

GREEN - Action high priority to sustain and/or build	
AMBER - Action priority to sustain and / or build	
RED - Outside of direct control /cannot influence / statement of fact	
Strengths	Weaknesses
Long established well known parish - facilitates a level of recognition by non members	Volunteer base already stretched - a challenge to maintain and grow
A 'style' and format for worship which is valued by parishioners	Eroding attendance numbers; services; Jigsaw; interest groups etc
A 'style' and format for worship that offers a degree of differentiaton from other local churches	Similar service formats across centres - limit the range of 'appeal'
A physical presence in three centres - provides geographic parish coverage	Only a marginal differentiation of service formats from several other local churches.
Established and strong choir - access to youth and families	Absence of an external communication strategy - being addressed as part of this exercise
CofE endowed - two primary and one secondary school - access to youth and families	Absence of a strategy to broaden and deepen relationships with schools, uniformed groups
Association with a large scale scout & guide group - access to youth and families	Absence of any parish led community 'wellbeing/welfare' programmes
Association with an established range of parish 'interest' groups	Utilisation of St Martins hall building for Outreach is limited by financial necessity for third party rental income
An extensive volunteer base within the parish (but see also 'weaknesses')	Diminishing reach, scope and effectiveness of the CTIF&B group
St Martins hall building as a community hub	
Established communication platforms within the parish - albeit such in need to refresh & modernisation	
Opportunities	Threats
Forward thinking parish leadership open to change	Parishioner reaction to this review and resultant change programme
Extensive nearby housing development	Clergy 'stretch' - more being asked of paid clergy and reduced numbers of unpaid clergy/readers
Rejuvenate our parish demographic - strategy focus on young families and youth whilst cherishing what we already have	Risk of clergy / parishioner 'disconnect' if 'Clergy stretch' impacts capacity for direct engagement
Build on the established web site and twitter presence - to engage existing and new audiences	Ageing demographic of the parish
Numerous local wellbeing and welfare programmes that can be adopted and supported	Increasing sercularism amongst historically Christian community