

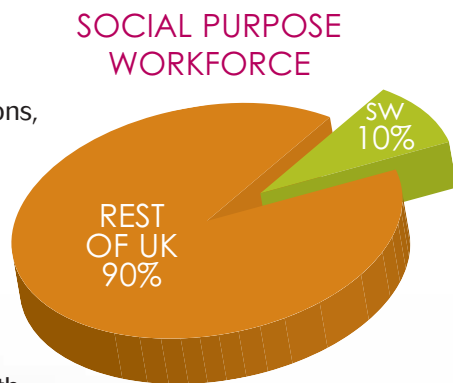
THE SOUTH WEST'S SOCIAL PURPOSE WORKFORCE

PAID WORKFORCE

There are 59,000 people in paid employment in social purpose organisations in the South West² – approximately 2.4%³ of all people in employment in the South West. Nationally only London has a greater proportion of its workforce employed in the social purpose sector.

Looking at the distribution of the **entire UK workforce** across the regions, approximately 8.5% is employed in the South West. This compares with 10% of the **entire UK social purpose workforce** being employed in the South West.⁴ That the South

West has a higher share of the social purpose workforce than of the UK workforce as a whole is indicative of the importance of this sector as an employer in the region.



VOLUNTEERS

The South West has the highest number of people volunteering per head of population of all the English regions.

Two million people in the South West volunteer at least once a year and of those 1.4 million volunteer at least once a month.¹

Those 1.4 million people volunteering for three hours each month equates to a contribution of £278million at current minimum wage levels.

SOCIAL PURPOSE ORGANISATIONS – WHAT ARE THEY?

South West Forum uses the term social purpose organisations to describe what many regard as the “third sector” or, the rather narrower “voluntary and community sector”. We think it is a more positive, more accurate and more inclusive term.

The South West has a diverse and large social purpose “sector”. It includes organisations providing key public services, community groups, and organisations conserving the environment as well as those focusing on advocacy and campaigning.

Social purpose organisations do not distribute profits, are independent of the state, are self-governing and are set up through voluntary initiative. Registered charities, housing associations, social enterprises, development trusts, community businesses and small community groups are all social purpose organisations.

In total there are approximately **73,000 social purpose organisations in the South West**. This includes **17,600 registered charities** and around **5,500 social enterprises**¹

Economic contribution

Social purpose organisations form a substantial part of the economy of the South West. Registered charities in the region alone in 2005 had a total income of £2 billion. In addition, the 200 housing associations in the South West had a combined annual turnover of around £650 million and employed over 9,000 people.⁵

The South West also has a particularly active social enterprise sector compared with the other English regions, 12% per-cent of all UK social, enterprises are based in this region compared to 9% of all businesses. The South West, with about 5,500 social enterprises, ranks third for social enterprise activity after London and the South East.¹

73,000
SOCIAL
PURPOSE
ORGANISATIONS
IN THE SOUTH
WEST

National Characteristics of the Social Purpose Workforce

Research into the social purpose workforce has identified distinct characteristics and whilst this data is national it is likely that the workforce in the South West will follow this national pattern.

The social purpose workforce is comparatively well educated with one-third of all social purpose employees being qualified to degree level and two-thirds holding 'A' level qualifications. Between 1996 and 2005 the social purpose sector had a higher percentage of employees with degrees than both the public and private sectors.

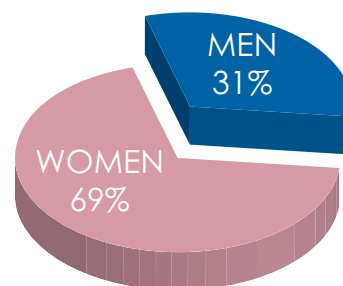
More than two thirds (69%) of employees in the social purpose workforce are women, this figure is similar to that of the public sector, but contrasts with the private sector where less than half (40%) of employees are women. Part time working is a popular option for the social purpose workforce. Nearly half of all women employees in the social purpose sector are working part time. Of these most (84%) do not want a full time job. In contrast, less than a quarter

of men employed in the social purpose sector work part time and of these two thirds do not want a full time job. In total 81% of part time employees in the social purpose sector do not want a full time job and only 10% could not find a full time job.

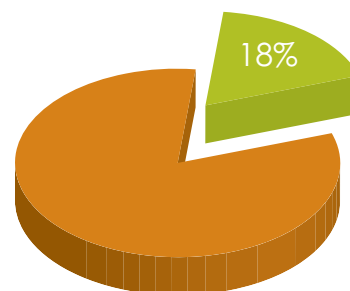
Nearly one in five (18%) of people working in the social purpose sector has a disability. This compares to 14% in the public sector and 13% in the private sector.

Social purpose employees are concentrated in small organisations. Over half work in organisations of fewer than 25 people and almost a third work in organisations with fewer than 10 employees. Only 3% of social purpose employees work in organisations with more than 500 employees, whilst 31% of public sector and 13% of private sector employees do so. Regionally these figures would be further polarised as the South West has a relatively larger number of small organisations in terms of income compared with the other English regions.

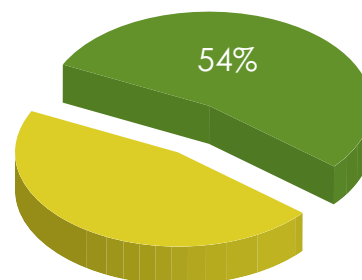
Gender make-up of social purpose workforce



Proportion of social purpose workforce with a disability



Proportion of social purpose workers in organisation with less than 25 staff



A Strategic Plan for Workforce Development for the Voluntary and Community Sector in the South West was produced in 2006 and remains a guiding framework It can be downloaded at www.southwestforum.org.uk/docs/Wd_strategicplan.pdf and is available in print direct from South West Forum.

SPOTLIGHT ON

Cornwall & the Isles of Scilly



Focusing in on one area within the South West, we look at Cornwall and the Isles of Scilly where 7% of the total workforce – some 17,120 people – are employed in social purpose organisations.

This figure has increased by 7% between 2003 and 2007. During this same period the income within the sector grew 18% from £331m to £390m.

There are at least 3,000 social purpose organisations in Cornwall and the Isles of Scilly and one in three adults do some kind of voluntary work, which is worth the equivalent of £390m to the Cornish economy.

Social purpose organisations in Cornwall and the Isles of Scilly attracted over £45m of Objective One funding, 13% of the total Objective One funding invested in Cornwall. Some 20,000 individuals benefited directly from Objective One funding



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channelled through social purpose organisations and of those 50% achieved a new qualification.

Social purpose organisations are an integral part of the Cornish economy and have an impact beyond their direct role. Creative industries in Cornwall for example were able to generate an extra £100m with the help of charitable support structures.⁶

All data from 'Valuing the Voluntary Sector: the impact of Objective 1 on the Voluntary and Community Sector in Cornwall 2000 – 2007' report, published by Cornwall Voluntary Sector Forum, May 2008

Skills Shortages and Gaps

Research commissioned by South West Forum and undertaken by Plymouth University in 2006⁷ showed 61% of social purpose organisations in the South West had skills gaps among their employees.

The key generic skills gaps identified were strategic planning, organisational management, leadership, team working and information communication technology. The key sector specific skills gaps identified were fundraising and volunteer management. The largest number of skills gaps identified were occupationally specific and the highest incidence of gaps were reported in education and training, health and disability and advice, support and counselling.

More than half the organisations surveyed had recruited paid staff in the year preceding the

survey. Skills shortages, meaning a shortage of suitably qualified or experienced staff available for recruitment were reported by 22% of those organisations. The most frequently reported skills shortages were for managerial and administration posts; other hard to fill posts included support, advice, youth and development workers, fundraisers, finance officers and trainers. These regional skills gaps and shortages are very similar to those within the sector.

The capacity to identify and meet staff learning needs varied considerably with large organisations often having formal structures for assessing and meeting training needs and smaller organisations taking a more ad hoc approach. Less than half the organisations surveyed had training budgets.



Citizens Advice

Focusing in on the impact of just one organisation working across the region we look at Citizens Advice.

There are 64 Bureaux operating in the South West and 182 regular outreach services.

In 2007, the service dealt with 514,682 client enquiries, the majority of these involving debt and benefit issues.

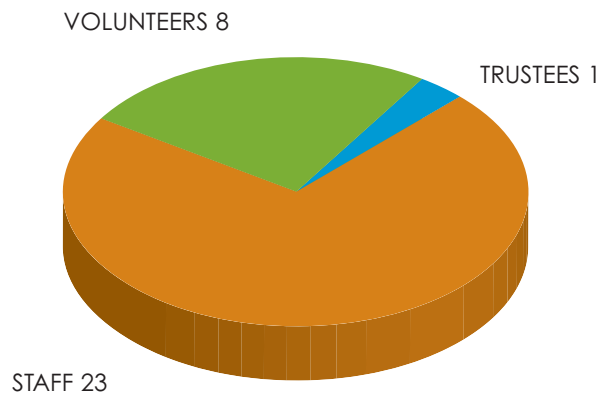
The Citizens Advice service helps people resolve their legal, money and other problems by providing free information and advice and by influencing policymakers.

All Citizens Advice Bureaux in England, Wales and Northern Ireland are members of Citizens Advice, the national charity, which sets standards for advice and equal opportunities.

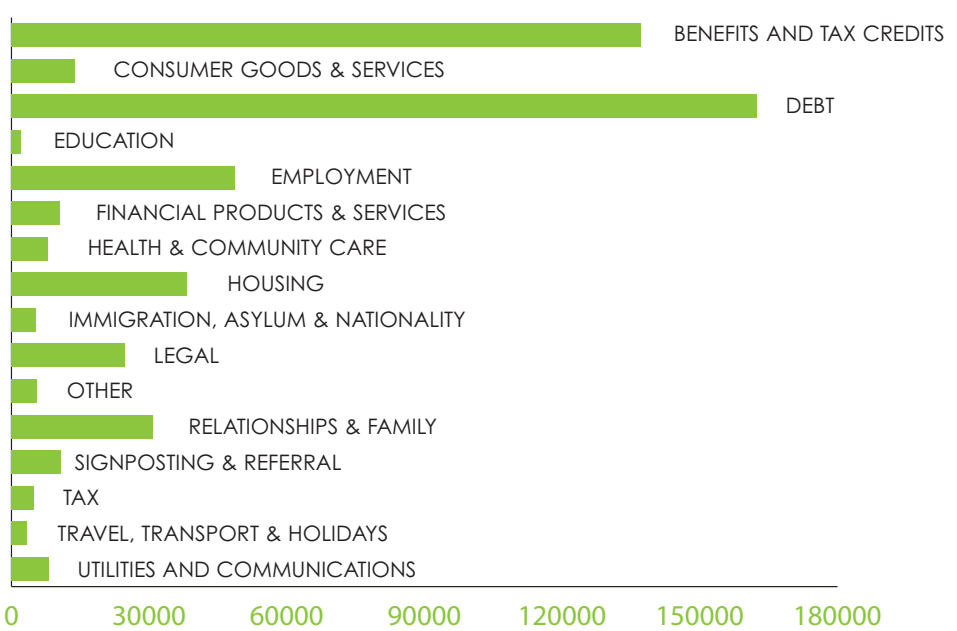
There are 546 paid staff employed in Citizens Advice in the region and 1,883 volunteers plus 464 voluntary trustees.

The average regular commitment of a volunteer with Citizens Advice is 8 hours a week and volunteers last year contributed 14,875 hours of their time with a further 624 hours being given by Trustees who are also volunteers.⁸

CAB HOURS WORKED PER WEEK




Issues people obtain CAB advice for in the south west



FOOTNOTES

- 1 State of the South West 2008 - South West Observatory. www.swo.org.uk Excerpts available on www.southwestforum.org.uk
- 2 UK Voluntary Sector Workforce Almanac 2007 - NCVO www.ncvo-vol.org.uk Download a copy from www.ukworkforcehub.org.uk
- 3 State of the South West 2008 - South West Observatory - 243,4000 people in employment in the South West in 2007 Nb figures for number of voluntary sector employees are from 2005, figures for all employees in south west are for 2007.
- 4 The UK Voluntary Sector Workforce Almanac 2007 - NCVO
- 5 Home Truths: the real cost of housing 2007-2012 South West, National Housing Federation 2007
- 6 Valuing the Voluntary Sector: the impact of Objective 1 on the Voluntary and Community Sector in Cornwall 2000 – 2007, research by Perfect Moment on behalf of Cornwall Voluntary Sector Forum, May 2008. Report available from www.perfect-moment.co.uk
- 7 Workforce Development in the South West Voluntary and Community Sectors, Skills Shortages Study, February 2006, Social Research & Regeneration Unit, University of Plymouth. www.southwestforum.org.uk. Or www.research.plymouth.ac.uk/srru.
- 8 Information from Citizens Advice South West. www.citizensadvice.org.uk. Nb this information is not available online.


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