

DEVELOPING YOUR ORGANISATION: SURVEY RESULTS SUMMARY

July 2015



Community Impact Bucks (CIB) conducted a survey of support needs amongst the voluntary and community groups in Bucks in July 2015, in order to inform future planning of service delivery. The survey was publicised through the CIB e- newsletters and partner networks. The key points from the survey are highlighted below.

Respondents Profile

Type of organisation

The majority of respondents classified themselves as charities or charitable associations (58%) with most of the remainder as community groups or other non-profit organisations. Just 5% classified themselves as a social enterprise.

Size

As expected most organisations (78%) reported as being small (under £10,000 turnover) or medium (£10,000 to £50,000 turnover) with the remainder as over £50,000.

Length of time operating

In terms of how long they had been operating the vast majority (83%) had been in existence for over 6 years, with a small number newly established (2%) and the remainder in between.

Volunteer involvement

The organisations' involvement with volunteers varied from small numbers of volunteers in volunteer-run groups to large organisations with significant numbers of both employees and even larger numbers of volunteers, ranging in the hundreds and in a few cases over 1000.

Changes in the organisation compared with the previous year

77% have had increased income or stayed the same (44% increased)

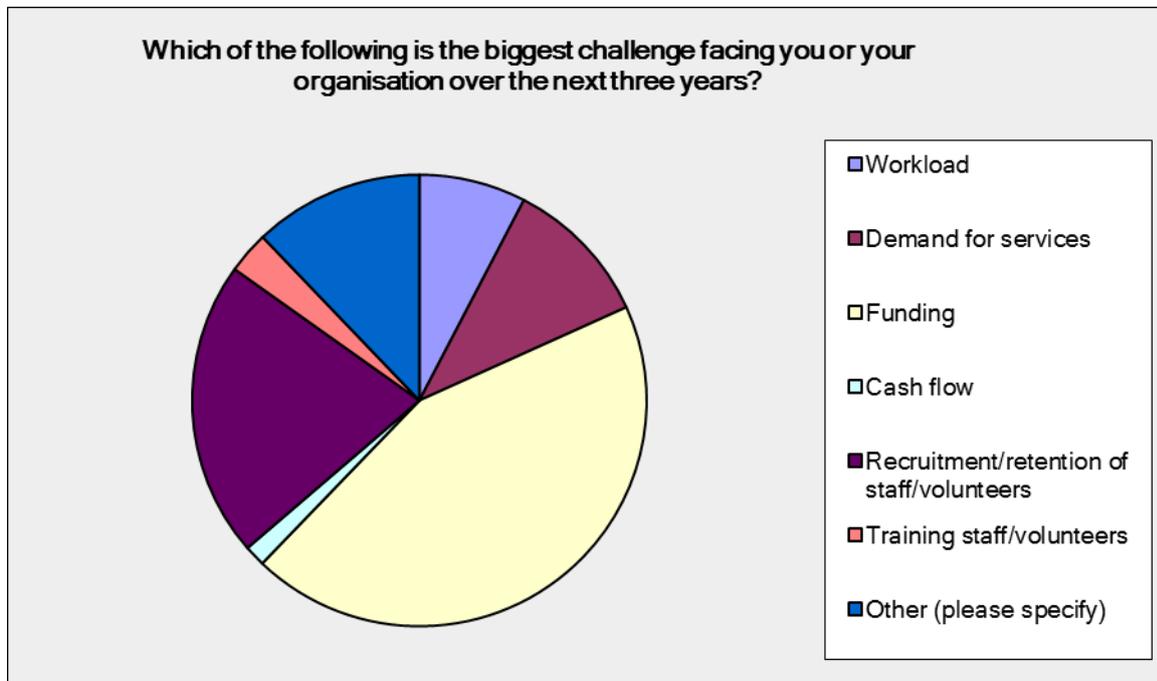
94% had increased or static demand for services (66% increased)

65% increased or static trustees

78% increased or static volunteers

Challenges facing the organisation

The biggest challenges facing the respondents over the next three years were not surprisingly Funding (44%) and Recruitment/retention of staff/volunteers (although probably relating largely to volunteers) (21%) as shown in the graph below.



Areas where support needed

The top areas where support is needed are highlighted in the chart below, consistent with the challenges reported above.

Areas where support needed	Response Percent
Recruiting, supporting & managing volunteers	51.5%
Trustee recruitment	18.2%
Trustee roles and responsibilities	15.2%
Employment and HR	6.1%
Business planning	16.7%
Constitutions	3.0%
Effective trustee boards	7.6%
Safeguarding	15.2%
ICT	10.6%
Consortia and partnership working	12.1%
Contracts and tendering	12.1%
Quality assurance	4.5%
Funding strategy	42.4%
Marketing	39.4%
Social Media	33.3%
Public relations	19.7%
Project management	4.5%
Applying for grants	43.9%
Demonstrating need & understanding outcomes - to help with funding applications	28.8%
Measuring impact of services	27.3%
Bid-writing	19.7%
Community fundraising	45.5%
Legacy fundraising	25.8%
Developing corporate relationships	21.2%
Crowdfunding a project	19.7%
Social enterprise and trading activity	7.6%

Support channels

Perhaps not surprisingly the least preferred means of accessing support was ongoing chargeable support from an expert. The highest preference was for information via the web e.g. guides, templates and workbooks, with 32% rating this as their highest preference. The second highest preference was for one to one support from a volunteer with relevant knowledge and skills (26%). The other options of a phone call with an adviser, a meeting with an adviser or group workshop were all similar (10-12%).

Networking with other local voluntary and community organisations

The overwhelming majority of organisations (79%) would like to be part of a network with other local voluntary and community organisations.

The chart below endorses what Community Impact Bucks finds on a consistent basis, that many organisations want to be able to share experiences and practices with colleagues in other organisations. Identifying partners to bid with or collaborate in other ways would also be important to a significant number of organisations.

