

## Viewfinder 12



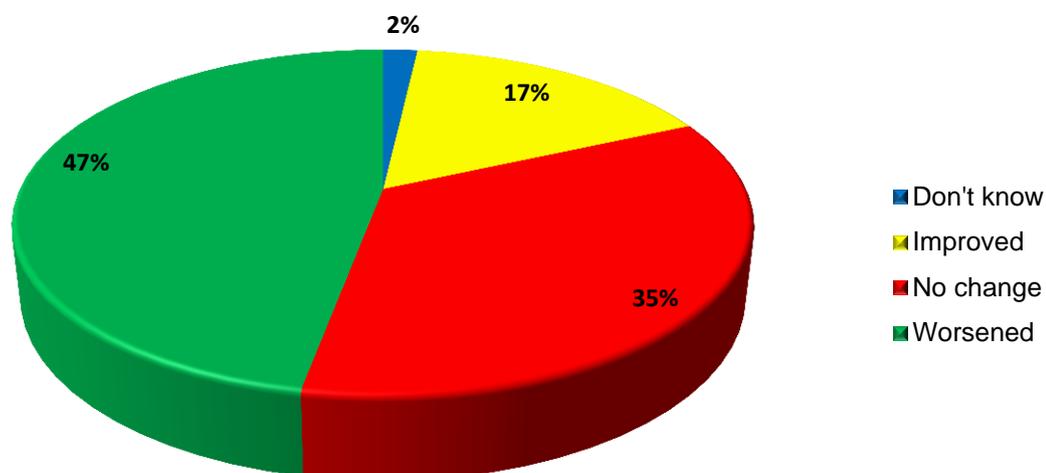
In May 2012 the Viewfinder 12 questionnaire was made available online to 903 NICVA member organisations. In total 191 organisations responded, generating a response rate of 21%.

### Key findings

- The economic environment continues to impact heavily on member organisations with 47% reporting that their financial situation has worsened over the past 12 months.
- 67% of responding organisations have been affected by the public sector funding cuts.
- For 28% of responding organisations there has been a reduction in staff numbers, however, for 42% there has been no change in staff numbers in the last 12 months.
- 39% of member organisations have increased their expenditure.
- Almost half of member organisations (48%) have increased their services over the last six months.
- For 57% of organisations grant income makes up over 60% of income.
- Over half of respondents (53%) stated that they receive some level of funding from government, 47% funding from charitable trusts, 42% from councils and 36% from the general public.
- The majority of organisations have either no earned income (28%) or earned income makes up 10% or less of their income (31%).
- The majority of organisations are satisfied or very satisfied with NICVA's membership package and benefits and NICVA's role and performance over the last 12 months.

## Impact of the current financial situation

**Figure 1: Financial situation over the last 12 months**



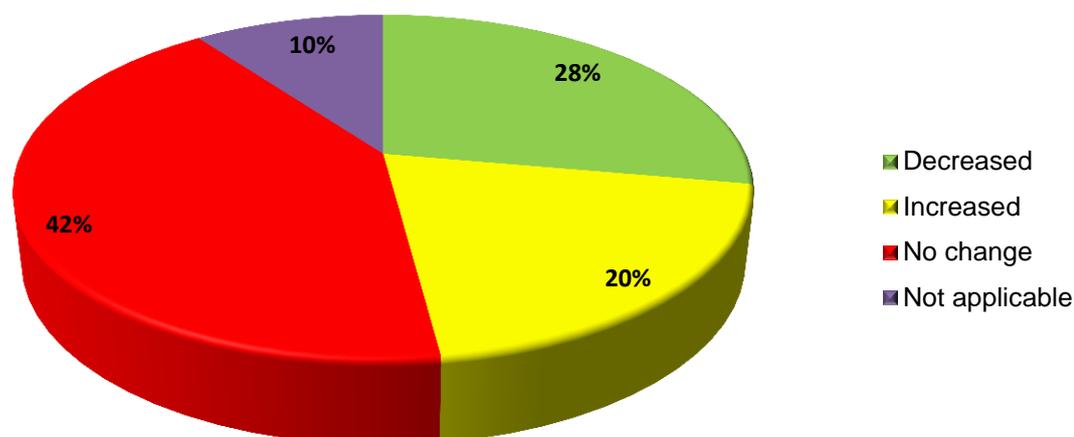
Base 170<sup>1</sup>

As we can see from Figure 1, the current financial situation continues to cause uncertainty and challenges for member organisations. A number of changes are noteworthy in comparison to the figures reported in Viewfinder 11.<sup>2</sup> For example, the wider economic environment continues to provide opportunities for some organisations, with 17% of members stating that the financial situation of their organisation has improved over the past 12 months, an increase of 6%.

Previously, almost half of organisations (47%) indicated that there had been no change in their financial situation over the preceding six months, however this figure has reduced to 35%. In addition, we can see that real financial challenges still exist for many member organisations, with almost half (47%) of members reporting that their financial situation has worsened during the last 12 months, an increase from 39%.

<sup>1</sup> Base number, ie the number of cases available for analysis for each individual question

<sup>2</sup> Viewfinder 11, NICVA, March 2012 <http://www.nicva.org/publications/viewfinder-11>

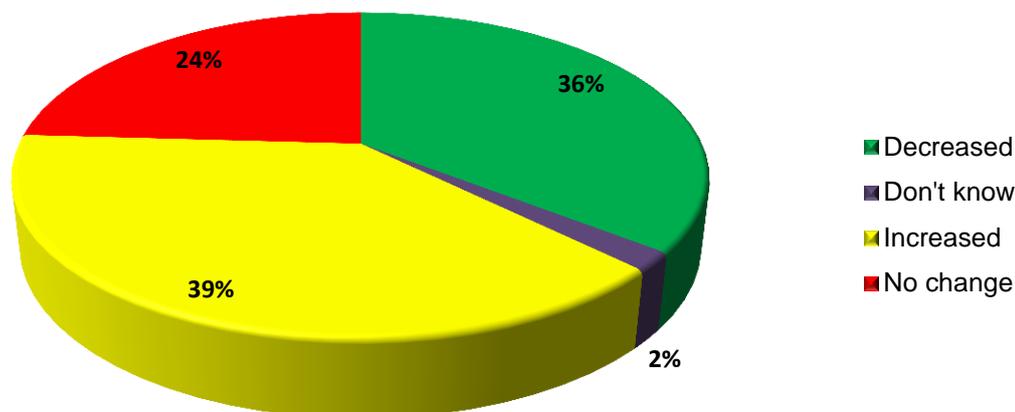
**Figure 2: Staff numbers**

Base: 169

Previously, for the majority of respondents (54%) there had been no change over the previous six months in the numbers of paid staff within their organisation. This has changed, with 42% of members now reporting no change in the last 12 months. In line with the findings outlined in Figure 1, a fifth of members reported that there had been an increase in staff numbers in this period.

However, an increasing number of members (28%) have indicated that there has been some reduction in staff numbers, an increase of 9% since the last report, indicating that the public expenditure cuts are impacting these organisations. This impact on staff numbers is greater than anticipated. In Viewfinder 10<sup>3</sup>, it was reported that 17% of respondents expected to experience a decrease in staff numbers in the forthcoming period.

<sup>3</sup> Viewfinder 10, NICVA, October 2011 <http://www.nicva.org/publications/viewfinder-10>

**Figure 3: Expenditure**

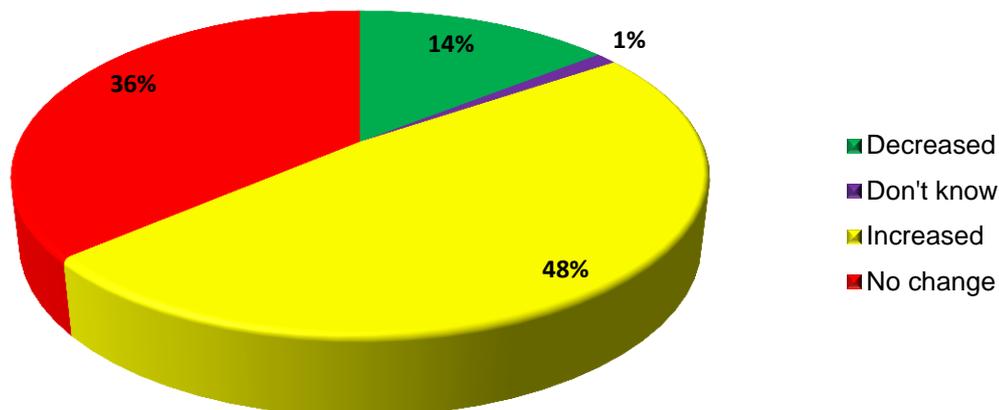
Base: 166

Previously, in Viewfinder 11 we reported that member organisations were evenly split on how the current economic and funding environment had affected their overall expenditure in the previous six months, with a third of members each reporting increased, decreased and no change in expenditure.

The main change in this report is an increase in the number of member organisations increasing their expenditure, up 8% to 39% which suggests that many organisations are positively responding to greater current need.

The number of organisations decreasing expenditure has increased marginally by 2%. Perhaps significantly the number of organisations reporting 'no change' has reduced by 9% to 24% in this period.

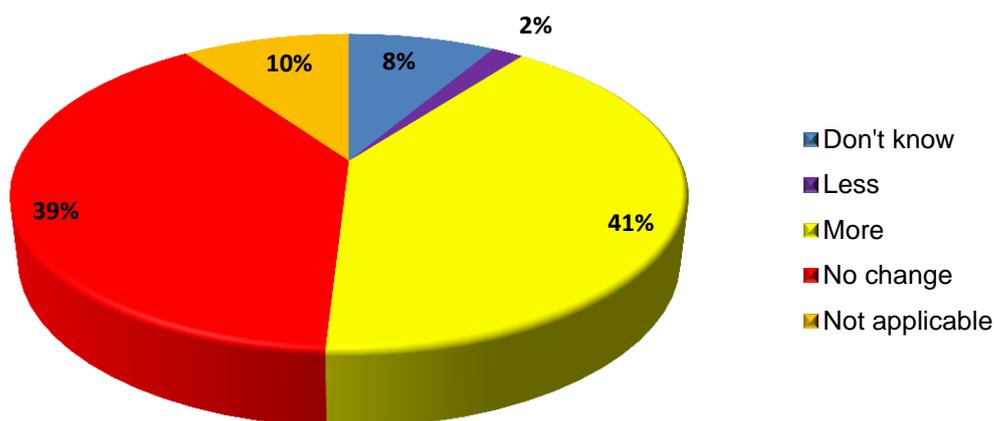
**Figure 4: Services offered over the last 12 months**



Base: 168

Figure 4 reflects the fact that there may be more social need and more pressure put upon member organisations as the economic environment changes, as just under half of organisations have increased the services they offer over the last 12 months, an increase of 9% from the previous period. 14% of organisations have decreased their services over the last 12 months, perhaps reflecting reduced funding to provide these services. For 36% of organisations there has been no change in the amount of services they offer, down by 7% since the last report.

**Figure 5: Competition with other organisations**



Base: 165

As we can see from Figure 5 a significant amount of responding organisations (41%) are of the view that they have faced more competition from other organisations over the last 12 months. However, this is balanced by a similar level of members (39%) indicating that there has been no change in the level of competition with other organisations, an increase of 4% from the previous report.

## Funding cuts

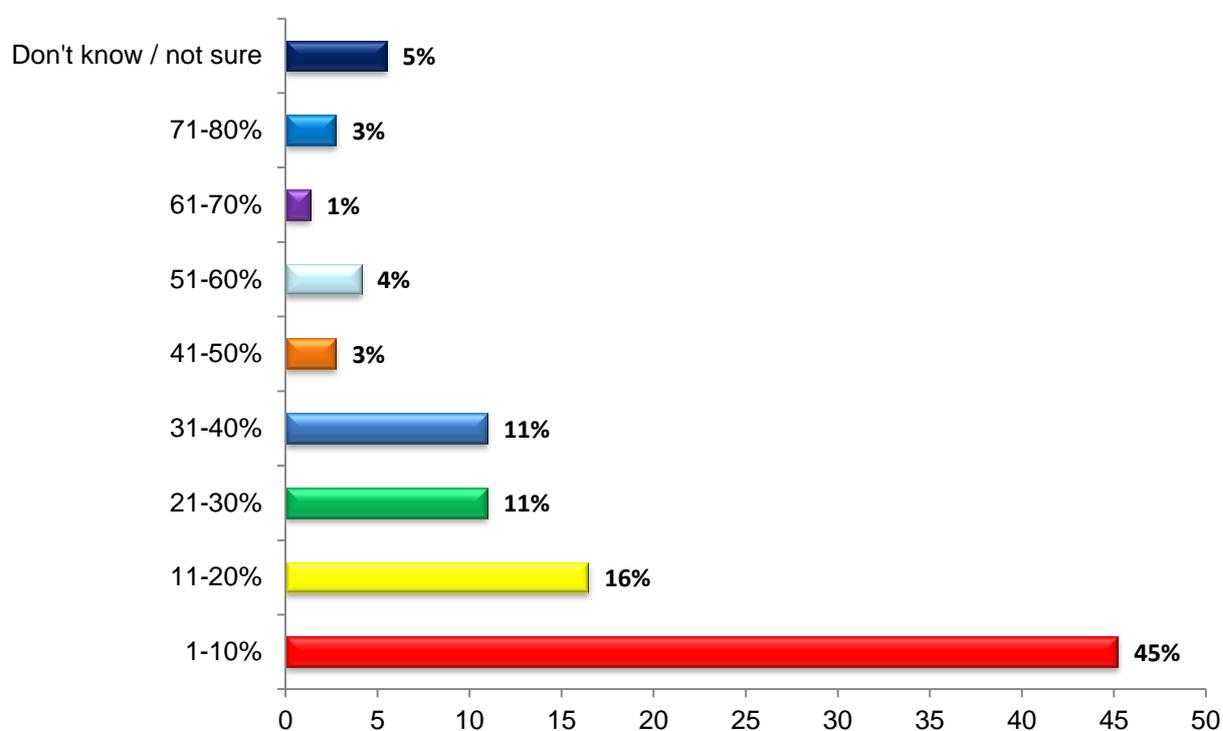
67% of responding organisations<sup>4</sup> have been affected by the public sector funding cuts, an increase of 14% since Viewfinder 11, confirming a pattern established in Viewfinder 10 (58%).

A total of 75 organisations (45%) stated that they had been affected by having their funding cut, an increase from 57 organisations in Viewfinder 11.

Of those organisations that reported a cut in funding, almost half (45%), had lost up to 10% of their funding in the last 12 months.

For 38% of organisations reporting a cut in funding the levels of cuts were between 11% and 40%, whilst 11% reported a cut between 41% and 80%.

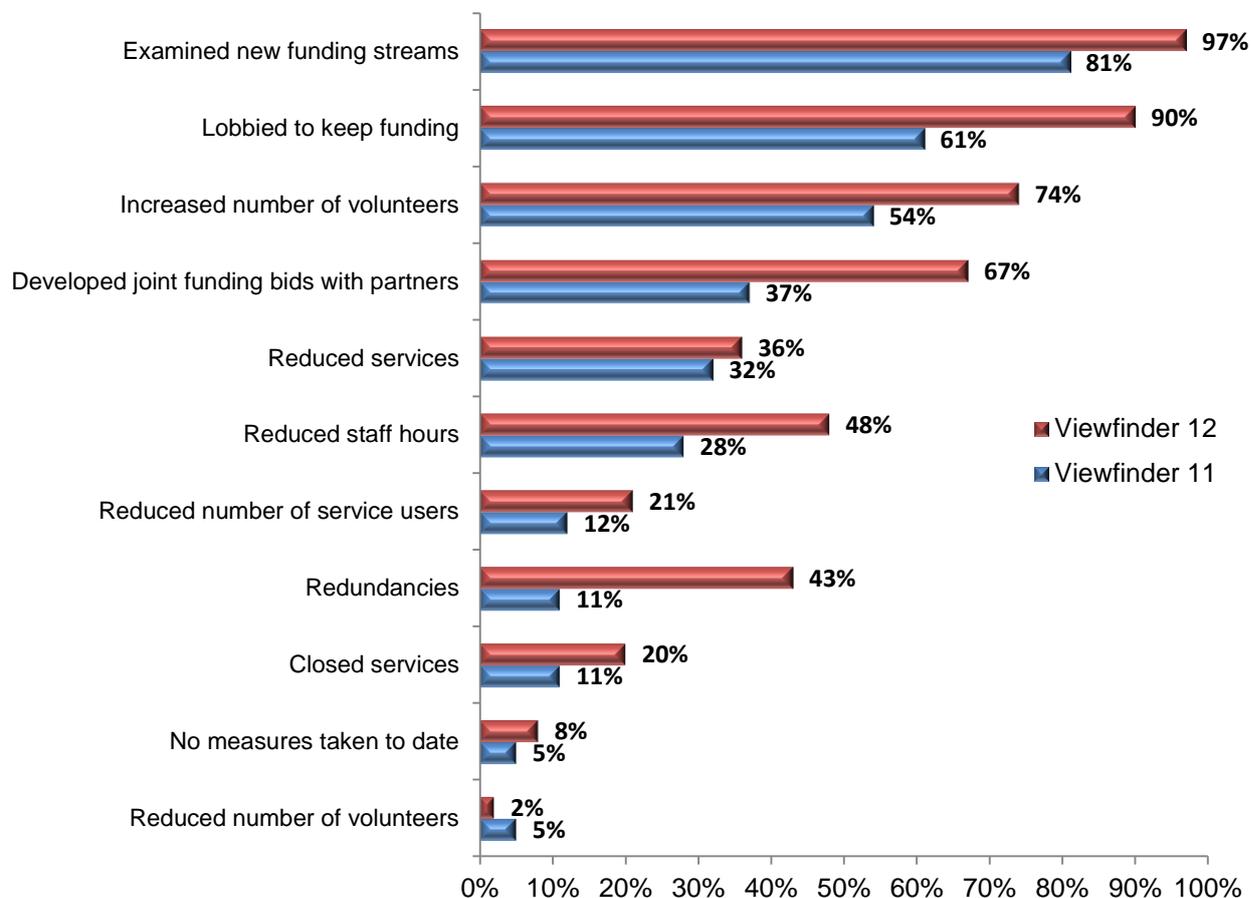
**Figure 6: Level of Cuts**



Base: 75

<sup>4</sup> Base=163

**Figure 7: Measures taken to manage funding cuts – a comparison between Viewfinders 11 and 12**



Base:

Viewfinder 11 Base= 57. Multiple responses

Viewfinder 12 Base= 58. Multiple responses

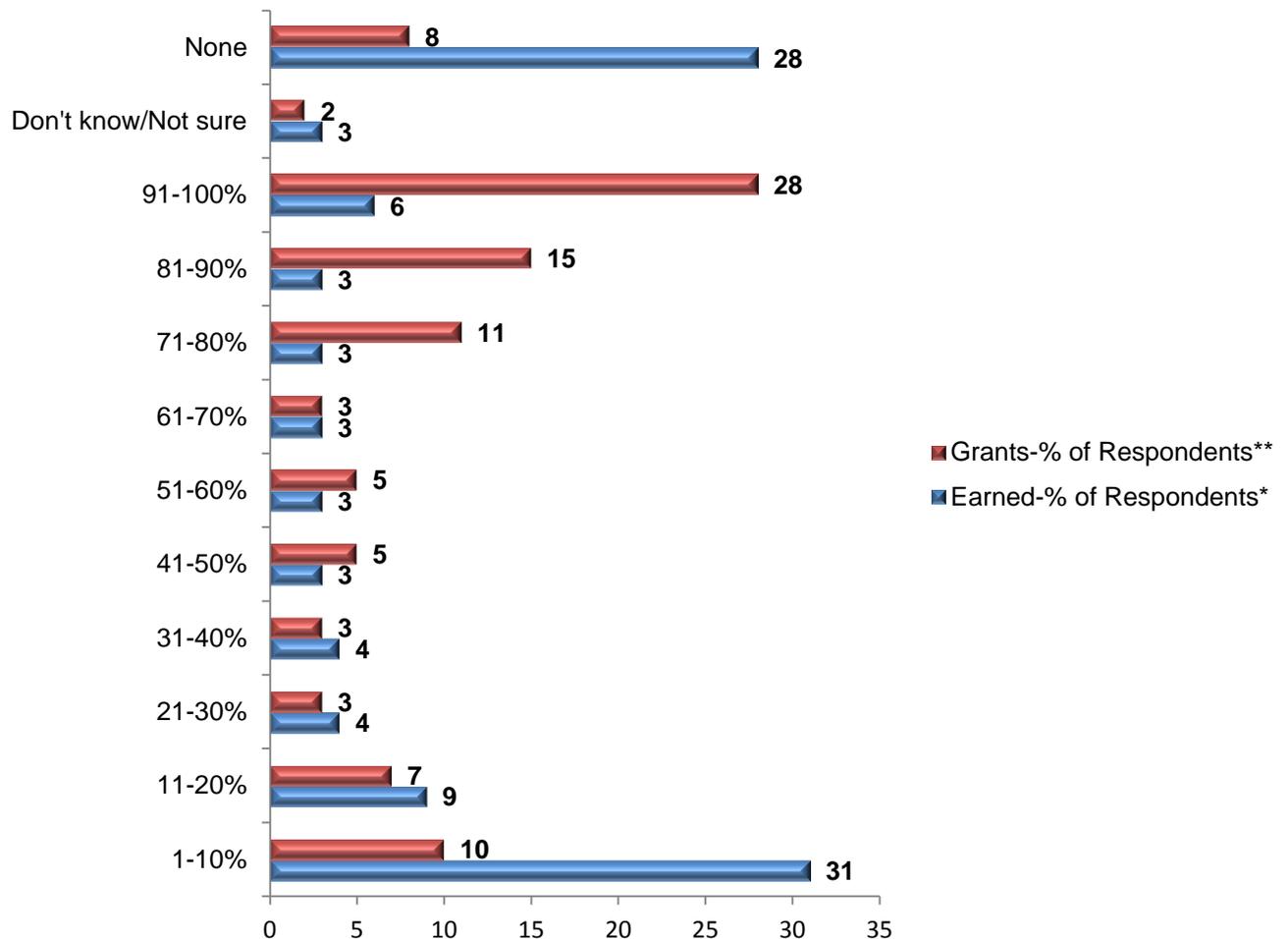
Figure 7 presents comparison data between Viewfinder 12 and 11. In order to manage the cuts in public expenditure, almost all respondents (97%) who have experienced direct cuts to their income have examined other funding streams, an increase of 16%, whilst lobbying has increased to 90%, up almost 30% since the last report. As has been recorded in a number of NICVA surveys, there is a continuing trend towards organisations increasing the number of volunteers, evident in almost three quarters of organisations affected by cuts.

In terms of identifying the impact on the services delivered by organisations, the survey highlighted an increase in the reduction of services (36% up 4%), reduced staff hours (48% up 20%), a reduction in service users (21% up 9%), an increased level of redundancies (43% up 32%) and services closed (20% up 9%).

Work on developing joint funding bids with partners has also increased significantly to 67% (up 30%) underlining another common theme in NICVA's research which is the increasing levels of collaboration in the voluntary and community sector.

## Income

**Figure 8: Sources of income**



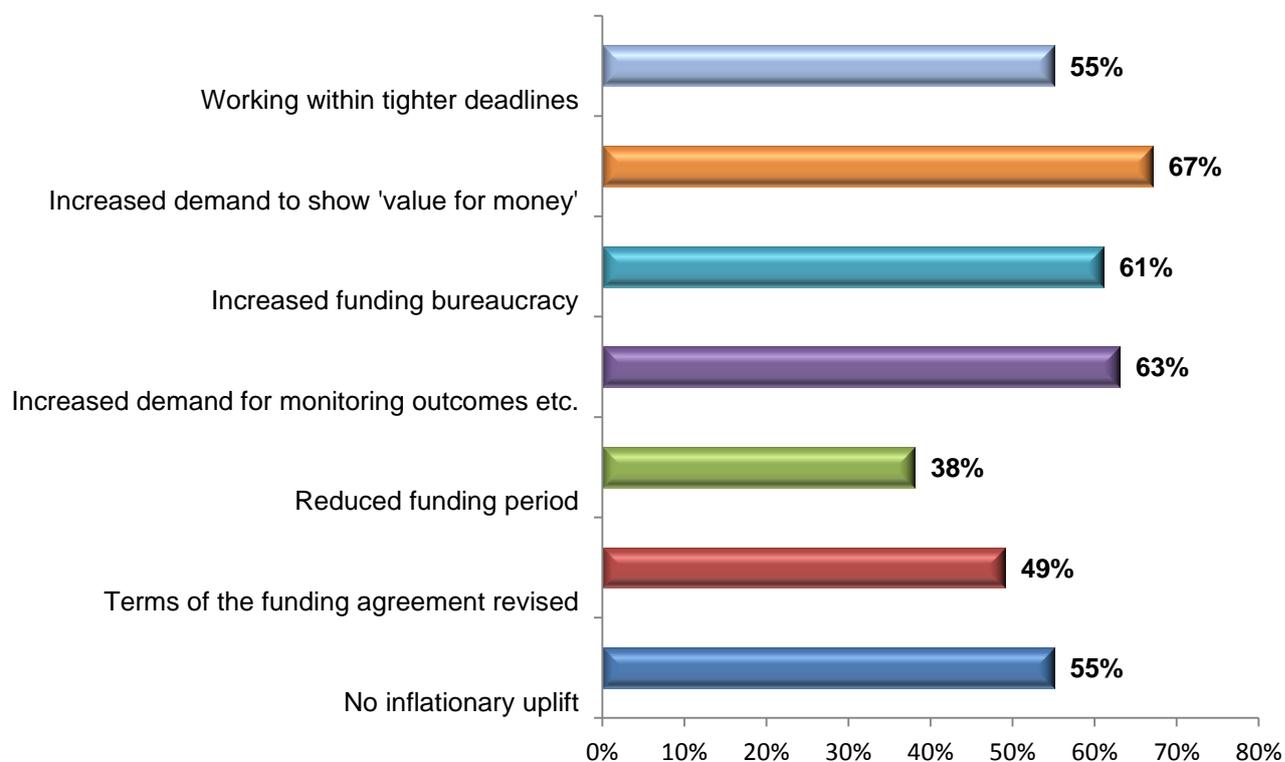
\*\* Base 155 \* Base 158

Figure 8 highlights that over a quarter organisations (28%) have no earned income at all. For almost a third (31%), earned income makes up 10% or less of overall income. For 12% of respondents, earned income accounts for more than 70% of total income.

For 57% of organisations, grants make up over 60% of all income, and for over a quarter of respondent organisations (28%) grants make up between 90% and 100% of overall income.

## Funding

**Figure 9: Funding developments in the last 12 months**

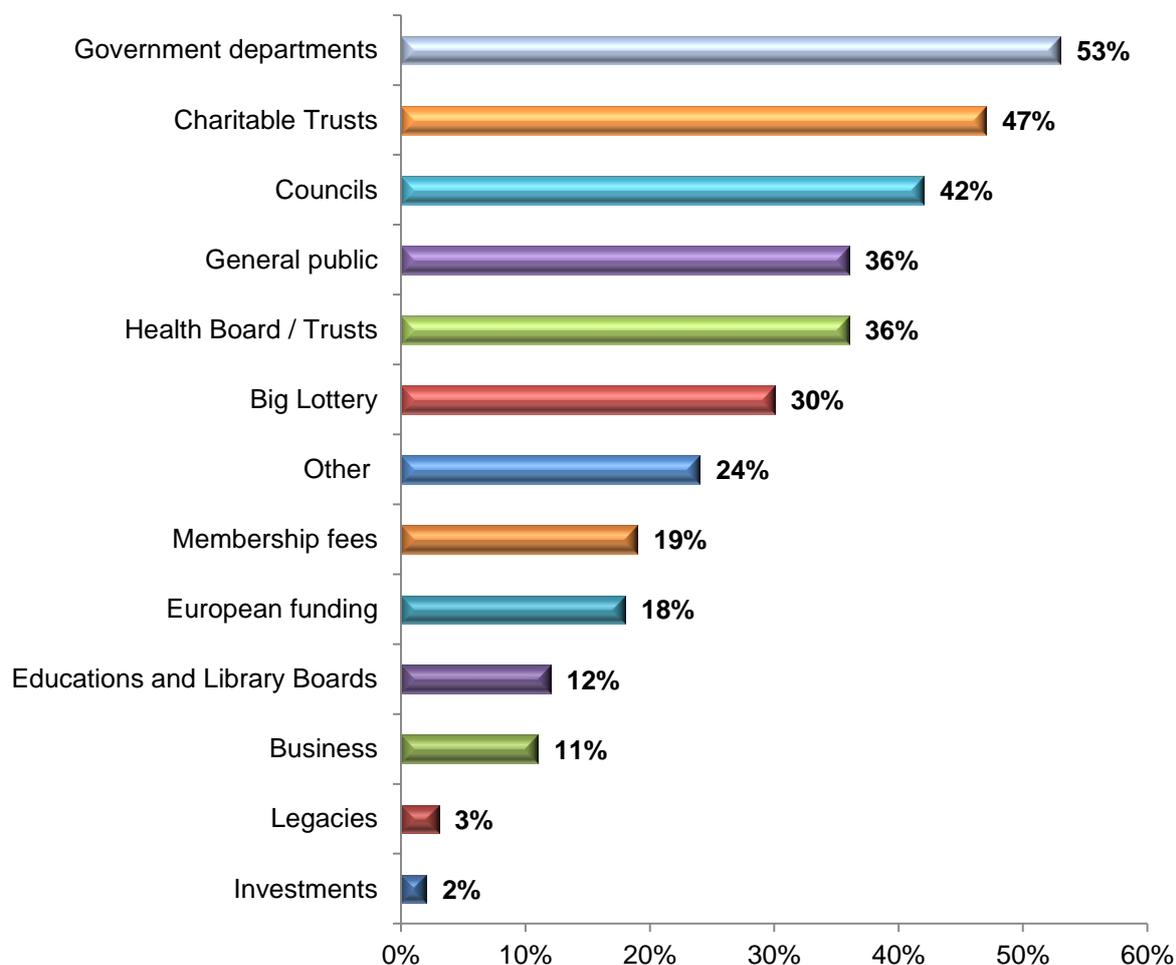


Base: 173 multiple response

As is clear from Figure 9 there has been a number of notable developments in the funding environment over the past 12 months.

67% of responding member organisations stated that they are under increasing demand from funders to show value for money, an increase of three percent. This increasing demand is mirrored by an increase in funding bureaucracy, with 61% of organisations affected by increased bureaucracy and 63% affected by increased demand for monitoring of outputs and outcomes. Working within tighter deadlines is now reported by 55% of responding organisations, an increase of eight percent.

The most significant changes in this period relate to 'reduced funding period' which was reported by 38% of respondents (up 14%) and 'terms of the funding agreement revised' which was reported by 49%, up 16% in this period.

**Figure 10: Funding sources**

Base 173: multiple response

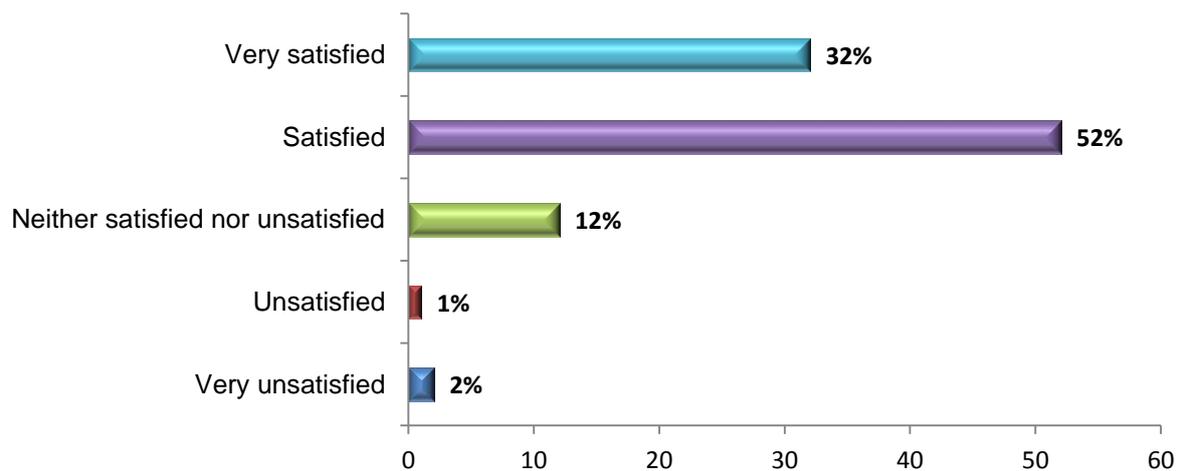
In line with Viewfinder 11, the most common source of funding for responding member organisations is government departments. 53% of respondents are funded in this way, an increase of 4%.

We can also see that charitable trusts remain a key source of funding for voluntary and community organisations in Northern Ireland, with 47% of organisations currently obtaining funding from this source. Key funding sources for the voluntary and community sector reported by respondents include councils (42%), the general public (36%) and health boards / trusts (36%). Reduced funding was reported in terms of membership fees (-6%), business (-5%) and legacies (-8%).

## NICVA membership benefits

As is clear from Figure 11, the majority of organisations (84%) that responded to the Viewfinder 12 survey are satisfied or very satisfied with the NICVA membership package and benefits (+3%). A further 12% stated that they are neither satisfied nor unsatisfied, whilst a small number of organisations (3%) stated that they were unsatisfied / very unsatisfied with the current NICVA membership package and benefits.

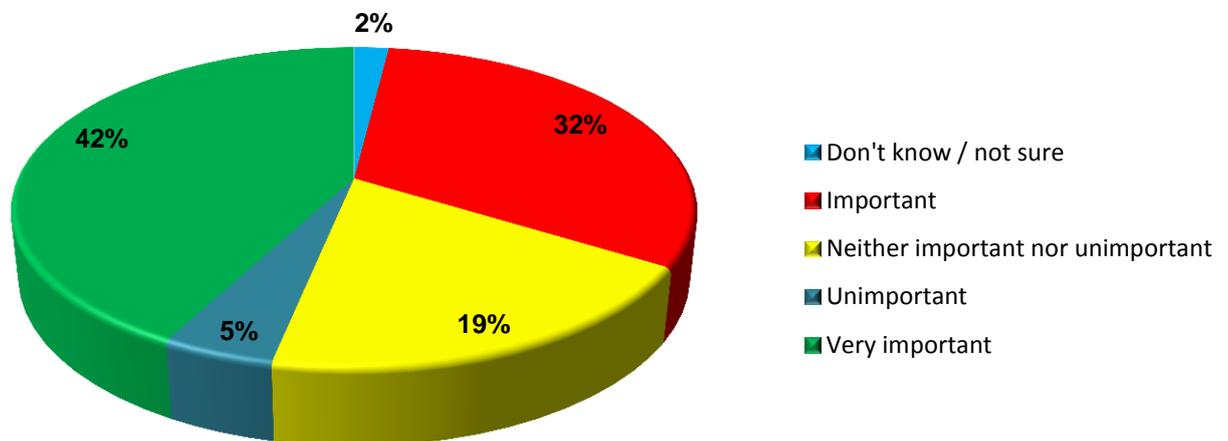
**Figure 11: Views on NICVA's membership package**



Base: 155

## Training provision

**Figure 12: With regards to training provision, how important is it to you that training is accredited?**



Base: 154

Three quarters of respondents (74%) indicated that accreditation is either important or very important, whilst for almost a fifth (19%) accreditation was neither important nor unimportant. Noteworthy, however, that with particular regard to training delivered by NICVA, accreditation is either important or very important to 91% of respondents.

**Table 1: Accredited training**

Type of training (Accredited)	Level of interest (%)
CMI (Chartered Management Institute) Level 5 Award in Neighbourhood Management	92
CMI Level 3 Certificate in Business Start Up	92
CMI Certificate in Management Consulting Essentials	90
CGLI Preparing to Teach in the Lifelong Learning Sector	90
ILM Level 5 Diploma in Social Enterprise	78
ILM Level 5 Diploma in Coaching and Mentoring	77
ILM (endorsed award) Train the Trainers	76
ILM Level 3 Certificate in First Line Management	69
ILM Level 5 Diploma in Leadership and Management	62
ILM Unit certification in Marketing your organisation, Planning events and projects, Presentation skills, Time management, Managing change, Managing stress in the workplace, Recruitment and selection	59

Base: 173

From a list of accredited courses provide (see Table 1, above) respondents were asked to indicate which would be of interest to their organisation. Notable is the fact that the three CMI courses were each of interest to over 90% of organisations. The only other course to achieve this level of interest is the CGLI course on 'Preparing to Teach in the Lifelong Learning Sector' which also achieved 90%. Interest in the ILM courses ranged from 78% in the 'Diploma in Social Enterprise' to 59% in ILM Unit courses in a range of subjects.

**Table 2: Non-accredited training**

Type of training (Non Accredited)	Level of interest (%)
Running a charitable company	57
Committee roles and responsibilities	51
Fundraising	43
Social media and getting your message across	39

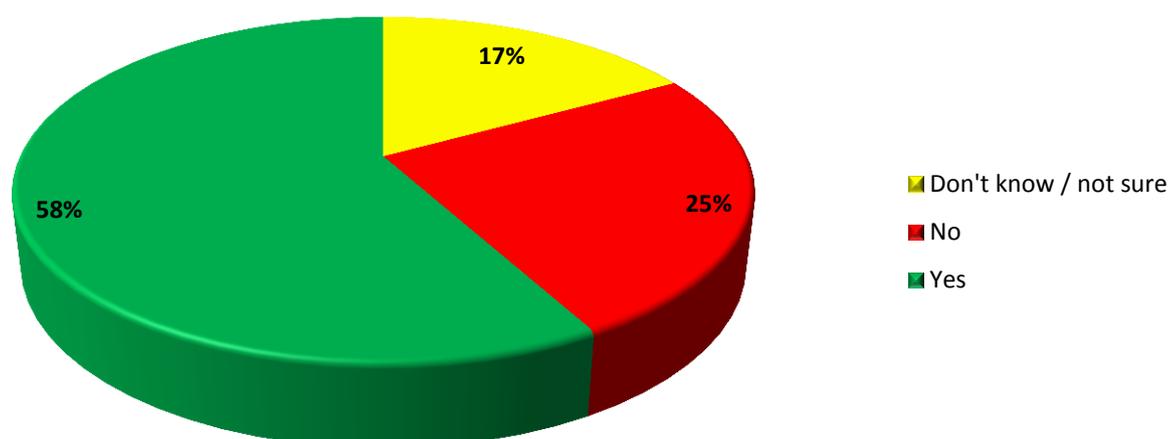
Base: 173

'Running a charitable company' and 'Committee roles and responsibilities' were of interest to more than half responding organisations. Of least interest overall was 'Social media and getting your message across'.

## Training: General

Finally, respondents were also asked to rank their preferred type of training<sup>5</sup>. The responses generated a clear picture, with 40% ranking morning / afternoon courses first, followed by 39% ranking one day courses. Short courses were ranked third (42%) and online training was ranked fourth (52%).

**Figure 12: Are you confident that your Staff handbook and Terms and conditions of employment are up-to-date?**



A new question in this Viewfinder survey asked organisations to indicate whether or not they were confident that their Staff handbook and Terms and conditions of employment are up-to-date and in line with current legislation. Well over half of respondents (58%) were confident that they were in line with current legislation, with 42% either not confident or unsure.

## Social media

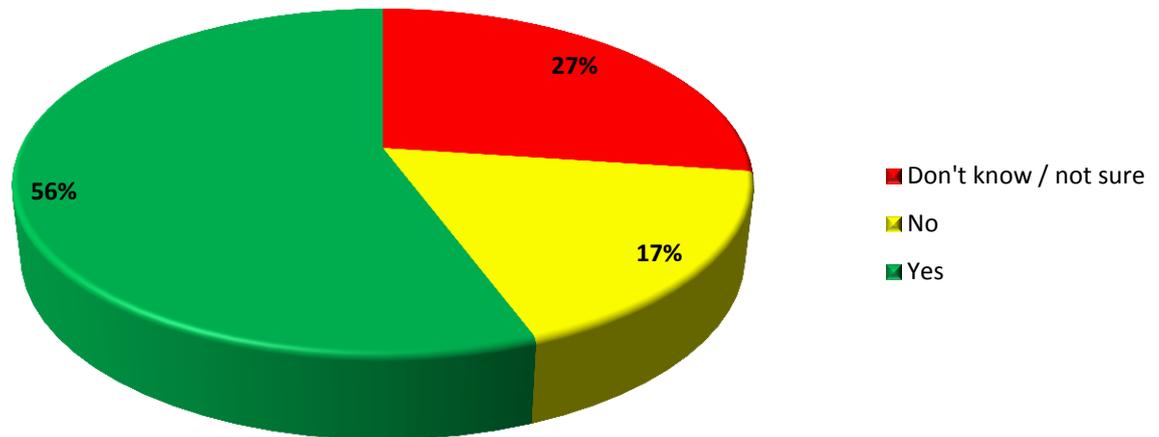
Organisations were asked to indicate whether they had a Twitter account and used that form of social media. Only 25% of respondent organisations indicated that they have an operational Twitter account.

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<sup>5</sup> One day courses, morning / afternoon courses, short courses, online courses and 'Other.

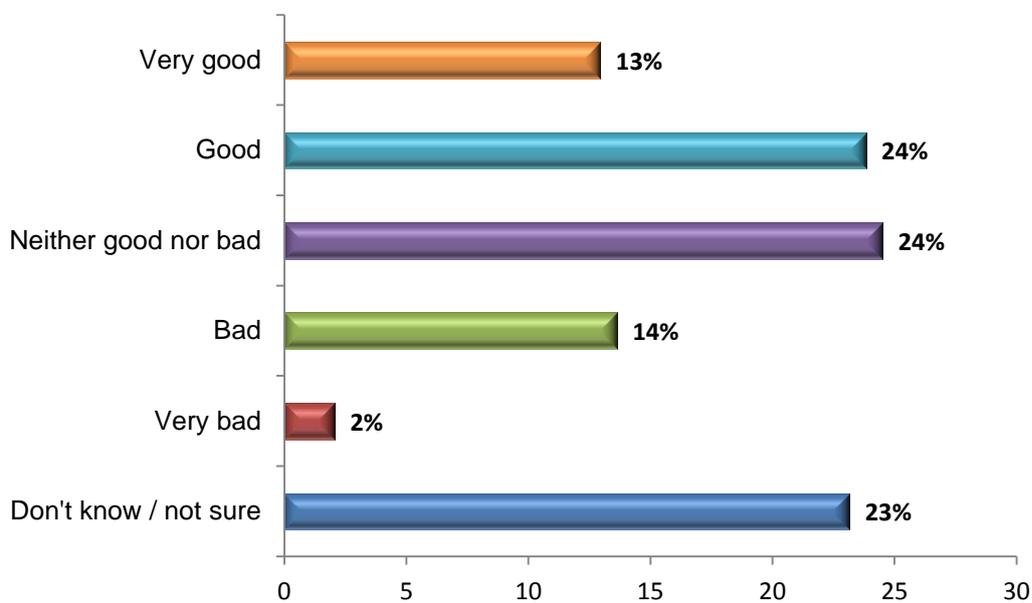
### Social enterprises

**Figure 13: Support for social enterprise activity**



Respondents were asked to indicate if they would welcome support for starting up and increasing their capacity to raise income from social enterprise activity. Clearly there is a significant interest in social economy activity with over half of respondents indicating they would welcome support, with a further 27% unsure.

**Figure 14: Current capacity for social enterprise activity**



In Figure 14 current organisational capacity to take advantage of social enterprise activity is outlined. 37% of respondents indicated that current capacity was either good or very good with a further 16% indicating that capacity is either bad or very bad. A further 24% indicated that their current status is neither good nor bad, with a 23% not sure.

## Information

If you would like further information on any of the themes discussed in Viewfinder 12, or if you would like further information about the survey or how to include questions in future *Viewfinders*, please contact Stephen Bloomer at:

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or 028 9087 7777

Visit: <http://www.nicva.org/research>

NICVA would like to thank everyone who took part in this survey. Your contribution is greatly appreciated.