

SWOT ANALYSIS

A SWOT (strengths, weaknesses, opportunities and threats) analysis for St Helen Without is presented below:

<p>Strengths</p> <ul style="list-style-type: none"> • Attractive rural community • Conservation area at heart of village • Recognition that developments are inevitable but can be guided in such a way to greater benefit the community • Strong public support for new community infrastructure • Strong social base within the Parish 	<p>Opportunities</p> <ul style="list-style-type: none"> • Recognition by developers that aims and aspirations of Parishioners, as expressed in the Neighbourhood Plan, has to be taken in account • Strong community buy-in to developments if they are seen to significantly benefit the Parish • Willingness of Parishioners to engage constructively with developers to their mutual benefit • Realisable measures for improving Parish cohesion and amenities • Opportunity to further develop the distinctive character and its sense of community • To enhance the facilities available to local community groups • To provide residents with the opportunity to meet their housing needs within the village
<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of a village centre to act as a focus for the community • Lack of cohesion in existing housing and recreational infrastructure • Lack of suitable recreational facilities in the village • Current village hall dated and in urgent need of refurbishment • Limited public transport • Lack of infrastructure to support proposed new development 	<p>Threats</p> <ul style="list-style-type: none"> • Traffic is a major problem in village and will only get worse with new development • Developments may be out of scale/keeping with aspirations of Parishioners • Large-scale development may significantly affect character and sustainability of Parish • Possibility developments may diminish the character of the village