**SWOT Analysis November 2014**

We asked local residents to use their local knowledge and expertise and consider the strengths, weaknesses, opportunities and threats facing Cannington.

**Strengths**

* Good community spirit
* Always feeling safe walking around the village no matter what time of day/night
* Feeling safe and secure
* Community spirit
* pretty village
* central
* Not too populated
* Identity
* Cannington in Bloom
* green areas - ability to be in countryside quickly - lots of footpaths.
* Old houses - Church Street, some in East Street - character
* fantastic friendly village with strong community and good amenities
* lovely village with strong community spirit. Not too populated
* Cannington in Bloom
* A safe environment and village to bring up a family in
* fantastic school and pre-school
* Friendly environment
* EDF as a good employer

**Weaknesses**

* Pavements being taken over by the homeowner’s hedges. The pavements are small enough in some places so having half of it covered in a hedge doesn't help people to walk around safely
* Parking on pavements - very naughty
* Dog mess, please use dog mess bins
* No safe car parking area - not even around the new pay area
* No dog walking area - it would be good for example to put a dog walking area around the improved play area
* No cycle paths
* EDF! Lorries, bypass cutting access to Cannington Park, Brymore School - eyesore
* No cycle paths in village or to Bridgwater
* More dog bins!
* Lack of public transport after about 18.00
* Lack of cycle paths, not just to Bridgwater, but to other villages also
* No traffic calming in Main Road to reduce speed
* Poor lighting in the area of the village hall and Walled Garden
* pedestrian lights at Newsagents and Church footpath
* Sort the parking out i.e. people parking both sides of the road opposite the Newsagents
* Busy main road
* No parking for school
* Not enough homes!!!

**Opportunities**

* Affordable housing to attract and keep young people on the village
* More green areas
* maintain village 'feel'
* College, school etc. no need to go into Bridgwater - self-sufficient (almost)
* More affordable housing
* Affordable housing for youngsters to stay in the village, and not have to move out
* make sure once bypass work completed all traffic, except local traffic in to the village, is directed via the bypass with immediate effect once work completed
* To control the development of affordable housing

**Threats**

* Increased traffic because of Hinkley developments
* Increase in traffic
* Unplanned growth of population impact on school and GPs
* Too much development of unaffordable housing
* EDF ruining village - traffic
* Flooding - outlet from Mill stream - small plastic pipe - gets blocked and run-off slope overgrown with grass so doesn't drain effectively
* The stretch of road between the bottom of Rodway up to the bus stop on Brook Street really needs looking at - including the turning into East Street, recent events have proved this
* EDF short - term thinking with regard to transport issues
* EDF - uncaring, un swaying, threatening
* development of affordable housing to the detriment of Cannington as a village without adequate control of policy driven development - the village will become the accommodation hub for EDF