



BASKETBALL  
LEBEN e.V.



# NEED ANALYSIS

CONSTRUCTION OF A MULTIFUNCTIONAL COMMUNITY CENTER IN BÖGÖZ

**Beneficiary entity:** CLUB SPORTIV BÖGÖZ (MUGENI) | **Board director:** András Éva

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# COMMUNITY NEEDS ASSESSMENT

## 1. Name of community

Bögöz (Mugeni)

## 2. Description, relevant statistics, and geographic and demographic information of the benefiting community

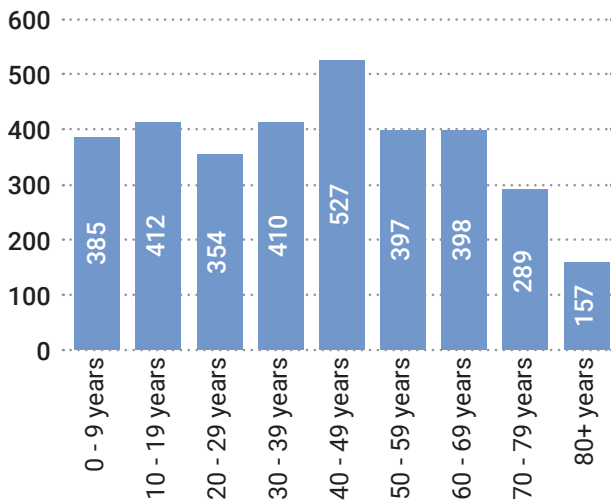
Bögöz (Mugeni) is a village in Harghita County, Transylvania, Romania. Bögöz is a parish for 7 other villages which are Székelymagyaros, Béta, Décsfalva, Székelydobó, Agyagfalva, Mátisfalva, Vágás.

The settlement lies at the meeting point of the Nagy-Küküllő River and Kányád Stream. The nearest town is Székelyudvarhely (11 km away), which is the second-largest town in Harghita County, with 35,000 inhabitants.

The inhabitants of this parish are avid followers and practitioners of folk art in their everyday life. Traditions, community cohesion, and the development of the local community are the most important features of this small community.

Based on the last population census in 2021, the population of Bögöz parish numbered 3,329 inhabitants. The majority are Hungarians (97.05%).

The population of Bögöz by age and gender is shown below:



Source: [https://www.citypopulation.de/en/romania/harghita/\\_/085127\\_\\_mugeni/](https://www.citypopulation.de/en/romania/harghita/_/085127__mugeni/)

## 3. Identified needs of the community

Bögöz is an active community that is very interested and involved in different sporting opportunities. The village offers generous open space and natural assets that encourage residents to engage in sport and recreational activities to improve their health and well-being. Sport and recreation play a fundamental part in people's lives, and the provision of the right facilities is central to getting people to play sport and maintain and grow participation. Benefits of sport include the well-being/happiness of individuals taking part, improved health and education, regeneration, and community development, and to the individual and wider society through volunteering.

Meeting the sporting, cultural, and educational needs of local communities by creating accessible and high-quality facilities is an essential part of comprehensive planning. A need has been identified for a multifunctional space that can be used not only for sporting activities but also for cultural events, educational programs, and other social initiatives. For this reason, we are planning to build a multifunctional center in the heart of Bögöz. The ideas and proposals for this project were developed in close cooperation between the school management, the local council, and other relevant stakeholders and summarized in a comprehensive document. The proposed community center will offer a diverse range of facilities that go beyond the mere sum of their parts, and careful selection of these facilities will help to ensure the financial stability and long-term sustainability of the center.

## 4. What has already been done to meet the needs and what resources are available locally to help meet the needs.

We use the following checklist to assess the ability of the local community to contribute to and benefit from the establishment of the proposed community center. There are some less tangible factors – e.g., the resourcefulness of the facility manager – that contribute to success which are not included here.

### Capacity

- ✓ The community has expressed a clear desire for a community center with a unified voice.
- ✓ There are existing community programs that require a space to operate (and there is currently no available suitable space).
- ✓ The community has examined recent demographic data that supports the need for a community center.
- ✓ The community has articulated at least some of the specific uses for the community center.

- ✓ The school has developed a concept on how to best make use of the proposed center (this can be found among the submitted documents).
- ✓ A clear lead organization or community group exists that will take responsibility for the project.

The Club Sportiv Bögöz association is the entity that is responsible for this project. There is an agreement between the local public administration, the local school (which falls under the administration of the LPA), and the Club Sportiv Bögöz which will grant joint rights to the LPA and engage the LPA to support all operational costs of the community center to be built.

An agreement among LPA, the local school, and the association will be signed after the building has been built.

- ✓ The lead organization or community group has strong administrative capacity, i.e., staff that can administer the project for at least one year.

The project manager (president of the association) has wide experience in implementing different types of projects, having many years of work experience as a referee at the LPA of Odorhei Municipality and by administering a small pension in Bögöz, which has been established by accessing EU funds.

- ✓ The lead organization has proven ability to manage contracts, grants, and/or programs.
- ✓ The lead organization has up-to-date, functioning IT and communications systems.
- ✓ The lead organization has strong working relationships with the local community and organizations.
- ✓ The lead organization has worked successfully with the community on past projects.
- ✓ The lead organization has taken steps to assess the feasibility of the project and understands the requirements of the pre-development process.
- ✓ The lead organization has maintained good relationships with its funding partners.
- ✓ The lead organization has a demonstrated understanding of the timeframe and resources needed to complete the project.
- ✓ Partner organizations have been contacted and have demonstrated readiness for operational reasons for important planning support for the project.

### Operations and Program of activities

- ✓ There is a financing plan to ensure that the facility can sustain its own financing.
- ✓ There is an adequate amount of paid staff to manage and operate the facility.
- ✓ Partners are demonstrably committed to supporting the project operationally.
- ✓ Plans for usage of the facility are defined, and programs are adequately staffed.

### Building and Site Design

- ✓ The design is as small as possible while still accommodating all of the needs.
- ✓ There are existing programs for all spaces included in the design.
- ✓ The building is centrally located within the community and is near other public facilities and its beneficiaries' property proposed for the project.

The property proposed for the project is beside the local school. Half of the land is owned by the LPA, and it has been leased to the „Club Sportiv Bögöz“ association. The other part of the land is owned by the association. The two land fields have a total area of around 2,550 m<sup>2</sup>.

- ✓ The design is not tied to currently available operational funding.
- ✓ The design is as energy-efficient as possible.

### Capital Financing

- ✗ There is a complete capital plan.
- ✗ There is committed capital funding for the entire project.
- ✓ There is a designated project manager to oversee the capital development phase (design, fundraising, construction).
- ✓ There is a realistic project timeline.

## 5. Reasons for the importance of the project.

Municipality centers are important hubs that give people an opportunity to socialize, learn and access key services.

Municipality centers play an important role in communities.

In these ever-more challenging times, where community spirit is crucial, centers within our neighborhoods become even more essential. Here are just some of the reasons why community centers are vital hubs, providing invaluable services to local residents.

### 5.1. Unites a community

This one is obvious, but perhaps the most important.

Our community center is all about providing a place for the community to connect and socialize. They are multi-purpose hubs that offer different things for different people.

Whether the community center is religious in nature or has been created to provide support to a specific section of the community, it undoubtedly connects people from all walks of life. Community centers demonstrate how wonderfully we can all work together. Race, age, gender, class, education, and other protected characteristics should not matter in a community center. People are valued for their own individuality and socialize together no matter what.

Our community center also offers families and friends the chance to really connect with one another and take part in a common activity. If a family rarely spends quality time together, then attending a weekly class could be perfect. As a bonus, it is also a great way to meet other families within the community.

### 5.2. Provides volunteering opportunities

There are many reasons why people volunteer. Some want the opportunity to give back and do great things (kindness is good for our health, after all). Others require a break from day-to-day life and find solace in volunteering. There are always new people to meet, new skills to learn and activities to take part in. It gives people a chance to build their confidence and feel part of a team.

### 5.3. Support for community projects

Our Community center brings people together to work on wider community projects, such as organizing clean-ups or working on improving a gardening space.

It is not all about what goes on within the four walls. Community centers reach the wider community and contribute to a friendlier social environment for everyone.

### 5.4. Combats loneliness

The community center provides a vital place to visit for older members of the community or people who feel isolated from those around them. Studies show that a quarter of the population feels lonely always or often<sup>1)</sup>. Having a place to visit regularly is vital for many people. It provides routine, something to look forward to, and new opportunities.

### 5.5. Positively impacts the lives of younger people

Young members of the community need a safe space to visit and take part in new activities. Our community center provides classes and hosts events such as physical, creative, or social activities. This program offers countless opportunities for young people to make friends and learn new skills. Giving the younger generation a healthy outlet for their energy can prevent antisocial behavior and nurture individuals' healthy development.

### 5.6. Promotes healthy living

Sports facilities can be utilized for various physical activities such as jogging, running, cycling, or participating in team sports like soccer, basketball, or volleyball. Regular physical activity can help in reducing the risk of obesity, cardiovascular diseases, and other lifestyle-related illnesses, thus contributing to the overall health and well-being of the community. Engaging in sports and physical activities has been linked to improved mental health outcomes, including reduced stress, anxiety, and depression levels. Sports facilities offer spaces where community members can engage in recreational activities, release endorphins, and alleviate mental health symptoms, contributing to a healthier and happier community overall. Sports facilities can also serve as educational hubs where community members, particularly youth, can learn important life skills such as teamwork, discipline, resilience, and goal-setting through participation in sports programs and coaching sessions. These skills are valuable beyond the sports field and can positively impact various aspects of individuals' lives, contributing to their overall personal development and success.

Different kinds of sporting activities need a suitable place in Bögöz. Almost 75% of the local community inhabitants are at most 59 years old<sup>2)</sup>. They need a place to practice various types of sports or other physical activities.

Our community center offers physical activities. Walking clubs and fitness classes tailored to various age groups provide the whole community with a reason to get out and get healthy.

#### *5.7. Encourages creativity and culture*

Arts and crafts classes and other cultural activities are key to encouraging a larger segment of the community to get involved. The more offerings, the more people who come along.

Our Community Center fosters the development of a culture of well-being that includes social, mental, and physical health. This can improve the overall health of the community, relieving pressure on social services and other facilities.

#### *5.8. Offers educational opportunities*

Our community center provides adult education opportunities, as well as developmental opportunities (such as dance classes or crafts). A safe space to learn a new skill and advance an individual's education is a fantastic resource.

Our center hosts nurseries or preschools, too. This allows the building to be put to great use during the day, ready for evening classes and activities.

This perfectly demonstrates the impact our community center can have on every life stage of the community, from nurseries right through to adult education and activities for the elderly.

#### *5.9. Provides unique and much-needed facilities*

Individuals often find renting facilities prohibitively costly. People are able to organize social and family events by renting our community center space. Other voluntary groups and organizations are also able to use the space on a more regular, consistent basis. This service is invaluable for people who want to organize social activities and need a base in which to do this.



## 6. Risks to the implementation of the project and how to deal with them.

<b>Risk description</b>	<b>Probability</b>	<b>Impact</b>	<b>Way of impact reduction</b>
Instability of the legislative framework	medium	low	Clear contractual provisions with all contractors; fair risk-sharing procedures.
Force majeure	low	medium	On-site crisis management procedures. Clear contractual provisions regarding situations of force majeure.
Problems with purchases	medium	high	Very well-prepared terms of reference. Precise use of procedures in accordance with the provisions of the specific legislation.
Inefficient communication during project implementation between project team members	low	medium	Continuous communication is required for effective collaboration. After the start of the project implementation, a communication plan will be established by mutual agreement, which will obligatorily provide for the organization of regular meetings to discuss the stage of the project and to identify the possible risks. In order to avoid the risks resulting from a lack of communication, in addition to personal meetings, modern communication techniques will be used, leveraging information technology.

## 7. Involvement of the beneficiary community in the project

The aims of involving the community in the project plan are:

- Engage community members in the development of a strong shared vision.
- Inform and educate the public about the project and its construction.
- Collaboration in the design and installation by community members to create an identification with the project from the beginning.
- Engender a sense of community ownership, pride, and stewardship of the project.
- Create excitement around opportunities for the community to use.
- Deepen relationships between the Club Sportiv Bögöz association and the local community and other local arts and cultural groups.
- Further engage youth and children to become active participants in sport activity within their neighborhood.

Community involving methods will be chosen based on desired goals, to build and use the proposed community center, which will range from informing and educating to gathering input, seeking discussion and direction, and encouraging ongoing involvement.

Methods for informing and involving community members may include:

- **Newsletters/Flyers**  
These will be dropped off on postal walks to households and businesses in the village. We consider it a good way to widely advertise a schedule of consultation events or timeline for construction.
- **Information Sessions/Town Hall Meetings**  
At these meetings, the project team will make an informative presentation, with an opportunity to answer questions from the audience. As with all community consultations, those who come to meetings are usually the people who are most interested and impacted.
- **Information Open Houses**  
These sessions are planned to take place in the afternoon and evening, and will be in a drop-in format, with information boards and staff present to answer questions. This format can be useful in

diffusing anger, mistrust, or opposition, by providing a very tangible way for people with concerns to be heard, and to have a true direct conversation about the project.

- **E-Bulletins/Social Media Updates**  
These will start with gathering a list of email addresses and subscribers, and we consider it a good way to provide ongoing information to those who have already attended consultation sessions.
- **Community Events**  
We are planning to participate in already-organized community events such as festivals, the day of the village event, etc. to expand our reach within the local community.

## **8. Maintenance of the facility by the beneficiary municipality**

The basic model for a successful community center describes four main elements:

- a. Community capacity
- b. Operations and Program Planning
- c. Building and Site Design
- d. Capital Financing

### **a. COMMUNITY CAPACITY**

#### **Ownership and Management Capacity**

Successful facilities are supported by communities with strong local administrative capacity, particularly in the lead organization responsible for pre-development, managing the process, and building (facility owner/manager). Successful facility administration requires skills in grantsmanship, facility management, book-keeping, project management, and financial planning. For community facilities that rely on rental income, negotiating medium- and long-term lease agreements is a key to successful long-term operations. During the pre-development phase, coordinating the timing of funding among project partners/tenants can be challenging; some potential partners/tenants will be able to raise money quickly, while others cannot.

Half of the land on which the community center is planned to be built is owned by the applicant association. The other half has been given in a long-term lease by the Local Public Administration to the association. The land is situated beside the local school attended by 145 students (School year 23/24).

According to previous agreements, the community facility will be operated by the LPA. This seems to be the most feasible solution to operate the building, since the LPA already has administrative and maintenance capacity and responsibility for other facilities, such as the local school.

#### **Needs Assessment and Pre-Development**

A successful community center is built and maintained with the help of strong community support for the facility and services it houses. Facility development is generally a multi-year process that includes several potentially complicated steps – pre-development, fundraising, design, renovation/construction, move-in. Communities that understand the general timeframe and steps entailed have an easier time sustaining such projects. Residents, tenants, etc. should be included throughout. Communities that avail themselves of facility development resources and network with other communities who have completed a similar process are more likely to succeed.

Our project is somewhere between the pre-development and fundraising phase.

#### **Community Size and Beneficiaries**

Based on the last population census in 2021, the population of Bögöz parish numbered 3,329 inhabitants. The majority are Hungarians (97.05%).

Almost 75% of the local community inhabitants are at most 59 years old<sup>2</sup>). They need a place to practice various types of sports and to spend their spare time in a healthy and active way.

The number of school and kindergarten children in the entire Bögöz municipality is 353 (School year 23/24), which is 10.6% of the entire municipality.

The beneficiary group targeted by the association is the local community, especially school children and active members of the community. In addition, different amateur sports groups are targeted from the nearest town, Odorheiu Secuiesc, and other nearby communities, which will be permitted to rent the facility per hour.

### **b. OPERATIONS AND PROGRAMMING**

#### **Operational Model**

Our community relies on a combination of public and private operational models. Revenue sources from both models are required to operate the building. Meaning that a combination of public revenue and rental income from the combination of medium- or long-term “anchor” tenants, hourly space rentals (e.g., meeting or event space, sport events) would assure covering the operating costs of the community center.

#### **Financially Reliable Anchor Tenants and Anchor Uses**

About two-thirds of the building's operations costs should be met by a reliable stable funding source (e.g., LPA).

Our Local Public Administration is committed to contributing to the operating costs of the facility and is willing to include the costs in its annual budget. The hourly space rentals are meant to cover the remaining operating costs.

### c. BUILDING AND SITE DESIGN

#### Central Location

Locating the facility in the center of the locality contributes to the sustainable operation of the center. Successful centers tend to be social hubs: they are centrally located in the community; they host a variety of events and programs, and are staffed with well-regarded people in the community. People visit the facilities not only to socialize with other community members but also to utilize the services housed within them. A further benefit from the location is being adjacent to a school. Proximity to existing village buildings and infrastructure increases the convenience and likelihood that the center will be used. If located within safe and easy walking distance of homes and other facilities, this improves access to those community members who travel on foot. This is common in many small communities.

### d. CAPITAL FINANCING

Part of the land on which the community centre is to be built is already owned by the applicant association. The other part belongs to the municipality of Bögöz, where the local school is also located. This part was made available to the organisation for the construction of the community center in accordance with a unanimous municipal resolution and a lease agreement.

The planned community center in Bögöz was developed by students from the Faculty of Architecture and Civil Engineering at Augsburg University of Applied Sciences as part of a design studio. The 18 students focused on future-oriented, energy- and cost-efficient solutions that take into account the existing village structure and traditional local building styles. The university thus provided detailed planning proposals for the project.

A detailed cost breakdown was drawn up by a German architectural firm, based on an offer from a Romanian building contractor and taking into account empirical values and estimates. The estimated costs for the construction of a multifunctional community centre in Bögöz with an area of around 1,334 m<sup>2</sup> amount to around 800,000 euros (as at 23.6.2019) according to the current offer. **The planning and construction process as well as the design description, the topic of energy efficiency and the cost estimate are explained in detail in a separate document.**

### Funders as Partners

Partnerships are crucial to ensure the long-term use and maintenance of the community center. These partnerships extend between the community, local public institutions, the project-executing organisation and the German development association and donors, who help with funding and provide guidance over a longer period of time. Over the last 10 years, a robust network has been built up and numerous successful programs have been implemented locally. The success of these initiatives relies heavily on partnerships based on trust and shared goal achievement. A potential funder should therefore become an integral part of these partnerships.

In addition to purely financial support, an advisory function is also of great importance. With their expertise and experience, such a funder can provide valuable guidance that contributes to the optimisation of programs and the effective use of resources. A long-term partnership based on mutual trust and regular exchange is important here.

The continuity of these partnerships not only ensures the sustainability of the projects, but also promotes a constant exchange of knowledge and continuous improvement of the services. Through long-term cooperation, challenges can be overcome together and new opportunities for the further development of the community center can be opened up. It is therefore crucial that potential funders are not just seen as donors, but as strategic partners who contribute to achieving the community center's goals in the long term.

### Sources

<sup>1)</sup> Source: <https://edition.cnn.com/2023/10/24/health/lonely-adults-gallup-poll-wellness/index.html>

<sup>2)</sup> [https://www.citypopulation.de/en/romania/harghita/\\_/085127\\_\\_mugeni](https://www.citypopulation.de/en/romania/harghita/_/085127__mugeni)

