

## **Everton Neighbourhood Plan Update: S.W.O.T Analysis**

### **Strengths**

- € Popular, rural community set within a pleasant physical environment.
- Rich historical and environmental character with a designated conservation area and attractive greenspaces.
- Strong community spirit with a wide range of leisure opportunities and community facilities.
- Blend of mixed use modern and traditional housing.
- “Good” Primary School; historic local church; two pub/restaurants and two further cafe/bars within the village boundary; mobile library and mobile shop provision.
- Some small local businesses alongside farms and agricultural property.
- Connected through-routes linking with National Motorways and Trunk Roads.
- Within 10 miles of busy market towns with a range of shops and catering establishments, with bus routes.
- Local magazine, website and social media pages keep village informed.

### **Weaknesses**

- Lack of affordable housing.
- Expensive repairs and upgrades to old “public” and listed buildings.
- Closure of some local businesses unable to thrive.
- Limited job opportunities for teenagers.
- Ageing population demographic.
- Busy ‘A’ road cuts the village in half;
- Internal village road network unfit for volume and size of vehicles; speed limits which are too high to ensure safe travel within and through the village.
- Infrequent bus service
- Poor broadband access
- Local policing is inadequate to prevent rural crime and opportunist crime becoming endemic.

### **Opportunities**

- Expansion of use and range of facilities.
- Proactively plan for small development that meets community needs, rather than having development imposed.
- Greater variety of housing stock including for young families and the elderly.
- Creation of a range of viable and relevant local businesses.
- Traffic management schemes to ensure a safe, quiet and accessible environment.
- Effective digital networks to support personal and business use.
- Long-term local burial arrangements are guaranteed
- Opportunity to create greenspaces, biodiversity and improve access for all
- Local school that provides effectively for the needs of its pupils.

### **Threats**

- Expansion leads to loss of character and popularity.
- Pressure for inappropriate development.
- High demand for high-value housing stock, limiting opportunities for local families and those seeking to “downsize” to remain in the village.
- The lack of affordable housing makes Everton a commuter village, potentially weakening community ties and engagement.
- National business growth in the local area causes increased traffic volumes.
- Changes in Local Authority organisation distances planners from the local area.
- High cost of repairs and renewals as well as underuse lead to closure of local facilities
- Infrequent Public Transport and ineffective digital networks reduce opportunities.
- Inadequate local policing causes anxiety.
- Unable to guarantee a local cemetery site in the future.