

APPENDIX 10 - SWOT Analysis

Positive	Negative
<p>Strengths:</p> <ul style="list-style-type: none"> • Board has a good range of relevant skills. • Strong community support for a hub • Active and well supported community groups. • Board has good links with potential major private donors • Community has skills and capacity that can be tapped into. • RCT has strong profile in the community and track record of delivery/success • Large mailing list and good use of electronic communications. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> • Board has limited capacity • Uncertainty over ability to involve volunteers with relevant business/sector skills experience. • Over-dependence on a few people in the community to keep groups going/ organise events etc... • Limited resources – reliance on LEADER funding which will finish in 2020 • Funding for Project Officers only until August 2020 • Need for more co-ordination of local fund-raising/grant application activity.
<p>Opportunities</p> <ul style="list-style-type: none"> • Strong Scottish Govt and local authority support for community ownership. • Hub will help reduce social isolation and support community regeneration and sustainability – both important national policy agendas. • Local hospitality market/competition may be thinned out as consequence of economic recession. • Potential increased availability of skilled/experienced hospitality staff due to adverse impact of Covid-19 pandemic on hotels, pubs, restaurants etc... • Potential increased need for community groups and infrastructure to support recovery from impact of Covid-19 pandemic. • Potential increase in 'staycations' and visitors to Rannoch due to more people holidaying in UK • Rannoch's location and landscape makes it an attractive venue for adventure and eco tourism. • Health & Social Care partnership/ Social Prescribing 	<p>Threats</p> <ul style="list-style-type: none"> • Impact of pandemic/economic recession on fundraising and business potential. • Depending on severity and longevity of economic recession may have adverse impact on disposable household income to eat and drink out or to visit/holiday in Rannoch. • SLF - current programme due to end 2020/21 therefore oversubscribed • Pandemic may delay Council committee business and approval of asset transfer of the Outdoor Centre and opportunity to apply for SLF funding is missed. • Rannoch's remote location and lack of affordable housing makes it difficult to recruit and retain staff. • Outdoor Centre is over 100 years old and has suffered from poor maintenance in recent years.