

Woolpit SWOT analysis

SWOT stands for

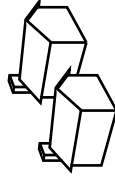
Strengths **W**eaknesses
Opportunities **T**hreats

The SWOT analysis helps us to focus on the issues which really matter, and formulate objectives and policies which will start to address those matters.

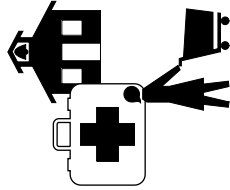
The symbols represent the important concerns that you have told us about, through the community consultation carried out over the past six months.



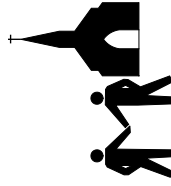
Traffic



Housing



Facilities
& services



Community
& heritage



Footpaths
& cycleways



Wildlife &
green spaces

Good transport links

- bus service
- close to A14
- 2 miles to station

Attractive cricket field

Pleasant green spaces

- Lady's Well
 - Village Hall green
- Ancient woodland, old hedgerows are good habitat for wildlife
- Small lake, several ponds

Good quality housing

- good stock of family homes

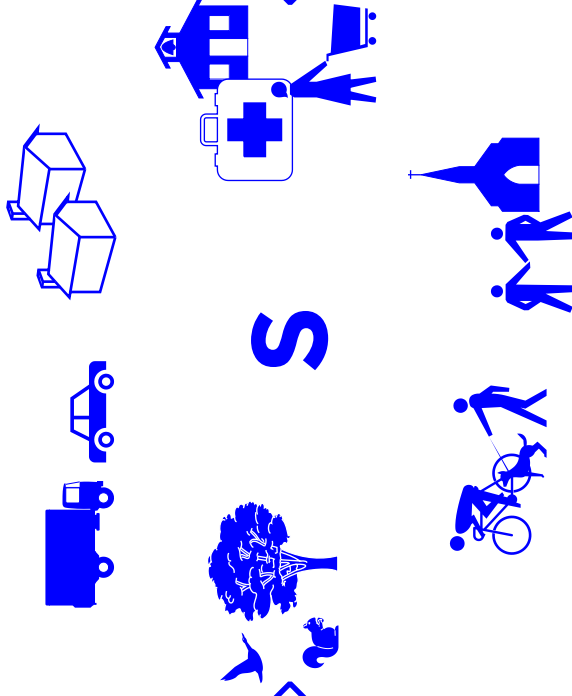
Good public services

- health centre
 - primary school
 - library 2 miles away
- Good range of shops
Community venues
for clubs and groups

Lanes suitable for cyclists and walkers

National Cycle
Route 51 passes
through village

Attractive
well-preserved
historic centre



Narrow roads and lanes
Congested village centre
Road safety risks

- narrow pavements
- traffic speed
- heavy lorries

Not enough playing
field space
Poor play facilities and
fewer sports pitches
than similar villages
Inadequate green
spaces in new estates
Lack of off-leash areas
for dog walkers

Pavements often
narrow for pushchairs
Overgrown verges and
hedges obstruct paths
No safe walkway or cycle
path to Elmswell

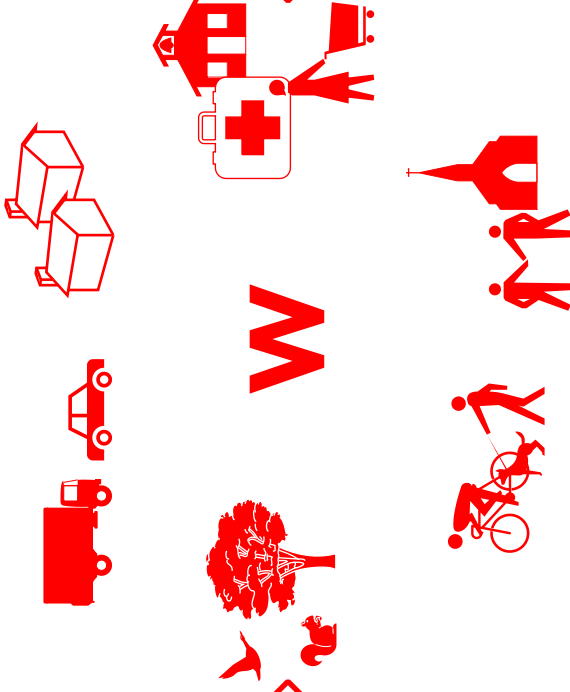
Not enough smaller houses
Shortage of retirement
homes

Low housing turnover
Slowdown in building

Health centre needs
to expand
Lack of capacity in
school and pre-school
Inadequate amenities
for children and
teenagers

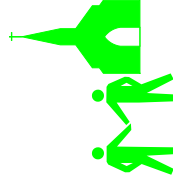
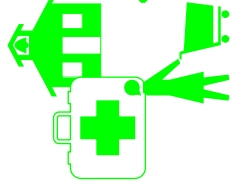
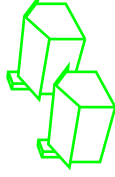
Welcoming
newcomers not
well provided for

Historic centre hard to
adapt for larger community



Identify parking shortfall,
road safety hazards and
congestion points
Tackle by a coordinated
policy; allocate new
housing sensibly

Protect existing key
green spaces
Provide green spaces in
all new developments
Protect wildlife habitats
• green corridors in new
developments
Prevent encroachment
towards Heath / Green



Devise strategy to address
problems and needs
Protect village character,
services, amenities,
traffic, community ...

Extend health centre
Expand school
premises
Better play facilities
New retail focus
outside historic centre
but well connected by
foot and cycle paths

Create safe road
crossings
Improve street lighting
Separate pedestrian /
cycle routes from traffic

Create a programme
to welcome and
integrate newcomers
Protect conservation area

Piecemeal response to traffic problems
Unsustainable adjustments to roads
Slow reaction to need for changes

Loss of green spaces
Fail to ensure new housing includes adequate recreation space
Decline of wildlife due to habitat loss
Ribbon development towards Heath / Green

Fail to encourage walking and cycling

- disconnected paths
- lack of safe, well lit and well maintained paths
- not suitable for all users

Inappropriate scale, siting or mix of new housing
Degradation of village character and setting
Overstretched infrastructure

Unplanned piecemeal bolt-ons
Lack of upkeep and management plans for the long term
Decay and abuse of amenities through lack of investment

Decay to a museum village for tourists
Decline to a dormitory village
Community fragmentation

