

Hidden Power 2015

The Results



In 2010 Hidden Power: The New Challenge provided an opportunity to review how eight years of investment had impacted the sector.

This document presents the results from Hidden Power 2015. This report reviews how our local voluntary, community and faith sector (VCFS) has responded over the last 5 years to the challenging and changing environment.

72 VCFS organisations completed the survey.

This report separates the results by

- Volunteering
- Our People
- Our Funding
- Service Delivery
- Development Support
- Our Relationships



Volunteering

93% of our local voluntary, community and faith sector organisations that responded had at least one volunteer

Volunteers were involved in all aspects of service with 82% involved in the delivery of services, 69% involved in fundraising and 82% involved in administration.

Over the last year the majority of organisations had seen the number of volunteers remaining steady (49%) with 43% increasing the number of volunteers.

There was a mix of ways that they recruit their volunteers with word of mouth being the main area at 90%. Other ways were:

Advertising locally	48%
Word of Mouth	90%
CVS Cheshire East recruitment service	32%
Through mailings to your members/service users	32%
Attending events	49%
Other, please specify...	20%

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- On average **53,004 people volunteer** in our community
- Each week volunteers **contribute 74,522 hours** of their time
- On average people are volunteering for around one and half hours per week.
- At minimum wage the value of this is **worth over £25 million per year** to the local economy
- This is equivalent to 1,982 full time jobs
- The majority of volunteering is either on an ad hoc basis or 1 day a week (88%) with 43% less than 10 hours per week.

Volunteers leading the sector

In addition to the volunteering contribution above there are **10,657 people acting as Trustees/Committee members** who are **contributing** on average **4 hours per month** of their time.

66% of respondents require their Trustees/Committee members to have specific skills, knowledge or experiences.

41% of respondents were currently looking to recruit more trustees/committee members and 45% had skills gaps on their Board or committee.

These gaps were:

Financial	86%
HR	56%
Be a service user	40%
Have specific knowledge of your service users	56%
Legal - Governance	63%
Other, please specify...	51%

Other areas were mainly around Fundraising, Marketing and Networking.

Within Cheshire East **21% of the population** aged over 16 **are volunteering**.
This similar to the national average of 20%

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Our People

61% of organisations employed paid staff to support their service.

Organisations were asked how many staff they employed based on different factors including hours, gender and age.

On Average they employ 2 FTE Male compared to 6 FTE Female and 2.3 PTE Male compared to 6.3 Female.

This shows that the workforce locally employs more women generally than men.

The majority of staff were aged 25-45 (on average 9 staff) compared with 2.5 staff aged 16-24 and 6.1 staff aged 46-65 on average they only employed one staff member aged over 65.

Over the next year 73.2% felt the number of staff would say the same with 24% increasing and no responses stating they would reduce the hours or staffing level.

Only 16% of organisations employed any apprentices.

The local voluntary, community and faith sector in Cheshire East remains a powerful economic partner.

Research findings show that:

- Our sector is a **significant employer** with 4,870 employees.
- This is **2.5% of the total workforce** in Cheshire East
- 54% of our local sector employs 1 or more staff members
- 15% of our local sector employs 61% of the workforce
- 77% of our local workforce is female.
- 56% of our jobs are part time; the average hours for a part time worker are 16.2 per week.
- There is an almost equal proportion of our workforce aged 25 – 45 (45%) and 45 - 65 (46%)

A professional sector

26% of the respondents replied that one of more of their **staff members or volunteers** were **required to hold a qualification** for their role.

- 57% required either Level 1 or 2 (GCSE A-G)
- 64% require level 3 qualifications (A level)
- 50% required level 6 qualifications (BA Degree)

88% were able to recruit staff or volunteers with the required skills.

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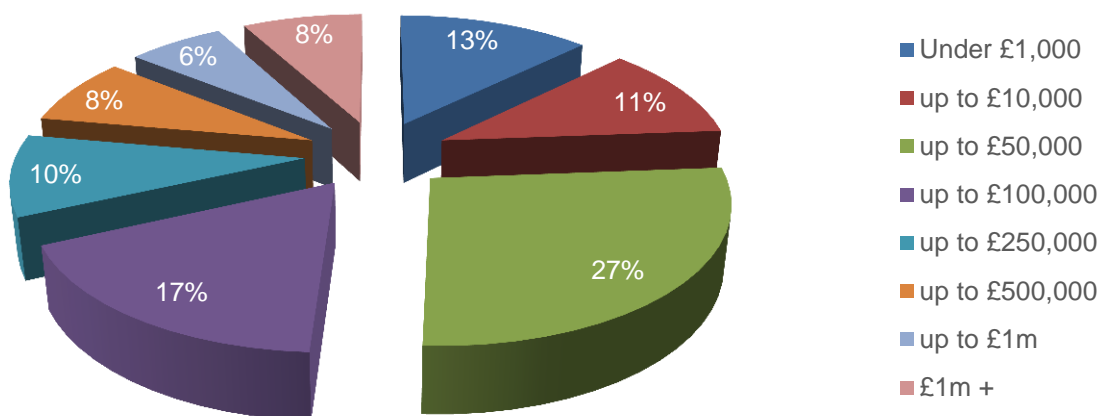


Our Funding

The **total income** for our local sector in **2014-2015** was expected to be **just over £200 million**

64% of our local sector has an income of less than £100,000 with just under a quarter (24%) having an income of less than £10,000

Sector Income 2014 - 2015



- Just over a third of the respondents (35%) expect their income to increase in the next financial year.
- 92% of the respondents are either very confident or confident that they will have enough resources for the 12 months
- This drops to 78% that are either very confident or confident that they will have enough for the next 2 years.
- 70% of the respondents have a reserves policy, only one third of the respondents expected to create a surplus to contribute to reserves.
- 66% of the respondents have held a grant with 80% of the grants being a year or less in length
- 30% of the respondents have held a contract with, 40% being 1 year and 43% being 2 years in length
- 41% of the respondents felt that 3 years contracts/grants would return the best outcomes and impact on the beneficiaries.
- 25% of the respondents expected to start to charge or increase the charge for their services next year.

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Service Delivery

The local voluntary, community and faith sector (VCFS) in Cheshire East has extensive engagement with service users, communities and individuals

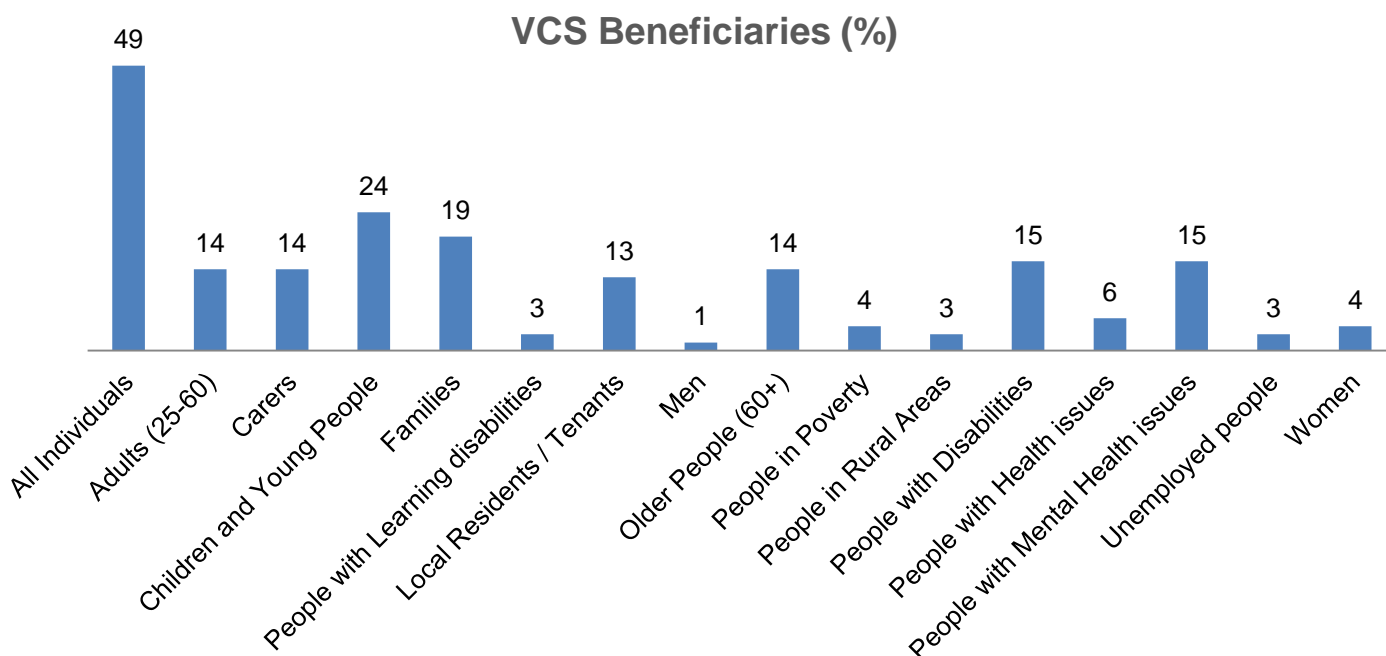
In terms of benefiting from VCFS services **5% of the sector in Cheshire East reaches 1 in 3 people:** that's over 120,000 residents per 5% of groups

The majority of our local sector consists of registered charities

76%	Registered Charities (this includes CIO's and Company Ltd Guarantee)
14%	Constituted Voluntary or community Group
2%	Un-constituted Voluntary or community Groups
1%	Community Interest Companies
4%	Company Ltd By Guarantee
3%	Faith Based

29% of respondents were expecting to make changes to the legal structure of their organisation in the next 12 months with the main change being to review their existing constitution/articles. A smaller number were considering becoming a registered charity, set up as a CIC or become a Company Ltd by Guarantee.

The majority of our local sector provides services to all individuals, with Children and Young People being the second largest area with just under a quarter of the sector supporting them.



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22% of respondents currently held a quality Mark, with the main one held being Investors In People (29.4%). Others held were, ISO9001, PQASSO and Star Standard. Some respondents held sector specific quality Marks such as the Advice Quality Standard.

Only 13% of respondents who didn't hold a quality mark were interested in achieving one with 29% not being sure.

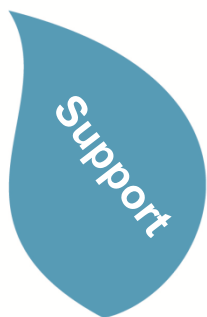
Over the last 12 months 38% of respondents have seen major changes to their organisation or the delivery of their services. The main areas were expanded a current service or developed a new service, collaborated with another organisation or undertaken a staff restructure of review.

The main reasons for these changes were, increased or new income from current funders or due to demand in service.

52% of respondents were expecting to make a major change to their service in the next 12 months. The main changes expected were; develop a new service with the current client group, expand a current service, collaborated with another organisation or expand the geographic area they are covering.

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Support for Service delivery

Over the last 12 months 35% of respondents have accessed development support from an external organisation. The main area of support was received from CVS Cheshire East (64% with support also being received from the Local Authority (28%), other charitable organisations (32%) or a private company (24%).

The main area of support received was training courses (64%) and recruiting volunteers (40%) other areas were a similar level.

Funding Search (guided or online)	24%
Funding bid advice (read through service)	24%
Funding bid writing service	16%
Policies and Procedures	24%
Governance (Constitutions, group management etc)	24%
Volunteer Good Practice	28%
Recruiting Volunteers	40%
Training Courses	64%
Conference and Networking	24%
The Voice Networks	8%
Other, please specify...	8%

40% of respondents had paid for their service, with 53% being part of a membership offer and 61% being a stand along cost.

The respondents reported that the **main benefits of this support were around ensuring that their organisation was able to grow and be sustainable**, some noted that they would need continued support with this. Gaining qualifications and training was also important as was recruiting volunteers and identifying and securing funding.

53% of respondents expected to seek support from either CVS Cheshire East or another development organisation in the next 12 months. The main service they expected to access were funding searches, recruiting volunteers, training courses and conferences and networking.

Funding Search (guided or online)	58%
Funding bid advice (read through service)	29%
Governance (Constitutions, group management etc)	16%
Policies and Procedures	13%
Training Courses	50%
Volunteer Good Practice	21%
Recruiting Volunteers	53%

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The Voice Networks	18%
Conference and Networking	40%
Other, please specify...	13%

The main areas that they required funding for was staff salaries (25%), specific project costs (22%) and core funding for running costs (16%)

The main areas of professional support that the organisations responded they would benefit from were: Marketing and Communications and Market Research – Providing Evidence of Need (21%).

Managing your people - HR Advice	19%
Leadership and Organisational Management	12%
Business Planning	14%
Financial Planning / Budgeting	9%
Marketing and Communications	49%
Sales - Generating income from charging	2%
Market Research - Providing Evidence of Need	21%
Facilities / Building Management	14%
Event Management	7%
Risk Management	12%
Project Management	12%
Report Writing	9%
ICT - Advice on computer needs	9%
Health and Safety Advice	7%
Other, please specify...	14%

62% of respondents did not have a development or training budget. Those that did 34% have increased it in the last year with 27% remaining the same. Only 18% expected it to reduce in the next 12 months.

61% of respondents provided informal opportunities for external people to access training or learning opportunities.

90% of respondents were able to access free training with the main source of this being provided in house by other staff or volunteers (65%), the other main area was CVS Cheshire East free training courses (37%).

The 3 main areas that respondents felt they needed regular training on were:

- Safeguarding, First Aid and Health and Safety

Other areas included, Finance, HR, Funding, Food Hygiene, Trusteeship and Governance and working with Young people

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Relationships

In Partnership

58% of responses listed other organisations that they had worked in partnership with over the last 12 months.

The respondents had worked with a mix of VCFS Organisations and Local Authority, CCG's Town and Parish Councils, Police and Social Landlords.

The main differences that partnership have brought are: ability to do more together to make a greater difference to service users, to make services easier to deliver and to have access to additional funding or funding opportunities.

With Business

33% of respondents currently receive support from local businesses with the main areas through providing material or resources, providing a grant or raising funding. 29% also had advice from a business. The majority of future support they would like to receive is raising funds or providing a grant.

The main benefits that the respondents felt they had provided to the businesses were, publicity and promotion of their business the opportunity for them to do something good for the community and a training or development opportunity for their staff.

With Statutory Partners

Overall organisations that had a relationship with a statutory organisation generally responded that the relationship they had was good.

For organisations such as Cheshire Fire and Rescue Service, South and Eastern CCG and the Police Crime commissioner nearly half of the respondents selected that they weren't applicable to them and these groups had a higher neutral relationship.

	Excellent	Good	Neutral	Poor
Cheshire East Council	23.90%	45.70%	19.60%	2.20%
Cheshire Police	27.30%	36.40%	18.20%	0.00%
Cheshire Fire and Rescue Service	14.30%	19.00%	21.40%	0.00%
South Cheshire Clinical Commissioning Group	7.10%	14.30%	19.00%	4.80%
Eastern Cheshire Clinical Commissioning Group	14.00%	11.60%	18.60%	4.70%
Police and Crime Commissioner	4.80%	7.10%	33.30%	7.10%

The main action that was raised which would improve or enhance relationships was statutory partners having a greater understanding, awareness and recognition of the work of the VCFS and the services they provide. They also felt that longer term planning and stability in staffing would support this.

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For more information about the Hidden Power 2015
please visit www.cvsce.org.uk

Or contact CVS Cheshire East on

Email: enquiries@cvsce.org.uk

Telephone: 01270 763100

