

ENVIRONMENT

STRENGTH

SOURCE

Listed buildings – some listed buildings in good state of repair	EN1-1
Maintain and enhance Mortimer's Meadows, Dinton Pastures and Round Berkshire cycle route	EN3-7 *

WEAKNESS

SOURCE

Use of Town Centre at night – hostile environment for vulnerable groups	EN1-2
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OPPORTUNITY

SOURCE

Increase public awareness of history and conservation area	EN1-3
Unattractive areas. Improve appearance of whole town centre	EN1-5
Some parts of the town centre are unattractive, street furniture needs further improvement	EN1-7
All entrances/gateways need improvement	EN1-8
Access from Lytham Road needs improvement to make more attractive and safer	EN1-9
No initiatives, but opportunity to designate/improve areas	EN1-10
Some improvement needed in general signage	EN1-12
Identify important trees/groups of trees/landscape	EN1-13
Include important areas in design statement	EN2-5 *
Improve urban/rural edges	EN3-6 *

THREAT

SOURCE

Distinctive boundaries being eroded by development	EN1-6
Areas on the edge of town being eroded	EN2-8
Variety being reduced/lack of diversity reducing the vitality of the town centre	EN1-11
Threat of development at Sandford Farm – impact on adjacent countryside	EN3-5

* Item differs from Health ChENk