

**Summary SWOT Analysis of Street Meetings held Oct-Nov 2008
BARNSTAPLE**

Strengths	Weaknesses
<ul style="list-style-type: none"> • Independent shops • Market town • History/heritage • River frontage • Wider attractiveness of North Devon (tourist market) 	<ul style="list-style-type: none"> • Expensive car parks • Poor signage • Lack of coherent marketing • River frontage – underused • Feelings of no value or return on Business rates • Lack of Christmas lights (where streets do not have them)
Opportunities	Threats
<ul style="list-style-type: none"> • Increased marketing and promotion • Improving signage • Queen Street / Bear Street future development • River frontage • Christmas lights (for streets that currently do not have them) • Street entertainment • Festivals/events 	<ul style="list-style-type: none"> • Economic climate • Loss of identity/clone town syndrome • Queen Street/Bear Street future development • Over zealous parking enforcement • Losing trade to other towns/cities and out of town shopping • Car parking situation (future capacity and charging)

General key themes arising from meetings

- Extra marketing and promotion of Barnstaple is required – this needs to be a cohesive approach and we should build on the history and heritage of the town
- Independents are the USP of Barnstaple and require specialist marketing
- We should be trying to create a healthy, vibrant Barnstaple - as part of this quality events and festivals would be desirable to create a draw to the town and to utilise The Strand and The Square
- The river frontage is underused and we should explore how this can be addressed
- Improving signage and information is a must
- Where streets currently do not have Christmas lights, they want them
- We could make the town more attractive through floral displays, improving ‘run down’ areas around car parks etc
- Generally, businesses would not want to see a BID supporting / funding policing or street cleaning activities
- Whilst some businesses have said Barnstaple is scruffy / dirty, it is very much viewed as the council’s responsibility to address this and it is what businesses pay their rates for