FACTSHEET: ANALYSIS OF INTEREST

F10

WHAT?

Temporary use was not a new concept in the city of Ostrava, but it happened without the involvement of the city administration and was not viewed as a useful tool for urban development. That changed when the city implemented an analysis of interest to see whether, and if so how, temporary use could be a solution for empty buildings and vacant plots.

The analysis was conducted over the course of three months and consisted of the following steps: (1) an analysis of good practices within the Refill project and categorisation of projects according to their field of focus; (2) an online questionnaire for owners and users of temporary use projects; (3) in-depth interviews with several stakeholders who had specific projects in mind; and (4) a public event where the results of the analysis were presented and its opportunities discussed.

WHEN?
2017

WHERE?
Ostrava, Czech Republic

WHY?
· Fact-based assessment of the pros and cons of temporary use

• Offer decision-makers proof of interest in temporary use as a service

• Map and connect with potential temporary users and property owners

• Raise awareness and show good practices of temporary use

LESSONS LEARNT

This analysis has offered important insights into the workings and opportunities of temporary use in Ostrava. It is good proof of evidence for decision makers within the administration, and made it possible for stakeholders and municipality to exchange views. The success of the analysis depended in large part upon its wide communication through various online and offline channels.

HOW TO TRANSFER

This approach may be beneficial when considering the establishment of a new service. In this case, the analysis of interest may later be used as a guide when setting up temporary use as a service. It has highlighted benefits and hurdles, allowing the administration to assess the pros and cons of temporary use. The same system may be applicable when expanding the target group for temporary use projects, e.g. from non-profit to for-profit entrepreneurs.