

## THE MUNICIPAL COUNCIL OF CULTURE MUST:

### **Demand a defined cultural policy**

**Compromís per Alcalà i Alcossebre** understands the Consell Municipal de Cultura as the entity that must watch over the cultural rights of the citizens of our municipality, regardless of their origin or what nucleus of the municipality they live in.

Thus, based on the definition of Culture provided by UNESCO<sup>1</sup> and on the principles recognised by this same organisation in the Stockholm document of 1998<sup>2</sup>; as well as in the Agenda 21 for Culture, approved in 2004 by the UCLG, by which the local governments commit themselves to establishing the bases for cultural development; and in its latest document entitled ACTIONS<sup>3</sup>; on the basis of these documents, **we consider that the cultural policy in the municipality must reflect the peculiarities of its citizens, their cultural interests, their concerns, their tastes and their traditions.** The existing cultural diversity (there are 58 different nationalities<sup>4</sup>), must be considered as an added value, which enriches the important cultural tradition that exists in Alcalà de Xivert.

This enrichment, this interculturality, is changing the identity of our society and working for the strengthening and cohesion of this identity must be the central axis of the cultural policy of Alcalà de Xivert. This identity must be based on the value of the local over the global, but at the same time, the universal value of culture must not be tarnished by what is next. We must all feed off each other. Reinforcing the local and municipal festivals, taking care of the cultural, historical, environmental and linguistic heritage, etc... and adding the contributions of the new citizens, those who have not lived here "all their lives" (who make up almost 50% of the residents<sup>5</sup>), will create a cultural activity that reflects who we are. This identity that we are talking about, must also reflect the most remarkable idiosyncrasy of the municipality, that is, the fact that it is physically divided into two different urban centres. For this reason, the cultural policy proposed should fairly reflect the needs and characteristics of both, without neglecting the common roots.

One more variable must be considered in the definition of this policy: Tourism. The continuous coming and going of visitors also affects the identity of the population, their lifestyle and their habits, and therefore the interests of these people, together with the needs of the residents, should be reflected in this cultural policy, since what is done in terms of tourism, how it is done and when it is done, will decisively affect the daily life and also the income of the residents. Creative tourism<sup>6</sup> and sustainable, which respects the identity and environment of the municipality and is actively involved in its development.

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<sup>1</sup> «UNESCO defines culture as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, that encompasses, not only art and literature, but lifestyles, ways of living together, value systems, traditions and beliefs» México 1982, [https://culturalrights.net/descargas/drets\\_culturals400.pdf](https://culturalrights.net/descargas/drets_culturals400.pdf)

<sup>2</sup> [http://www.lacult.unesco.org/docc/1998\\_Conf\\_Intergub\\_sobre\\_pol\\_cult\\_para\\_des.pdf](http://www.lacult.unesco.org/docc/1998_Conf_Intergub_sobre_pol_cult_para_des.pdf)

<sup>3</sup> [http://agenda21culture.net/sites/default/files/files/culture21-actions/c21\\_015\\_spa.pdf](http://agenda21culture.net/sites/default/files/files/culture21-actions/c21_015_spa.pdf)

<sup>4</sup> municipal census data for 2011

<sup>5</sup> municipal census data for 2011

<sup>6</sup> "Creative tourism is travel directed toward an engaged and authentic experience, with participative learning in the arts, heritage, or special character of a place, and it provides a connection with those who reside in this place and create this living culture." Discussion Report of the Planning Meeting for 2008 International Conference on Creative Tourism. Santa Fe, New Mexico, U.S.A. October 25-27, 2006

From here, the following GENERAL OBJECTIVES are proposed:

The cultural policy of Alcalà de Xivert must be directed towards the creation of a dynamic network between all citizens to artistically and culturally enrich our municipality and thus develop our society in a creative way. It must also establish the appropriate mechanisms to create a municipal tool and a meeting place for all those social agents who wish to actively participate in the public cultural life of our municipality<sup>7</sup>. In short, it must define, create and support the Local Cultural System. Thus, we propose the following general objectives:

- A. To work on the basis of **strategic planning** that analyses the territory, implements appropriate strategies and evaluates projects;
- B. To increase and strengthen the **involvement of social and cultural agents** in cultural planning both in the field of artistic creation and programming, and in that of popular culture, always without counter-scheduling events;
- C. Establish differentiated **lines of programming** between amateur and professional;
- D. Commit to creative tourism and cultural one, both in terms of supply and demand;
- E. Training in the **digitalisation** of cultural processes.

#### STRATEGIES WE PROPOSE:

1. Elaboration of a **census** that supplies all the cultural heritage of the municipality: archaeological, architectural, artistic; material and immaterial; natural, subaquatic, cultural goods, etc.
2. Publication of an **agenda** in collaboration with the cultural associations, but also with the rest of the social and economic agents of the town, establishing a joint calendar.
3. Creation of a **figure** that provides professional support in the internal management and activities of the cultural associations.
4. Generation of **alliances** with other non-local public or private cultural management entities, with the aim of collaborating, exchanging experiences and learning, as well as establishing links with institutions that are dedicated to cultural management research.
5. Providing the municipality's infrastructure with **cultural content** and equipping it technically for professional use, with the creation and support of cultural events (festivals, professional meetings, associative gatherings, etc.) so that visits to our municipality increase outside the high season and also improve the cultural tourism offer.
6. **Digitisation** of cultural activity by providing a tool that facilitates the creation of a local cultural system.
7. Development of a **marketing plan** for cultural activity: to work on the product, promote it and distribute it as a complementary tourist offer.

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<sup>7</sup> “Toda persona tiene derecho a tomar parte libremente en la vida cultural de la comunidad, a gozar de las artes y a participar en el progreso científico y en los beneficios que de él resulten.” Declaración universal de los derechos humanos, artículo 27.1.

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