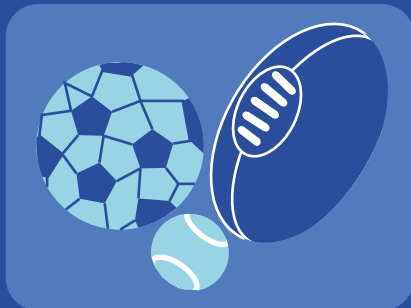




Place

Low levels of crime

Strengths



High quality of life with excellent recreational amenities

Desirable place to live in an outstanding location with good connectivity



Resilient local economy with high survival rates for new enterprises

Healthy business economy with a large number of active businesses and start-ups



Premises

Diverse local economy and home for creativity

Drivers



Slow broadband speeds and mobile "not spots" in rural areas

Investment required in the three main town shopping centres

Place

Lack of affordable housing

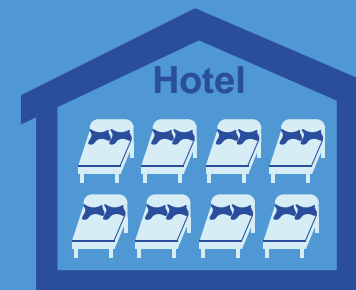


Lack of supply of "grow on" premises for expanding SMEs

Lack of hotel and conference facilities

Some outdated office space

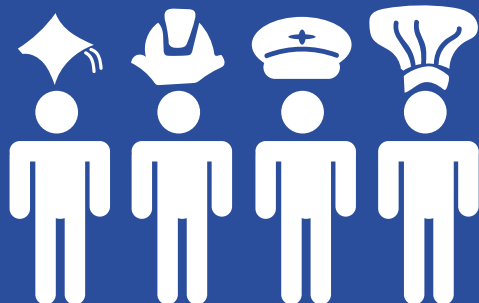
Premises



Age of some of the existing employment stock

People

Highly skilled and well educated population



High levels of employment

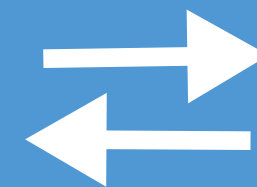
People

Difficulty in recruiting technically qualified staff locally



Low average workplace earnings relative to resident earnings

Relatively high levels of in and out commuting



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