Matrix Assessment of Advantages and Disadvantages

advantages	disadvantages

Status and Recognition
 	
opportunity to raise York's perception, pride, local visibility and recognition (cf Esher)
 	
selling point for inward investment (eg Bath) and economic development
 	
selling point for tourism
 	
Improves marketing potential
    Publicity
    Branding
    Advertising
    World Market
 	
Opportunity to promote a sense of place, Developing a continuing community, civilised living, quality of life
	Increased tourism pressure on City

External involvement in City Decisions Possible positive influence on planning decisions Possible beneficial restriction of inappropriate development and poor design Possible positive influence on conservation practice Possible strengthening of case for archaeological conservation Influence on better quality design	Possible unwelcome negative influence on planning decisions Possible constraint on new development Possible external conservation constraints on development Possible ossification of a vibrant City by external constraints, eg archaeological remains limit development

Tourism Benefits Encourage quality tourism in an increasingly competitive market Encourage 5* Hotel Greater Archaeological and historical research understanding Greater sense of place and purpose	

Possible Attraction of Increased Funds
 	
Sharpens arguments for cash
       Heritage issues
       Improvement of
       infrastructure
       RDA / EU Opportunities
	If new developments are limited by WHS inward investment could be restricted

Stage 2 Bid Limited access to funds to get on UK list: choice to continue or not then remains	Costs Staffing arrangements
Stage 3 bid Success at this stage should see all above advantages realised	Political requirements (local regional national international) and White Paper Requirements must be secured Competition High Risk of failure Need for a Management Plan Relationship to existing City Initiatives and Policies Need for Time staff money Need for Leadership Potential Local Authority costs – application costs and especially subsequent running costs