



HRM CULTURAL PLAN

Community Council Update:
North West Community Council:
November 24th, 2005

BACKGROUND:

Regional Council established the Cultural Advisory Committee in March 2005 to develop the HRM Cultural Plan. In association with the CAC municipal staff have conducted a community consultation process. This process started in July 2005 with Cultural Cafes and an Industry Workshop. In September and October a number of focus groups were hosted. In November we are holding Community Open Houses.

Staff, on behalf of the Cultural Advisory Committee, are pleased to present an update to the Peninsula Community Council on November 7th, 2005 to report on community consultation and emerging policy directions.

POLICY DIRECTIONS:

The Community Consultation process is pointing HRM towards the development of a stronger cultural mandate and enhanced levels of financial investment. Four key policy directions are:

- Ensure that there is collaboration between cultural providers and partners,
- Adopt a community development approach for program and service delivery,
- Integrate planning and cultural service delivery within HRM, and
- Invest in cultural infrastructure and assets in a targeted and sustainable way.

At this time, policy statements are being written by the Cultural Advisory Committee and cultural staff to reflect the four key mandates. These policy statements will provide clear directions for Regional Council.

At the same time, the Cultural Advisory Committee and cultural staff are holding Community Open Houses to provide feedback to the community on what we heard during the Cultural Cafes, in the Industry Workshop at Pier 21 and in the focus group sessions in early Fall 2005.

THE CULTURAL PLANNING PROCESS:

PLAN DEVELOPMENT

Time-line - 2005	Progress
July - September	Culture Café Workshops and Cultural Industry Workshops
August - September	Cultural Plan Goals & Objectives drafted
September	Regional Council endorses Goals & Objectives
September	“Show Your Culture” Campaign and Web-Site launched
September - October	Focus Groups with cultural industry, community & government
October	Staff & CAC meet to identify policy priority areas
October - November	Staff & CAC draft policy framework and strategic action plan
November	Community Open Houses & Youth workshops
December	Information/Progress Report to Regional Council
January	Draft Cultural Plan to Regional Council ✱
February	Final draft Cultural Plan to Regional Council ✱

OPPORTUNITIES:

A number of exciting opportunities are emerging through the proposed Cultural Plan. Public infrastructure programs could position HRM to achieve many of its strategic goals & objectives. Adherence to the HRM Corporate Scorecard and investment in Culture will be key actions.

A number of high impact cultural and economic spin-offs could be achieved :

- Development of a “Creative Community Strategy” to promote HRM
- Award of the 2008 Canada Cultural Capital Designation to HRM
- Development of HRM Sister Cities through the Twinning Policy and Program
- Development of HRM Creative Clusters for artistic, cultural and design excellence
- Development of an HRM Host City Strategy to attract major events

Five Strategic directions and the policy directions for the Cultural Plan will set the framework for the outcomes to be achieved. These are provided as a separate attachment.

THE CULTURAL PLANNING PROCESS:

COMMUNITY CONSULTATION

Strategic Direction 1:

Focused Service Delivery & Partnerships

- establish a strong cultural mandate and investment strategy
- integrated and collaborative HRM policies and service delivery (review current cultural service delivery structure and funding envelopes)
- leverage resources and outcomes through public, private and community sector collaboration(s)
- multi-tiered community development model of cultural funding (review grants structure & link funding to cultural goals)
- community cultural development (community management of cultural assets, local visioning and action plans, cultural forums and events, etc.)
- ongoing performance measurement and public reporting

Strategic Direction 2:

Cultural Access & Equity

- integrate Recreation and Culture mandates and service delivery
- multi-use community facilities and cultural programming
- inventory and manage cultural assets & information
- promote cultural assets and raise awareness
- build cultural infrastructure (maximize existing and strategically build new - greater access to schools, multi-use community centres and open spaces, etc.)
- develop and celebrate rural, urban, and suburban cultural identity
- invest in public art and promote
- showcase local art, heritage and other cultural assets (display, interpret, celebrate)
- events & celebrations & a vibrant street-level culture
- respond to the needs of diverse communities through equitable services & programming

Strategic Direction 3:

Promote & Reinforce Community Character

- develop an integrated heritage strategy - built, social, natural
- build cultural diversity - traditional cultures and new cultures
- integrate urban design into development at all levels
- build on Capital District as Regional Centre and cultural anchor for HRM
- adopt a region-wide public art program and funding
- community & regional special events - signature events
- enhance public and civic spaces
- enhance public access to waterfront and coastal areas
- develop leisure and entertainment opportunities to highlight cultural identity

THE CULTURAL PLANNING PROCESS:

COMMUNITY CONSULTATION (CONTINUED)

Strategic Direction 4:

Life-Long Learning & Creative Development

- develop HRM as a “Learning Community”
- invest in community recreation centres and libraries - incubators for creativity and learning
- develop art as core curriculum in public schools - supplementary funding
- build on infrastructure and improve conditions to enable artists to work in HRM
- invest in performance and exhibition space
- develop programs and services to work with Youth - youth friendly culture
- work with universities, artists, private and community sector to develop creative clusters for learning, cultural access, arts incubation, and economic development
- develop creative spaces in HRM facilities across the region
- work with community and private sector to develop and recognize design excellence

Strategic Direction 5:

Investment & Promotion

- long-term core funding for culture
- capital investment - cultural infrastructure to grow the sector
- leverage multi-sector funding and alternate financing tools to achieve long-term cultural development (% from development, % from signage, sponsorship, development agreements)
- develop a multi-sector “Creative Community Strategy” - build global competitiveness using creative capital
- promote HRM as the cultural capital of the Maritimes
- develop decision-making criteria to prioritize capital investments - cultural goal based
- invest in community cultural organizations - build community capacity
- invest in signature cultural projects - high impact