

SUMMARY OF OUTCOMES

DO'S AND DON'TS

Good decisions to make at the beginning of an interim project that will encourage effective development and delivery, alongside pitfalls to avoid during project development.

DO:

- 1. THINK ABOUT TARGET AUDIENCES**
Know your audience, or conduct research to find out who it is. This will inform crucial decisions about marketing, project programme, duration, necessary site facilities. Keep the people at the heart of decisions from the beginning.
- 2. CONSIDER SHORT TERM OR LONG TERM AGENDAS**
Short project lifespans require a different approach to long ones. Scope out the options of timescales to inform the site, planning permissions, funding, publicity, and target audience so you know what to plan for.
- 3. DO THE RESEARCH**
Know the where, what, why and how

for a project proposal and site location. Do research at the beginning, during and end to ensure lessons learnt are recorded.

- 4. CONSIDER THE FAMILIAR OR EXOTIC PROGRAMME**
Is the intended programme reflective of the already familiar, or does it provide a more exotic use of something unusual and surprising. An unknown and exotic use provides great drama and attractiveness for short periods of time.
- 5. CLEARLY DEFINE WHO IS IN CHARGE**
A clear project lead and reporting line is required for interim projects. Projects frequently need quick decision making and action to ensure opportunities are realised.
- 6. CONSIDER THE SKILLS REQUIRED**
Interim uses required people that can act swiftly and effectively, with the necessary skills to do so, and react to project aspirations with deliverable solutions.

DON'T:

- 1. PREVENT THE BRIEF FROM EVOLVING**
Agendas change -interim uses require the brief to be responsive to project developments, challenges, and unplanned situations.
- 2. LIMIT THE PROJECT'S EVOLUTION**
Flexible attitude are required from all involved. Often unexpected issues arise that require nimble reactions.
- 3. EXPECT MEANWHILE TO JUST HAPPEN**
All interim uses require energy and motivation. Calculate the people and product quantities that are required to make a project happen.
- 4. BE DISAPPOINTED BY FAILURES OR UNEXPECTED OUTCOMES**
Interim projects sometimes don't work out, but other opportunities and projects often develop from what has been learnt.

THINGS TO VALUE

Key items to consider throughout the life of the project in order to make successful interim uses happen.

- 1. PROJECT IDENTITY**
The project must look the part to attract the right development team and users. A robust marketing programme is also required, enabling clear and effective communication before, during and after the life of an interim use.
- 2. THE PROJECT AGENDA**
The agenda is a crucial element to share will all involve, remain flexible and keep at the heart of all project decisions.
- 3. THE PROJECT BRIEF**
The framework that holds all the known and unknown details together, and the document that attracts the right people to develop a project in response to an agenda.

- 4. PROJECT DURATION**
Being able to indicate possible project durations allows for informed decisions about planning, budget expenditure and build costs to be accurately made.
- 5. FUNDING**
Funding packages must be attuned to the specifics of the type of project, its delivery and required management.
- 6. SITE LOCATION**
Projects need people. The right location, or the right infrastructure to make a site accessible is the basic starting point to ensure people come to the project.
- 7. SITE INFRASTRUCTURE**
The size and location of the site, and the duration of the interim use need considered when evaluating the requirements for site infrastructure
- 8. PROCESS**
The process must support the development and delivery of a project, and deal with the challenges and unknown issues that often appear.

- 9. PEOPLE TO RUN AND PEOPLE TO COME**
A project requires the right team behind it, and the right people and quantities visiting.
- 10. PLANNING**
Thought is needed on possible project durations, to allow for the most appropriate planning designation to be obtained for the project.
- 11. USER ENGAGEMENT**
Interim uses can develop in less formal ways to the standard procedures in regeneration projects. Bringing opportunities for alternative ways to engage and include communities in project development and maintenance.
- 12. MONITORING AND MENTORING**
Interim uses can develop in less formal ways to standard developments. Knowing what is working and why is important during and after an interim use to ensure lessons are learnt and passed on for future projects.

THE INTERIM USE TEAM AND TOOLS

The need for a supportive, skilled and energetic team behind interim project planning, development and delivery.

- 1. THE CURATOR**
Someone to develop an innovative programme of uses across a variety of timescales, and for a variety of people. There are many opportunities for interim use programmes to be curated to complement other park regeneration agendas, and respond to other seasonal and cultural opportunities, and city wide events.

- 2. THE PROJECT CHAMPION**
Someone who cares for the project, will fight for its survival when things get difficult, and strive to make it succeed. Project champions are a focal point for project responsibility (particularly when several teams of people are involved in the project).
- 3. THE PROJECT MENTOR**
The role of a mentor is to both act as an experienced counsel as well as a motivational figure. Interim projects can require specific knowledge bases and experience at various points to aid effective decision making and ensure successful project delivery. They can be similar to entrepreneurial

start-ups where a great deal of risk is necessarily invested early on, and then again at key milestones.

- 4. THE PROJECT OFFICE**
A 'site office' that enables the LLDC, communities and other stakeholders to come together and share resources, find out how to get involved, build a network of support to enable interim projects, and provide a space for discussion, workshops, training and events, and enabling an 'open door' approach to involving others in the regeneration and evolution of the park.