

### SWOT Analysis of the Western CEF Area

#### **STRENGTHS**

- Diverse population of ages
- U3A
- Inclusive
- Communication
- Community spirit
- Community cohesion for individual projects
- Desirable area to live – affluent area
- New housing estates
- Reasonable house policies
- Primary school performance
- Good road links – motorways
- Travel network investment
- Volunteers
- Sherburn facebook page
- Old Girls School & Eversley Park Centre
- Sherburn Community magazine
- Craft & Food festival & Gala
- Town status – Sherburn
- Outdoor gym
- Open spaces
- Safer footpaths in Fairburn
- Restriction notices on road preventing free park and ride in Fairburn
- Rainbows, Beavers Brownies & Girl guiding etc. in Brotherton / Byram
- Youth Club, Luncheon Club & Pantomime Society in Brotherton / Byram
- New play park – well used in Brotherton / Byram
- New Huge area for young people on stream in Brotherton / Byram
- The Internal Drainage Board (IDB)

#### **WEAKNESSES**

- Transport
- Location
- Lack of amenities e.g. bank
- Provision for teenagers
- Disability access
- High school – outdated building
- Very rapid growth of population
- Pressure on schools, GP's etc.
- Funding cuts for elderly services e.g. Sherburn Visiting Scheme
- Car parking in centre
- Limited range of shops – most are fast food
- Lack of overall partnership working between organisations and groups
- Very rapid growth of population
- Burton Salmon - ageing population, no growth in village
- Lack of indoor leisure facilities
- Fairburn Policing
- Car parking at Community Hall, Fairburn
- Fly tipping – collection point or organised collection
- Too many objections from the older Committee members in Brotherton / Byram when youths

try to get involved

- Very few work opportunities for youths in Brotherton / Byram and transport limited

## **OPPORTUNITIES**

- The Old Girls School – Evening Event
- Create a vibrant village centre
- Increased revenue from CIL
- Appoint a Community Officer to liaise with the residents in Fairburn
- More inviting, safe children's activities in Fairburn
- Provision for other villages not just Sherburn
- Indoor gym for Sherburn
- New school football pitch in Sherburn – potential for other uses
- Expand outdoor gym equipment
- Empower young people to feel part of the Community
- Get more people involved
- Neighbourhood watch
- Expand facilities for groups and activities for young people
- More Community development
- Quality of life
- Good rates of pay
- High level of skilled workers
- Conservation area
- Adult learning
- Increase in young people – how do we engage
- Various village projects e.g. CC TV & SHS
- More theatre schools and extra-curricular activities
- Increased population
- Community Buildings

## **THREATS**

- New housing estates
- Brotherton / Byram – poor community spirit / off road issues & poor Policing
- Age of current volunteers
- Centre of village dying as a result of on-line shopping – empty shops becoming takeaways
- Disengaged young people
- Increase in traffic volumes
- Limited bus service in remote villages & further loss of services
- Parish Hall in Brotherton / Byram fallen into disrepair
- Funding from central Government
- Over population for facilities
- Saturation point for volunteers
- Availability of skills e.g. architects, surveyors, grant fund application
- Becoming commuter villages
- Lack of infrastructure e.g. drainage & highways

## Areas to be addressed in the new CDP and by whom

<b>Partnership Board</b> <ul style="list-style-type: none"><li>▪ Need young people on the Board</li><li>▪ Youth Services to be developed</li><li>▪ Knowledge of what the CEF is needs communicating to all ages. More awareness</li><li>▪ Fund information services e.g. new resident packs, tourist info</li><li>▪ Transport provision – poor rural bus services</li><li>▪ Ongoing engagement with the Police</li><li>▪ Village centre improvements</li><li>▪ Use schools</li><li>▪ Use opinion formers</li><li>▪ Indoor sporting facilities for Sherburn</li></ul>
<b>A CEF Funded Project</b> <ul style="list-style-type: none"><li>▪ Families &amp; Communities day in villages on a Saturday – part of reading festival</li><li>▪ Disability Action Group – accessibility, getting a voice, support</li><li>▪ Revenue funding for staff to engage young people</li><li>▪ Social event for 40 – 50 year olds to provide opportunities to meet others</li><li>▪ Wifi required in Burton Salmon</li><li>▪ Continue upgrade of Burton Salmon village hall urgently – require new toilets &amp; emergency exit to comply &amp; attract users</li><li>▪ Burton Salmon require a central children’s play area</li><li>▪ Start first aid training, computer courses and art class in Burton Salmon</li><li>▪ Expansion of outdoor gym – how to get other villages to it</li><li>▪ Sports activities, clubs &amp; instructors</li><li>▪ Fund a feasibility study</li><li>▪ Brotherton / Byram Parish Hall requires refurbishment &amp; also a new hall – used everyday</li></ul>
<b>Development Officer</b> <ul style="list-style-type: none"><li>▪ Consultation on new facility</li><li>▪ Project plans/Business plans for youths</li><li>▪ CEF Forum for young people, would require planning, pre-discussion &amp; engagement with young to get them there. Follow on with a consultation event with young people sharing their views. This could be extended to local businesses, pledges to provide work experience?. Would require a budget in place for any ideas the young people come back with</li><li>▪ Youth project</li><li>▪ You Tube channel</li><li>▪ Inter village co-ordination events e.g. sports / social / gardens</li></ul>
<b>CEF Administration</b> <ul style="list-style-type: none"><li>▪ Project plans / Business plans for youths</li><li>▪ CEF on social media</li><li>▪ Questionnaires research</li><li>▪ Better links to the CEF villages social media and newsletters etc.</li></ul>

## Latest Survey Monkey Results 35 responses as of 7/1/2019

Activities for Young People – 22 responses

Fly Tipping – 16 responses

Loneliness & isolation, public transport – 14 responses