



**CULTURAL STRATEGIES:**  
**A UK APPROACH TO CULTURAL DEVELOPMENT**  
Part 2

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How can we tackle these issues?

...by adopting strategic and integrated approaches such as  
**Cultural Planning**





A definition of **Cultural Resources**

**A cultural resource is anything that contributes to the culture of a particular place or people.**

**It may be something tangible - a heritage building, or it may be intangible - a 'feeling of place'.**

Cultural resources include the **arts** as traditionally defined, and also a much wider range of **human and infrastructure resources**.



**Historical, artistic, archaeological and anthropological heritage** (folk traditions)



But also:

**local festivals** and rituals, local dialects;

the diversity and quality of **leisure**;

cultural, drinking eating and **entertainment** facilities;

the cultures of **youth, ethnic minorities** and communities of interest;

and the repertoire of **local products and skills** in the crafts,  
manufacturing and service sectors.



The **attractiveness and accessibility of streets, public spaces and the built form** are also important resources for a place



Finally **the external image of a place** as perceived by visitors as well as internal perceptions are resources.



## Roots of Cultural Planning

The idea of a territory as a living ecosystem, made up of diverse resources which need to be surveyed and acknowledged by the local community at large before policy can intervene, is very much at heart of cultural planning.

### Roots in:

Patrick Geddes, (Scottish biologist) *'Planning has to start with a survey of the resources of such natural region (whose ingredients are Folk -Work-Place), and of the human response to such a natural region'* (1925)

Jane Jacobs: *'The city is as an ecosystem composed of physical-economic-ethical processes interacting with each other in a natural flow'* (1965)



## How can we visualise Cultural Planning?

The cultural planning approach will have at its core the cultural resources of a place feeding into all aspects of local development in the following way:



**Key Ingredients**

**Cultural audit** - A cultural audit is an assessment of the resources of a place. This is best done by using quantitative and qualitative methods.

**Strategy building** - This process is necessarily community-based and aimed at long term development



**Cultural Audit - Quantitative Method**

Quantitative methods include the development of the following resource profiles:

- Population profiles
- Ethnic groups and immigrant communities profile
- Arts-related businesses profile
- Cultural industries profile
- Existing cultural facilities and institutions profile
- Natural and built heritage profile
- Tourism and leisure profile
- Quality of life profile



### Cultural Audit - Qualitative Method

Cultural resources can be assessed by a perceptual mapping. This can include:

- The spirit of place
- Cultural mindsets
- Artefacts and their messages
- Access and access barriers
- Cultural groupings



### Strategy Building - Key Steps

Focus on issues **but** also on **assets/resources**



Get the movers and shakers together



Set up a steering group



Do an audit/SWOT/assessment of the place



The audit must be underpinned by a **wide consultation** to identify project champions for possible actions



Formulate a **vision** with a strategic plan and **short and long term targets**



Through Cultural Planning, **Regeneration and Cultural Policy Strategies** can become:

more **interdisciplinary** and **intercultural**, by collaboration between policy makers across different disciplines and skills.

more **critical** and **challenging** through the acknowledgement of the actual cultural dynamics (and conflicts) that characterise any particular place or locality.

more **culturally and historically sensitive** by being more aware of the history, economic realities and cultural representations of a particular locality.



**Bristol (UK)** - The creation of the Bristol Cultural Development Partnership (1993)  
*'A creative idea - the first independent agency formulating and implementing the strategic cultural policies of a large European city'* (Demos)

**Mantua (Italy)** - From mass tourism to the Literature Festival (1997)

**Glasgow (UK)** - Cultural Capital (1990). City of Architecture and Design (1997)

**Emscher Park** - Ruhr (Germany) - Innovation in a non-innovative setting

**Malmö (Sweden)** - From the failures of the 1980s to 'Buzz City'

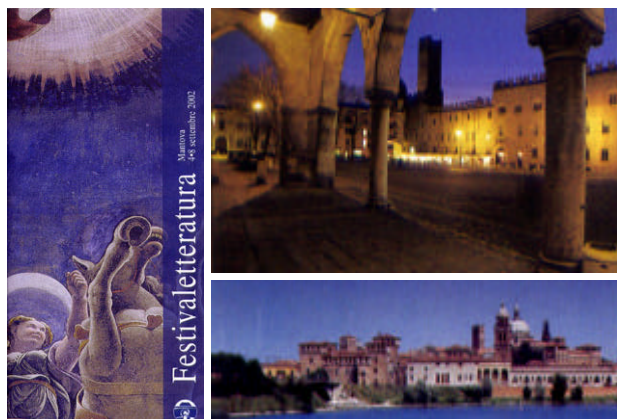




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