

SWOT Analysis

To assist with evaluating the problems and challenges for the arts in Flintshire, as well as the strengths and any new opportunities, a SWOT analysis has been researched. The issues have been ordered into four sections, Strengths and Weaknesses, Opportunities and Threats.

<p><u>Strengths</u></p> <ul style="list-style-type: none"> • A strong, varied cultural heritage • Rich and diverse arts scene, especially in theatre • Supportive community arts sector • Public demand for artistic provision • A skilled ACE Team • Strong relationship with Schools and Colleges. • Artists in Schools Residency Programme 	<p><u>Weaknesses</u></p> <ul style="list-style-type: none"> • Lack of knowledge within Flintshire's communities to develop new, innovative and artistic provision • Patchiness of resources and provision • Lack of suitable arts presentation venues/locations for community use • County demographics and geography, rural and post-industrial locations mean difficult transportation links • ACE Team resources and low arts development budget
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Local authorities are able to access funding through National Lottery and European Money, specifically for rural and deprived community areas • ACW has highlighted Flintshire as a priority area for funding • The proposed re-structure of the Community Libraries and Arts Section allows a strategic overview of the arts locally and nationally • Development of new internal partnerships with Officers from other directorates 	<p><u>Threats</u></p> <ul style="list-style-type: none"> • Closure of Art Exhibition venues within the county • Limited capacity for development due to reduction in staff, organisational change, low investment in the arts and local authority efficiency savings • Large arts organisations attracting the majority of external funding and sponsorship, at the cost of smaller more local provision