

North Leigh Neighbourhood Development Plan

Appendix 1 - SWOT Analysis

INTRODUCTION

Eight members of the North Leigh Neighbourhood Plan Steering Group undertook a SWOT analysis exercise on 13.2.24. The session was facilitated by Tom McCulloch from Community First Oxfordshire. Initial findings were then circulated for further input.

In combination with the community survey results and other pieces of research and evidencing, the SWOT analysis will help inform decisions about which policies to include in the emerging Neighbourhood Plan.

The analysis looked at:

- **Strengths:** things that are good in the community at the moment
- **Weaknesses:** things that are bad at the moment (existing problems)
- **Opportunities:** chances for future improvement
- **Threats:** things that could make the situation worse in the future

FINDINGS

Responses have been collated under three broad themes: **community and heritage; services, infrastructure and employment; and nature and environment.**

Strengths

Community and heritage			
Cohesive community	Safe/ low crime	Heritage assets: windmill, Roman villas, Church	Clubs and societies
Parish Council	Parish communication networks		
Services, infrastructure, and employment			
Community buildings	Playgrounds	Library	Allotments
Good public transport (frequent service)	Cemetery	Primary school	2 x pubs

Shop and Post office	Local employment sites: business centres/ industrial estate	Bridewell Organic Garden	
Nature and environment			
Cotswold landscape	AONB	Reasonable quality agricultural land	PROW network – good access to countryside
Views	Biodiversity and wildlife		

Weaknesses

Community and heritage			
School roll and size			
Services, infrastructure, and employment			
Parking	Road safety at pinch points	Speeding in certain locations	Road and pavement surfaces
Sewage system (overloaded)	Lack of/ missing cycle paths	A4095 dangerous (esp. junctions)	Access to healthcare (e.g. GP/ NHS dentist)
Low water pressure (certain locations)			
Nature and environment			

Opportunities

In general, there are opportunities to seek/ facilitate improvements to all noted weaknesses.

Community and heritage			
Improve/ extend community involvement	Better awareness/ protection of local historical sites		
Services, infrastructure, and employment			
Expand local employment opportunities	Potential opportunity regarding the Windmill site: purchase opportunity/ local green space designation?		
Nature and environment			
Biodiversity net gain opportunities for landowners and farmers			

Threats

Community and heritage			
NE Witney development not in keeping with local character	Coalescence with New Yatt		
Services, infrastructure, and employment			
NE Witney development contributing to increased traffic/ road issues	Developers failing to deliver on S106 commitments	Development increasing pressure on existing infrastructure with no commensurate improvements)	Uncertainty about future public transport provision
Nature and environment			
Development threatening biodiversity/ environment in general	Developers have poor awareness of local environmental context (such as very watery land) >> increase/ creation of problems (e.g. bottom of Green Lane)		

