

SWOT Analysis – Victoria Park

Strengths

Very committed friends group

Huge community support in our diverse community

Full events calendar to bring people into the park

Volunteer weekly gardening group

Lovely Victorian layout to the park and many original features kept.

Links and proximity to local schools and other community groups

Facilities and equipment and resources we can access

Little vandalism or anti-social behaviour in the park

Weaknesses

Lack of structured gardening from council

Lack of full time presence in the park

Lack of maintenance for the park from the council

Bounded by roads on all sides

Not enough accessible play equipment

Opportunities

Council to work more closely with the Friends group to optimise funding opportunities

Develop the area between tennis courts and basketball court

Look for new ways to get people involved in the park

Market the volunteer gardening group more

Stretford Masterplan

Victorian terraced houses surround the park with little or no gardens so the park very important

Socio-economic demographic changes due to proximity of Mediacity

Threats

Lack of funding for proper care and maintenance and replacement of the park and its facilities and buildings

Volunteer Fatigue

Lack of external funding

Changes in council policies and procedures

Community building is rotting and needs replacing – group will be unable to continue its programme of events and groups and benefits

Toilets are leaking