

## Strengths

- Good venue location for schools within and around the target area.
- Variety of communication and advertisement methods (website, social media, email).
- An enthusiastic team with teaching/coaching experience.
- Offering a safe, fun and engaging multi-skills festival.
- A range of challenging activities with educational cross curricular links.
- A sustainable legacy provided by sources such as resource packs.

## Weaknesses

- Limited time to prepare for a festival.
- Short response time.
- Lack of group experience in planning for a large scale inclusive festival.
- Not all participants are first aid qualified.
- Possibility of broken equipment before the events run.
- Cost of transport to and from the events (to transport equipment as well as volunteers).

### Pre-festival SWOT analysis

## Opportunities

- All-inclusive festival.
- Sustainability of festival experience by providing a pack of resources.
- Build connections with schools for future partnerships.
- Valuable experience for volunteers.
- Using sport for inter school competition and collective enjoyment in a sporting environment.

## Threats

- Not enough volunteers.
- Lack of transport for volunteers to travel to the events.
- Do not attract enough schools to attend.
- Late changes (for example volunteers dropping out late).
- Participant injuries.
- Limited availability of dates to book particular venues for.