



Consider Your Audiences
or
Visioning: Maximising the uses in your
space

23rd April 2018

Presentation Topics

- Introduction
- How to identify potential sustainable uses
 - SWOT Analysis
 - Comparators
 - Competitors
 - An audience or user perspective

User Market Analysis



Introduction

- Be clear about your objectives
 - » What do you want to achieve?
- Objectives will guide you through the consideration of options
- Will the potential option achieve your objectives?



How to identify potential sustainable uses?

Tools available

- SWOT Analysis
- Comparators
- Competitors



SWOT Analysis

- **Strengths:** Organisation; Assets; Community; Location
- **Weaknesses:** Organisation; Assets; Community; Location
- **Opportunities:** Needs of your organisation; Needs of other organisations; Community needs, wants and desires
- **Threats:** other plans and proposals

Consider a community or potential user survey



Comparator Analysis

- Identify some comparable locations based on size of population, location, and accessibility.
- What have other Churches in those locations have done with their buildings?
- What have other community organisations in those locations done with their buildings?



Competitor Analysis

- What services are local venues currently providing?
- What services have they previously provided?
- What services have recently been introduced?
- What services have recently been lost locally?



User Market Analysis

- Describe potential user markets
 - Local residents within walking distance
 - Local residents within 30-mins drive-time
 - Primary School pupils
 - Secondary School pupils
 - Families with young children
 - Families with older children
 - Older people
 - Visitors
 - Visiting Friends and Relatives
- Quantify potential user markets

