

Strengths	Weaknesses
<p>Free parking (inc all day at Cherry Tree) 4</p> <p>Market – and its location in Marketplace</p> <p>Location – centre of the county</p> <p>Good bus service 2</p> <p>Transport links</p> <p>Draws in people from surrounding villages 3</p> <p>Good library, leisure centre / amenities</p> <p>Mid Norfolk Railway a big draw 11</p> <p>Memorial Hall</p> <p>Cinema</p> <p>Range and variety shops and businesses 2</p> <p>Wide range of groups to join</p> <p>Non-English groups</p> <p>Good size of town for access</p> <p>Good schools</p> <p>Various denominations of churches</p>	<p>Through traffic in Marketplace</p> <p>Entertainment for younger generation / facilities for teenagers 2</p> <p>Businesses (shops?) moving out of town centre and not replaced 2</p> <p>Too many cars – lack of routes (lack of funding from NCC?)</p> <p>Accommodation for visitors 2</p> <p>Traffic / congestion 2</p> <p>Park all day and then go elsewhere 2</p> <p>Pavements for mobility</p> <p>Public toilets</p> <p>Lack of tourist info centre</p> <p>Lack of covered bus waiting areas</p> <p>Public transport</p> <p>Doctors 2</p> <p>A47</p> <p>Lack of USP / no clear identity / what is our name? 2</p> <p>Lack of green spaces</p> <p>Lack of leadership / council ambition</p>
Opportunities	Threats
<p>Position – focal point</p> <p>Heritage / heritage trail 2</p> <p>Tourism – MNR – Memorial Hall – Gressenhall</p> <p>Promotion of Dereham to tourists</p> <p>Burgeoning cultural/leisure offer</p> <p>Click and collect – growth of</p> <p>Defence bases nearby</p> <p>Formation of a business group</p> <p>An area / building for community use</p> <p>Develop wider entertainment provision</p> <p>Increase post-16 education provision</p> <p>Footpath improvements vis new housing</p> <p>Re-balance age profile</p> <p>Create enterprise culture</p> <p>Youth enterprise culture</p> <p>Develop/improve Marketplace</p> <p>Cafe culture – there is a visible demand</p>	<p>More housing development / pressure on existing infrastructure : 5</p> <ul style="list-style-type: none"> • Worsening congestion 2 • Longer queues at GP 2 • School places 2 <p>Population growth</p> <p>Closure/failure of market</p> <p>Decline of traditional retail/empty properties 2</p> <p>Funding – lack of</p> <p>Local competition</p> <p>The internet</p> <p>Lack government funding, investment</p>