

# Wantage Neighbourhood Plan



## Town Centre, Businesses, Economy and Technology SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Attractive town centre environment.</li> <li>• Good pubs, restaurants etc.</li> <li>• The heritage of the town.</li> <li>• Adjacent areas to the town suitable for expansion.</li> <li>• Good road based public transport access.</li> <li>• Broad demographic – wide skills base.</li> <li>• Attractive place to live.</li> <li>• Particularly high IQ working population.</li> </ul>	<ul style="list-style-type: none"> <li>• AOB restrains development.</li> <li>• Lack of range of shops.</li> <li>• Lack of parking for workers and visitors.</li> <li>• Decline in market traders.</li> <li>• Size of shop units.</li> <li>• Lack of available retail space.</li> <li>• Reliance on neighbouring parishes for commercial space.</li> <li>• Poor road network.</li> <li>• No rail connection.</li> <li>• Broadband.</li> <li>• Competition easily accessible.</li> <li>• Past planning has damaged historic fabric of town.</li> <li>• Modern stereotype businesses dominate square</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Undeveloped sites – e.g. Police Station, old Blanshards site.</li> <li>• Improvement of Market Place e.g. Pedestrianisation.</li> <li>• To identify ‘cells’ for development as certain uses.</li> <li>• Increasing population and thus demand will attract services.</li> <li>• IT provision to residential developments to assist home workers plus parking provision for visitors.</li> <li>• Development of art based business.</li> <li>• Commercial neighbours produce more market.</li> </ul>	<ul style="list-style-type: none"> <li>• Internet shopping.</li> <li>• Growth of other centres – e.g., Didcot.</li> <li>• Inadequate future proofing of the future needs of businesses.</li> <li>• Inadequate parking for future.</li> <li>• Inadequate protection of future and existing employment sites.</li> <li>• Inadequate provision for future transport.</li> <li>• Disabled access.</li> </ul>