

Strengths to Build on

- Outstanding landscape and natural environment - AONB
- Special planning designations
- Wonderful wildlife
- Small but strong and active resident community
- Common values and shared interests
- Age structure of population conducive to community involvement
- Traditional buildings and rich history
- Green residential environment
- Drove Orchards – creates jobs and attracts visitors
- The VIN – to communicate even more

Weaknesses to Overcome

- Second homeowners outnumber residents
- Too few younger residents
- Too many holiday homes
- Unbalanced housing stock
- Over-dependence on car not sustainable
- Not enough footpaths or cycleways
- No car parking for Village Hall or Church
- Poor access to community facilities and Parish shopping
- Over-dependence on retail employment
- Poor broadband / IT communications

Opportunities to Grasp

- Village Hall available for more community activities
- Improve green infrastructure / biodiversity network
- Improve footpath network/pedestrian safety – with landowner help
- PC owns land in village & could purchase more for principal homes
- PC could purchase land for footpaths / negotiate permissive routes
- Many existing houses suitable for home-based working
- Rich heritage to protect / exploit
- Good location for a combined heritage / community centre
- Participate in Neighbourhood Plan process!

Threats to be addressed

- Falling resident population and increase in holiday homes
- Replacement dwellings – loss of traditional village homes
- Loss of agricultural land
- Poor development control
- Impact of development and visitors on protected habitats and species
- Impact of dogs on wildlife
- Developer tactics / “planning blight”?
- Too many caravans and mobile homes
- Creation of “Shopping Mall” at Drove Orchards
- Traffic volumes increasing (indirect development impact)
- Road safety - Speeding cars, parking, lack of footpaths / safe pedestrian routes
- Cars parking everywhere – especially in tourist season
- Water pollution
- Flooding