



SWOT ANALYSIS SUMMARY

Housing, Environment, infrastructure and facilities, transport and economy

Strengths

Description of community feeling, clubs and organisations

Existing commercial centres – pharmacy, post office, shops, food outlet plus business parks

Surrounding Countryside and Agriculture

Garages

Utilities, fast broadband some mobile coverage

Community Centre & play facilities eg skatepark, court, play areas

Primary School

Church

Broad spread of house types & sizes

Access to mainline rail networks & road links

Views into and out of the village

Pre-school provision – two playgroups, one nursery

Access to countryside

Heritage – many Listed and historic buildings

Weaknesses

Vulnerability of village – what will happen if it grows too big

Shortage of Lower cost housing/downsizing opportunities

Shortage of playing fields etc

Flooding problems

Parking issues

Lack of Village focal point/centre

Ageing population

Low number of younger adults

Lack of provision for young people

Speeding traffic

Noise from A24

Lack of local employment opportunities

Street car parking

Size of sewers

Limited retail opportunities

Patchy mobile reception

No medical facilities

Some old community buildings

Reliant on private cars – limited transport options (public and sustainable)

No homes for elderly – care, sheltered

Flooding at Mill Lane

Opportunities

Improve recreational pursuits – multi-sports court, green gym
Improve community buildings – youth club, sports pavilion, scout hall
Improve public transport and roadways
Improve parking/cycle and bridleways
Develop new businesses – retail, employment
Develop Brownfield sites
Retain green corridors
Tourism
Mobile coverage
Protect locally historic buildings
Prepare for increased future need

Threats

Vulnerable to large scale developments
Infrastructure not keeping pace with housing
Infill of green spaces and loss of agricultural land
Loss of village atmosphere
Lack of parking
Loss of trees, hedgerow
Increase in noise and pollution
Further cuts to public transport
Loss of community facilities to private sector
Loss of business/retail sites to residential use
Unadopted roads – poor future maintenance