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Cultural policy in urban environments
– maximizing value and searching for consensus.

SUMMARY

1. Introduction

The idea of cultural policy as public policy emerges as a response to the different needs of a society where many diverse stakeholders operate with particular expectations. Therefore the main assumption of this thesis was that there exists a need to observe cultural policy from a human management perspective – a diagnosis based on meanings and values defined by different types of stakeholders.

The theoretical base of the research relied on the theory of value of culture by John Holden. According to the latter, the value of culture can be broken down into three components:

1. institutional value – relates to the processes and techniques that organizations adopt in working to create value for the public,
2. instrumental value – relates to the effects of culture when used to achieve a social or economic purpose
3. intrinsic value – relates to the intellectual, emotional and spiritual individual experiences of culture

On the one hand, this theory makes it possible to explain an entire range of cultural values, from the other it gives an overview of the cultural system as a whole, including all stakeholders and their needs. By fulfillling those two criteria, Holden's theory of value of culture is therefore the ideal tool to analyze cultural policy.

2. Methodology

The scientific purpose of the research was to review cultural policy in urban environments based on the theory of J. Holden. The empirical goals were: recognizing the meaning of each value from different stakeholders' perspective, defining factors which influence the realization of every component of the value of culture, recognizing stakeholders' expectations and attitudes, and understanding the nature of consensus in cultural policy. This last empirical goal is meant to construct policy recommendations and proposals for realizing the values of culture more adequately and to achieve consensus between different types of stakeholders.

The first research question aimed to explore and understand what kind of issues determine the realization of all of the components of the value of culture, and the second - how important is consensus between all stakeholders, what is the nature of this consensus, and how could it be achieved in cultural policy.

The project's methodology consisted of sequential mixed methods:
1) Firstly, quantitative research – the response of artists, audiences and policy makers from 41 cities to questions concerning the importance of each kind of value and the degree of realization of those values in the cultural sector of their city,
2) Secondly – qualitative research – in depth interviews and focus groups where artists, policy makers and audiences retell what influenced, in their opinion, the realization of each value, as well as their expectations, and whether they have any opportunity to participate in cultural policy building
3) Thirdly – a case study of one of the cities, where the diagnosis of cultural policy was conducted from the different perspectives of all stakeholders, and based on the three types of values (institutional, instrumental and intrinsic)

3. Result

This research project proposes a completely new attitude to cultural policy appraisal – through the perspective of a range of values and expectations of various stakeholders. Studies allowed to define many findings in regards to cultural policy and thus formulate recommendations which could improve the concretization of the values of culture in local cultural policy in a manner agreeable and satisfactory for all stakeholders.