

Pamber Neighbourhood Plan SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • Rural location (forest, commons) • Access to good schools • Good access to Basingstoke and beyond • Good footpath links • Natural leisure facilities • Good access to hospital • 3 pubs • 2 village halls • Good employment hub-AWE • Good cross section of age groups • Range of housing stock • Good community, low crime rate, neighbourhood watch • Historical interest nearby • Parish events • Near to excellent facilities (swimming pool, shopping, surgeries, library, banks) • Bus service • Small industrial park • Football grounds (rugby not far) • Sheltered accommodation • Forest volunteering • Allotments • Active groups (Scouts, cubs, youth groups) 	<ul style="list-style-type: none"> • Traffic/junctions, speed limits • Flooding-New Road • Sewers inadequate in Little London • Continuous infill along A340 • Loss of hedgerows • Preserving open spaces surrounding Pamber forest • Maintaining the environment • Leisure use of Pamber forest/parking visitor centre? • Connectivity-footpaths/bridleways • Diverse setting of separate parts • Public transport • Ageing population-mobility • Housing type-loss of bungalows • Public open spaces for younger people (Pamber End/Green/Little London) • Power/broadband/development/gas
Opportunities	Threats
<ul style="list-style-type: none"> • Strategic development • Improved infrastructure (internet) & services • Transport & pathways • Amenities – Halls • Rural character enhancement • School ?? Pre school • Retail (community run?) • Pubs • Forest parking (revenue? Access?) 	<ul style="list-style-type: none"> • No focal point • Planning development inc infill, back garden development • Green land development • Uneven balance of housing-down sicing/starter homes/affordable housing • Proximity to Tadley-AWE. Swallowed up & smaller parts of parish forgotten • Impacts on rural life-urbanisation • Illegal encampments • Road upgrades (from demands) then encourage further development • AWE long term plans • Apathy & lack of time from next generation • If we don't have development, we could "disappear" re: funding etc • Different areas have different needs • Government pressure for more housing • Change of use for land • Erosion of "green" (hedgerows, wildlife) • We are small-wifi