

**SWOT SUMMARY MASTER Desktop Update May 2017**

STRENGTHS (Top Quartile / +ve Factors)					WEAKNESSES (Bottom Quartile / -ve Factors)				
Annual increase in mean and median earnings	High levels of access to car / van	NNDR from renewables	Level employed in knowledge economy	Job Density	(relatively) Low full time earnings				
Social Mobility	Local Plan adopted	Very low levels of housing overcrowding	3G & 4G network coverage	Low skilled job likelihood for not White British	Poor transport infrastructure				
High levels of home ownership	Low number of households on housing waiting list	Level of Council house building and Right to Buy replacement	Distance travel to work (possibly offset by travel time)	Superfast broadband coverage	Download and upload speeds				
Low levels of statutory homelessness	Low proportion of single person households	Relatively Low Housing Costs	Motor vehicle traffic change	GVA per head	New businesses not surviving after 2 yrs				
Ability to live comfortably on income	Stable relationships; low level under 18 conceptions	Life Expectancy (male)	NNDR per capita	% 16-64s economically inactive					
Low levels of deprivation	Low % children in families receiving means tested benefits	Air Quality	Low proportion of social housing	Households not connected to mains gas	Under occupancy (2+ extra bedrooms)				
Low level of hospital stays for self-harm & alcohol related harm	Life Satisfaction, Happiness, Life is Worthwhile, Low levels of anxiety ratings	Recycling rates	Breastfeeding take up by new mothers	High Mean & Median age	High level of people aged 65+				
Under 75 cardiovascular mortality rate	Low crime rates and levels of ASB	Smoking Prevalence	Levels of recorded diabetes	Hip Fractures people aged 65 and over	Levels of adult obesity				
Educational attainment	Financial Sustainability – Balanced Budget	Low council tax	Rural service cost premium	Council tax rate of increase – last ten years					

OPPORTUNITIES					THREATS (Including declining trend, not necessarily bottom quartile)				
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O1	Improved digital connectivity	O12	Physical connectivity improvements	O15	Renewables	T15	Limited transport & digital infrastructure	T4	Relatively Low wage economy	T20
O21	Regeneration	O17	Marketing NK as a business destination – driving inward investment		Our Environment Priority development		Low placement in national reports – reputation / external perception risks	T3	Limited Business Mix (especially Knowledge Economy)	T30
O28	Improved access to services	O26	Tapping into wider funding	O18	Focus on how to retain young people in the District	T19	Loss of highly educated young people – “brain drain”	T33	NK becomes “dormitory” district	T10
O2	Harnessing technological & digital developments	O10	Build more social and affordable housing to meet demand	O19	Local Plan Adoption	T1	Lack of sufficient social and affordable housing	T5	Imbalance in district housing mix	T32
O24	New approaches to get younger people more involved	O5	Open Space Strategy	O4	Health improvement opportunities – including Obesity Pilot		Increase in levels of homelessness	T21	Social, Digital, Financial exclusion	T12
O13	Tackling pockets of deprivation	O11	Promotion of NK as a great place to live & work	O16	Population Growth, Demographic Change; Ageing Population	T16	‘Fuel Poverty, Child Poverty (although both relatively low in national context)	T11	Challenges from Welfare Reform	T18
O3	Sporting & Cultural activities	O22	Resident Insight & Communication	O29	Social capital & community resilience	T29	Climate Change	T14	Data Security & Cyber Crime	T23
O31	Advocacy for higher education provision within NK	O30	Agile Working	O7	Partnerships, joint working and new delivery models,	T9	Increasing demands and service expectations (“24/7 society”)	T31	Stereotyping and / or extremist views	T27
O9	Support for business	O8	Trading powers; ExCITe adoption	O8	BREXIT, Local Government Funding – opportunities, challenges, unknowns	T8	Post 2020 Local Government Funding	T8	Silo approaches; capability / capacity limitations	T28

**Priority Link Key**

Our Economy	Our Homes	Our Communities	Our Council	Our Environment
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