SWOT Analysis TEP

STRENGTHS

- Neutral body provides use by all
- Talk of the Thames newsletter strong brand for communication
- Annual Forum acknowledged useful networking and information day for wide Thames stakeholder audience
- Trusted reputation for fair dealing, good contacts, useful meetings, participation at the senior overview level.
- Stand alone from political budget cuts
- Low overheads due to UCL hosting arrangement.
- In house design skills for leaflets and publicity material.
- Cheap in house printing costs and all quotes checked.
- Financial systems more transparent with on-line banking and one UCL expenditure code only-EH5H.
- MOU with UCL requires quarterly clearance of expenditure code-reduces risk of debt.
- 14 hours a month finance assistant hired for Quick Books finance software entries, bank reconciliation and petty cash and provides regular check on finance entries.
- Quarterly audit visit checks QB data and reduces time spent on year end accounts.
- Bryan and Ridge cross check above, raise any warnings with Exec Director and if nescessary Chair of Trustees.
- Trustees protected by transparent financial and project budgeting system.

OPPORTUNITIES

- Providing more of paid neutral chairing role at meetings and on projects
- Develop UCL links for joint grant aided projects using unique stakeholder role of TEP.
- Demonstrate TEP usefulness and value for money to extrernal funders through new website.
- Work to protect and if possible increase reserve fund.
- Providing more paid neutral hosting role with UCL rooms for Thames and Thames Gateway related meetings.
- Charitable status allows for more fundraising
- Ltd Company status allows for paid lead on projects
- NE identification of Thames estuary as Biodiversity key zone –IBDA-role for TEP increased profile
- Taking percentage overhead for project fees supports core funding and activities.
- Increase income and Planning links through new TE2100 enablement project June 2010- Dec 2011
- Provide paid neutral host role for partner estuary related visits
- Grant aided Project staff improve the standard of TEP delivery by increasing dedicated staff resource.
- Cross estuary border projects such as On-line digital map for public and education visitor centres about the Thames promote the charity.
- Cross estuary examples of good practice
- CPWG national links with DEFRA team give context.
- Marine Bill paid consultation work with MMO set up and new planning process.
- Continued Host of Marine Conservation Zone staff post and charge management overheads.
- Use new more flexible website to promote partners and estuary links and increase charity profile.
- Submit grant for education post officer funding for three years for river education and raise TEP profile.
- Investigate worth of Thames research library for public use and new website.
- New office layout with 8 space efficient desk layout improving project staff communication and making TEP more efficient.
- Edit and review paper archive storage and store elsewhere or reduce.
- To get sponsorship to produce future Talk of the Thames at lower cost.
- To work more with Universities in London and Plymouth re funded conference for Thames research.
- New website can support increased subscriber
- Increased profile through new website.

Reviewed and updated 24th June 2010

WEAKNESSES

- Small staff team with main financial work vested in Exec Director.
- Subscription scheme still under subscribed.
- Too dependent on core funders for financial support at present.
- Current data held not clear enough to use well.
- No HR support for personnel and staffing issues. (TEP employs own staff apart from Exec. Director).
- Profile much improved but still needs raising
- Thames Biodiversity lead role on estuary too big to handle with no staff.
- Need stronger links with EA and NE on Biodiversity Strategies to be part of their strength in HAP targets.
- Talk of the Thames runs at a large loss but is our major marketing tool.

THREATS

- 2010 budget cuts for 2011-2012 will affect NE and EA by 25% reduction and may reduce 10/11 TEP core funding.
- 2010/2011 budget cuts reduce core support.
- 2010 downturn reduces sponsorship
- 2010 downturn reduces Annual Forum bookings-event runs at a loss