

SWOT matrix

 30 to 60 min activity

 5 - 10 participants

This activity can be conducted at the start of your HUB-IN project to gain a more in-depth insight into your core and wider teams' Strengths, Weaknesses, knowledge and ways of working in relation to co-creation. Alongside this, you aim to understand Opportunities and Threats related to co-creation in your Historic Urban Area (HUA). This can be informed by content produced in your "Hopes and Fears" activity.

STEPS

1. Reflect and start mapping your Strengths and Weaknesses in relation to co-creation

You can offer individual time to add initial thoughts and then discuss as a group.

For your Strengths, consider for example: What do you do well? What resources can you draw upon? What previous experiences do you have? What do your network and/or partners see as your Strength(s)?

For your Weaknesses consider for example: What do you struggle with? Where could you improve? Where do you have fewer or no resources to draw upon? Where do you lack experience? What do your network and/or partners see as your Weaknesses?

2. Map your co-creation Opportunities and Threats - within your core team and wider team

For Opportunities, consider for example: What Opportunities are open to you for co-creation? What trends could you take advantage of? What existing networks or organisations could you utilise? What could you build upon that already exists? What Threats could also be seen as Opportunities?

For Threats, consider for example: What could hold you back or hinder your co-creation efforts? What contextual challenges are there in relation to co-creation? Where are there gaps in resources? How has the pandemic made elements of co-creation more challenging?

3. In reflection of STEP 1 & 2 explore how you could mitigate your Weaknesses and Threats thanks to your Strengths and Opportunities:

How might you activate the Opportunities through your Strengths?

How might you use your Strengths to prevent or resolve Threats?

How might you use the Opportunities to minimise or resolve your Weaknesses?

How might you minimise or resolve the potential consequences when Weaknesses meet Threats?

TIPS

Consider starting this session with a quick-fire presentation on co-creation by one of your more experienced colleagues or partners. You can read more about co-creation in the Current Landscape report (pages 20-29)

Think about your answers from different perspectives – whether that be the understanding of your direct team, wider team, your networks, your citizens etc.

Worksheet

SWOT matrix

 A3 or bigger

Gain a more in-depth insight into your core and wider teams' Strengths, Weaknesses, knowledge and ways of working in relation to co-creation. Understand Opportunities and Threats related to co-creation in your Historic Urban Area (HUA).

1

STRENGTHS

What do you do well? (see further example question on instruction sheet)

WEAKNESSES

Where could you improve? (see further example question on instruction sheet)

2

CO-CREATION OPPORTUNITIES

What existing resources could you utilise? (see further example question on instruction sheet)

CO-CREATION THREATS

What could hinder your co-creation efforts? (see further example question on instruction sheet)

How might you activate the Opportunities through your Strengths?

How might you use your Strengths to prevent or resolve Threats?

How might you use the Opportunities to minimise or resolve your Weaknesses?

3

How might you minimise or resolve the potential consequences when Weaknesses meet Threats?