



# BRIZE NORTON NEIGHBOURHOOD PLAN

**APPENDIX 18**  
*Version 2 - January 2022*

## S.W.O.T. ANALYSIS

*“our village  
our community  
our future”*

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.

This document was updated in January 2022 and the changes are identified in red. This shows that improvements can be made for the betterment of the Community whilst the Neighbourhood Plan is evolving.

NPSG Dec 2017

Updated Jan 2022

## **STRENGTHS**

### **Social**

Village Pre-school and Primary School

Village hall and sports facilities

Church

Café (Community Hub for Parish)

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

Welcome brochure for all new residents

### **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

Fibre to the property (FTTP) now throughout village

New mobile phone mast installed for improved signal strength

## **Heritage**

Village mentioned in the Domesday book

Open green space area around Brize Meadow named as Mary Ellis Country Park

Naming of development area, now named Brize Meadow

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), **visual impact (especially radar tower)**

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

Increase usage of Community 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~~

Continued 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~~

Increase size and offering of products in Community 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 ~~large-scale housing/employment developments~~ 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 developments to the north of the Parish overwhelming village character and identity