

# Appendix 6: SWOT Workshop 7th March 2012

## Strengths

- Good Retail Core with good representation of local family businesses
- Streetscape
- Attractive planting
- Local Community Spirit
- River Suir
- Medieval Town and Castle
- Hospital adjacent to N24
- Sean Kelly Sports Centre
- Clancy Festival
- Strand Theatre and Brewery Lane
- Sports Clubs and Scouts Clubs
- Camera Club
- Business Association
- Dovehill

## Weaknesses

- Dereliction
- Vacancy
- Car Parking
- Traffic Flow
- Directional Signage
- Unauthorised Shop Front Signage
- House Type/Layout in Ballylynch
- Lack of Open Space in Carrick Beg
- Lack of Industry/incubation type units in the town
- Proximity of Waterford and Kilkenny (Competition)
- Lack of a Camping Site
- Insufficient access to Castle
- Unemployment
- Youth Facilities
- Lack of a cinema
- Sites in town centre for retailing not amalgamated

## Opportunities

- FAS Scheme for planting
- Use of Vacant Units for Display Space
- Opportunity Sites at Vets/Supervalu & Wicklow Garden Products
- Development of lower density housing
- Bus Parking at Castle with a link to the Main Street for tourists
- Tourism Product and tours based on Ormond Castle and wildlife
- Medieval Town
- VEC Lands at Tinivane
- Ballylynch Quay and Navigation Right of Way
- River Walk from Carrick on Suir to Clonmel
- Town Wall
- Development of Cycling as an attraction
- Lower Parking Charges and Rates
- Free parking for town centre employees at edge of town
- Map public rights of way

## Threats

- Unauthorised Development & Signage
- Unfinished Housing Estates
- No need for additional residentially zoned lands
- Costs of start up to new businesses
- Development Charges
- No large employer
- Loss of Navigation Channel
- Loss of River Walks over time