

SWOT ANALYSIS AS IDENTIFIED BY THE REVIEW TO DATE

<p>STRENGTHS</p> <p>Most within 20 minute drive time of swimming pool</p> <p>Good mix of casual, club and tuition activities</p> <p>Some excellent facilities</p> <p>Facilities well used</p> <p>Well managed facilities – Accreditations</p>	<p>WEAKNESSES</p> <p>Over provision of 25 metre pools</p> <p>Insufficient teaching pools</p> <p>Not enough alternative sports provision</p> <p>Instructional Skills shortage in specific sporting activities</p> <p>Not enough specific provision for adult people with disabilities</p>
<p>OPPORTUNITIES</p> <p>Co-location of services</p> <p>Opportunity to pool skills resources with Army / MOD</p> <p>Improved collaboration regarding the investment of BSF funds</p> <p>Maximise opportunities to benefit from Developers contributions</p> <p>Closer working with children and Youth Services</p> <p>Fewer buildings more services</p> <p>Co-ordination with neighbouring authorities</p>	<p>THREATS</p> <p>Some facilities in poor condition</p> <p>Lack of condition surveys</p> <p>Threat of unanticipated closure/maintenance/loss of income</p> <p>Economic downturn</p> <p>Discretionary service</p> <p>Provision not keeping pace with local and strategic circumstances e.g. population growth, deprivation and government policy</p> <p>Deterioration in health due to poor health choices</p> <p>DCMS (free swim initiative) funding finishes 31/03/2011</p>

