

## Appendix 5: Spennymoor SWOT Analysis

Strengths	Weaknesses
<p>Strong internet coverage across the town.</p> <p>The majority of schools in Spennymoor rated as exceptional or good.</p> <p>Good level of private sector investment in areas such as Durham Gate and Thinford.</p> <p>A recent programme of regeneration work in the town centre.</p> <p>£20m of funding received through LTPT fund.</p> <p>A good number of independent shops.</p> <p>Close proximity to larger urban centres Good transport links to the larger urban centres of the North East.</p> <p>Good range of sports facilities and clubs.</p> <p>Some good leisure services, particularly the leisure centre and new library.</p> <p>Good number of green spaces including an excellent main park (Jubilee Park).</p> <p>An interesting heritage relating to mining.</p> <p>Several very active third-sector community organisations.</p>	<p>Anti-social behaviour issues, particularly in the town centre.</p> <p>Lack of available commercial property, both industrial and commercial.</p> <p>No well recognised business network or organisation.</p> <p>Average weekly pay is well under the national average.</p> <p>Significant growth in housing and population without the requisite additional infrastructure and services.</p> <p>No defined and agreed identity for the town.</p> <p>No defined development strategy for the town.</p> <p>Social trust level is significantly below national average.</p> <p>Town footfall level is over 50% lower than the national average.</p> <p>Commercial vacancy rate is above the national average.</p> <p>More than half of the LSOAs in the town are among the worst 20% in England when it comes to job opportunities.</p> <p>About 13.3% of the LSOAs in the town are among the worst 10% in England when it comes to crime rates.</p> <p>Lack of accommodation for visitors will restrict the impact of any development of the tourism offering in Spennymoor.</p>

Opportunities	Threats
<p>Growth in housing and population offers the opportunity for increased town centre footfall and demand for new facilities.</p> <p>Development of a unifying business network.</p> <p>Development of space to support start-ups, business growth and entrepreneurship.</p> <p>Employer engagement forum to connect education and industry.</p> <p>Good civic and green spaces for further investment.</p> <p>Development of Spennymoor as a cycling and walking-friendly town and destination.</p> <p>Development of a destination marketing identity and offering for the town.</p> <p>Development of a stronger events programme for the town.</p> <p>Opportunity to formalise relationships with the town and schools to support civic, social and economic participation.</p> <p>Proximity and connectivity to major urban centres offers opportunities to attract visitors.</p>	<p>Lack of business space is restricting economic development and job opportunities for residents.</p> <p>New housing is putting pressure on existing infrastructure.</p> <p>New housing, commuter town image and ASB can severely impact community pride.</p> <p>Challenging economic climate can exacerbate problems such as ASB, high street vacancy and job opportunities.</p> <p>Ongoing development of neighboring towns can impact on footfall and economy.</p>