

## APPENDIX ONE - High Street Innovation Fund action plans for Abingdon, Botley, Faringdon and Wantage

### ABINGDON

<b>Project title and summary</b>	<b>Lead officer</b>	<b>Partners</b>	<b>Costings (approx)</b>	<b>Timescale</b>
Town centre Wi-Fi service	Heather Brown	Abingdon-on-Thames Town Council	£6,000	Installation by March 2013
ByBox locker	Heather Brown	ByBox, Choose Abingdon Partnership, Scottish Widows	£3,500	Locker installation December 2012, further software development piloted 1 March 2013
Events programme	Heather Brown	Choose Abingdon Partnership, Abingdon-on-Thames Town Council, Abingdon-on-Thames Chamber of Commerce, Scottish Widows / New River Retail	£5,500	Ranges of events planning for December and Spring.
Loyalty programme enhanced to digital/mobile platform and e-shopping	Heather Brown	Choose Abingdon Partnership, businesses	£19,000	Campaign will dovetail with Spring events programme
Community shop programme	Heather Brown	Choose Abingdon Partnership, Scottish Widows / New River Retail	£3,000	Dependent on availability of premises
Small business hub	Heather Brown	Choose Abingdon Partnership	£4,500	Dependent on availability of premises

Street enhancement (flags, lights and improved signage as suggested by businesses)	Nigel Warner / Heather Brown	Choose Abingdon Partnership, Abingdon-on-Thames Town Council	£8,500	31 March 2013
One-stop web portal for the town with shopping directory and e-mail for small businesses	Sandra Hill / Heather Brown	Abingdon-on-Thames Town Council, Choose Abingdon Partnership	£7,500	By 31 March 2013
<b>TOTAL</b>			<b>£57,500</b>	

## **BOTLEY (WEST WAY)**

<b>Project title and summary</b>	<b>Lead officer</b>	<b>Partners</b>	<b>Costings (approx)</b>	<b>Timescale</b>
Shop "wrapping" – 7 The Square (old video store)	Peter Beer	Rebecca Priestley (Alder King (managing agents))	£2,000	1 December 2012
Community shop – 6 The Square (formerly Clovers)	Peter Beer	Cllr Eric Batts, Helen Jacobs	£3,000	1 February 2013
Information Boards	Deborah O'Brien	Peter Beer, Rebecca Priestley	£3,800	1 February 2013
Shoppers map for information board, including design, print and install	Deborah O'Brien	Peter Beer, Rebecca Priestley	£2,000	1 February 2013
Develop logo and branding for West Way (with artist, Oxford Brookes University, local young people)	Helen Jacobs	Karen Tolley	£300 (£200 artist to support and £100 prize voucher to spend at West Way)	1 November 2012
ByBox scheme	Suzanne Malcolm	ByBox, Peter Beer, Rebecca Priestley	nil	31 March 2013
Christmas tree, lights and associated events	Rebecca Priestley	Peter Beer	£2,400	1 December 2012
Drop down banners on lampposts (designed with local young people)	Helen Jacobs/Karen Tolley		£1,000	1 December 2012
Purchase and install benches	Rebecca Priestley	Peter Beer	£4,000	31 March 2013

Paint lettering on front fencing	Rebecca Priestley	Peter Beer	£1,000	1 February 2013
Installation of recycling bins	Peter Beer	Rebecca Priestley	£1,500	1 December 2012
Paint gazebos and lettering above the Co-op and lampposts owned by the Vale	Rebecca Priestley	Peter Beer	£1,000	31 March 2012
Trader window Christmas display competition and possible Santa's grotto	Peter Beer	Rebecca Priestley	£500	1 December 2012
<b>TOTAL</b>			<b>£22,500</b>	

## **FARINGDON**

<b>Project title and summary</b>	<b>Lead officer</b>	<b>Partners</b>	<b>Costings (approx)</b>	<b>Timescale</b>
Berners Banners	Trudy Godfrey	The Pink Pigeons	£5,000 match funding for £10,000 LEADER EOI	March 2013
Floral basket display (including on going maintenance)	Trudy Godfrey	Faringdon Chamber / Faringdon Town Council	£4,000	March 2013
Tourism initiatives (e.g. Information boards, signage, audio tours or 'augmented reality' tours)	Trudy Godfrey	Faringdon Town Council / Faringdon Chamber / OCC Highways / Planning	£6,000	March 2013
Shop "wrapping" of Park Road site owned by Tesco	Trudy Godfrey	Faringdon Chamber / Tesco / Planning	£5,000 (£5,000 match from Tesco)	March 2013
Faringdon loyalty card scheme – awareness promotion work	Trudy Godfrey	Faringdon Chamber retail sub-group	£2,000	October 2012 to March 2013
Develop landlords register	Trudy Godfrey	Faringdon Chamber	£500	March 2013
ByBox scheme	Suzanne Malcolm	ByBox / car parks team	nil	31 March 2013
<b>TOTAL</b>			<b>£22,500</b>	

## WANTAGE

<b>Project title and summary</b>	<b>Lead officer</b>	<b>Partners</b>	<b>Costings (approx)</b>	<b>Timescale</b>
Empty shop display promoting Vale and Downland Museum	Trudy Godfrey	Vale and Downland Museum / landlord of empty shop	£2,500	March 2013
Shop “wraps” for empty shops in Wantage town centre	Trudy Godfrey	Wantage Chamber of Commerce /landlords / Wantage Town Council	£2,000	February 2013
Establish a community shop and programme for use by community groups	Trudy Godfrey	Wantage Chamber of Commerce / Sustainable Wantage / Wantage Town Council	£3,000	March 2013
Business promotions e.g. town map highlighting local businesses	Trudy Godfrey	Wantage Chamber of Commerce	£2,000	March 2013
Project manager/marketing support to deliver HSIF projects and loyalty card scheme	Trudy Godfrey	Wantage Chamber of Commerce / Wantage Town Council	£8,000	December 2012 – March 2013
Other initiatives identified at community / business event in November 2012	Trudy Godfrey	Wantage Chamber of Commerce / Wantage Town Council	£5,000	March 2013
ByBox scheme	Suzanne Malcolm	ByBox / Wantage Civic Hall / car parks team	nil	31 March 2013
<b>TOTAL</b>			<b>£22,500</b>	