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
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| **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