

Research on Community Culture Construction in Urban Community Planning in Chengdu

-- A Case Study of Mengzhuiwan Community in Chengdu

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Abstract

Community cultural construction is the spiritual support of constructing harmonious community, which can meet the increasing cultural life needs of residents and effectively solve a series of new problems faced by communities during the social transition period. This paper takes the community culture construction in the urban community planning of Chengdu as the research object and Mengzhuiwan Street in Chengdu as the case study. By using the research methods of literature and interview, this paper studies the problems and causes of the community culture construction in the urban community planning of Chengdu. This paper aims to sum up some strategies to improve the community culture construction in the urban community planning of Chengdu. To enrich the theory and practice of urban community planning in Chengdu.

Keywords

Community; City Planning; Cultural Construction.

1. Research Background and Significance

1.1. Research Background

Urban community culture plays a core role in the process of urban community construction and is the key to the development of urban community modernization. With the rapid economic development and gradual improvement of material living standards in the new era, the spiritual and cultural needs of residents will also increase, and become more diversified and personalized. In May 2022, Chengdu issued the 14th Five-Year Plan for Urban and Rural Community Development and Governance, proposing to vigorously promote the excellent traditional culture of the Chinese nation and promote the creative transformation and innovative development of Tianfu culture. Therefore, this paper takes the construction of community culture in Chengdu community planning as the entry point, which can not only enrich the current theory of community planning culture, but also provide useful reference for the construction of community culture. It can also provide new development ideas for improving the practice path of community culture construction, so as to meet the practical needs of the society and promote the harmonious development of the community.

1.2. Research Significance

1.2.1. Theoretical Significance

A community with a healthy culture can provide a warm, positive and harmonious community atmosphere, guide the mutual recognition and respect among the community people, and improve the life happiness of the community residents. Taking Mengzhuiwan Street in Chengdu as a specific case, this paper analyzes and investigates the current situation of community cultural construction in Mengzhuiwan Street, sorts out relevant literature and materials, visits and researches the community, sorts out the existing problems and causes of community

cultural construction in Mengzhuiwan Street, and puts forward specific countermeasures and suggestions to provide a new case for the theory of community cultural construction. Thus promoting the development of community culture construction.

1.2.2. Practical Significance

This paper takes the community culture of Chengdu as an example, analyzes its existing problems and defects and gives corresponding countermeasures and suggestions. This will be beneficial to promote the construction of community culture in Chengdu, and at the same time, it can provide a specific implementation case for the community culture construction of other streets in Chengdu, so that the community culture construction in Chengdu can get better and faster development. Healthy community culture can promote the community residents to maintain a harmonious neighborhood relationship, make the community form a positive cultural atmosphere, make the community overall coordinated development, so as to build a high level of culture for Chengdu city image, improve its city competitiveness in the soft power of culture.

2. Present Situation and Problems of Community Cultural Construction in Mengzhuiwan Street, Chengdu

In order to better study the problem of urban community cultural construction, this paper will take Mengzhuiwan street in Chengdu city as a typical case of the analysis of urban community cultural construction. Chengdu City as one of the new first-tier cities in our country, its development path of community construction conforms to general rules. This paper takes the community culture construction of Chengdu as the research object, conducts a detailed investigation and research, and makes a comparison and analysis, and finally chooses Mengzhuiwan Street as a case study. Considering the economy, culture, population, area, geographical environment and other aspects within the jurisdiction of Mengzhuiwan Sub-district, the jurisdiction of Mengzhuiwan Sub-district is very wide, which can fully reflect the various elements required by the research. The community culture development of Mengzhuiwan Sub-district is also in the forefront of Chengdu, which has the conditions to further improve the construction method and content. At the same time, in the current urban community cultural construction of Chengdu, the problems exposed by Mengzhuiwan street are relatively typical, so this paper chooses Chengdu Mengzhuiwan street as a specific case.

2.1. Current Situation of Cultural Construction in Mengzhuiwan Subdistrict, Chengdu City

Mengzhuiwan Street belongs to Chenghua District, Chengdu City, Sichuan Province, located in the southwest of Chenghua District, north to Fuqing Road, south to Dongfeng Road, west to Jinjiang River. The jurisdiction covers an area of 4.05 square kilometers. By the end of 2021, there are 156,552 permanent residents of Mengzhuiwan Street, including 61,253 registered residents. Under the jurisdiction of Wang Ping, Xianghe Li, Jianhua, Shiyong, Peihua, construction of the middle Road, Tashui 7 communities. There are 7 administrative departments under the street: the Party and Government Office, the Economic Development Department, the City Management Department, the city Management Law Enforcement Squadron, the Social security Comprehensive management Office, the Social Affairs and family Planning Office, the Justice Department, and 3 career departments: the accounting center, the Labor Security Department, the community service center.

2.1.1. Current Situation of Infrastructure of Community Culture

Mengzhuiwan street has a cultural station, covering an area of 800 square meters; Five public libraries covering an area of 400 square meters with more than 20,000 books; 3 community cultural staff. There are cultural venues in each of the seven neighbourhoods of Mount Chase

Bay Street, with different sizes but basically the same layout. In addition, there is a story hall of Mengzhuiwan in the district of Mengzhuiwan, which shows the tremendous changes of Chenghua District before and after the reform and opening up, and is also an important carrier to show the achievements of the community cultural construction of Mengzhuiwan. Generally speaking, the cultural construction facilities of Mengzhuiwan street community can basically provide specific activity space for the cultural development and construction of each community.

2.1.2. Current Organization Status of Community Culture

The organization of community culture can be divided into two categories: management and activity. In terms of management, a cultural activities management center has been set up in Mengzhuiwan Street, which is responsible for coordinating cultural activities in the seven communities under its jurisdiction. One or two in-service managers are assigned to each community according to specific circumstances; In terms of the organization of cultural activities, the street has a variety of cultural activities, such as dance team, chess team, chorus team, and seven communities within the jurisdiction also have their own cultural and entertainment teams.

2.1.3. Current Situation of Community Cultural Activities

The cultural activities of Mengzhuiwan Street are mainly based on the service mode of community, government agencies and social organizations, providing residents with professional and diversified cultural activities services. In the aspect of community culture, the service objects of cultural organization activities are very rich, mainly reflected in the party building activities, the elderly group, preschool children and community services. The cultural station and public community library in the street are open to the community residents free of charge. The community cultural and recreational activity groups can also conduct activities, rehearse or prepare for various competitions in the community cultural activity room or community cultural activity room. Mengzhuiwan Street holds more than 50 cultural and entertainment activities every year, such as food festival, children's bazaar, photography competition, community dance performance, sports competition, etc., with thousands of participants. In major festivals and holidays, themed activities will also be held, such as Mid-Autumn Festival art show, Double Ninth Festival handicraft activities, Children's Day pottery production, etc. In terms of the overall situation, compared with the activities dominated by playing mahjong in the past, the residents' activities in Mengzhuiwan Street have gradually changed into healthy and positive cultural activities such as dancing, sports and music performances. The number of activities is increasing, and the quality is also improving steadily.

2.2. Existing Problems in the Cultural Construction of Mengzhuiwan Street Community in Chengdu

2.2.1. The Cultural Infrastructure is Old and Small in Quantity

The construction of infrastructure is one of the important contents of urban community culture construction, including hardware and software. At present, the community is undergoing the renewal of community cultural venues and facilities, but the speed of the renewal is not fast, and many places are in urgent need of replacing the aging equipment and equipment. The existing cultural activity room hardware equipment is not complete, most of the cultural activity room layout and equipment are not perfect. The conditions of activity rooms in communities like Peihua Community and Tashui Community, which are still at a general level of development, are worse. Community cultural activity rooms and reading rooms cannot meet the normal use needs of community residents, and even some cultural equipment, musical instruments and sporting goods are too old to be used normally.

2.2.2. Single Form of Cultural Activities, Lack of Community Characteristics

During the process of visiting the community, residents generally reflect that the street does hold some cultural activities, but the forms of the activities are relatively simple, which cannot meet the cultural needs of people of all ages and different cultural levels. Therefore, the majority of community residents' interest and enthusiasm for community cultural activities are not high. The main reason is that the event organizers tend to carry out "mass" cultural activities, but do not take into account the different education level, age, gender and personal hobbies of the community residents, so the lack of "targeted" community cultural activities. In addition, the forms of cultural activities carried out by the seven communities under the jurisdiction of Mengzhuiwan Street are mostly the same, with serious homogeneity. Community cultural activities are not organized according to the unique characteristics of the community, which cannot generate long-term attraction to the community residences, resulting in the residents' weak sense of participation and lack of community cohesion.

2.2.3. Community Residents Lack Enthusiasm and Sense of Ownership

The main service object of community culture construction is community residents, and they are also the main body of community culture construction. The actual number of participants in the community cultural activities carried out in the streets of Chengdu is not large, and the participants are mainly the elderly group and pre-school children residents, while the young and middle-aged people in the community are not enthusiastic about participating in the activities. The main reason is that the organizers of community cultural activities lack of guidance to community residents and do not give full play to the role of publicity and mobilization. From the individual point of view, the community residents lack of community cultural identity, lack of autonomy, most of the residents have not established a strong interest in community work and sense of responsibility. Residents have less time and opportunities to communicate with each other. If there is no information exchange and transmission among residents, their diverse cultural needs cannot be met. The core problem of community cultural construction is to enrich the spiritual and cultural life of community residents and improve their cultural literacy. Only by really solving these problems can we stimulate their enthusiasm.

2.2.4. The Management of Community Organizations Lacks Professionalism

The management professionalism of the community culture construction in Mengzhuiwan Street is weak. First, there is a lack of specific planning for the construction of community culture and a suitable development path has not been found. Second, the lack of effective management of community cultural organizations; Third, there is no special program to clarify the direction of activities of community cultural organizations; Fourth, the lack of professional management and guidance team. In this kind of business environment, the cultural construction of the community is basically organized spontaneously by residents. Most of them are enthusiastic residents and volunteers who spontaneously organize and arrange cultural activities by themselves. A lack of government attention, leads to many community organizing activity have not been well thought out. Residents' participation enthusiasm is not high, and there is a lack of community residents' supervision of the staff, which leads to fewer feedback opinions on cultural work. These problems also expose the imperfect community cultural evaluation system and related rules and regulations of Mengzhuiwan Street.

2.3. The Causes of the Existing Problems in the Cultural Construction of Mengzhuiwan Street Community

2.3.1. Lack of Scientific Planning and Concrete Action Programmes

If we want to reasonably promote the construction of community culture, we should not only design the overall construction of community culture from the perspective of policy and theory, but also develop executable planning schemes based on the actual situation of each community.

The Chase Bay Street Management Office should take the main responsibility to prepare the annual development plan in advance. However, through field research, it is found that Mengzhuiwan Street and its seven communities have not formulated the community culture planning and specific implementation program, no specific planning and objectives lead to the community culture work in disorder. Directly leads to the slow progress of the community cultural construction work, the same thing repeated. From the perspective of specific action plans, due to the lack of planning, cultural workers in the community have no direction or goal, and do not know what to do. They simply complete the tasks assigned by their superiors and do things according to their superiors' instructions. When there is no clear task instruction, they will not take the initiative to analyze what is needed for cultural construction in the community. Most workers are following the requirements of the residents can do it, can not do it simply give up.

2.3.2. Lack of Relevant System of Community Cultural Construction

After investigating 7 communities in Mengzhuiwan Street, I collected management methods and rules and regulations related to community cultural construction from the staff, but the answer was that the community had not formulated corresponding policies and systems. It can be seen that there is no specific administrative instruction and no specific management goal for the cultural construction of Mengzhuiwan Street community. The focus of its work is to implement the administrative order issued by the superior, and the lack of perfect self-management system and management methods.

2.3.3. Lack of Professional Management and Guidance Talents

Community culture is a kind of mass cultural activities, and community culture construction is a more professional, involving a wide range of work, requiring high knowledge reserve. Therefore, the construction of community culture needs a professional cultural management team, so as to improve the overall management ability of community culture construction. However, from the current situation of cultural construction and management of the 7 communities under the jurisdiction of Mengzhuiwan Street, it is obvious that they do not have the talent conditions mentioned above, specifically due to the insufficient number of establishment and low salary. First of all, the number of managers of community cultural work is small. At the same time, most managers of community cultural work do not have professional backgrounds related to cultural work such as dance, art, sports, etc., so it is difficult to give professional opinions on community cultural construction work, let alone develop constructive development plans for community cultural and fitness work. Secondly, there is a serious shortage of professional staff. The development of various cultural organizations and the development of cultural activities in the community cannot be separated from the guidance of professional personnel, but there is no relevant professional establishment in the community, unable to introduce professional management talents, which is an important reason for the single form, boring content, loose organization and other problems of community cultural activities in Mengzhuiwan Street.

2.3.4. Lack of Adequate Funding

Sufficient funds are the material guarantee to carry out all kinds of community cultural activities. According to relevant data, Chengdu government has been increasing the funds for community cultural construction in recent years, and distributing cultural and sports equipment to various communities every year. However, the construction of community culture does not simply add computers, tables and chairs, fitness equipment or prepare cultural and sports rooms, so blindly increasing facilities is just the need of community infrastructure construction. How to transform the supplement of materials and funds into the actual improvement of residents' cultural life requires managers to further think about how to use funds.

3. The Countermeasures to Improve the Construction of Community Culture in Chengdu

3.1. Improving and Updating Community Cultural Infrastructure

Community cultural infrastructure is not only the symbol of community cultural development, but also the main carrier for residents to participate in community cultural activities. Community cultural construction needs community cultural infrastructure as material carrier. The construction of community culture in Mengzhuiwan Street needs to strengthen the construction of infrastructure. Firstly, the construction of community culture infrastructure should be defined in the urban construction and planning, and the construction of community culture infrastructure should be continuously increased with the improvement of urban development level. Secondly, we should increase the construction of public cultural facilities such as libraries and gymnasiums. Finally, it is necessary to integrate the cultural resources of the 7 communities under the jurisdiction of Mengzhuiwan Street, give full play to the characteristics of each community, and make good use of the existing human resources, materials, historical relics and so on.

3.2. Formulate Scientific Plans for Cultural Construction and Development of Urban Communities

Community cultural construction is a process that takes a long time and a lot of financial and material resources to supplement and perfect. In this process, it is necessary to take into account the equipment of hardware and software facilities, fund allocation, system improvement and other aspects. Therefore, community cultural construction and development must have a complete development plan, so that the construction of community culture can be carried out orderly. Relevant government departments should urge each street to make their own annual development plans, and each street should also communicate with each other, assist each other, and jointly supervise to promote each community to achieve the development goals. At the same time, the community under the jurisdiction of Mengzhuiwan Street should also be combined with the instructions of the superior, according to the specific situation of the community, formulate the community culture construction and development plan. Specifically, according to the status quo of community cultural development and existing problems in the community, the task and goal of community cultural construction and the problems that need to be solved in the near future are clearly defined, so as to ensure the orderly progress of community cultural construction. In addition, it is necessary to develop a feasible and operable action plan of community cultural construction. List the key work, urgent work and general work, take the initiative to listen to the residents' opinions, and efficient solution, do not give up halfway.

3.3. Improve the Relevant Management System of Urban Community Cultural Construction

The standardized and sound management system provides a strong guarantee for the development of community cultural work. Strengthening the management of community cultural construction can realize the reasonable distribution of human resources, funds and other elements. Specifically, to establish and improve the rules and regulations related to the construction of community culture, and ensure that the construction of community culture in accordance with the rules and regulations. Clearly define the content of community culture and the specific form of development; To formulate specific regulations for the management of community cultural organizations and various groups; Put forward the construction, update, maintenance, management and other requirements of community cultural resources; Clarify the personal responsibilities, rights and obligations of each staff member. In addition, not only

the rules and regulations of community cultural construction should be established, but also the specific rules and regulations of community cultural construction should be perfected, so that the community cultural construction can be carried out effectively in accordance with the rules and regulations.

3.4. Improving the Mechanism for Using Funds for Urban Community Cultural Construction

The success of community cultural construction needs the comprehensive support of human, material and financial resources, and sufficient funds are the important material basis and guarantee of continuous aggregation of human, material and financial resources. In practical work, the main source of community cultural construction funds is the national financial allocation, but it still cannot fully cover the needs of community cultural construction. It is necessary to build a community cultural construction system in various forms and through broad channels. It is necessary to continuously enrich the sources of funds and increase the amount of funds to support the construction of community culture, for example: We should give full play to the function of the market, strengthen cooperation with local enterprises, and attract companies to sponsor large-scale art and sports competitions, which can not only bring advertising revenue to businesses, but also solve the problem of financing activities. Encourage successful or well-known people in the society to set up special cultural funds to support the development of community culture. In addition, it is necessary to improve the investment and use mechanism of funds, formulate a reasonable use plan, determine how much to invest every year, as well as the content and method of construction, in order to better serve the community cultural construction.

3.5. Promoting Cultural Exchanges and Communication among Communities

Due to the limited hardware and software resources of community cultural construction, in the actual work, the vision of community cultural construction is often limited to the scope of the community, there are problems of lack of characteristics, low quality. At the same time, in the construction of community culture, there will be commonness and universality while pursuing uniqueness. There can be no sustainable development if every community is left to its own devices.

It is necessary to strengthen the collaboration of various communities, communicate with each other, help each other and work together to build a higher level of community culture. First of all, each community should establish a shared platform for community culture construction, regularly publish information about community culture construction, and form resource sharing, cooperation and complementary advantages in each community. Secondly, an exchange and cooperation mechanism should be established between communities, and an exchange should be held regularly or irregularly to exchange experience in work, draw good experience, learn from each other and learn from each other. This is also an important way to avoid the homogenization of the cultural construction of communities. Thirdly, in specific cultural construction, especially large-scale cultural activities, attention should be paid to sharing existing cultural resources with each other to form a community culture of mutual cooperation, mutual promotion, common development and common prosperity.

4. Conclusion and Prospect

Based on the in-depth study and research of the urban community culture construction of Mengzhuiwan street in Chengdu city, and combined with the actual situation of urban community culture research, the paper draws the conclusion: at present, there are still some problems in the urban community culture construction of Mengzhuiwan street, such as weak cultural foundation, facilities updating lag; The content of cultural activities is single, and the

homogeneous style among different communities is serious. The voluntary consciousness of community residents is weak, and the enthusiasm to participate in activities is not high; Loose community management, strong spontaneity of cultural activities and other problems, the root cause is not sound top-level design and action plan, scientific and reasonable management system, professional and stable talent team. This paper, from the aspects of system and funds, puts forward practical and effective concrete measures. Due to the limitations of my own knowledge and experience, this paper has some shortcomings in the research on the urban community culture construction of Mengzhuiwan Community in Chengdu, such as: The selection of research and interview objects is not scientific, and the number of interviews is insufficient, which need to be further improved. Meanwhile, with the change of cultural construction environment, people's demands on the spiritual and cultural level are constantly updated. Therefore, corresponding policies and systems also need to be adjusted and improved. In the future, I will continue to pay attention to and study this problem, and elevate it to a higher theoretical level, so as to provide a more realistic approach to the construction of urban community culture.

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