



# East Hagbourne

NEIGHBOURHOOD DEVELOPMENT PLAN -  
2018 to 2033

Submission Version 17 September 2018

## **Appendix 4: SWOT analysis**

## East Hagbourne SWOT Analysis

This SWOT analysis was conducted by the full NP Steering Group. It helped the group to focus on the issues that were most challenging within the village. It also served to confirm the results of the Parish Survey. The vigorous group discussion ensured that only the strongest majority held views made it through to the final analysis. Many of our policies are derived from this analysis.

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| <p><b>Strengths</b></p> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• Good primary school &amp; pre-school with active toddler group</li> <li>• Location, proximity to Didcot with good facilities, road links</li> <li>• Community spirit –people like living here and stay for long periods</li> <li>• Good selection of well attended clubs</li> <li>• Community bus service</li> <li>• Church, Pub, Shop/Post Office &amp; Village Hall, pavilion with sportsground+ bowls club</li> <li>• Well equipped play area for children</li> <li>• Very low serious crime &amp; unemployment</li> <li>• Many annual village events</li> <li>• Relatively high existing affordable housing provision</li> </ul> <p><b>Environmental</b></p> <ul style="list-style-type: none"> <li>• Heritage - ancient village with major Conservation Area and many Listed Buildings</li> <li>• The accessible and unspoilt nature of the surrounding countryside is outstanding; proximity to AONB providing views and walks</li> <li>• Numerous” important green spaces” provide a beautiful setting for the central area of the village including the Conservation Area</li> <li>• Extensive and well used network of footpaths within and around the village</li> <li>• Rich archaeology</li> <li>• Best and most versatile farmland surrounds village</li> </ul> <p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Strong home-working which reduces traffic</li> <li>• Access to Science Vale employment opportunities</li> </ul> | <p><b>Weaknesses</b></p> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• No room for further expansion of Hagbourne School</li> <li>• Facilities/activities for teenage youth</li> <li>• No medical services</li> <li>• Desire for additional day-time social focal point eg cafe</li> <li>• Housing mismatch- too many larger homes ( 4 beds or more)more limited smaller/bungalows/specialist elderly</li> <li>• Minor crime including outbuilding break ins. Drug taking/alcohol abuse</li> </ul> <p><b>Environmental</b></p> <ul style="list-style-type: none"> <li>• Excessive through traffic on New/Blewbury roads and on Main Rd</li> <li>• Flooding risk in Haccas Brook areas, field run-off, and storm water drainage issues.</li> <li>• Vulnerable buffer areas between village and Didcot</li> <li>• Pavements non-continuous and in parts hard to negotiate.</li> <li>• On street parking particularly close to village assets such as school/pub/shop</li> <li>• Traffic: speed &amp; weight</li> </ul> <p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Inconsistent broadband and patchy mobile phone reception</li> <li>• Volunteer dependent single shop/PO in private rented property</li> <li>• Last remaining pub, down from five only fifty years ago</li> <li>• Vulnerable Grade 1 church with small congregation</li> </ul> |
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| <p><b>Heritage</b></p> <ul style="list-style-type: none"> <li>• Heritage - ancient village with major Conservation Area and many Listed Buildings</li> <li>• Numerous historic farmsteads with original barns and outbuildings</li> <li>• Considerable evidence of open medieval field patterns, ridge and furrow, stock funnels etc</li> </ul>  |  |
| <p><b>Opportunities</b></p> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• Village hub with cafe</li> <li>• Increased shop/parking size whilst protecting viable PO</li> <li>• relocate the heart defibrillator to phone box by Lower Cross</li> </ul> <p><b>Environmental</b></p> <ul style="list-style-type: none"> <li>• NP to give preference to smaller family homes/elderly bungalows/starter homes to best meet Parish housing needs.</li> <li>• Enhance road safety for cars and encourage cycling.</li> <li>• Improve pavements/address parking issues</li> <li>• Improve storm water drainage through improved maintenance</li> <li>• Create or encourage farmers to provide additional wildlife friendly areas</li> </ul> <p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Retain commercial bus service</li> <li>• Encourage broadband upgrade</li> </ul> <p><b>Heritage</b></p> <ul style="list-style-type: none"> <li>• Enhance knowledge of village history and heritage</li> <li>• Protect future of pub by considering “community asset” designation</li> </ul> | <p><b>Threats</b></p> <p><b>Social</b></p> <ul style="list-style-type: none"> <li>• Lack of in date SODC Local Plan to defend Parish from speculative housing applications</li> <li>• Young Families having to relocate to find housing they can afford</li> <li>• Diminishing volunteer base</li> </ul> <p><b>Environmental</b></p> <ul style="list-style-type: none"> <li>• Expansion of Didcot leading to loss of buffer land and threatening independence of village.</li> <li>• Inconsiderate flood management could damage character of Haccas Brook setting.</li> <li>• Increased traffic due to expansion of housing /retail in Didcot and the “science vale”.</li> <li>• Loss/destruction of historic farm landscape inc ridge and furrow</li> </ul> <p><b>Economic</b></p> <ul style="list-style-type: none"> <li>• Loss of post office</li> <li>• Precarious commercial bus services</li> <li>• Broadband updates failing to keep pace with national improvements</li> <li>• Viability of farming enterprises</li> </ul> <p><b>Heritage</b></p> <ul style="list-style-type: none"> <li>• Large scale speculative development overwhelming village character/identity</li> <li>• Pressure to build in /around Conservation Area/Listed Buildings</li> <li>• Cost of maintaining Grade 1 Listed church</li> </ul> |