

SWOT ANALYSIS MARLBOROUGH DEANERY – APRIL 2013

RIDGEWAY	UPPER KENNETT	WHITTON
STRENGTHS <ul style="list-style-type: none"> • Underlying village support • Core congregation • Talents 	STRENGTHS <ul style="list-style-type: none"> • Close knit caring church communities with excellent pastoral care • Volunteers assist who are not regular church goers • The churches form a visible sign of God's presence in the communities. 	STRENGTHS <ul style="list-style-type: none"> • Team – sharing of ministry and increasingly of resources • Extending lay ministry – developing LPA and PV ministry across benefice • Greater acceptance of the need to change/adapt ways of 'being church'
WEAKNESSES <ul style="list-style-type: none"> • Not working together across the benefice • Profile of congregation • Time and resources 	WEAKNESSES <ul style="list-style-type: none"> • Underused and costly buildings - lack of facilities ie kitchen, WC etc • Small number of people doing all the work • Lack of succession planning for church officials ie Ch warden/PCC members. 	WEAKNESSES <ul style="list-style-type: none"> • Finance – greater demands for money from a smaller giving base • Pressures on leadership 'pool' - Churchwardens, PCC members etc • Congregations not fully representative of the demography of communities
OPPORTUNITIES <ul style="list-style-type: none"> • Website, modern media • Re-establishing links with occasional offices – weddings, funerals, baptisms • Benefice wide activities 	OPPORTUNITIES <ul style="list-style-type: none"> • Develop church buildings for greater community use • Build confidence in Lay Leaders and strengthen Benefice Council further • Set up coffee/lunch groups, drop in centre. • 	OPPORTUNITIES <ul style="list-style-type: none"> • Work in local schools • Openness to the churches in the local communities • New, younger families moving into the villages
THREATS <ul style="list-style-type: none"> • Finance • Aging congregation and ministry team • Competition from 'lifestyle' 	THREATS <ul style="list-style-type: none"> • Increasing financial burden on a few. • Declining and aging church goers • Lack of young people wishing to take part in life and worship of church. 	THREATS <ul style="list-style-type: none"> • Leadership pressures – lay and clergy spread too thin at present • Financial pressures on churches – especially 'running costs' • Smaller communities finding it difficult to maintain/run churches

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Marlborough Team	Deanery
<p>STRENGTHS</p> <ul style="list-style-type: none"> • <i>Variety of worship – committed congregations</i> • <i>Extending lay ministry – and work in schools</i> • <i>Involvement in lots of community activities</i> 	<p>STRENGTHS</p> <ul style="list-style-type: none"> • <i>Meaningful Geography. Chapter and Synod are committed to the valued role of bringing local churches together</i> • <i>Education/Training Programme</i> • <i>Mission Development Work</i>
<p>WEAKNESSES</p> <ul style="list-style-type: none"> • <i>Work with teenagers in town has stalled</i> • <i>Make better use of gifts of congregations</i> • <i>Congregations not fully representative of the demography of communities</i> 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • <i>Small population, small chapter</i> • <i>Doesn't 'connect'. People belong to a Parish/Benefice and then a Diocese, not a Deanery.</i>
<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • <i>Work in local schools</i> • <i>Website and social media</i> • <i>Better follow up from occasional offices/Messy Church</i> 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • <i>Local Secondary School</i> • <i>Youth Work</i> • <i>Discovering a pattern for sustainable rural ministry</i>
<p>THREATS</p> <ul style="list-style-type: none"> • <i>Difficulty of recruiting volunteers</i> • <i>People live 'episodically' – how to make long-term disciples in such a culture</i> • <i>Belief without belonging to a traditional church. New ways of belonging.</i> 	<p>THREATS</p> <ul style="list-style-type: none"> • <i>Synod seen as powerless/irrelevant</i> • <i>Institutions are not loved</i> • <i>Drain on people's time</i>

Bishop's Five Questions: 1. What is the 'Personality and Character' of your local Church? 2. What are the priorities of your local church? 3. Is there one thing you would like to take on in the coming year (recognising that may mean stopping doing something else)? 4. Are there ways in which we can work together to achieve more? 5. How can we best measure the quality and impact of church life?