

TRANSPORT & ACCESSIBILITY

STRENGTHS	WEAKNESSES
<p><i>Ease of travel to and from the local area</i></p> <ul style="list-style-type: none"> • Good access to motorway networks <p><i>Ease of access to services</i></p> <ul style="list-style-type: none"> • Public (free of charge) access to the internet at the local library • Bus stops adjacent to shopping areas • Doctor' and Dentists' surgeries well served by bus routes • Bus service to Royal Berkshire Hospital <p><i>Ease of movement around the town</i></p> <ul style="list-style-type: none"> • Good Town Centre parking for disabled people 	<p><i>Ease of travel to and from the local area</i></p> <ul style="list-style-type: none"> • Congestion at peak travel times within the Woodley environs • Lack of bus routes and cycle paths to main stations adjacent to Woodley • No apparent known plans to improve Woodley bus services • No easy access to Wokingham by bus • Inadequate cycling and pedestrian routes to neighbouring towns <p><i>Ease of access to services</i></p> <ul style="list-style-type: none"> • Lack of public transport, pedestrian and cycle access to rail services • Unreliability of buses • Lack of adequate public transport to Wokingham • Lack of timetable information and inability to impart up-to-date advice on service problems <p><i>Ease of movement around the town</i></p> <ul style="list-style-type: none"> • No traffic management plan currently in operation
OPPORTUNITIES	THREATS
<p><i>Ease of travel to and from the local area</i></p> <ul style="list-style-type: none"> • Imperative to influence local transport plans to address Woodley transport issues • Re-development of Winnersh Triangle <p><i>Ease of access to services</i></p> <ul style="list-style-type: none"> • Influence plans to improve bus services to and from Woodley <p><i>Ease of movement around the town</i></p> <ul style="list-style-type: none"> • Important to monitor improvements to accident blackspots • Install more lighting and CCTV to improve safety in car parks at night • Influence Wokingham BC on this issue • Create improved cycling network • Improve signage in the Town Centre and display a Woodley map • Improve facilities for cyclists in the Town Centre • Develop a plan to expand the use of cycles 	<p><i>Ease of travel to and from the local area</i></p> <ul style="list-style-type: none"> • Reliance on cars by people employed in Woodley <p><i>Ease of access to services</i></p> <ul style="list-style-type: none"> • Increased longevity will impose a greater demand <p><i>Ease of movement around the town</i></p> <ul style="list-style-type: none"> • Continued increase in car ownership will necessitate the provision of more parking spaces and car parks • Expected increase in the use of motorized mobility scooters • Deterioration due to lack of funding

- Become involved in the WBC Safer Routes to Schools initiative

SOCIAL & COMMUNITY

STRENGTHS	WEAKNESSES
<p><i>Population</i></p> <ul style="list-style-type: none"> • Wokingham Borough has 2nd fastest growth area in country <p><i>Housing</i></p> <ul style="list-style-type: none"> • Population size stable • Buoyant housing market • Housing stock of high standard • Local priority to local people for council housing tenancy • Support to residents in private sector to maintain their independence and encourage a good standard of accommodation <p><i>Health & Safety</i></p> <ul style="list-style-type: none"> • GP practices • Good health standards and high life expectancy • Specialist medical services • Water quality, air quality and noise are within the required standard and monitoring practices are adequate and reliable • Health screening services cover the whole WBC area and plans for improvement are being developed <p><i>Local Government and Community Organisation</i></p> <ul style="list-style-type: none"> • Woodley residents have direct access to both the Town Council and the Wokingham Borough Council, as well as to political party surgeries and Members of Parliament • Numerous active voluntary organisations • Members of local community represented on wide range of voluntary organisations, residents' groups and 	<p><i>Housing</i></p> <ul style="list-style-type: none"> • Shortage of affordable housing <p><i>Health & Safety</i></p> <ul style="list-style-type: none"> • Inadequate NHS dentistry provision • Staff audits show understaffing as regards joint health and social services support for people in their own homes • Financial considerations, limiting crime surveillance in recreational areas <p><i>Local Government and Community Organisation</i></p> <ul style="list-style-type: none"> • Extent of Woodley interest in local politicians <p><i>Sport, Leisure and Open Space</i></p> <ul style="list-style-type: none"> • Absence of measure of true local demand of 10,000 households in town • Shortfall of open space available for leisure activities <p><i>Culture and Heritage</i></p> <ul style="list-style-type: none"> • Lack of focal centre for art interaction – need to determine true levels of interest • Cause for concern by local arts groups regarding cost of hiring facilities and resultant threat of demise of some groups

community liaison groups

- Regular consultation with residents from the Town and Borough Councils

Sports, Leisure and Open Space

- Local parks and open spaces are maintained to high standard

OPPORTUNITIES

Population

- Anticipate consequences of growth in single pensioner households

Housing

- Core strategy should assist case for development of shopping precinct
- Action taken for development of intermediate care to support people when they return home from care facility
- Schemes under way to generate housing solutions to key worker recruitment

Health & Safety

- The public needs convincing that recorded crime reflects a relatively benign local situation
- The public needs convincing that Police optimism regarding fear of crime is justified

Local Government and Community Organisation

- Often lack of recognition of grass roots levels of the commitment of the many voluntary groups' workers
- Improve community consultation

Sport, Leisure and Open Space

- Need for Council and clubs to work more closely to agree policy of best use of facilities at acceptable costs
- Provision of publicly available artificial rock wall
- Town Council Sports Audit should establish demand for minority sports

Culture & Heritage

- Need to assess demand for a larger centre for cultural activities
- To engage the interest of the next generation of enthusiasm for the Woodley Carnival

THREATS

Population

- Increasing Social Services demand including housing
- Pressure for more house building

Housing

- Young people priced out of housing market

Sport, Leisure and Open Space

- A future major issue from potential increase in matches by facility growth is clubs seeking provision of additional football pitches
- Wokingham BC proposes Core Strategy would result in increased pressure on leisure facilities

- Capitalise on public opinion that is veering towards refurbishment/renewal of public venues
- Development of strong cultural associations

ENVIRONMENT

STRENGTHS	WEAKNESS
<ul style="list-style-type: none"> • Listed buildings – some listed buildings in good state of repair • Maintain and enhance Mortimer’s Meadows, Dinton Pastures and ‘Round Berkshire’ cycle route 	<ul style="list-style-type: none"> • Use of Town Centre at night – hostile environment for vulnerable groups
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Increase public awareness of history and conservation area • Unattractive areas. Improve appearance of whole town centre • Some parts of the town centre are unattractive, street furniture needs further improvement • All entrances/gateways need improvement • Access from Lytham Road needs improvement to make more attractive and safer • No initiatives, but opportunity to designate/improve areas • Some improvement needed in general signage • Identify important trees/groups of 	<ul style="list-style-type: none"> • Distinctive boundaries being eroded by development • Areas on the edge of town being eroded • Variety being reduced/lack of diversity reducing the vitality of the town • Threat of development at Sandford Farm – impact on adjacent countryside

trees/landscape

- Include important areas in design statement
- Improve urban/rural edges

ECONOMY

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• High level of employment• Diverse range of small and medium size businesses• Active Town Centre Management Initiative providing popular events, e.g. regular Farmers' and other markets, entertainment for shoppers etc.• Good range of pre-school facilities for children up to 5 years old• Adequate provision of non-vocational courses• Adequate business meeting facilities	<ul style="list-style-type: none">• Poor quality of some of the old industrial buildings• Low proportion of high technology growth industries• No active Business support structure• No regular monitoring of the trend of use and development of industrial/commercial properties• Exclusions from school are high in local terms but low on a national level
OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Improvement in the attractiveness of the Town Centre, especially at the northern (Reading Road) approach• Structured encouragement of vocational training to meet the local business needs• Produce and maintain a Woodley Business	<ul style="list-style-type: none">• Trend towards down market use of retail property• Lack of retail diversity in the Town Centre• Increasing cost of industrial/commercial property rental

Directory

- Better linkage between local businesses and schools to help students develop the skills necessary for employment
- Increase the number of internet access computers in the local library