

Iminster Town Council SWOT Analysis

Town Councillors reviewed the 2017 SWOT analysis (November 2018) to help identify areas of performance that could be improved and may be addressed when undertaking activities and projects.

<p style="text-align: center;">Strengths</p> <p>People (Staff and Councillors) Non-political council Friendly Diversity of experience and knowledge Cautious and balanced approach Community involvement of councillors Size of the council Community knowledge Knowledge of the area Community spirit Thrifty and prudent Open Spaces <u>management portfolio</u> Communication <u>(e.g. Annual Report, agendas, reports)</u> Governance Collaborative working</p>	<p style="text-align: center;">Weaknesses</p> <p>Communication <u>(proactive / reactive)</u> Structure needs review Time <u>(lots would like to do but limited resources)</u> Generation of income Restricted budget Office accommodation / Council Chamber <u>(accessability)</u> <u>Ability to do nothing (procrastination)</u> <u>Constraints and restrictions (legal, best working practice,</u> Risk adverse</p>
<p style="text-align: center;">Opportunities</p> <p>Income generation Grant funding Better communications (especially electronic) Development of Town Local community / people Financial Planning Skills and knowledge of people new to the town A303 & A358 Dualling – potential for more employment Neighbourhood Plan Public transport <u>(enabling provision)</u> ITC accommodation Brexit <u>Doing something new</u></p>	<p style="text-align: center;">Threats</p> <p>Loss of grants Doing something new Unseen- Unidentified risks Time constraints Development of town Finance Ability to do nothing <u>(-due to legal etc constraints)</u> Government policy / cuts Anti social behaviour <u>(e.g. vandalism)</u> Communication (management of electronic comms) Public transport <u>(lack of provision)</u> A303 & A358 <u>(road improvements taking people/traffic away from the town)</u> Brexit</p>