

## Strengths

## Weaknesses

### General Commentary:

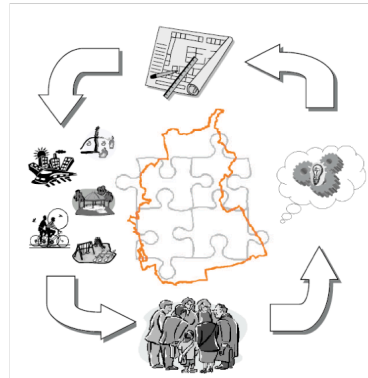
What was clear from the group's discussion is that no two communities are the same. One area's community infrastructure weakness may be another's strength. One delegate may perceive a threat which another member views as an opportunity or strength. However, from the delegates' individual SWOT exercises, some common ground did emerge about community infrastructure in Swindon Borough. These outcomes reflect the general shared consensus on this strategic level SWOT analysis.

### Identified Strengths:

- Strong sense of community and spirit
- Diverse population and communities contributing to a rich culture
- The quality and accessibility of surrounding countryside and Areas of Outstanding Natural Beauty.
- Strong strategic transport links (Great Western Railway, M4)
- Strong and diverse economy

It should be noted that the above points represented general consensus, but one delegate felt that there were no strengths to note.

- Lack of affordable housing causing density and multiple occupancy issues.
- Traffic congestion and pollution arising from closing park and ride facilities
- Public transport issues including a lack of arterial routes, frequency issues, and a poor Sunday coverage.
- 20,000 commuters working in the city but not living there or contributing to its communities.



- Concern was expressed about individual parish council's ability, in terms of time and resources, to prepare parish plans / community infrastructure audits and the group felt that there is a significant opportunity for Clusters Leads to take the lead in preparing such documents. This is something the Council may wish to investigate further.
- The group felt that the Connecting People Connecting Places programme and strategy is a significant opportunity.

- Flood risk was seen by all as a significant threat.
- Apathy and disillusionment was discussed with some members feeling this is a significant threat to the achievement of better community facilities and plans. It should be noted that there wasn't consensus on this point though.
- The group identified that pressure is likely to be placed on existing community infrastructure by the planned growth. There is a concern that planned infrastructure may not be sufficient or in place in time to cater for predicted growth.

## Opportunities

## Threats