**SWOT Analysis – ACT (2024–2025)**

**Strengths**

* Sustained Growth: Significant year-on-year increases across multiple programs (e.g., 40% more participants in mental health support, 50% more adults engaged in English conversation classes).
* Diverse Program Portfolio: Comprehensive delivery across education, health and wellbeing, community engagement, and organizational development, meeting a wide spectrum of community needs.
* Strategic Partnerships: Strong collaborations with the NHS, Sheffield City Council, and local organizations, enhancing both impact and access to resources.
* Measurable Community Impact: Demonstrated success stories that highlight empowerment, social integration, and improved wellbeing.
* Recognition & Quality Standards: Maintained a 5-star Social Café rating, achieved the Matrix Standard with commendation, exceeded contractual targets, and secured Direct Claims Status from Gateway Qualifications for ESOL qualifications at Entry 3 and Level 1.
* Workforce Development: Steady staff and volunteer recruitment and retention supporting sustainable growth.
* Enhanced Digital Outreach: Expanded visibility and engagement through media partnerships and an improved online presence.
* Financial Resilience: Consistent income streams and a healthy surplus providing a stable financial foundation.
* Supportive Workplace Culture: Flexible working practices, strong staff wellbeing support, and wages above the minimum standard.

**Weaknesses**

* Limited Volunteer Growth: Only a 5% increase, constraining capacity to expand programs further.
* Dependency on Partnerships: Heavy reliance on external organizations (NHS, councils, funders) creates vulnerability to shifting priorities or funding reductions.
* Restricted Program Scale: Despite growth, some initiatives (e.g., youth sports, ESOL classes) still operate on a relatively small scale.
* Capacity Pressures: Rising demand for services risks stretching staff, volunteers, and infrastructure.
* Underdeveloped Marketing: High-quality delivery is not yet matched by strong external promotion to the wider public and potential funders.

**Opportunities**

* Community Engagement Expansion: Harness success stories and digital reach to recruit more volunteers, supporters, and donors.
* Growth in Adult Learning: Build on the 25–50% increase in literacy, numeracy, and conversation classes to further support integration and employment pathways.
* Health Initiatives Development: Extend successful health events to address additional community health needs and strengthen NHS collaborations.
* Digital Innovation: Broaden advocacy and reach through enhanced digital platforms and media partnerships.
* Funding Diversification: Use impact data, recognition, and awards to attract new grants, contracts, and corporate partnerships.
* Internal Income Growth: Increase earned income through more effective marketing and service promotion.
* Stronger Public Profile: Invest in publicity campaigns, website improvements, and broader promotion to increase visibility and influence.

**Threats**

* Funding Instability: Dependence on public contracts and partnerships leaves ACT vulnerable to cuts or policy shifts. Sheffield City Council has already signaled possible reductions in Adult Learning funding.
* Demand vs. Capacity: Rapidly growing demand risks outpacing resources, particularly in youth and language programs.
* Economic & Political Risks: Wider economic challenges or policy changes could undermine social program support; active monitoring of government priorities is essential.
* Volunteer Retention Risks: Modest volunteer growth may lead to over-reliance on a small pool, risking burnout and reduced program delivery. Greater investment in volunteer engagement is required.

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