

UBC Continuing Studies, Centre for Cultural Planning and Development

Foundations of Cultural Planning: Course Overview

Instructor: Colin Mercer, PhD

Week 1	Course Overview Learning Outcomes By the end of this course, you will be able to: <ol style="list-style-type: none">1. Understand the history and principles of cultural planning and their relationship to current practice, policy and programs;2. Identify and understand the relationship between cultural planning and other types of planning – urban and regional, social, economic, environmental;3. Develop a strategic, integrated and comprehensive approach to cultural resources, policy, and planning at community, urban or regional levels;4. Situate cultural planning – and culture plans – in a wider policy landscape and make the necessary connections to various policy and planning agendas including social cohesion and inclusion, cultural diversity, quality of amenity and place, local and regional economic development and well-being; and5. Understand the mapping, research and consultation needs of cultural planning to be both sustainable and inclusive.
Week 2	Module 1: Cultural Planning – A Brief History Backwards Learning Objectives At the end of this Module, you will be able to: <ul style="list-style-type: none">• Articulate verbally and in written form the history of cultural planning;• Explain some of its implications for contemporary cultural and planning practice;• Provide a concise and user-friendly definition of cultural planning;• Begin to sketch out how cultural planning might apply to your professional practice and/or community in which you live; and• Begin to make connections between cultural planning and wider cultural policy agendas. Topics <ol style="list-style-type: none">1. What is Cultural Planning?2. What are the Origins and History of Cultural Planning?3. From Arts to Culture: An Ethical Perspective?<ul style="list-style-type: none">• The Concept of “Cultural Resources” and its Applications• Cultural Diversity

Week 3	<p>Activities</p> <ol style="list-style-type: none"> 1. Complete online activities 2. Assignment 1 <p>Module 2: Key Principles and Issues of Cultural Planning (I): Making the Connections</p> <p>Learning Objectives</p> <p>At the end of this Module, you will be able to:</p> <ul style="list-style-type: none"> • Contextualise, both historically and conceptually, the cultural planning approach; • Make the connections with other policy domains within the remit of local and municipal government especially, but also to <i>governance</i> issues in general; • Identify and evaluate some key success factors in cultural planning in this context; • Begin to identify key sources of data and information that should inform the process of cultural planning; and • Begin to elaborate the necessary architecture of governance, management and stakeholder involvement for cultural planning. <p>Topics</p> <ol style="list-style-type: none"> 1. Shift in Policy Development 2. Cultural and Capital in Urban Development 3. Problems and Potentials of Cultural Planning <p>Activities</p> <ol style="list-style-type: none"> 1. Complete online activities 2. Webinar
Week 4	<p>Module 2: Key Principles and Issues of Cultural Planning (II): Getting Culture into Policy and Planning</p> <p>Topics</p> <ol style="list-style-type: none"> 1. Getting Culture into Policy and Planning <ul style="list-style-type: none"> • Governance and the City • Urban Cultural Policy • Practical Orientations • Livability and Beyond <p>Activities</p> <ol style="list-style-type: none"> 1. Complete online activities 2. Assignment 2
Weeks 5 & 6	<p>Module 3: Building the Knowledge and Evidence Base: What do we need to know?</p> <p>Learning Objectives</p> <p>At the end of this Module, you will be able to:</p>

Weeks
7 & 8

- Understand the meaning and applicability of key concepts such as social capital, cultural capital;
- Understand the necessary connections between quantitative and qualitative work in the cultural field of cultural assessment, mapping, and planning;
- Refine the work that you have already undertaken in developing appropriate indicators to inform work in cultural planning;
- Identify key courses of data and information that could inform the processes of cultural mapping and cultural planning in your own context; and
- Recognise how a comprehensive and integrated knowledge base is vital to comprehensive and integrated cultural planning.

Topics

1. Quantitative and Qualitative Knowledge
 - Indicators: 'Measuring Culture' and Cultural Mapping
 - From Indicators to Governance: Cultural Planning
 - Relationship between Culture and Urban and Community Planning
2. From Data to Information to Knowledge to Wisdom
 - Rules of the Game: The Uses of Culture
 - Cultural Policy Beyond and Below the Nation State
 - Culture as Resource, Capital and Capacity

Activities

1. Complete online activities

Module 4: From Mapping to Planning: Making it Walk and Talk

Learning Objectives:

At the end of this Module, you will be able to:

- Understand the need to move from data to information to knowledge to policy and the central importance of this in both cultural mapping and planning;
- Understand the nature and complexity of cultural indicators for cultural planning and policy; and
- Understand the meaning and applicability of key concepts such as cultural needs, cultural diversity, creative diversity, and value production chain analysis.

Topics

1. Cultural Needs and Interests
2. The Quality of Life Connection
 - Cultural Capital: From Theory to Application
 - Cultural Capital Assessment
 - Cultural Capital and Quality of Life
 - Cultural Access, Participation and Consumption
 - Culture, Lifestyles and Identity

Activities

1. Complete online activities
2. Webinar
3. Assignment 3