

Appendix F

Results of SWOT analysis

Existing Strengths	Number	Sample Comments*	Existing Weaknesses	subgroup	Number	Sample Comments*
Clubs/groups	76	Cater for everyone and very friendly, something for every age group	Access to countryside (footpaths)	Access to river	54	Disappointing attitude of a couple of landowners. Permit system for lock road? A much-loved walk for many villagers of all ages, loss of access to weir. Very unhappy about farmers closing paths, need better relationship with owner, cut back bridleway, the lock road was so accessible in all seasons and for all ages I'm sad that access to the Lock and Thames Path is not so convenient now.
School	78	Needs to be available for all village children who want to go there.		Other	11	Paths being closed off by landowners e.g. footpath link to England's Lane. Improve path from Long Close to woods using tree bark or similar, Closing down of footpaths, Footpaths disappearing, No footpath

Pre-School	4					between Long close to Woods, More/wider footpaths required, Footpath outside Plough to be widened, Pedestrian links need improvement, Footpath needed to sports field, Crossing from village hall to war memorial, Failure to maintain footpaths properly, Tricky relationship between community and major landowners, no cycle paths, Concern about Long Close, adjacent to England's Lane
Shop	112	Especially the volunteers. Coffee shop in shop or outside (opportunity). Local produce, Outstanding asset, a fantastic example of how the community pulls together, especially important given lack of bus	Transport and Traffic	Bus Service	117	But few people used it. Hope new minibus will help No Bus stop for journey back from Oxford
Post Office	12	Would like opening hours extended		Access to A420 (foot and car)	80	Small car park near junction so can then catch bus: danger due to bends, high speeds and lack of verge, reduce speed limit and create path, unsafe, road needs widening or width restrictions to limit traffic speed, bridge over A420! An all-weather path/pavement Very dangerous.
				Parking/Traffic around School/	65	Also parking on pavements, Netherton Road. Oaksmere, Park lane, Move the school outside village envelope. General speed and volume, dangerous and

				Centre		inconsiderate parking, parking on bends, also parking in Badswell lane- tennis/camp site/playground. HGV lorries going through, Accident waiting to happen around school. Dangerous Road Crossings at school and hall – Zebra crossings needed
				Road surface, footpath damage	18	HGV Lorries going through, Pot holes dangerous for cyclists, Puddle at A420/Oaksmere Uncut hedges on Oaksmere
Playground	35	Outstanding		Speeding	42	Many are residents, highlight on the front cover of advertiser, especially at ends of village, often farm traffic around harvest, Eaton Road, Oaksmere, Netherton Rd (Extend speed limit back to Appleton Common), Oaksmere / Netherton Rd junction not good for pedestrians, rat run if A420 blocked,
Pub	49			Lack of Mobile Phone/internet providers	7	Weak signal
Church Chapel	46 4	Needs to be better attended		Lack of respect/knowledge/understanding of rural environment	2	
Village Hall	37					

Sports field	13	Good sporting facilities	Ageing population	3	Need to think about support for ageing population, alternative housing.
Doctor's Surgery	11	One request services extended (blood tests/injections), Request for full time Dr at the surgery, Request for more surgeries	Eaton no post box	1	
Green spaces/Greenbelt	75	Many public footpaths and walks in woods, views over open country down towards river, 'Besselsleigh Woods is great'!	Street lights	6	Too bright, too much / just right / too orange / off at midnight a bad thing / low level street lighting is a good thing/
			Other streetlights	2	Lack of street lighting on footpaths?
Character/ atmosphere	145	Small village feel, Vibrant, Friendly, Community spirit, peace and quiet, many family events, safe, volunteers and people willing to work to protect village, no through traffic, not too large and not too small, working farms, mix of ages, attractive mix of housing, clean and tidy, perfect size, Nice Quiet Village – hope it stays that way, Still a village Has a special identity, such a caring community, having good neighbours, feeling safe,	Pub not meeting needs/expectations	11	

		Footpaths, Interesting Architectural examples, A proper village, General welcoming of newcomers, People say hello.			
Mixed Age Groups	21	Social mix			
Location near Oxford/Abingdon /Rail	35	Good road access to London, north, south and west, Easy commuting, Rural setting, Close to Thames, Not on main road, Little through traffic and near river.	Service in shop	2	High prices
The Parish Council	6	Encourage villagers to attend, well informed and accessible	Dog mess	21	Closed lock road and paths not maintained by council due to it, also dogs off leads on roads, need more bins, owners who let their dogs foul should be fined
Support network (car driver scheme)	4				
Low crime rate	18	Neighbourhood Watch Majority of youth respectful of home turf!	Location of Sports field	7	Move to field in Eaton, no pavement to it
Broadband	5	Fast Broadband	School getting too large	18	Due to many non-village Children in school, reduced space for outside play, results in people sending their children to private school, stop school getting any bigger, takes people from outside the village, at expense of villagers, this also creates more traffic and parking problems, not enough spaces

						for children from the village, Expand the school, need more Appleton families in school to reduce traffic.
			Loss of Library		6	
Advertiser	2		High Cost of Housing		4	
Possible future Opps/ Change	Number	Sample Comments*	Possible Future Concerns	Sub group	Number	Sample Comments*
Small Scale Housing to meet village needs	103	<p>Type: Most small houses have been enlarged. Should be Small Scale, Scattered, Mixed Type. Currently new houses are larger therefore expensive. Pond Farm redevelopment very good attractive homes. small scale.</p> <p>Need: Also for people who want to downsize, sheltered housing. More homes currently being bought as second for renting leading to reduction in availability. rental properties, 2/3 beds for younger families, retirement housing, need low cost housing for the young and the elderly, many referred to more houses for young villagers so can stay in village, 1 or 2 bedroom properties, Starter homes, bungalows, flats for</p>	Large scale housing development (estate)		110	In excess of infrastructure, also unsuitable homes, large too expensive. E.g. Marcham has lost community spirit; Don't want green space taken away btw Appleton and nearby villages, No use of Greenbelt, uncontrolled development and inappropriate quantity or style of housing, no more ribbon development, green belt needs to be protected, Any new housing should be limited to smaller sites, Relatively large scale housing to be avoided, Development limited to sites of less than 5 houses unless infrastructure upgrades, Although retirement housing needed, Large expensive houses not required, Changes need to be in keeping with the village, Too much housing village will lose identity, Happy for village to grow but slowly and affordable, Needs to be carefully considered and not harm the village, Concern landowners will sell land to the

		<p>elderly, care home, sheltered housing, 2/3 bed homes, for those living alone, first timers and those wishing to downsize</p> <p>Location: Should look for Brownfield sites. Built as part of community- not bolted on to sides; needs to be sensitive and maintain greenbelt, infill, harmonious infill, Small infill development</p> <p>Related: Needs appropriate infrastructure, should be gradual increase, environmentally friendly construction, Village should develop to prevent losing existing services (pub/school/doctors services) but with increased infrastructure, sensitive development required to encourage a variety of people into the village, Small clusters of new housing, Pace Houses at 5-8 per year</p> <p>Small scale, so sale and rate of change is proportionate to the size of the village, Owned and run by community, not sold to investors.</p> <p>Think Alms-houses are great</p>			<p>highest bidder which would destroy rural nature of village, fears of cheap/out of character housing. Modernisation and development should be avoided, Large number of new homes would destroy the village,</p> <p>No housing estates turning the small village into a large one and spoiling rural setting, school already full, maintain small village status. Would not like to see any large housing development</p> <p>I would hate to see large housing developments</p> <p>Large scale developments are best avoided as they would spoil the village feel we all so enjoy</p> <p>I worry about the green belt being taken over by housing developments, buy to let developers, Urbanisation, Green Belt Encroachment.</p>
--	--	--	--	--	--

		To buy only – not for buy to let Using infill sites would be ideal, Can build more small-scale housing over time without negative impact			
Build more large houses	8	Shortage of larger houses means families are renting, not enough plot size houses results in parking problems, on periphery of village	Loss of Green Space	32	Inappropriate change e.g. paintballing. Development of woods on A420 for sandpits. Removal of green belt, loss of views and greenbelt, needs to remain peaceful, Threat of development on edge of village,
Improve website/ communication	3	Put pub on it for visitors (thought it was)			
Small Local Businesses	7	In keeping with the village, would benefit shop, pub, source of employment	Loss of Pub* and other facilities (shop/surgery) (The 8 Bells in Eaton has since closed)	30	Find a way to establish more sustainability and continuity for the pub, Loss of pub in Eaton- a real loss as meeting place for community
Footbridge to cross river at green lane	12		Diversification of farms	10	Diversification e.g. paintballing/noisy pursuits, Farmers exploiting position to introduce schemes like paintballing, Power plants. Landowners cannot resist unsuitable commercial opportunities
	3	Village hall social functions	Youngsters hanging around streets/people's property	2	Park encouraging teenagers being rowdy on summer evenings

More village events (Appleton and Eaton)					
Traffic “calming”, speed bumps, radar signs	19	Particularly on the Eaton straight, 20mph through centre of village Communicate with farmers about dangers of tractors speeding, Move 30 signs further out to slow traffic earlier on approaches and through village (and past Tubney Manor Farm.)	Road development turning into “rat run” for Witney	3	
Village Hall/Pub	3	Move village hall/put with village shop/café, Make Pub Village Community Pub, develop village hall for more uses.	Inappropriate modernisation of properties	1	
Permanent location for pre-school	5		Increased street lighting	2	Too much already
Community minibus	3	To Cumnor for bus	Park and Ride being built at A420	2	Would suburbanise the village and increase through traffic

Cycle paths	7	New footpaths and cycle paths needed	Park and Tennis courts impact on Badswell Lane	4	Traffic, light and noise, Floodlights at tennis court not in keeping with one of the darkest areas in the village
Invest in Pub	4	Needs a proper kitchen, should be centre of village life, Music Licence			
Investment in other facilities	16	Modernise the village hall, Upgrade Infrastructure, Sports field club house needs updating, Boats to hire at the bottom of Green lane, More facilities required, Skate park for older kids, Bigger upgraded shop, More facilities in the village but probably not possible because of financial constraints, Library service, More Dr's surgery, Expand the school, Coffee shop in village shop, open up area in front of shop, Informal Recreational spaces (e.g. by shop), Community Action Groups that would respond to areas that need attention. E.g. weeds in church road	Gentrification of the village due to high house prices	6	
Community Woodland	3	Community Fruit Trees / herb garden at park			

*Sample comments are included to provide a flavour of some of the written responses given. Strengths and Weaknesses are EXISTING situations.

Opportunities and Threats are not current existing but could occur in the future.

Collated on the principal that by implication existing weaknesses imply future opportunities to change these things and existing strengths would be a concern for the future if they were lost.

The Headlines

Existing Strengths Total: 788

Existing Weaknesses Total: 477

Opportunities Total: 193

Threats Total: 196

Combined Total: 1654

Total surveys: 194 (out of 371- 2011 census)

So, 52% Completion rate

Strengths

The Main Points- The number of raw responses and as a % of surveys completed (rounded up to nearest %)

- **Clubs** 76- 39%
- **School** 78- 40%
- **Shop** 112- 58%
- **Green Space** 75- 39%
- **Character** 145- 75%

Weaknesses

- **Access to Countryside/Footpaths** (total) 65- 33%-
Of which- river access 54- 28%
- **Traffic and Transport** (total) 322- 100% (mentioned more than once in most surveys)
Of which- Loss of Bus Service 117- 60%,
Access to A420 80- 41%.
Parking 65- 34%,
Speeding 42- 22%

Opportunities

Small Scale Housing to meet Village Needs 103- 53%

Threats

Large Scale Housing 110- 57%

Loss of Green Space 32- 17%

Loss of facilities 30- 15%

The top 10 In order of responses as a % of surveys completed

1. Character of the village (strength) 75%
2. Loss of Bus Service (Weakness) 60%
3. The Shop (Strength) 58%
4. Large Scale Housing (Threat) 57%
5. Small Scale Housing to meet village needs (Opportunity) 53%
6. Access to A420 (Weakness) 41%
7. The School (Strength) 40%
8. Green Space (Strength) 39%
- =8 Clubs (Strength) 39%
10. Parking (Weakness) 34%

The results of the SWOT Survey were published in the Advertiser in December 2016 and on the Neighbourhood Plan facebook page on 14 November 2016. The results of the Survey were used to form and develop a coherent Vision along with Objectives and Policies.