

SWOT Analysis – Analyse its offer as a sports development team and carry research to identify opportunities for future development whilst considering threats

STRENGTHS	WEAKNESSES
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• P.A.S.S increases levels of activity in the population will help individuals to be more confident and healthier. • The AYP team (Active young people) work with different people and partners to ensure that the opportunity can reach as many people as possible. Many schools have been introduced to the opportunity through regular communication and delivery of activities. • Encouraging children to promote physical activities in schools by allowing them to deliver sessions by themselves. • Opportunities for children of all ages and in all areas. • Partnership work with local universities and colleges has helped for projects to expand. • Using local facilities in order to run weekly sessions. • Opportunities for all genders. • All oppotrunties have areas to develop by expanding areas and expanding the number of people in the clubs. • UK disability inclusion training course for coaches and volunteers. • National exercise referral scheme can help individuals over 70 to stay healthy. • National exercise referral scheme helps lower blood pressure,	• The weather might affect some of the activities like surfing, mountain biking. • Although using local parks in deprived areas seems like a good idea the weather could affect the sessions in the winter which means that some children might not do any activities for months. • Some of the clubs aren't accessible to all children. • Some of the activities are accessible to people with disabilities. • The National exercise referral scheme costs £2 per session which isn't accessible to all. • Grants start at£1,500which for some clubs might not being enough to have a venue and equipment and to run it successfully. • Not everybody will have access to a digital device/ WIFI which will mean that parents/ children won't see how to join the clubs running. • Some activities cost money which doesn't make everything accessible to all.
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lower the risk of a heart attack and helps with weight loss. • Community chest helps to motivate and encourage people to get more active over a large period of time. • By opening more clubs are offering more activities exciting activities will develop with high standards. • Grants will help individuals to start new clubs are promote fitness and wellbeing. • Call of the wild activity centre could help children build confidence, develop team skills, thinking skills and many more. • Most activities can be developed through using grant money and expanding and possibly allowing individuals that are successful in the sport to compete in competitions. • It allows children to find a hobby which they might not have thought about trying.	
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OPPORTUNITIES	THREATS
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• Project P.A.S.S. aims to help promote better health through active living to the people in Neath Port Talbot. • The Active Young People team (AYP) are there to develop, deliver and promote physical activity through sport ideas across the County Borough. • The Young Ambassador scheme trains young individuals to become leaders for the sport/ physical activity through awarding bronze awards to children in primary schools. Silver awards have been provided to children in secondary schools and Gold for young adults in NPTC group college. While platinum ambassadors represent the company on a national level. • Holiday activities are being held in local schools or parks. • P.A.S.S aims to target areas of poverty in order to provide accessible and affordable activities for children in the community. • Partnership work provides opportunities for undergraduate students to complete placement and to gain experience. • Celtic facilities allow children to experience mountain biking and surfing. • Local netball club for over 500 girls with	• In order for people with disabilities to participate the coaches must have UK disability inclusion training which a lot of people might not already have which leaves a smaller number of staff. • Not everybody can use the national exercise referral scheme, you must be referred by a GP, nurse or physio therapist. • Grants are available however won't be available to all. • Many other clubs run alongside these activities which means that children might chose other clubs over the ones offered here. • Although the clubs with P.A.S.S are free volunteers are required which can be difficult to find. • Not all schools are offered these opportunities. • Call of the wild costs money which might not be an option for some schools because for schools in poor areas parents won't be able to afford to let their children go. • Parents that work during the times of the clubs might not be able to take their children to the club. Transport options for bigger clubs could be made available.
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people travelling from Swansea and Bridgend to Neath to do competitions. • Activities like bowls, judo and canoeing is accessible to people with disabilities. • Sports clubs that deliver inclusive sports can get rewarded either ribbon, bronze, silver or gold through disability sport Wales. • Exercise referral service (NERS) from GP's, nurses and physio therapists which encourages individuals to do some fitness sessions that are adapted to the individuals needs. • Community chest offers a grant of up to £1500 within a 12 month period. • The development grant allows people to establish new teams with new training facilities. The grant also allows the club to purchase new equipment when needed. • Activity centres like call of the wild offer outdoor activities in Brecon which can be a good package for schools as a school trip which will get children outdoors.	
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