

SWOT Analysis of The Kindling Trust completed on 10th February 2007.

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



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