

Figure 4.1 SWOT analysis.

	<b>Strengths</b>	<b>Weaknesses</b>	<b>Opportunities</b>	<b>Threats</b>
<b>Built Environment</b> physical and aesthetic properties				
<b>Natural Environment</b> fauna, flora, air and water				
<b>Socio-economic Environment</b> including political and administrative conditions				

some instances a strength in one area when viewed from a different perspective can appear as the source of a weakness. Nevertheless, the structure imposed by the listing and categorizing of aspects and qualities of the project site under these four broad headings does assist in formulating possible strategies for intervention. The completion of the analysis can also form the basis for questioning the assumptions underlying project goals and objectives. The SWOT analysis can, therefore, assist in the clearer definition of the design brief and point the way to design solutions.

SWOT analysis, when used in matrix form, is a powerful tool for dissecting the properties and potential of an urban area. If the examination of the data is structured, as shown in Figure 4.1, then the strengths and weaknesses of a number of the main aspects of life in a study area can be addressed and analysed. The properties and potential of the study site or city district can be examined under a number of broad headings or factors. In Figure 4.1 the factors considered are the physical properties of the built environment of the area and its aesthetic quality, the natural environment which would include pollution, and finally the social and economic conditions in the area. Using this or a similar matrix, it is possible to examine, for example, the strength or weakness of the study area in terms of the factors listed in the matrix, which

may be of more use to the designer than a simple aggregate statement about the area which may obscure more than it reveals. It is also possible, working horizontally along a line of the matrix, to examine any particular factor for its strength, its weakness, opportunities for its development and the potential threat it faces. The use of the matrix is simply an aid to analysis. The result of that analysis will be a statement which summarizes the potential of the site for achieving sustainable development, outlining the interventions or actions necessary to arrive at such an outcome.

### **CASE STUDY: THE LACE MARKET, NOTTINGHAM**

A SWOT analysis is not possible without an understanding of the history of the study area and a knowledge of its present function within the city. Plans for the regeneration of The Lace Market in Nottingham, for example, expressly emphasize the quarter's history and the development of its special character: it occupies the site of the former English Borough (Figure 3.18). The Lace Market, as its name implies, was the centre of the large and flourishing nineteenth-century lace industry. Grand warehouses and factories were built in pleasantly scaled streets, which makes The Lace Market in Nottingham one