

SWOT analysis for Ongar civil parish

ONG-EF107

<p>Strengths</p> <ul style="list-style-type: none"> • A centuries old administrative centre, Chipping Ongar, has an extensive road network and many services to serve the civil area of Ongar and surrounding villages including schools, doctors and health services, fire station, post office, library leisure centre and swimming pool and core professional business and retail. • Largely unspoilt historic small town of medieval origin surrounded by green belt farmland and nearby settlements of Shelley, Marden Ash and Greensted within the parish • Friendly cohesive community with many active organisations • Stable population, the residents preferring to stay from cradle to grave • Countryside easily accessible with PROWS 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Few local employment places so majority commute • Poor public transport links to London with service insufficient to replace individual car journeys. • Shopping areas struggle to be viable exacerbated by lower footfall since the doctors and the banks closed. • Through traffic including HGVs make High Street feel unpleasant and unsafe especially where pavements are too narrow • Not enough for youngsters to do • Insufficient parking enforcement and lack of visible policing • Streetscene spoilt by parked cars due to poor recent developments • Insufficient open space within the town • PROWS not well maintained and no cycle routes • Public realm shabby
<p>Opportunities</p> <ul style="list-style-type: none"> • Tourism attractions of Chipping Ongar town centre and castle, Greensted Church, heritage railway are not developed and public realm could be much more attractive • PROWS going through Chipping Ongar could be advertised and better signposted; and maintained Cycle routes round Ongar and links to nearby villages explored • The infrastructure needed for the additional population in the Local Plan could be located centrally to invigorate the High St and linking the existing sports facilities. • Local businesses could benefit from an increase in population and footfall. 	<p>Threats</p> <ul style="list-style-type: none"> • Development will be on Green Belt which be a risk to the historic character of Chipping Ongar and neighbouring settlements • Increased traffic along A414 expected from growth at Harlow and locally could cut Shelley from High Street and negate any regeneration benefits. • HGVs taking short cuts adds to pollution and safety aspects • With little local employment there is a risk that Ongar becomes a dull dormitory town unless a central community hub with leisure and recreation facilities are sufficient for the growing population. • Schools must also be able to accommodate new pupils. • Unless the mix of housing includes sufficient family homes, the demographics will change with growing families regularly moving away

	<ul style="list-style-type: none"> • Aging population who want to stay in Ongar have little choice of bungalows or similar to downsize. • The trend for high density would be out of character for most of the rural and historic
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Swot for Ongar

Strengths

Chipping Ongar, Having been an important admin centre for centuries until recently, it still has the road network and many services to serve the civil area of Ongar and surrounding villages including schools, doctors and health services, fire station, post office, library leisure centre and swimming pool and core professional business and retail.

Largely unspoilt historic small town of medieval origin surrounded by green belt farmland and nearby settlements of Shelley, Marden Ash and Greensted within the parish Friendly cohesive community with many active organisations Stable population, the residents preferring to stay from cradle to grave Countryside easily accessible with PROWS

Weaknesses

Not many employment places so majority of working pop commute including to London Poor transport links to London and in the evening with frequency of service insufficient to replace individual car journeys.

Shopping centre struggles to be viable. Low footfall since dr and banks moved.

Through traffic inc HGVs making unpleasant and unsafe ESP where pavements are too narrow Not enough for youngsters to do No parking enforcement and no policing Too many on street cars parked with poor recent developments of high density out of keeping and not enough car parking spaces Not enough open space like a town park PROWS not well maintained and no cycle routes Public realm shabby

Opportunities

Tourism attractions of Chipping Ongar town centre and castle, Greensted Church, EO heritage railway are not developed and public realm could be much more attractive PROWS going through Chipping Ongar could be advertised and better signposted and maintained Cycle routes round Ongar and links to nearby villages explored The infrastructure needed for the additional pop in the LocalmPlan could be located centrally to invigorate the High St and linking the existing sports facilities. The additional pop and footfall would benefit the viability of local businesses.

Threats

Development will be on greenbelt, most of which is farmed, so must be sensitively developed so as not to spoil the character of the historic Chipping Ongar and neighbouring settlements.

Increased traffic from development in the town and along the A414 to Harlow Gilston etc is likely to cut Shelley off from Chipping Ongar and dominate the High st thus negating any regeneration. A by pass would be preferential but may not be forthcoming. Increased HGVs taking short cuts also adds to pollution and safety aspects.

The lack of employment locally could mean Ongar being just a dormitory town unless a central community hub with leisure and recreation facilities are sufficient for the growing population. Schools must also be able to accommodate new pupils.

Unless the mix of housing includes family homes, the demographics will change and the change I pop likely to increase.

Aging population who want to stay in Ongar have little choice of bungalows or similar to downsize.

The trend for high density would be out of character for most of the rural and historic The recent housing estates did not provide sufficient off road car parking spaces Wickh spoil the street scene. area