

“SWOT” analysis: use of property assets

STRENGTHS <ul style="list-style-type: none">• Large asset base• Good joint working between services (e.g. Asset Management Group).• Asset management issues on CMT’s agenda.• General recognition that property is a corporate (rather than departmental) asset.	WEAKNESSES <ul style="list-style-type: none">• Under investment in maintenance.• Lack of good asset management data and software• Lack of clarity about roles between service depts and Property Services.*• Lack of clarity about responsibility for sites.*• Inconsistent policies/pricing (e.g. community halls).*• Inconsistent standards in buildings (e.g. maintenance, signage)*
OPPORTUNITIES <ul style="list-style-type: none">• Increased member engagement.• Upwards trend for investment in property.• Increasing acceptance of importance of good asset management in improving service delivery• Ability to turn weaknesses (particularly those marked *) into opportunities.• Alternative model of holding/managing property to resolve weaknesses and improve performance.	THREATS <ul style="list-style-type: none">• Failure of members to engage and view issue strategically.• Adequate investment not secured.