

## SWOT Analysis of The Kindling Trust completed on 10<sup>th</sup> February 2007.

<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• The group are committed and think big.</li> <li>• The name &amp; brand.</li> <li>• We have our own personal capital.</li> <li>• We have experience of past capital projects.</li> <li>• We have contacts &amp; knowledge of 'how things work in Manchester'.</li> <li>• Social Change is happening – opportunities to tap into that re: climate change &amp; new funding streams.</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• We don't have a lot of time to carry out the work.</li> <li>• None of us are farmers or presently have experience of rural projects.</li> <li>• Kindling may not be based somewhere we know.</li> <li>• We have competing projects that we are busy with.</li> </ul>
<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>• We have a great honest brand.</li> <li>• We are 'future looking'.</li> <li>• We have the ability to adapt.</li> <li>• Growing awareness of climate change.</li> <li>• Engage new people with additional skills, experience, money &amp; time.</li> <li>• Contact with people who have the skills we lack.</li> <li>• To learn &amp; develop to create a unique project.</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>• Do similar projects wanting to set up?</li> <li>• Funders being scared off by our 'radical' aims.</li> <li>• Climate change and the uncertainty it brings.</li> <li>• Lack of time.</li> <li>• People getting involved who don't share our vision.</li> <li>• Other competing projects taking over our workload.</li> <li>• Local community not agreeing with our principles.</li> <li>• Become an NGO or community centre which is self-focused and not radical.</li> </ul>



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