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**ANALYSIS OF THE PREREQUISITES OF REGIONAL COMPETITIVENESS
IN THE SOCIAL AND ECONOMIC SPHERE**

The article analyzes the main factors that contribute to the need to solve urgent issues in the sphere of social and economic development of regions. It is commented in detail the main indicators of social and economic development in Ukraine. The problems of the Ukrainian economy caused by imperfections including development and maintenance of the social component are identified. The benefits from the formation of social and economic development at the regional level are indicated. Directions of regional projects realization in the social sphere are proposed.

Modern regional development of Ukraine confirms spread of negative trends such as deepening of regional disparities, worsening of social and economic problems of the regions due to lack of effective system of implementation of the state regional policy in social and economic sphere. It is necessary to regulate regional development of Ukraine with strengthening of effective factors through qualitative use of decentralization of power due to reduced direct financial assistance and the use of preferences and guarantees.

The main areas of regional projects implementation in the social sphere should be: creating long-term plan of infrastructure development in the regions; joint development of communal medical network, wellness and spa and other facilities of social purpose with departmental, business and private funding.

There are such advantages of forming a strategy of social and economic potential of the state at the regional level: the needs of the region is best known for stakeholders (regional governments, businesses, NGOs, local communities); definition of strategic directions of development at the regional level encourages businesses, organizations, non-profit sector, local communities in the process of regional governance; promoting decentralized management processes; the possibility of optimal coordination of local interests with regional and so on.

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