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ANALYSIS

<div style="text-align: right; font-size: 3em; font-weight: bold">4</div>

INTRODUCTION

It is unproductive to try to define a rigid dividing line between survey and analysis. The collection of *particular* pieces of information implies the use of a preconceived analytical framework. The accumulation of facts without purpose is wasteful and can only confuse the outcome. Even the drawing of a simple sketch presupposes that a particular view has a relevance for the problem under investigation. Furthermore, it presupposes that the elements in that view which are emphasized in the drawing also have some bearing on the task. If this is not the case, then why make that particular sketch? Similarly, the collection of social or economic data cannot be all-inclusive. Only those sets of information of immediate use should be stored ready for analysis. A useful principle to follow in survey design is to keep it brief, at least initially. It is always possible to extend the search as the analysis illuminates the problem definition. In reality there may be no clear distinction between survey and analysis. But, for the sake of convenience, the analytical stage of the design process can be deemed to begin when thought is given to the strengths and weaknesses of the project site, the opportunities presented by the project and the potential threats to the area which any intervention may have to counter. This chapter begins with an outline of the considerations involved in making a forecast of the future and the use of such a forecast as a design tool. The chapter then examines the techniques for assessing the constraints on development and for assessing the possibilities of intervention. The central part of the chapter is focused on **SWOT** analysis; applying to urban design the techniques for discovering the **S**trengths and **W**eaknesses of a project; the **O**pportunities for development; and the **T**hreats which may disrupt implementation. The chapter ends with two case studies. The first is The Lace Market in Nottingham and the second is the New Campus for the University of Nottingham.

TREND, FORECAST AND SCENARIO

Planning in Britain after the 1947 Town and Country Planning Act, to some extent depended for its method on the analysis of trends and from those trends, making predictions about the future. The plan was then based upon those predictions. It was