

My district tomorrow



Activity type	Innovation phase	Difficulty	Duration
location a meeting room with tables and chairs		4/5	3h
Participants		Operational team	
Advancer		One leader, one secretary	
Around 20			
Users with strong knowledge of the area in question: business owners, residents, consumers, local authorities, academic experts			
Advantages			
Enables us to define a shared vision for the district			
Engages local stakeholders from the start of the project			



METHODE

My district tomorrow

A method for collating ideas, enabling us to position the area studied according to its users. Based on the concept of regional marketing, this enables us to define the challenges facing the district and the operational targets to develop in order to adapt the region to market demands. This method is proposed as a follow-up to 'All Profilers'.

Preparation

- Prepare event materials
- Invite participants



Proceedings

Introduction 5 min

The moderator explains the background and objectives of the workshop and its rules:

DIAGNOSIS: SWOT of the district 30 min

Participants are invited to complete the SWOT of the district together (see 'SWOT worksheet'), using keywords generated during the 'All Profilers' workshop. This objective diagnosis enables us to categorise the strengths, weaknesses, opportunities and threats on three levels: to users, businesses and the urban environment

- The leader chooses a keyword written on a post-it note and asks participants if it should be placed on the SWOT and, if so, in which box.
- The leader repeats this process until all keywords have been used
- The participants can add new words
- The moderator takes a photo of the swot

DIAGNOSIS: 'district user' personas (30 min) 30 min

Participants are invited to define the typical users of the district, the personas. These represent the district's ideal target audience. This is potentially reductive where there are multiple targets, but helps define the core audience. Projects in the district should be designed with this target audience in mind. This ensures that consumers and business owners benefit from the projects.

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Each participant individually completes a 'business owner' persona form or a 'customer' persona form .

- Each participant presents their form
- Le moderator leads the discussion
- Each participant posts their persona on the wall

SYNTHESIS: user/district interaction (15 min) 15 min

Participants are invited to define interaction between the district and its users, their feelings of belonging, their needs and wishes. In short, what the district means to users and the feelings it generates.

- The moderator takes the post-it notes from the SWOT and places them on the synthesis table (see 'interaction' worksheet)
- Together, participants discuss the feelings generated
- The moderator notes these on the table

AMBITION (30 min) 30 min

Participants are invited to put forward their dream of an ideal district, based on the 4 areas of action: retail landscape, business skills, urban environment, district life. Il s'agit dans cet exercice de définir l'ambition à long-terme pour le quartier.

- The moderator distributes the 'Ambition for my district' worksheet to all participants.
- Each participant completes the document individually.
- In turn, the participants present their dreams for each topic.
- The leader writes each dream on a flipchart page.

RECOMMENDATIONS 45 min

Participants are invited to put forward specific recommendations, based on the ambitions for the district.

Through this exercise, we aim to set achievable short and medium term targets.

- Participants are divided into two groups and the ambitions noted are distributed
- For each ambition, the groups propose a specific operational target
- Each group presents their operational targets
- The moderator leads a discussion, aiming to bring together a shared vision.

Conclusion 10 min

The moderator thanks the group and explains the next stages.

Transmission of results

- Send the workshop report to participants for feedback and approval
- Send a satisfaction questionnaire to the participants
- Produce and publish an article about the workshop