

**“Cultural planning is not a matter of directing people’s values and aspirations. It is about providing opportunities and removing obstacles to people’s cultural expression, creativity and sense of place.”**

— *Cultural Planning Guidelines for Local Government*, New South Wales, Australia, 2006

# Cultural Plan



Cultural planning is a process of inclusive community consultation and decision making that helps local government use information about cultural resources to develop and improve community programs and services.

- Influences sense of place
- Suggests innovative and creative economics
- Engages communities through cultural sharing and expression

# Definition

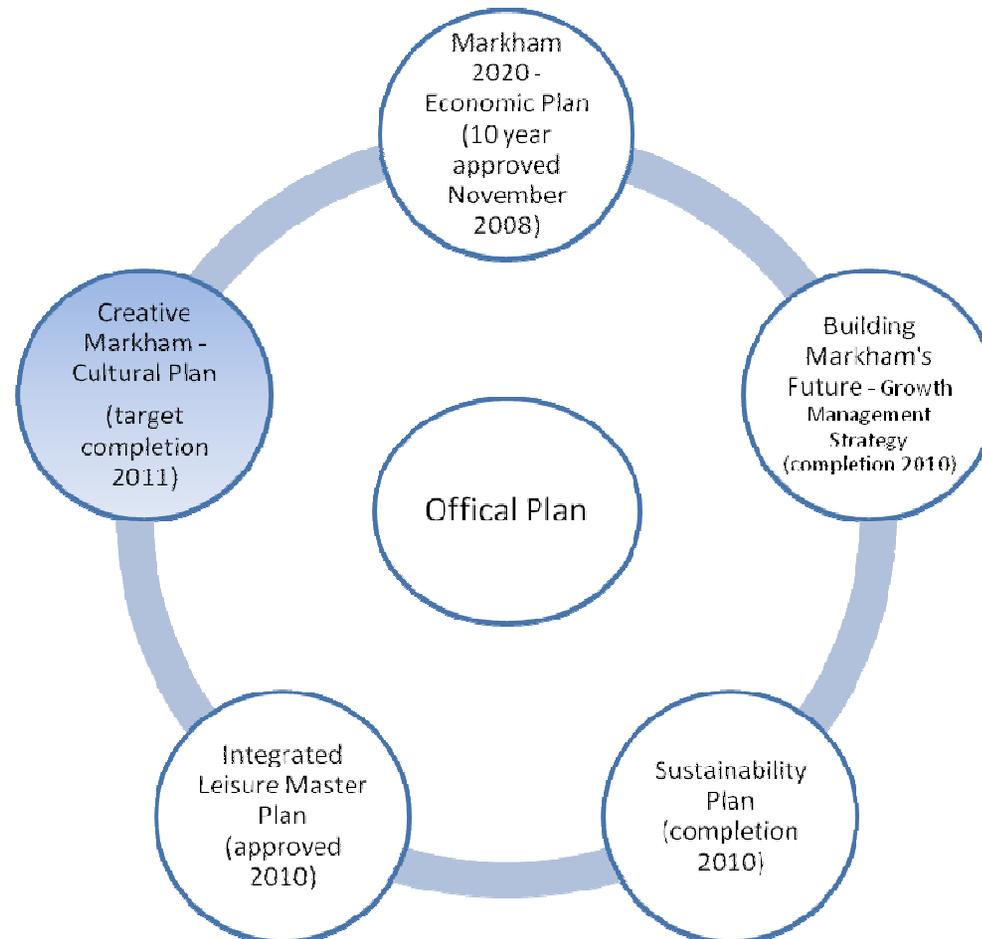
## **Creativity**

The ability to generate something new; the production by one or more person of ideas and inventions that are personal, original and meaningful; a mental process involving the generation of new ideas or concepts, or new associations between existing ideas or concepts.

## **Culture**

A society's values and aspirations, the processes and mediums used to communicate those values and aspirations and the intangible expressions of those values and aspirations.

# Culture Touches All Areas of Municipal Planning



# Overview

- Vision statement
- Guidelines for cultural planning process
- Outcomes for cultural planning process
- Advisory Committee



# Timetable

- Consultation and approval of vision, guidelines and outcomes for Building a Creative Markham - June 2010
- Creation of Advisory committee to guide the planning process and support engagement with the public - June 2010
- Develop the plan - completion by March 2011

# **Integrated Leisure Master Plan vision statement for Culture, Recreation, Parks Services**

“Markham’s Parks, Recreation, Cultural and Library Services provide inclusive, accessible, safe, enjoyable and sustainable leisure, learning, sport, and cultural opportunities essential to vibrant places.”

“This contributes to a quality of life that attracts and retains diverse and talented residents, supports a community wide commitment to life long active living and learning and advances Markham’s future prosperity in the rapidly growing creative and knowledge based economy”

# Vision Statement

- To enhance and promote cultural activity and expression in order to share diverse experiences and strengthen the cultural community



# Guidelines and Outcomes Consultation



- Three Cultural Boards
- Markham Arts Council
- Teen Arts Council
- COMPASS – Markham Social Planning Council
- Council Advisory Committees : Public Art and staff representatives for Heritage
- Director's Forum
- ILMP consultations

# Cultural Policy Guidelines for Planning

- Will be broad based and inclusive in participation to understand needs
- Will use relationship based approach to build partnerships and volunteerism
- Will identify needs and capacity for cultural growth and services in Markham
- Will draw on best practices from around the world and share the knowledge
- Will create opportunities for researchers to inform and develop solutions
- Will work across departments and disciplines to look for integration and collaborative opportunities internally and externally
- Will provide financially sustainable approaches and solutions
- Will be measurable

# 10 Year Projected Outcomes



What we expect the plan to achieve?

Four categories of outcomes :

- Outcomes- Pursuit of Cultural Excellence
- Outcomes- Engagement and Participation/Consultation
- Outcomes- Sense of Place
- Outcomes- Promotion

# Outcomes - Pursuit of Cultural Excellence



- There will be greater capacity within communities and organizations because of our intellectual and cultural diversity
- We will have established core areas of focus and priorities for the Culture Department through 2021
- We will continue to develop Markham's cultural venues as places of knowledge and entertainment in their sectors of expertise within the community
- We will undertake preliminary investigation to determine the feasibility of establishing a major presentation centre of over 1200 seats
- We will undertake the preliminary investigation to determine the feasibility of a cultural centre for Markham that is multidisciplinary in meeting space and community needs
- We will enhance Markham's capability to attract and retain new residents in our global economic strategy
- We will continue to support and enhance the skills of our creative sector

# Outcomes – Engagement and Participation/Consultation

- We will increase resident's opportunity to be engaged and empowered in conveying and planning their neighbourhood cultural needs
- We will support the development of a special events policy
- • We will seek new opportunities for cultural expression and social development for Markham's youth
- We will seek new opportunities for active participation, sharing of experiences and mentoring for Markham's seniors and persons with physical and mental challenges
- We will provide for continuous feedback and communications using tools like social networking to inform service delivery as Markham grows

## Outcomes – Sense of Place

- We will further our neighborhood and municipal identity through guidelines for public art and the public realm
- We will continue to profile and map Markham’s cultural assets to inform cultural planning through our community engagement
- We will seek opportunities to further explore our natural, First Nationals and human settlement
- We will strengthen integration of cultural planning to help bring the built and social environments together
- We will encourage property owners to make vacant space usable for creative activity and display of art and artisans
- We will initiate an inventory unused buildings, heritage sites and public spaces that can be potentially used to support “Building a Creative Markham”

# Outcomes – Promotion of Culture

- We will have a strategy for promoting culture in Markham for the benefit of residents and visitors
- We will collaborate with libraries and recreation to promote life long learning
- We will establish ways of gathering information more current than Statistics Canada so our public programs and services can adapt to changing demographics and community needs
- We will use urban design, public art, public realm to bring the social environments together in neighbourhoods
- We will seek opportunities to promote sustainability through our cultural practice and products
- We will further our connectedness at the local, regional and national level

# Advisory Committee



- To inform the engagement process
- To assist the engagement process
- To guide the planning process

# Discussion

