

Appendix B

Analysis of Strengths, Weaknesses, Opportunities and Threats [SWOT]

			Category	Sub-Category	Major responsibility			Comment
					PC	LA	Gov/Utility	
			Natural Environment	Rivers			Environment Agency	river, fishing S Natural attraction could be a leisure resource if people other than just fishermen could access it. W Flooding if miss-managed. May provide undesirable or exclusive leisure. O Greater leisure use for all. T Flooding, undesirable use.
							AONB Natural England?	low light pollution natural habitats rare orchids, slow worms
			Built Environment	Housing		✓		Diverse housing, social, park and private. listing speculative development already started in village houses difficult to sell listing thatched flint built houses. The use of construction materials not of the vernacular type S It's cheap and easy W Barford becomes a village indistinguishable from any other in Northern Europe rather than a 'typical rural Wiltshire village'
				Amenities				petrol station and shop .nearest supermarket 10 miles away. no school nursery Church

Appendix B
Analysis of Strengths, Weaknesses, Opportunities and Threats [SWOT]

								No village hall green spaces village field play areas allotments
			Social					sense of community Alabare trust Unknown skills of community Nicholson and bough charities low crime rate healthy place to live (stats) gp 4 miles away Desirable place to live expensive housing, New community levy may prevent new homes being created ie granny annexes . healthy place to live (stats) gp 4 miles away Desirable place to live expensive housing, New community levy may prevent new homes being created ie granny annexes . healthy place to live (stats) gp 4 miles away Desirable place to live expensive housing, New
			Social	Employment				Unknown skills of community Agriculture ?need to encourage young families
				History				Doomsday Book. Historic associations. Probable archaeological remains.
			Communications					

Appendix B

Analysis of Strengths, Weaknesses, Opportunities and Threats [SWOT]

			Railways				<p>S Greater mobility W Noise& Vibration O If it closed it would be a great walking and cycle path T They may 'double track it' or electrify it, this could lead to them using it for freight, which could destroy our peace. C/P (Current Protection scheme) P/A (Potential Alternative)</p>
✓	✓	✓	Roads	Roads- A30 B3089 bridle paths ,walks			<p>irregular public transport Noise and pollution Increased traffic for which it is not designed. Sat Nav 'rat-running'. If the B3089 is "improved" it may open the way for greater development 'upstream' and it could also lead to it becoming a viable freight route</p>
			Services	Gas Phone Broadband			<p>no gas poor mobile reception speed of broad band Fibre Optic S Greater bandwidth W Cost O To business, all individuals T May enable inappropriately large businesses to relocate here.</p> <p>Mains water and sewage Much improved electricity connection. community police. fire service</p>
			Long Term Development Options	Expand Barford to become a significantly larger village			<p>S Greater social opportunity W Permanent removal of a rural living opportunity for those who chose a rural life and who dislike living in large communities</p>

