

Heacham SWOT Analysis

In order to assist in the formulation of the Neighbourhood Plan the following Strengths, Weaknesses, Opportunities and Threats have been identified.

Strengths

- Reasonable bus service enables direct access to Kings Lynn, including the QE Hospital, and railway with direct connection to Norwich, Cambridge, London and Stansted airport
- Within easy reach of King's Lynn but still rural village character
- Coastal village, largely surrounded by green belt land, so not in immediate danger of being over-developed
- Supermarkets, post office, pubs and restaurants
- GP surgery and alternative therapy services
- Community facilities: Heacham Social Club, Public Hall, Library supported by Parish Council
- Very good Infant/nursery and Junior schools
- Active sports clubs
- Active community organisations e.g. Heacham and District Community Car Scheme, Heacham Youth & Community Trust,
- Good number of skilled and experienced people willing to contribute to voluntary activities
- Good broadband connection across most of the parish.

Weaknesses

- Insufficient parking, particularly near the shops
- Few employment opportunities in the village
- Shopping areas are physically split and do not naturally cohere
- Not large enough to support a wider range of leisure facilities
- Limited facilities especially for teenagers and young people

Opportunities

- Sensitive development could keep the village character while ensuring it does not stagnate.
- Developments could provide funds to improve non-motorised transport, by building bike lanes and improving footpaths.
- Developments could support the use of electric vehicles through the provision of accessible internal, and external, electric vehicle charging points.
- There should be opportunities to increase social and other links within the village, particularly as more houses are built on the Cheney Hill development..

Threats

- Increasing numbers of commuters from outside the parish make traffic and parking problems worse.
- Significant new development in Hunstanton could cause village roads to become rat-runs as drivers discover back routes thereby avoiding congestion and lengthy queues on the A149.
- Continued congestion on the A149, and potential increase of its capacity, could reduce the quality of life at the western edge of the Parish.
- Increasing house prices could change the demographics of the parish and force young people with village connections to move away