|  |  |
| --- | --- |
| **Strengths** | **Weaknesses** |
| * Natural beauty * Geographical location * Ecologically diverse * Attractive environment for children/families * Range of outdoor activities available * Relatively free from congestion * ***FEP – united voice for the Forest*** * ***Entrepreneurial mindset*** * ***Presence of successful international companies*** * ***Diverse businesses*** * ***Tourism*** * ***Low rents & property values*** * ***New Gloucestershire College campus*** * ***Hartpury University*** * ***Forestry Commission*** * ***Private land ownership*** * Strong cultural connection and pride * Strong local communities * Great people & workforce | * Transport & infrastructure * Division between main settlements * Areas that ‘drop off’ planning radar (border areas such as Tidenham) * Sports/recreational facilities decreasing * ***Poor Digital connectivity*** * ***Lack of variety of different types of business premises*** * ***No Chamber of Commerce*** * ***Struggling town centre retail*** * ***Low educational attainment/schools in special measures*** * ***Poor links between business & schools*** * ***Lack of awareness of FoD business within local schools*** * ***Limited choice of progression for students*** * Ageing population * Sparse population that is spread out * Resistance to change/growth/development * Insular communities/thinking inside the box * Ingrained lack of aspiration * External perception of FoD |
| **Opportunities** | **Threats** |
| * Bridge Toll abolished – people can live here for less, easier place for people to do business * Space for large developments * Natural resources to mitigate against climate change * Renewable energy potential/Tidal power * FoD has renewable resources to meet 186% of energy needs * ***Eco-tourism*** * ***Making the FoD a centre of excellence for Forestry/Forest products – fuel, construction etc.*** * ***FEP – sharing good practice/joined up thinking/improved cross border relationships*** * ***Commercial relocation/inward investment opportunities*** * ***GCHQ involvement*** * ***Opening work experience window to full year*** * ***New mixed economy work-life balance achievable with new digital technology*** * ***Forest Growth Hub*** * New community hospital * 2050 –engage with the bigger picture | * Bridge toll abolished – pushing house prices up, more people commute outside of District, greater congestion in Chepstow * Too much development could destroy USP * ***Major businesses leaving the area*** * ***Lack of one dominant town/centre can inhibit external investment*** * ***Danger of not addressing issues of poor communication links, inward looking mentality, lack of investment in FoD*** * Young people leaving/more attractive lifestyles for young people outside of the Forest * Lack of involvement in other bodies’ plans e.g. development of M5 corridor / Newport and Cardiff * Climate change |

|  |  |
| --- | --- |
| **For Clarification or requiring further stats to support** | **Proposed approaches** |
| **Strengths**   * Best mixed forest in the UK * Low pollution * Benefit of late adoption (?) * ***Quantity of small businesses*** * Small enough to have high levels of social capital/cohesion * Health and wellbeing * Public & private sector engagements * Community Feel/Trust   **Weaknesses**   * High number of road traffic accidents * ***Skills gaps*** * ***Low rates of pay*** * Cinderford West in top quantile for UK deprivation * Very poor social mobility – ***what does this mean?*** * High suicide rate   **Threats**   * Danger of Forestry Commission becoming more privatised | * Town centre regeneration * Build infrastructure to link with communities * Improved cycling infrastructure * Boat access to Lydney Docks * Electric vehicle infrastructure * 2nd mainline railway station * ***Marketing the Forest as a place to live*** * ***Shared apprenticeship schemes rolled out across all sectors*** * ***Development of bioregional economy*** * ***Creating biosphere reserve to protect biodiversity and champion sustainable development*** * ***Mixing tourism with high tech technology*** * Build understanding of aspirations |

**FEP PROGRESSION**

|  |  |
| --- | --- |
| SWOT analysis | Steering Group |
| Strategic objectives | Steering Group |
| SMART measures | Steering Group |
| Review issues and propose SMART solutions | Sub-groups |
| Detailed individual projects created | Sub-groups/Action Group |
| Project signed off | Steering Group |
| Establish appropriate project delivery body | FEP Team |
| Sources fundraising for delivery e.g. Government funds linked to UK strategies, LEP, local business sponsorship) | FEP Team/Sub-groups |
| Project progress recorded and publicised | FEP Administrator |
| Evaluate outcomes and celebrate success | Steering Group/All |