



FOCUS GROUPS SWOT ANALYSIS SEPTEMBER 2016

COMMUNITY FACILITIES

<p>Strengths</p> <ol style="list-style-type: none"> 1. Warden Scheme 2. Community Centre (review all aspects including extension, pricing and relationship with community) 3. Skatepark 4. Multi sports court/tennis 5. Play areas 6. Youth club/gym 7. Sports pavilion 8. Scout hut 9. Church 10. Fishing club 11. Village info point 12. First Responders/defibrillators 13. Clubs & societies 14. Festival – needs reviewing eg cost, tired format, commercial, date, time of year 15. Mobile library 16. Pre-school provision – 2 playgroups & 1 day nursery 17. Pharmacy 18. Post Office 19. Choice of basic shops 20. Pub 21. Gas, electricity, telephone 22. Bus links 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Only M&S and Co-op = monopoly 2. Pub is too specialized, niche market, gastro 3. Mobile phone reception across providers is patchy 4. Sewerage – surface water and sewage leakage in area around scout hut and 1 acre 5. Village too fragmented – no central meeting point 6. Community communication 7. Bus timetable is limited ie no evening service 8. No medical, GP, nurse support 9. Youth Club building is in need of replacement 10. Sports pavilion needs replacing 11. Scout hall needs new roof 12. No disabled access in Scout hall, pavilion or youth club 13. BT building needs re-vamp 14. Recreation Ground too wet in winter for football 15. Road access to social club is poor
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Farm shop 2. Coffee shop/internet café 3. Charity shop 4. Outdoor Gym 5. Open youth gym to adults in daytime 6. Evening bus 7. Swimming pool 8. Re-think multi sports court – create dedicated tennis court, 	<p>Threats</p> <ol style="list-style-type: none"> 1. Pharmacy – threat of extended new GP surgeries having in-house Pharmacies 2. Bus services may be cut 3. Lack of volunteers to manage community assets – run as business and employ staff? Recruitment drive for volunteers? 4. Need to plan new facilities

<p>artificial football pitch</p> <ol style="list-style-type: none"> 9. Golf course 10. Improve drainage of Recreation Ground or build artificial pitch 11. Centralise/rationalise community buildings – get rid of Church Lane buildings and add to Community Centre? Or keep separate and rebuild/refurbish? 12. Re-establish cricket in the village (as there is a fully drained cricket square on the Recreation Ground) 13. Lack of social ambience – how we we can we encourage more social interaction.# invite representatives of local businesses and church to next meeting. i.e Co-op , BT, Garages, Pub, curry house, hairdressers, pharmacy, carpet and BP Garage 14. PHARMACY # is a strength but also a threat if GP Practices use their own Pharmacies.# possibility of added local services ie. flu jabs, monthly visiting Nurse, base for minor procedures 15. CALENDER OF EVENTS # already have Independent Monthly Bulletin as a strength but perhaps this could be expanded 16. RED LION PUB# This could be the hub of the village. Possibilities subject to Red Lion Management Chain – how can we engage? i.e. monthly meat raffle, local monthly market in car park area. Very low key small pop up marquee with tables. Christmas Tree on common ground area at front of pub. Carols round tee, mince pies and mulled wine provided by Red Lion 17. TECHNOLOGY GROUP# Smart phone help for the anxious taught by local teenagers et al 18. COMMUNITY WORKSHOP# 	<p>carefully – where is best location, avoid fragmentation or encourage separation? Some facilities are best co-located, others are not. Piecemeal development vs strategic development.</p> <ol style="list-style-type: none"> 5. Loss of community facilities to the ‘private sector’ eg Methodist Church 6. Scout Hall is good ‘medium sized’ hall available for all to hire. Should not be ‘lost’ 7. Hire charges prevent residents from using facilities. 8. Future of Old School – as community building or something else? 9. overdevelopment of Community Centre and skate park area with further unacceptable increased noise, antisocial behaviour and litter
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garage based to assist with developing new skills	
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ECONOMY & BUSINESS

<p>Strengths</p> <ol style="list-style-type: none"> 1. Food shops 2. Eating out 3. Working from home – broadband & mobile coverage 4. Business parks nearby – Kate’s Cakes, The Hollow & units at East Wolves 5. Road links – A24 6. Good local garages 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Parking 2. No healthcare facilities 3. Empty retail units/loss of retail units 4. No hotels/guest houses 5. No central meeting point in village 6. No central shopping area – retail units dotted along London Road 7. No safe walking/cycle routes to A24 business parks or to Storrington/Steypning 8. Road access to Chanctonbury Nurseries and Ashington Mill business sites is poor 9. Village roads not suitable for business/employment sites within the village
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Office space 2. Shops – more varied 3. Jobs 4. Tourism 5. Social enterprise, small business centre 6. Coffee shop 7. Paper delivery 8. Home working support 9. Improve broadband speed & mobile phone coverage 10. Medical facilities 	<p>Threats</p> <ol style="list-style-type: none"> 1. Over population – pressure on limited facilities 2. Transport – limited ‘passing trade’ for retail units, lack of parking at retail units, poor bus service into village 3. Conversion of retail units to residential should not be permitted – we have limited retail units in the village eg Posthorses shop 4. Sporadic nature of retail units (dotted along London Road)

TRANSPORT & ACCESS

<p>Strengths</p> <ol style="list-style-type: none"> 1. A24 2. Public footpaths 3. Speed bumps – but some are badly designed 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Noise from A24 2. Condition of footpaths – too bad for those with mobility issues 3. Lack of bridleway links 4. Parking – outside school/church, Rectory Lane, London Road 5. Bus service – infrequent, poor routes 6. Road Layout at Meiros Way 7. Rat running through village (to avoid Washington roundabout) 8. No streetlights in some areas 9. Unadopted roads – Mill Lane, The Close, Foster Lane 10. Speeding – Hole Street, Billingshurst Road, London Road & others 11. Billingshurst Road/East Wolves roundabout speedtrack 12. A24 slip roads are too short 13. Pedestrian/cycle access to BP Garage dangerous due to roundabout/traffic speeds 14. Pedestrian/cycle access to business parks along A24 is poor/dangerous
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Improve footpaths & bridleways & links & better access into countryside for mobility scooter users. Possible cycle/bridleway link to Malthouse Lane through Ashington Mill (as part of any new development) 2. Improve street lighting 3. Improve bus services, including links to railway stations 4. Improve speed signs (Hole Street) 5. School safety zone 6. Use BT land for additional Co-op parking 7. Improve transport to medical facilities in nearby towns 8. Widen Recreation Ground footpath – for mobility scooters 	<p>Threats</p> <ol style="list-style-type: none"> 1. Lack of parking 2. Loss of bridleways 3. Loss of bus services 4. Increase in noise & pollution due to increase in traffic on A24 5. Second runway at Gatwick – additional noise? 6. More rat running of heavy vehicles due to increased congestion at Washington roundabout. Increased traffic on A24 causes users to seek alternative routes. 7. danger of overdevelopment of footpaths so horses collide with pedestrians/cyclists/mobility scooters/dogs/pushchairs in busy village areas 8. cyclists on Public Footpaths are

<ul style="list-style-type: none">9. Footpaths along Billingshurst Road to Spear Hill/equine hospital10. Noise improvements for Malthouse Lane residents11. Link road from Penn Gardens to Billingshurst Road – relieve congestion on Rectory Lane12. Bridleway from Malthouse Lane to Church Lane13. Improve pedestrian/cycle access to BP garage, also business parks on A24	<p>already an issue/danger in some areas</p> <ul style="list-style-type: none">9. Unadopted roads used by the public – Foster Lane (Beazer Homes), Fairfield Road/Mill Lane. Poor maintenance, no signage, no inspections etc
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PLANNING & INFRASTRUCTURE

<p>Strengths</p> <ol style="list-style-type: none"> 1. Good Community Centre but usage needs reviewing 2. Good primary school 3. Good Basic range of shops for a village 4. Surrounding countryside & agriculture 5. Broad spread of house types & sizes 6. Views in and out of village 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. school system – only primary school in village 2. Rectory Lane access and drainage 3. A24 noise 4. Sparse public transport 5. Poor facilities for teenagers 6. Limited affordable housing & being sold off to tenants 7. Too many 4/5 beds, not enough smaller first-time buyer homes 8. No old people's home or sheltered accommodation 9. No health facilities 10. Lack of streetlights in some areas 11. No care home 12. Poor foot/cycle access to business parks on A24 13. Youth Club/sports pavilion & scout hall all need replacing 14. Drainage & sewage capacity 15. Insufficient playing fields for size of village 16. Better play facilities 17. Pedestrian access to properties on Hole Street is poor 18. Vulnerability if village grows too big 19. Shortage of downsizing opportunities 20. Low number of younger adults 21. Lack of local employment opportunities
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Redevelop BT site 2. Redevelop green shed land (next to Morgans hairdressers) 3. Land opposite BP garage (by northern northbound slip road) 4. Visiting/satellite doctors surgery 5. More employment opportunities at business parks 6. Enhance village green spaces – benches next to ponds, duck pond 	<p>Threats</p> <ol style="list-style-type: none"> 1. Greenfield development 2. Noise from A24 getting worse 3. Large scale developments – overwhelms limited infrastructure in village 4. Future of Broadbridge Farm now that compost site saga has ended 5. Protect 'travelling showpeople' site on Hole Street 6. Future of Kate's Cakes units 7. Future of East Wolves Farm

<p>7. Prepare for increased future need</p>	<p>8. Over-development/urban sprawl</p> <p>9. Luckista holiday park is under threat of being turned into residential park homes – loss of holiday accommodation</p> <p>10. Loss of caravan storage business along Rectory Lane</p> <p>11. Vulnerable to large scale developments</p> <p>12. Infrastructure not keeping pace</p> <p>13. Loss of village atmosphere</p> <p>14. Loss of trees & hedgerows</p>
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ENVIRONMENT, HERITAGE & LOCAL ISSUES

<p>Strengths</p> <ol style="list-style-type: none"> 1. Fairly newly built school & community centre 2. Garages – service and petrol 3. Pharmacy 4. Ancient church 5. Many Listed buildings 6. Post Office 7. Pub & restaurants 8. Two take-aways 9. Play areas, some green spaces 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Vulnerable to planning applications outside the perimeters of the village boundaries 2. Lack of community spirit 3. More litter/dog bins as part of new developments 4. Flooding of The Willows on Mill Lane (Listed building) 5. Noise pollution from A24 6. No public allotments (only private)
<p>Opportunities</p> <ol style="list-style-type: none"> 1. Better recording of historic features – heritage walk/trail 2. Better bridleway/footpath links to raise people’s health 3. Enhance Tree planting in village 4. Enhance wildlife opportunities/corridors in village 5. Improve ability to enjoy open spaces eg benches/seats 6. Improve access to countryside 7. More information about dog walking routes 8. Identify & protect buildings of local historic importance (unlisted) 	<p>Threats</p> <ol style="list-style-type: none"> 1. Too much development 2. Loss of green spaces 3. Footpaths/Bridleways blocked by landowners or affected by new developments 4. Destruction of locally important (historic) buildings eg old school, Posthorses shop – identify important buildings 5. Removal of old trees by new owners of houses 6. Limit unsympathetic additional to Listed buildings/locally important historic buildings 7. Better recording of knowledge about wildlife assets 8. Harm to settings of Listed/historic buildings