

	Positive Factors	Negative Factors
Internal Factors	<div><b>STRENGTHS</b><ul style="list-style-type: none"><li>• Race Course</li><li>• Active Friends Group</li><li>• Provides a contrast to the other more formal parks</li><li>• Great open space</li><li>• Warwick town views</li><li>• Asset of community value</li><li>• Caravan Park</li><li>• Environmental assets: wildlife, plants, trees, designated wildlife site</li><li>• Ecological value</li><li>• Combination of recreational facilities: horseracing, golf, football, model plane flying, walking, jogging, dog-walking, training, bird spotting and kite flying</li><li>• Hill Close Gardens – tourist attraction</li><li>• Quality of air in a polluted town</li><li>• Traditional events: bonfire, fireworks, sponsored runs, beer festival</li><li>• Recreational use by local schools and nurseries</li><li>• Car parking for town and St Mary’s lands</li><li>• Parking for Mop Fair traders</li><li>• Footpaths and Rights of Way to Hampton on the Hill, Saltisford Canal, Hatton Locks, Warwick Parkway, Warwick Town Centre.</li><li>• Several access points – Hampton Street, Linen Street, Vittle Drive</li></ul></div>	<div><b>WEAKNESSES</b><ul style="list-style-type: none"><li>• Mutual historical ‘mistrust’ of organisations and groups involved</li><li>• Past ‘mishandling’ of the project</li><li>• Financial issues involving rents and leases</li><li>• Uncertainty over legal questions regarding ‘rights and duties’ etc</li><li>• Public perceptions of a lack of transparency and ‘partisanship’</li><li>• County, District and Town Councillors failure to agree on decisions (politics)</li><li>• Unhelpful ultimatums from the Racecourse organisation</li><li>• Perceived conflict of interest between town traders and businesses and the Racecourse/St Marys Land development</li><li>• Caravan park extension ‘blighting’ the open aspect and views across entrance to St Marys Lands</li><li>• Poor approach, entrance including paths with flooding and drainage/surface issues</li><li>• Caravans coming out on Compton Street</li><li>• Lack of signage and café</li><li>• Lack of access during race days</li><li>• Car parks poorly used</li><li>• Coach park unusssd</li><li>• Tired old buildings around the edge of St. Marys Land i.e. Warwick Corp of Drums</li><li>• Tired building at the main entrance, turnstills and groundsman’s house</li><li>• Unattractive approach along Hampton Road</li><li>• Golf club house reaching the end of its life</li><li>• Hill Close Gardens not known</li><li>• Lack of a welcoming entrance</li><li>• Poorly promoted</li><li>• Poor quality landing strip for model aeroplane flyers</li><li>• Lack of car parking adjacent the golf course</li><li>• Golf driving range length and covered area</li><li>• Business sustainability</li><li>• Football Club no longer at the centre of its community</li><li>• Lack of formal play facilities</li></ul></div>
	Positive Factors	Negative Factors
External Factors	<div><b>OPPORTUNITIES</b><ul style="list-style-type: none"><li>• Park and Ride / Park &amp; Cycle / Closure of Linen Street</li><li>• Improved footpath / cycle links i.e. along Vittal Drive and connecting Hampton Magna or Warwick Parkway</li><li>• Clear definition of what the space is for: recreation, environmental, heritage benefits</li><li>• More flexible use of spaces when Racecourse not racing</li><li>• Bringing more visitors to the town with increased revenue, trade &amp; jobs</li><li>• More engagement with the wider Warwick community through enhanced sports, leisure, social &amp; recreational facilities</li><li>• Complimentary hotel in the right location</li><li>• Improve disabled access (Establish a shop mobility provision), access for the elderly and young families</li><li>• Create a services building to house an information centre, café and toilets</li><li>• Enhanced streetscape along Hampton Road / entrance</li><li>• Making it a Country Park i.e. “St Mary’s Land Country Park”</li><li>• Integrate the reservoir as a positive landscape feature</li><li>• Joined up marketing and identity through partnership working</li><li>• Improve sport facilities – better drainage on football pitch</li><li>• Increased school use</li><li>• Community / dual use of the jockey hostel</li><li>• Flood scheme</li><li>• More exercise, social inclusion including older residents</li><li>• Modernise golf course, develop fitness walks, play areas, recreational sites</li><li>• Improve signage for existing and proposed features e.g. football, walking circuits, play areas, wildlife sites</li><li>• Attract more sponsored events</li><li>• Hot Air Balloon trips over the Castle</li><li>• Promote greater use of footpaths and cycle paths to travel to Hampton-on-the-Hill, Saltisford Canal, Hampton Locks and Warwick Parkway Station</li><li>• Develop as a destination space</li><li>• Promote increased usage of car and coach parking</li><li>• Caravan park – options for accommodation</li><li>• New working party offers a fresh start!</li></ul></div>	<div><b>THREATS</b><ul style="list-style-type: none"><li>• Government pressure for building land</li><li>• Privatisation of public spaces and too many hedges</li><li>• Local authority budget cuts</li><li>• Legal covenants</li><li>• Business failure leading to uncertainty (Hill Close, Golf course, racecourse, football club)</li><li>• Increased traffic flow in an already congested town with air-quality issues</li><li>• Increased congestion during holidays and tourist season</li><li>• Increased usage of St Mary’s Lands harms the environment and threatens wildlife</li><li>• Enhanced facilities lead to increased charges or introduction of charges and public perception of this</li><li>• Delays and setbacks as a result of any failure to consult the wider Warwick population</li><li>• Further hold-ups resulting from an inability to agree desired outcomes with all concerned parties</li><li>• Racecourse not paying their way</li><li>• Historical tensions of previous plans with future plans</li><li>• Commercial viability versus public need</li><li>• Caravan increase poorly sited</li><li>• Potential increase in flooding and need for more flood schemes</li><li>• Lack of funding to achieve the changes needed</li></ul></div>
	Key Themes and Priorities	
01	Partnership working and ‘trust’	
02	Identity and purpose: achieving an appropriate balance between competing agendas	
03	Business continuity and contribution	
04	Access and signage	
05	Planning and capital projects: setting the parameters for any future change	
06	Funding for delivery and aftercare.	