

Warwick District SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • High number of business start-ups • High number of enquiries from (inward) investors • Strong representation of knowledge intensive industries in the district • Strong creative industries sector • Strong focus on advanced hi-tech manufacturing within and around the area • Recent acquisition of a development site within the district by JLR • Higher than average salary levels • Excellent location and transport connections • Quality of built environment • Two top flight universities • Quality Tourism Offer • Strong Destination Management Organisation (Tourism company) • LEP led investment in infrastructure • Below average retail vacancy rates • Relatively high levels of resident satisfaction • High skill levels amongst working age population • Large number and variety of sports and public service clubs (e.g. Rotary Clubs) • High level of public fundraising/contributions for charitable projects • Good community cohesion • Strong and committed VCS sector • Good spread of community-led hubs • Urban population centres well supported with community-led skills building opportunities • Higher than average rates of volunteering • Strong arts, leisure and cultural offer and activity in the area • WDC appetite to tackle difficult projects and good track record in delivery 	<ul style="list-style-type: none"> • High land prices • Higher house prices than regional average • Unbalanced housing market with too little affordable housing • Long waiting list for affordable housing • Poor north-south transport infrastructure across the county and city • Businesses less productive than the UK average • Pockets of deprivation • Lack of consistent high speed broadband • Perception of planning as a barrier to growth/development • Limited speculative commercial development • Insufficient office and industrial stock to meet enquiries • Property demand over-dependent on current drive from JLR and its supply chain • Fragile financial position of the VCS sector • Accommodation and business rate charges limit the growth potential and sustainability of VCS organisations • Limited capacity within the VCS sector reduces their ability to engage • Rural population not well supported with community-led skills building opportunities • Flux within the further education sector • No real linkages between the LEP and the VCS sector • Current lack of corporate understanding of the role of prosperity • Prosperity not fully recognised as a central part of people's jobs
Opportunities	Threats
<ul style="list-style-type: none"> • Structure provided by the new Local Plan 	<ul style="list-style-type: none"> • Fragility of national economy • Risk of failure to agree Local Plan

<ul style="list-style-type: none"> • Infrastructure Delivery Plan • Allocation of Several major development and job creation opportunities • Local Enterprise Partnership bringing fresh impetus to business support and growth • New funding streams available via the LEP • Use of public sector assets to drive development • Positive self employment trends • Potential for closer working relationships with other local authorities and via the LEP • Investment in rail infrastructure – NUCKLE, Kenilworth station and investment by Chiltern rail. • Broadband project to enhance competitiveness and digital inclusion • VCS as a deliverer and partner for L.A.s • Ability to release private sector social responsibility potential by building links with the third sector • Potential to drive innovation by seeking to devolve services • Potential to harness economic benefits of social value through strengthened procurement programmes • Potential to develop volunteering and apprenticeship opportunities across sectors in line with local skills needs • Ability of WDC Procurement policy to generate additional jobs or commitments from contractors for local sub-contractors • Ability to link S106 funding to VCS sector initiatives (e.g. job clubs) • Employment opportunities at edge of district – e.g.: Friargate, Whitley, Ryton, Gaydon • Adoption of a coherent Prosperity strategy enabling all teams to understand their impact on the agenda 	<p>submission and/or adverse outcome to Examination in Public</p> <ul style="list-style-type: none"> • Lack of political commitment to the Joint Committee/Economic Prosperity Board • Continuing tensions between LEP and public sector • Government perception of the sub-region • Uncertainty caused by calls for public sector structural change • Changing retail patterns • Continued pressure on town centre retail sector with vacant units • Out of town shopping undermining the attractiveness of town centres • Lack of large/flexible retail units in town centres • Primary retail centre (Leamington) slipping down the rankings • Difficulties in accessing finance for business and residents • Reduction in services in rural areas • Fragmented public sector investment and service delivery programmes • High land values inhibiting housing and commercial developments • Lack of high quality office accommodation • Availability of commercial space in Birmingham & Solihull • Uncertainty over Gateway site meaning (currently strong) investment going elsewhere within the sub-region • Ageing memberships of social clubs (e.g. Rotary Clubs, Round Tables) and the potential consequent impact on cohesion. • Cumulative impact of public sector cuts threatening to overburden the VCS sector • Failure to adequately plan for community/social infrastructure within new developments • Volunteer burn-out • Third sector ambition and innovation absent or not supported • Financial pressures may reduce service delivery • Potential for WDC to have too many projects for effective resourcing
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