

# Wantage Neighbourhood Plan



## Heritage SWOT Analysis

Strengths	Weaknesses
<p><b>NATURAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Proximity to Wessex Downs AONB and easy access to countryside generally</li> <li>• Letcombe Brook corridor</li> </ul> <p><b>CULTURAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Vale &amp; Downland Museum</li> <li>• Library</li> <li>• Literary connections eg Betjeman/Hardy</li> <li>• King Alfred connections</li> <li>• Recreation Ground, Betjeman Park &amp; other open spaces</li> <li>• Market Place- Market held twice weekly</li> <li>• Churches &amp; The Convent</li> <li>• Pubs and historic hotels</li> <li>• FESTIVALS: Summer/Music/Betjeman/Other annual events</li> <li>• Dickensian Evening</li> <li>• Wantage Town Governors/Alms Houses</li> <li>• Butler Centre</li> <li>• Music and dance activities/Silver Band/Orchestra/ickniel Morris men/folk</li> <li>• The Sack house museum</li> <li>• Strong community and many local interest groups</li> <li>• Wantage Improvement Act 1828</li> </ul> <p><b>INDUSTRIAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Wantage Tramway</li> <li>• Town and other mills</li> <li>• Industrial archaeology</li> <li>• Wilts &amp; Berks Canal and Wantage Wharf</li> </ul>	<p><b>NATURAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Previous loss of heritage assets</li> <li>• Disconnect between rural and urban parts of town</li> <li>• Risk of encroachment on green corridors</li> </ul> <p><b>CULTURAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Need to learn from previous mistakes re built environment</li> <li>• Changing age profile may threaten existing community organisations</li> <li>• Possible lack of vision for the character of the town</li> <li>• Impact assessments need greater public scrutiny</li> <li>• Lack of coach park and lack of sufficient parking in general</li> </ul> <p><b>INDUSTRIAL HERITAGE</b></p> <ul style="list-style-type: none"> <li>• Lack of protection for some historic assets e.g. Belmont canal bridge</li> </ul>

<ul style="list-style-type: none"> <li>• Breweries and pubs</li> <li>• Racehorse industry</li> <li>• Scientific establishments</li> <li>• Williams F1</li> </ul>	
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>• Reflect heritage features in new developments</li> <li>• Make better use of green corridors and improve signage/access</li> <li>• Wilts &amp; Berks Canal restoration</li> <li>• Make more creative use of Industrial archaeological heritage</li> <li>• Make positive use of scientific heritage e.g. Harwell/Culham/RAL</li> <li>• Re-opening Railway Station</li> <li>• Arts projects and ARTISAN HUB potential</li> <li>• S106 monies from developments</li> <li>• Listing of community assets where risk of loss/insensitive development</li> <li>• Toning down the National chains branding</li> </ul>	<ul style="list-style-type: none"> <li>• Unforeseen changes in National Planning policies</li> <li>• Risk to heritage assets from increased traffic flows</li> <li>• Loss of green corridors due to adjacent development</li> <li>• Risk of loss of quality of Letcombe Brook corridor</li> <li>• General loss of character of Wantage through insensitive developments</li> <li>• Absentee landlord issues</li> <li>• inadequate impact assessments open to public scrutiny</li> <li>• Inadequate enforcement of Environment Impact Assessments</li> <li>• Threat to heritage as a result of speed of developments</li> <li>• Changes in demographics and social structure having knock on effect on community orgs</li> </ul>