

# Woolpit SWOT analysis

SWOT stands for

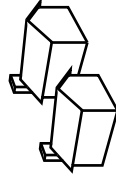
**S**trengths    **W**eaknesses  
**O**pportunities    **T**hreats

The SWOT analysis helps us to focus on the issues which really matter, and formulate objectives and policies which will start to address those matters.

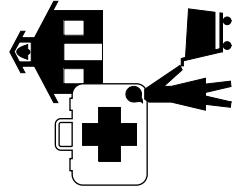
The symbols represent the important concerns that you have told us about, through the community consultation carried out over the past six months.



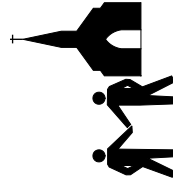
Traffic



Housing



Facilities  
& services



Community  
& heritage



Footpaths  
& cycleways



Wildlife &  
green spaces

### Good transport links

- bus service
- close to A14
- 2 miles to station

### Attractive cricket field

### Pleasant green spaces

- Lady's Well
  - Village Hall green
- Ancient woodland, old hedgerows are good habitat for wildlife
- Small lake, several ponds

### Good quality housing

- good stock of family homes

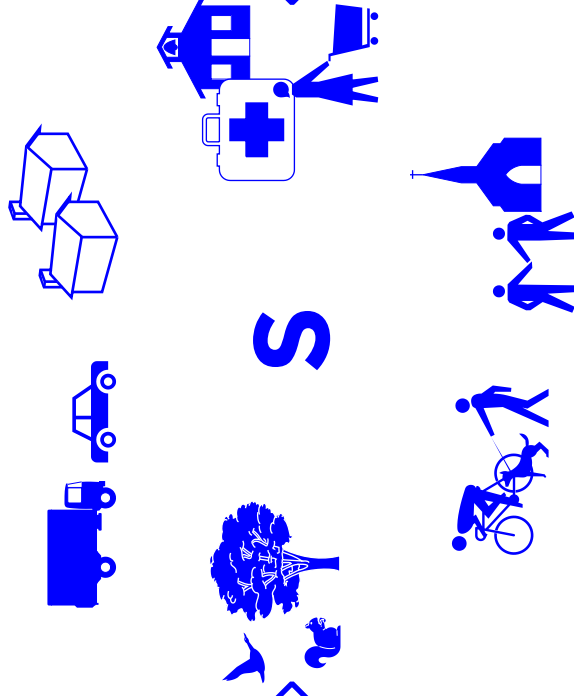
### Good public services

- health centre
  - primary school
  - library 2 miles away
- Good range of shops  
Community venues  
for clubs and groups

### Lanes suitable for cyclists and walkers

National Cycle  
Route 51 passes  
through village

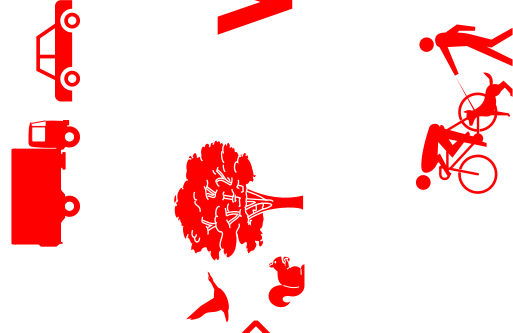
Attractive  
well-preserved  
historic centre



Narrow roads and lanes  
Congested village centre  
Road safety risks

- narrow pavements
- traffic speed
- heavy lorries

Not enough playing  
field space  
Poor play facilities and  
fewer sports pitches  
than similar villages  
Inadequate green  
spaces in new estates  
Lack of off-leash areas  
for dog walkers



W

Not enough smaller houses  
Shortage of retirement  
homes

Low housing turnover  
Slowdown in building

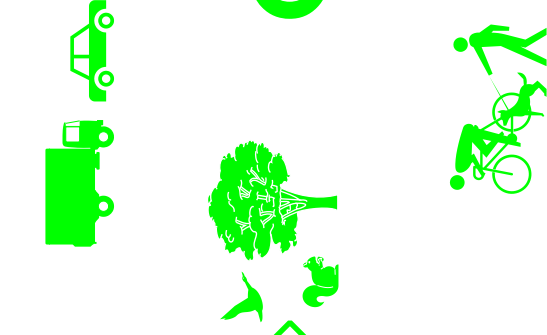
Health centre needs  
to expand  
Lack of capacity in  
school and pre-school  
Inadequate amenities  
for children and  
teenagers

Pavements often  
narrow for pushchairs  
Overgrown verges and  
hedges obstruct paths  
No safe walkway or cycle  
path to Elmswell

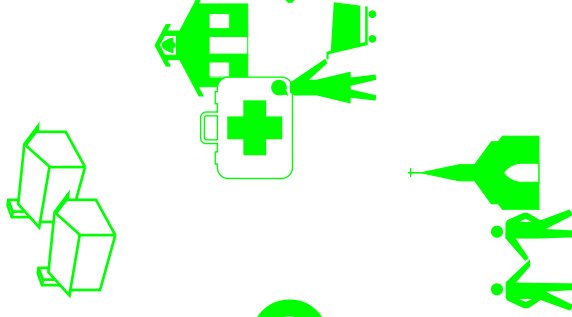
Welcoming  
newcomers not  
well provided for  
Historic centre hard to  
adapt for larger community

Identify parking shortfall,  
road safety hazards and  
congestion points  
Tackle by a coordinated  
policy; allocate new  
housing sensibly

Protect existing key  
green spaces  
Provide green spaces in  
all new developments  
Protect wildlife habitats  
• green corridors in new  
developments  
Prevent encroachment  
towards Heath / Green



Devise strategy to address  
problems and needs  
Protect village character,  
services, amenities,  
traffic, community ...



Extend health centre  
Expand school  
premises  
Better play facilities  
New retail focus  
outside historic centre  
but well connected by  
foot and cycle paths

Create safe road  
crossings  
Improve street lighting  
Separate pedestrian /  
cycle routes from traffic

Create a programme  
to welcome and  
integrate newcomers  
Protect conservation area

Piecemeal response to traffic problems  
Unsustainable adjustments to roads  
Slow reaction to need for changes

Loss of green spaces  
Fail to ensure new housing includes adequate recreation space  
Decline of wildlife due to habitat loss  
Ribbon development towards Heath / Green

Fail to encourage walking and cycling

- disconnected paths
- lack of safe, well lit and well maintained paths
- not suitable for all users

Inappropriate scale, siting or mix of new housing  
Degradation of village character and setting  
Overstretched infrastructure

Unplanned piecemeal bolt-ons  
Lack of upkeep and management plans for the long term  
Decay and abuse of amenities through lack of investment

Decay to a museum village for tourists  
Decline to a dormitory village  
Community fragmentation

