



# CULTURAL PLANNING & SUSTAINABLE DEVELOPMENT

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# OUTLINE

- ❖ Origins of cultural planning
- ❖ Definitional assumptions of cultural planning
- ❖ Difference between cultural planning and cultural policy
- ❖ Cultural planning - An Action Sequence (Steps)
- ❖ Cultural planning and its characteristics
- ❖ Conclusion.

# INTRODUCTION

- While communities everywhere are in trouble due to rapid population growth, urbanisation, the appearance of ghettos, slums, the absence of safety and security, the spread of violence, pollution, service delivery protests, escalation of costs, overcrowding/traffic congestion and many other societal challenges, culture used within cultural planning is viewed as a beacon of light for the future by some scholars (Schaffer, 1998) .

# ORIGINS OF CULTURAL PLANNING

- ❖ Dreeszen (1997) writes that the term “cultural planning” dates back to 1979.
- ❖ Stevenson (2004) places the origins of the term and its formulation as a planning process in the 1980s.

# DEFINITIONAL ASSUMPTIONS OF CULTURAL PLANNING

- ❖ Cultural planning is defined as a way of thinking culturally and even artistically about public policy. It is a culturally sensitive approach to urban, township, rural and regional planning and to environmental, social and economic public policy making (Bianchini, 2013 & Sirayi, 2008).
- ❖ “Cultural planning does not mean ‘the planning of culture’ but rather, ensuring that cultural elements and cultural considerations, ... are there at every stage of the planning and development process...” Mercer (2002)

# DIFFERENCE BETWEEN CULTURAL PLANNING AND CULTURAL POLICY

- ❖ Compared to traditional cultural policies – cultural planning is intrinsically more democratic, more conscious of the realities of cultural diversity and more aware of the intangible features of cultural heritage and patrimony (“Brisbane’s Cultural Development Strategy”).
- ❖ Unlike traditional cultural policies - which are still mainly based on aesthetic definitions of ‘culture’ as ‘art’ cultural planning adopts as its basis a broad definition of ‘cultural resources’.

# CULTURAL PLANNING : AN ACTION SEQUENCE

Step 1: Preparation (2-3 months)

Step 2: Information-Gathering and Research (4-6 months)

Step 3: Assessment and Analysis (2-3 months)

Step 4: Organization and Consultation (ongoing)

# CONTINUES

Step 5: Writing the Plan (1-2 months)

Step 6: Public Consultation (2-3 months)

Step 7: Finalizing and Adoption (1-2 months)

Step 8: Launch (1 month)

Step 9: Implementation Monitoring & evaluation

(Mercer, 2006 & (Dreeszen, 1997)



# CULTURAL PLANNING AND ITS CHARACTERISTICS

Cultural Planning is:

- holistic, flexible, lateral, networking, and interdisciplinary
- innovation-oriented, original and experimental
- critical, inquiring, challenging and questioning
- people-centred, humanistic, and non-deterministic
- open-ended and non-instrumental
- transformative - Africanising or decolonising

# CONCLUSION

Pertinent questions:

- ❖ Does South Africa need cultural planning considering challenges of rapid population growth, urbanisation, ghettos, slums, the loss of safety and security, the spread of violence, pollution, service delivery protests, escalation of costs, overcrowding and many other societal challenges?
- ❖ It is clear that cultural planning is a mechanism for fostering a local cultural and creative industries development model.

# CONCLUSION CONTINUES...

In conclusion:

According to the Agenda 21 for Culture(UCLG 2009) “the role of culture in sustainable development is mainly about including a cultural perspective in all public policies. It is about guaranteeing that any sustainable development process has a soul.”



**THANK YOU**