



Big Local SW11

State of the Sector Report

October 2018

Contents

Executive Summary	1
Recommendation	1
Key Findings	1
1. Purpose.....	2
2. Methodology.....	2
3. Findings	5
4. Implications and Follow up.....	11
Funding.....	11
Marketing and Communications	11
Information and Advice.....	12
Research and Evidence.....	12
Networks.....	12
Appendix 1: Organisations Surveyed	13
Appendix 2: Survey.....	15
Appendix 3: Comparisons	16
Appendix 4: All Survey Findings in Charts.....	17
Appendix 5: Our 'Patch'	21

Executive Summary

BLSW11's Outreach Programme involved face-to-face contact with 55 organisations that are based or work in SW11.

The main aim of our project was to establish contact with as many community based organisations as possible, with a view to developing a better understanding of their work and concerns and better evidence of how we may be able to work with and/or support them.

Recommendation

The results of the Outreach Programme should inform our future Budget, Plan and overall Strategy.

Key Findings¹

Highlights from our outreach work include:

- ✓ Approximately 364 people work in the Community Voluntary Sector in SW11
- ✓ There are approximately 1339 volunteers
- ✓ About 1646 volunteer hours are worked each week
- ✓ Based on salaries alone the 'value' of the Community Voluntary Sector in SW11 is worth between £10-£12m per annum
- ✓ We estimate that the Sector generates £10m in turnover
- ✓ The 'value' of volunteering is estimated at £815,000 per annum
- ✓ Areas that appear to have 'good' coverage include: Youth, Religion, Education and Wellbeing
- ✓ Areas that appear to have poor coverage include: Mental Health, Isolation, Environment and Poverty
- ✓ Funding remains a core concern of many local organisations
- ✓ A third of respondents were unaware of BLSW11
- ✓ 36 local organisations have expressed an interest in working with us.

¹ See **Section 3** Findings and Appendix 4: All Survey Findings by Chart

1. Purpose

- 1.1 The PC's decision to appoint a community outreach supporter was in part driven by a concern that BLSW11 had little 'reach' into the wider community, that our profile was low and that many local people and organisations had little awareness of or engagement with us.
- 1.2 This report is a product of an engagement process with local organisations that set out to:
 - Raise the profile of BLSW11 amongst the local community
 - Establish contact with local organisations
 - Find out in broad terms what local community organisations were doing, where and how
 - Look at ways that BLSW11 might be able to support local groups and organisations
 - Explore opportunities for closer working with community organisations that could support us in delivering our strategic objectives
 - Strengthen the evidence base about the character, focus and needs of the voluntary community sector in SW11

2. Methodology

- 2.1 In 2015-16 we produced a directory of local community organisations based on purchased database of voluntary community organisations in SW11.
- 2.2 In 2017 our community outreach supporter was appointed and commenced work on contacting all or the organisations on our database.
- 2.3 The outreach worker has now met with 55 organisations. During each visit BLSW11 promotional material was distributed ('BLSW11 Needs You' leaflet and our Grants Programme). At the same time face-to-face conversations with organisation leads was structured around a survey based proforma (see Appendix 2).
- 2.4 In the course of this work some organisations that were not on our database were also visited on the basis of referrals. Of the 55 organisations consulted 8 were not considered to be part of the BLSW11 'community' but either work in the patch or have the potential to do so (see Appendix 1).

Methodological Issues

- 2.6 Although the primary purpose of the outreach programme was to make contact and explore opportunities with community based organisations in SW11, an important secondary aim was to strengthen the evidence base about the characteristics and challenges facing the sector.
- 2.7 Thus, while the proforma survey was intended as more of a prompt for discussion than a rigorous research undertaking, it did allow for some useful data to be collected and analysed.
- 2.8 A combination of open and closed questions provided both 'hard' data and other information that was open to interpretation. For example, we are aware that some organisations that gave 'charity' as their status are not registered with the Charities Commission.

Definitions

- 2.9 We use the term 'community organisation' to mean non-private or statutory organisations or national/regional organisations (mainly voluntary groups and charities) that are based or work in SW11, this includes schools and churches but excludes organisations like Battersea Power Station – which is included in the survey because it offers benefits to local people, but is not included in our analysis.

Main Focus

- 2.10 Even though our questions about the main 'theme' and range of activities had prompts, some individuals answered from their own perspective and in a way that did not 'fit' with our given criteria. For example, some organisations cited 'fitness' as their main activity and listed many different types of activity as examples. Here we collated the data under the general heading of 'Health and Wellbeing'.
- 2.11 Similarly, although we listed 'disability' as a focus or theme, some organisations referred to an activity rather than the 'category', for example, training or developing social skills. Here we had to judge whether the response fell within Special Education Needs, Training/Work/Skills or Health and Wellbeing.

Calculating the Value of Wages and Volunteering

- 2.12 If the 364 people employed (FTE) are assumed to earn the 'median' London wage of £34,473 (ONS, 2018) the annual total before deductions equals £12.6m; if we take the UK average of £27,600 (2015) the total is £10m.
- 2.13 The conventions for assessing the value of volunteer time try to work out rates for specific jobs, higher for Professional/Management roles, lower for Labouring or General Services. Here we use a notional figure of £11.00 an hour, just above the London Living Wage of £10.20 (2018)

Turnover

- 2.14 Most organisations were reluctant to give figures for turnover. Of the 29 that did the combined turnover was £7,525m this included one school and three substantially funded local charities. We have assumed overall turnover by looking at all the organisations that did not respond to this question and estimating a value based on type of organisations (mostly small and dependent on grant aid).

Reliability of the Data

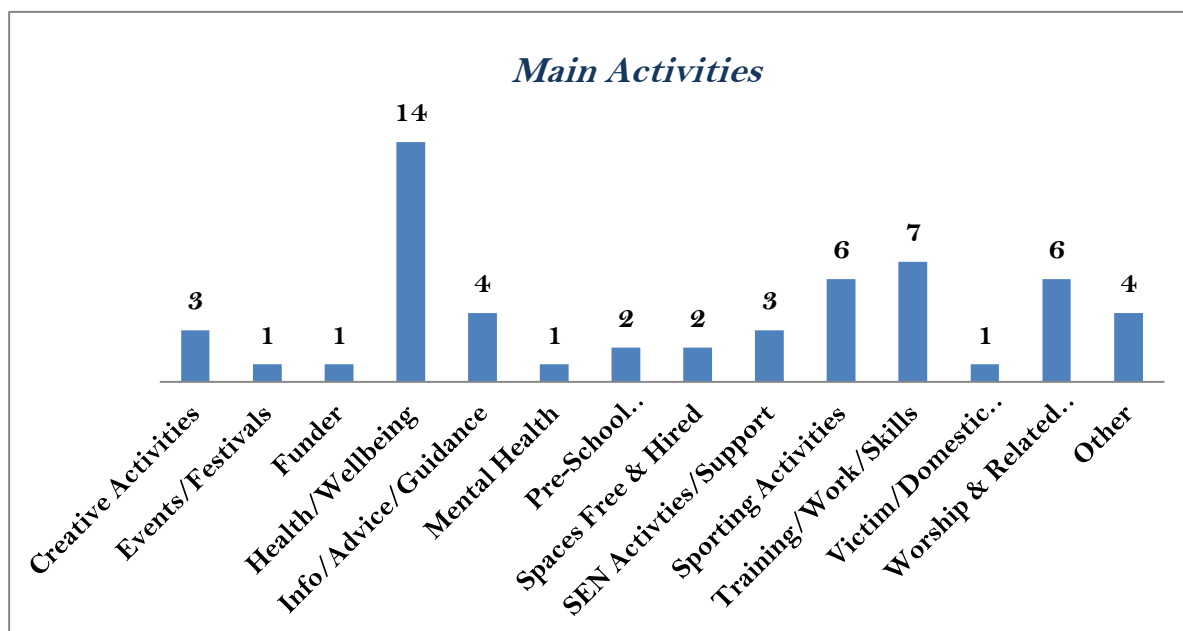
- 2.15 This is not a social science research paper but rather a snapshot of the characteristics of the community sector in SW11. While we are confident in our general conclusions a more rigorous analysis would be needed to provide a more accurate picture.

MAP of the 'Community'

- 2.16 The map shown at Appendix 5 shows the difficulty of defining the BLSW11 area as a 'community' when it clearly comprises several neighbourhoods. As it can be seen most of the organisations involved in our Outreach work are based within the Big Local defined SW11 area, several are adjacent or close to the 'patch'.

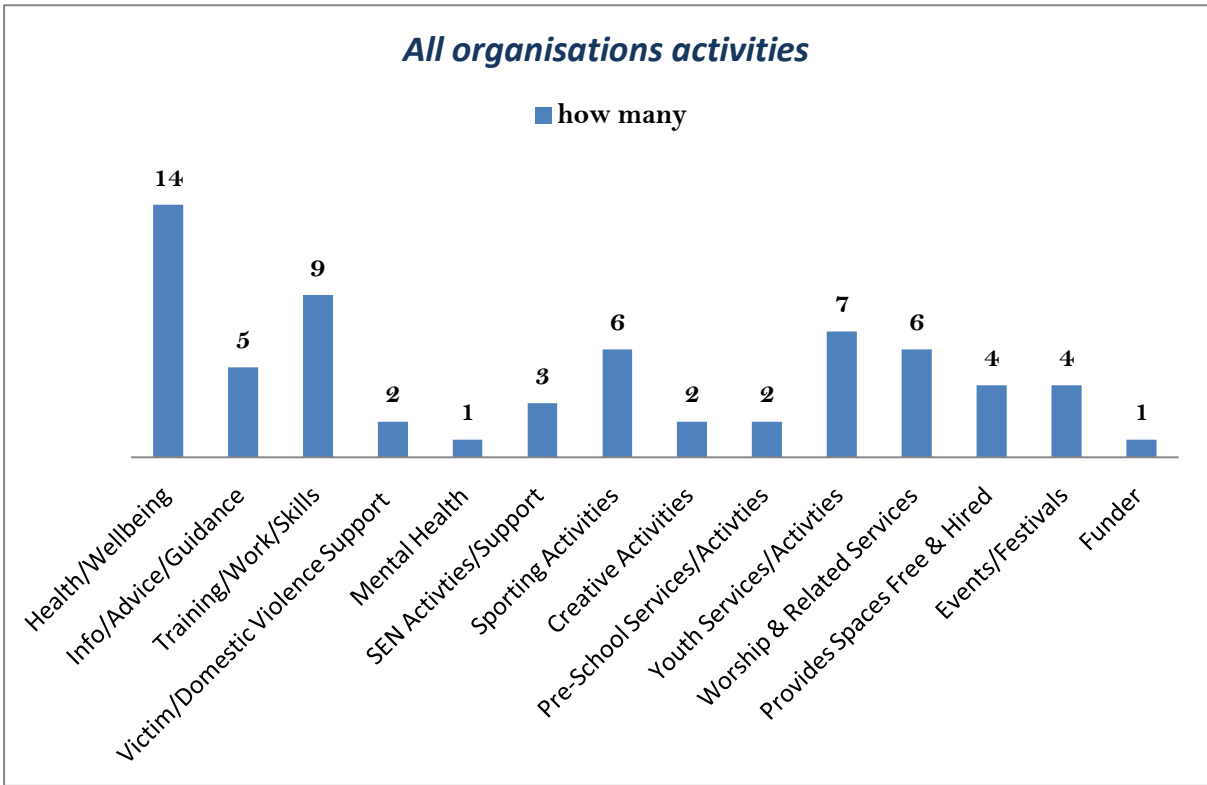
3. Findings

3.1 The range of 'main' activities undertaken by community based organisations in SW11 are:

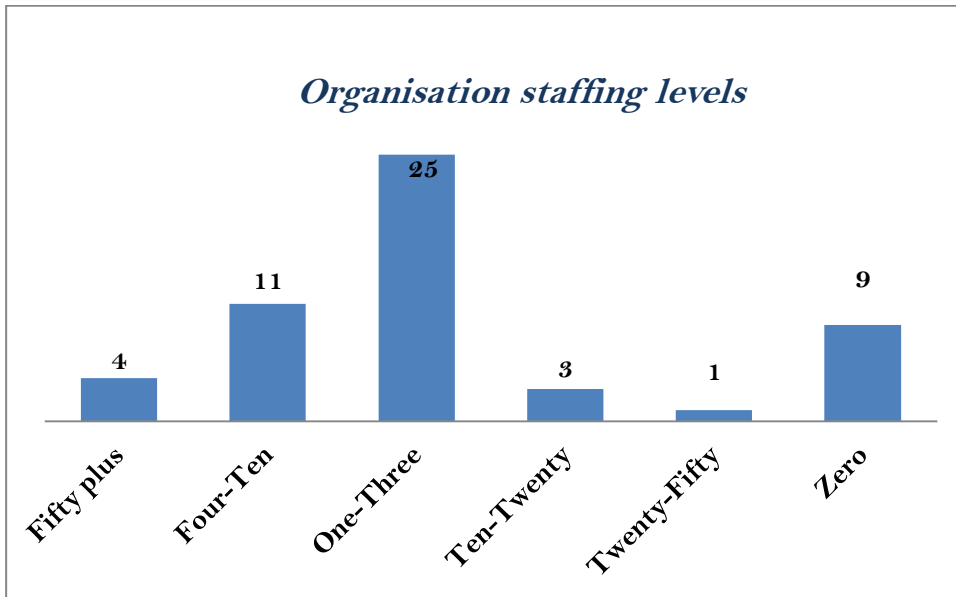


3.2 There is no readily available data that can indicate whether BLSW11 is over or under represented in specific areas. We do know from research undertaken in 2017 that Mental Health, Overcrowding and Isolation present particular challenges for the area. On the available evidence these issues are not a main focus of our community.

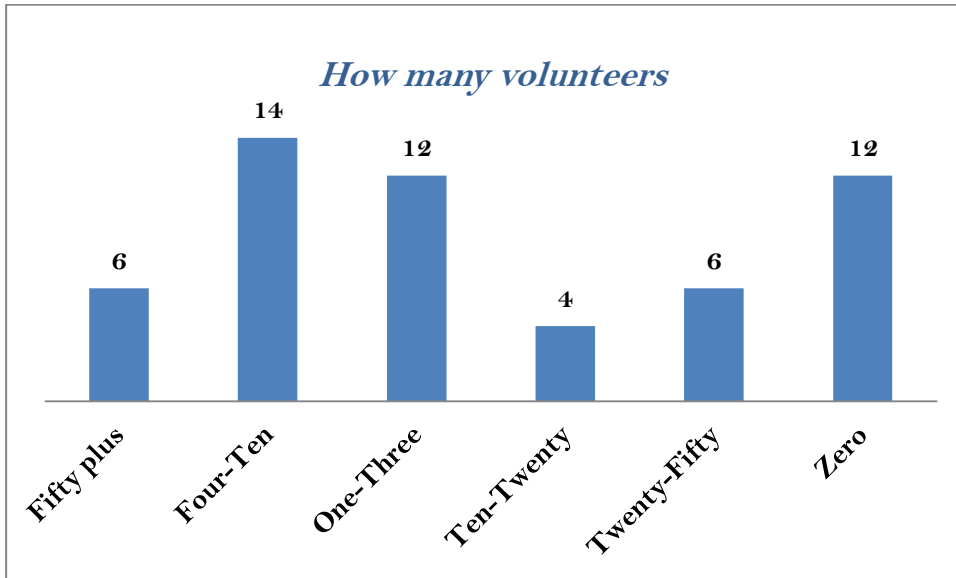
3.3 Along with their main activities organisation's in SW11 undertake a wide range of additional functions:



3.3 These activities are delivered by 364 FTE staff distributed across all organisations with the majority employing between one to three staff.

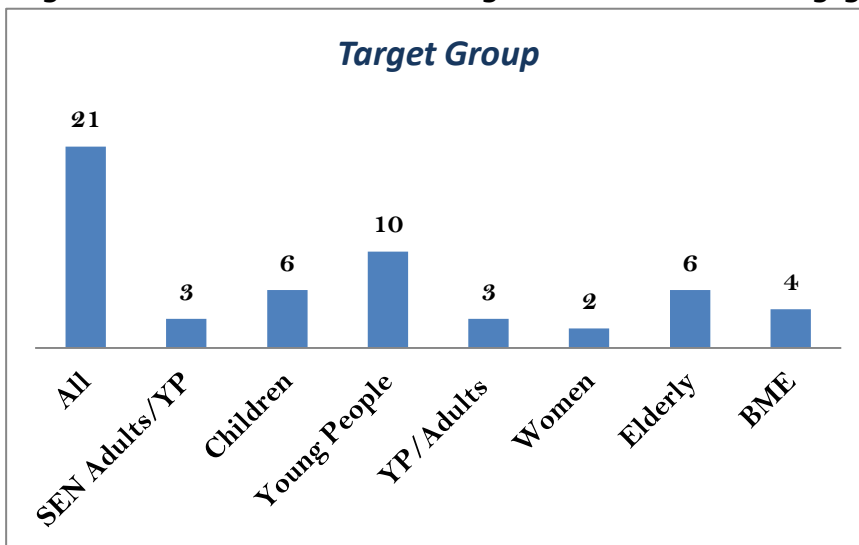


3.4 Full time staff are supported by 1339 volunteers who contribute an estimated 1646 hours a week. The distribution of volunteers shows that some organisations benefit from significant support while the majority rely on relatively low levels of support.

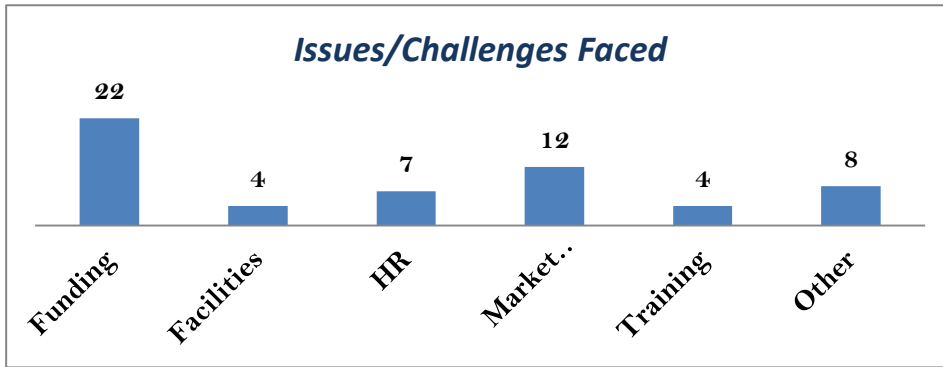


3.5 We did not explore whether volunteering presented a particular problem for local organisations.

3.6 Organisation activities are targeted at the following groups:

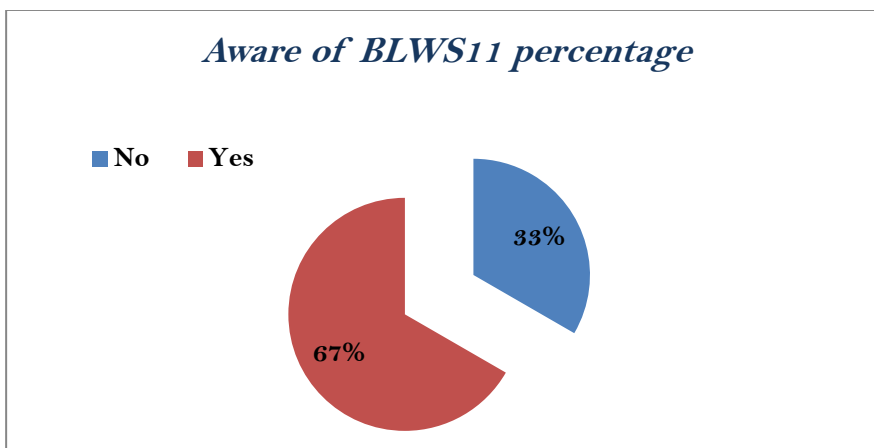


3.7 The main challenges facing organisations in SW11 are:

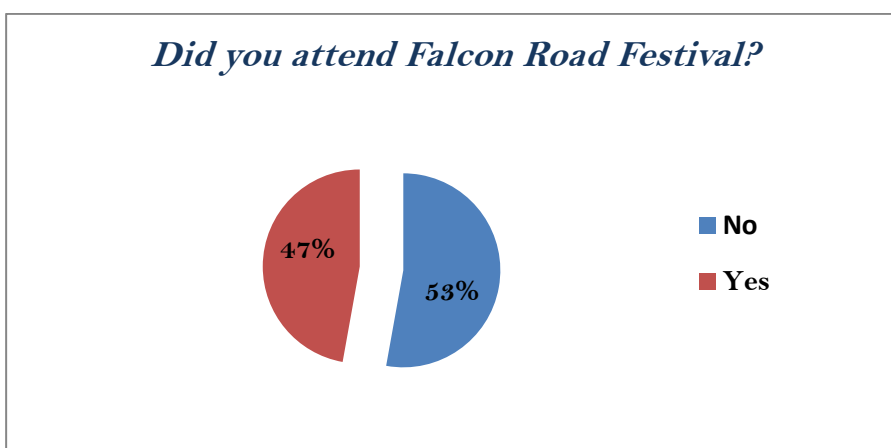


3.8 Funding, Marketing and Communications are the biggest challenges for our community organisations, particularly small groups with few staff.

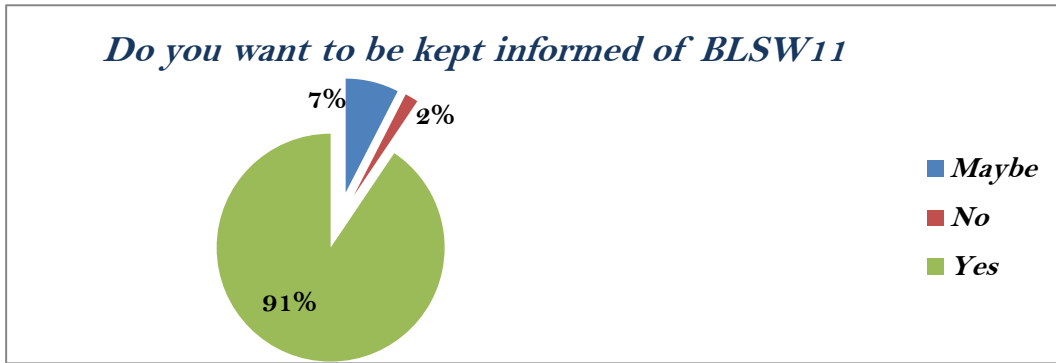
3.9 While a significant number of organisations are aware of BLSW11 a third did know about us or our work.



3.10 Nearly half of all organisations have attended our Falcon Road Festival.

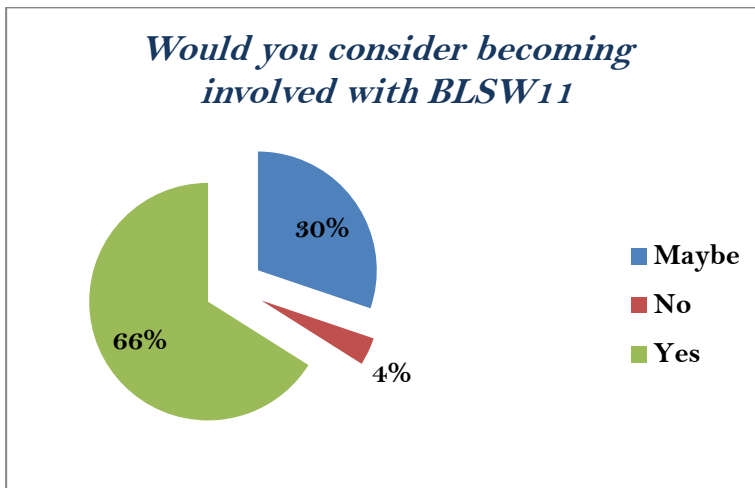


3.11 Nearly all of the organisations want to be kept informed about BLSW11 activities.



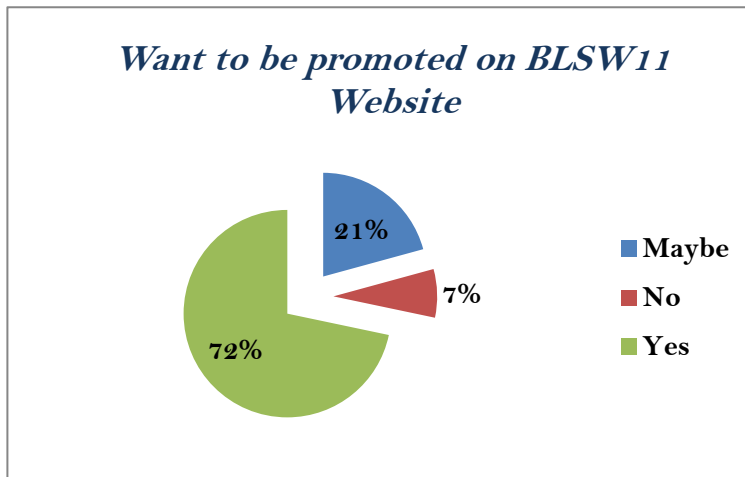
3.8 This and the fact that a third of respondents remain aware of BLSW’s work may have important implications for our Communications Strategy.

3.9 A substantial number of organisations expressed an interest in becoming involved with BLSW11.



3.10 From the survey there may be up to 36 local organisations that could become involved with BLSW11.

3.11 Of the 55 respondents 38 (72%) said that they wanted to be promoted on our web site.



3.12 The overall findings provide useful information about the characteristics of the community voluntary sector in BLSW11. The next challenge is for us to determine an appropriate response. Some of which are rehearsed in Section 4.

4. Implications and Follow up

4.1 Our 2017-18 Strategy includes a commitment to work in partnership with others so that:

'By working together we could collectively, maximise our **Impact**, Extend our **Reach**, help to Strengthen our community **Voice**, lead to more **Efficient** delivery and begin to build a BLSW11 **Legacy** which sees a community voluntary sector with enhanced capacity and greater influence.'

4.2 Supporting local community organisations to build their capacity is a key BLSW11 objective. How to do this will depend on our own capacity, resources and other strategic priorities.

4.3. In the short term there are a number of measures that we are doing and could undertake in response to the survey's findings.

Funding

- We could extend and enlarge our Grants Programme
- We currently advertise a wide range of Grants on our web site. This could be developed further with specific advice for individual organisations.
- We could offer to assist organisations in making grant applications
- We could support groups in their compliance with grant conditions
- We could develop and promote a local 'funders fair'.

Marketing and Communications

- We can develop an 'Our Community' section on our web site to promote the work and possible volunteering needs of local community organisations
- We could 'commission' Linkedup Battersea or a similar organisation to work with all the groups surveyed that have a concern with marketing and communication
- We have replaced our quarterly Newsletter with mail shots on specific items; we may want to consider developing a regular briefing paper targeted at local groups.

Information and Advice

- There is a lot of information and advice for the community voluntary sector 'out there'. Some groups may appreciate having 'tailored' advice that meets their specific needs

Research and Evidence

- A major barrier to winning financial support, particularly for small groups, can be the funders requirements for lots of information about 'markets', 'beneficiaries', 'outputs' and 'outcomes' as well as stringent financial and governance procedures. While we do currently signpost groups to online resources there may be an opportunity for us to work with individual groups to improve their research capability.

Networks

- There are a number of local networks that offer information, advice and mutual support. These will now be included on 'Our Community' page.

- 4.3 In the medium to longer term we could aim to significantly increase the level of resources (finance, volunteers, advice and support) available to the community voluntary sector by using BLSW11 resources to secure 'match funding' from external sources.
- 4.4 With enhanced resources BLSW11 would be better placed to support and fund 'projects' delivered by local organisations (particularly small and under resourced organisations) that help us to meet our strategic objectives.
- 4.5 Although this report is primarily an account of the results of our Outreach work over the past year, it is hoped that the findings are taken into account in preparing our future strategy.

Appendix 1: Organisations Surveyed

Organisations **indicated** were included in the survey but not used in the analysis because they were not considered to be a local community organisation

	Organisation
1	Battersea Chapel
2	Battersea Methodist Mission
3	Battersea Power Station Development Company (Private)
4	Black Heroes Foundation
5	Carrot Cake Nursery
6	Cheer Trust
7	Christchurch CE Primary
8	Christians Against Poverty (CAP) (National Organisation)
9	Church of the Nazarene
10	Clapham Junction Medical Practice
11	Croatian Church Trust
12	Faithful Living
13	George Potter House Nursing Home
14	George Shearing Centre
15	Haven Lodge
16	Homleigh Court
17	Home-Start Wandsworth
18	Kambala Estate Residents Association
19	Latchmere Leisure Centre
20	Link-Up Battersea
21	Mercy Foundation Centre
22	Mimosa Women's Support Group
23	Battersea Fitness & Wellbeing Centre (Nuffield Health)
24	Sacred Heart Primary School
25	Safe Ground
26	Share Community
27	Sir Walter St John's Educational Charity
28	Spear (Clapham Junction)
29	S.T.O.R.M Family Centre
30	Thrive
31	Victim Support
32	Referral from Life Long Learning
33	Wandsworth Foodbank
34	Wandsworth Heritage Service
35	Wandsworth Law Centre
36	Wandsworth Community Empowerment Network
37	York Gardens Library
38	Katherine Low Settlement (KLS)
39	Birhan Dagne
40	Falcon Estate Residents Association
41	Pennethorne House Residents Association

42	Waste Not, Want Not Project
43	Wilditch Community Centre
44	Wow Mums
45	Sentalk
46	Platform One Cafe
47	Scholey House Residents Association
48	Providence House
49	St Peter's Church
50	Carney's Community
51	Caius House
52	A2i Dyslexia
53	The Lady Allen Adventure Playground
54	Agora Arts Centre
55	Generate (Regional Organisation)

Appendix 2: Survey

Organisation
Name
Contact details (Update) Name Address Email Telephone Social Media (Web, Face Book, etc)
Constitution (Charity, Community Interest Company, etc)
Theme (Education, Health, Young People, Disability, Housing, Advice, etc)
Activities
Target Group(s)
Number of Staff (Full Time Equivalent)
Number of Volunteers
Volunteer Hours (per week)
Turnover
% of Turnover from Grants
Are you aware of BLSW11?
Did you attend the Falcon Road Festival?
Do you want to be kept informed of BLSW11 activities?
Would you consider becoming involved with BLSW11?
We would like to promote you on our Web site, is this OK?

Appendix 3: Comparisons

There are no sources that provide for a direct comparison of SW11 with similar areas.

Nationally, State of the Sector reports are produced annually by the National Council for Voluntary Organisations (NCVO). Key findings are that:

Small Charities²

- Make up 82% of all voluntary organisations
- Most of them are very small with an income below £10,000 a year
- Nearly 80% operate at a local level
- They receive little (16%) of their funding from government
- They are less likely to have fixed assets or reserves

A detailed account of the State of the Third Sector can be found at:

<https://data.ncvo.org.uk/category/almanac/voluntary-sector/>

More information about small charities can be accessed here:

https://data.ncvo.org.uk/wp-content/uploads/2015/06/Almanac_2017_Top_facts_small_charities_final.pdf

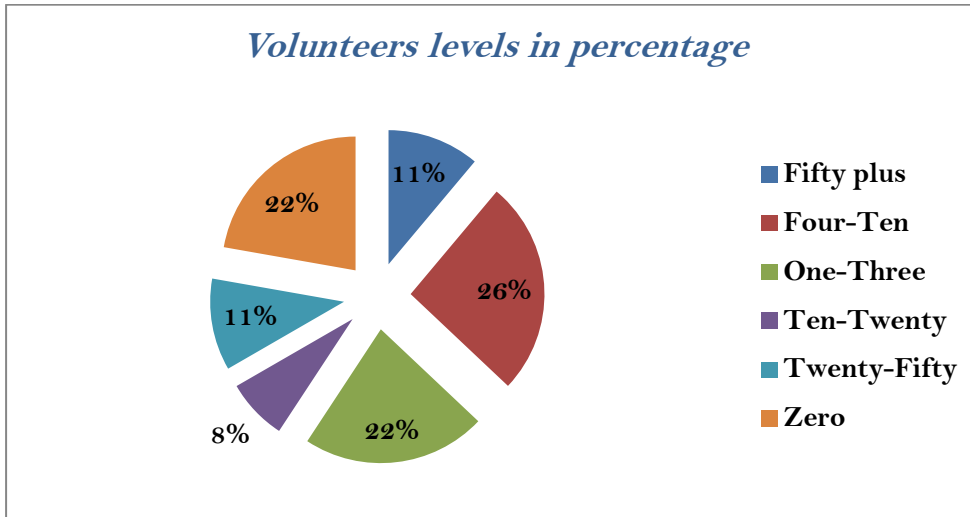
Volunteering³

- 11.9 million people formally volunteered once a month in 2016/17
- 57% of the people who volunteer formally do so with a sports club or group, making them the most popular organisations.
- Fundraising and running events are the most popular volunteering activities of formal volunteers, with 44% organising or helping to run an event or activity and 40% being involved in raising money.
- Nearly one in three of those who volunteered formally in the past year carried out activities to get others involved.
- Giving advice is the most common form of giving unpaid help to others, with 42% of people who gave unpaid help in the last year doing so.

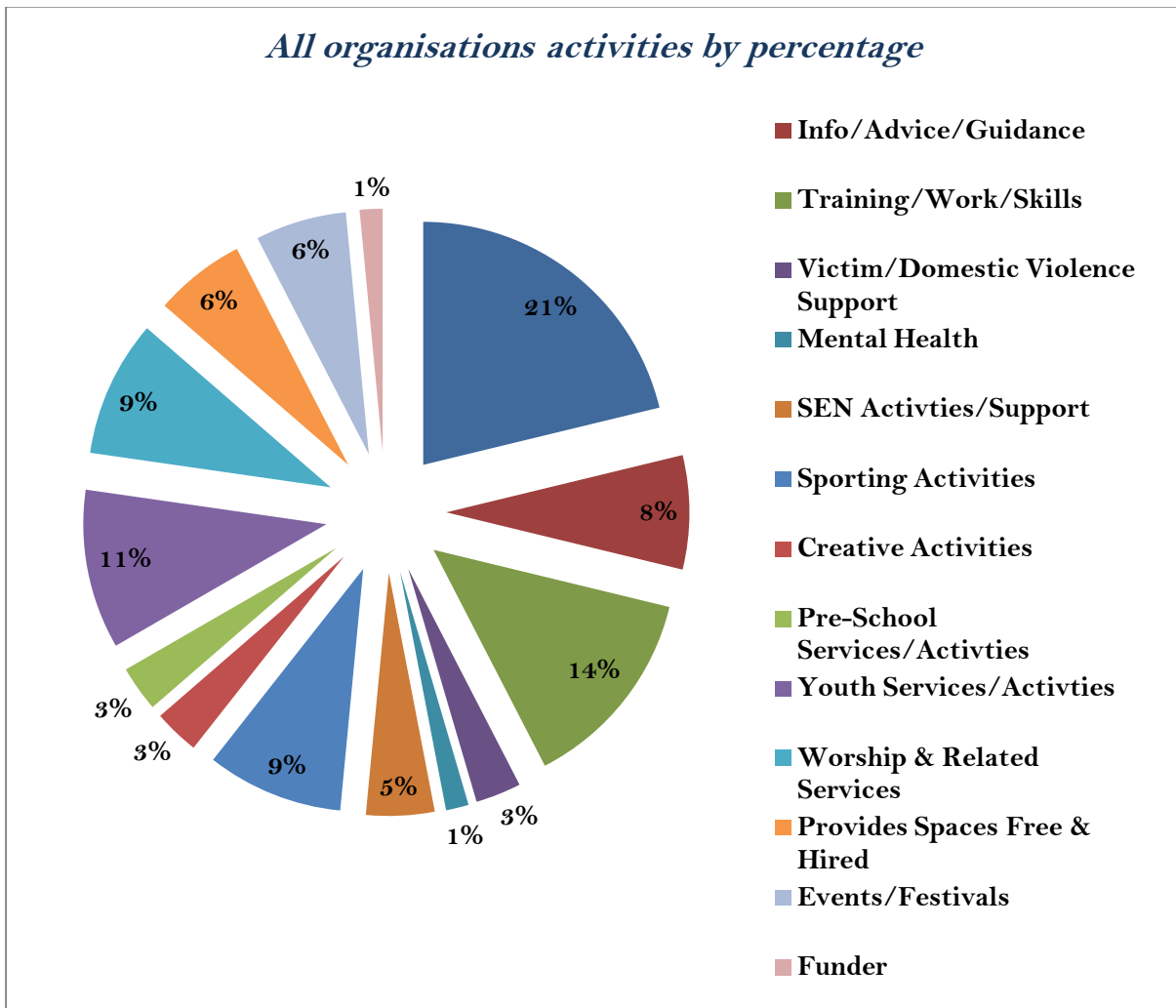
² <https://data.ncvo.org.uk/a/almanac17/top-facts-about-small-charities/>

³ <https://data.ncvo.org.uk/a/almanac18/volunteering-overview-2015-16/>

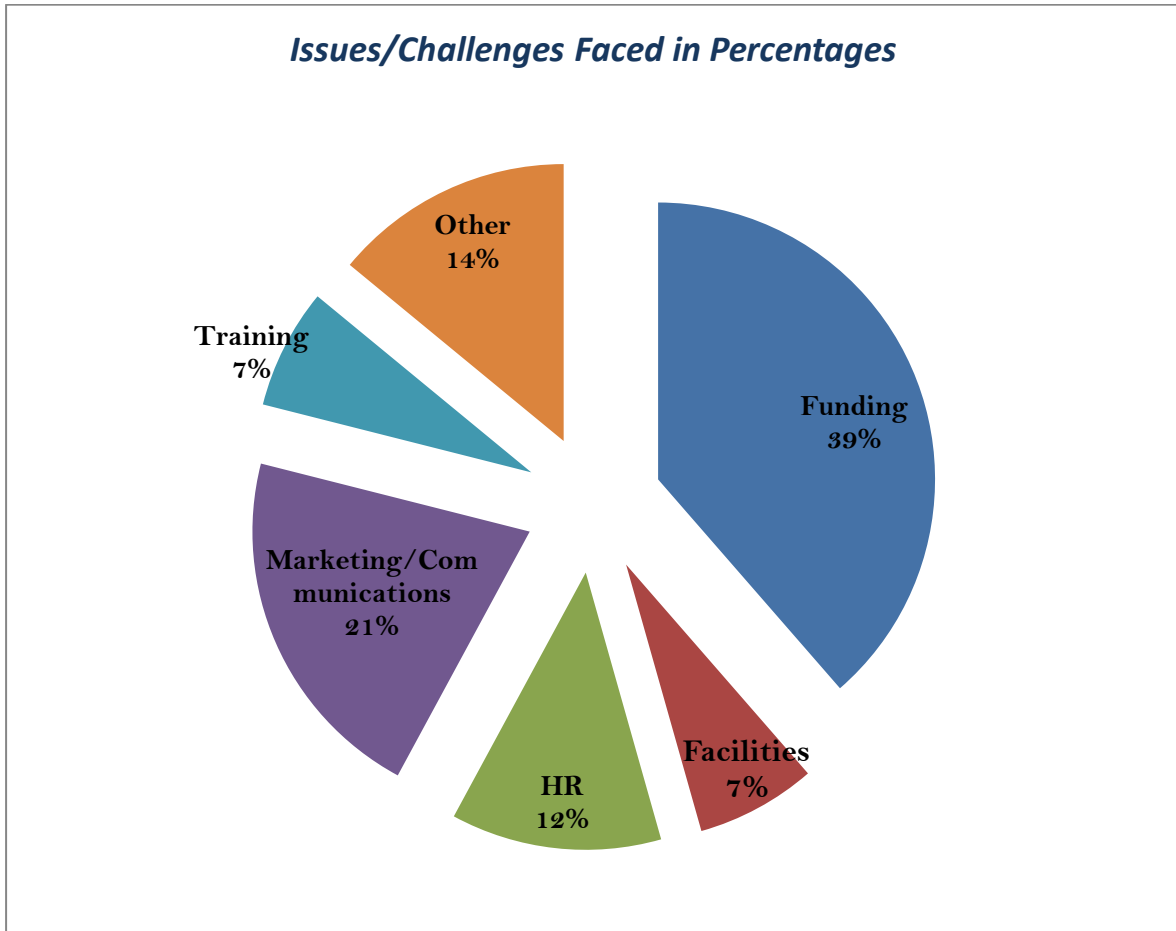
Volunteers



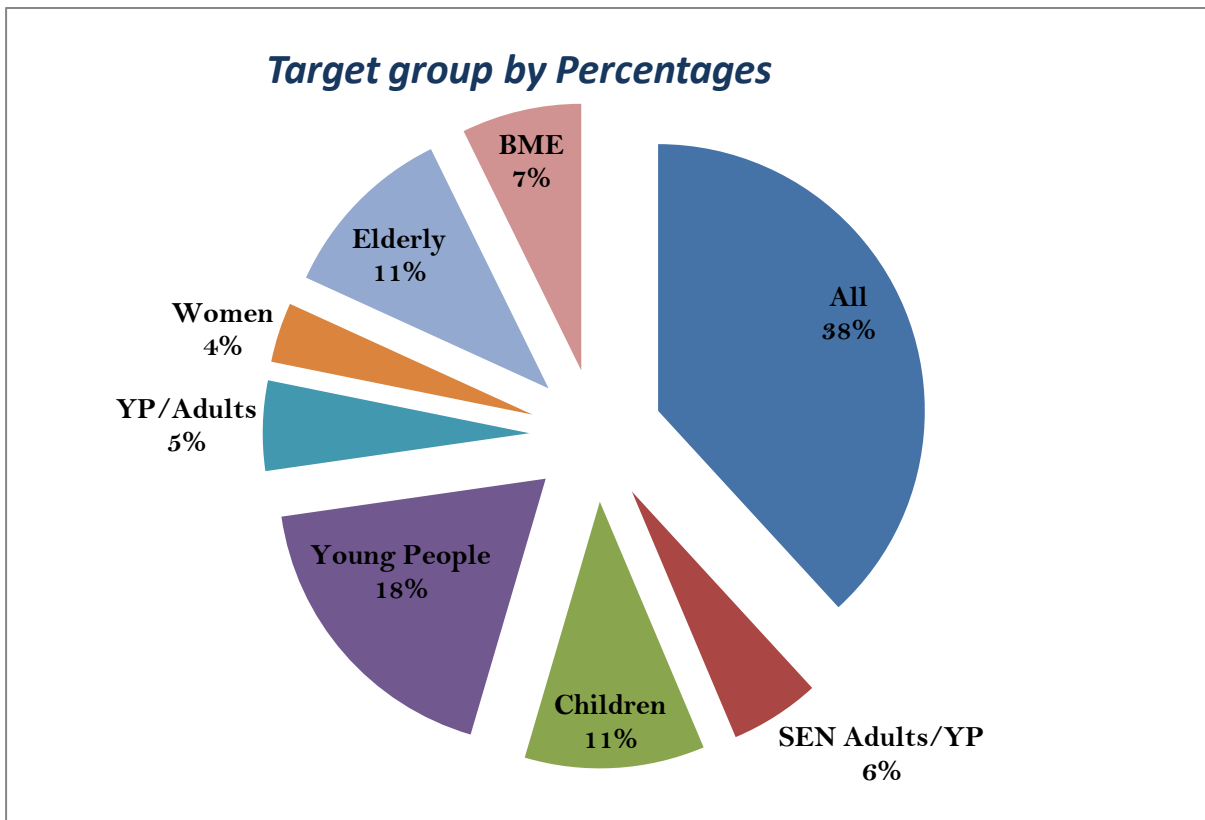
All Activities



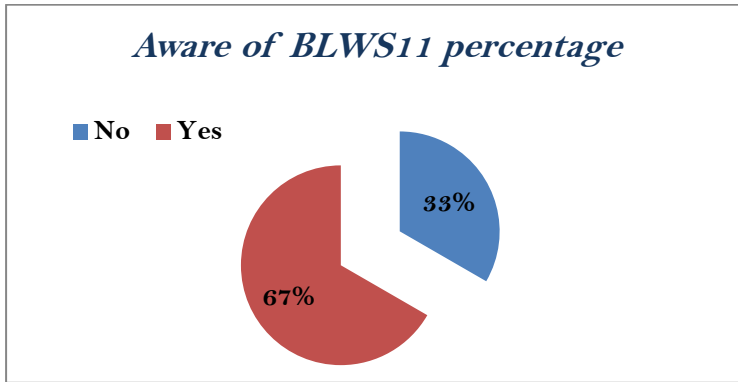
Issues and Challenges



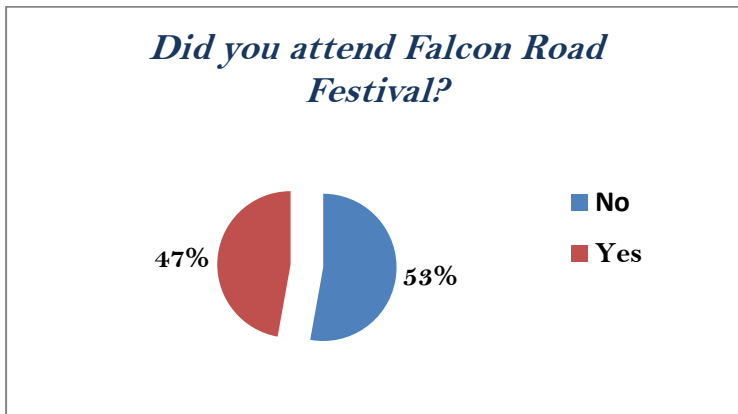
Target Groups



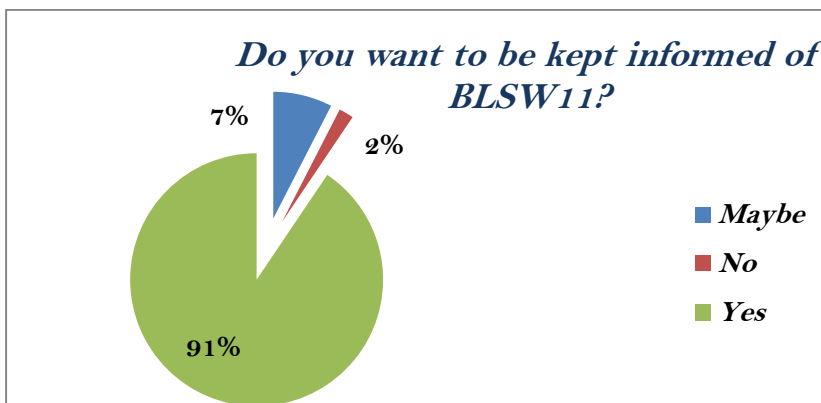
Awareness of BLSW11



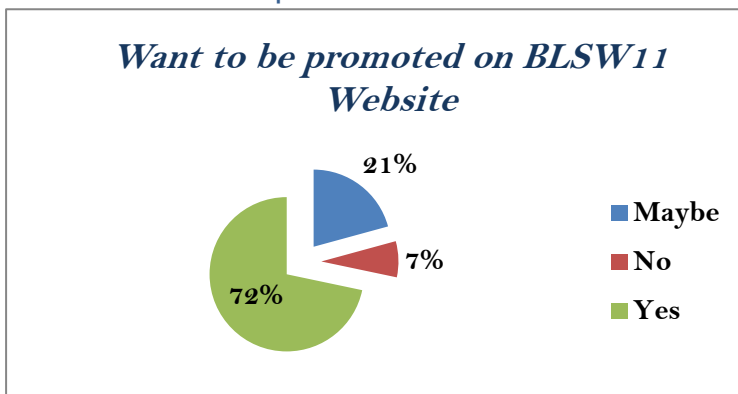
Attendance at Falcon Road Festival



Would like to be kept informed of BLSW11 activities?



Would like to be promoted on the BLSW11 Web Site?



Appendix 5: Our 'Patch'

BLSW11 Maps – Community Organisations

