

## SWOT Analysis – ACT (2024–2025)

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### 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.
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### 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.
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## 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.
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## 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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