

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>- Strong group of core volunteers.</li> <li>- Welcoming friendly atmosphere.</li> <li>- Good quality of displays for a small centre.</li> <li>- Wealth of local historical artefacts and oral material</li> <li>- Offer lots of volunteer opportunities for skills training.</li> <li>- Interesting volunteer opportunities gives them varying roles and tasks.</li> <li>- Committed and knowledgeable staff.</li> <li>- Well managed professionally run collection.</li> <li>- Growing collection with great highlights.</li> <li>- Steadily growing visitor numbers.</li> <li>- Children’s activity sessions.</li> <li>- Supportive Trust board.</li> <li>- Non reliant on grants and donations for core funding.</li> <li>- Business model based on variety of funding streams not reliant on grants/donations/entry fees to run.</li> <li>- Good storage capacity.</li> <li>- Own the building.</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>- Shop needs to have more relevance to the centre.</li> <li>- Opening times very limited not open weekends.</li> <li>- Displays overall are not great for children.</li> <li>- No interactions (although with Covid many centres and museums cannot use their interactivities at all).</li> <li>- Not a large space.</li> <li>- No space for temporary exhibitions which encourage repeat visits.</li> <li>- Volunteers work in the main room guests assume it is an office and head straight into the Drawing room.</li> <li>- Orientation around the centre is not very clear.</li> <li>- Building needs renovation.</li> <li>- No shop frontage and poor visibility.</li> <li>- Poor accessibility.</li> <li>- Archive not linked to centre and needs work.</li> <li>- Inadequate staff and public welfare facilities</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>- The shop.</li> <li>- Increase in space.</li> <li>- Oral history collection.</li> <li>- Better opening hours increase in visitor numbers.</li> <li>- Partnerships with other museums or organisations.</li> <li>- JHH project opportunity to extend the centre.</li> <li>- Increase capacity to expand the heritage offer</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>- Building is old and needs work which will cost a lot of money.</li> <li>- Gradual deterioration will increase and affect business</li> <li>- Covid highlighted lack on online content.</li> <li>- Volunteers leaving (Due to Covid or building being closed).</li> <li>- Staff leaving.</li> <li>- Loss of income due to rental units not letting.</li> </ul>