

Strengths:

- Increase the biodiversity within heavily concreted, tarmacked, and structural areas. Increase the wildlife within peoples homes and the wider community.
- Create new communities and awareness
- Work directly with communities to foster collaboration and spread to work around wilding gardens
- Support the trend towards more biodiverse living

Weaknesses:

- Can we get the property developers involved to increase the awareness more widely on a whole development for example
- Self funded and self created
- New – A community would need to adopt are plan and help us spread the word
- Getting people to understand the reasons why we're doing it.
- Rely on community to feedback/document

Opportunities:

- To connect and create a community instantly
- Niche market in the creation of a 'I'm wilded sign'
- Collaborate or partner with existing Eco communities within towns
- Easily expand and roll out to other communities
- Development of a digital platform to spread and grow community
- Target audience is growing due to the increase in new housing developments across the country

Threats:

- Existing seed pack companies – community may already use
- Property developers adopting more of a eco thinking going forward and implementing this into developments
- Trends to more economic / biodiverse homes
- Cost of living