

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>• Hilltop setting &amp; dramatic views (highest town in Dorset, second highest in England)</li> <li>• Unique geology (green sandstone)</li> <li>• Distinguished past history (Alfred &amp; abbey, Castle Hill escarpment, two museums etc)</li> <li>• Medieval market town heritage</li> <li>• Unique High Street (independent shops etc)</li> <li>• Strong arts &amp; crafts tradition (Swans Yard, arts centre, Shaftly Fringe etc)</li> <li>• Strong community spirit</li> <li>• Large number of voluntary organisations</li> <li>• Large number of mature trees</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>• Lack of sufficient free offstreet parking</li> <li>• Lack of recreational open space</li> <li>• Lack of infrastructure <ul style="list-style-type: none"> <li>- Lack of school places</li> <li>- Lack of medical facilities</li> <li>- Lack of local employment</li> </ul> </li> <li>• Lack of A350 eastern bypass</li> <li>• Town divided by Christy's Lane (A30/A350)</li> <li>• Lack of connections east-west</li> <li>• Lack of cycleways</li> <li>• Lack of effective town council governance</li> <li>• Lack of public toilets</li> <li>• Lack of large concert or assembly hall</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>• New residents coming into area with new ideas and new energy</li> <li>• Improvements to town centre to attract both visitors and residents</li> <li>• Improvements to open spaces and leisure opportunities, cycle trails etc</li> <li>• Major brown field site for sympathetic exploitation at the cattle market</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>• Overdevelopment: House-building in excess of supporting infrastructure and community's ability to adapt and beyond 2031 targets</li> <li>• New residents from outside area isolated in eastern development without facilities</li> <li>• Excessive traffic in town centre and along Christy's Lane</li> <li>• Climate change threat to ecosystem.</li> </ul>