on rocky banks of the “honey river”, Ubort, with healing air of thick emerald forest;
- a cozy town with historical and architectural monuments;
- a land of freedom known for its guerilla fame and Olevsk republic;
- a spiritual center of the region, a modern model of multi-confessionalism populated by frank and hospitable people.

### **Olevsk in the nearest future –**

- a town attractive for implementation of investment projects;
- a town with extended boundaries due to a union of the nearest territorial communities;

- a town with developed economy and self-sufficient budget based by the newly created productive multi-industry enterprises;
- a town with a well-developed community consisting of educated all-rounded personalities feeling love for their native land;
- a clean and neat regional center of green tourism, comfortable for the citizens and guests of Olevsk.

### 3. RESULTS OF THE TOWN SWOT- ANALYSIS

SWOT – analysis is a comprehensive analysis of strengths and weakness of community development. Its goal is to identify the strongest aspects of the town development in order to use them to the maximum for further development and prosperity and to find out the weakest points of the town in order to diminish their negative impact. This analysis also identifies basic opportunities that could be used, and threats that need to be avoided. This analysis was carried out by members of the Working Group on strategic planning of the town development.

<u>Strengths</u>	<u>Weaknesses</u>
<ol style="list-style-type: none"> <li>1. Convenient geographic location – the town is situated near the border (Belarus), and there is the customs and an international point of border transition, and a well established transportation connection with Kyiv, Zhytomyr, and Lviv.</li> <li>2. The town is located at a crossroads of railroad and motor ways not far from the new Kyiv-Kovel international highway heading to Warsaw.</li> <li>3. The railroad line connects two junction stations – Sarny and Korosten, and there is a town railroad station.</li> <li>4. The town has significant natural feedstock forest resources and peat deposits – <i>for creation of enterprises for production of construction materials and alternative fuels.</i></li> <li>5. Available land plots – <i>for attracting investors</i></li> <li>6. Considerable water resources, namely underground artesian water</li> <li>7. Ubort river and a bridge over it are in a good condition</li> <li>8. Attractive nature, colorful landscape, favorable weather conditions and forest products – <i>resources for green tourism and recreation</i></li> <li>9. Old rich history; historical and cultural heritage</li> <li>10. The presence of interesting historical objects and architectural sites: Babyna Hora, 16<sup>th</sup> century St. Mykolai Church, Railway station (architectural monument dated 1903), forester's house</li> <li>11. A unique natural site, Stone Village</li> <li>12. Attractive appearance of the central part of the town</li> <li>13. The presence of hotels and recreation places</li> <li>14. The town is a raion administrative center</li> <li>15. A large number of unused enterprises and unfinished construction sites <i>that can be used for construction and industry</i></li> <li>16. The town authorities are striving to make the town better</li> <li>17. Available human resources with respective education and professional skills</li> <li>18. A significant number of young people willing to change life for better and willingness of the active community to participate in town development</li> <li>19. High entrepreneurial activism of local citizens</li> <li>20. The presence of different mass media – three newspapers, and two web-sites</li> <li>21. Available educational institutions – a high school and a vocational school</li> </ol>	<ol style="list-style-type: none"> <li>1. The town is located far from the oblast center</li> <li>2. The infrastructure is not sufficiently developed – municipal facilities are technical worn and morally outdated. Engineering networks require reconstruction or replacement</li> <li>3. Absence of waste treatment facilities and wastewater disposal stations</li> <li>4. Problems with garbage disposal</li> <li>5. Water in open wells used by population fails to meet sanitary requirements</li> <li>6. Partial flooding of residential houses in the town territory</li> <li>7. Unsatisfactory roads condition – some of the streets lacking amenities</li> <li>8. Insufficient cooperation of the local self-government body and local executive bodies with state authorities (Raion State Administration) on issues related to town development</li> <li>9. Low activism of the communities in solving general issues, low self-assessment level among population and negative image of the town in the eyes of the oblast population, lack of citizens' trust in government bodies, including self-government bodies, indifference of a large part of the community with regard to activities of governmental authorities, antagonism to the need for reform</li> <li>10. Lack of awareness among the population about activities of governmental authorities or incorrect information about their activities – no local radio. A low number of local newspaper subscribers</li> <li>11. No system of work of local self-government bodies with population</li> <li>12. NO entertainment institutions of appropriate level</li> <li>13. No industry and industrial processing of the available feedstock, use of old technologies, and nearly all large enterprises are not working – <i>unemployment</i></li> <li>14. No tourism products and no information center</li> <li>15. Ubort river in the territory of Olevsk needs cleaning and beautification</li> <li>16. Available real estate property objects with</li> </ol>

<p>22. A well developed trade network – the commercial center of the raion</p> <p>23. Available sports institutions and facilities: a child and youth sports school, repaired gym, and necessary equipment for contests and training (boxing, kickboxing)</p> <p>24. Available centralized systems for heating, water supply and wastewater disposal</p> <p>25. The existence of original local culture, and folk crafts, <i>which could be an attraction for tourists</i></p>	<p>an unidentified status (property of raion or town council)</p> <p>17. Absence of large investors and appropriate investments</p> <p>18. No cheap Internet access</p> <p>19. A low level of consumer services level</p> <p>20. Part of local business is in the “shadow”</p> <p>21. No systematic information campaign that would facilitate tourism development (from a historical point of view, geographic location)</p>
<p><b><u>Opportunities (internal)</u></b></p> <p>1. Growth of investors’ interest and demand for the use of mineral resources</p> <p>2. Growth of prices for energy resources – use of alternative sources of energy (forest harvesting waste)</p> <p>3. Growth of interest of citizens of other towns moving through Olevsk to tourism resources</p> <p>4. Participation in European projects – <i>grants</i></p>	<p><b><u>Threats (external)</u></b></p> <p>1. Political oppositions – a failure to come to an agreement when important decisions are made</p> <p>2. Unfavorable territorial reform – non-provision of sufficient financing</p> <p>3. Amendments to tax legislation – non-receipt of expected taxes</p> <p>4. Change tariff policy concerning energy resources toward the increase.</p> <p>5. Non-establishment (non-approval) of town boundaries – <i>non-receipt of potential profits</i></p> <p>6. Closing of the Belorussian border near the town (the customs office will be closed, and only a pedestrian pass will remain) – <i>non-receipt of potential profits</i></p> <p>7. Absence of state investments in the municipal sphere</p> <p>8. Growth of unemployment – movement of young and qualified workers out of town</p> <p>9. Demand for profiteering in resources – <i>forest destruction (excessive cutting) – gradual destruction of flora and fauna</i></p> <p>10. Decreased level of river water – <i>gradual destruction of fish</i></p> <p>11. A threat of flooding of residential houses located near rivers</p> <p>12. Ecological danger of contamination of ground waters as a result of the absence of waste treatment facilities (solid household waste grounds, destruction of communications)</p>

## 4. AREAS OF TOWN DEVELOPMENT

The Working Group based on the results of the SWOT-analysis, analysis of the profile and key problems of the town, identified the development areas, on which the Strategic Plan will focus, namely:

- ACTIVITY . **Creation of comfortable living conditions**
- ACTIVITY . **Creation of attractive conditions for investors and business**
- ACTIVITY . **Creation of responsible and informed community of active citizens**

Figure 1. MISSION - VISION – ACTIVITIES



## 5. STRATEGIC GOALS, OPERATIVE GOALS AND PROJECTS

A strategic goal is a desired result of "goal-oriented" activities aimed at solving the key problem with the optimum use of resources. Achievement of a strategic goal is means (a tool) for solving a problem or using an opportunity. Operative goals are specific limited in time algorithms of achieving strategic goals. The totality of operative goals constitutes the Strategic Goal.

### Activity . **Creation of comfortable living conditions**

*This activity area envisages creation of comfortable conditions for citizens' life and work with due respect for environmental norms, ensuring development of the municipal infrastructure for provision of quality services to population, with introduction of energy-saving technologies, for budget costs reduction, namely by means of involving resources of business and citizens in order to solve the town problems.*

**Strategic Goal .1. Water supply and discharge**

**Operative Goal .1.1. Reconstruction of engineering networks (water, sewerage, energy provision, heating)**

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk

Implementers: OP Heating Networks Director Oleksii Anatoliyovych Panchenko

Cooperation: Town Council, Raion State Administration

Financing: State Budget and co-financing from local budget UAH 5.5 million  
Starting and closing terms: 2013-2016

**Operative Goal .1.2. Reconstruction of wastewater sewerage facilities**

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk  
Implementers: OP Heating Networks Director Oleksii Anatoliyovych Panchenko  
Cooperation: Main Department of Housing and Municipal Infrastructure of the Oblast State Administration, Raion State Administration  
Financing: State Budget and co-financing from local budget UAH 6 million  
Starting and closing terms: 2013-2014

**Strategic Goal .2. Sanitary cleanup of the town**

**Operative Goal .2.1. Creation of municipal enterprise for disposal of wastes, purchase of special equipment for supporting sanitary condition of the town**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk  
Implementers: AC Budposluhy – 2 Director Oleh Vasyliovych Omelchuk  
Cooperation: Executive Committee of the Town Council  
Financing: funds of private enterprises UAH 1.2 million  
Starting and closing terms: quarter 2012 – IV quarter 2012

**Operative Goal .2.2. Regulation of Solid Household Waste Ground**

Responsible person: AC Budposluhy – 2 Director Oleh Vasyliovych Omelchuk  
Implementers: : AC Budposluhy – 2 Chief Engineer Petro Oleksiyovych Kozlovets  
Cooperation: Executive Committee of the Town Council, Raion State Administration  
Financing: local budget funds UAH 300,000  
Starting and closing terms: quarter 2012 – IV quarter 2014

**Operative Goal .2.3. Introduction of new technologies of solid household waste disposal**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk  
Implementers: heads of investor organizations  
Cooperation: Town Council  
Financing: investors' funds, co-financing from local budget  
Starting and closing terms: quarter 2013 – quarter 2014

**Strategic Goal .3. Heating supply**

**Operative Goal .3.1. Optimization of the heating supply system, autonomous heating of apartment blocks**

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk  
Implementers: OP Heating Networks Director Oleksii Anatoliyovych Panchenko  
Cooperation: Executive Committee of the Town Council, Raion State Administration  
Financing: funds of owners of multi-storey houses and the local budget  
Starting and closing terms: quarter 2012 – quarter 2013

**Operative Goal 3.2. Completion of town gasification**

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk  
Implementers: heads of contractor organizations  
Cooperation: town citizens, Raion State Administration  
Financing: funds of town citizens and the local budget UAH 4.5 million  
Starting and closing terms: quarter 2012 – quarter 2014

**Strategic Goal 4. Provision of town amenities**

**Operative Goal 4.1. Repairs of town roads**

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk

Implementers: heads of contractor organizations  
Cooperation: street committees  
Financing: State, Oblast, and local budgets – UAH 6 million  
Starting and closing terms: 2012 – 2015

#### **Operative Goal 4.2. Prevention of territories flooding**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk  
Implementers: OP Heating Networks Director Oleksii Anatoliyovych Panchenko, AC Budposluhy – 2 Director Oleh Vasyliovych Omelchuk  
Cooperation: street committees  
Financing: oblast and local budgets UAH 2.5 million  
Starting and closing terms: 2012 – 2014

#### **Operative Goal 4.3. Organization of green zone of Ubort river and its cleaning**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk  
Implementers: heads of contractor organizations  
Cooperation: local enterprises, organizations and institutions  
Financing: State Budget  
Starting and closing terms: quarter 2013 – quarter 2015

### **Activity . Creation of attractive conditions for investors and business**

*Attraction of investments, creation of new workplaces, use of the economic potential of local resources (forest resources, hydro resources, mineral resources) and natural conditions. Creation of new sources of funds, development of allied enterprises (transport, food, medicine).*

#### **Strategic Goal .1. Normative component of investment climate**

##### **Operative Goal .1.1. Development of new general plan, expansion of town boundaries**

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar  
Implementers: heads of design organizations  
Cooperation: Town Council, Executive Committee of the Town Council  
Financing: State Budget UAH 1.2 million  
Starting and closing terms: 2012 – 2014

##### **Operative Goal .1.2. Development of the rules of procedure for attraction of investments**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk  
Implementers: Town Council specialists  
Cooperation: Executive Committee of the Town Council  
Financing: local budget within the framework of operative expenses  
Starting and closing terms: quarter 2012 – IV quarter 2012

##### **Operative Goal .1.3. Training for members of local NGOs and self-government bodies**

*Organization of training on the APP basis for members of local NGOs and local self-government bodies in fundraising fundamentals for participation in respective international cooperation programs. Conduct of training for local self-government bodies, Raion State Administration, entrepreneurs and local NGOs on Opportunities for Economic Development of the Town.*  
Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba  
Implementers: Agency for Olevsk Town Development  
Cooperation: Association of Small Towns of Ukraine  
Financing: local budget funds  
Starting and closing terms: 2012

##### **Operative Goal .1.4. Transition to electronic documents circulation**

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar  
Implementers: Town Council employees  
Cooperation: Town Council  
Financing: local budget UAH 30,000

Starting and closing terms: quarter 2012 – quarter 2013

## **Strategic Goal .2. Investment products and economic development instruments**

### **Operative Goal .2.1. Land plots cataloguing**

*In extended town boundaries*

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk

Implementers: Town Council specialists

Cooperation: Department of State Land Committee in Olevsk raion, Raion State Administration

Financing: local budget

Starting and closing terms: quarter 2012 – IV quarter 2013

### **Operative Goal .2.2. Preparation of land plots for investors**

*Identification of land plots suitable for investing, allocation of the necessary number of land plots. Legal and informational preparation of new plots, namely “greenfield” and objects. Infrastructure design (water, electricity supply, roads, etc.) for new plots.*

Responsible person: Deputy Town Mayor Serhii Viktorovych Melnyk

Implementers: specialist of the Town Council on land issues Roman Petrovych Stadnik

Cooperation: Department of State Land Committee in Olevsk raion

Financing: local budget within the framework of operative expenses, investors' funds

Starting and closing terms: quarter 2012 – quarter 2014

### **Operative Goal .2.3. Completion of unfinished construction**

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: Deputy Town Mayor Serhii Viktorovych Melnyk, Deputy Town Mayor Vasyli Vasyliovych Kolbasiuk

Cooperation: Executive Committee of Town Council

Financing: investors' funds UAH 9 million

Starting and closing terms: 2012 – 2014

## **Strategic Goal .3. Increased productivity of enterprises**

*Support in creation of new productive industries (products with high added values, deep processing, increased export potential), and legalization of the existing enterprises*

### **Operative Goal .3.1. Creation of new legal wood-processing enterprises**

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: enterprises

Cooperation: Raion State Administration

Financing: investors' funds

Starting and closing terms: 2012, 2013

### **Operative Goal .3.2. Modernization and creation of new peat-processing enterprises and hop farming**

*Creation of special commissions from among specialists of the Town Council, prosecutor office and human resource inspectorate for control of the earmarked use of the state funds for hop farming purposes*

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: special commissions

Cooperation: Raion State Administration

Financing: investors' funds, local budget within the framework of operative funds

Starting and closing terms: 2012, 2013

### **Operative Goal .3.3. Creation of investment projects for new production enterprises**

*Training workshop on development of investment projects. A competition of investment projects with an innovative component – for co-financing. Provision of expert consultations to entrepreneurs on development of investment projects:*

- on processing local feedstock, namely food: vegetable, fruit, berries, mushrooms, etc.

- *advertising business (with governmental support – social advertising)*
- *enterprises providing customer services, communication, etc.*
- *cultural and entertainment places*

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk

Implementers: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk, Deputy Town Mayor Serhii Viktorovych Melnyk, Chief Accountant of the Town Council V. V. Dorosh, Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Cooperation: Executive Committee of Town Council, Agency for Olevsk Community Development

Financing: investors' funds, local budget within the framework of operative expenses

Starting and closing terms: IV quarter 2012 – IV quarter 2013

## **Strategic Goal .4. Tourism development**

*Creation of the system of provision of tourist services involving specialists in the tourism sphere*

### **Operative Goal .4.1. Identification of tourist objects, creation of tourist projects, creation of a cluster of tourist enterprises**

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: tourist enterprises

Cooperation: Agency for Olevsk Community Development, Raion State Administration

Financing: investors' funds, local budget within the framework of operative expenses

Starting and closing terms: 2012 – 2013

### **Operative Goal .4.2. Creation and restoration of recreation places, organization of a recreation zone in the green zone of Ubort river**

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: local enterprises and civic organizations

Cooperation: Agency for Olevsk Community Development, tourist enterprises

Financing: investors' funds, local budget within the framework of operative expenses

Starting and closing terms: 2012-2015

### **Operative Goal .4.3. Creation of a an ancient town museum**

*Creation of an ethnographic museum village in the open air*

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: specialized institutions

Cooperation: Agency for Olevsk Community Development, Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, tourist enterprises

Financing: donor organizations

Starting and closing terms: starting 2012

### **Operative Goal .4.4. Creation of information tourism bureau (development of a town tourism web-site)**

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, tourist enterprises

Cooperation: Agency for Olevsk Community Development

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2013

### **Operative Goal .4.5. Program of green tourism development**

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: tourist enterprises

Cooperation: Agency for Olevsk Community Development, Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, tourist enterprises

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2013

## **Strategic Goal .5. Territorial marketing of town resources**

*Dissemination of information with the help of all available promotion channels. Support for enterprises in entrance to external products sale markets, search for new business partners, import and export exercises*

**Operative Goal .5.1. Development of a town brand using specific local features (history, natural environment, etc.)**

*Training workshop on Territorial Marketing. Series of round tables, training, competitions*

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: Working Group on Strategic Plan drafting

Cooperation: Agency for Olevsk Community Development

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2012

**Operative Goal .5.2. Preparation of the town investment plan**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk

Implementers: Town Council specialists, Agency for Olevsk Community Development

Cooperation: Executive Committee of Town Council, Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, Computer Network Operator of Town Council V. I. Lytvynko

Financing: local budget UAH 15,000

Starting and closing terms: – IV quarter 2012

**Operative Goal .5.3. Promotional products: videos, printed materials, etc.**

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, Computer Network Operator of Town Council V. I. Lytvynko

Cooperation: Agency for Olevsk Community Development, tourist enterprises

Financing: local budget

Starting and closing terms: 2012-2013

**Operative Goal .5.4. Capacity development of local Internet sites**

*Raion diary, creation of a powerful Investment portal, and a tourist portal. Promotion of web-sites using the maximum amount of web-resources (Association of Small towns of Ukraine, LINK, etc.)*

Responsible person: Computer Network Operator of Town Council V. I. Lytvynko

Implementers: Town Council specialists

Cooperation: Agency for Olevsk Community Development

Financing: local budget funds

Starting and closing terms: 2012

**Operative Goal .5.5. System promotion of the municipal brand**

*Provision of information (explanations and proposals) for potential investors about the available natural resources and opportunities of the town (raion), invitation of potential investors to exhibitions and conferences*

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: Deputy Town Mayors

Cooperation: Agency for Olevsk Community Development

Financing: local budget funds UAH 30,000

Starting and closing terms: 2012 – 2016

**Activity . Creation of responsible and informed community of active citizens**

*Social and cultural development of population, changes of self-identifications, community involvement in the process of town development, involvement of the maximum possible number of citizens in solving the town problems, increase of the level of education of children and the youth, activation of the youth civic movement, and life safety*

**Strategic Goal .1. Wider information for population about activities of town authorities**

**Operative Goal .1.1. Use of information technologies for coverage of specific town features in the mass media**

*Creation of a radio broadcasting source in the town*

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: Editor of local newspaper "Olevsk News" Yurii Vitaliyovych Khalimonchuk, Computer Network Operator of Town Council V. I. Lytvynko

Cooperation: Agency for Olevsk Community Development

Financing: local budget funds

Starting and closing terms: 2012

**Operative Goal .1.2. Initiation of public hearings for discussion of the Strategic Plan with town citizens, involvement of citizens in participation in projects**

*Project .1.2.1. Involvement of young families in development and further implementation of the Strategic Plan of Olevsk Development*

*Project .1.2.2. Involvement of people with disabilities in drafting the Strategic Plan of Town Development*

Responsible person: Olevsk Town Mayor Anatolii Vasyliovych Povar

Implementers: Town Council Secretariat

Cooperation: Agency for Olevsk Community Development

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2012

**Operative Goal .1.3. Development and practical implementation of educational programs and modern technologies for local population**

Responsible person: Secretary of Olevsk Town Council Tamara Valentynivna Zaruba

Implementers: deputies and specialists of the Town Council

Cooperation: Agency for Olevsk Community Development

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2013

**Strategic Goal .2. Creation of conditions for town population health care. Development of an earmarked program**

Responsible person: Deputy Town Mayor

Implementers: deputies and specialists of the Town Council

Cooperation: Department of Health Care of Raion State Administration

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2012

**Strategic Goal .3. Creation of conditions for education of town population**

*Development of an earmarked program*

Responsible person: Deputy Town Mayor

Implementers: deputies and specialists of the Town Council

Cooperation: Department of Education of Raion State Administration

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2012

**Strategic Goal .4. Provision of social and legal protection of population**

**Operative Goal .4.1. Support in creation of civic organizations and citizens' self-organization bodies, incentives for their activities**

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk

Implementers: deputies and specialists of the Town Council.

Cooperation: Olevsk Raion Youth NGO "Community Power – Olevsk Future", Agency for Olevsk Community Development

Financing: local budget within the framework of operative expenses

Starting and closing terms: 2012

**Operative Goal .4.2. Creation of municipal civic organizations on law and order protection**

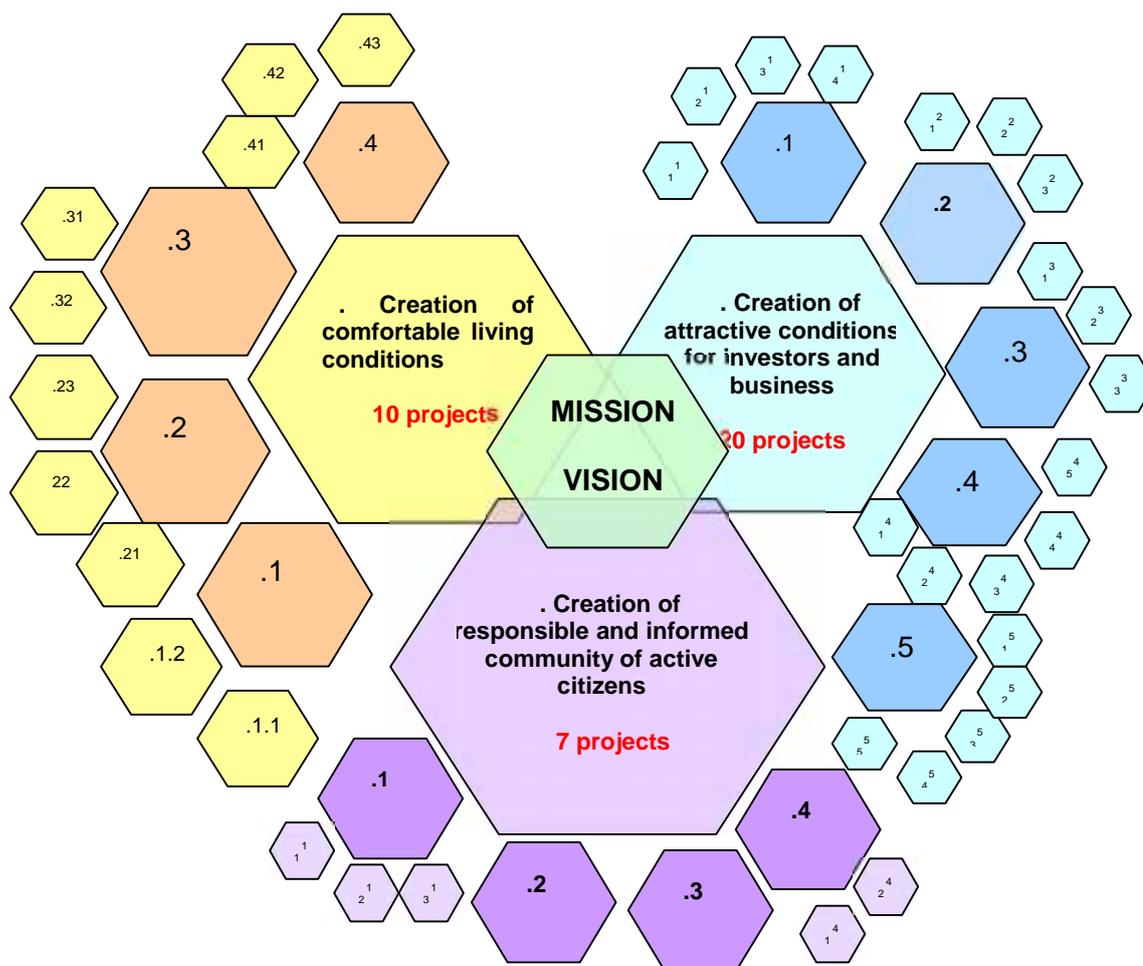
Prevention of spread of drugs and alcoholism

Responsible person: Deputy Town Mayor Vasyl Vasyliovych Kolbasiuk

Implementers: public organizations

Cooperation: Olevsk Raion Youth NGO “Community Power – Olevsk Future”, Local Office of the Department of Interior, Raion State Administration  
 Financing: local budget within the framework of operative expenses  
 Starting and closing terms: 2012

**Figure 5.**  
**Strategic Plan Structure:**  
**Mission – Vision – Strategic Goals – Operative Goals – Projects**



## **6. STRATEGIC PLAN IMPLEMENTATION**

The first step to implementation of the Strategic Plan of Sustainable Town Development is to be its consideration and approval by the town council. It is extremely important to find political will before changes are introduced as well as human and financial resources necessary for implementation of all activities and projects envisaged in 51 Operative Goals of the Plan.

After approval of the Strategic Plan by the town council, it is to be specified in annual Strategic Plans of Social and Economic Development of the Town, special and sectoral development programs.

In order to ensure viability of the Strategic Plan, more than 20 community leaders were involved in its development – representatives of business, local self-government bodies (town council deputies and members of the executive committee of the town council, specialists of the departments of the town council), industrial enterprises, business and the community, educational and other institutions of the region. These representatives should become members of the Committee on Management of the Strategic Plan Implementation (Implementation Management Committee (IMC)). In this way, the Implementation Management Committee will continue the public-private partnership that enabled the strategic planning process. The IMC will be impossible for monitoring of implementation of the Strategic Plan of Sustainable Town Development. The results of implementation of the projects should be posted on the web-site of the town council. The Implementation Management Committee will analyze the quality of implementation of the tasks and adherence to the work schedule. The IMC will meet quarterly to evaluate implementation of the tasks within each Operative Goal. Activities of the IMC will be supported by employees of the Financial Department of the town council.

The Strategic Plan is to be adjusted when circumstances change. In view of this, the IMC members as well as all town citizens involved in the respective activities have to see that the Strategic Goals, Operative Goals and Projects of the Strategic Plan remain feasible and relevant, and are implemented.

# TOWN PROFILE

## BRIEF DESCRIPTION OF THE TOWN

Olevsk is a town in Kyiv Polissia on a bank of Ubort river (Prypiat tributary), raion center of Olevsk raion in the western part of Zhytomyr Oblast. Olevsk received its town status in 2003. The town territory is 1024.5 ha, population size – 10,200 citizens. A distance to the oblast center by railroad is 163 km, by motor roads – 180 km. The town is located 9 km away from the Kyiv-Kovel highway, and 235 km away from Kyiv.

In 2009, archeological exploration was carried out in Olevsk, the results of which were discussed at an international archeological conference conducted in April 2010 where it was stated that the town is over 1100 years.

**Table 1. Comparative Characteristics: Ukraine, Oblast, Raion, Town**

<i>Administrative unit</i>	<i>Area (thousand d km<sup>2</sup>)</i>	<i>Area in % to the country territory</i>	<i>Population, thousand persons</i>	<i>Population in % to the entire population</i>	<i>Population density</i>
Town	0.0102	0.002	10.2	0.022	1026
Raion	0.22	0.036	42.34	0.09	18.7
Oblast	29.8	4.9	1272.6	2.8	42.7
Ukraine	603.6	100	45617.5	100	76

There are 37 private enterprises in the town, 2 state-owned enterprises and several institutions and organizations that in the course of their activities manufacture necessary products and provide services to the population. The town has a well-developed network of small private enterprises that provide local citizens with food products, household products and construction materials, and provide various services to the citizens.

Olevsk has a network of social and cultural institutions: Olevsk High school, Olevsk Secondary School #2, 3, Creative Center of Art and Esthetics for school Students, Child Music School, Olevsk Child and Youth Sports School, Olevsk Raion Culture Center. There are five civic non-governmental and charity organizations working in the town.

The town has an architectural monument of national significance – St. Mykolai Church (1596). Several archeological monuments, proximity to natural reserves (state reserved forest Stone Village) create conditions for organization of a Cult Museum in the town as a venue for ethnographic festivals.

## HISTORICAL OVERVIEW OF TOWN AND RAION

According to archeological research, the territory of modern Olevsk was populated as far back as in IV century B. C., which fact is confirmed by flintlock artifacts of the Neolithic Age. 17 burial sites and two barrows from Esrivsk Culture were researched in the town. Another historical monument is an ancient Rus town and a burial narrow located in the north-east part of Olevsk.

In 2009-2012, pursuant to an agreement between Olevsk Town Council and the Institute of Archeology of the National Academy of Sciences of Ukraine, archeological excavation was conducted in the town. According to historical information, “archeological research of the ancient Rus town in Olevsk (Babyna Hora) found archeological findings (early pottery ceramics) of VIII-IX century, century, late century – first half of century, and synchronic estates and a large number of open settlements near it. Thus, one can assume that Olevsk as a town was formed from individual centers of tribal associations of the Drevlians in VIII century, and Olevsk volost was formed during the same period that is reported in the late Middle Age written sources. There are sufficient grounds to date Olevsk fundamentals as VIII century”.

After the Tatars demolished Kyiv in 1240, the Drevlians land became a shelter for refugees from Prydniprivia since the Tatars were afraid of swampy and covered with impassable thickets Polissia. That is why the Upper Ubort land became a densely populated area at that time.

After Lublin Union in 1569, Olevsk as part of Right Bank Ukraine would be governed of Polish nobility.

At that time, the majority of population were Orthodox, which fact is confirmed by construction of the St. Mykolai Church in 1596 in Olevsk that is still functioning and has a status of an architectural monument of Ukraine.

In 1641, Polish King granted Magdeburg Right to Olevsk and allowed weekly trade and two fairs per year.

Under Andrusiv Peace in 1667, Olevsk remained part of Rzeczpospolita, and only in 1793 as part of Right Bank Ukraine it was transferred to the Russian Empire.

In 1796, Olevsk became a volost center of Ovruch district of Volyn province. In 1798, it had 70 yards and 472 citizens. The population was engaged mainly in grain growing.

Since 1831 Olevsk belonged to state property. Only two distilling enterprises were functioning. There were no hospitals. A school for 14 students was functioning in the Carmelite Monastery.

After serfdom was cancelled, by the 1863 decree Olevsk was granted land plots that were nearly unsuitable for cultivation. After reform, Olevsk constructed three sawmills, two tar distilleries, a stone pit, and two mills.

Industrial development facilitated the town growth. Whereas in 1866 it had 160 yards and 1477 citizens, in 1889 it had 262 yards and nearly 2000 citizens.

Especially quick development of Olevsk was reported after 1903 when a railroad Kyiv-Kovel was constructed. After a years, a post office was opened and a post and telegraph office. In 1909 a ceramic plant began its work producing household utensils. New sawmills, stone pits, and tar distilleries were opened. Flour milling industry was developing, and forest operations were carried out. At that time, Olevsk had over 100 stores.

The authorities did not care about social development of the town, and thus in the early 1900s there was only one hospital for ten places in a town of 2,000 citizens, and health care services were provided by just one doctor.

As to educational institutions, Olevsk had a two-grade village school attended by about 200 children. The school had no special premises.

At the end of 1922, a consumer association was created, and in a year – a consumer association with limited liability. The ceramic plant and a tanyard resumed operation. A raion power station was opened. In February 1923, a village center was opened. There were a ceramic plant club, a cinema, and six small libraries.

In 1932, a machine and tractor station was organized that had 32 tractors, 3 automobiles and 22 ploughs and other agricultural equipment. The ceramic plant was reconstructed, and 500 employees were working there. Later, a furniture factory and a sawmill were commissioned.

In 1937-38, a raion culture center was constructed that is still in use, and there was also a cinema, clubs and libraries.

In 1938, a new hospital for 40 places was constructed, and an out-patient hospital.

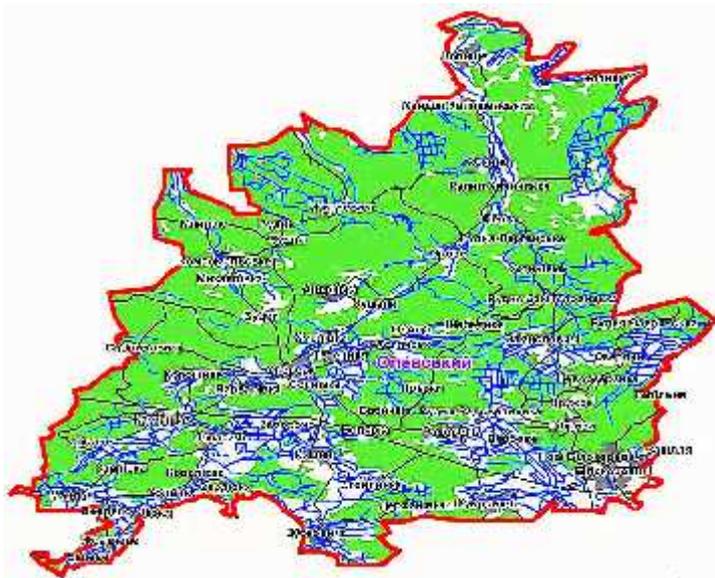
From August 21 to November 15, 1941 Olevsk was the capital of Olevsk Republic subordinate to the UNR Government in exile. During this period, Olevsk Town Council was headed by Borys Symonovych.

Olevsk received its town status in 2003 (Resolution of the Verkhovna Rada of Ukraine #829-IV).

## **DESCRIPTION OF THE RAION**

Olevsk raion occupies the north-west part of Zhytomyr Oblast. The length of the raion from west to east is about 50 km, and from north to south – 80 km. The entire territory of Olevsk raion lies within the territory of Polissia lowland and only the north-east part of it is in the branches of Slovechansky-Ovruch hills range. In the north, the raion borders with Lelchytsky raion of Belorussian Republic, and in the west – with Rokytnivsky raion of Rivne Oblast. On the east and south it borders with Luhynsky, Yemilchynsky, and Novohrad-Volynsky raions of Zhytomyr Oblast.

Olevsk raion as an administrative unit was created in 1923. The raion territory totals 224,700 ha or 7.1% of the oblast territory. The raion population is 42,121,000 persons, the town population is 15,200 persons, and rural population is 26,800 persons.



Agricultural lands occupy 47,500 ha, including ploughed lands — 24,000 ha. Forests cover 156,700 ha of the raion territory. The prevailing types of forests are pine, oak-pine, birch and aspen.

The main types of grounds are sod, sod-podzolic, peat-bog and lowland peat, sand and loamy-sand. The climate is moderate continental.

There are 61 settlements located in the raion territory (56 villages, 4 urban-type settlements, and one town).

Geographic location. Territory — 2248 square kilometers. Olevsk raion in the north-west part of the oblast belongs to Polissia zone of Ukraine. In the north, it borders with Yemilchynsky and Novohrad-Volynsky raions of the oblast, and in the west — with Rokytniansky raion of Rivne Oblast. The raion lies within the boundaries of Polissia lowland. In its territory, there are rivers of the Dnieper basin: Ubort with tributary Zolnia, Perha and others. Forests cover 73 per cent of the raion area. The raion is the place of location of the larger part of Polissia preserve, the national reservation – Plotnytsia and six natural monuments of local significance. The raion has huge peat deposits that are used for production of peat briquettes and fertilizers. There are 83 such deposits, and concrete sands, facing stones, granite, various crystals, loams.

Industry. This branch is an important component of the raion economy. The leading producer is a metal processing and machine building company – OJSC Tractor Normals Plant that is able to provide all collective agricultural enterprises and farms in the oblast with cultivators, high-pressure sleeves for hydro-systems in tractors and agricultural machines, spare parts, etc. The plant is discussing opportunities for production and repairs of flax combine harvesters. Due to the fact that a significant part of rubble-stone feedstock is concentrated in the raion, large production facilities were created on this basis: OJSC Ozeriansky KZBGK, Olevsk Broken Stone Plant, CJSC Granite, Integrated Plant of Non-Metallic Minerals “Kvarts”, and OP Bilokorovytsky Granite Pit. There are also food industry enterprises in the raion: OJSC Olevsk Bread Baking Plant, a joint company of the Oblast Consumer Association “Olevsk Canning and Drying Plant for processing agricultural products, fruit and berries. An important place in the industrial potential of the raion is taken by the OJSC Electric Ceramics Plant as well as Olevsk, Bilokorovytsky and inter-farm forest enterprises.

Agriculture. A typical type of production for the raion is production of meat, milk, potatoes, grain, fiber flax, hop, etc. This branch is represented by 19 collective agricultural enterprises and one ancillary farm.

There are nine construction organizations working in the raion. The main source of investments in construction is Chernobyl Fund, the resources of which are used for construction of social sphere objects and gasification.

The raion territory is crossed by one railroad line from south east to north west: Kyiv-Kovel. The length of general automobile ways is 397 kilometers.

There is one joint enterprise with foreign investments with participants from Russia and Poland. There are possibilities for efficient capital investments in development of mining industry, machine-building and electric industry.

## **BRIEF INFORMATION ABOUT THE OBLAST**

Zhytomyr Oblast is an oblast in the north of Ukraine located in Polissia lowland, and in the south – in Prydnipryvska highland. In the north, the oblast borders with the Republic of Belarus, in the east – with Kyiv Oblast, in the west – with Khmelnytskyi and Rivne Oblasts, in the south – with Vinnytsia Oblast. The administrative center is Zhytomyr.

The oblast consists of 23 raions. There are five oblast towns – Berdychiv, Zhytomyr, Malyn, Novohrad-Volynsky; 6 raion towns — Andrushivka, Baranivka, Korostyshiv, Ovruch, Olevsk, Radomyshl; 43 urban-type settlements; 1619 villages[1].

The oblast is located in two natural climate zones, its northern part is located in Polissia, and southern – in the forest steppe zone.

Zhytomyr Oblast looks as a billowy plain with a general descent toward the north and north-east (from 280—220 m to 150 m and lower). The larger part of the oblast (southern and south-west) lies within the boundaries of Prydniprivska and Volyn-Podillia highlands. The north-west part is occupied by Polissia lowland. In the north of the oblast, there is Bilokorovytsky hills range. There is also a Bilokorovytsko-Topylniansky hills range in the oblast territory.

Grounds: sod-podzolic in the north; ordinary black soils in the south. Forests cover 750,200 ha (2007).

The oblast territory has 221 rivers with the total length of 5366 km. All rivers belong to the Dnieper basin. The longest rivers in the oblast are Teteriv — 247 km, Sluch (Horyn tributary) — 194 km, Irpin — 174 km, Uzh — 159 km, and Irsha — 136 km. Zhytomyr Oblast has a lot of large lakes. The largest are Chorne, Ozerianske, Duzhe, Didove, and Prybilovetske; they are located in the Ubort basin.

Extractable resources. There are deposits of construction sands, pyrophyllite slates, ceramic loams and other types of mineral construction materials, there are large resources of habro, granites, labradorites. The oblast also has rare earths – vanadium, scandium, hafnium, and thorium, which are in big demand in the world market. Within the boundaries of Irsha Titanium Ore raion, ilmenite is mined (iron-titanium oxide).

A promising deposit is a marble pit that has a very beautiful picture and is well polished.

Semi-precious stones are received in the oblast – beryl, topaz, and quartz with following treatment and jewelry production.

Extractable resources deposits: Holovynske Labradorite Deposit, Yemelianivske Granite Deposit, Korostenske Granite Deposit, Korostyshiv Granite Deposit, Leznykivske Granite Deposit, Irsha Titanium Ore raion, Myropil Granite Gneiss Deposit, Malotokarivske Feldspar Deposit, and Fedorivske Titanium Apatite Deposit.

Climate in Zhytomyr Oblast is moderate continental, with wet summer and mild winter. An average January temperature is ~ 10 °C, and in July — approximately +20 °C. The annual precipitation level in the north is ~ 600 mm, and in the south ~ 570 mm. The vegetation period in general lasts 240 days. Significant losses for the oblast economy are caused by such meteorological phenomenon as hail (up to six days per year), and heavy driving rains.

Natural reserve resources

A mill on Bolotnytsia river in Polissia Reservation

There are more than 100 objects and natural reserve areas in the oblast territory, including 10 reserve forests of national significance, 95 reserve forests of local significance as well as about 100 natural monuments, 24 monuments of garden and park art, and 4 dendroparks [2]

The central native reserve object in Zhytomyr Oblast is Polissia nature reservation created in 1968 in the northern part of the oblast in the territory of Ovruch raion. The size of reservation is nearly 20,000 ha.

## **GENERAL DEMOGRAPHIC CHARACTERISTIC OF THE TOWN**

The size of the present town population as of 01.01.2011 totaled 10,200 persons, or 0.8% of the oblast population. Women account for 53% of the town population, and men – for 47%.

**Table 2. Number of town citizens, persons (as of 31 December)**

	<b>2008</b>	<b>2009</b>	<b>2010</b>
Town	10243	10445	10200

The number of town citizens years has slightly decreased during recent. Demographic processes during these years were characterized by an insignificant prevalence of the number of deceased people over the number of newborn and a negative migration balance.

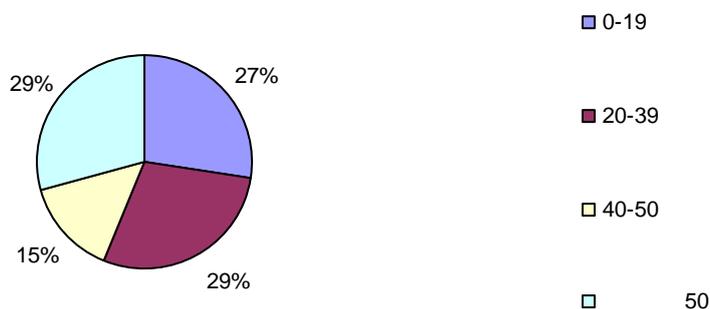
**Table 3. Natural and migration movement of population in the raion, persons**

	<b>2009</b>	<b>2010</b>
Born	426	443
Deceased	395	459
Incoming	468	571
Leaving	325	391

The number of economically active population aged 15 to 70 totals 4896, including 4308 persons (42%) of employable age.

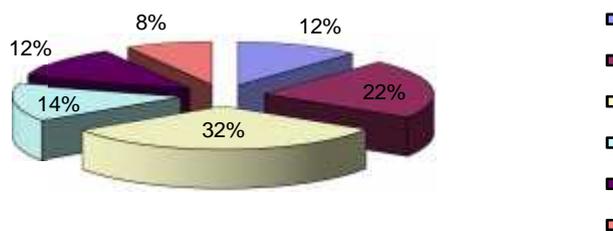
**Table 4. Population breakdown in the raion by age, persons**

	<b>2008</b>	<b>2009</b>	<b>2010</b>
Men aged 0-14	939	951	821
Women aged 0-14	988	1000	872
Men and women aged 0-14 together	1927	1951	1693
Men aged 15-24	1244	1217	1217
Women aged 15-24	1252	1377	1400
Men and women aged 15-24 together	2496	2594	2617
Men aged 25-44	1328	1433	2443
Women aged 25-44	1334	1291	1306
Men and women aged 25-44 together	2662	2724	2749
Men aged 45-59	835	860	876
Women aged 45-59	830	837	853
Men and women aged 45-59 together	1655	1697	1729
Men aged 60 and more	749	690	595
Women aged 60 and more	754	789	817
Men and women aged 60 and more together	1503	1479	1412



**Diagram 1. Population breakdown by age, %**

**Diagram 2. Educational levels of population aged above six years, 2010**



- Basic secondary education
- Complete secondary education
- Professional technical training
- Basic higher education
- Complete higher education
- Other

## HOUSING

The overall size of the housing fund in the territory regulated by the Town Council in 2010 was 368,600 sq. m. The total number of apartments (individual houses) was 3525, which means one apartment per 2.9 persons living in these houses. Provision of general housing area per one citizen was 36 sq. m.

Table 5. Housing provision and quality of housing provision

	2009	2010
Total housing area in the city, thousand m <sup>2</sup>	366.2	368.6
All occupied premises (apartments + individual houses), units	3500	3525
including individual houses	24	24
% premises connected to municipal water supply	61	63
% premises connected to municipal gas supply	21	21
% premises connected to municipal sewerage system	18	18

Premises – an apartment or an individual house

Table 6. Commissioning of new housing

	2007	2008	2009	2010
Newly constructed premises together, individual houses	44	37	7	25
Average size of new premises, m <sup>2</sup>	95	120	117	142

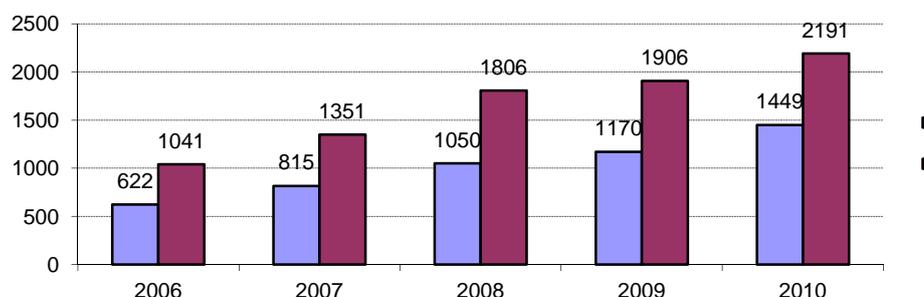
## EMPLOYMENT AND INCOMES

The size of population of employable age in the town is 4308, or 42%. An average reported number of employed workers (not including small business) in the raion as of 31.12.2010 was 9,100 persons.

Table 7. Employment by activity areas in the raion, persons

	2010
Agriculture, hunting	1312
Industry	1584
Construction	1059
Wholesale and retail trade	579
Hotels and restaurants	975
Transport and communications	400
Financial activities	504

Transactions with real estate	102
Public administration	150
Education	706
Health care and social assistance	684
Collective, public, and personal services	621
Other activities	384



**Diagram 3. Average salaries in the town, UAH**

Town  
Ukraine

An average salary in the town is much lower than an average salary in the country.

As of December 31, 2010 the level of registered unemployment in the town (percentage of the economically active population of employable age) was 4.7%; the number of unemployed persons per one position was 346.

## ECONOMIC LIFE

The total number of economic actors registered in the raion in 2010 – legal entities (all USREOU subjects) – 522, economic subjects – 504 (*all USREOU subjects minus state and municipal organizations (institutions, entities), associations, corporations, consortiums, concerns and other unions of legal entities, affiliates (other separated departments), representative offices, loan unions, consumer associations, political parties, civic organizations, religious organization, trade union and trade union associations, charity organizations, associations of co-owners of apartment blocks*).

**Table 22. Economic actors registered in the raion by activity areas**

	2010
Agriculture, hunting and forest management	75
Fishing industry	1
Industry, including:	86
mining industry	16
processing industry	66
production and distribution of electricity, gas and water	4
Construction	19
Wholesale and retail trade	52
Hotels and restaurants	4
Transport and communication	3
Financial activities	2
Transactions with real estate	17
Education	79
Health care and social assistance	14
Collective, public and personal services	82

Local economy is based on 37 private and 2 public enterprises, and several institutions and organizations. The leading enterprises are the state-owned Olevsk Forest Husbandry, OJSC

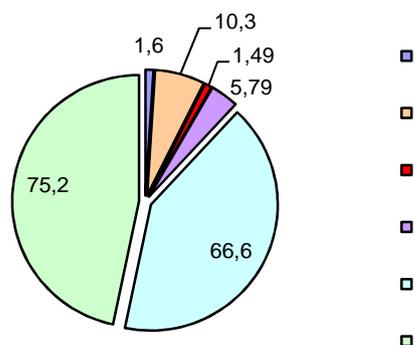
Olevsk Bread Baking Plant, leased enterprise of heating networks, Olevsk Raion Consumer Association, KJSC Raiahropromtehnika, private company Budposluhy – 1 and affiliate company Budposluhy – 2, Olevskhazbud, Olevsk Forestry Farm APK, which in the course of their productive activities manufacture necessary products and provide services to population.

The town has a well developed network of small enterprises that provide citizens with food, household products and construction materials, and provide various services to population.

**Table 23. Volumes of products and services broken by activity areas in comparative prices (mln UAH)**

	2010
<b>Industry, including.:</b>	
mining industry	1.6
processing industry	10.3
production and distribution of electricity, gas and water	1.49
<b>Construction</b>	5.79
<b>Wholesale and retail trade</b>	66.6
<b>Hotels and restaurants</b>	75.2
<b>TOTAL</b>	160.98

The volume of products and services broken by activity areas in terms of comparative prices in 2010 totaled UAH 160.98 million.



**Diagram 4. Structure of volume of products broken by activity areas**

Mining industry  
 Processing industry  
 Production and distribution of electricity, gas, and water  
 Construction  
 Wholesale and retail trade  
 Hotels and restaurants

Given the fact that Olevsk is a raion center, it is a place of location of institutions and organizations of raion, oblast and republican subordination that also provide services to local population.

**Table 24. Raion enterprises broken by number of employees**

	2010
1-20 employees	4
21-100 employees	5
101-500 employees	1
501-1000 employees	1
1001-5000 employees	1

The volume of direct foreign investments in 2010 totaled 549,500 dollars.

The structure of local economy during the recent years fails to support production and sale of products and provision of services in the volumes that would fill 100% of the town budget. Annual incomes to the budget – UAH 5 mln for the general fund, and UAH 1 mln for the special fund. The most significant incomes are received from the individual income tax and account for 41% of all incomes to the general fund, local taxes and charges account for 59% of incomes to the town budget.

Every year, budget is formed only on the basis of actual incomes whereas the real needs for supporting the functioning of budget-funded institutions, local municipal infrastructure as well as social and economic development of the town in general are not included in the budget. Annual deficit related to the needs necessary for town development is UAH 3 – 3.5 mln.

Expenses are financed within the framework of expenses provided for in the town budget.

**Table 8. Budget incomes (mln UAH)**

	2006	2007	2008	2009	2010
Individual income tax	1036.4	1562.2	1918.9	1807.5	2224.1
Local taxes and charges	183.1	213.4	286.6	373.5	486.5
Land payment (tax)	209.7	209.3	267.9	283.9	261.6
Tax incomes together	1429.2	1984.9	2479.4	2464.9	2972.2
Profits from municipal property lease	21.7	21.7	33	33.7	34.0

**Table 9. Largest employers in 2010**

<i>Enterprise, organization, institution</i>	<i>Activity area (major)</i>	<i>Number of employees in 2010</i>
Affiliate company Olevsk Forest Husbandry	Forest husbandry and forest harvesting	650
Affiliate company Olevsk Forestry Farming APK	provision of services in the forestry framing sphere	110
OJSC Olevsk Bread Baking Plant	Production of bread and bakery products	125
Affiliate company "Olevsky raivtodor"	Roads construction	34
OJSC Olvesk Raiahropromtehnika		15
OJSC Olevsk ShBU-42	Construction of roads, air fields, and sports facilities	120
Olevsk School Catering Integrated Plant	Functioning of school canteens	140
Olevsk Raion of Electric Networks OJSC	Distribution and provision of electric energy	84
Olevsk Enterprise of Heating Networks	Heating and water supply	42
LLC Prombudsportindustria	Sawmills and chipping production	6
Olevsk Cooperative Market	Lease of own real estate property	14
Education Department of Raion state Administration	Management of educational institutions	1280
LLC Merkyrii	Sawmills and chipping production	12
LLC Promin	Retail trade	27

**Table 10. Available unoccupied land plots for economic activities**

*(belonging to the town council)*

<i>address, brief description, purpose</i>	<i>size, sq.m</i>
Olevsk, Sviato-Mykolaivska street, non-agricultural land plot	2500
Olevsk, Kyiv street, non-agricultural land plot	1500
Olevsk, Kyiv street, non-agricultural land plot	2500
Olevsk, Shchorsa street, non-agricultural land plot	2500

## HOUSING AND MUNICIPAL INFRASTRUCTURE

The housing fund totals 30669.26 m<sup>2</sup>. Provision of services to population is unprofitable. The state debt to the company on reimbursement of a price difference is UAH 1011,200 for 1999-2010.

The municipal economy of the territorial community of the town is represented by Olevsk leased enterprise of heating networks that produces and distributes heating, and provides services to population related to water supply, wastewater disposal and town cleaning.

Heating is produced by three boiler houses, out of which two boilers work on natural gas, and one – on solid fuel and wood wastes. The length of heating networks is 5454 linear meters.

Water is supplied from an artesian well through cleaning at an iron removing station of 2 clean water reservoirs 500 m<sup>3</sup> each and the II elevation station. The overall water pipeline length is 12.04 km.

Waste water in the town are pipes by five sewerage pump stations to open cleaning fields. The total length of sewerage networks is 14.5 km. Treatment facilities in the town are outdated and almost not functioning. Design and budget documents were prepared for reconstruction of cleaning facilities. The cost of work according to the budget is UAH 5,443,000.

A private enterprise “Budposluhy -2” cleans solid household wastes in the town. The volume of garbage collected from the street in 2010 totaled 4,200 tons.

**Table 11. Volume of contaminating substances emitted in the atmosphere, tons**

**S 2**

<b>2008</b>	<b>1.4</b>
<b>2009</b>	<b>1.4</b>
<b>2010</b>	<b>1.2</b>

Every year, the town council works with the public in order to raise funds for implementation of joint project on the town gasification. They created 39 street committee. In 2008, the sum raised for this purpose totaled UAH 303,000, in 2009 – UAH 101,000, and during the first six months of 2012 it is planned to raise UAH 315,000. Local citizens take part in an annual competition “My Blooming Polissia”.

## **PUBLICLY USED INSTITUTIONS**

**The network of educational institutions** includes Olevsk High School; Olevsk secondary School #2; Secondary School #3, and Vocational Training College 10.

**Table 12. Number of graduates of educational institutions**

	<b>2009</b>	<b>2010</b>
Olevsk High School	37	34
Olevsk Secondary School 2	32	31
Olevsk Secondary School 3	69	74
Vocational Training College 10	114	114

**Health care system.** Hospital: Olevsk Central Raion Hospital with 150 beds.

**System of cultural institutions.** Olevsk Raion Culture Center; Olevsk Creative Center of Arts and Esthetics for School Students; Olevsk Child Music School.

**Network of physical culture and sports institutions.** Olevsk Children and Youth Sports School; Child Sports Club “Alfa”, Football Federation.

**Mass media:** raion newspaper “Starts over Ubert”, town newspaper “Olevsk News”, the “Independent” newspaper.

**Table 13. Capacity of cultural and sports facilities**

	<b>Building</b>	<b>capacity</b>	<b>Events and activities</b>
1.	Culture Center	550	“Start over Ubert” festival

2.	Olevsk Creative Children Center	400	Festivals and competitions for children
	"Kolos" stadium	200	Regional football contests

There is a hotel, "Edem", in the town. For tourism development, construction of comfortable hotels in the town is recommended.

## THE WORKING GROUP

	<b>Name</b>	<b>Position</b>
1.	Tamara Zaruba	Secretary of Olevsk City Council
2.	Serhii Yevdokimov	Notary, member of the City Council
3.	Serhii Yehorov	Lawyer, member of the City Council
4.	Oleg Kovalchuk	Manager of bank branch, deputy of city council
5.	Vasyl Kolbasyuk	Deputy Mayor
6.	Oleksandr Maltsev	Businessman
7.	Andrii Marchak	Doctor, member of the City Council
8.	Liliya Murzina	Unemployed, member of the City Council
9.	Oleksandr Nikolaichuk	Businessman, member of the City Council
10.	Lyudmyla Ryndych	Pensioner, deputy district council
11.	Yevhenii Ryaboi	Director of Olevsk gymnasium, member of the executive committee of City Council
12.	Lyubov Sai	Specialist of City Council, City Council Member
13.	Roman Stadnik	Lawyer of State Enterprise, member of the executive committee of the City Council
14.	Yurii Khalimonchuk	City newspaper editor, deputy of district council

## **CONTACT INFO OF STRATEGIC PLAN IMPLEMENTERS:**

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