

## SWOT Analysis

To assist with evaluating the problems and challenges for the arts in Flintshire, as well as the strengths and any new opportunities, a SWOT analysis has been researched. The issues have been ordered into four sections, Strengths and Weaknesses, Opportunities and Threats.

<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• A strong, varied cultural heritage</li> <li>• Rich and diverse arts scene, especially in theatre</li> <li>• Supportive community arts sector</li> <li>• Public demand for artistic provision</li> <li>• A skilled ACE Team</li> <li>• Strong relationship with Schools and Colleges.</li> <li>• Artists in Schools Residency Programme</li> </ul>	<p><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"> <li>• Lack of knowledge within Flintshire's communities to develop new, innovative and artistic provision</li> <li>• Patchiness of resources and provision</li> <li>• Lack of suitable arts presentation venues/locations for community use</li> <li>• County demographics and geography, rural and post-industrial locations mean difficult transportation links</li> <li>• ACE Team resources and low arts development budget</li> </ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• Local authorities are able to access funding through National Lottery and European Money, specifically for rural and deprived community areas</li> <li>• ACW has highlighted Flintshire as a priority area for funding</li> <li>• The proposed re-structure of the Community Libraries and Arts Section allows a strategic overview of the arts locally and nationally</li> <li>• Development of new internal partnerships with Officers from other directorates</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• Closure of Art Exhibition venues within the county</li> <li>• Limited capacity for development due to reduction in staff, organisational change, low investment in the arts and local authority efficiency savings</li> <li>• Large arts organisations attracting the majority of external funding and sponsorship, at the cost of smaller more local provision</li> </ul>