

5.4 Listed needs emerging from segment analysis

Below is given the full summary of needs that were assessed as being either red or amber: ie: these are areas where Abingdon needs to improve or significantly improve its offer in order to appeal successfully to one or more segments of our market. Some needs were felt to apply to more than one segment and in this case the number of segments where the need arose with a red or amber score is given alongside the description. (This is a reference point only. There was no weighting given to projects where they had received more mention because this was felt to be partly due to overlaps between segments.)

After discussion with various councils it was agreed that some areas were already firmly within the remit of an existing body, whether local authority or national government department, and the Partnership should here keep a watching brief, ensure Abingdon was receiving a fair share of attention and resources, and lobby or influence to achieve positive outcomes. For the Partnership, independently initiating projects in these areas was not advisable. The areas that were deemed to be of this nature are in lighter text in the list below.

Red Areas		Amber Areas	
Vibrant nightlife/evening footfall/late shopping	x4	Specific gaps in shopping mix (fashion, tech, teenage)	x6
Lively music and entertainment	x3	Social focal points	x4
Footfall in town centre	x2	Night-time safety (perception)	x3
Tourist information, interpretation	x2	Hotels and meeting facilities	x2
Single major visitor attraction	x2	Clean environment and lighting	x2
Marketing of Abingdon	x2	Restaurants with holiday ambience	x1
Traffic (perception)	x4	Clustering of empty shops	x1
Influence retail mix/character of town	x1	Councils visibly supporting business	x1
Lower business rates and rents	x3	Free shopper parking	x2
Larger retail units	x1	Public transport within Abingdon	x3
Town centre attractiveness to volume traders	X1	Good schools	x1
Rail links	x1		

6. Assessing the List of Potential Projects

6.1 Source of project ideas

Project ideas come at us thick and fast. There is never a shortage of them, from the list of more than 150 made at the first consultation exercise and published in the Choice Newsletter, to the ideas passed on by council contacts, to the requests from businesses and community groups. Our analysis of how far these projects would meet the 23 needs we had identified as either red or amber was applied to 43 project ideas. We included existing projects in the analysis so that we could health-check whether the projects we were already doing made sense under this strategic approach as well as under the “action oriented” approach that had governed our earliest days. We further included some projects which we know will be handled in the near future by other bodies (such as Town/District Council).

Over 40 ideas cross referenced against over 20 needs produced complex enough charts for both ourselves and the public to handle! They are shown in appendices 2 and 3. To have analysed the many more that had been mentioned at various times would have been redundant effort as the resources of the Partnership are limited and clearly a line had to be drawn somewhere. The 43 were selected using a common sense approach which removed projects that seemed to lack the prospect of results worthy of the effort and risk associated with them.

6.2 Initial Project lists

To aid processing, and remind us of the need to end up with a balanced portfolio of projects, the list of 43 projects has been grouped into three themes but many projects could fall into more than one theme category and indeed the best ones always do. The themes are:

- Tourism
- Community
- Business

Initiatives with main impact on tourism

- 1 Walk leaflets/cycle maps
- 2 Town Maps
- 3 Large MG Museum
- 4 Hydro Scheme with visitor centre
- 5 Antiques Market
- 6 Assess and improve leisure offer Abbey Meadow
- 7 Larger redevelopment of Abbey Meadow as leisure offering
- 8 Assess and improve leisure offer far side of river
- 9 Brown tourism signs on approach roads
- 10 Summer Festival (one or two week package and main event)
- 11 Riverside Tourist Information point for summer season
- 12 Signage, interpretation linking river to town
- 13 Improve public toilet provision
- 14 Develop Sunday trade
- 15 Interpretation plaques
- 16 Provide coach stops in town
- 17 Participate in Vale wide tourism book
- 18 Better cycle routes and racks provision
- 19 Tourism website for Abingdon (also i-app)

Brown text denotes an existing project and purple text denotes a project known to be going forward under the control of another body.

Initiatives with main impact on community

- 20 A community web portal for Abingdon (also i-app)
- 21 Community Shop scheme
- 22 Gazebos scheme
- 23 Whats On Leaflet
- 24 Guildhall as scheduled-entertainment venue
- 25 Guildhall as meeting facility
- 26 Guildhall Cinema
- 27 Art exhibition space
- 28 Physical promotion of events (banner sites, TV screen)
- 29 General clean up/litter/bins etc

Brown text denotes an existing project and purple text denotes a project known to be going forward under the control of another body.

Initiatives with main impact on businesses

- 30 Loyalty Card scheme
- 31 Local Excellence Market
- 32 Offer free car parking
- 33 Charter Development phase one
- 34 Improve look and feel of Charter car parking provision
- 35 Co-ordinate and promote evening opening of shops
- 36 Promotional work to attract independent retailers
- 37 Promotional Campaign to support current independent retailers
- 38 Shopfront improvement grant scheme
- 39 Christmas shopping events and support for Extravaganza
- 40 Youth Evening Economy/entertainment drive
- 41 Evening Economy drive (mature sector)
- 42 Support both business organisations
- 43 Promote local business to business activity

Brown text denotes an existing project and purple text denotes a project known to be going forward under the control of another body.

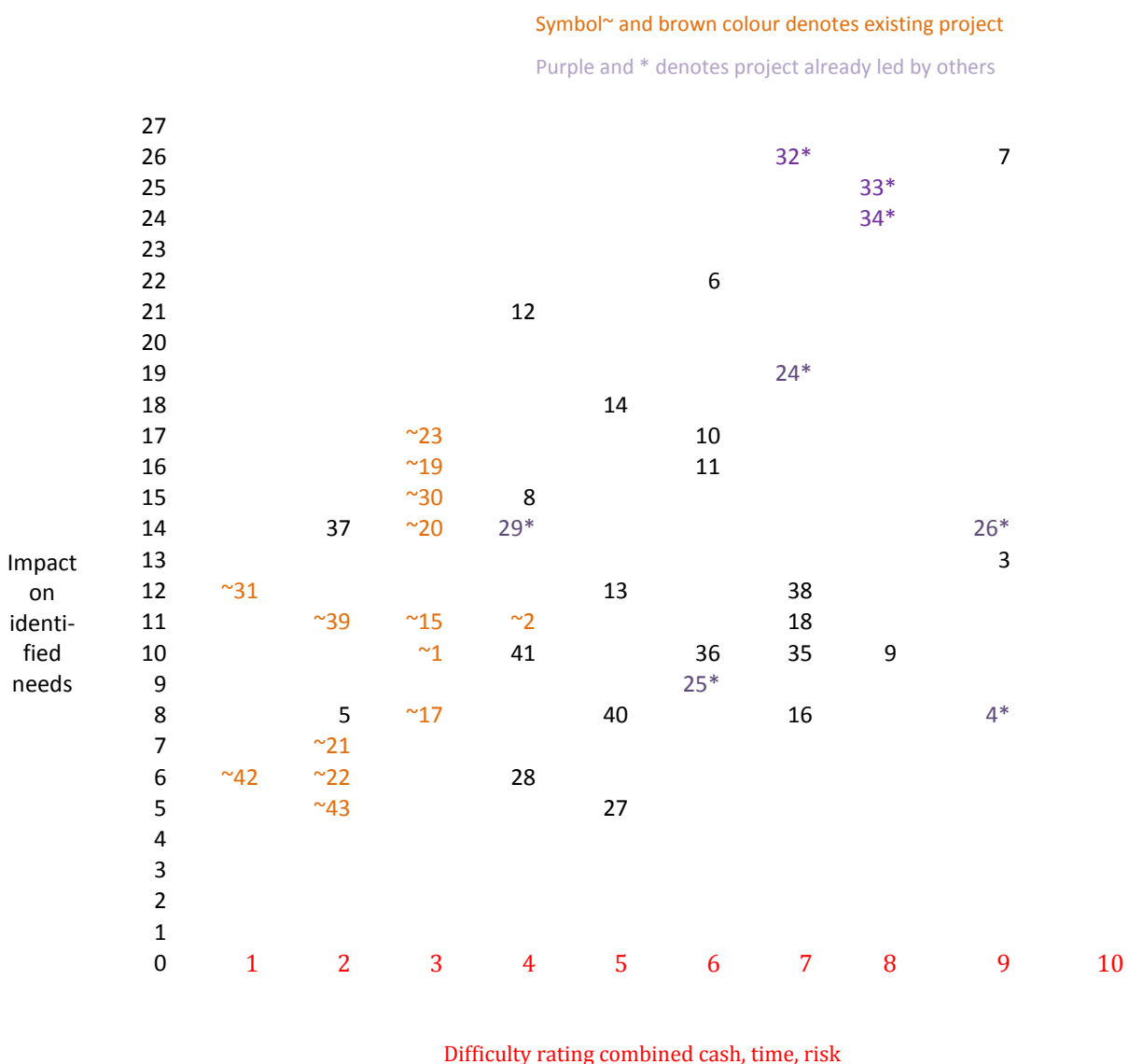
6.3 Scoring of projects against identified needs

The 43 projects were given a 0, 1, 2, or 3 rating against the red or amber needs that had been identified for all the different segments. The scores were then totalled to give an overall assessment of the potential value of a project in “closing the gap” between what user groups want and what Abingdon gives them.

Additionally all projects were then also given a “difficulty assessment” similarly based on a numerical value total made up of individual scores (0, 1, 2, or 3) for financial cost, risk of non-delivery and time spent.

The full analysis spreadsheets are reproduced in the appendix. Below is the visual outcome summary which shows all projects plotted to show how they rated on both scoring systems.

Plotting of projects impact vs difficulty



6.4 How to read the outcome chart

Using the x and y axes, we are able to show an image that shows how projects rate for both difficulty and value: the further to the right that a project appears, the more difficult we assessed it to be and the higher up a project appears, the more it is expected to be of value in meeting unmet needs.

Below are some key points to look out for:

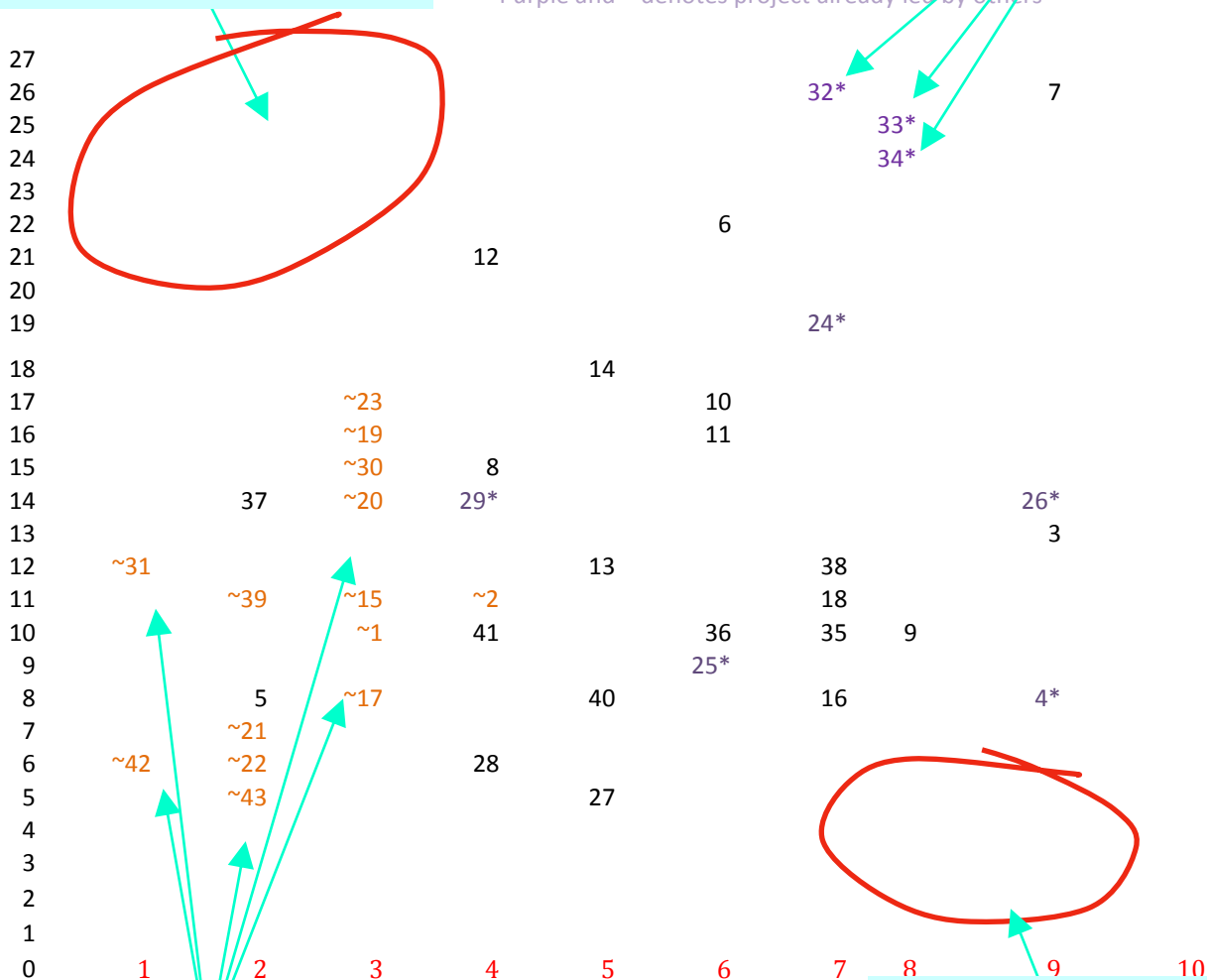
Plotting of projects impact vs difficulty

A project in the top left corner would be one which is easy to achieve and very high in result value. Anything this obvious should already have been picked up by any competent council, business or community group, so there will be a lack of new project ideas showing in this area.

Projects in the top right hand corner are those which scored highly on both axes; hard to achieve, but of high value when they are achieved. It is therefore not surprising to find that some of the projects we expect that the councils will take forward are in this area. (purple) With their bigger budgets and greater resources it is sensible that they are taking forward such projects that will have great benefits for the town.

Symbol ~ and brown colour denotes existing project

Purple and * denotes project already led by others



A project on the left hand side would be one which it was felt would be easy to achieve. We focused on these "quick wins" in the early days, and this is why there are so many existing projects (brown) coming up in this area of the chart. Even those with medium or low values in terms of results are still "worth it" because of the relative ease with which they could be completed.

A project in the bottom right hand corner would be one which was felt to be hard to achieve, and of little value when achieved. One might be tempted to just call these "stupid ideas"! It was mentioned earlier that some common sense screening had been done to reduce down the project list and this would explain why there are no projects showing in this corner.

6.5 Using the outcome chart to reduce the project list

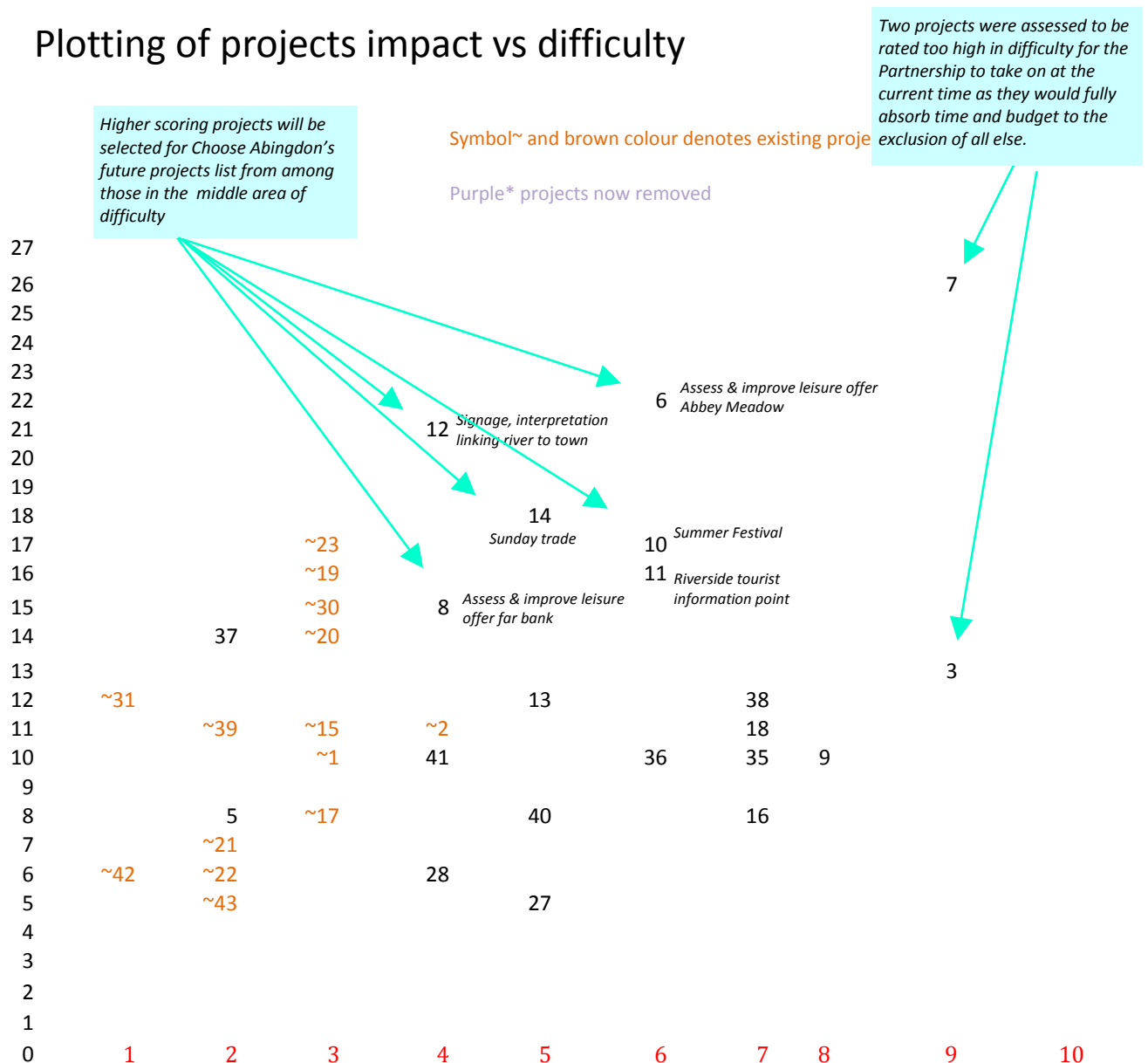
The existing projects (brown) all scored well enough that they should be continued and those being taken forward by others (purple) could of course be taken off the Choose Abingdon list except to note that where we can assist with these projects we would of course do so.

The task was now to use the chart to assist in selecting the remaining projects against a further analysis of time and budget constraints so as to produce a final list of projects that were achievable within a given cycle.

Two projects were assessed to be rated too high in difficulty for the Partnership to take on at the current time as they would fully absorb time and budget to the exclusion of all else. These were a large MG Museum and a leisure development on the river bank. The Partnership is not however precluded from starting the process of looking into the feasibility of these ideas.

Of the remaining projects those scoring high on the value scale will be key targets for Choose Abingdon from 2012 onwards: these emerged with a common theme; tourism. As a package of projects they will potentially achieve even more for the town than our current scoring predicts as the synergy of one working with another should increase the overall effect.

Plotting of projects impact vs difficulty



6.6 Final proposed project list

Below is shown the final list produced from the analysis as being the most suitable deck of projects for the Choose Abingdon Partnership to undertake from 2012 onwards. It is envisaged that this would again be a two or three year cycle of activity.

Tourism will clearly become the major theme of the Choose Abingdon Partnership in this cycle, with other projects for community and business being continued and added to so as to maintain the momentum that has been built up to date.

Early assessment indicates that this will be a very full project load for the Partnership Manager and it is envisaged that the start of some of these projects will be staggered to distribute the workload.

Tourism Selected Group of Projects		
1	Walk leaflets/cycle maps—continue series	10 3
2	Town Maps—add locations	11 4
6	Assess and improve leisure offer Abbey Meadow	22 6
8	Assess and improve leisure offer far side of river	15 4
10	Summer Festival (one or two week package and main event)	17 6
11	Riverside Tourist Information point for summer season	16 6
12	Signage, interpretation linking river to town	21 4
13	Improve public toilet provision	12 5
14	Develop Sunday trade	18 5
15	Interpretation plaques	11 3
17	Participate in Vale wide tourism book—distribution phase	8 3
19	Tourism website for Abingdon (also i-app) - continue development	16 3
Total		185 54
Community Selected Group of Projects		
20	A community web portal for Abingdon (also i-app) - continue development	14 3
21	Community Shop scheme—continue	7 2
22	Gazebos scheme—continue	6 2
23	Whats On Leaflet—continue with lower area coverage	17 3
28	Physical promotion of events (banner sites, TV screen)	6 4
Total		50 14
Business selected group of projects		
30	Loyalty Card scheme—continue and develop	15 3
31	Local Excellence Market—continue	12 1
37	Promotional Campaign to support current independent retailers	14 2
39	Christmas shopping events and support for Extravaganza	11 2
42	Support both business organisations	6 1
43	Promote local business to business activity	5 2
Total		75 18

7. The Tourism Focus

7.1 Tourism building blocks—the work to date

The tourism opportunity for Abingdon will now become the main focus for the Partnership. It is certainly an area where our ability to work with a range of other bodies such as councils, businesses and community groups can most successfully produce results. The analysis on previous pages showed that this group of projects is likely to have a high impact on the needs identified through the segment analysis.

So far Choose Abingdon has addressed the tourism market in a small way with new town maps, two walks leaflets under way and a joint collaborative project with the Vale of White Horse DC, plus Faringdon and Wantage, which is producing the 52 Things to Do book. A video has also been produced which features some of the town's best events and now includes footage of the riverside, walking, boating and cycling. These projects were all building blocks that had to be created in order to begin a visitor economy drive and it is important that in our next phase we maximise our use of these now that we have spent time and money creating them.

7.2 Understanding the market in depth

Choose Abingdon will lead a project package that begins with a properly conducted survey of visitors coming to the riverside areas of the town, and aims to fully understand our visitor market; who they are, where they are coming from, what they are there for and what services they currently use in the town. The work will also then seek to identify where the opportunities lie for development of that market;

- to increase visitor numbers
- to ensure strong linkage of river to town so that visitors are brought into the town centre
- to help the retail sector in Abingdon understand and engage with this market
- to increase the average length of stay of an Abingdon visitor
- to increase the average spend in the town of an Abingdon visitor

It is envisaged that this work will be commissioned from a professional source as the scope needs to be sufficiently wide and the results sufficiently robust for this to form the basis of the town's tourism strategy for many years to come. It will be assessed whether this work should be done in conjunction with the wider area and other towns before the research project begins.

This research will help us get our marketing effort right. If we know more about what type of person really enjoys Abingdon, what magazine they might read, where they live, then we can make sure that we are telling those people about our walks leaflets, about the 52 tourism book, getting them to watch our Abingdon video on U-tube....if we are hitting the right people and talking about the things they care about to start with, the chances of our marketing effort paying off go up enormously.

We will also use the research package as a chance to benchmark so that any improvement in visitors can be more easily monitored and the relationship with our activities noted.

7.3 Tourism project delivery

The projects within the tourism package will be adapted, deleted or increased according to what we learn from the research. For example, if public toilet provision along the river bank turns out to be a matter of little concern to our visitors then we will gladly drop the topic in favour of something else that emerges as being of more importance! In any case it is unlikely that Choose Abingdon budgets will be sufficient to resolve such an issue and this would also be an example of a project where our role would be to explore the options working with the statutory bodies who are responsible for such provision and assist in finding an affordable solution that gives the best outcome to attract more visitors and repeat visits to the town. Other projects we may be able to fund and manage ourselves with either business support or volunteer assistance.

8. The Future Shape and Income of the Partnership

Appetite for a Business Improvement District has dropped amongst the town centre businesses and the present trading climate makes the option of paying even 1% more on the rates unpalatable to most of them. The Vale District Council looked into a BID in 2010 and concluded that it was not something that they would recommend at the time.

The Partnership has looked at alternative forms of governance and has concluded that at present the single board structure (with ad hoc working groups feeding into this when a project requires) is the most agile and versatile structure for the Partnership and one that should be maintained for the time being at least.

However there is an overall understanding that the Partnership should make stronger efforts to gain increased involvement and support of particularly the larger businesses in and around the town, a process successfully begun with the Abingdon Business Park Exhibition in September. Eventually this may necessitate increasing the number of places on the board, which may in turn make the present structure unfeasible. At this point work done previously on looking at other governance structures will inform any decision to change the way the Partnership works.

Whilst focusing on the tourism agenda it will also be an aim to link the projects with business sponsors and to increase the level of private sector contributions that the Partnership attracts. For this reason the Partnership would still consider itself viable even if less public funding is derived from the three contributing councils than has been the case in the past three years, if the reduction comes about on a sliding scale basis to allow time for replacement funds to be sought.

Appendix 1. Segment Analysis Detail

Below are given the results of the needs analysis for each segment:

Segment Summary - Young Families

Need	Current Offering	RAG
Play Facilities	Playgrounds, Leisure Centre, Snakes & Ladders, Parks	■
Extra curricular educational activities	Sports Clubs, Tilsley Park, Vibrant Library, sports clubs, scouting etc	■
Good Schools	Good primary, improving state secondary, good independents	■
Things for kids to do	M&T Groups, Daytime clubs & societies, drama/dance/music	■
Safe environment	Town feels safe, community police, accessible medical facilities	■
Family activities	Family restaurants, town events, no focal area eg cinema, bowling	■
Kids shops (clothes, toys, etc)	Good independents plus tescos but limited kids clothes stores	■

Overall



Segment Summary – Independent Young People

Need	Current Offering	RAG
Vibrant Night Life	Limited, Strattons, Football Club, some good pubs	■
Lively music & entertainment	Live music at some pubs (bit old fashioned)	■
Fashion & Beauty Shopping	Nice independents & beauty offering, little fashion etc	■
Leisure & Tech shopping	Limited, some offering at tescos and fairacres but less in centre	■
Sport and exercise facilities	Sports Centre, Tilsley Park, Vibrant local sports clubs, local gyms	■
Space for social gathering	Parks and river area, no focal area eg cinema, bowling, no e-Stuff	■

Overall



Segment Summary – Adult Men

Need	Current Offering	RAG
Good pubs & restaurants	Good pubs, especially real ale, Some good restaurants eg curry	■
Lively music & entertainment	Live music at some pubs, occasional events at Guildhall	■
Sports facilities (doing & watching)	Sports Centre, Tilsley Park, Vibrant local sports clubs (play & watch)	■
Decent traffic system	Congestion at rush hour and school run times, poor perception	■
Pleasant environment	Beautiful river, nice countryside, historic buildings, good parks	■
Leisure shopping	Good independent stores but little clothing, technology, etc	■
After work/weekend life	Good range of clubs/societies, but limited evening economy	■

Overall



Segment Summary – Adult Women

Need	Current Offering	RAG
Range of pubs, restaurants and cafes	Good in centre, poorer in resident areas	■
Good buses within Abingdon and to Oxford	Good to Oxford, variable within Abingdon	■
Accessible range of shops for household needs	Good supermarkets, basics in centre & some estates	■
Interesting shops for browsing/leisure & hairdressers/beauticians etc	Nice independents & beauty offering, little fashion etc	■
Lively music & entertainment	Live music at some pubs, occasional events at Guildhall	■
Sports & exercise facilities	Sports centre, clubs & gyms	■
Pleasant surroundings for family & friends	Picturesque town, parks, river, walks, cycling, boat hire, etc	■
Activities, interest groups, cinema	No cinema, good range of clubs/groups but under-publicised	■

Overall



Segment Summary – Retired People

Need	Current Offering	RAG
Range of pubs, restaurants and cafes	Good in centre, poor in resident areas, old style pubs a loss	■
Good buses within Abingdon and to Oxford	Good to Oxford, variable within Abingdon (isolation), bus passes	■
Accessible range of shops, health facilities & library	Library & Health Centre good, poor disabled access, Basic shops in centre but gaps	■
Cultural activities, interest groups & entz, inc participatory activities	Generally excellent (arts, drama, sport, music)	■
More mainstream leisure activities	Some pub/club events, but no cinema, bingo or similar	■
Churches and faith groups	Generally good	■
Pleasant walks, access to countryside and trips further afield	Picturesque town, parks, river, coach, steamer trips etc	■
Safe environment	Community policing; n'hood watch, evening centre threatening	■

Overall



Segment Summary – Independent Traders

Need	Current Offering	RAG
Good footfall & high occupancy rates	Footfall feels low, occupancy better than average but clustered	■
Clean environment & lighting	Beyond market place, tidiness and lighting is very mixed	■
Positive Abingdon marketing	Good work from ChAP, Loyalty Card, etc – but loads to do	■
Free car-parking	On its way – will need good promotion	■
Good road & public transport	OK public transport, lacking within town, roads bad perception	■
Lack of control around retail mix and character of town	Planning rules provide little ability to influence this	■
Lower rentals and business rates	Out of control of local councils	■

Overall



Segment Summary – Multiple Retailers

Need	Current Offering	RAG
Good footfall	Footfall feels low, lots of local shoppers go to Oxford/Didcot, high leakage	
Large retail units	Out of town yes but not in centre, charter and bury st devs?	
Town centre attractiveness to volume traders (a big draw)	Very few stores which attract shoppers into town, clustering?	
Free car-parking	On its way – will need good promotion	
Good road & public transport	OK public transport, lacking within town, roads bad perception	
Lower Rates	Out of control of local councils	

Overall



Segment Summary – Large Employers

Need	Current Offering	RAG
Skills availability	Strong science skills (Milton science park, university, RAL)	
Transport Links	Major arterial road (A34), no rail, perception of traffic congestions	
Hotel & Meeting facilities	3 hotels, guildhall being renovated	
Council supportive of business	ChAP, town centre wifi	
Business Premises	Milton Park, Fairacres, McD estate	
Nice place for staff to live & work	Nice market town, reasonable housing, limited lunch activities	
Lower rates	Out of control of local councils	

Overall



Segment Summary – Evening Economy

Need	Current Offering	RAG
Good public transport	Good services to & from Oxford, Didcot & Villages, not estates	
Message that Abingdon safe	Good in day but too quiet nights feel threatening, no actual trouble	
Positive Abingdon marketing	More evening events, promote existing stuff (gig guides etc)	
Free car-parking	Most car parks free after 6pm, maybe needs more promotion	
Evening footfall	Very quiet weekday evenings, better on Fri/Sat nights	
Good lighting in and around town	Generally well lit, some gaps around alleys & paths	
Late night shopping	Currently town dead after about 6 except for some pubs/restaurants	

Overall



Segment Summary – Day Visitors

Need	Current Offering	RAG
Pleasant relaxing day out	Lots to do but all short activities, improving with museum	
Information and interpretation	Maps good, signage ok, could do more with what we have	
Beautiful buildings, gardens, scenery	Yes – lovely river, historic buildings, parks/gardens	
Cafes, restaurants (lunch, tea)	Good choice of nice cafes, little choice by the river (Old Gaol?)	
Gift shops	Not really much range (especially on Sunday)	
Parking supply close to activity & generally good transport links	Parking good, road fine with A34, rail & coach poor	
Single major visitor attraction would help	All attractions small scale/short	

Overall



Segment Summary – Weekend & Holiday Visitors

Need	Current Offering	RAG
Everything as per day visitors chart	Good offering but tourists not well served logistically & no big draw	
Range of quality overnight accommodation	Little in town, various in surrounding area	
Range of quality evening restaurants with holiday ambience	Some choice but restricted in town, Old Gaol may help	
Safe and unthreatening evening ambience	Town safe in reality but ambience not encouraging in evening	
More encouragement to try activities & public transport	Existing walkers and boaters well served but little for inexperienced	

Overall



Appendix 2. Spreadsheet for Scoring of Projects against Needs

Measuring how well a proposed project meets the red and amber "needs" identified.

Measuring how well a proposed project meets the red and amber "needs" identified.																						
	Initiatives with main impact on tourism																					TOTAL
	Overall impact, 1 = small impact, 2 = reasonable impact, 3= strong impact																					
Walk leaflets/cycle maps	0	0	1	3	0	0	0	1	0	0	0	0	0	0	1	0	1	0	0		10	
Town Maps	0	0	2	3	0	2	0	0	1	0	0	0	0	0	1	1	0	1	0	0	11	
Large MG Museum	0	0	2	3	3	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0	13	
Hydro Scheme with visitor centre	0	0	1	2	2	1	0	0	0	1	0	0	0	0	0	1	0	0	0	0	8	
Antiques Market	0	0	2	2	0	2	0	0	1	0	0	0	0	0	0	0	1	0	0	0	8	
Assess and improve leisure offer Abbey Meadow	1	1	2	3	3	3	0	0	1	1	0	0	1	0	1	1	0	3	0	0	22	
Larger redevelopment of Abbey Meadow as leisure offering	3	3	3	3	3	3	0	0	1	0	0	1	1	0	1	1	1	1	0	1	26	
Assess and improve leisure offer far side of river	0	0	2	3	3	3	0	0	1	0	0	0	0	0	0	1	1	0	1	0	15	
Brown tourism signs on approach roads	0	0	2	2	0	2	1	0	0	1	1	0	0	0	0	0	1	0	0	0	10	
Summer Festival (one or two week package and main event)	2	2	2	3	3	2	0	0	0	1	0	0	0	0	0	1	0	1	0	0	17	
Riverside Tourist Information point for summer season	0	0	2	3	0	3	1	0	0	1	1	0	0	0	1	1	0	0	2	0	16	
Signage, interpretation linking river to town	1	0	3	3	3	3	0	0	2	1	0	0	1	0	1	0	1	1	0	1	21	
Improve public toilet provision	0	0	2	3	0	2	0	0	1	0	0	0	0	0	1	0	1	0	2	0	12	
Develop Sunday trade	0	1	2	3	0	3	1	0	0	2	0	0	1	0	0	1	0	0	1	2	18	
Interpretation plaques	0	0	2	3	0	3	0	0	1	0	0	0	0	0	0	1	0	0	1	0	11	
Provide coach stops in town	0	0	2	2	0	1	0	0	1	0	0	0	0	1	0	0	0	0	1	0	8	
Participate in Vale wide tourism book	0	0	1	2	0	3	1	0	0	0	0	0	0	0	1	0	0	0	0	0	8	
Better cycle routes and racks provision	0	0	1	2	0	2	1	0	0	1	0	0	0	0	1	0	1	1	0	1	11	
Tourism website for Abingdon (also i-app)	1	1	2	3	0	3	1	0	0	1	0	0	0	0	1	0	0	1	0	2	16	
Initiatives with main impact on community																						
A community web portal for Abingdon (also i-app)	2	1	2	2	0	2	0	0	0	1	0	0	0	0	1	0	0	1	0	2	14	
Community Shop scheme	0	1	2	0	0	1	0	0	0	0	0	0	1	0	0	0	0	2	0	0	7	
Gazebo scheme	0	1	2	0	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	
Whats On Leaflet	2	2	2	3	0	3	0	0	1	1	0	0	0	0	1	0	0	0	2	0	17	
Guildhall as scheduled entertainment venue	3	3	2	1	0	3	0	0	1	0	0	0	2	0	1	0	0	1	0	2	19	
Guildhall as meeting facility	0	0	2	2	0	2	0	0	0	0	0	0	0	0	0	3	0	0	0	0	9	
Guildhall Cinema	2	2	2	0	0	2	0	0	0	1	0	2	2	0	1	0	0	0	0	0	14	
Art exhibition space	0	0	1	1	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	5	
Physical promotion of events (banner sites, TV screen)	0	0	1	1	0	2	0	0	0	0	0	0	0	0	1	0	1	0	0	0	6	
General clean up/litter/bins etc	1	0	1	2	0	2	0	0	1	1	0	1	0	0	1	0	2	0	0	2	14	
Initiatives with main impact on businesses																						
Loyalty Card scheme	1	1	3	2	0	3	0	0	1	0	0	0	0	0	0	0	0	1	3	0	15	
Local Excellence Market	0	2	2	2	0	3	0	0	1	0	0	1	0	0	0	0	0	0	1	0	12	
Offer free car parking	0	0	3	2	0	3	0	0	3	2	0	3	0	0	0	0	0	1	3	3	26	
Charter Development phase one	0	0	3	1	0	3	0	0	2	3	0	3	1	0	1	0	3	0	3	2	25	
Improve look and feel of Charter car parking provision	2	0	3	2	0	3	0	0	1	3	0	2	0	0	2	0	3	0	0	3	24	
Co-ordinate and promote evening opening of shops	2	0	1	0	0	1	1	0	0	1	0	0	0	0	2	0	0	1	0	1	10	
Promotional work to attract independent retailers	1	1	0	1	0	2	0	0	1	0	0	1	0	0	0	0	0	1	1	1	10	
Promotional Campaign to support current independent retailers	1	1	2	0	0	3	0	0	1	1	0	1	0	0	1	0	0	1	1	1	14	
Shopfront Improvement grant scheme	0	0	0	1	0	3	0	0	1	1	0	0	0	0	1	0	1	0	1	3	12	
Christmas shopping events and support for Extravaganza	1	1	2	1	0	2	0	0	1	1	0	0	0	0	1	0	0	0	1	1	11	
Youth Evening Economy/entertainment drive	1	1	1	0	0	1	0	0	0	0	0	1	1	0	2	0	0	0	0	0	8	
Evening Economy drive (mature sector)	1	1	1	1	0	2	0	0	0	0	0	0	1	0	1	0	0	1	0	1	10	
Support both business organisations	0	1	1	1	0	2	0	0	1	0	0	0	0	0	0	0	0	0	0	0	6	
Promote local business to business activity	0	1	1	0	0	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	5	

Appendix 3. Spreadsheets for Scoring of Project Difficulty

Measuring the challenge presented by each proposed project.

	Time	Cash	Risk of non-achievement of project	TOTAL
Initiatives with main impact on tourism				
	0=no challenge, 1=small challenge, 2=medium challenge, 3=			
1 Walk leaflets/cycle maps	2	1	0	3
2 Town Maps	3	1	0	4
3 Large MG Museum	3	3	3	9
4 Hydro Scheme with visitor centre	3	3	3	9
5 Antiques Market	1	0	1	2
6 Assess and improve leisure offer Abbey Meadow	2	2	2	6
7 Larger redevelopment of Abbey Meadow as leisure offering	3	3	3	9
8 Assess and improve leisure offer far side of river	2	1	1	4
9 Brown tourism signs on approach roads	3	2	3	8
10 Summer Festival (one or two week package and main event)	3	2	1	6
11 Riverside Tourist Information point for summer season	2	2	2	6
12 Signage, interpretation linking river to town	2	2	0	4
13 Improve public toilet provision	2	2	1	5
14 Sunday opening	1	1	3	5
15 Interpretation plaques	2	1	0	3
16 Provide coach stops in town	3	2	2	7
17 Participate in Vale wide tourism book	2	1	0	3
18 Better cycle routes and racks provision	3	2	2	7
19 Tourism website for Abingdon (also i-app)	2	1	0	3
Initiatives with main impact on community				
20 A community web portal for Abingdon (also i-app)	2	1	0	3
21 Community Shop scheme	1	1	0	2
22 Gazebos scheme	1	1	0	2
23 Whats On Leaflet	1	2	0	3
24 Guildhall as scheduled-entertainment venue	3	3	1	7
25 Guildhall as meeting facility	3	3	0	6
26 Guildhall Cinema	3	3	3	9
27 Art exhibition space	1	2	2	5
28 Physical promotion of events (banner sites, TV screen)	3	1	0	4
29 General clean up/litter/bins etc	2	1	1	4
Initiatives with main impact on businesses				
30 Loyalty Card scheme	2	1	0	3
31 Local Excellence Market	1	0	0	1
32 Offer free car parking	3	3	1	7
33 Charter Development phase one	3	3	2	8
34 Improve look and feel of Charter car parking provision	3	3	2	8
35 Co-ordinate and promote evening opening of shops	3	1	3	7
36 Promotional work to attract independent retailers	2	1	3	6
37 Promotional Campaign to support current independent retailers	1	1	0	2
38 Shopfront improvement grant scheme	2	3	2	7
39 Christmas shopping events and support for Extravaganza	1	1	0	2
40 Youth Evening Economy/entertainment drive	2	2	1	5
41 Evening Economy drive (mature sector)	2	2	0	4
42 Support both business organisations	1	0	0	1
43 Promote local business to business activity	1	1	0	2

“..to encourage the development of Abingdon; promote what the town does well; influence agendas important to the town’s development; co-ordinate activities which don’t neatly fall into other bodies’ remits”



Choose Abingdon Partnership
Strategy for 2012 and onwards

Published November 2011