

The Building Exploratory

Appendix Seven PEST and SWOT Analyses

Analysis of Strengths Weaknesses Opportunities Threats

<p>Strengths</p> <ul style="list-style-type: none"> • Unique resources to draw upon • A unique set of buildings and natural environment • History of TV and TV collection • A wonderful local resource & London landmark • An enormous green space • Obvious links to the Curriculum • Enthusiasm and sense of need from teachers and offers of help 	<p>Opportunities</p> <ul style="list-style-type: none"> • Animating the site and its buildings • Support marketing of events and venues on the site and building audiences • Strengthening existing and building new partnerships • Few local competitors offering cultural learning for schools • Availability and flexibility of physical spaces on site to accommodate activities. • Increase in available lottery funds • Supporting wider regeneration plans for the site • National recognition of value of cultural learning
<p>Weaknesses</p> <ul style="list-style-type: none"> • Organisational capacity • Spaces available need improvement • Transport/access could be an hurdle for some schools, though whole day visits could address this and provide opportunity for deeper engagement 	<p>Threats</p> <p>Competition for funding Sustaining funding in the long term Recruiting the right learning officer Ongoing organisational support</p>

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Political Economic Socio-cultural Technological Analysis

Political	Socio-cultural
<p>Local and national education policy including support the programme, including the following:</p> <ul style="list-style-type: none"> • Changes to primary curriculum become compulsory from 2014 • Henley Report supports cultural learning. • English Heritage to pilot “heritage schools” • Ofsted insisting that standards in English need to improve • Academies and free schools, mean schools will have more control over budgets • Haringey Council is pushing literacy improvement. 	<ul style="list-style-type: none"> • Haringey has significantly more young people of school age than other London boroughs. • There are more people from black and ethnic minority groups than other London boroughs • More languages are spoken • And more Barriers to accessing local heritage exist. • Post riot more creative engagement of young people in Tottenham is required • Need to improve attainment levels in the borough
Economic	Technological
<ul style="list-style-type: none"> • Reduction of school budgets, means fewer staff and reduced funds for cover • Funding is available for heritage education work, especially from the Heritage Lottery Fund. • Agreed need to investment in Tottenham makes the work particularly timely, relevant and “worthy” of investment 	<ul style="list-style-type: none"> • Access to transport infrastructure is poor in places • Digital learning resources could increase access to the Park and Palace removing the need to visit