

Market Analysis

Strengths

Membership (122)

Good mix of members in public service (60%) and private practice (40%)

Reasonable spread of age range

Many members also belong to other professional groupings adding to the collective knowledge and experience of the whole

Healthy finances (tendency to underspend)

Capacity to cope with increased membership

Effective administration (e.g. circulation of CPD opportunities and early provision of information to committee)

Weaknesses

Historic Environment of low interest/priority (politically)

Strung out geographic area with poor lateral travel routes

Low attendance to CPD events (relates to preceding item)

Weak provider of training to membership, and practical experience for the newly qualified

Difficulty in identifying suitable CPD events

Limited time that can be given by committee members

Weak knowledge of membership

Few known suitable economic meeting facilities

Little interactivity/communication within membership

Under recognised (low profile)

Opportunities

Links to other Branches, organisations and professional bodies

Raising profile of the activities and work of the Institute to public and employers (e.g. increasing employment and membership)

Raising profile of Branch and Institute to members (e.g. Summer School)

Direct dialogue with members

Create opportunities for members to meet and communicate

Increasing membership

Threats

Hostage to political change/thinking (e.g. budget cuts)

Over dependence on key individuals

Competition from other professions

Disinterest/complacency/resigned attitude of membership

Ageing membership if recruitment of young members is weak