

Appendix: BEA1 SWOT Analysis for Business/Local Economy

Business & Economy, Transport & Infrastructure Workshop report

Benenden Village Hall, Saturday 9th December 2017

Topic: Business & Local Economy – Table 7

<p>Strengths</p> <ul style="list-style-type: none"> • 4 strong establish local businesses; • People want to live here; it's thriving; • 2 good pubs & strong Community Shop; • Holiday lets / B&Bs drive footfall. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Accommodation costs for new / junior staff; • Poor mobile phone signal; • Lack of parking; • Health facilities – access to; • Taxi-desert - £25 to anywhere! Carpools?
<p>Opportunities</p> <ul style="list-style-type: none"> • Fibre broadband; may help home-working; • De-Beeching the local railways (= bring back!); • Showcase local businesses / crafts; • Purpose-built / change of use for farm buildings for offices / farm-shop etc; • Jobs of young people (apprentices?) • Affordable accommodation for local employees. 	<p>Threats</p> <ul style="list-style-type: none"> • Sustainability of some crucial local businesses; • Rail services (Staplehurst), and bus services may be reducing (consultation exercises out); • Housing need may be threat to business units – may take priority.

Topic: Business & Local Economy – Table 8

<p>Strengths</p> <ul style="list-style-type: none"> • Benenden Hospital; • Agriculture; • Shop – professionally run; • Several childcare facilities available locally; • Beautiful area; • Strong Community 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Village does not benefit directly from Hospital; • Transport is a real weakness; • Lack of work opportunities for young people.
<p>Opportunities</p> <ul style="list-style-type: none"> • Use Hospital facilities for local Doctor's surgery; • Work experience for local youngsters, & volunteering; • Smaller businesses (in agricultural buildings?) would encourage local people to stay; 	<p>Threats</p> <ul style="list-style-type: none"> • Larger businesses would encourage traffic eg trucks.

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| <ul style="list-style-type: none">• Special Rates for first few years to allow business to start;• Build cycle routes;• Casual labour on farms. | |
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