

Annex I: SWOT Analysis summarising the work of existing Visitor Giving Schemes

Source: 2014 DEFRA report on *Visitor Giving*.

<p>Strengths:</p> <ul style="list-style-type: none"> Ability to tailor schemes to the needs and interests of donors Broad-based support from local residents, businesses and visitors Their ability to build collaborations between organisations and groups in the local area Tangible benefits arising from projects Marketing and brand benefits for participating businesses Awareness raising for local charities. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> Difficulties raising the profile of the scheme among local businesses and communities. Under-estimating the costs of running VGS. Difficulties monitoring and evaluating VGS and the projects they support. None of the schemes interviewed undertook routine monitoring or evaluations of their scheme or the projects they supported, relying instead on anecdotal feedback from partners.
<p>Opportunities:</p> <ul style="list-style-type: none"> Bringing more businesses into the scheme Product placement Improving flexibility to match donor needs Increasing visitor numbers Increasing desire among businesses to enhance their social and environmental responsibility. 	<p>Threats:</p> <ul style="list-style-type: none"> Heavy reliance on members to support core functions of VGS Lack of participation from local businesses Competition between schemes as new VGS are established; Poor links between donations and project benefits Negative language e.g. around “bed taxes” and “visitor payback” Vulnerability to national and international economic trends.