

# SWOT analysis

**Identify strengths, opportunities, drivers for change and challenges in your place.**

**Strengths** What are the area's strengths and key assets? What makes this place unique to live? What particular role does this place play in relation to surrounding areas / regionally / nationally? What do people who live, visit, work or invest here see as its strengths?

**Opportunities** What are the opportunities we can build on for the area? Are there opportunities offered by changes to strategic contexts (environmental, social, economic, technological etc) or to local policies and strategies? By planned changes or investments to services, buildings or infrastructure? Through new linkages or relationships?

**Drivers for change** How is the area changing? What are the key drivers for change?

**Gaps or challenges** What are the main challenges in the area now and in the future? What could be improved for people living in this place?