

Strengths

Scenery / Open Spaces / Historic buildings

Number of visitors

Seafood festival

Portland Port – Cruise Liners / Industry

Fibre Internet

Adventure Business – Sailing Academy, PGL, Kite and windsurfing, climbing, Iron man...

Natural resources – Portland stone / unique natural habitats / Wind

Weaknesses

Roads / Rail links / Public transport

Low educational outcomes

Lack of big employers

Low pay / part time work

Seasonal nature of tourism

Parking constraints

Opportunities

Empty shops / workshops

Use of mobile apps

Internet – Global reach

Dormen (Dorset Mentors) – Business mentors

Funds for coastal areas – Help for ideas to improve coastal towns

Eden Project development on Portland

Film companies using the area

Threats

Young people leaving

Lack of support for new ideas

Cost of homes / New homes priced out of locals reach

Low aspirations