

SWOT Analysis September 2013

Strengths	Weaknesses
<p>Rawdon PC Billing Airport Cricket Club & Golf Club, other sporting facilities Shops Library Littlemoor Church Schools Proximity to Leeds & Bradford Sense of community (Funday etc) Heritage Mix of housing Turnover of starter homes 2 large employers Semi rural aspect</p>	<p>Airport Proximity to Leeds Lack of a village centre Busy roads – no new capacity for more traffic Lack of parking for shops, employers and schools No youth facilities No community hall School capacity Lack of employment land Parish boundaries – some residents consider themselves part of Rawdon but outside boundary City and Parliamentary boundaries</p>
Opportunities	Threats
<p>Neighbourhood Plan New railway station at Apperley Bridge LCC willing to engage with PC Encouraging small businesses to remain in parish Encouraging use of local shops Potential heavy rail link to airport</p>	<p>Proximity to Leeds Urban sprawl A65 issues Airport extension Traffic at full capacity Increased development Overdevelopment of green spaces Strengths make it attractive</p>