



# Arts Plan

Palmerston North

SMALL CITY BENEFITS, BIG CITY AMBITION

2018/21

Te Kaunihera o Papaioea  
Palmerston North City Council





To fulfil the vision of small city benefits, big city ambition the Council has adopted five goals. The Creative and Liveable Strategy was developed to achieve **Goal 2: A creative and exciting city.** This plan shows how the Council will contribute to this goal.

Palmerston North is home to artists, community groups and organisations who are passionate about being part of a creative city. Many of the region's key arts facilities are based in Palmerston North, such as Te Manawa, Regent on Broadway, Square Edge and Centrepoint Theatre, New Zealand's only provincial professional theatre company. It is also the host city for the National Young Performer Awards.

The city needs the arts to attract people and help make Palmerston North a creative and interesting place to be. Council recognises that the arts beautify the surroundings, reveal community culture, challenge ideas, and generate excitement about future possibilities. More broadly, the community benefits from the arts through the employment of people in arts-related activities, and through manufacturing and other businesses reliant on the arts and creative industries. However, Palmerston North has sometimes had a reputation as lacking in imagination and creativity. Council research shows that many local artists feel undervalued and that the city is considered a 'hard sell' when it comes to investing in the arts.

The city has made some steps towards nurturing the arts. There is a lot of choice for the size of the audience in the city, and Palmerston North is one of the few cities to offer a 'springboard' for emerging artists to develop their skills and experience. More now needs to be done to support artists and the arts community to co-ordinate activities, promote their work, encourage cooperation, and share information. Council is committed to helping make the arts a more central focus of Palmerston North.





**The purpose of this Arts Plan is to develop the city into an arts powerhouse with a national reputation for creativity and the arts (Priority 3: Creative and Liveable Strategy).**

The Council plans to support projects, initiatives, and programmes that help event organisers, and, young, emerging and established artists, to develop and promote their creative skills, culture, stories, and employment prospects, and make the arts a more central focus of Palmerston North as an exciting and liveable city.





Te Manawa  
CITY ART MUSEUM

## Where we are now



- Palmerston North has a strong arts sector and thriving art scene with notable local artists, exhibitions, performances, and events.
- Despite the strong arts sector Palmerston North city is perceived as not having a good reputation.
- It is a challenge to receive a reasonable return from effort and investment in the arts. The benefits and social capital of the arts are not always valued and they are a 'hard sell' in terms of public spending/investment.
- While not all arts activities are noticeable on the surface the general consensus is that there is a lot happening in the city.
- There is no significant/prominent/central space in the city to display and promote what's on, where.
- Demand for affordable venues and spaces for artists and community groups is outstripping supply.
- Schools and tertiary education institutions are significant contributors to the arts scene.
- The arts sector is made up of passionate people who are willing to collaborate and contribute to improve the sector, but are struggling to bring people together.
- The promotion of 'what's on' isn't working well and it is difficult to find out what's on in the city.
- Arts funding structures can tend to support particular kinds of art and lead to a lack of diversity.

## Where we want to be



- There are visible arts and activities that contribute to the Council's aspirations.
- There is increasing visibility and rotation of the city's art collection
- The art sector has the capacity and capability to make Palmerston North a creative and exciting city and arts powerhouse.
- Palmerston North arts recognises and celebrates the role of mana whenua and Māori history, Māori cultural traditions, and their contemporary expression.
- The diversity of arts and cultural traditions of local communities is supported and celebrated through the variety of arts seen in the city.
- People of all ages and abilities experience and participate in arts and the expression of cultural identity.
- Palmerston North is recognised for championing opportunities for people to express their creative thinking, diversity, innovation, culture, and appreciation of the arts, and enabling them to tell their stories.
- As a city Palmerston North is seen to be investing in the arts, artists, and arts and cultural facilities.
- Palmerston North has a visible central arts precinct (or centre for the arts) with plenty of versatile creative and chaotic, innovative, and affordable space(s) to grow the sector.
- There are cutting edge, visible, and resilient cultural institutions and facilities.
- There is a resilient and fit for the purpose building/space for Te Manawa to house and display arts, heritage, Toi Māori and treasures, and public assets.
- There is a 'one stop shop' arts organisation for artists for information, community based arts advice, compliance, promotion or works, support, venue hire, space availability, and funding partnerships for artists and community groups.
- There is 'no wrong door (gateway)' for finding out what is on and buying tickets; there is consistent service and messages promoted across public facilities.
- Palmerston North is the destination of choice for arts education experiences for people of all ages.

## How we're going to get there

### Day to day / ongoing actions to achieve the purpose

- Deliver property asset management, maintenance, and renewal of arts facilities.
- Facilitate a coordinated approach to management and marketing of arts events.
- Support and coordinate the capacity and delivery of city and community events (Refer to the Events and Festivals Plan).
- Support CCOs to achieve the objectives of this plan.
- Administer arts funding for the sector:
  - Public art works
  - Public Sculpture Trust
  - Support Community Arts Palmerston North (Square Edge Community Arts) to provide creative and chaotic innovation, and affordable studio and exhibition space
  - Groups and individuals undertaking arts or cultural activities or events
  - Ongoing funding is made available through a partnership between the Council and Creative New Zealand
  - Support arts-related events, through funding and advice
  - Fee for service contract in the arts.

### New ongoing actions to achieve the purpose

- Define and promote Palmerston North's point of difference for the arts to inform all other actions.
- Work collaboratively across the Manawatū region for arts related and celebratory activities, programmes, projects, and events.
- Facilitate the development of creative talent by promoting co-operation, collaboration, sharing of ideas, networks, and mentorship of others.
- Facilitate relationships between the commercial sector and artists for funding, sponsorship, and joint venture projects.
- Facilitate a coordinated approach to the community sector with capacity and capability providers and investment partners e.g. government and community.
- Apply the Te Aranga Māori Design Principles to integrate Māori arts and culture into public spaces.
- Develop and implement a programme for the curation, management, conservation, and care of Palmerston North's public and Council art.
- Increase the visibility and rotation of the city's art collections.
- Support, profile and celebrate opportunities for young people to create and present their own creative experiences.
- Encourage and foster experimentation and arts activities that cross boundaries, increase cultural diversity, and make the arts more visible throughout the city area (Toi Māori, Pacific, Asian, people with disability, LGBTQI, and other cultural and community groups).
- Create and foster existing and new pathways that nurture new, developing and emerging artists and art forms and promote opportunities for people to participate in arts and cultural experiences in Palmerston North.

### Specific programmes to achieve the purpose (with timeframe)

- Provide a resilient and cutting edge space(s) for Te Manawa that is fit for the purpose of housing and displaying arts, heritage, Toi Māori and treasures, and science public assets (beginning 2020/2021).
- Develop part of the city as an arts precinct or centre for the arts (by end of 2020/2021).
- Provide a platform(s) to advertise or make more visible what arts events and activities are on in the city (by end of 2018/2019)
- Identify potential existing flexible and affordable sites and spaces that artists can use and provide this information to artists (by end of 2019/2020).
- Develop plans for the seismic strengthening and enhancing the city's existing arts and cultural buildings to achieve the Council's aspirations and meet the community's needs (by end of 2018/2019).
- Develop a specific public/street art programme for incorporating the arts into public spaces, and buildings across the city (by end of 2018/2019).
- Provide, with the sector, a 'no wrong door/gateway' for ticketing; promoting what is on, for customers of the arts (by end of 2019/2020).
- Develop opportunities for commercial/business investment partnerships (by end of 2019/2020).
- Review existing arts schemes (e.g. the Artist in Residents Scheme) in collaboration with tertiary institutions (by end of 2018/2019).
- Provide a platform(s) to advertise or make more visible arts events and activities in the city (by end of 2018/2019).
- Provide bilingual wayfinding signs for key public institutions and local arts works, such as Te Manawa, the Globe, and the Regent on Broadway (by end of 2019/2020).
- Develop and implement plans, in collaboration with the Heritage Trust and Iwi, to capture the stories behind each piece of public art works and performances (by end of 2020/2021).
- Review the city arts trail brochure and resource (by end of 2019/2020).



## Actions contributing to Council's strategic themes

### a) Smart city practices

- Review the Council's software systems and technology to ensure that they are fit for purpose to support the city's arts activities.
- New or improved facilities adhere to modern accessibility standards and are easily adaptable to meet growth future needs.
- Keep abreast of cutting edge and new technology to create and deliver the arts.
- Use social media as a tool to effectively communicate about the arts events in the city.

### b) Sustainable practices

- Provide visitors to the city with information and advice about the arts and how to maximise their time in the city.
- Review and make recommendations on the various current programmes that seek to address organisational issues, by focusing on capacity and capability building.
- Embed a creative perspective in all decision-making and action.

### c) Iwi partnerships

- Work with Rangitāne o Manawatū to identify and plan opportunities for Rangitāne o Manawatū to express their unique relationship with the district/city and Manawatū River, to tell their story.
- Collaborate with Rangitāne o Manawatū on major arts projects and events, particularly in the city centre and at the Manawatū River Park.
- Engage with Rangitāne o Manawatū and develop an implementation framework to guide the expression of tikanga Maori through public arts e.g. Te Aranga Māori Design Principles.
- Work with iwi in the wider region to ensure the city is seen as a champion and host of the diverse expressions of Toi Māori within the region.
- Work with Rangitāne o Manawatū and the wider Māori community to incorporate Te Reo Māori and Māori design features into city amenities and buildings.

### d) Strategic partnerships

- Work in collaboration with relevant government agencies (at all levels), other funders, and tertiary institutions to identify shared opportunities and synergies.
- Work with Council controlled organisations (CCOs) to implement the Council's strategy.
- Work with community funded organisations to achieve the Council's aspirations for the city.
- Work with Creative New Zealand to help fund arts activities in the city and across the region.
- Work with Tertiary Education Institutions to develop pathways for young and emerging artists.
- Share arts and cultural resources with GLAM, where practicable.
- Work with community groups and charitable trusts e.g. S+ART, Public Sculpture Trust, and Creative Journeys to foster activities.
- Build a strategic partnership with recreation and sport providers and stakeholders to coordinate events in the city.
- Build strategic partnerships with the business sector to encourage greater investment in the arts to attract employees to the city.



## Measures of success



- Increase in use of events calendar by residents and visitors
- Increase in the diversity of applicants for funding
- Increase in patronage of Council owned facilities (Te Manawa, Globe Theatre, Regent Theatre and Square Edge)
- More public art, art exhibitions, and art opportunities

## Related policies



- Community Funding Outcomes
- Community Funding Policy
- Creative New Zealand Funding Criteria
- CCO Letters of Expectation (to be developed)
- Dangerous and Insanitary Buildings Policy
- Disposal of Art Works resolution (1990)

## Long-term Plan levels of service

Council funds and enhances the cultural Council Controlled Organisations (and other external organisations), to help make Palmerston North a creative and exciting city and an arts powerhouse.

## Long-term Plan KPIs

Funding is distributed and the key objectives achieved with the funding will be described.

## Actions, and contributing programmes, considered but not funded in this plan

- Define and develop a 'one stop shop' arts organisation for artists.



**Palmerston North City Council**

**W** [pncc.govt.nz](http://pncc.govt.nz) | **E** [info@pncc.govt.nz](mailto:info@pncc.govt.nz) | **P** 356 8199 | Private Bag 11034, The Square, Palmerston North, 4442