UNIT 4

Performing Arts in The Community

**SWOT ANALYSIS**

These are a vital tool for any company. They are undertaken at the start of any major project.

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| **STRENGTHS** | **WEAKNESSES** |
| * Good connections with schools and we have a way in * Schools have enjoyed past performances which have toured to them * We have touring lighting rig * Work well together previously * Worked together since September * Good communication skills and we can listen to others * Between us we have a varied skill set * Good facilities and lots of rehearsal rooms * If needed we can work in a time frame * We have Spike to help with sound * Hard working and dedicated company | * Hard to get year 10s on board with Shakespeare * Never done a Shakespeare piece as a company * We haven’t got a very big budget to spend so we will need to be careful if we don’t have all the resources we need * We don’t have a very good focus- need to plan how tom run rehearsals by allocating scenes to a certain person * Not very good at making things e.g., costume * Haven’t worked with younger students before and been in charge of them |
| **OPPORTUNITIES** | **THREATS** |
| * What could we gain from in the project? * What can we achieve in the project? (Shakespeare’s birthday) * Shakespeare themed cupcakes * Red’s dad is a builder so can help with set * We went to see Wuthering Heights which can inspire our performance * Coming out of COVID – may not have seen much theatre or been on many schools’ trips | * COVID * Absences of peers * Lamp will have glass – could smash * Not getting performance venues * Weather condition could affect our performance * If people don’t know their lines or don’t turn up to rehearsals * Bus breaks down * Traffic on the way to the venue could delay or prevent performance from occurring |

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| **STRENGTHS**  **What are we as a company good at?**  **What resources are we all bringing to the table?**  **What are our facilities like?**  **What do ClassAction already do well?** | **WEAKNESSES**  **What are we as a company not so good at?**  **What resources are we lacking?**  **What do we also need in our facilities that we don’t already have?** |
| **OPPORTUNITIES**  **What can we all gain as a company during this project?**  **What can we achieve during this project?**  **What/who can we call upon outside of the company?** | **THREATS**  **What could go wrong?**  **What is against us?**  **What variables are there that maybe out of our control?** |

* Good communication skills
* Skills and experience for future employment
* Decision making
* Panic/Stress
* Listening to others
* Learning new skills/personal development e.g. lighting boards, press release
* Personal challenge
* Experience of different performing arts contexts
* Pass BTEC!
* Meet deadlines – Time management
* Good group/team work skills
* Absence
* Pressure from other course homework/exams
* Facilities/equipment not of a good standard
* Good working relationship
* Range of skills and experience within the group