

A stylized, light blue horse logo is positioned on the left side of the page. The horse is depicted in a rearing or galloping posture, facing right. It has a flowing mane and tail, and its legs are extended. The logo is rendered in a simple, graphic style with clean lines and no shading.

# Headline analysis of the voluntary & community sector in Kent

Final: October 2017



# Executive Summary

KCC's VCS (Voluntary and Community Sector) Policy was launched in September 2015 and set out KCC's strategic relationship with the sector in the future. The policy highlighted the importance of the sector not only as a provider of services but the vital role VCS organisations play within our communities. Since then we have been working to develop our local data to help us have a greater understanding of all registered charities in Kent, their size, scope and the health of the sector, which will enable us to benchmark against the national picture and understand the significant role charitable organisations play in Kent. This data was collated into our first report launched last year showing headline analysis of the sector in Kent and has now been refreshed with some additional trend analysis as result of the work we have undertaken. This data is helping us to understand how charities in Kent are changing over time and the health and diversity of the sector. Our findings provide facts and figures to support the anecdotal evidence that a diverse and vibrant sector exists in Kent.

## ***Size and Scope***

There are 3,193 registered charities in Kent with a total income of over £392.1m, up from £377.6m in the previous year. There was a rise in the number of new charities, with 73 registered as new in 2015/16. The majority of these organisations are micro and small although the majority of income comes from large organisations. Most charities in Kent are providing services, with the most common beneficiaries the general public, followed by children and young people. Charities are distributed unevenly across Kent with concentrations in major urban areas.

## ***Income and growth***

A small number of large charities are still responsible for almost half of the sectors income in Kent; this is similar to the national picture although there are very few major and no super major charities in Kent, which nationally hold much of the sectors income. Kent Surrey & Sussex Air ambulance has seen growth in 2015/16 and has moved into the top 3 organisations in Kent with the highest income.

Whilst the last 5 years have been economically difficult for all sectors, registered charities in Kent have seen a real term increase in their income of 6.2 % since 2011, equating to a £41.1m cash increase. In contrast to last year all organisations have seen a cash growth, with micro organisations seeing cash increase in 2015/16 of £0.1m unlike the previous year. Major organisations have also seen a real terms increase of 1.2% compared to last year where this showed a decrease of 2.7%. Overall this picture continues to be encouraging and we will continue to monitor the sustainability of this growth and the diversification of income in the sector.

## ***KCC Funding***

KCC spent £109.2 m with registered charities in 2016-17, with £48.3m going to Kent based charities and £12.4m of this in grants. KCC's grant spend is distributed across its Strategic outcomes; however the majority of grants go to supporting older and vulnerable residents to live independently and are given to large and medium sized charities. £11.5m of the overall £12.4m grant spend made by KCC in 2016-17 went to charities based mainly in Kent.

## ***A significant employer***

The charitable sectors contribution to the local economy is significant and charitable organisations over 500K alone employ 8,319 employees, making them one of the largest employers in the County with around 11,998 volunteers across major, large and medium organisations.

## ***Next steps....***

The data within this first report is a welcome reminder of the significance of the charitable sector in Kent and therefore it is intended that this data will be refreshed annually to support our future commissioning and relationship with the sector in Kent.

**Produced by:**  
Business Intelligence  
& Strategy, Policy, Relationships and Corporate Assurance  
Kent County Council  
[www.kent.gov.uk/research](http://www.kent.gov.uk/research)

# Contents

- 4 Foreword/Intro
- 5 Size & Scope
- 6 Beneficiaries
- 7 Geography
- 8 Income
- 9 Income growth
- 10 KCC Funding
- 11 KCC Funding contd.
- 12 Funds
- 13 Workforce
- 14 Methodology

## Introduction

Kent figures are based on data from the Charity Commission's Register of Charities in England and Wales from 2015/16. The register recorded 3,193 registered charities active in Kent.

The following analysis based on the Charity Commission data uses the "general charities" definition. This definition takes all registered charities as a base, but excludes certain categories of charity such as independent schools, faith charities, and those controlled by government and others.

This analysis does not include those regional or national charities that are based outside of Kent area but operate services within it. As accurate information on the exact locations of charitable spending is not available, the figures presented here are likely to underestimate total charitable activity in the area. Similarly large national and international charities that are based in the area have been excluded from the definition, as their activities mainly take place outside the area.

Also note that charities may continue to be registered even if there is no current activity. The analysis below looks at those with current activity in any given year.

# Size & Scope

*This analysis uses the definition "general charities" (see methodology section).*

There are

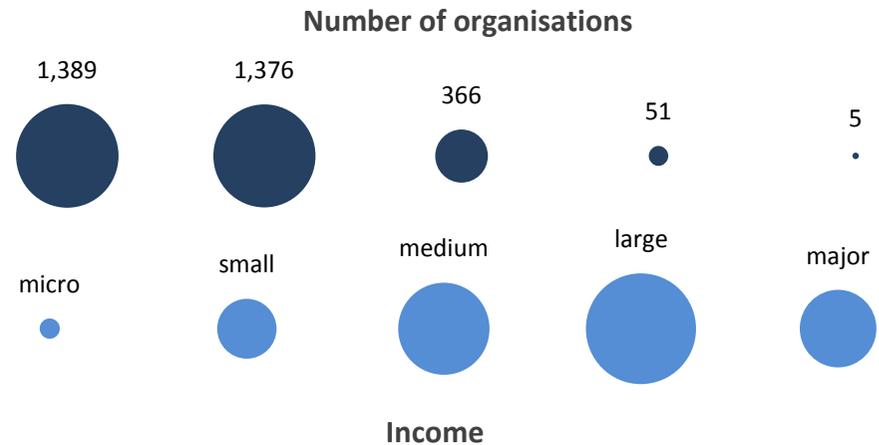
# 3,193

active voluntary organisations in Kent

with a total income of over

# £392.1m

**The majority of the sector consists of small organisations**



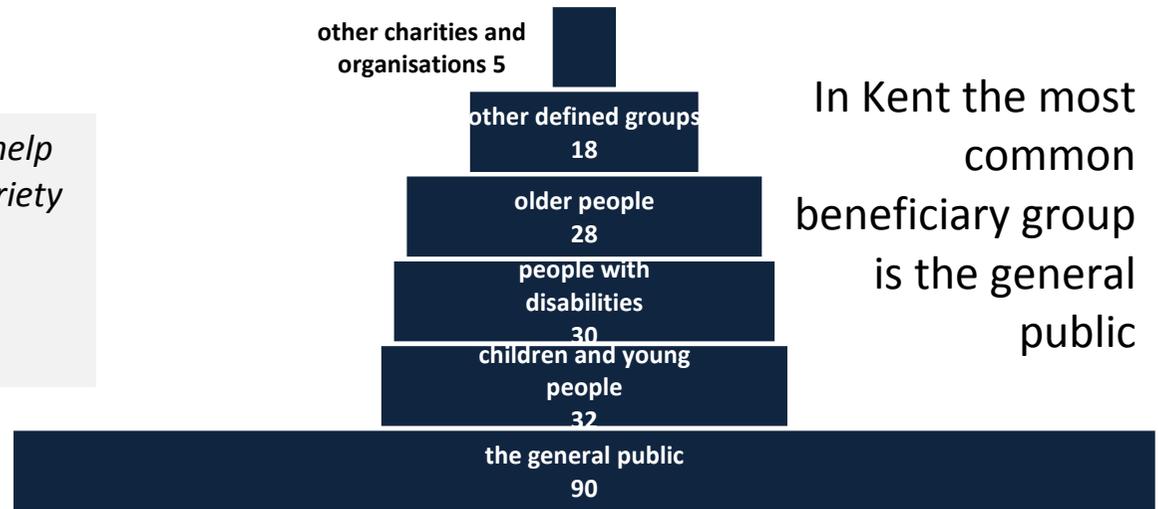
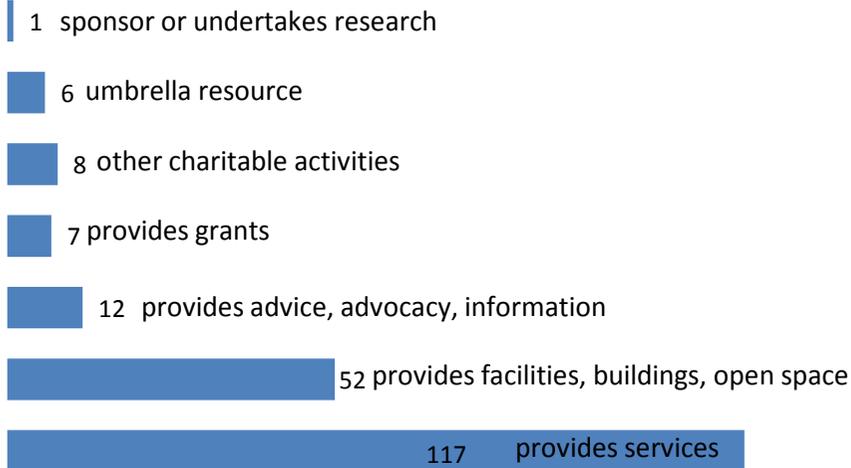
**however the majority of income comes from large organisations**

**73 new charities registered as new organisations in Kent in 2015/16**

# Beneficiaries

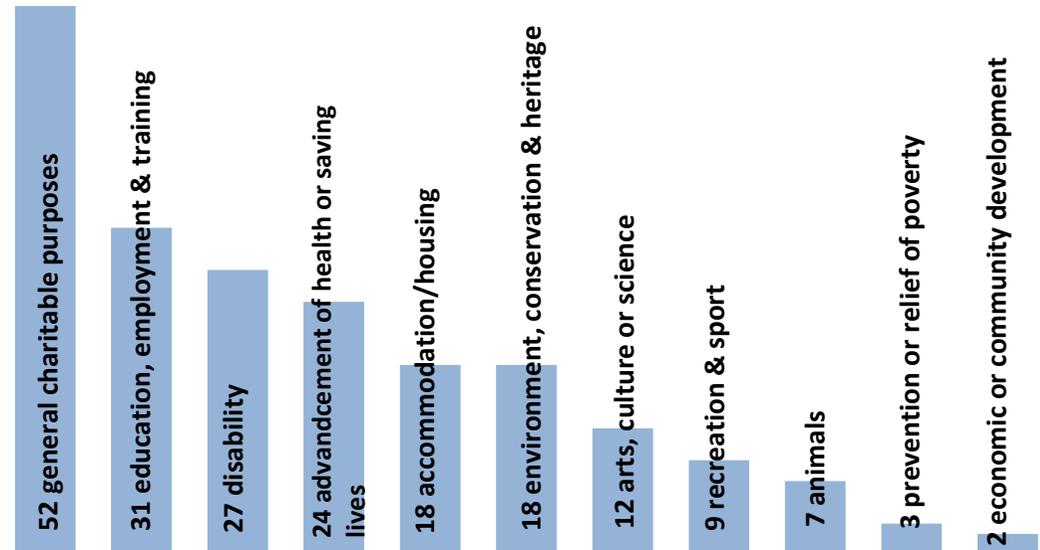
The 203 charities in Kent with income over £250k help a range of clients with a variety of support for a variety of reasons

In Kent the most common activity of voluntary organisations is to provide services



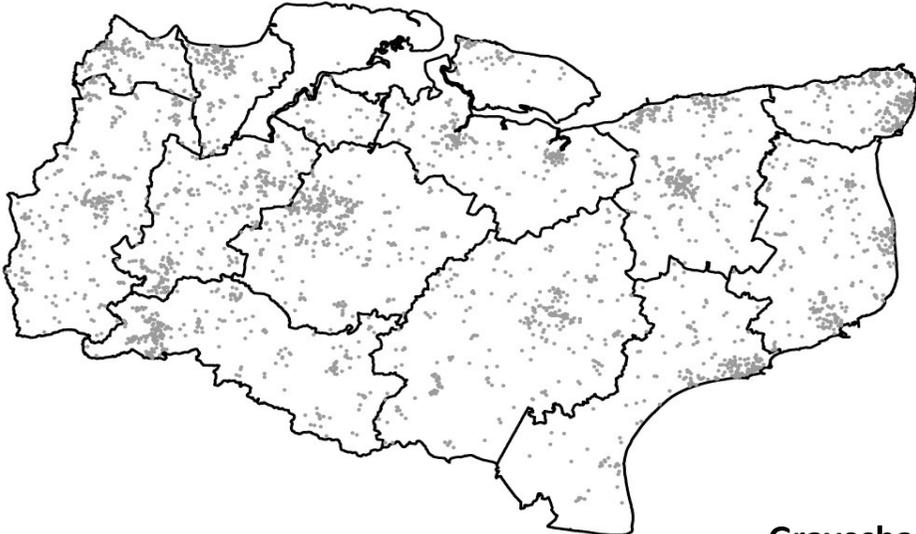
In Kent the most common beneficiary group is the general public

The most common purpose of voluntary organisations is general charitable purposes



# Geography

Charities are distributed unevenly across Kent with concentrations in major urban areas



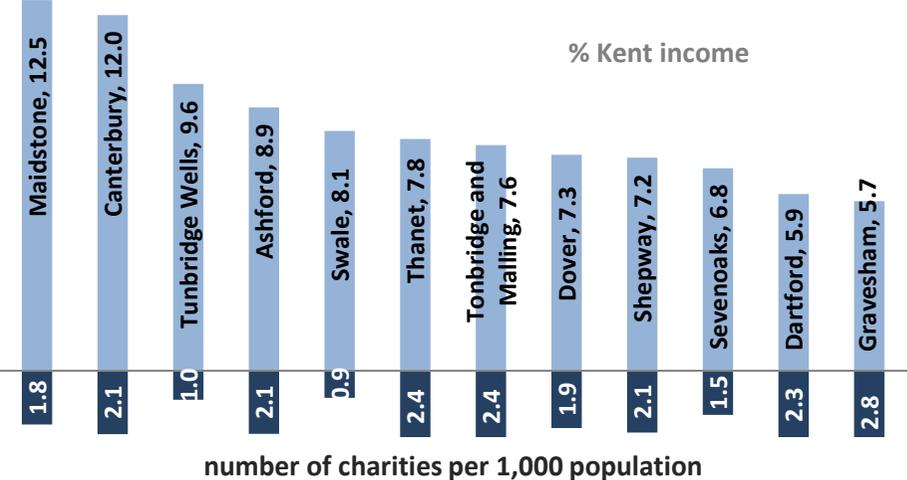
However the location of the charities reflects where they are registered and not necessarily where their main activity is

Gravesham has the highest number of registered charities with

**2.8**

for every 1,000 residents

Excluding those organisations with income of £2m+ Maidstone accounts for the highest % of Kent's voluntary sector income

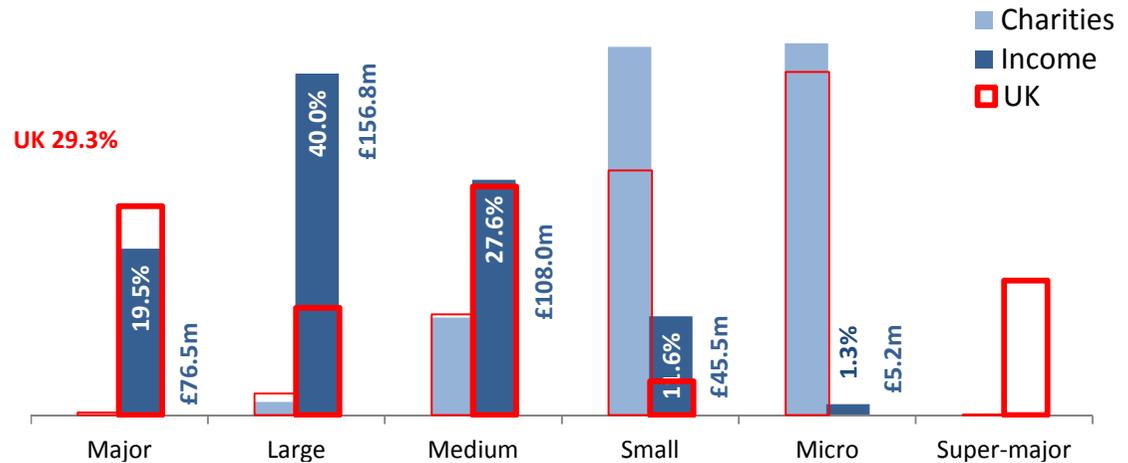


**12.5 %**

of Kent's total voluntary sector income is received in Maidstone

# Income

**A small number of large charities are responsible for almost half the voluntary sector income in Kent**



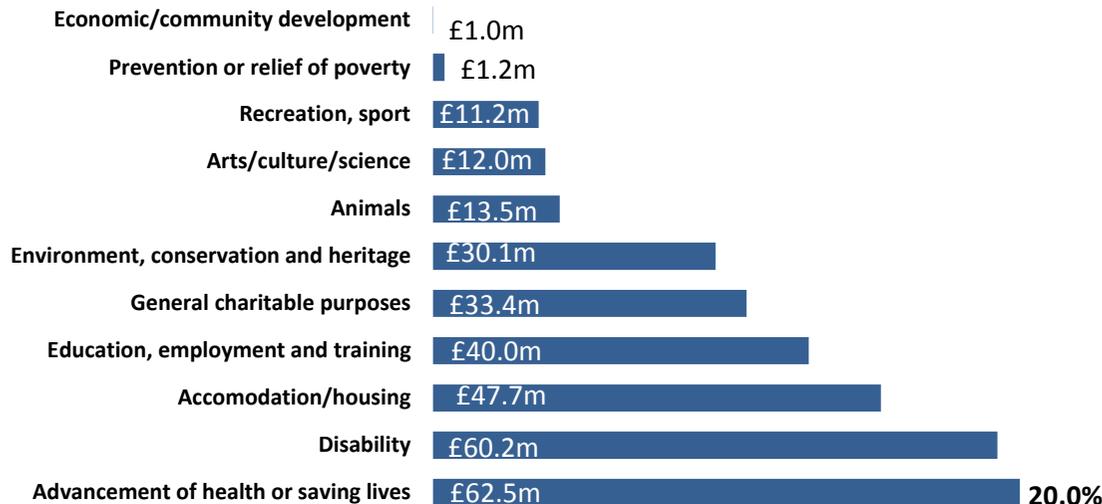
*The top 3 organisations in Kent with highest income 2015/16:*

**Avante Care & Support**

**Kent, Surrey & Sussex Air Ambulance Trust**

**Pilgrims Hospices in East Kent**

*These are categorised as major sized organisations*



**Those organisations with income of £250k and above whose purpose is the advancement of health or saving lives account for 20.0% of the sector income in Kent**

# Income Growth

This section shows the **nominal** and the **real** income growth within the sector. The percentage growth shows the **real** growth once an adjustment has been made to reflect inflation. The cash growth reflects the **nominal** cash growth with no adjustment made.

## In real terms the Kent voluntary sector saw an income increase of 6.2% since 2011

Large organisations saw the biggest cash increase since 2011, in real terms this results in an overall 12.3% increase in income

*This measure only counts those organisations which have been registered for the full 5 years*



Major  
(€10m-€100m)



Large  
(€1m-€10m)



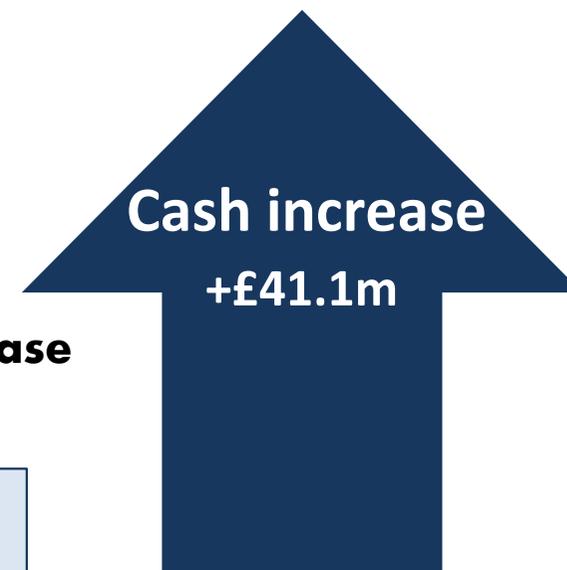
Medium  
(€100k-€1m)



Small  
(€10k-€100k)



Micro  
(<€10k)



Cash increase  
+€41.1m

Micro organisations saw an overall cash increase of €0.1m over the last 5 years, however in real terms this represents a reduction of 3.8%

# Income Growth

Of the 350 medium and large organisations that have been registered for the full 5 years

**73** Organisations saw an increase in income every year. This equates to £23.9m increase in income overall

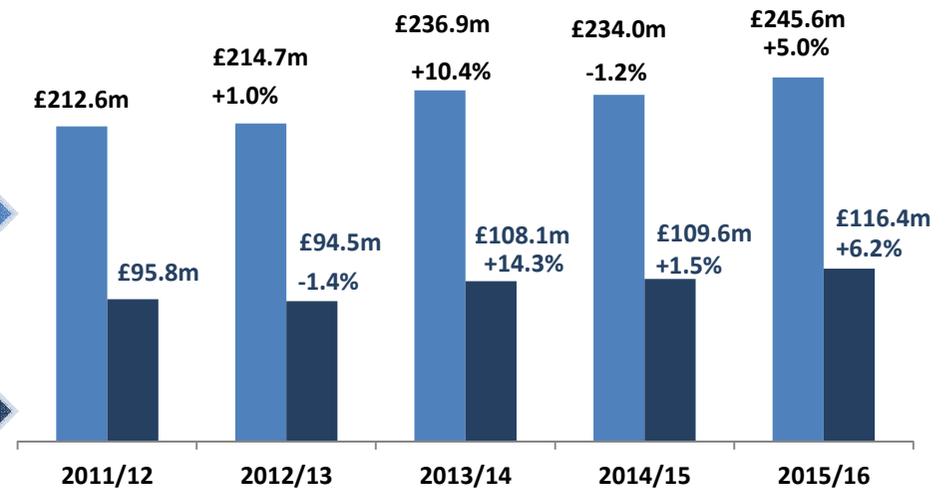
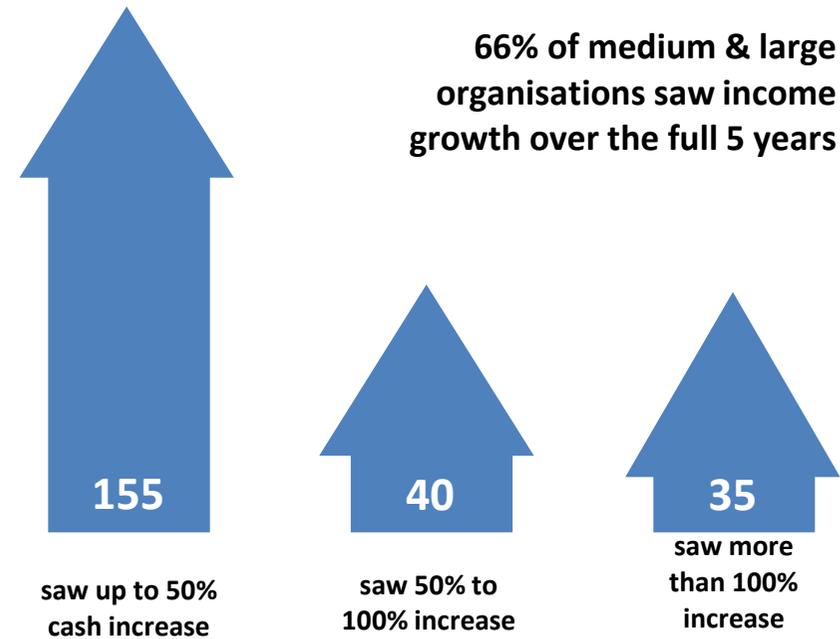
**16** Organisations saw a reduction in income every year. This equates to -£4.0m in total income overall

The total income of medium and large organisations registered for the full 5 years

- increased to £245.6m
- increased by 5.0%

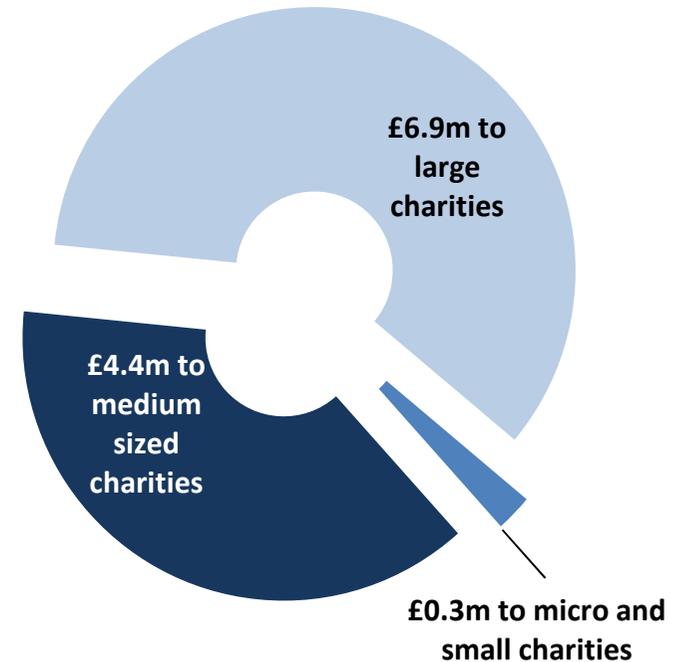
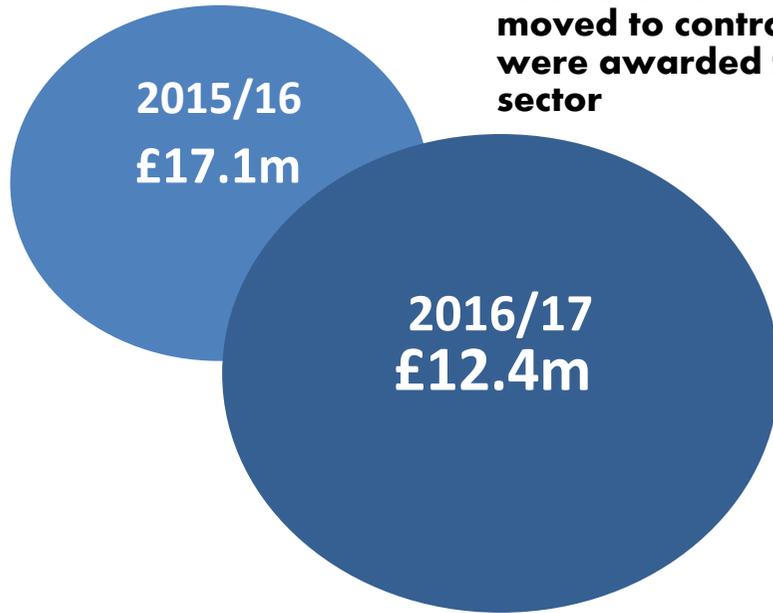
The income of the organisations that have received KCC grant funding

- increased to £116.4m
- increased by 6.2%



# KCC Funding

The reduction in grant funding this year is largely due to grants for mental health services being moved to contracts. These contracts were awarded to the voluntary sector



# KCC Funding

KCC grants

Children & young people in Kent get the best start in life

**£1.6m**

- Achieve potential through education
- Keep families, children & young people out of crisis & care
- Resilient families providing strong, safe environments
- Young people are confident & ambitious with access to opportunities

Kent communities feel the benefit of economic growth by being in work, healthy & enjoying a good quality of life

**£2.7m**

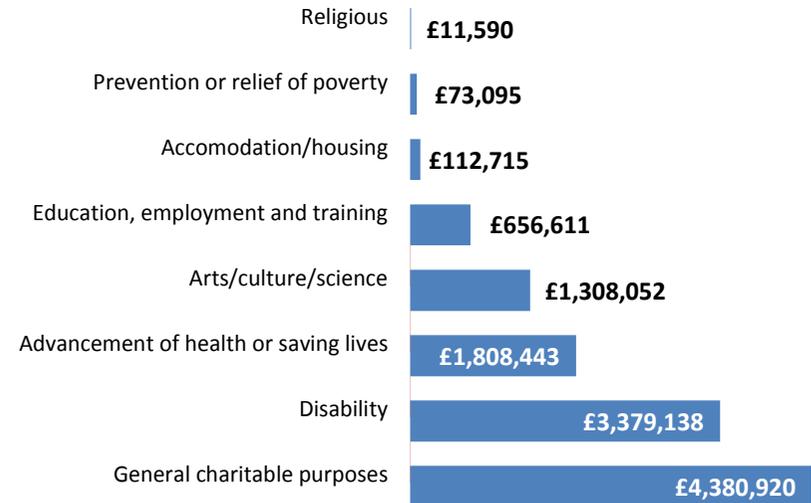
- Benefit from economic growth & lower deprivation
- Business growth is supported
- Good quality of personal & community life

Older & vulnerable residents are safe & supported with choices to live independently

**£8.1m**

- Access to advice, information & support for carers & families
- Choice & control in health & social care
- mental ill health & dementia early diagnosis & support
- older people feel socially included

**37.3% of KCC grants in 2016/17 went to general charitable purposes**



**KCC overall spend (grants and contracts) with VCS in 2016/17**  
**£109.2m**

**KCC spend in Kent**  
**£48.3m**

**KCC spend elsewhere**  
**£60.8m**

# Funds

In 2015/16 113 charities in Kent with income of £500k and above had 3.2 months income held in cash. This means they could be considered prudent and better able to meet current obligations using liquid assets

**113 charities in Kent that had an annual income of £500k and above, held a combined cash amount of £76m**



**21.2% had more than 6 months income held in cash**

In 2015/16 more than two thirds of charities in Kent with income of £500k and above had at least 2 months income held in cash



These organisations held:

Fixed Assets (incl investments)	• £332.5
Current Assets	• £108.2m • of which £76m is cash
Creditors	• -£39.1m short term • -£31.6m long term
Pension liability	• -£16.2m
Total Net Assets	• £353.8m

# Workforce

Community Life Survey - National Figures;  
UK Civil Society Almanac 2017

2.7% of the UK workforce were employed in the  
voluntary sector in 2015

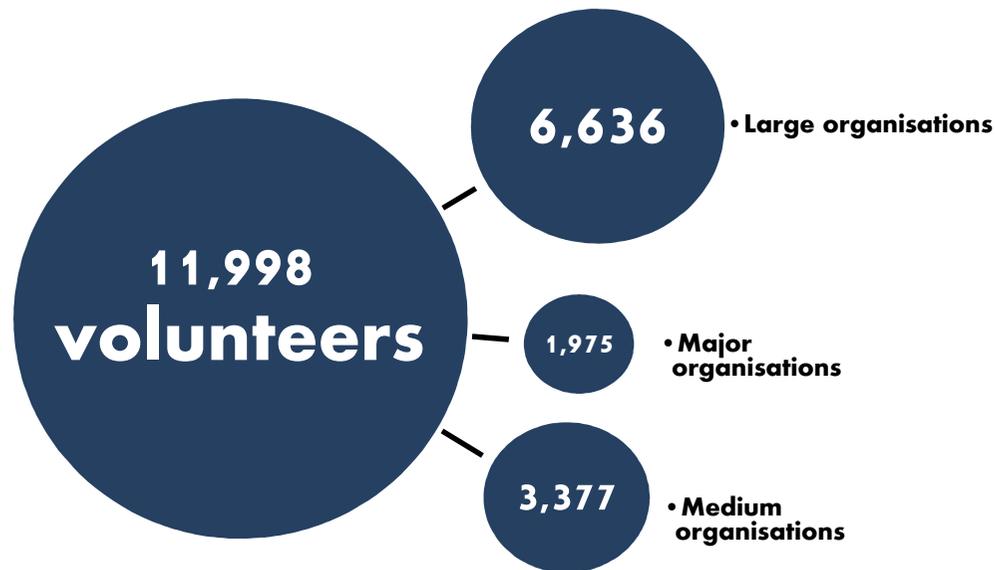
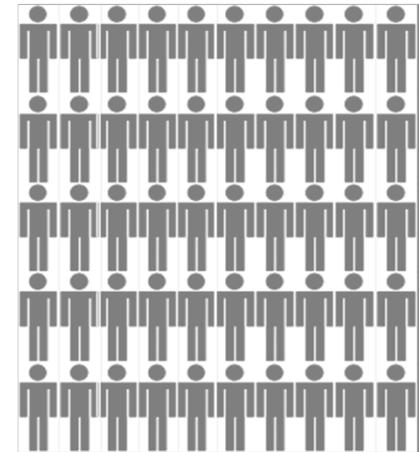


of females took  
part in  
volunteering  
compared to 60%

Kent organisations employ

8,319

employees



55% of  
volunteers in  
Kent are within  
large  
charitable  
organisations

# Methodology

## Voluntary sector definition

This analysis uses the Charity Commission "general charities" definition. This definition takes all registered charities as a base, but excludes certain categories of charity such as independent schools, faith charities, and those controlled by government and others.

Charity income sizebands are defined as:

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 - more than £100m

## Voluntary sector methodology

All data has been cleaned manually to exclude records where the registered location of the charity falls outside the Kent County Council area. Charities based outside Kent may still be included within the count of organisations if their area of operation is mainly within Kent.

## Workforce

Employment figures are based on Labourforce Survey/Annual population Survey data.  
Civil Society Almanac 2017 - National Council for Voluntary Organisations (NCVO)

## KCC Funding

The definition of the VCS supported by Kent County Council is much broader than that used elsewhere in this summary. This definition may include faith charities and charities linked to schools. It may also include social enterprises.

## Income Growth

The percentage income growth is calculated using a GDP deflator. The GDP deflator can be viewed as a measure of general inflation in the domestic economy. Therefore **real** growth shows the income growth once an adjustment has been made to reflect inflation.

## Data sources

Register of Charities, Charities Commission  
Community Life Survey, The Cabinet Office  
Annual Population Survey, Office for National Statistics  
Civil Society Almanac 2017 - National Council for Voluntary Organisations (NCVO)  
Kent County Council

For further information about this report please contact the Kent County Council Policy Team: [PSRpolicy@kent.gov.uk](mailto:PSRpolicy@kent.gov.uk)

## This report has been produced on behalf of the Policy Team by:

Research & Evaluation  
Strategic Business Development & Intelligence,  
Kent County Council

Tel: 03000 417444  
Email: [research@kent.gov.uk](mailto:research@kent.gov.uk)

