**SWOT Analysis October 2014**

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

**Strengths**

* + - Shops
		- Surrounded by unspoilt countryside
		- Shops/health centre/having butcher & baker/primary school/Brymore/College/Churches - community activities etc. at URC church/children's play area/access to footpath from village to countryside
		- Shops/health centre/play areas/community facilities
		- Local facilities to enable people to remain in the village - shops, health centre, school, pubs. Still separate from town - village community
		- Cannington still has a village feel. A self-contained community with good shops, pubs, health centre and school.

**Weaknesses**

* No parking for shops
* No affordable housing for young people
* narrow footpaths at most vulnerable Rodway
* Not enough parking at health centre
* Parking a huge problem - could area around Bowling Green be used as not used as recreational area.

**Opportunities**

* + - need for more parking
		- More parking throughout village
		- For parking - calming devices to curb traffic
		- More affordable housing for families - priority for local people.
		- Create more recreational space for children to play safely
		- Traffic calming through High St to Main Road
		- Need parking, affordable housing, traffic calming
		- To look for land to build a community centre. Needed for next 60 years!! Think ahead!!

**Threats**

* Take away haven for HPC
* No one can be bothered, and we will be overrun by big and small property speculators
* Too much housing development with no due consideration
* Overdevelopment is the biggest threat
* Becoming more like a part of Bridgwater than a village
* Land used for non-affordable housing
* Any affordable housing MUST be for local people. Threat is that it would be put into Sedgemoor pool.