

Location: North Lanarkshire

Cumbernauld Poverty Alliance

Impact: Moving towards financial sustainability



Background

Cumbernauld Poverty Action (CPA) is a small, locally rooted advice charity serving communities in North Lanarkshire. With a history dating back to its founding in 1981, CPA had never fully updated its business planning or strategic infrastructure. As funding pressures increased and service demand grew, CPA recognised the need to modernise its organisational foundations to increase stability and impact

Need for Support

CPA applied to Accelerate with the aim of renewing their business plan in a way that would comply with the SNSIAP (Scottish National Standards for Information & Advice Providers) framework, strengthen governance, sharpen their strategic positioning, and improve their ability to diversify income. Being a lean organisation, they required hands-on support to weave all these elements into a coherent, practical, and accessible plan.

“The business plan created by Ben was very detailed, as a small organisation, we really appreciated this level of support”



How did Accelerate support the process?

We worked collaboratively with CPA's staff to develop their strategic business plan. This included:

- A refreshed mission, strategic priorities, and SWOT analysis.
- Stakeholder and referral ecosystem mapping.
- Community needs analysis tied to SIMD and local geography.
- Business Model Canvas components (resources, channels, costs, revenue)
- Updated governance, quality assurance, casework, HR, and service delivery frameworks.
- Visual assets (infographics, stakeholder maps, historical timeline) to support presentations and funding bids.

Throughout, we sense checked developments with staff and trustees to ensure buy-in and to embed these changes.

What is the economic and social impact of the support?

The business plan now aligns CPA's operations with SNSIAP principles and provides a live strategic roadmap for achieving their accreditation.

The organisation is now better placed to articulate its value to funders and explore diversified revenue opportunities, such as training, consultancy, or partnership delivery. As a result, CPA is now ready to apply for SNSIAP accreditation.