Analysis of NPS SWOT

Strengths – Weaknesses – Opportunities – Threats

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Collecting the data

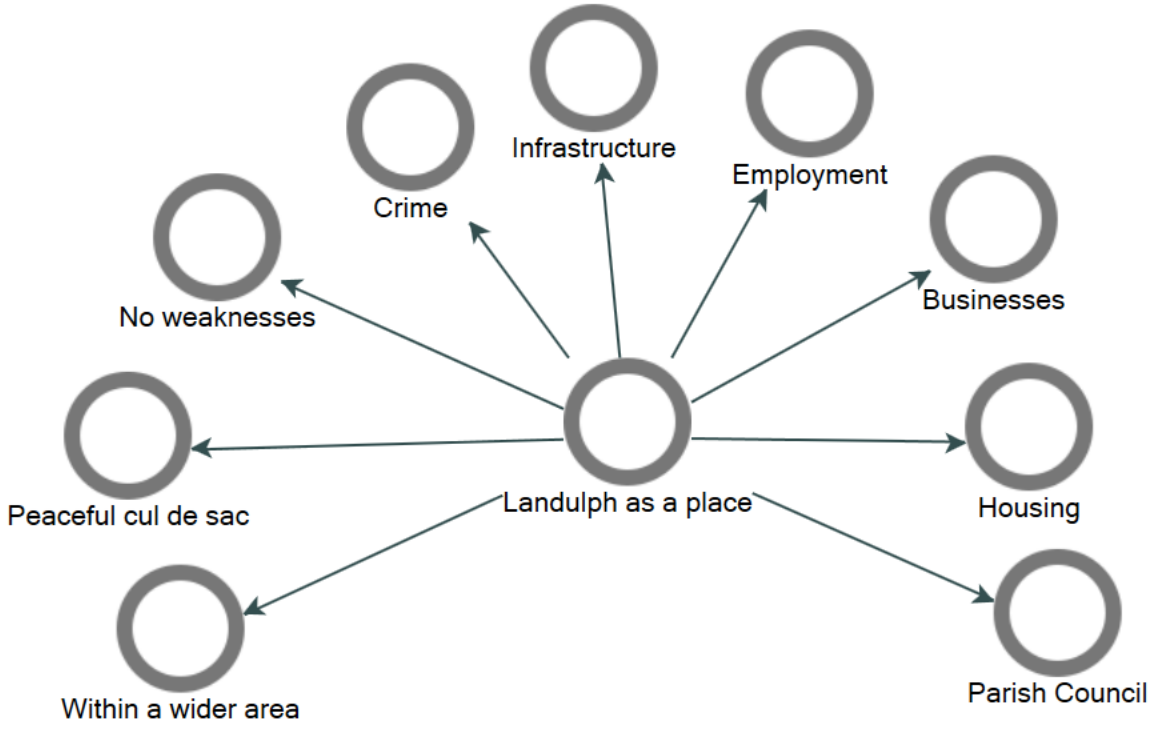
- Paper survey cards were distributed with the newsletter (2 October 2026) to every house in the Parish with link to online survey
- Parish Council email encouraged permanent residents of Landulph to complete the survey
- Word of mouth used to encourage individuals to complete the survey
- Survey cards were returned in the Parish Council mailbox
- Survey closed on 25 October 2026
- 55 surveys were completed (29 on paper, 26 online) mostly anonymous
- Paper responses were typed into the Zoho online survey tool

Method of analysis

- All comments from all four SWOT sections were coded using an approach grounded in the data
- Topics were derived from the coding rather than preconceived ideas
- Topics were revised following discussions between Clare & Valerie
- Generally, number of responses ignored as data collection not designed to be quantitative
- Most respondents answered appropriately the four SWOT aspects
- Potential SWOT developed using quotes from the survey to illustrate points made under each topic

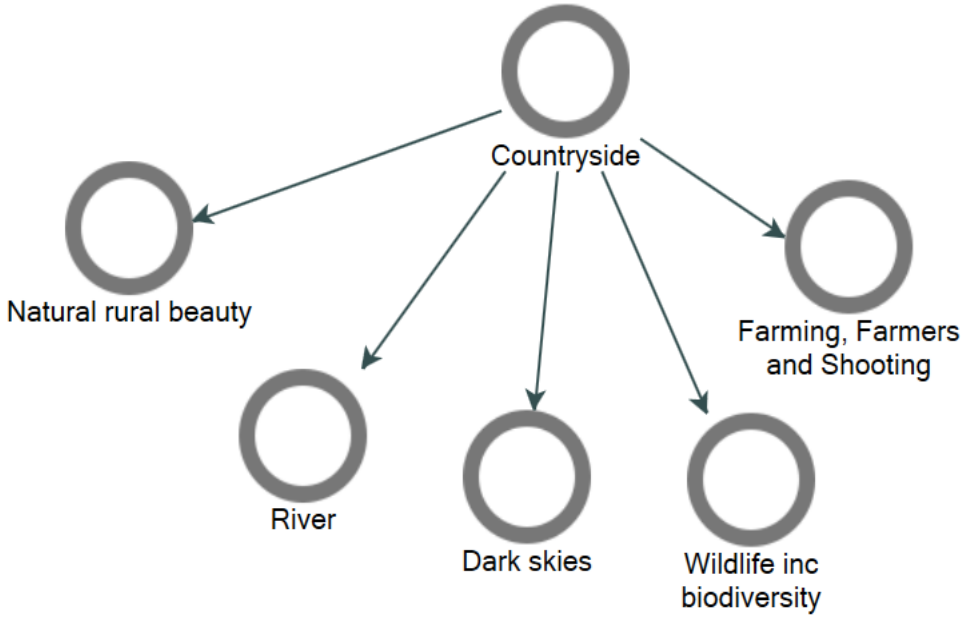
Topics – Landulph as a place

- Overwhelmingly respondents described this as a peaceful place at the end of the road with no crime BUT often referred to it as a ‘village’ so not sure how much some of the responses apply to the whole Parish
- Threats often referred to impact on the peace and character of the place



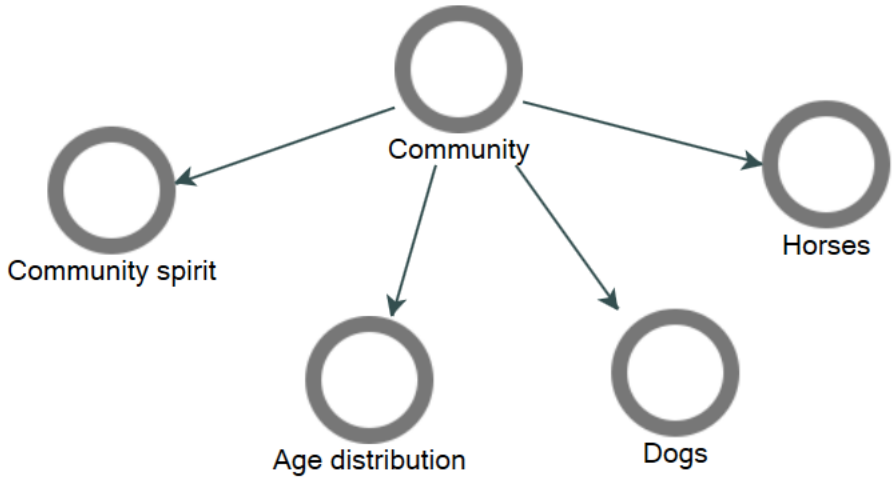
Topics - Countryside

- For many respondents the natural rural beauty of the Parish is important and part of leisure activities
- While farming is seen as key by some there are exceptions



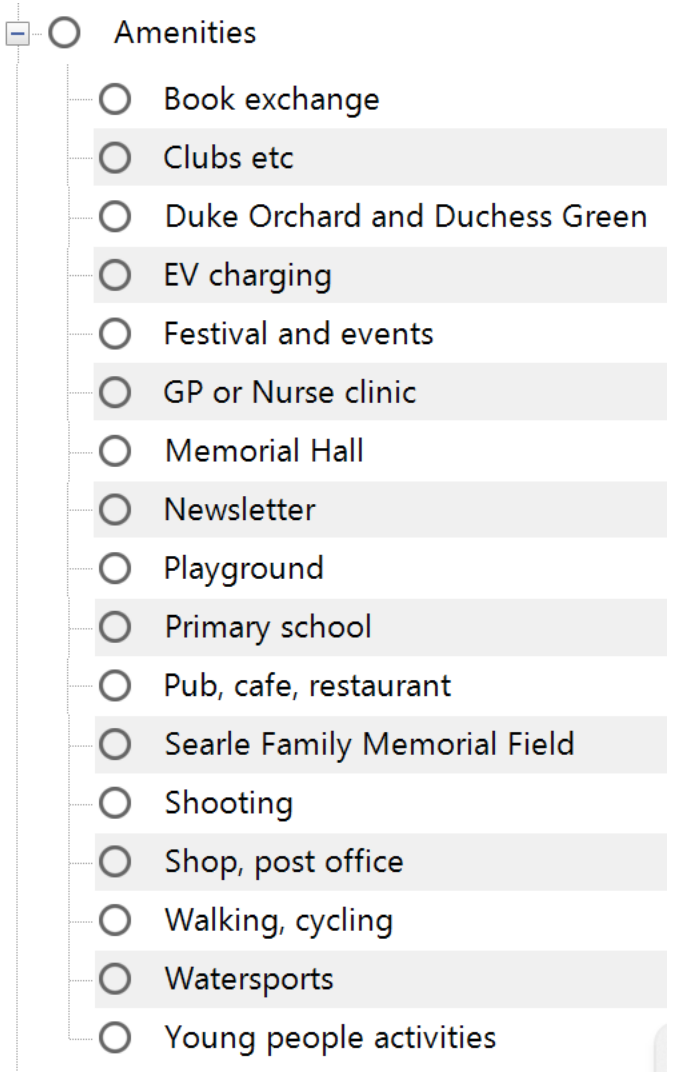
Topics - Community

- The community spirit was highly valued by most respondents and there were no negative views
- Dogs and horses were the subject of varied comments
- An aging population was seen as a threat



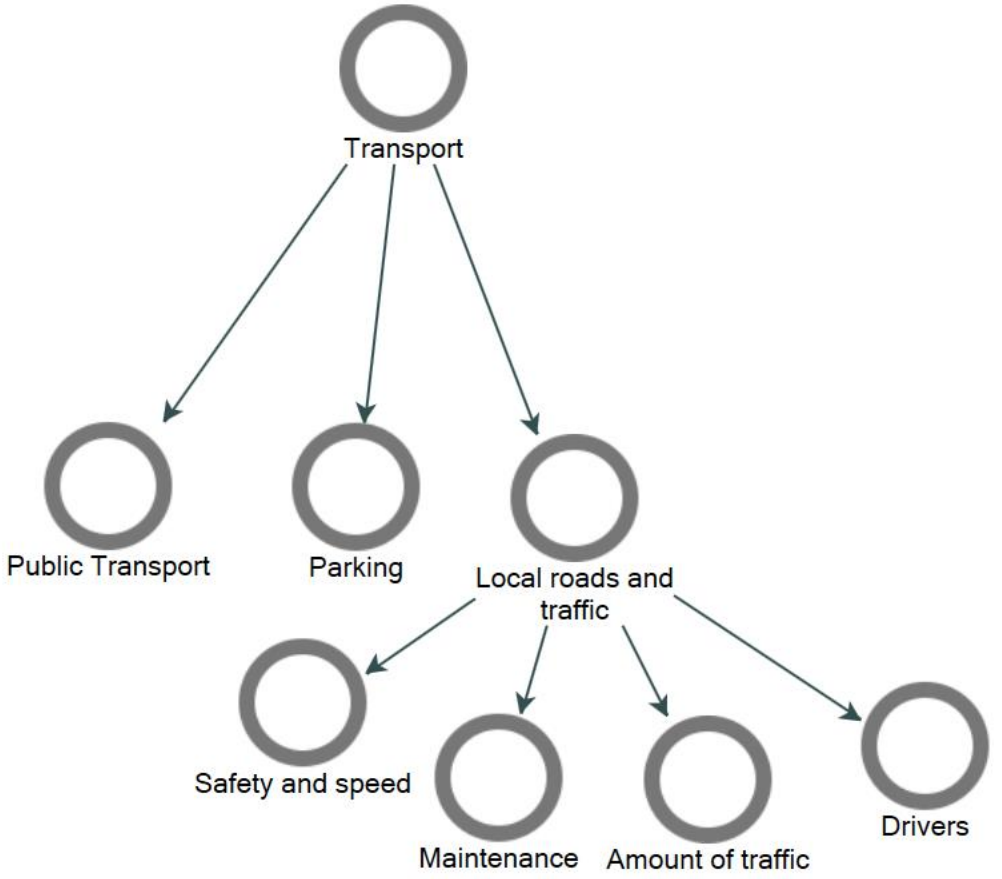
Topics - Amenities

- Amenities featured in many respondents' strengths
- The most popular amenities featured in weaknesses or opportunities were shop and pub
- But there were many other suggestions



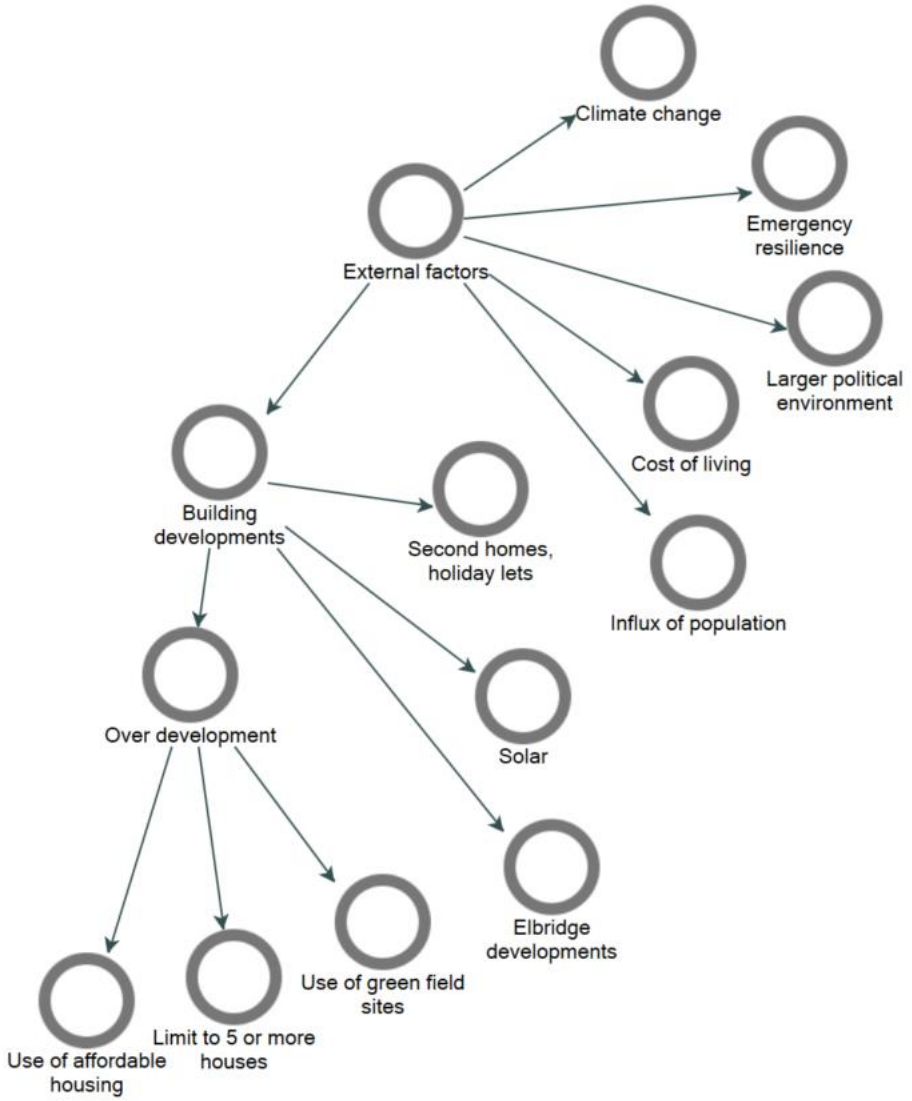
Topics - Transport

- Although transport featured as a strength for some respondents it mostly featured as a weakness or opportunity
- Threats referred to traffic and parking problems



Topics - External Factors

- Most of the external factors were seen as threats
- Building development (including housing, solar farms, wind turbines and electrical sub station) was seen as the biggest threat mostly because of its impact on the character of Landulph



SWOT – Strengths & Weaknesses

- ‘Peace & quiet … Sense of place - I think most people living here have a positive feeling about the place No-one can drive through Landulph to get to somewhere else’
- ‘… no light pollution and the most beautiful river and countryside with amazing wildlife.’
- ‘ Strong, friendly and caring community. ’
- ‘Community activities in village hall Duke & Duchess fields Local walks on public footpaths Book exchange’
- ‘I love the fact it’s a destination and not a thoroughfare village, you have to want to live her and bother with navigating the lanes’
- ’Out of the way yet good public transport within five miles ’
- ‘climate change is observed by most people’
- ‘Infrastructure such as drains water, and electric supply under strain.’
- ‘Light pollution from Plymouth and Saltash is severe and blocks out the night sky’
- ‘Too many horses in livery Muck spreading & smells Horse & dog poo in lanes Stroppy horse owners & riders’
- ‘Lack of village shop or pub (shop for convenience and choice of local produce) pub as it acts as a social hub’
- ‘Parking in Coombe Lane at times Traffic in lanes Speed of traffic in 20 and 30mph speed zones Road rage has increased. Intolerant behaviour in the narrows. I don’t think the passing place has helped.’
- ‘Lack of public transport or ferry’
- ‘Condition of roads - too many potholes.’
- ‘Regular threat of excessive development’

SWOT – Opportunities & Threats

- ‘There have been a growing number of locally based businesses in recent years which is good, having new affordable homes would help support these businesses, having more young families in the parish would also help bring down the average age of an aging population and also make local services like a bus service, a shop and maybe even the public house viable again.’
- ‘There is some misgiving that the Parish Council are not prioritizing the wishes and aspirations of the village over their own in Planning matters. Clarification of the Council’s role could be undertaken.’
- The waterfront - a community space using the pub area and quayside. Use of river for transport
- Unutilised Searle field could generate electricity for benefit Landulph residents - solar or turbine. Could also double up as dog walk area.
- ’Cycle path - walking path into village from Botus Fleming and out to Pentillie and beyond.’
- ‘Being more prepared for emergencies Having a regular social meeting place Internet access hub Prepare for impact of AI and change Regular cafe, stalls for local produce’
- ‘Bus service Return of a weekly doctors clinic Widen and straighten the road to the Yacht Club Provision for exercising dogs OFF the lead’
- ‘(Seasonal) ferry service up/down Tamar perhaps in conjunction with Plymouth Rail and Gunnislake train line. Using local microclimate and marine environment to enhance biodiversity’
- ‘Resilience planning for apocalypse events More youth activities More info/links with local businesses, farmers. Maybe newsletter bios.’
- ‘Unsympathetic development of more than an absolute maximum of 5 homes in any group would ruin the character and sense of place of the parish, and spoil it irreversibly.’
- ‘Loss of green space and areas of AONB, greedy landowners piggy-backing on the "affordable housing" gravy train and applying to overdevelop pieces of valuable heritage land in our village, ruin the landscape irretrievably’
- ‘I'm worried that at the moment it seems to be only older people moving to the village which is dangerous for the School and Pre School.’
- ‘Large developments - social cohesion of the parish depends on well integrated considerate community. This would be lost with influx of different cultures or behaviours.’
- ‘Threat to the community - mindedness since the pub closed. There is no centre of the village anymore. And ,especially nowhere for outlying residents to meet other residents casually.’
- ‘Development of brownfield land that doesn’t provide affordable, multi generational housing. Loss of Primary school Environmental impacts from further development of Ellbridge. Loss of farming and farms due to sales and farming being made more difficult’
- ‘Cargreen’s location on a peninsular means it is particularly prone to poor development plans overburdening the single meaningful road in and out of the village, sewage, water and electricity’
- ‘Future development, the village expanding which would bring more cars, more parking issues, more deliveries. Lack of control over decisions which could be made by Cornwall Council affecting the area where we live.’

Potential uses of the SWOT survey

- Software allows responses to be exported (anonymously) by
  - topic
  - Strengths, Weaknesses, Opportunities, Threats
  - Interaction of topics (eg implication of a threat on topics the respondents' thought were important)
- Help to provide questions and response options for full survey in January
  - Need to make it clear whether response is per individual or household
  - Need to have an idea where in the Parish respondents live
- Provide material to help describe Landulph as a place