

## SWOT Analysis – Elms Park Play Area – Post Installation

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Completed early and within budget</li> <li>2. Involvement of Local School Council with designs / ideas workshop</li> <li>3. Contractor Project Manager - always available and helpful</li> <li>4. Council Sub-Committee with delegated responsibilities enabled project to progress swiftly</li> <li>5. Opening event – involving school, staff and councillors</li> <li>6. Positive comms received from residents via social media</li> <li>7. Inclusive design element of the park</li> <li>8. Feedback from users of completed project</li> <li>9. Increase in numbers using play park</li> <li>10. Community supplied and planted hedging on two sides of the play park to create a wildlife heaven and free of charge (front edge had a new fence to ensure safeguarding for vulnerable users)</li> <li>11. Officers / staff have learnt from this project.</li> <li>12. Staff moral positively affected by delivering the park and working with new equipment</li> <li>13. Modern equipment reduces the likelihood of maintenance issues arising.</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Feedback from some of the community re the communication re how long the work took</li> <li>2. Accessibility to build site (through gates off Park Street)</li> <li>3. With more available funding there could have been more equipment</li> <li>4. Restrictions of using contract finder can increase administration workload</li> <li>5. Timing re Music in the Park event</li> <li>6. Swings not positioned side by side allowing children / friends / parents to swing and chat</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. Involve members of Maintenance Team earlier in the process</li> <li>2. More communication in the play park about the work</li> <li>3. Opportunity to promote positive things council does</li> <li>4. Involve community as early as possible with any project</li> <li>5. Involve community immediately after installation (for several weeks) to help prevent vandalism</li> <li>6. Increased comms, reminders about all the parks (what they offer) in Thame throughout the year.</li> <li>7. CCTV to deter vandalism / antisocial behaviour</li> <li>8. Use lessons learnt for our strategy for future developments</li> <li>9. Save some precept money each year towards refurbishment</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Reliance on contractor / subcontractor installation expertise</li> <li>2. Snagging timescale and quality (via subcontractor)</li> <li>3. Cost of projects like this are higher than many people (including the Council) expect</li> <li>4. Weather can significantly impact project timescale</li> <li>5. Vandalism</li> <li>6. S106 funding not received - council forward funded project</li> <li>7. Lack of funds available for future refurbishment</li> <li>8. Lighting – attracts anti-social behaviour, adverse effect on wildlife.</li> </ol>

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