

Appendix 2.9 Community SWOT Analysis

The following SWOT analysis was carried out from comments made in Neighbourhood Plan Surveys and public consultation events at the start of the Neighbourhood Plan process. This represents the community's opinion on Cranleigh's main strengths and weaknesses, followed by opportunities for and threats to Cranleigh, and helped to form the evolving core objectives of the Neighbourhood Plan.

1.1.1 STRENGTHS

- Character and village feel
 - Community activities including the Art Centre
 - Open spaces, green spaces, sports facilities
 - Heritage and monuments
 - Shops and other services
 - Health facilities
 - Presence of young families
 - Access to the countryside
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1.1.2 WEAKNESSES

- Road network, connectivity and congestion
 - Digital signals and utilities under strain
 - Risk of flooding
 - Ageing population
 - Declining economy
 - Lack of affordable housing
 - Limited public transport
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1.1.3 OPPORTUNITIES

- Influence future building development
- Support good quality affordable house building
- Review roads and all infrastructure services
- Address younger generation's needs
- Encourage small businesses to thrive

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- Embrace new enterprise
- Welcome newcomers
- Encourage multi-agency collaboration
- Provide a setting where all can thrive and flourish

1.1.4 THREATS

- Unmanaged development leading to:
 - Poor design and quality of housing
 - Inappropriate housing
 - Loss of local retailers and business units
 - Urbanisation, loss of space and greenery
 - Fast, noisy, congested village and roads
 - Parking difficulties
 - Indifference and anonymity
- Under-development consequences:
 - No houses, no work
 - The young move out
 - The elderly left with no supportive network