

SWOT Analysis

Strengths

- Proactive and non-political town council
- Good geographical location
- Good road network
- Mixed (gender) unskilled worked force able to take on new challenges and ready to learn new skills
- Potential for an enterprise Zone
- If the community believes in a project or cause they will support it for example with the secondary school closer
- Harworth is a growth area
- Potential for a lot of inward investment
- Academy status at the secondary school
- Well-kept tidy area
- Possibilities for the rail way to re-open
- Connections with the airport

Weakness

- Poor public transport with only access to Doncaster and Worksop but no access Retford, Sheffield and Tickhill.
- Little or no community sprit
- Education facilities are poor in terms of the quality of the buildings at the secondary school
- Families are choosing to send their children to Retford to go to secondary school instead of Harworth
- Any changes in the village are always treated as suspiciously by local people
- Local people always think the improvements to the town are a waste of money
- Lack of interest
- Lack of volunteers to run events
- Lack of super broadband
- Lack of pride for the area
- High crime rate and unemployment

Opportunities

- The area is a blank canvas ready to grow and develop
- There's lots of space for development
- Opportunities for investment
- New residents will be able to move to the area when the new houses are built
- More facilities needed and an opportunity to introduce a weekly market
- Getting the church and other groups involved
- A new community development will be appointed in 2014 by the church to work in the town

- Rail link could be put back in
- Land available for housing and employment

Threats

- Recession
- Poor communication with residents
- Lethargy
- Attitude - POOR US!
- 30 years of lack of investment