

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Natural beauty</li> <li>• Geographical location</li> <li>• Ecologically diverse</li> <li>• Attractive environment for children/families</li> <li>• Range of outdoor activities available</li> <li>• Relatively free from congestion</li> <li>• <b>FEP – united voice for the Forest</b></li> <li>• <b>Entrepreneurial mindset</b></li> <li>• <b>Presence of successful international companies</b></li> <li>• <b>Diverse businesses</b></li> <li>• <b>Tourism</b></li> <li>• <b>Low rents &amp; property values</b></li> <li>• <b>New Gloucestershire College campus</b></li> <li>• <b>Hartpury University</b></li> <li>• <b>Forestry Commission</b></li> <li>• <b>Private land ownership</b></li> <li>• Strong cultural connection and pride</li> <li>• Strong local communities</li> <li>• Great people &amp; workforce</li> </ul>	<ul style="list-style-type: none"> <li>• Transport &amp; infrastructure</li> <li>• Division between main settlements</li> <li>• Areas that ‘drop off’ planning radar (border areas such as Tidenham)</li> <li>• Sports/recreational facilities decreasing</li> <li>• <b>Poor Digital connectivity</b></li> <li>• <b>Lack of variety of different types of business premises</b></li> <li>• <b>No Chamber of Commerce</b></li> <li>• <b>Struggling town centre retail</b></li> <li>• <b>Low educational attainment/schools in special measures</b></li> <li>• <b>Poor links between business &amp; schools</b></li> <li>• <b>Lack of awareness of FoD business within local schools</b></li> <li>• <b>Limited choice of progression for students</b></li> <li>• Ageing population</li> <li>• Sparse population that is spread out</li> <li>• Resistance to change/growth/development</li> <li>• Insular communities/thinking inside the box</li> <li>• Ingrained lack of aspiration</li> <li>• External perception of FoD</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>• Bridge Toll abolished – people can live here for less, easier place for people to do business</li> <li>• Space for large developments</li> <li>• Natural resources to mitigate against climate change</li> <li>• Renewable energy potential/Tidal power</li> <li>• FoD has renewable resources to meet 186% of energy needs</li> <li>• <b>Eco-tourism</b></li> <li>• <b>Making the FoD a centre of excellence for Forestry/Forest products – fuel, construction etc.</b></li> <li>• <b>FEP – sharing good practice/joined up thinking/improved cross border relationships</b></li> <li>• <b>Commercial relocation/inward investment opportunities</b></li> <li>• <b>GCHQ involvement</b></li> <li>• <b>Opening work experience window to full year</b></li> <li>• <b>New mixed economy work-life balance achievable with new digital technology</b></li> <li>• <b>Forest Growth Hub</b></li> <li>• New community hospital</li> <li>• 2050 –engage with the bigger picture</li> </ul>	<ul style="list-style-type: none"> <li>• Bridge toll abolished – pushing house prices up, more people commute outside of District, greater congestion in Chepstow</li> <li>• Too much development could destroy USP</li> <li>• <b>Major businesses leaving the area</b></li> <li>• <b>Lack of one dominant town/centre can inhibit external investment</b></li> <li>• <b>Danger of not addressing issues of poor communication links, inward looking mentality, lack of investment in FoD</b></li> <li>• Young people leaving/more attractive lifestyles for young people outside of the Forest</li> <li>• Lack of involvement in other bodies’ plans e.g. development of M5 corridor / Newport and Cardiff</li> <li>• Climate change</li> </ul>



\*The complete SWOT analysis relates to physical, economic and social elements – those relating to economic impact have been emphasised in bold.