Cultural Planning 101
for Community Arts and
Culture Leaders

Defining culture

Culture is an inclusive term, embracing what defines us as a community.

It is about Who We Are, and How We Live.

Defining cultural *planning*

Cultural planning is defined as strategic and integrated planning by the application of cultural resources in the development of the city and society(Colin Mercer, 1995)

Community Impact

CULTURAL PLANNING IS A TOOL FOR MUNICIPALITIES TO USE TO ACHIEVE ECONOMIC _AND_ SOCIAL GOALS

INTEGRATED INTO OTHER PLANNING AREAS

Cultural Planning

Economic Development

Health/ Social Programs

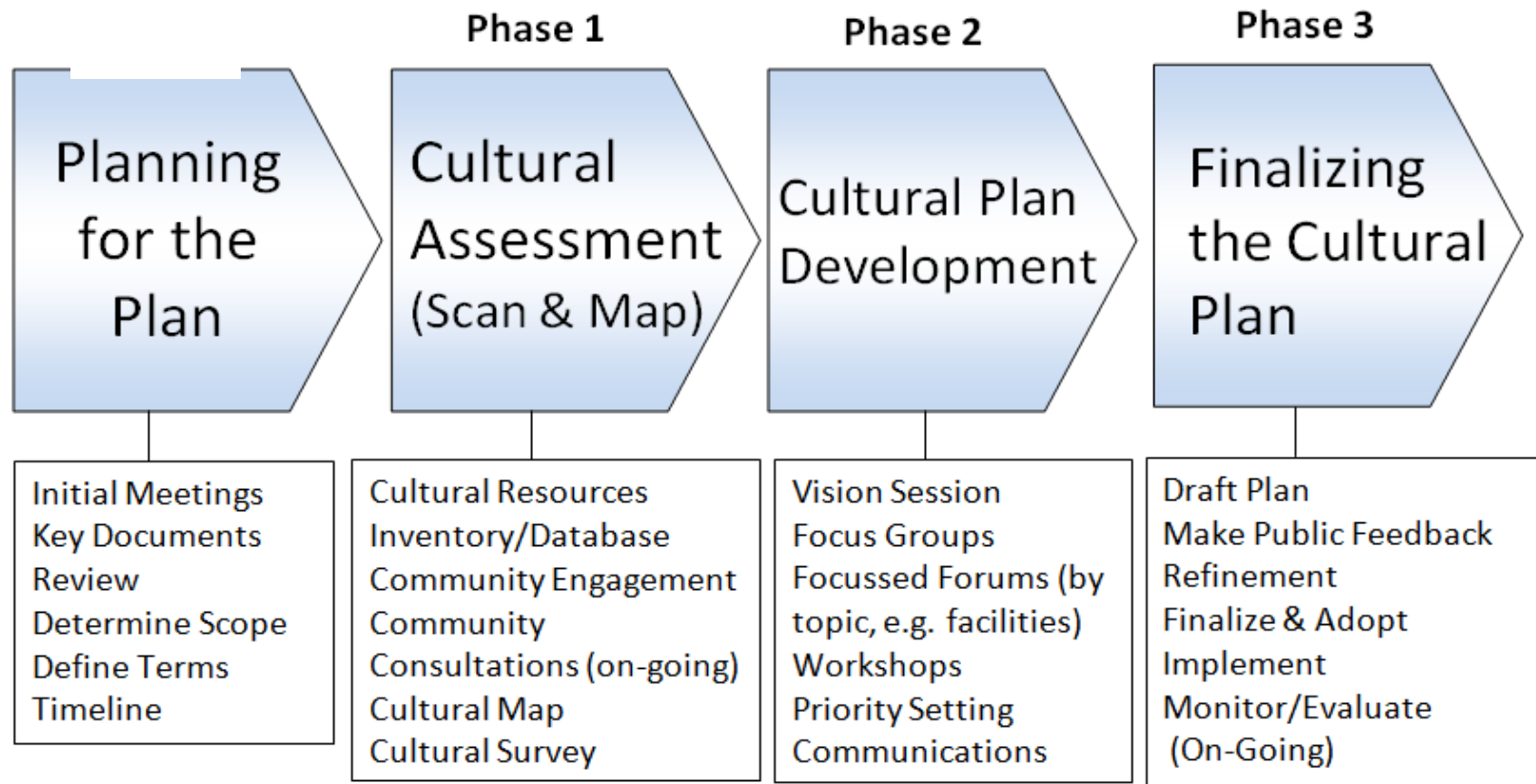Tourism

Community Planning

Step One:
cultural assessment (mapping, scanning)

- Cultural assessment is the first step towards a comprehensive cultural plan

- Once a cultural plan is developed it facilitates the long term development of arts and culture in the community

The objectives of the cultural scan and map include:

– Form development of the cultural plan

– Share information and raise awareness of the community's cultural resources

– Identify strengths, gaps, needs, and opportunities and to address goals and priorities

– Engage the community in cultural policy-making and leadership, and to encourage community partnerships

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Cultural Planning phases

	Phase 1	Phase 2	Phase 3

Planning for the Plan	Cultural Assessment (Scan & Map)	Cultural Plan Development	Finalizing the Cultural Plan
Initial Meetings Key Documents Review Determine Scope Define Terms Timeline	Cultural Resources Inventory/Database Community Engagement Community Consultations (on-going) Cultural Map Cultural Survey	Vision Session Focus Groups Focussed Forums (by topic, e.g. facilities) Workshops Priority Setting Communications	Draft Plan Make Public Feedback Refinement Finalize & Adopt Implement Monitor/Evaluate (On-Going)

Cultural Mapping: What is it?

- An effective tool for development and planning

- Different types and purposes of cultural mapping

- Can take many forms (report, graphic map, GIS, web-based map, text-based)

- Qualitative and quantitative

Cultural Mapping: what is it?

The process of identification and charting of cultural resources in the local area, with a view to modifying negative elements and enhancing positive elements in order to improve quality of life through economic, social and community development (Grogen and Mercer, 1995)

Cultural Mapping: what is it?

Cultural inventory: a list or database of information about cultural resources and assets

Cultural resources and assets:

the various elements that contribute to culture (human, natural, social, economic or bricks and mortar)
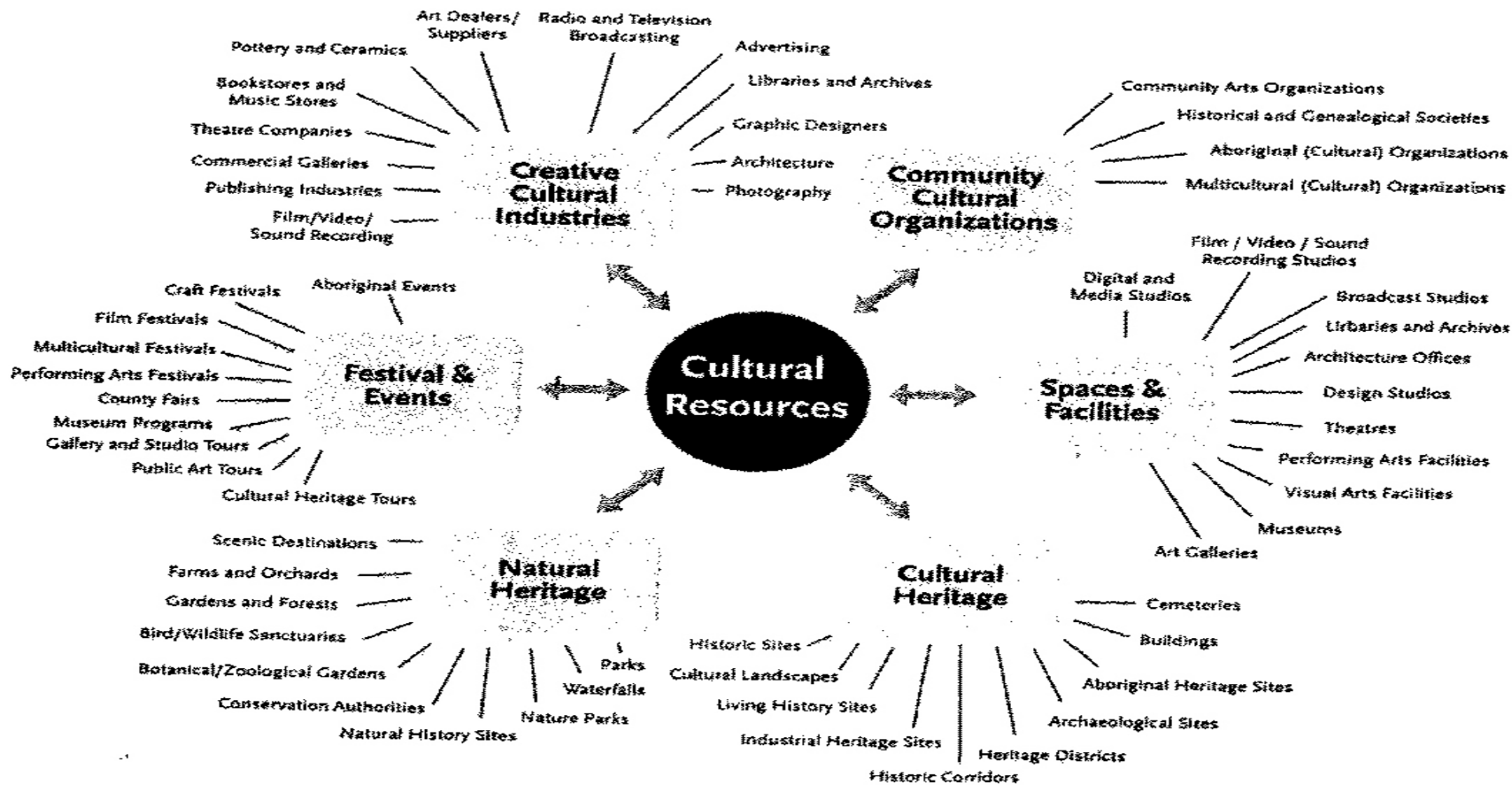
Cultural Resources

Cultural Resources – Place + Culture + Economy

Source: Canadian Framework of Cultural Statistics- Statistics Canada

Cultural Mapping: timing?

- Building on good work to-date

- More developed and defined identity among residents, the more likely it will attract tourists, new residents and creative economy

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What are the economic advantages?

- Livability resources: transportation, quality of culture, creative wealth, tolerance, accessibility to decision making, diversity, education, real estate etc.

Sector	Number of Jobs (2006)	Job Growth (2001-2006)
Arts, Culture Heritage	**2,468**	**41%**
Construction	2,440	75%
Health Care	6,925	22%
Forestry	2,105	-13%

How does it impact tourism?

Transforming tourism destinations to cultural and creative tourism destinations via "cultural anchors"

- A sustainable approach

- High quality, highly distinctive, highly creative

- More choice and participation, range of experiences

- Public programming more important (conferences, courses, studio work etc..)

- Increased market segmentation

Source: Lord Cultural Resources

How to go about cultural mapping and planning?

- Integrated into local strategic planning--- 3 main phases

- Begin with cultural assessment/mapping

- Cultural development (13-20 months)

- Cultural tourism strategic plan

- Combines consultation AND expert help

What is the Arts Council's /Arts Community Leader's role?

- Who leads? (facilitator,

  initiator, convenor, coordinator)

- Local government is

  closest to our everyday lives

- Combines consultation AND expert help

- EDC, Tourism Group, PRC, planners

Who gets involved?

- Stakeholder identification
- Municipal departments
- Community organizations: heritage, seniors, Aboriginal, social, youth, tourism and planning committees, arts, sport, leaders, media, retailers, restaurants, leisure-related businesses etc

My approach?

- Work with cultural roots and identity first
- Share knowledge and awareness of arts and culture
- Creative-based consultation and meaningful engagement
- Integrated as part of marketing and communications

Aim: build pride of place to provide foundation for culture-led community and economic development planning