

	Positive Factors	Negative Factors
Internal Factors	<div>STRENGTHS<ul style="list-style-type: none">• Race Course• Active Friends Group• Provides a contrast to the other more formal parks• Great open space• Warwick town views• Asset of community value• Caravan Park• Environmental assets: wildlife, plants, trees, designated wildlife site• Ecological value• Combination of recreational facilities: horseracing, golf, football, model plane flying, walking, jogging, dog-walking, training, bird spotting and kite flying• Hill Close Gardens – tourist attraction• Quality of air in a polluted town• Traditional events: bonfire, fireworks, sponsored runs, beer festival• Recreational use by local schools and nurseries• Car parking for town and St Mary’s lands• Parking for Mop Fair traders• Footpaths and Rights of Way to Hampton on the Hill, Saltisford Canal, Hatton Locks, Warwick Parkway, Warwick Town Centre.• Several access points – Hampton Street, Linen Street, Vittle Drive</div>	<div>WEAKNESSES<ul style="list-style-type: none">• Mutual historical ‘mistrust’ of organisations and groups involved• Past ‘mishandling’ of the project• Financial issues involving rents and leases• Uncertainty over legal questions regarding ‘rights and duties’ etc• Public perceptions of a lack of transparency and ‘partisanship’• County, District and Town Councillors failure to agree on decisions (politics)• Unhelpful ultimatums from the Racecourse organisation• Perceived conflict of interest between town traders and businesses and the Racecourse/St Marys Land development• Caravan park extension ‘blighting’ the open aspect and views across entrance to St Marys Lands• Poor approach, entrance including paths with flooding and drainage/surface issues• Caravans coming out on Compton Street• Lack of signage and café• Lack of access during race days• Car parks poorly used• Coach park unusssd• Tired old buildings around the edge of St. Marys Land i.e. Warwick Corp of Drums• Tired building at the main entrance, turnstills and groundsman’s house• Unattractive approach along Hampton Road• Golf club house reaching the end of its life• Hill Close Gardens not known• Lack of a welcoming entrance• Poorly promoted• Poor quality landing strip for model aeroplane flyers• Lack of car parking adjacent the golf course• Golf driving range length and covered area• Business sustainability• Football Club no longer at the centre of its community• Lack of formal play facilities</div>
	Positive Factors	Negative Factors
External Factors	<div>OPPORTUNITIES<ul style="list-style-type: none">• Park and Ride / Park & Cycle / Closure of Linen Street• Improved footpath / cycle links i.e. along Vittal Drive and connecting Hampton Magna or Warwick Parkway• Clear definition of what the space is for: recreation, environmental, heritage benefits• More flexible use of spaces when Racecourse not racing• Bringing more visitors to the town with increased revenue, trade & jobs• More engagement with the wider Warwick community through enhanced sports, leisure, social & recreational facilities• Complimentary hotel in the right location• Improve disabled access (Establish a shop mobility provision), access for the elderly and young families• Create a services building to house an information centre, café and toilets• Enhanced streetscape along Hampton Road / entrance• Making it a Country Park i.e. “St Mary’s Land Country Park”• Integrate the reservoir as a positive landscape feature• Joined up marketing and identity through partnership working• Improve sport facilities – better drainage on football pitch• Increased school use• Community / dual use of the jockey hostel• Flood scheme• More exercise, social inclusion including older residents• Modernise golf course, develop fitness walks, play areas, recreational sites• Improve signage for existing and proposed features e.g. football, walking circuits, play areas, wildlife sites• Attract more sponsored events• Hot Air Balloon trips over the Castle• Promote greater use of footpaths and cycle paths to travel to Hampton-on-the-Hill, Saltisford Canal, Hampton Locks and Warwick Parkway Station• Develop as a destination space• Promote increased usage of car and coach parking• Caravan park – options for accommodation• New working party offers a fresh start!</div>	<div>THREATS<ul style="list-style-type: none">• Government pressure for building land• Privatisation of public spaces and too many hedges• Local authority budget cuts• Legal covenants• Business failure leading to uncertainty (Hill Close, Golf course, racecourse, football club)• Increased traffic flow in an already congested town with air-quality issues• Increased congestion during holidays and tourist season• Increased usage of St Mary’s Lands harms the environment and threatens wildlife• Enhanced facilities lead to increased charges or introduction of charges and public perception of this• Delays and setbacks as a result of any failure to consult the wider Warwick population• Further hold-ups resulting from an inability to agree desired outcomes with all concerned parties• Racecourse not paying their way• Historical tensions of previous plans with future plans• Commercial viability versus public need• Caravan increase poorly sited• Potential increase in flooding and need for more flood schemes• Lack of funding to achieve the changes needed</div>
	Key Themes and Priorities	
01	Partnership working and ‘trust’	
02	Identity and purpose: achieving an appropriate balance between competing agendas	
03	Business continuity and contribution	
04	Access and signage	
05	Planning and capital projects: setting the parameters for any future change	
06	Funding for delivery and aftercare.	