



BRIZE NORTON NEIGHBOURHOOD PLAN

S.W.O.T. ANALYSIS

This SWOT Analysis was compiled by the Brize Norton Neighbourhood Plan Steering Group during October and November 2017.

The Analysis was presented to Brize Norton Parish Council on 06/11/2017 and were given the opportunity to provide any feedback by 19/11/2017. No changes or additions were requested by the Council.

As part of a Community Feedback event held on 09/12/2017 where results of the Community Survey were presented, this Analysis was also presented for their comments. No changes or additions were requested by the Community.

STRENGTHS

Social

Village Pre-school and Primary School

Village hall and sports facilities

Church

Two pubs with different characteristics

Friendly neighbourhood, community spirit and village events

Village groups and clubs

Play area for the younger children

Village Newsletter – social media

Fund raising

Low crime rate

Health benefits and wellbeing

Environmental

Countryside and location

Accessibility to green space

Country park

Village footpaths

Allotments

150-year lease on two fields and 20-year lease on football pitch site

Active Parish Council

Flood group and management of waterways

Economic

Low unemployment

Local sustainable employment

Good transport links

Heritage

Village mentioned in the Domesday book

Repatriation route

Characteristics of listed church, tombs and buildings

WW2 site (RAF)

WEAKNESSES

Social

Lack of household awareness of responsibilities with respect to the environment

No dedicated building for the pre-school

Lack of facilities and activities for all age groups

Lacking medical facilities

No shop/café

Church – dwindling congregation/upkeep?

Environmental

Footpaths badly maintained and poor signage

Cycle path is not fit for purpose (Carterton Road)

RAF Base – fumes, noise (anti-social hours)

Excessive traffic through village

Excessive speeding through village

Speed calming measures not fit for purpose

Type of traffic (HGV)

Non-continuous pavements

Pavements are not suitable for wheelchairs and pushchairs

No safe crossing points from pavement to the Primary School

No safe access for children to walk or cycle to school

Inappropriate parking (verges and side-roads of estates)

Economic

Poor connectivity (broadband and mobile)

A40 to Oxford

Limited retail

Heritage

Lack of visible information about heritage

OPPORTUNITIES

Social

Re-brand and promote the village of Brize Norton
Village hub – (shop/café/post office)
S&SC (clubs and events for all ages)
Create a nature trail
Improve interaction with RAF
Welcome Pack for new residents
Engagement with new community
Promote village pride
Surgery/Health Centre

Environment

Improve roads and traffic calming measures
Improve footpaths, cycle paths and signage
Disused railway- use as a bridle path and walkway
Cycleways – commuting and well-being
Farmer to improve wildlife boundaries
Expand biodiversity, flora and fauna
Create a nature trail with information boards
Enhance the village pond

Economic

Improve/upgrade broadband
Village hub: shop/café/PO
Promotion of employment land at Viscount court and south of A40

Heritage

Define and promote the village's heritage (Listed buildings, Roman roads, Astrop Farm, Bath house)

Naming of new development and Country Park Extension to promote Brize Norton

Clearer and more interesting signage for Brize Norton

THREATS

Social

Lack of WODC Local Plan

Speculative housing development/developers within the Parish

Rapid growth of population and traffic affecting Emergency Services' ability to respond

Lack of community engagement

Lack of integration with the new development

In danger of losing village identity

Pre-school and primary school could be threatened if another school is built on the new development

Environmental

Encroachment from Carterton

Aspiration from Carterton Town Council to expand into neighbouring parishes

Issues if RAF fail to mitigate noise, light and pollution or maintain waterways and sewerage management

War

Increased traffic due to WODC local plan (housing & employment)

Erosion of rural habitat and landscape

Insufficient flood mitigation

Marginal sewerage capacity

Economic

Monopoly by landowners to sell land for speculative development

Broadband updates failing to keep pace with national improvements

Heritage

Large scale speculative development to the north of the Parish overwhelming village character and identity