

ST MATTHEW'S CHURCH & WIDER PARISH – PCC EXERCISE

SWOT ANALYSIS

This exercise is to gather people's thoughts regarding the state of St Matthew's and the wider parish. When answering the questions please be honest and state what you know to be factually correct. If you need more space please use the reverse side. Thank you.

STRENGTHS

- What does St. M do well?
- What do people say they like about St M?
- What is unique about St. M?
- What do we have that we can use?

WEAKNESSES

- What can St. M improve?
- What do people say they aren't happy about St M?
- What do we know that other churches do better?
- Where are we lacking in knowledge and resources?

OPPORTUNITIES

- What things are happening that St. M could adopt?
- Which of our strengths might others benefit from?
- What could local churches offer St. M?

THREATS

- What is stopping people from attending St. M?
- How could our weaknesses leave St. M vulnerable?
- What economic or social issues could impact upon St. M?

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