SWOT-analysis

Through a SWOT-analysis we have identified strengths, weaknesses, opportunities and threats, and clarified the project area’s function in the city. These aspects are highlighted to be applied and addressed in our proposal. The aspects originate from the planning conditions, from our conclusions based on the two previous analyses and on talks with people with professional knowledge and are made from our own perceptions.

Strengths

- The central and strategic location of undeveloped land
- The location in between Galeshewe and the rest of the city
- The numerous people moving in and around the area
- The closeness to the CBD
- The Big Hole and the Open Mine Museum are already existing attractions

Weaknesses

- The lack of links to Galeshewe and the rest of the city
- The neglect of pedestrians and bicyclists needs and priority of cars
- The lack of safety and security
- De Beers, and not the municipality, is the main landowner
- The responsibility of removing the mine-dumps with regard to lack of knowledge of ownership and cost
Opportunities

- Create a more coherent city with improved links between different parts of the city
- Create a socially integrated area, which is accessible and usable for everybody with a mixture of residents
- Create more housing developments
- Extend and complement CBD to make it stronger and more attractive
- Improve access to commercial opportunities for all citizens
- Create space for formal and informal economic activities
- Develop the tourism sector at a central location in the city
- Create a safe environment with good visibility and less traffic
- Develop the area to increase possibilities for economic incentives

Threats

- Suburban shopping centres are competing with and draining CBD of customers and investments, reducing the possibilities for integration
- The uncertainty of exact location of the break back line
- Lack of dialogue between actors concerned
- The plans for a soccer stadium, which will, if implemented in the project area, create an obstacle between Galeshewe and the rest of the city