

# Wiltshire and Swindon's Voluntary and Community Sector - growing collaborations

25 November 2021



**Swindon & Wiltshire**  
LOCAL ENTERPRISE PARTNERSHIP



**Wiltshire  
Community  
Foundation**

*Connecting people who care  
with causes that matter*

# Local voluntary sector support organisations



Growing local giving, needs analysis, and grant-making

In 2020/21 WCF awarded £2.1M supporting over 205,000 people, incl. £1.4M Coronavirus Recovery and Response Grants: 374 grants to local VCS groups and £360,000 Education Grants: 131 grants (University bursaries, vocational and SEN support) – *creating jobs and opportunities*



Council's for Voluntary Service/Local Infrastructure Organisations (CVSs/LIOs) for Wiltshire and Swindon – providing support for other charities – advice, training, events, networking, representing the sector



Wiltshire's Rural Community Council – supporting rural communities: village halls and community transport, community development, enterprise and Youth Action Wiltshire, co-ordinating VCS Kickstart c.50 posts (16 organisations)

**UK COMMUNITY FOUNDATIONS**

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### What is a community foundation?

A community foundation connects philanthropic people with local causes that matter to them. It's a charitable organisation focused on supporting a defined geographical area by building endowments and generating funds to support community needs and local organisations making a difference.

Community foundations offer a variety of grant-making programmes funded by donations from individuals, families, businesses as well as grants from local authorities and the Government.

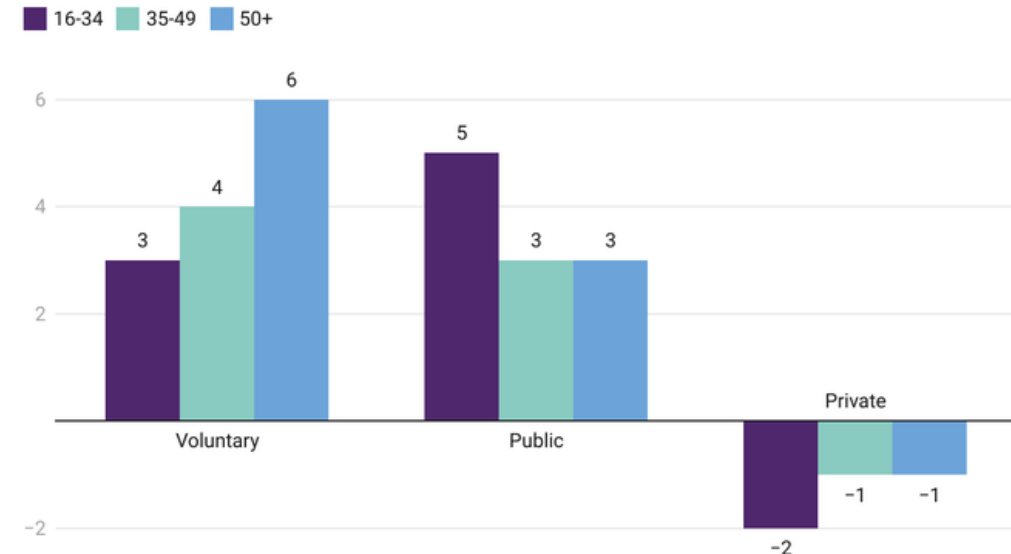


# The UK's Voluntary Sector:

- 163,150 voluntary organisations – 72,500 of these micro (under £10,000) and 58,000 small (£10k-£100k)
- total income £56bn - c. half of this income comes from the public (£27bn)
- spending up 2% (£54bn)
- c.950,000 employees (Sept 2020) – c.3% of the UK workforce
- 16.3 million volunteers (2020/21, down from 20 million in 2019/20)  
formal volunteering fell dramatically – the pandemic substantially changed volunteering patterns, in 2020/21 54% (29.4m people) volunteered informally at least once

During 2020 employment in the Voluntary Sector grew faster than other sectors:

Change in number employees by age group and sector, September 2019 to 2020 (%)



Source: Labour Force Survey • Created with Datawrapper



# Wiltshire and Swindon's Voluntary and Community Sector: responding to local needs

## A diverse sector with commonalities

Local organisations are diverse in terms of organisation type, size, 'theme' and who they support:

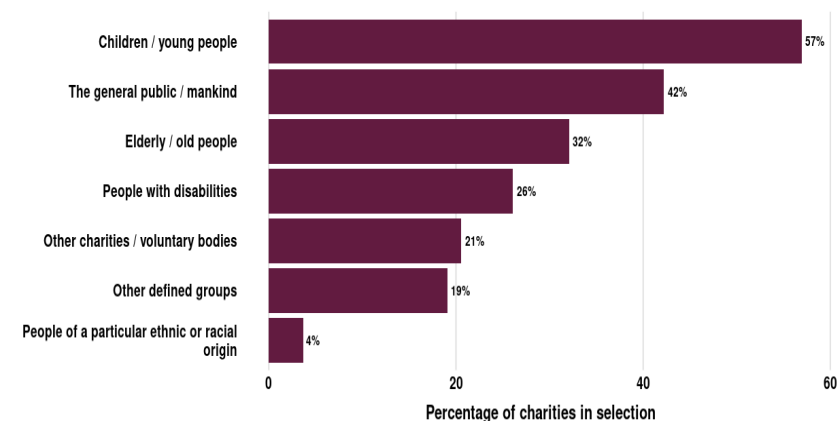
- local community based volunteer groups
- to multi-million £ employers
- and everything in between

Providing quality employment and volunteering opportunities which support local social and economic inclusion and bringing investment into our communities

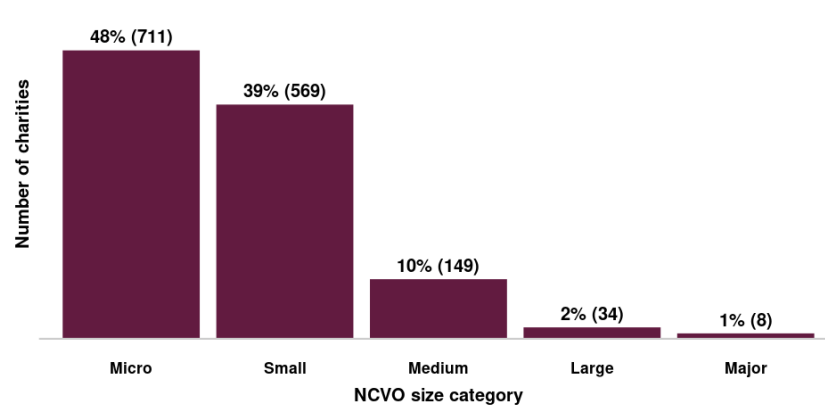
- Constituted for public benefit: social objectives
- Non profit distributing: re-invest for community benefit
- Volunteer participation: Trustee Boards, volunteers
- Self-governing and independent: regulated by the Charity Commission and Charity Governance Code
- Mixed incomes: commissioned, fundraising (grants, public/community, donors, corporates), member funded, traded income, investments

# Wiltshire's Voluntary and Community Sector (VCS)

- c.1,500 'general charities' registered in Wiltshire
  - total of c.2,000 registered charities (includes private schools etc)
  - c.2,500 registered charities deliver services in Wiltshire (they are not all based here)
  - There are also many more unregistered local groups and community organisations
- 2020 overall charitable income - £150M and £200M a 'ball-park' estimate for the local 'general charities'. Total charitable income is £550M (*skewed by private schools and national charities*)
- Wiltshire's VCS 'general charities' are predominantly (87%) made up of small and micro organisations. Organisational median income is £10K, though there is a fair proportion of larger (c.£500K - £2M turnover) organisations

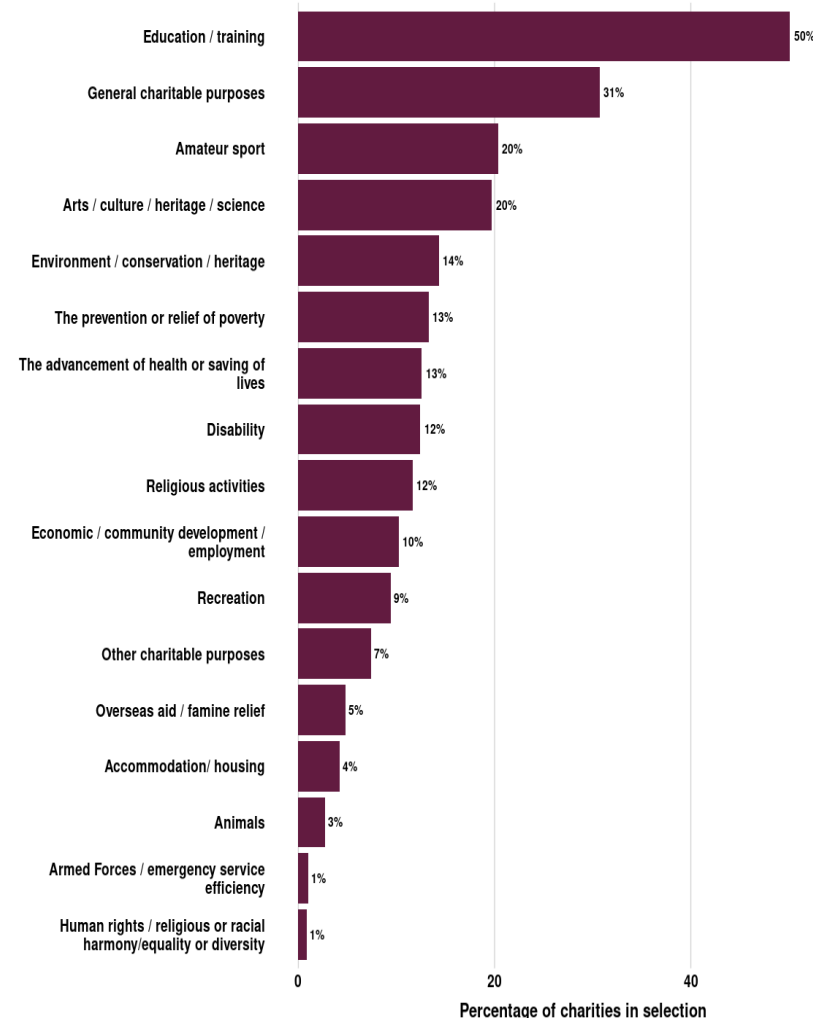


Break down of general charities by type of beneficiaries



Micro (Less than £10,000), Small (£10,000 to £100,000), Medium (£100,000 to £1m), Large (£1m to £10m), Major (£10m to £100m), Super Major (Over £100m).

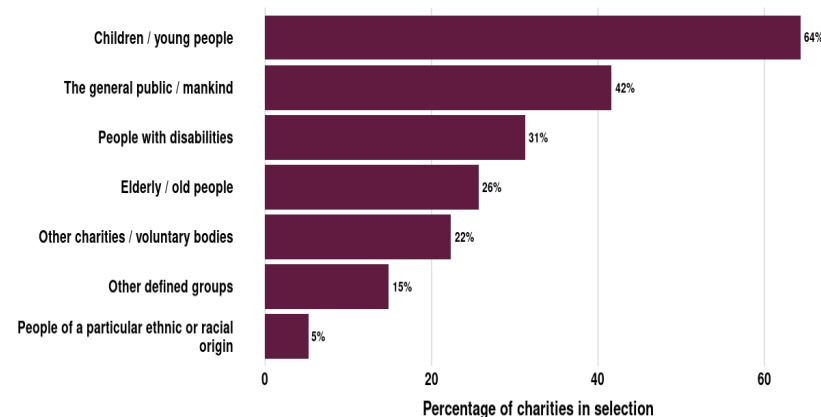
Break down of general charities (registered in Wiltshire) by NCVO size categories. *Based on annual income*



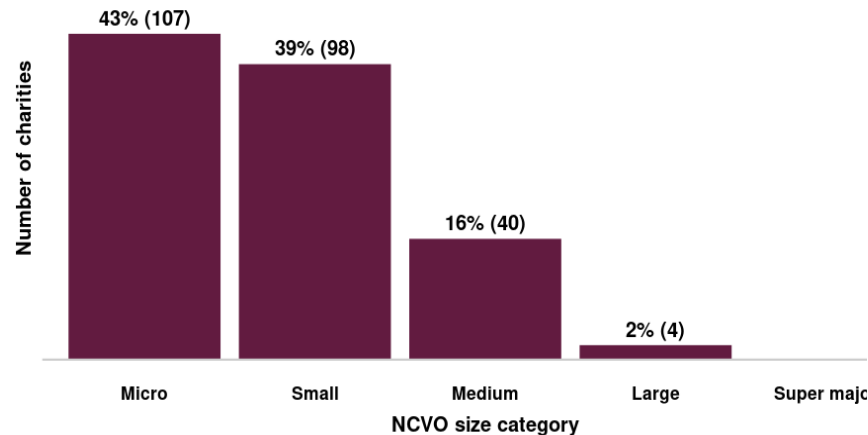
Break down of general charities by charitable purpose

# Swindon's Voluntary and Community Sector (VCS)

- c.270 'general charities' registered in Swindon
  - total of c.400 registered charities (includes private schools etc)
  - c.420 registered charities deliver services in Swindon (they are not all based here)
  - There are also many more unregistered local groups and community organisations
- 2020 overall charitable income - £30M to £35M a 'ball-park' estimate for the local 'general charities'. Total charitable income is £720M (*skewed by National Trust (£680M) private schools and other national charities*)
- Swindon's VCS 'general charities' are predominantly (82%) made up of small and micro organisations. Organisational median income is £13K, though there is a slightly higher proportion of medium (16%) particularly c.£100K - £200K turnover organisations

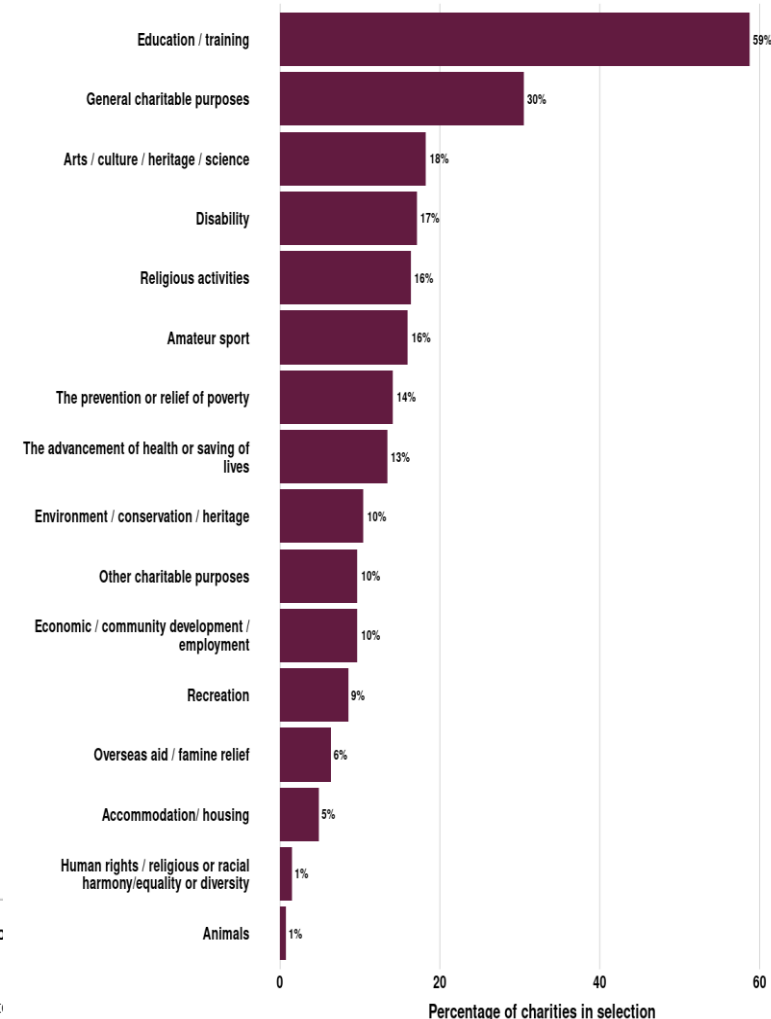


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Break down of general charities (registered in Swindon) by NCVO size categories. Based on annual income



Break down of general charities by charitable purpose



# Local VCS: responsive and needs led

VCS organisations respond to address local priorities – communities experiencing deprivation, poverty and inequality; young people: low educational attainment and low higher education participation led to some of the lowest social mobility outcomes nationally; high levels of long-term illness, poor mental health and care-giving: rates of worklessness from health-related conditions twice the national average.



[WCF's Need Analysis for Wiltshire and Swindon](#): a resource for the voluntary sector and other partners on WCF's website. It provides a comprehensive overview, bringing together a range of socio-economic data, to provide a profile of the key needs and challenges across Wiltshire and Swindon, each themed chapter provides:

## Needs Analysis for Wiltshire and Swindon

January 2021



## Executive Summary:

### Deprivation

Looking at levels of deprivation and disparity in poverty across Wiltshire and Swindon allows an insight into levels of inequality. This section will have a closer look at how deprivation is changing across Wiltshire and Swindon with a focus on drawing out the areas with hidden needs.

### Executive summary

Headline deprivation figures from the Index of Multiple Deprivation 2019 for Wiltshire and Swindon present a complex picture of deprivation in the area. On the one hand, both Local Authorities show relatively low levels of deprivation on average – with both areas ranking among the least deprived 50% of Local Authorities in England.

Index of Multiple Deprivation (IMD) 2019 Local Authority summary measures			
Scores and ranks – (Ranks are out of 317 Local Authorities – where 1 is most deprived and 317 least deprived)	Swindon unitary	Wiltshire unitary	England
Average rank (higher is more deprived)	14,383	11,264	16,422
Rank of average rank	171	231	
Average score	18.4	13.4	21.8
Rank of average score	157	233	
Proportion of LSOAs in most deprived 10% nationally	9.1%	0.4%	10.0%
Rank of proportion of LSOAs in most deprived 10% nationally	86	194	
Rank of extent	134	226	
Rank of local concentration	89	226	

However, both areas perform less well on measures of extent and local concentration of deprivation, suggesting a high degree of inequality within Wiltshire and Swindon, with evidence of pockets of extremely high deprivation. Drilling down to small area level reveals some of these neighbourhood inequalities and deprivation hotspots.

### Wiltshire

Wiltshire is a relatively large and diverse Local Authority containing varied communities. Even though Wiltshire has relatively low levels of deprivation on average, there are a considerable number of deprived individuals living within Wiltshire, with more than 38,000 people identified as income deprived and more than 28,000 identified as employment deprived.

The table below shows the 10 most deprived neighbourhoods in Wiltshire on key deprivation measures.

## Key facts and figures:

### Deprivation: Key facts and figures

Overall levels of deprivation are lower in Wiltshire and Swindon than across England on average - with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England on the Indices of Multiple Deprivation 2019.

48 out of 417 neighbourhoods (LSOAs) across Wiltshire and Swindon are ranked among the most deprived 30% of neighbourhoods in England (29 in Swindon and 19 in Wiltshire).

Penhill central in Swindon is the most deprived neighbourhood in Wiltshire and Swindon, one of 13 LSOAs in Wiltshire and Swindon ranked among the most deprived 10% in England.

There has been an increase in the number of highly deprived neighbourhoods from 9 in 2015 to 13 in 2019, with four LSOAs in Swindon moving into the most deprived 10% - these include two neighbourhoods in Park South, one in Upper Stratton and one in Walcot East.

Four towns in Wiltshire and Swindon have seen an increase in relative deprivation (Swindon, Salisbury, Conham and Wootton Bassett) while deprivation has fallen across the other 10 towns in the area from 2015 to 2019.

Neighbourhoods in urban areas are more likely to be deprived in Wiltshire than more rural areas with an IMD score of 14.9 in urban Wiltshire areas and 11.9 in rural Wiltshire.

A large number of deprived people do not live in deprived areas and though rural areas are less deprived than urban areas on average, 34.9% of income deprived people in Wiltshire live in rural areas.

Pinehurst west in Swindon has the highest levels of employment deprivation and second highest level of income deprivation of all neighbourhoods in Wiltshire, with 40% of residents income deprived and more than a quarter of adults experiencing employment deprivation.

Wiltshire neighbourhoods show higher levels of deprivation in relation to barriers to housing and geographical barriers to services than other types of deprivation measured on the IMD, whilst deprivation in Swindon is higher in relation to education, crime and health.

Swindon (22.3%) has a higher proportion of working age benefit claimants than Wiltshire (17.3%), though rates are lower in both areas than the national average (23.3%).

Three of the neighbourhoods with the highest rates of working age benefit claimants are around Penhill in Swindon, with Penhill Central recording rates of 62.6%.

There is a higher proportion of people claiming out of work benefits across Swindon (10.8%) than Wiltshire (8.1%), though both areas are below the national average (12.1%).

Three neighbourhoods across Penhill in Swindon have more than 28% of working age people claiming out of work benefits, more than twice the national average.

Swindon has a higher proportion of households with multiple needs and challenges than Wiltshire, with 0.41% compared to 0.25%, both below the average for the South West (0.44%) and England (0.53%).

Warminster West – Westbury Road in Wiltshire is a particular pocket of deprivation for households with multiple needs, with 2.01% of vulnerable households compared to 0.53% nationally.

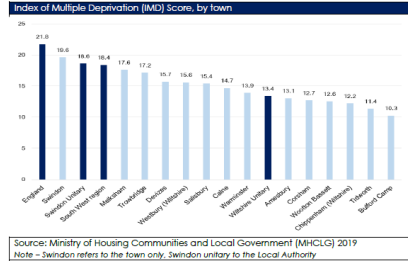
## Analysis:

### Deprivation analysis

Overall levels of deprivation are lower in Wiltshire and Swindon than across England on average - with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England on the Indices of Multiple Deprivation 2019.

Wiltshire and Swindon both have a lower score on the Index of Multiple Deprivation (IMD) than the average across England, with a score of 13.4 in Wiltshire and 18.6 in Swindon compared to 21.8 for England.

However, Swindon has a slightly higher score than the average for the South West region (18.4). Nonetheless, there is a lot of variation in deprivation across Wiltshire. The chart below shows the average IMD score across each of the largest towns in Wiltshire.



Source: Ministry of Housing Communities and Local Government (MHCLG) 2019  
Note – Swindon refers to the town only. Swindon unitary to the Local Authority

Swindon is the most deprived town in Wiltshire and Swindon based on the Index of Multiple Deprivation 2019 (IMD) with a deprivation score of 19.6, followed by Melksham (17.6) and Trowbridge (17.2). The least deprived town in Wiltshire and Swindon is Blandford Camp with a deprivation score of 10.3.

Nevertheless, solely focusing on average levels of deprivation, masks the fact that there are significant pockets of neighbourhood deprivation across Wiltshire.

48 out of 417 neighbourhoods (LSOAs) across Wiltshire and Swindon are ranked among the most deprived 30% of neighbourhoods in England (29 in Swindon and 19 in Wiltshire)

Drilling down to neighbourhood level reveals hidden pockets of deprivation in Wiltshire. The table below shows the number of LSOAs in Wiltshire and Swindon, ranked among the most deprived 30% in England on the Indices of Deprivation 2019. Swindon contains the highest number of deprived neighbourhoods, with 22% of neighbourhoods ranked among the most deprived 30%, compared to 6.6% of neighbourhoods in Wiltshire.





# Helping people overcome their barriers to employment and education across Wiltshire and Swindon

- Local implementation of national Building Better Opportunities Programme (ESF/TNLCF joint funding)
- Cross-sector partnership of 18 organisations, led by voluntary sector, working collaboratively to support people with significant barriers towards skills development, education & employment
- 1487 people supported to date, actively supporting 338 people
- Over half (53%) have achieved positive outcomes: moving into employment (23%), education (28%) or job search (3%)
- Participant demographics - supporting the hardest to reach:
  - 83% of participants were classed as being disadvantaged
  - 58% had disabilities or long-term health issues
  - 45% lack basic skills in maths and English
  - 25% were long-term unemployed
  - 10% were ex-offenders and 5% were homeless
- Using a model developed by BEIS economists, the programme has a cost benefit of £1.44 per £1 invested, pre-pandemic if was £1.71 and is rising back towards this level. This model is based on pure economics around avoided benefits, rather than on social return on investment

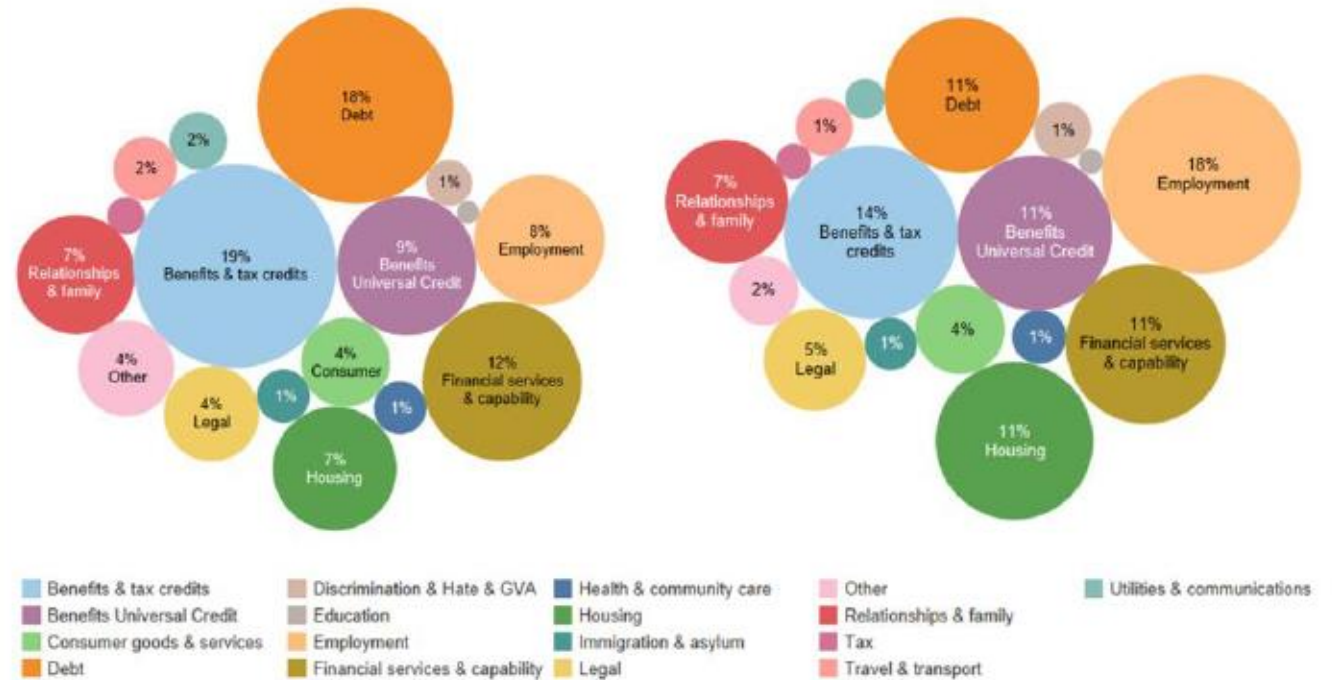


- Annual Turnover of £1.4m
- 62 paid staff and 90 volunteers
- Many restricted and unrestricted funding streams
- Providing advice via a range of channels
- Helped c.18,000 people in 2020/21 - 1 in every 11 households in Wiltshire
- Partners range from DWP and Wiltshire Council to other very small local charities
- Insight into local communities, research and campaigning role around local and national policy change

[www.citizensadvicewiltshire.org.uk](http://www.citizensadvicewiltshire.org.uk)

Advice issues as a percentage of all issues people sought help with between 1 April and 31 July, in 2019 (*on the left*) and 2020 (*on the right*)<sup>9</sup>

Employment and housing saw the largest year on year increases.



9. 2020/21 Management information.

## Creating inclusive communities/developing skills:

- An independent social enterprise whose commercial activities support training and employment opportunities for people in Swindon with poor mental health and those with learning disabilities
- Services and projects support pathways towards full employment – paid or unpaid – 58 into full time employment in last 3 years
- Mail fulfilment and product assembly business, providing work experience, training and personalised support
- Annual Turnover of £117k – mix of commercial and charitable income
- Founded in 2002, a registered charity and company limited by guarantee governed by a small non-exec Board of Directors

Many other local VCS organisations provide similar support, incl.:



Able Hands Together C.I.C



KFR

refurbishing furniture  
reviving communities



Wiltshire  
Community  
Foundation



<http://www.phoenixenterprises.co.uk/>

# Supporting young people and addressing low social mobility



**Amber**  
transforming lives

- A not-for-profit business (CIC) in Swindon helping young people (18-24) develop confidence and employability skills through their innovative "training workplace" concept
- Real, trading, youth led business projects working alongside professionals and education establishments to help young people launch their careers
- Structured internships, youth enterprise projects, employer partnerships
- Supporting 16-30, vulnerable and disadvantaged young people to transform their lives, helping them out of homelessness and unemployment
- Up to 30 young people at Bythesea Lodge in Trowbridge (also Devon and Surrey)
- Flexible personal approach: employment readiness, health and wellbeing, independent living and personal development
- Registered charity, £2.5M turnover

[Home \(platformproject.co.uk\)](http://platformproject.co.uk)

[Amber – Transforming young lives \(amberweb.org\)](http://amberweb.org)





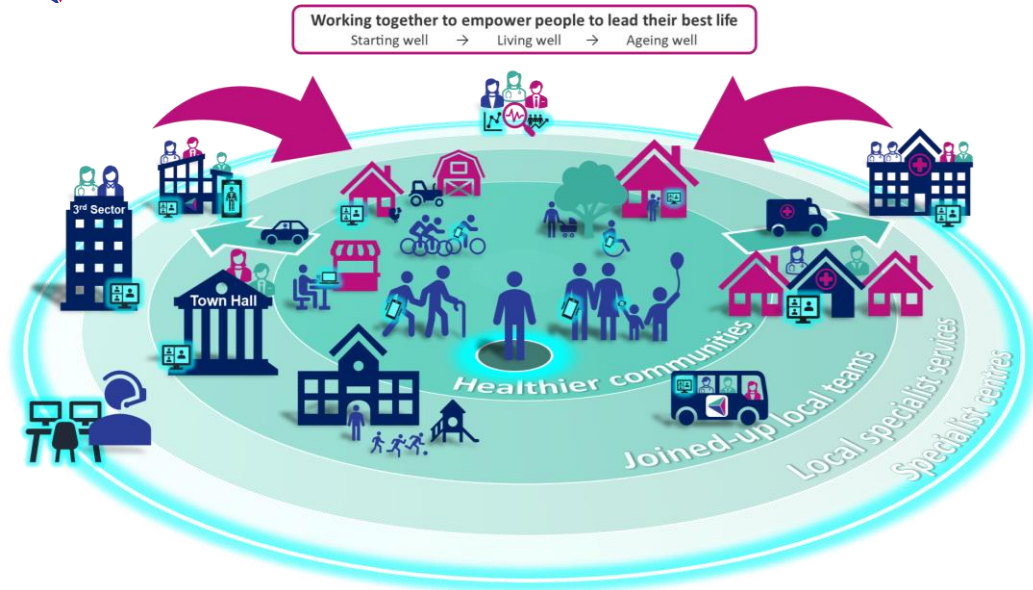
# Collaborating and cross-sector partnerships

## The Integrated Care System (ICS) and locality Alliances:

new partnerships between health, local authorities and the voluntary sector, collaborating to address health inequalities



Bath and North East Somerset,  
Swindon and Wiltshire Partnership  
Working together for your health and care



## Swindon Town Deal Board Community Panel:

VAS facilitating community engagement to help shape development proposals, creating sustainable communities



# Future potential: Community Renewal Fund, UK Shared Prosperity Funds and Levelling Up

- Govt looking for “locally led” projects = opportunities for community investment
- UK Community Renewal Fund (UKCRF) Round 1 (3 Nov 2021):
  - £ went to: Investment in skills 25%, Investment for local business 23%; Investing in communities and place 20%; Supporting people into employment 32%
  - 35% of funding went to non-priority areas
- c.£15M of [successful bids](#) indicate Voluntary Sector and/or Social Enterprise involvement, community initiatives, skills development, employability, young people etc.
- Potential to collaborate in development of VCS partnership bids
- WCF Funder+ meet the Funder workshops alongside collaborative application/partnership development support: VAS, WCA, LEP and LAs
- *“UKCRF will help inform the design of the UK Shared Prosperity Fund (UKSPF) through supporting people and communities, creating opportunities to trial new approaches and innovative ideas at the local level”*



# Strengthening relationships: growing charitable partnerships

- Volunteer roles incl. Trustee or Non-Exec Director roles
- Volunteering improves health and wellbeing, staff retention, team skills, loyalty and productivity
- Charity partnerships – consider local charities and create connections with causes that align with business priorities / those your staff care about
- Consider the potential to link your activities in local communities with the Sustainable Development Goals (SDGs)/Global Goals

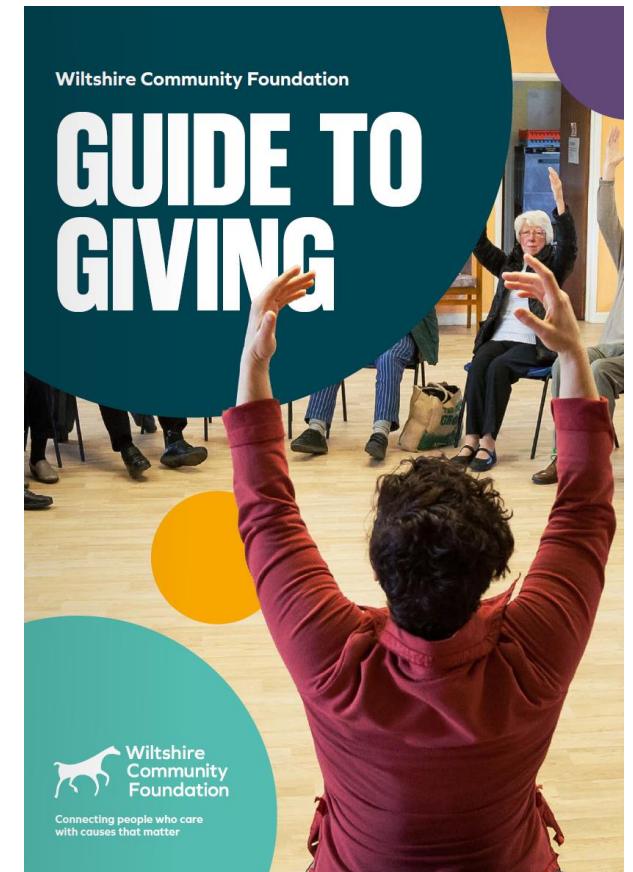
[Volunteering: The Business Case](#)

[The benefits of employee volunteering - Companies House \(blog.gov.uk\)](#)

[7 business benefits of employee volunteering - Sage Advice United Kingdom](#)

[Thinking globally, acting locally: How community foundations are contributing to the United Nations Sustainable Development Goals \(ukcommunityfoundations.org\)](#)

THE GLOBAL GOALS  
For Sustainable Development



[Why give | Wiltshire Community Foundation \(wiltshirecf.org.uk\)](#)

[How to give | Wiltshire Community Foundation \(wiltshirecf.org.uk\)](#)

[Guide to Giving.pdf \(wiltshirecf.org.uk\)](#)

# Thank you, please contact me

- to learn more about giving locally – we can connect you with causes that matter
- to understand local need and hear more about Wiltshire and Swindon's local voluntary and community sector (VCS)
- to find out how collectively our local activities contribute to the Global Goals for Sustainable Development <https://www.globalgoals.org/>



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[www.wiltshirecf.org.uk](http://www.wiltshirecf.org.uk)

## WCF's Needs Analysis for Wiltshire and Swindon



[Thinking globally, acting locally: How community foundations are contributing to the United Nations Sustainable Development Goals \(ukcommunityfoundations.org\)](http://ukcommunityfoundations.org)



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