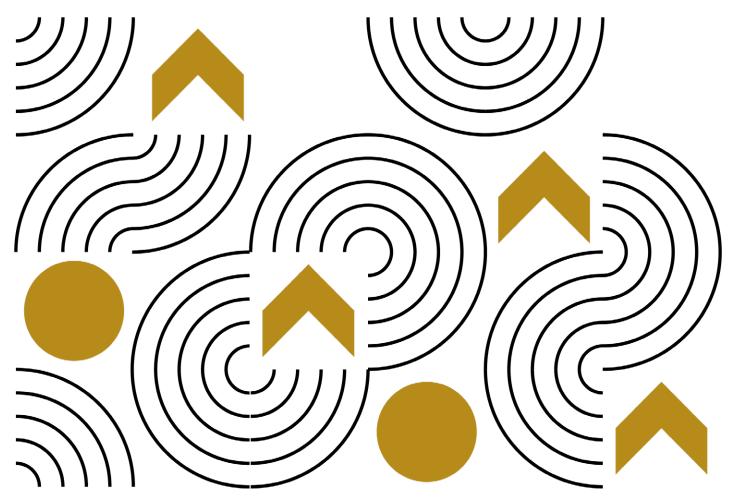
# URB CULTURAL PLANNING POLICY ROADMAP











Urb Cultural Planning project is funded by the Interreg Baltic Sea Region (BSR) programme. It is a BSR flagship project running from January 2019 to June 2021 with the total funding of 2.528.385 euros.

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## **ROADMAP NAVIGATOR**



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"A really helpful guide and clearly laid out – what more do you want? Cultural planning helps us to think, plan and act differently and focuses us all on what is distinctive and special about where we live. Going with the grain of a local culture helps us create better places"

## **Charles Landry**

Author of the concept of the Creative City.

## 1. What is cultural planning?

### 1.1. Introducing a new approach to urban planning

We are introducing a policy road map aiming to lead you through the process of cultural planning policy design from the very beginning up to the evaluation process. The roadmap brings recommendations on how to benefit from a participatory approach enhanced by cultural activities combined with the spatial dimension when planning urban change.

Cultural planning is an approach which needs to work on three levels: the level of POLICY, the level of STRATEGY and the level of IMPLEMENTATION. Simultaneously, it can be adopted by local authorities without introducing radical changes in the existing policy. The set of practices brought forward by cultural planning is highly adaptable and thus can be used with discretion, allowing you to take into account the individuality of the place.



The guidelines in the policy road map have been prepared under the frame of the Interreg project: UrbCulturalPlanning. Politicians and practitioners both from the spatial and cultural sectors across the Baltic Sea region have contributed to its current shape. Therefore, we believe the study consists of practical guidelines applicable elsewhere in Europe.

We have tried to introduce the roadmap in a simple form so that anyone interested in cultural planning can easily navigate through the recommendations gathered. Additionally, we have kept the form open so it can be further developed and enriched with place-specific insights and your professional experience, suitable for specific communities and municipalities.

The document can be useful for:

- politicians (councilors and committees responsible for planning, social welfare, culture etc.),
- officials in municipalities / cities, regional and national levels,
- planning practitioners (architects / planners / designer agencies who take part in this process),
- cultural institutions, artists, activists and other stakeholders engaged in urban development.

The process of implementing cultural planning can be successfully provided if it is based on common understanding at all levels and it includes both the public and cultural sectors as well as citizens. Introducing cultural planning is a key measure for bringing together citizens and local authorities. Its implementation will contribute to enhancing the quality of life in our municipalities.

**The cultural planning approach** offers alternatives to the mainstream public authority approach to urban planning, which is often led by infrastructural, investment, top-down and long-term planning and is primarily concerned with a spatial approach.

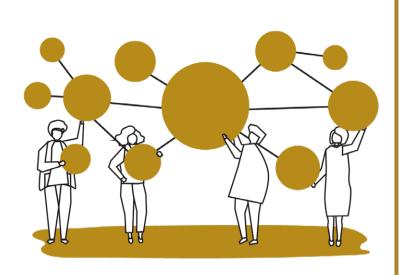


*The cultural planning approach is closely linked to a number of key elements:* 

- using the (physical/infrastructure) neighborhood and the (human/cultural) community as the human framework for a strategic change. This approach covers the aspects of engagement, of resources, of identity and of sharing responsibility as well as the aspect of the program ownership.
- using the enabling capacities of cultural processes, of creative industries and of cultural magnates and attractions to form and to boost the identity of communities and to communicate a process of a change which can engage a larger community.
- interpreting the need to create sustainable cities as something which should be based on the culture of sharing resources, skills, visions and based on common environment and urban infrastructure.
- using arts and culture to stimulate innovation and to engage communities with creative processes, thus generating social innovation and using co-creation and knowledge exchange.
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## 1.2. Why cultural planning?

Cultural planning is based on openness. responsiveness and resilience. It is a broad approach to culture-lead integrated planning, as it enriches traditional planning methods and, in consequence, makes the urban planning process easier, more efficient and more engaging. The use of cultural tools provides a possibility to establish strong partnerships and to empower bottom-up initiatives shifting urban change. It results in an engaged community whose members feel good and are eager to shape their neighborhoods in order to create inclusive public spaces.



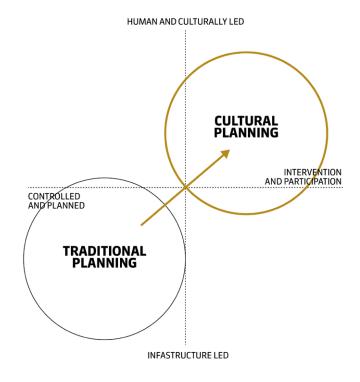
"The arts and culture are not just products to be consumed but are processes and systems that are integral to the life and civic engagement of local communities. By linking the unique and distinctive cultural features of a place to other aspects of economic and social life, cultural planning can be instrumental in creating development opportunities while meeting local communities' needs and aspirations. In essence, cultural planning gives culture a high value, and uses it to influence all policy portfolios, cutting across traditional divisions between the public, private and voluntary sectors, government departments and different professional specialisations."

### Lia Ghilardi

Founder and director of Noema, organization working on cultural planning

Culture can be seen both as a tool influencing the quality of life of citizens and as a lever for sustainable neighborhoods. Urban planning needs to include the cultural perspective as it enriches municipal policies and increases their effectivity. The new dimension of planning takes cultural insights into consideration and makes use of the value that culture can bring to the current measures of policymaking in the city.

Analyzing recent urban development in Europe, one can conclude that growth is increasingly uneven and concentrated in a limited number of urban nodes, metropolitan zones and corridors. Moreover, one can identify many different types or "pockets of stagnation or even decline" . Those new trends and challenges change the way urban spaces function, which calls for a new way to create and implement municipal policies. Urban strategies of the industrial and modernist era are no longer sufficient. One of those trends is the increasing awareness of the climate change and the sustainability agenda for cities. Digitalization has been influencing the way how the urban realm functions, adding a virtual layer to the public space.



The increasing levels of mobility requires a change in the approach to shaping the municipal development policy. Ethnicity and interculturalism on one hand, and marginalization and exclusion on the other are factors that need to be taken into account when designing policies. Local identities are becoming more vocal as citizens want to have more agency in the public space. Simultaneously, cultural institutions are in search of new roles for themselves. The whole cultural sector is becoming more socially aware and engaged. This creates a space for culturally driven, inclusive, authentic social processes which might help solve issues that bother today's cities<sup>2</sup>.

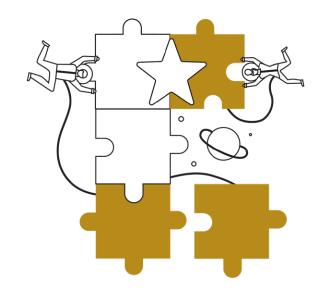


## 1.3. Designing cultural planning policy roadmap

The structure of our roadmap is divided into groups of recommendations corresponding to phases of cultural planning. It is **shaped in the form of a map** which leads you through the subsequent steps. If necessary, it offers the possibility to enrich it with measures which you may find helpful for your community according to local conditions. However, remember to follow the generic structure of this roadmap, as it is shaped on the basis of good practices and experience of cultural planning practitioners.

The policy road map has been prepared **to enable citizen-driven solutions to answer the needs of the community.** Cultural planning policy should be anchored in strategic planning of municipalities but at the same time, it has to be based on a bottom-up, inclusive approach. It needs to be rooted in visionary leadership and to create environment enabling grassroots actions and projects.

The policy roadmap focuses on how to establish policies for cultural planning. The method itself builds on detailed "hands-on" experience of communities and cities across BSR in using the cultural planning method. We have gained some significant insight thanks to our partners from Urbcultural Planning Baltic Sea Region Interreg Project. A large part of the policy roadmap is based on the results of our project, including workshops, urban labs and survey data.



## 1.4. Inspirations: overview of cultural planning policies and their theoretical background

## Cultural planning in praxis Aarhus 2017

The Danish City of Aarhus adopted the methodology of cultural planning on a regional scale in the course of preparation for the European Capital of Culture 2017. Mapping exercises were conducted as independent programs that included the part of local partners and invited experts. The mappings used different kind of data, gathered in the process of conducting interviews, workshops, photo walks, urban explorations and discussions. Artistic investigations, urban picnics and cultural exhibitions provided important information allowing the organisers to understand the identity of place. The main results of the process include:

- raising the level of interest in culture in the city / region 87% of the population had heard about the project and 73% were positive about it
- mapping resources and outlining people, places and structures allowing the organisers to reach marginal groups and subcultures
- involving key structures and making alliances that secured coownership of the project and helped to build trust among the partners
- creating a legitimate platform for the project (including city councils, local cultural sectors and members of the comunities) where decisions could be made in a democratic way
- delivering a prospectus and a program of 100 collaborative projects built within long-lasting networks including partners from various sectors<sup>3</sup>.

Below you will find examples of policies directly related to cultural planning. You may find them inspirational when trying to work out a strategy for your municipality. Various initiatives, projects and models helping to manage cultural planning processes and projects have been described in other documents too. **See the urbantoolkit.eu and the results of the local demonstrator projects.** 

## <u>Cultural Planning in the Eastern Pori Suburbs</u> **2015**.

This is an example of implementing cultural planning. It also shows this approach can be implemented outside of city centers.



### Tranås 2040 cultural planning in Sweden.

An example of sustainable policy in the field of cultural planning.

### Uppsala regional culture plan.

A document introducing strategies for cultural planning on a regional level.

## **Cultural planning in Ontario.**

A description of the process of preparation, mapping implementation and evaluation of cultural planning.

## <u>Dundee Cultural Strategy 2015 - 2025,</u> Scotland.

The city of Dundee is taking an ambitious approach to conduct urban regeneration through culture.

## Glenelg Shire Council Cultural Strategy Five Year Plan 2011-2015, Victoria Australia.

This plan proves that cultural planning policies can be successfully developed also in medium and small size towns.



If you would like to understand the background of these projects and get to know the detailed theoretical perspective on cultural planning, please see the sources listed below.

**Cultural Planning: An Urban Renaissance?** (Graeme-Evans 2002). A book on the evolution of relations between cultural activities and planning.

<u>Cultural Planning for Urban Development and Creative Cities</u> (Mercer 2006). This paper introduces the notion of cultural planning and explains the role of culture as a strategic urban asset.

**Cultural planning and cultural diversity** (Ghilardi 2001). A paper describing the idea of cultural planning through its current applications, anchoring it in neighborhood planning in the age of information society.

**The Art of City Making** (Landry 2003). The author stresses the necessity of integrating art in city making and its further development in the context of temporary cities.

## 2. Organizing the process

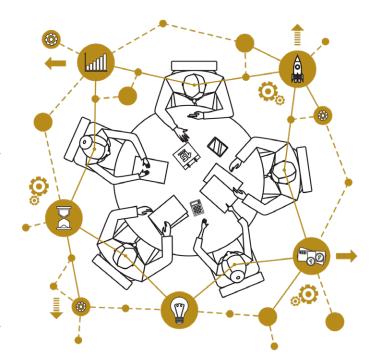
## 2.1. What should the roadmap help you achieve?

The aim of this road map is to provide municipalities and other urban actors with practical guidelines and tools (including funding, permits and cooperation) for preparing a policy that enables the design and implementation of cultural planning. This needs to be done in order to foster dialogue and debate as well as to examine which strategic decisions need to be made so that the cultural planning projects could be implemented. The cultural planning projects could be implemented. The cultural planning policy goal is to support urban transformation by communication and culture. You should remember that cultural activities should enable generating urban change. At the same time, policies should help policymakers to focus on various needs and aspirations of the community.



Cultural planning policies will not self-exist. They need to be embedded in other municipal strategies. This process is based on a co-creative, bottom-up, participatory approach involving all the actors. This road map shows how a strategic long-term policy of the city can support implementation of cultural planning through:

- identifying new stakeholders (along with their roles, resources and constraints),
- building networks and connections,
- empowering leaders who can manage the process,
- rethinking their experience in city planning processes with the use of cultural tools and
- rethinking the role and the significance of culture in city transformation processes.



## 2.2. Management and facilitation

Management always comes in pair with leadership. Your task will be to actively involve community members in the process of policy design and implementation. You should provide all the involved actors with an opportunity to become engaged. We suggest some actions you can take throughout the process.

- Think about the configuration of assets that enables the implementation of policy.
- Provide adequate conditions for formalizing bottom-up agreements.
- Enable cross-sectoral cooperation.
- Establish a platform for cooperation between the cultural sector, municipalities, business, NGOs, universities, informal groups and other actors.
- Establish a management committee involving different stakeholders at all phases of the implementation process.
- Define tasks, frame timetables and schedule meetings in order to solve problems and adjust the implementation process.

In some cases, individual expert facilitators may support the process as they provide peer mentoring and support to local facilitators. This in consequence allows avoiding bias, addressing community conflicts and mediating between different actors of cultural planning.

Cultural planning works particularly well at community and neighbourhood levels (up to 25,000 residents). It allows a higher level of participation and a more informal structure. At the same time, the local approach provides easier accessibility of the resources. Furthermore, this also brings a possibility to build partnership and work with social, arts and cultural institutions and initiatives.

### 2.3. Mobilizing resources

Implementing cultural planning requires a change of attitude. There is a dire need to find space and structure for closer interaction between different municipal departments. Municipalities need to introduce more horizontal work structures as their departments and agencies often work in silos. In order to overcome this difficulty, in-depth cooperation between all partners is required.

Remember that implementing new approaches, as in the case of cultural planning, is a process. One part of the implementation of cultural planning as a new way of conducting urban transformation is also based on dealing with uncertainty and allowing for experiments which will not always be successful. This requires a change of attitude to accept failures which may occur while testing innovative solutions. At the same time, we believe the actions need to be designed in such a way that the scope and impact of those failures can be limited.

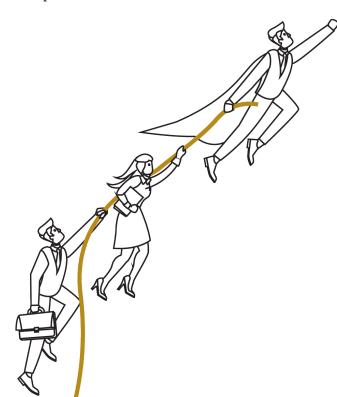
If cultural planning is to become a key element of municipal strategic planning, it needs to be an outright part of the organizational culture, not only an ad-hoc task created for the purpose of implementing a single project. It also cannot be 'an extra duty' for the municipal office employees. Only by providing adequate resources can a shift toward more inclusive participatory transformation of urban space based on creativity and social innovations be possible.



city official

Implementation of cultural planning does not need vast resources. Costs might mainly be related to hiring experienced facilitators, accompanying concrete expenses that support citizen-driven processes of cultural mapping, implementing small-scale community projects and anchoring their impact. At the same time, it is essential to mobilize various resources of all actors involved in the process. These are not limited to financial assets. It is vital to make proper use of time and skills. While a local NGO can offer their energy to co-manage the process, an informal group of artists may provide great talent, creating a vision of the future in their community.

It is vital to understand both: how the networks of actors in your municipality work together and how their cooperation can result in a better understanding of the process of local social change. Be sure to start mapping such resources as soon as possible before introducing the process of cultural planning and search for opportunities to cooperate with partners that you will encounter throughout the process.



## 2.4. The role of leaders

In order to prepare and to implement cultural planning policy, there is a need to identify **leaders** with a strong mandate to be a part of all the phases in the process: preparing and introducing the policy, its implementation, monitoring and evaluation.

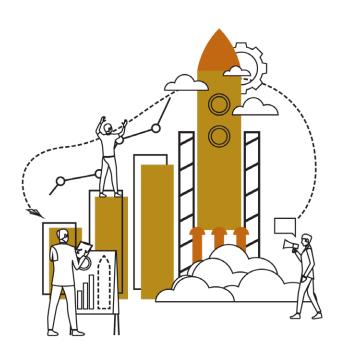
Depending on local conditions, several different actors could play the role of a leader: municipality offices, local agencies, urban labs, cultural institutions, NGOs, artist groups etc. However, to make policy meaningful, the local political mandate supporting cultural planning is essential as the policy should be built on the basis of strong leadership, well-established partnerships, trust and adequate resources. There are four key aspects to be considered before starting the process.

- Roles of different actors. The leaders can change, depending on the character of undertaken actions. Choosing proper social and institutional actors of different background to be active leaders would constitute good practice. They can have different sets of skills that may turn out more or less adequate during different phases in the process.
- Changeability and support. You can decide on more than one leader. However, in any case the responsibilities should be clearly designed and adequately assigned. Additionally, from time to time, any leader needs advice. Consider engaging an advisory team, e.g. it's good to have recognized experts on board with expertise in cultural planning (e.g. from academia, think tanks, research organizations) who could provide adequate peer-mentoring.
- Tools and implementation. To make sure the leader manages the process successfully, the tools and resources should be specifically designed and dedicated as supportive mechanisms to empower the effectiveness of the leader's role.
- **Network.** Cultural planning calls for a holistic approach. Therefore, in order to cover all aspects and to provide a participatory approach in engaging the community, the process should be built on the basis of partnership. In order to achieve it, the responsibilities for the implementation should be spread between different actors. The managing committee called to support each other, to monitor the process, to distribute funds and to exchange knowledge could further strengthen the implementation of cultural planning.

## 2.4. Communicate and engage

Cultural planning cannot be properly implemented without active involvement within the community. In order to facilitate this process, it is vital to approach key players, meet with different parties, learn and ask people what is important for them. By doing so, you will know more about the limitations and barriers of implementing cultural planning. It will also allow you to find new perspectives and help meet common interests. Remember, these are not the authorities that need to take charge. They





might be vital in the process and have an important part to play, but with many other actors in the community, it might be a different group or an institution managing the process.

No matter who is in charge, always search for support. Look around for activists, NGOs and informal groups, artists, decision makers, political representatives, architects, urbanists, sociologists, cultural strategists, local entrepreneurs and developers. Do not forget about the citizens: neighbors within urban areas, youth, elderly, students and other enthusiasts who wish to shape the face of their city. An important partner in the process of cultural planning would be the local companies who work in the neighborhood. Base your inquiry on both formal and informal networks in order to identify the local leaders. There are three important steps you need to take:

- **Define the role of each stakeholder.** Try to define what are their resources and responsibilities. This will allow you to define intermediaries who can support the process
- Engage all stakeholders. By understanding various agendas, needs and motivations, it is possible to include diversity and different points of view. Engaging people from different sectors / organizations will allow you to cover different aspects within the policy.
- Assure ownership of the project. The process would fall if the actors did not feel they could make a difference and be coresponsible for the success. There is a need for consensus building which can be done by identifying the interest of each organization and by finding them a role in the cultural planning agenda.

There are three major groups of actors who need to be present throughout the process of introducing cultural planning: city officials, community members and representatives of the cultural sector. Regardless of the character of participants, all actions including various actors need to be rooted in a long-term approach instead of single projects. In order to engage, you should establish mechanisms supporting citizen-lead processes and inclusion in municipal transformation.



Participatory-based cultural planning relies on encouraging stakeholders to act, by creating a platform of communication where they can feel safe and appreciated. For that purpose, you will need to establish a proper arena for people's participation, such as a forum of public debate (SuomiAreena in Pori) or a democratic panel (Gdansk). Think of creating time and space for cultural planning during working hours of public institutions employees. Good practice would be to use time and labor as a resource, including cultural planning in departments' tasks and making it a part of everyday work for employees.

The communication process should be coordinated by experts of different background – not only city officials but NGO representatives, artistic groups or other skilled actors. To turn the policy into a successful undertaking, think of building or strengthening cooperation within institutions. Encourage political understanding for the role of culture in regional development. Engage local politicians in the process as they have great potential of reaching the society but do not forget to cater for equal status of all engaged partners.

You can make use of digital tools for enhancing dialogue between partners. To ensure recognition of the policy and engagement, create a communication plan using social media. In this way, you can not only stay in touch with stakeholders but you can also empower the cooperation and work schedules between actors. Plan your communication with the support of digital tools but don't be limited to those. Create conditions for animating public spaces, initiate activities to tackle the decline of bridging social capital and search for well-designed interfaces for project cooperation (e.g. a glass container in Aarhus – mobile, transparent and open for ideas).

## 3. Designing cultural planning policy

### 3.1. Defining objectives and targets

Well-defined goals are a key part of cultural planning. They should be formulated in the frame of a citizen-driven process by all the actors involved. The goals should be related to the final stage of the process and set in a simple manner, regardless of their character. This matters when it comes to defining indicators to measure how successful the policy is in terms of its implementation. You should define the goals in such a way that it does not overwhelm both you and all other actors that are the parts of the process. Remember that the aim of cultural planning is to address specific social needs and challenges within a community.

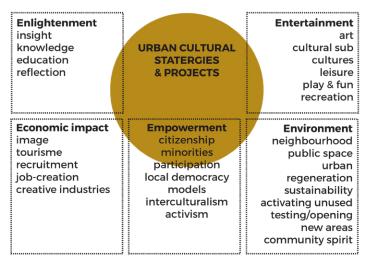


Fig. 2. Aims of cultural planning policy

Source: T. Davis, Cultural Planning - Why, What, How, 2019 (based on the model of five E's by Dorthe Skot-Hansen, 2005)

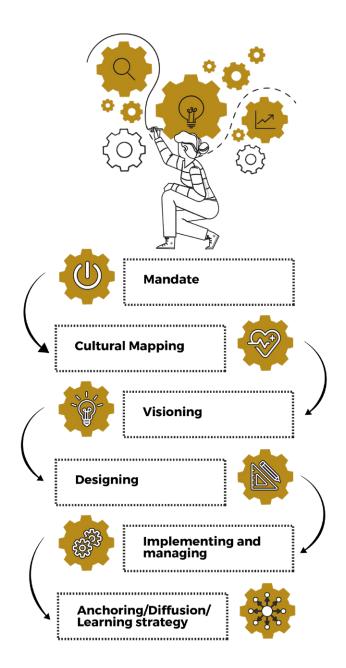
It is important to build a **cultural planning policy based on four pillars**. Your goals should:

- highlight the strengthening of local identity,
- enhance the participatory approach,
- shape inclusiveness and accessibility to culture and
- be defined on the basis of inter-sectoral cooperation.

## 3.2. Framing the implementation process

Different countries in the Baltic region have diverse frameworks for planning at local, regional and national levels. Formal procedures regarding planning and urban regeneration also tend to vary across regions and countries. One of the advantages of cultural planning policies is that they can be implemented as lightweight formats within the already existing frameworks. At the same time, it is vital that cultural planning projects have direct relevance to current national and regional strategies and policies.

While it is not possible to find a universal model applicable everywhere, the cultural planning process in general has six important and distinct phases. They are defined in such a way that regardless of local conditions they can be used as a general basis for a particular process you plan to undertake. Do not hesitate to use suggestions listed below as a starting point. However, remember to take local policy drivers into consideration. Provide adequate support and establish a proper communication framework in order for that to happen.



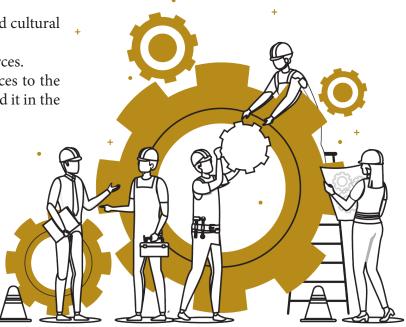


## 1: Phase for preparations (Mandate)

- Think of the main challenges you might encounter throughout the whole process.
- Confirm goals and priorities within the scope of an initiative group.
- Start from building a platform for the designing and implementation process within your municipality.
- Establish a committee including actors from different background / sectors to build a long-term partnership.

## 2: Phase for diagnosis and recognition of stakeholders (Cultural Mapping)

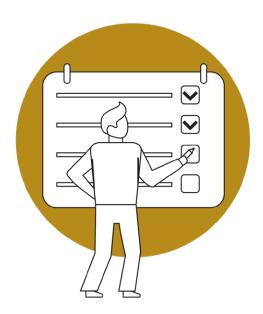
- Determine the community's existing plans and priorities.
- Identify potentials, social needs and cultural resources of the community.
- Analyze spatial and cultural resources.
- Determine how to connect resources to the planning context and how to embed it in the municipal strategy.



## **3: Phase for defining aims and vision** (Visioning)

- Define a relevant and clear future vision shared by all participants.
- Develop a common narrative based on place-based specifics, 'genius loci' and local heritage.
- Work to address the social needs and challenges specific for your community.
- Engage and consult experts to prepare background for policy design and implementation.
- Establish a platform for policy implementation for all relevant stakeholders.



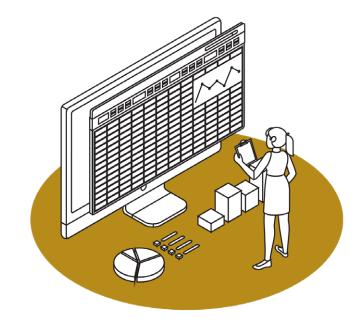


## 4: Phase for designing an action plan and implementation tools (Designing)

- Prepare a draft of a spatial-oriented cultural plan that outlines the vision, roles and partnerships.
- Establish managing, cooperation, engagement and funding schemes for those activities.
- Define an outline of a monitoring and evaluation plan.
- Establish a data collection platform for future improvements and adjustments.
- Seek for municipal governing authority approval to adopt the cultural planning policy.

# 5: Phase for determining implementation, monitoring and evaluation (implementing and managing)

- Support various citizen-driven processes that you think might be beneficial for the output of the process.
- Ensure flexible funding schemes to support local initiatives.
- Adopt a cultural lens to govern decisionmaking and try to integrate culture in all aspects of local planning and decisionmaking (such as official plans, economic development strategies or integrated community sustainability plans).
- Collect data for evaluation and possible adjustment of the actions.
- Ensure ongoing updates of the mapping processes in a community.
- Deliver relevant and progressive programs that support long-term effects.





### 6: Anchoring/Diffusion/Learning strategy

- Think of the lessons learnt. How has the process unfolded? How can you further use the knowledge gained in the process?
- Anchor projects, initiatives and policies within a long-term strategy so that its life or maintenance can continue regardless of the cultural planning policy within a municipality.



- Cooperate with cultural institutions that might be willing to help further development of the local initiatives.
- Support new projects with grant programs that will help them flourish and be accessible to the community.
- Cooperate with cultural institutions that might be willing to help further develop the local initiatives.
- Support the new projects with grant programs that will help them flourish and be accessible to the community.



## 3.3. Tools and resources applicable for each phase

In various municipalities all over the Baltic Sea region there are numerous tools and mechanisms supporting integration and cultural planning that have already been implemented and based on existing cultural resources, such as: arts-cultural municipal libraries, youth centers for art education, local theatres, local historical museums, libraries, musical schools and youth cultural factories. Have a look at local programs, such as <a href="mailto:Bardzo Młoda Kultura in Gdansk">Bardzo Młoda Kultura in Gdansk</a>, <a href="mailto:Open Lithuania Foundation">Open Lithuania Foundation</a>, British Council activities or the Culturability platform (<a href="mailto:Danish Cultural Institute">Danish Cultural Institute</a>). Additionally, while thinking of methods you may consider gamification as an effective tool for community innovation, children and young people, community/project management, local cultural and green tourism, developing circular and sharing economies, creative bureaucracies.

To find other initiatives which can inspire you while working on cultural planning policy design in your local surrounding, please have a look at the webpage of our urban toolkit: urbantoolkit.eu. In order to successfully implement cultural planning polices, think of the tools that support the process:

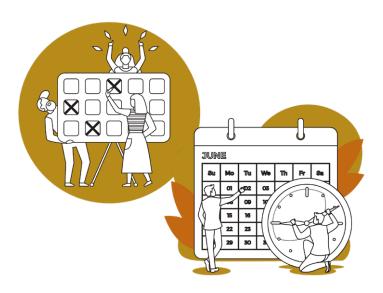
• Tools for identifying and setting formats to engage stakeholders in all sectors. Here are some recommendations on how you can spread the word about your cultural planning policy to keep the stakeholders updated on the undertaken actions:

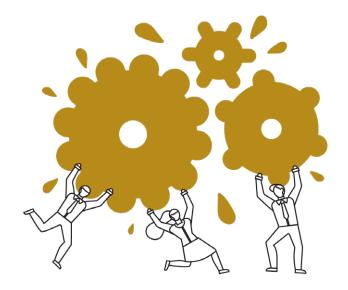
#### **URB CULTURAL PLANNING**

- open interactive databases of the ongoing initiatives and organizations involved into cultural planning.
- program awarding grants promoting cooperative actions of the organizations within the neighborhoods / districts.
- open education platforms for politicians and administrators of public sectors, promoting the role of culture in generating value for the country, city, district and in fostering social cohesion.
- Tools for building networks for cooperation and implementing policies. Start from building a platform for communication. Once established, it should be used in all phases of the cultural planning process.
- Tools for mapping allowing deep diagnosis. Cultural activities should be balanced and spread across the city, not only focused in the city core. Locations should be an effect of the mapping processes and relate to potential strategic impact of revitalization processes.



Tools for implementation. While designing tools for implementation, think how their use can empower the community. Remember that one of the most important aims of cultural planning policy is to promote the participation of residents in the decision-making process. Such policies are successful when their design focuses on the district level and addresses the needs of local communities. Keep in mind that external financial possibilities might be limited, therefore you should introduce a funding scheme for the implementation tools within the framework of the cultural planning policy. As cultural institutions are dependent on municipal funding, there is a need to introduce a stable long-term system of supporting culture-based initiatives addressing the problem of urban change.





### **Tools for monitoring and evaluation.**

You should think of establishing monitoring and evaluation tools for the process of cultural planning. These should help you assess if the cultural planning policy is being implemented effectively and if the approach you have adopted increases the level of community engagement. Furthermore, proper monitoring and quality evaluation will let you know whether you are moving towards achieving your goals, for example: if you address all groups of stakeholders. As for collecting data, you can consider several techniques, e.g. a digital survey allowing you to make real-time observations, indepth interviews with community members or georeferencing your data that will allow

you to understand how the cultural planning policy works in different places. Remember you can work with external experts who will provide adequate advice in setting up a viable scheme for monitoring and evaluation. No matter which actual program you adopt, think:

- **Who is in charge of the process?** Assign the responsibility for collecting data to the actors engaged in the implementation process.
- **What format of data will you use?** A clear structure for data collection should be decided at an early stage of the process. You should then adhere to these rules.
- **How often will you be collecting the data?** Decide what the optimal solution is for your purposes.
- **How will you present your results?** Think of your audience. Who would you show the results? Create a story to better communicate the results. It might be a good idea to use a data sharing platform.



To find more tools which can inspire you while working on cultural planning policy design in your local surrounding, please have a look **at the webpage of our urban toolkit: urbantoolkit.eu**.

Following the roadmap, you are ready to introduce cultural planning policy in your society. Taking step by step together you will lead to urban change. We wish you good luck in the implementation process.







