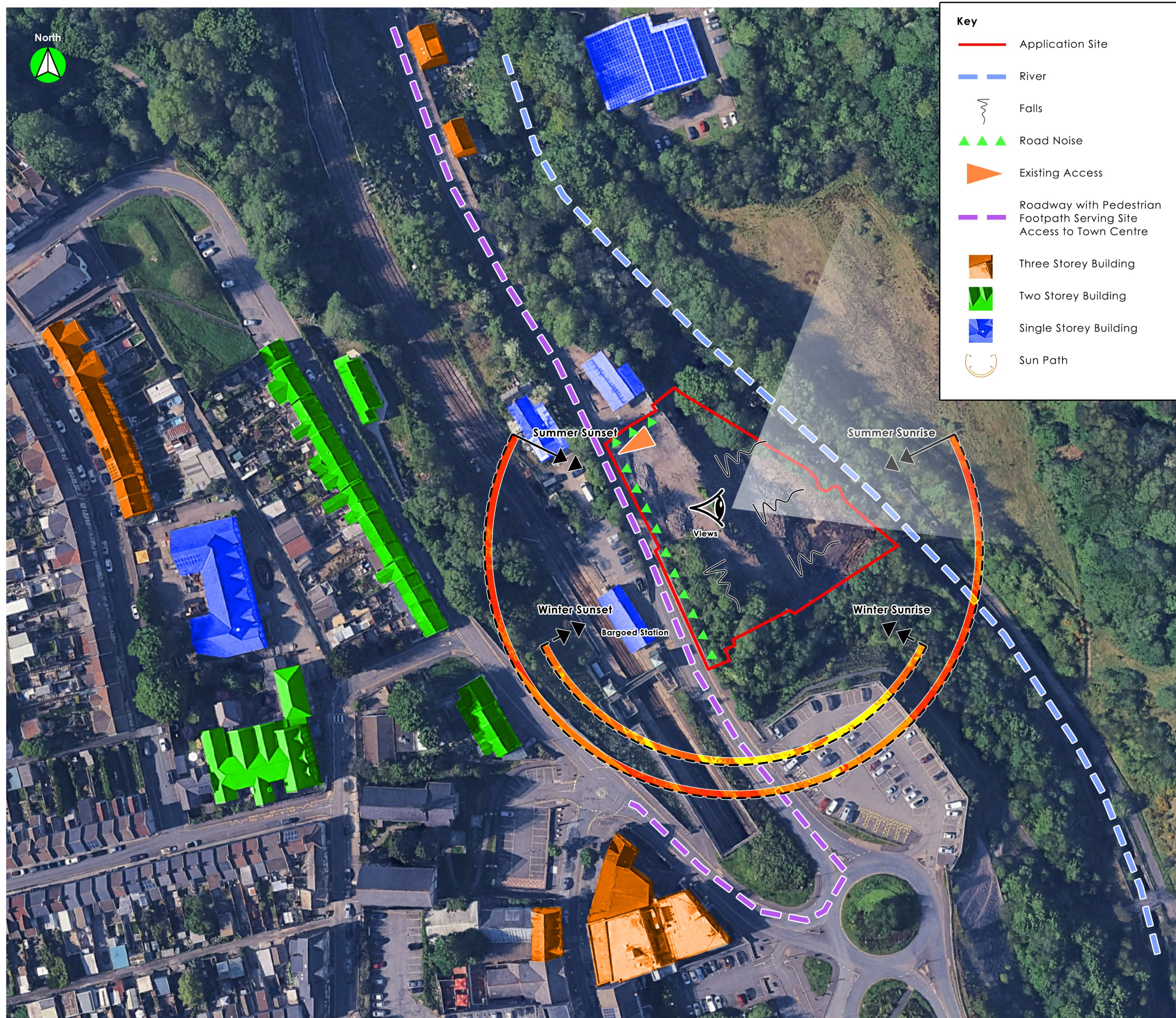




SWOT Analysis

Strengths

- * Previously developed (brownfield) site.
- * Existing vehicular and pedestrian access.
- * Sustainable location with good access to services and public transport.
- * Site located outside identified flood risk areas.
- * No public rights of way crossing the site.
- * Long-distance outward views from the proposed development.
- * Opportunity to deliver 100% affordable housing.

Weaknesses

- * Significant changes in site levels and topography.
- * Existing areas of poor-quality vegetation requiring removal.
- * Potential contamination associated with the site's previous use.
- * Existing noise environment arising from the adjacent highway and railway.

Opportunities

- * Enhancement of the existing pedestrian crossing to strengthen connectivity with the town centre.
- * Delivery of a high-quality architectural design.
- * Creation of a landmark building at a prominent gateway location.
- * Regeneration and beneficial reuse of a vacant brownfield site.
- * Utilisation of Modern Methods of Construction (MMC).
- * Reduction in operational carbon emissions through the incorporation of Air Source Heat Pumps and photovoltaic panels.
- * Delivery of an enhanced landscaping and green infrastructure strategy to improve biodiversity and visual amenity.

Threats

- * Potential ecological constraints, including the presence of bats within adjacent trees.
- * Engineering requirements associated with retaining structures.
- * Compliance with Sustainable Drainage Approval Body (SAB) requirements.

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	Dwg No. AL(90)06	
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