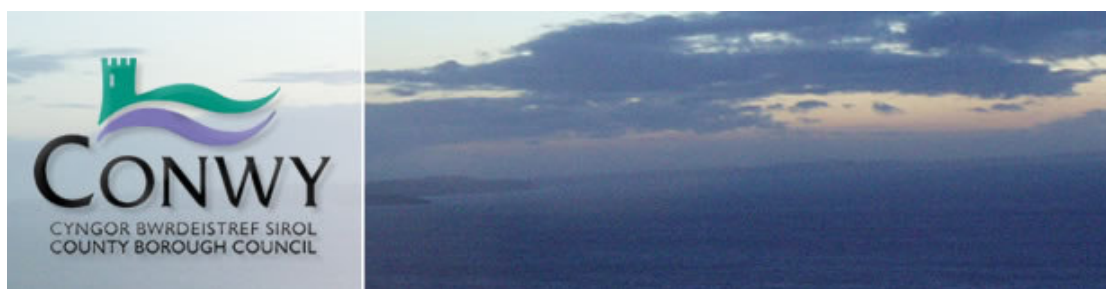


Annex 2
Performance Measurement Framework
for the Bay Life Initiative
Scoring of Project Ideas by the
Bay Life Initiative Executive Board



Prepared for: Conwy County Borough Council

Prepared by: Wavehill Consulting

Introduction

In addition to preparing the Performance Measurement Framework for the Bay Life Initiative, Wavehill was also asked to facilitate a meeting of the Executive Board on Friday 2 June 2006. This meeting was the first time that the Executive Board members had been able to meet to discuss the range of project ideas generated by the 7 themed Working Groups at the end of 2005 / beginning of 2006.

Wavehill's role was to facilitate a discussion that would lead to the 'scoring' of all of the projects against a range of different criteria (thereby giving some indications of those ideas that were seen to be most important and to have most chance of success and popular support), whilst also helping the group to begin to identify linkages between projects (which would in turn inform the way in which project plans were written up and developed in future).

The scoring of the projects against the relevant criteria is shown on the following pages. A table identifying potential linkages between projects, along with an indication of which phase of activity each individual project idea falls into, is shown within the main report. (NB: the first phase of activity and delivery is expected to start in 2007. A phase will last for approximately 2 years. The first phase will therefore be followed by a second and third phase at two yearly intervals as appropriate).

Scoring of Projects

Executive Board members were asked to score all of the individual project ideas against 3 different criteria. These were:

- Is it achievable – i.e. is the project idea realistic, is funding likely to be available, is the project physically possible, etc
- Is it desirable – i.e. is this project really necessary in order to ensure the regeneration of Colwyn Bay
- How popular will the project be – i.e. is there likely to be support from the public and from a range of partners for this idea.

Participants were able to give each project idea a score of 1 to 5 against each of the 3 criteria. The higher the score, the more achievable, desirable, or popular the project was perceived to be. The scores for all 3 criteria were then added together to give an approximate overall indication of the rank of that project.

Of course, this is not an exact way of measuring the importance of individual projects. It is possible that a project could be seen as highly desirable (i.e. much needed in the area) but that same desirable project would not necessarily enjoy high levels of public support. A low score on "Popularity" would therefore adversely affect the overall ranking of a project that was actually seen as essential for the regeneration of Colwyn Bay (i.e. it scored very highly in "Desirable"). For example, a needle exchange scheme has been discussed for Colwyn Bay. There is strong support in many quarters for the project, and it is certainly deliverable. However, there is equally strong opposition to the scheme in other quarters. A simple scoring exercise cannot accurately reflect these differences of opinion, and this exercise should therefore not be seen as the beginning and end of the project selection process – there is still further work to undertake.

In the table overleaf, the scores against all 3 criteria – Achievable, Desirable, Popular – have been shown here, along with the final overall rank within the particular theme, in order to give an impression of the different aspects of each project idea.

NB: Number in brackets relates to the number of score sheets submitted to Wavehill by the members of the Executive Board.

Business / Tourism (11)	Achievable	Desirable	Popularity	Total score	Rank in theme
Shopper car parking	34	41	43	118	11
Anchor store	24	37	39	100	17
Town as a quality clearance outlet	27	30	36	93	18
E-commerce	44	35	29	108	15
Mystery shopper	43	37	33	113	14
Top ten tips	43	39	33	115	13
Retail outside of Bay View (niche)	38	41	38	117	12
Promote CB in N Wales & N West	43	46	48	137	3
Specialist tourism	45	46	46	137	3
Eirias Bowl	48	47	46	141	1
Themed events (jazz, comedy)	41	40	41	122	10
General signage / link town to prom	45	45	45	135	5
Promenade as a leisure area	43	45	47	135	5
Policies to retain light industry	41	43	41	125	9
Office Zone / B. I. D.	46	47	45	138	2
Off street parking (east end)	31	35	38	104	16
Market development opportunities	45	47	43	135	5
Communicate with 'back street' businesses	44	46	38	128	8

Crime and Disorder (10)	Achievable	Desirable	Popularity	Total score	Rank in theme
Town Safe - refuges	36	36	44	116	4
Top 20 nuisance people	40	42	45	127	2
Awards Evening	46	34	42	122	3
Clean up CB	44	43	47	134	1

Education and Skills (10)	Achievable	Desirable	Popularity	Total score	Rank in theme
One Stop Shop	36	35	36	107	5
Colwyn Bay 16+ skills project	38	37	38	113	4
Environmental Projects	41	39	42	122	2
Acquire commercial building - renovate	31	26	28	85	7
Support Dan's Den	35	34	38	107	5
Introduce Sure Start	38	40	39	117	3
Develop opportunities at CB library	43	41	41	125	1

Employment (11)	Achievable	Desirable	Popularity	Total score	Rank in theme
Acquire hotel - renovate	0	0	0	0	0
Establish range of virtual businesses	37	37	34	108	2
Taster sessions with local employers	42	40	33	115	1

Health and Well Being (11)	Achievable	Desirable	Popularity	Total score	Rank in theme
Colwyn Health Precinct	47	46	47	140	1
Carers support scheme	49	44	44	137	3
Develop Eirias Park for leisure / tourism	43	46	49	138	2
Needle exchange project	43	35	23	101	4

Housing (11)	Achievable	Desirable	Popularity	Total score	Rank in theme
With HAs, redevelop areas of poor housing	44	51	50	145	1
Improve public and private housing	41	48	49	138	3
Ensure private owners maintain buildings	39	48	45	132	4
Address HMO quality	43	50	52	145	1

Transport (11)	Achievable	Desirable	Popularity	Total score	Rank in theme
Enhance train station	41	46	44	131	15
Improve public transport	43	45	47	135	12
Traffic management	41	46	39	126	18
Streetscape enhancement	48	47	49	144	5
Improve link - town to prom	44	49	52	145	4
Improve access for disabled in town centre	46	44	42	132	14
Introduce public art	46	36	38	120	22
Improve vehicular signage	46	45	43	134	13
Improve pedestrian signage	49	45	46	140	8
Provide information boards	45	40	41	126	18
Enhance town centre open spaces	41	41	44	126	18
Townscape Heritage Initiative	40	37	37	114	23
Establish a Development Trust	32	40	33	105	26
Enhance street market	47	48	48	143	6
Eyesore removal	48	49	52	149	2
Improve rear alleys / service areas	46	48	47	141	7
Improve promenade streetscape	44	47	48	139	9
Refurbish / develop the pier	34	50	53	137	10
Introduce promenade transport system	36	37	41	114	23
Improve promenade to Eirias Park link	40	44	44	128	16
Street cleaning	50	48	50	148	3
Enhance public toilet facilities	52	53	55	160	1
Provide cycle storage on prom	37	32	39	108	25
Enhanced parking enforcement	48	44	36	128	16
Enforce traffic regulations in Station Road	50	43	44	137	10
Remove footway trading obstructions	43	41	37	121	21

As can be seen from the above, in some themes particular projects were ranked considerably higher than others, whilst for other themes, projects were more closely grouped. Wavehill understands that the Executive and Management Boards are to further discuss project ideas, with a decision to be taken soon regarding the most appropriate projects to take forward as part of phase 1 activities. It is hoped that the preparatory work presented here will prove useful in these debates.