

## APPLEBY PARISH SWOT ANALYSIS

<p style="text-align: center;"><b>Helpful</b> To achieve the objective</p>	<p style="text-align: center;"><b>Harmful</b> To achieve the objective</p>
<p style="text-align: center;"><b>Strengths</b> (things to build on)</p> <ul style="list-style-type: none"> <li>• Open spaces</li> <li>• A lot of mature trees and woodland</li> <li>• Preserve Ancholme valley</li> <li>• Views over Ancholme valley</li> <li>• Wildlife</li> <li>• Dark skies</li> <li>• Rural tranquillity</li> <li>• Access to Open spaces</li> <li>• Historic Architecture</li> <li>• Low crime rate</li> <li>• Community/neighbourhood watch</li> <li>• High Santon great place to live</li> <li>• Welcoming</li> <li>• New people get involved</li> <li>• Unique Architecture</li> <li>• New Children’s playground</li> <li>• Adult outdoor gym</li> <li>• Playing field</li> <li>• Refurbished Village Hall</li> <li>• Historic Church</li> </ul>	<p style="text-align: center;"><b>Weaknesses</b> (things to turn into strengths)</p> <ul style="list-style-type: none"> <li>• Lack of Public Transport</li> <li>• No facilities (shop, Doctors, pub)</li> <li>• New lighting not fitting /caps removed</li> <li>• Overhead cables out of character</li> <li>• Lack of affordable housing</li> <li>• Paths in poor state of repair</li> <li>• Walls in poor state of repair</li> <li>• Verges damaged</li> <li>• Poor maintenance of woodland</li> <li>• Dog fouling</li> <li>• Lack of day to day involvement of Estate</li> <li>• Poor air quality particularly at Santon</li> <li>• Speeding traffic</li> <li>• Number of HGVs</li> <li>• Access for people with disabilities</li> </ul>
<p style="text-align: center;"><b>Opportunities</b> (to build on)</p> <ul style="list-style-type: none"> <li>• Protect historic buildings</li> <li>• Limited and appropriate housing</li> <li>• Bring in younger people</li> <li>• Protect landscape</li> <li>• Retention of open green spaces</li> <li>• Reinstate rights of way</li> <li>• Encourage NLC to designate more footpaths</li> <li>• Identify amenity walks</li> <li>• Small scale renewable energy sources in appropriate locations</li> <li>• Village Hall more use cafe</li> <li>• Speed reduction Risby Road(40)</li> </ul>	<p style="text-align: center;"><b>Threats</b> (to guard against)</p> <ul style="list-style-type: none"> <li>• Reduction of open spaces</li> <li>• Traffic issues - Speeding, inappropriate parking, too many HGVs</li> <li>• Lack of public transport</li> <li>• Housing growth /infill housing</li> <li>• Loss of playing field</li> <li>• Increase in volume of traffic</li> <li>• Estate closure of land to residents</li> <li>• Visual contamination of environment</li> <li>• Large scale solar farms</li> <li>• Oils/gas exploration and production</li> </ul>

<ul style="list-style-type: none"><li>• <b>Reduce speed within village near playground (20)</b></li><li>• <b>Encourage use of A1077 to reduce traffic.</b></li><li>• <b>Access estate land for residents</b></li><li>• <b>Church create visitors attraction and encourage use.</b></li><li>• <b>Develop heritage trail – visitors centre, Steel industry,</b></li><li>• <b>Call connect public transport</b></li><li>• <b>Improve facilities for disabled</b></li><li>• <b>Retain or improve playing field</b></li></ul>	<ul style="list-style-type: none"><li>• <b>fracking</b></li></ul>