

<u>Strengths</u> • Good Public Transport Connectivity • Rural outlook • Conservation areas have preserved local character • Excellent open spaces and sporting locations • Good educational facilities schools and colleges • Large trading estate with high proportion of hi tech companies • Social Cohesion • High Level of home ownership • Lower property prices than other localities • Low crime rate	<u>Weaknesses</u> • Some poor health outcomes • A367 time related congestion • Lack of focus centre for community • Lack of youth facilities • Insufficient retail outlets National or local • Insufficient pub/recreation provisions • Road infrastructure congested and parking poor • Low Broadband speed • Reaching Motorway access requires long travel times • Commuting relies heavily on cars • Cost of public transport • Low numbers of rented /social housing properties
<u>Opportunities</u> • High skill apprenticeship's via local industry & College • Develop a truly digital community • Build on the 'silicon valley' image that has developed by local industry • Develop latent potential for youth involvement and facilities • Develop a realistic renewable energy locality • Maximise CIL funding from developers • Maximise the advantages of the conservation area status	<u>Threats</u> • Overwhelmed infrastructure Schools/Doctors/Dentists • Westfield identity not clearly establish and not viewed as an establish community in it's own right • Global warming may change industry outlook • Developments on the periphery of the parish boundary by other local authorities causing infrastructure overload with no opportunity to obtain CIL funding. • Proposed changes to planning and the publicised central government requirement to build housing 'at all cost' could undermine local voice