

## Kulturstrategie St Pölten 2030 Executive Summary

In September 2017 St Pölten's mayor, Matthias Stadler, and Provincial Governor Johanna Mikl-Leitner announced St Pölten's bid to be nominated European Capital of Culture 2024.

At the same time, the City Council took the decision to commission a **long-term cultural strategy. Binding until 2030, it will define focal points, goals and exemplary measures in the fields of art and culture.** With this Cultural Strategy St Pölten emphatically acknowledges that art and culture are important factors for the long-term development of the city in that they sharpen the profile of this urbane city located at the heart of a lively Culture Region.

The Cultural Strategy St Pölten 2030 was developed by the **Fachbereich Kultur und Bildung des Magistrats der Stadt St Pölten in close collaboration with the NÖ Kulturlandeshauptstadt St Pölten GmbH.** It is based both on the Fachbereich's thorough preparatory work and on insights gained in the first phase of the city's application for the title of Capital of Culture. Great care was taken **to consult and take account of the city's population at all stages of this process,** whilst at the same time drawing on the knowledge of external experts. The process took the form of several publicly staged question-and-answer events and more than 200 interviews with people from the fields of art, culture, tourism, business, social affairs and education.

The Cultural Strategy in its present form comprises **7 strategic guidelines:**

- Linking St Pölten to Europe and the wider world
- Putting vacant sites and spatial resources to cultural use
- Encouraging cultural participation
- Making art and culture more accessible
- Developing St Pölten as the hub of the Cultural Region
- Continuously acquiring knowledge and skills
- Emphasising the aspect of St Pölten as a place steeped in history

These strategic guidelines are connected to **13 fields of action,** which in their turn comprise 30 goals and more than 150 exemplary measures:

- Cultural policy, the administration and promotion of culture
- Europe and internationality
- City, countryside and region
- Cultural infrastructure
- Public space and architectural culture
- Cultural heritage, cultural history and the culture of remembrance
- Children's and youth culture
- Artistic production and interdisciplinarity
- Networking, cooperations and fusions
- Inclusion and participation
- Cultural outreach programmes and cultural education
- Science, research and the creative industries
- Cultural tourism, marketing and communication

In accordance with the field of action “Cultural outreach programmes and cultural education”, “St Pölten will strive to become a centre for artistic and cultural outreach activities, especially for children”. No effort will be spared to make art, culture and cultural competences more accessible for broad sectors of the population, while simultaneously taking care not to compromise on quality.

The Cultural Strategy outlines both the goals to be pursued and exemplary measures, such as the formulation of benchmarks with regard to outreach activities in the Children.Art.Lab, which has as yet to be built; the creation of cultural education programmes for additional target groups such as old-age pensioners, persons with a migration background, trainees and persons with special needs as part of special education and outreach programmes such as audience development; support for cultural promotion programmes for all St Pölten’s schools; and encouraging new partnerships between schools and cultural institutions – to name but a few of the most significant measures.

To guarantee the sustainability of St Pölten’s cultural development, the St Pölten 2030 Cultural Strategy provides for the **continuous evaluation** of the implementation of these goals and measures.