

The Voluntary Sector Market

Shropshire Council Information Sheet
2016



Summary

This information sheet summarises voluntary sector service provision in Shropshire and explores how this provision of support contributes to the system of Adult Social Care within the county. A second information sheet explores private sector provision. Considering the role of the different sectors, private, voluntary and public is important in building an overall picture of the Provider Market in Shropshire. Key findings are summarised at the end of the information sheet.

Please note that the data sources used to form this view of the market are not as robust as Shropshire Council would like. Therefore we will aim to develop the tools required to provide a more comprehensive view of the market in future years.

Market Context

Shropshire's rural characteristics are fairly well known and these have played a role in influencing the development of the market. Public sector provision is not significantly different from other areas, however the private sector in Shropshire is predominantly made up of small and medium enterprises. In March 2013 there were 14,185 VAT or PAYE businesses operating in Shropshire and more than 9 out of ten had fewer than 10 employeesⁱ. The largest employment sector in Shropshire is health, which accounted for 17.6% of employment in 2012. This includes jobs in hospitals and social work as well as residential care. Shropshire's ageing population makes the latter a major growth sector in the county.ⁱⁱ Despite the increase in demand for care, there are some characteristics that suggest the provider market will not see rapid development. Evidence shows that within Shropshire a higher proportion of Shropshire businesses have been trading for 10 years or more than is the case regionally or nationally. As a county we have a low rate of business start-ups.

Private sector care services, the public sector and the local Voluntary, Community and Social Enterprise (VCSE) sector are all essential elements of the market for Adult Social Care Services. Bodies do not need to be commissioned in order to play an important role, small non-commissioned services and informal, non-constituted groups are essential for the role they play in supporting individuals and their families and providing preventative support. Shropshire Council recognises that it only has limited resources and can only commission a proportion of support people need. However, in addition to commissioning activity, partnership working and local policy development mean that the influence of Shropshire Council upon the provider market extends beyond its role as a commissioner of services.

The Voluntary Sector

The Voluntary, Community and Social Enterprise Sector includes local community and voluntary groups, registered charities, foundations, trusts, social enterprises, and co-operatives. They may also be referred to as 'third sector' or 'civil society' organisations. The sector provides a range of services to different groups of service users. VCSE organisations share characteristics in the aims they pursue and they are independent of the Government. They also reinvest any profit they make to continue to support their aims.

Size of the Voluntary Sector

Shropshire has a diverse voluntary sector and in-depth research carried out in 2010 alongside previous national indicatorsⁱⁱⁱ have suggested that that Shropshire has higher rates of volunteering and community involvement than the national average. Indeed it is common for professionals visiting the county to carry out research to comment on the diversity and scale of Shropshire's VCSE sector. Key characteristics of Shropshire's VCSE sector are briefly explored below.

In 2010 a detailed study suggested that Shropshire had approximately 1,184 registered voluntary organisations in the county and approximately 1,127 community groups^v. National research suggests that numbers of VCS organisations have remained fairly static over the past years with the proportions of organisations closing down balancing with the numbers of new start-ups within the sector. However, local evidence suggests that the number of VCSE organisations in Shropshire may be reducing and that the application of national averages may suggest a more realistic estimate.

Within the West Midlands, data suggests that there are around 2 VCS organisations per 1000 population. Applied to Shropshire this would provide an estimated 612 registered VCS organisations. Between 2008 and 2010 the estimated number of registered VCSE organisations in Shropshire reduced by 185. If this pattern continued the estimate for 2016 would be 629 organisations. Charity Commission data suggests that Shropshire has lost 31 charities since 2010 and gained 26 (note: charities form only one type of VCSE organisation). Shropshire VCS Assembly believes that the county probably has a slightly greater number of VCSE organisations per 1000 population than the regional average but believes that the size of the sector may have reduced significantly since the detailed study was carried out in 2010.

Therefore it is estimated that the county has roughly 700 registered organisations with a further 1,127 community groups (there is no evidence to suggest this estimate needs to be reviewed since studies show that rates of community activism and volunteering are not changing over time).

The size of Shropshire’s VCSE organisations follows a similar pattern to the business sector. Most organisations are very small. Ipsos MORI data suggests that 65% of the sector have an annual income of less than £30,000^v. Data collected by Shropshire VCS Assembly (VCS Assembly member profiles) includes annual turnover and the results are shown in the table below.

Table 1 Turnover of VCS Assembly Members

Annual Turnover	% of VCSA Members
Less than £20k	37
£21k - £50k	13
£51k - £100k	12
£101 - £500k	22
Over £500k	17
Total	100%

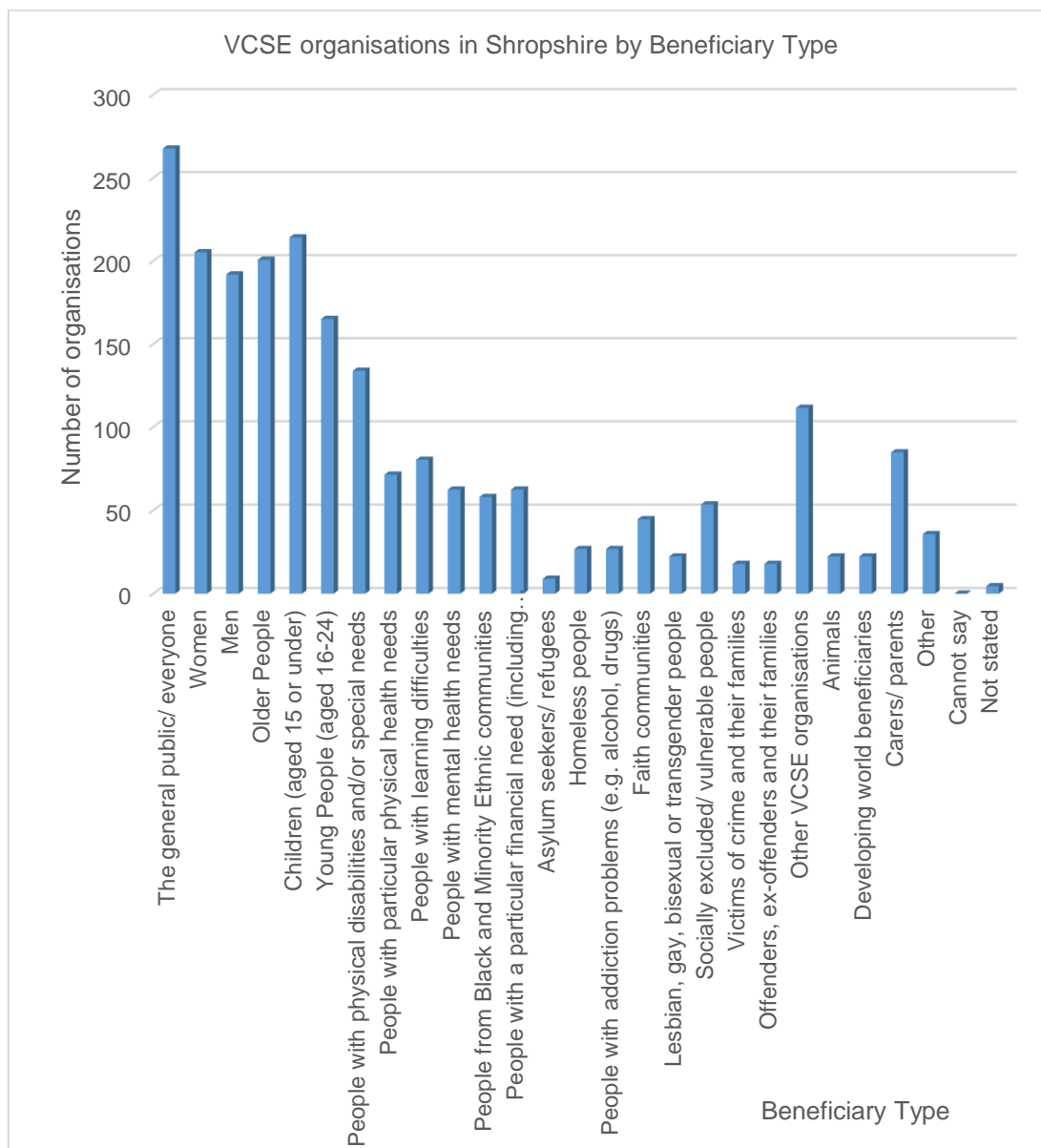
50% of VCS Assembly members have a turnover of less than £50,000 a year. It should be recognised that VCS Assembly Members tend to be Shropshire’s larger, registered VCSE organisations. The Ipsos MORI study highlighted above found that 22% of the VCSE sector in Shropshire employs between 1 and 5 Full Time Equivalent (FTE employees), 2% employ 6-10 FTE, 2% employ 11-30 people, 3% employ 31 or more people. Shropshire is home to very few large VCSE service providers and the majority of the sector is formed of small to medium VCSE groups and organisations.

Scope of the Voluntary Sector

National studies carried out by the National Council of Voluntary Organisations (NCVO) in 2011 and 2015 suggest that way the sector is split (e.g. by service type and beneficiary type) has changed very little over the last few years^{vi}.

Chart 1 highlights how Shropshire’s VCSE sector is structured in relation to the type of beneficiaries VCSE organisations support. There is a good spread of support across all beneficiary groups with fewer VCSE groups and organisations specifically tailoring the services they offer to support minority groups.

Chart 1 Shropshire’s VCSE Organisations by Beneficiary Type



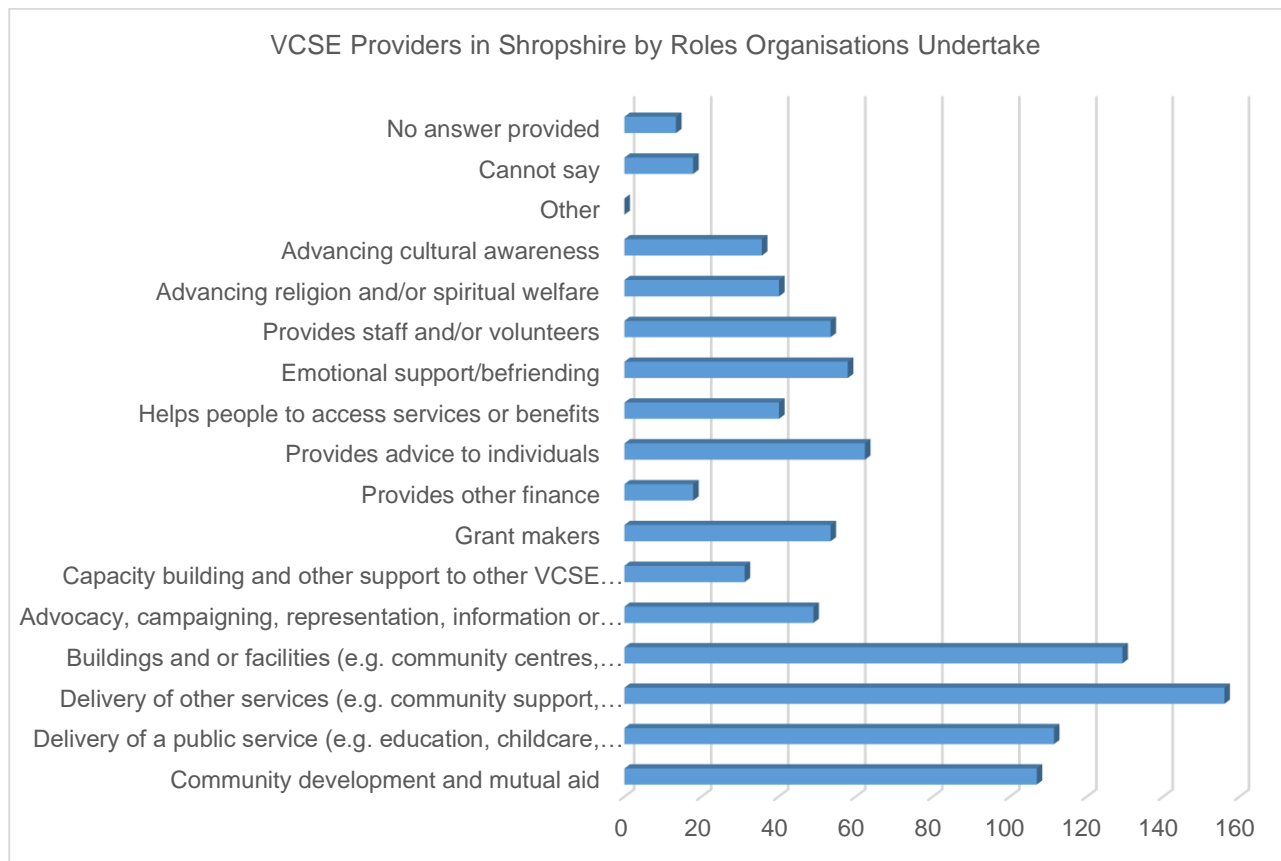
At the national level NCVO highlights that 17.9% of VCSE organisations work in the area of social services and 4.1% provide health services. Ipsos Mori^{viii} data suggests that within Shropshire we have approximately:

- 200 VCSE organisations working to support older people
- 133 VCSE organisations working with people who have disabilities or special needs
- 71 VCSE organisations focused on providing assistance with physical health
- 53 VCSE organisations supporting those who are socially excluded and/or vulnerable

The research also highlights that:

- 60% of Shropshire’s VCSE sector provide a public service or another type of service
- 21% describe their main aim as the provision of health and wellbeing services
- 14% provide advice to individuals
- 13% provide befriending or emotional support.

Chart 2 Shropshire’s VCSE Sector by Role of Organisation/ Type of Support

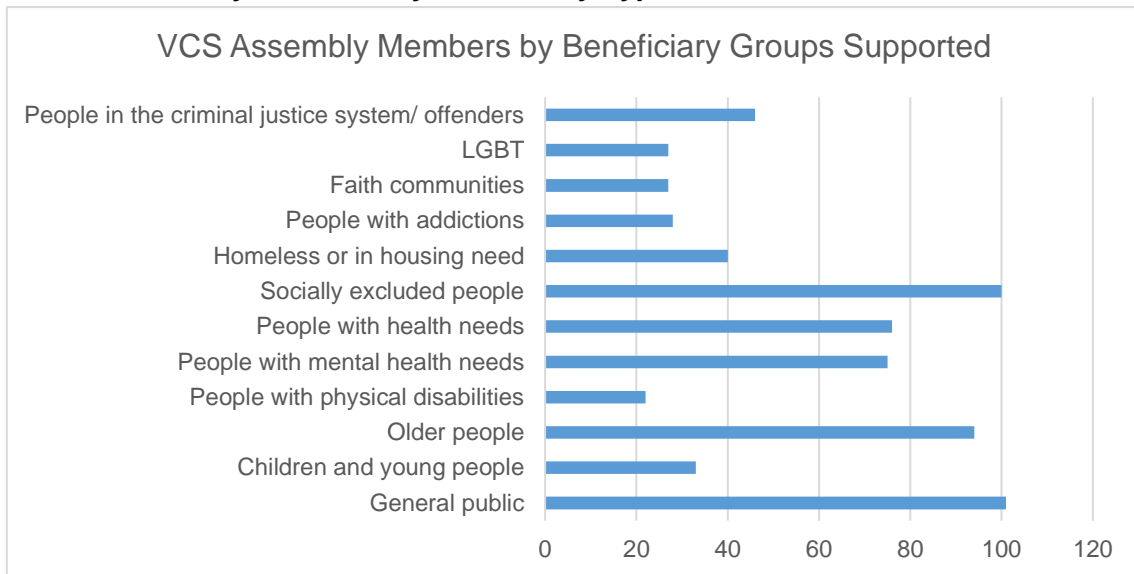


Voluntary Sector Engagement in Shropshire

Shropshire VCS Assembly represents VCSE organisations working within the county and has a membership of around 250 groups and organisations covering sub sectors of the VCSE such as criminal justice, sport, health, children, older people, arts and heritage, environment and sustainability and more. There are 15 forums of interest representing the diversity of the sector examples include the Health and Social Care Forum, Disability Forum, Mental Health Forum and Older People’s Assembly. Approximately 8 of the forums have a strong emphasis on social care and health and preventative support. In total 107 of the VCS Assembly members work to provider some form of support or service aimed at promoting health and wellbeing. The chart below highlights the breakdown of organisations working as part of the VCS Assembly by beneficiary type. Many organisations will work with multiple beneficiary groups. Understanding the VCSA membership can helps to highlight the organisations with which communication mechanisms are in place. This mechanism is important in supporting Shropshire Council’s work to engage the VCSE market.

The information collected by the VCS Assembly suggests that there are good numbers of organisations working with the main beneficiary types. There are more than 20 VCSE organisations working with each of the beneficiary groups listed. In addition to those groups a number of organisations support other VCS groups and organisations. These are known as infrastructure bodies. The type of support offered by VCSE infrastructure bodies is very important within the sector and can range from volunteering brokerage to constitutional advice, fundraising, business development and back office support functions. This type of support can be particularly important for small VCSE groups and organisations with few paid employees.

Chart 3 VCS Assembly Members by Beneficiary Type

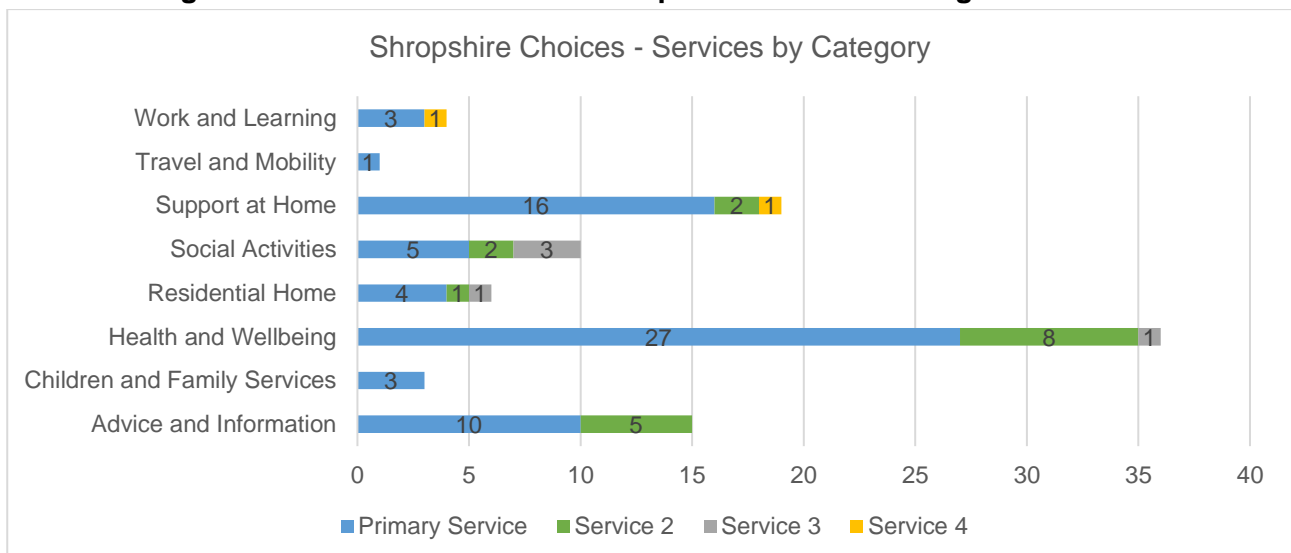


Access to Voluntary Sector Services

Over the last few years Shropshire Council has recognised that it is not able to provide services for everyone who wishes to access support. With limited resources it is necessary to prioritise those who are most vulnerable and have the highest level of need. In order to manage demand, those with low level needs and the ability to secure alternative support, are encouraged to access community support and VCSE services. The Shropshire Choices website has been developed by Shropshire Council to allow people to self-serve and to improve access to information concerning local services. Shropshire Choices aims to help people to make the right choices to remain independent and stay well. It offers information and advice about Adult Social Care, Housing and Health.

As a new website Shropshire Choices is still under development but there are now 69 organisations with full listings. The breakdown of those organisations is shown in Chart 4 below. It is thought that there are an additional 400+ groups and organisations listed on Shropshire’s Community Directory that provide the type of support that will contribute to health, housing and social care. Of the services and groups currently listed, the dominant category of support is health and wellbeing, followed by support at home and advice and information. The low number of children and family services is reflective of the fact that these services are listed on the Family Information Service website and the Local Offer.

Chart 4 Categories of Service Provision – Shropshire Choices Listings



Volunteering for Wellbeing

Volunteering is an important contributor to the local economy, and also provides essential unpaid support, often to those most under represented and socially excluded. A large proportion of VCSE organisations use volunteers to deliver support but volunteering can be an important type of support itself. National research has proven that people who volunteer may have better health and wellbeing as a result. Volunteering can help people to remain active, it helps to build social networks, it is good for mental health, enabling people to remain busy and learn new skills. A 2012 study by the Royal Voluntary Service (formerly the WRVS)^{viii} found that volunteering in later life decreased depression and social isolation and boosted quality of life and life satisfaction.

- Shropshire is home to approximately 135,611 formal volunteers and of those 89,380 volunteer regularly (at least once a month).^{ix}
- Approximately 191,088 people living in Shropshire informally volunteer and of those 110,954 volunteer regularly (at least once a month).^x
- Shropshire VCS Assembly members report an average of 30 volunteers per organisation with some larger organisations working with several hundred volunteers (there are significant variations in numbers depending on the size and scope of the organisation).

Key Findings

Shropshire's VCSE sector plays an important role in the provision of health and social care in Shropshire. A proportion of support is commissioned by Shropshire Council but understanding non-commissioned activity is equally important when considering the potential market.

- Shropshire's VCSE sector has reduced in size over recent years (see the Issues Information Sheet in this series for the likely causes of that reduction).
- VCSE organisations based in Shropshire are predominantly small groups and organisations reliant on volunteer support.
- Only 5% of the VCSE sector employ 11 or more people.
- 21% of Shropshire's VCSE groups and organisations describe their main aim as the provision of health and wellbeing services.
- Volunteering is an important service in its self, with volunteers finding that their contribution also results in significant benefits to their own health, wellbeing and social networking.

Find out more

To find out more about the VCSE sector in Shropshire contact the Shropshire VCS Assembly:

✉ **Email:** VCSAssembly@shropshire.gov.uk ☎ **Telephone:** 01743 252740

Contact Us

For more information please contact Shropshire Council's Commissioning Support Unit.

🌐 **Website:** <http://www.shropshire.gov.uk>

✉ **Email:** commissioning.support@shropshire.gov.uk ☎ **Telephone:** 01743 258524

ⁱ Shropshire Council's Facts and Figures, Employment and Economy: <http://www.shropshire.gov.uk/facts-and-figures/employment-and-economy/businesses-and-jobs/business-base/>

ⁱⁱ Shropshire Council (2012) Facts and Figures, Shropshire Employment by Sector. See: <http://www.shropshire.gov.uk/media/736692/shropshire-employment-by-sector-2012.pdf>

ⁱⁱⁱ Within national indicators developed for the National Indicator Set (abandoned in 2010/11) Shropshire had significantly higher rates of community participation and volunteering than the national average.

^{iv} Ipsos MORI (2010) National Survey of Charities and Social Enterprises, Office for Civil Society.

^v Ipsos MORI (2010) National Survey of Charities and Social Enterprises, Office for Civil Society.

^{vi} UK Civil Society Almanac 2015, NCVO See: <http://data.ncvo.org.uk/a/almanac15/beneficiaries/>

^{vii} Ipsos MORI (2010) National Survey of Charities and Social Enterprises, Office for Civil Society.

^{viii} Professor James Nazroo and Katey Matthews (May 2012) The impact of volunteering on well-being in later life: A report to WRVS, WRVS.

^{ix} Formal volunteering means giving unpaid help through groups, clubs or organisations to benefit other people or the environment. Cabinet office Findings from the 2012-2013 Community Life Survey, Giving of time and money, TNS BMRB July 2013 <http://communitylife.cabinetoffice.gov.uk/explore-the-data.html>

^x Informal volunteering means giving unpaid help as an individual to people who are not relatives. Cabinet office Findings from the 2012-2013 Community Life Survey, Giving of time and money, TNS BMRB July 2013 <http://communitylife.cabinetoffice.gov.uk/explore-the-data.html>