



# Headline analysis of the voluntary & community sector in Kent

Final: September 2021

# 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. We decided to move this policy into a new Civil Society strategy for Kent, which we paused due to Covid 19. We have now revised the strategy and are currently consulting on the draft. The intention is to formally adopt the new strategy in December 2021.

However, since the adoption of the VCS policy in 2015 we have been developing 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 in 2016 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.

It is worth noting that this data will not show the impact of Covid 19 as it is historic data and therefore should be treated with some caution when assessing the health of the sector.

## **Size and Scope**

There are 2,845 registered charities in Kent with a total income of over £300.4m, down from £308.6m in the previous year. This is an increase in the number of active charities with 44 registered as new in 2018/19 and no charities removed from the register. 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 with concentrations in major urban areas, within individual districts.

## **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.

Whilst the last few years have been economically difficult for all sectors, registered charities in Kent have seen a real term increase in their income of 5.8% since 2014, equating to a £34.1m cash increase. All organisations have seen a cash growth except micro organisations which saw a cash reduction of £0.06m. Large organisations seeing a real term increase of 6.6%. 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 £113.7m with registered charities in 2019/20, with £9.2m of this in grants. The majority of grants go to supporting older people and are given to large and medium sized charities. £8.5m of the grant spend made by KCC in 2019/20 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 8,799 employees, making them one of the largest employers in the County with around 19,111 volunteers across major, large and medium organisations.

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

The data within this 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:**  
Kent Analytics &  
Strategy, Policy, Relationships and Corporate Assurance  
Kent County Council

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## Introduction

Kent figures are based on data from the Charity Commission's Register of Charities in England and Wales from 2018/19. The register recorded 2,845 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.

### **To note:**

*This year all data has been through a rigorous cleansing process to exclude records where the area of operation of the charity falls outside the Kent County Council area. As a result the number of charities may be lower than previously reported figures. This will also impact on reported income figures.*

# Size & Scope

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

There are

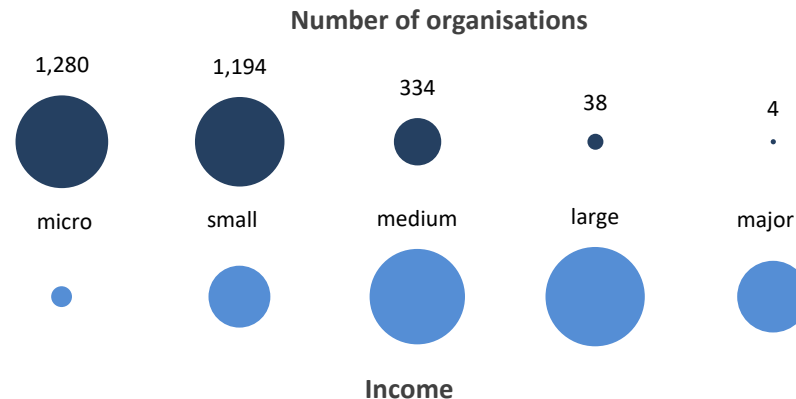
# 2,845

active voluntary organisations in Kent

with a total income of over

# £300.4m

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



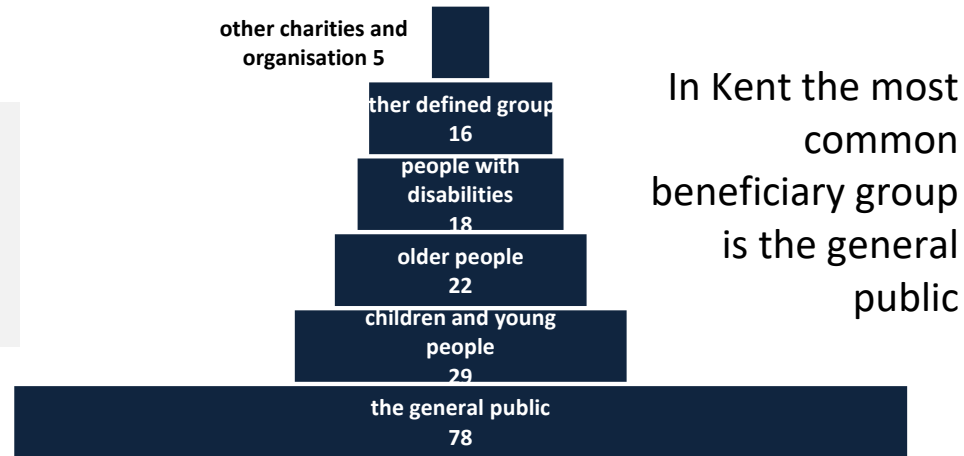
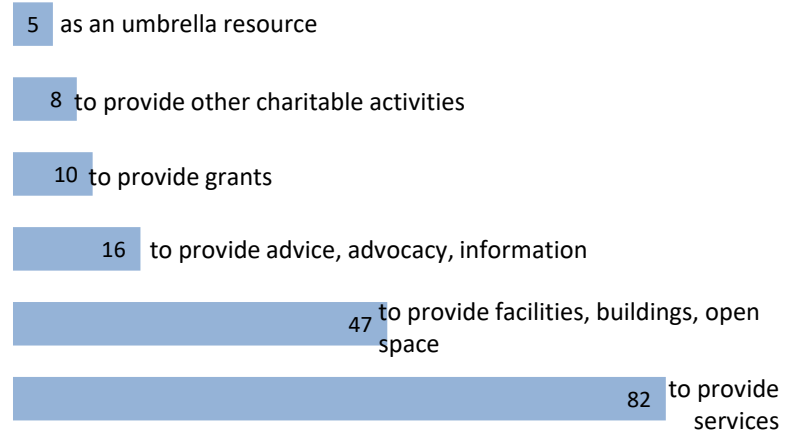
**however the majority of income comes from large organisations**

**44 new charities  
registered as new  
organisations in  
Kent in 2018/19**

# Beneficiaries

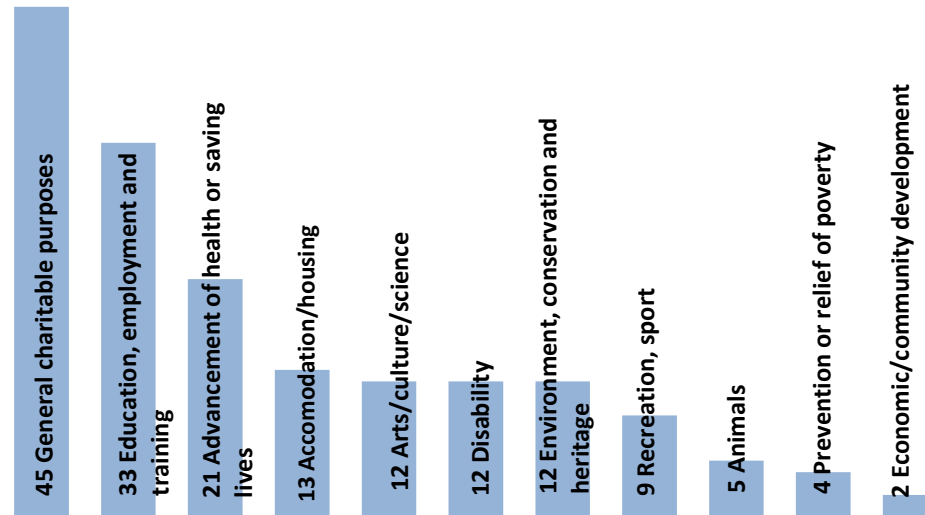
The 168 charities in Kent with income over £250k in 2018/19 help a range of clients with a variety of support for a variety of reasons

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



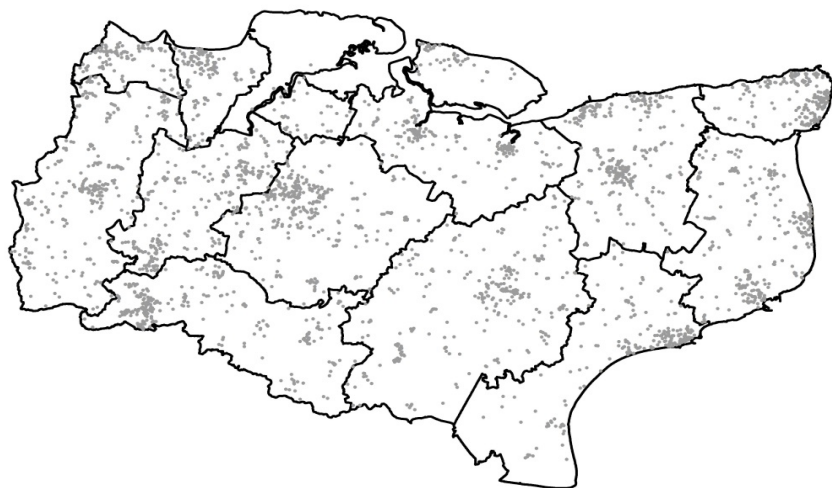
In Kent the most common beneficiary group is the general public

The most common purpose of voluntary organisations is General charitable purposes



# Geography

Charities are distributed unevenly across Kent with concentrations in the major urban areas of each district



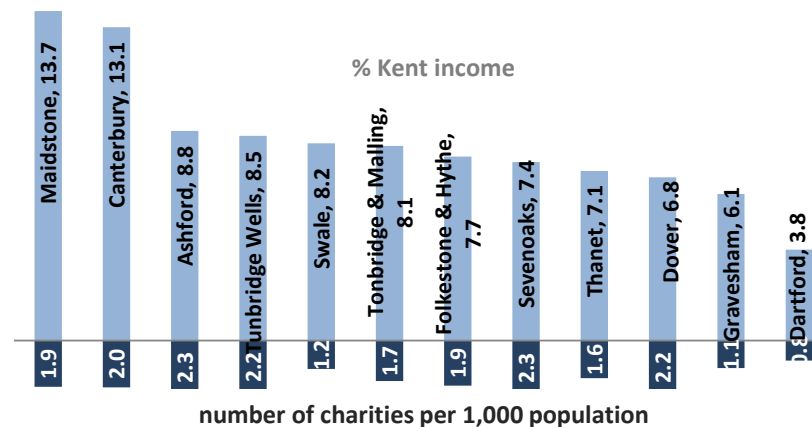
However the location of the charities reflects where they are registered and not necessarily where their main activity is

Sevenoaks has the highest number of registered charities with

## 2.3

for every 1,000 residents

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

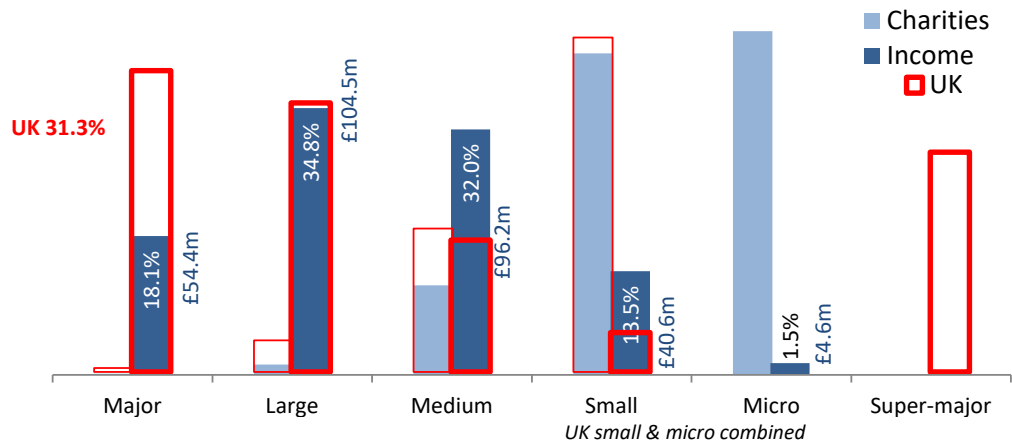


## 13.7 %

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**



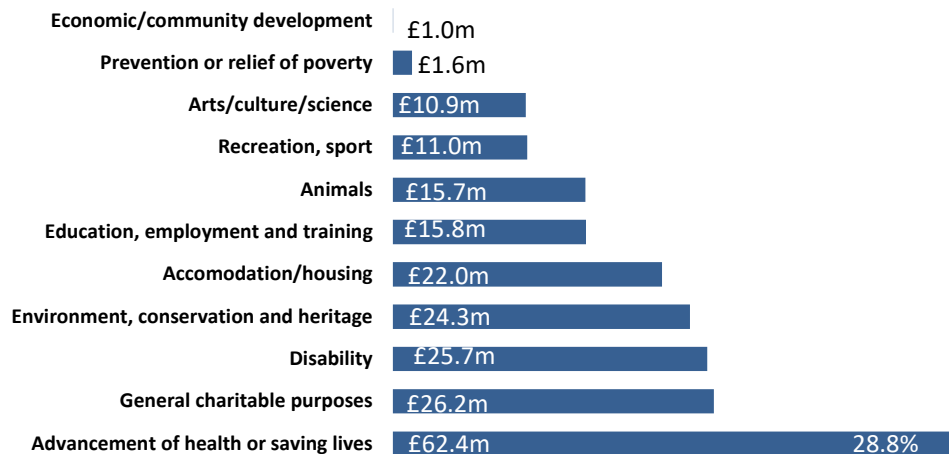
*The top 3 organisations in Kent with highest income 2018/19:*

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

**Howletts Wild Animal Trust**

**Pilgrims Hospices in East Kent**

*These are categorised as major sized organisations*



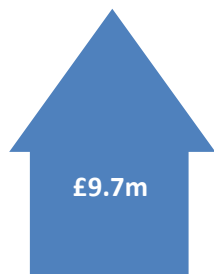
**Those organisations with income of £250k and above whose purpose is the advancement of health or saving lives account for 28.8% of the sector income in Kent**

# 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 5.8% since 2014

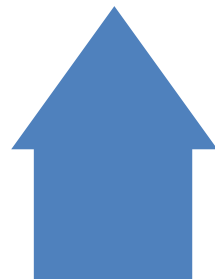
Large organisations saw the biggest cash increase since 2014, in real terms this results in an overall 6.6% increase in income



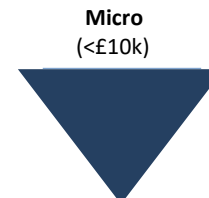
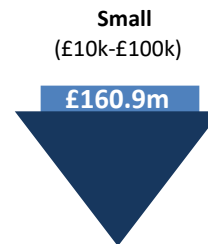
Major  
(£10m-£100m)



Large  
(£1m-£10m)

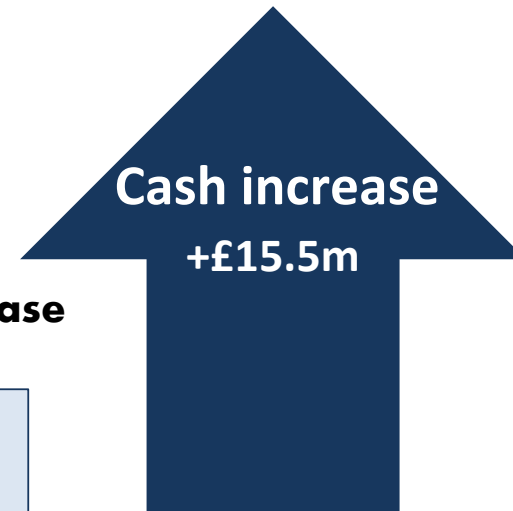


Medium  
(£100k-£1m)



Micro  
(<£10k)

*This measure only counts those organisations which have been registered for the full 5 years and have submitted financial records for the full 5 years.*



Micro organisations saw an overall cash decrease of £0.06m over the last 5 years. In real terms this represents a reduction of 8.1%



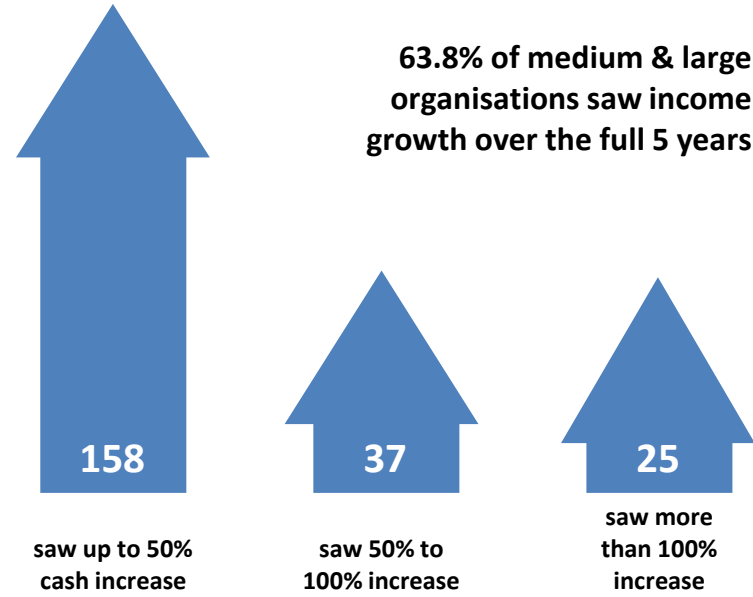
# Income Growth

Of the 365 medium and large organisations that have been registered & submitted accounts for the full 5 years

**39** Organisations saw an increase in income every year. This equates to £10.8m increase in income overall

**5** Organisations saw a reduction in income every year. This equates to -£0.7m in total income overall

63.8% of medium & large organisations saw income growth over the full 5 years

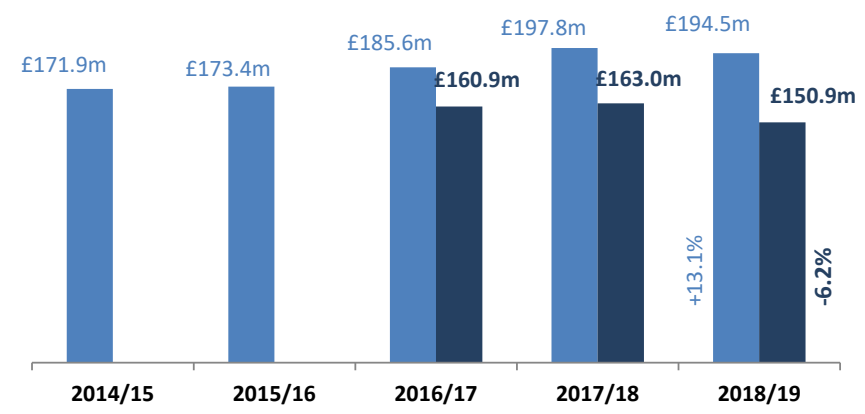


The total income of medium and large organisations registered for the full 5 years

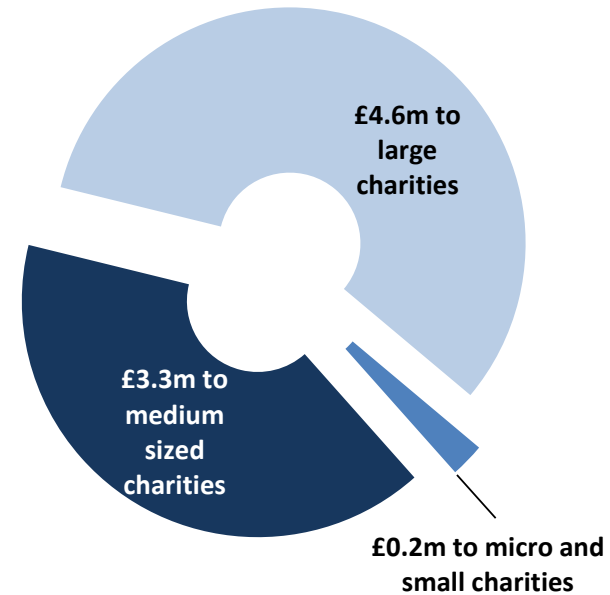
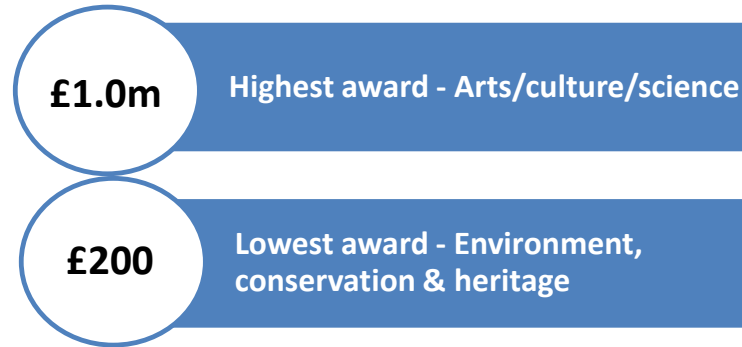
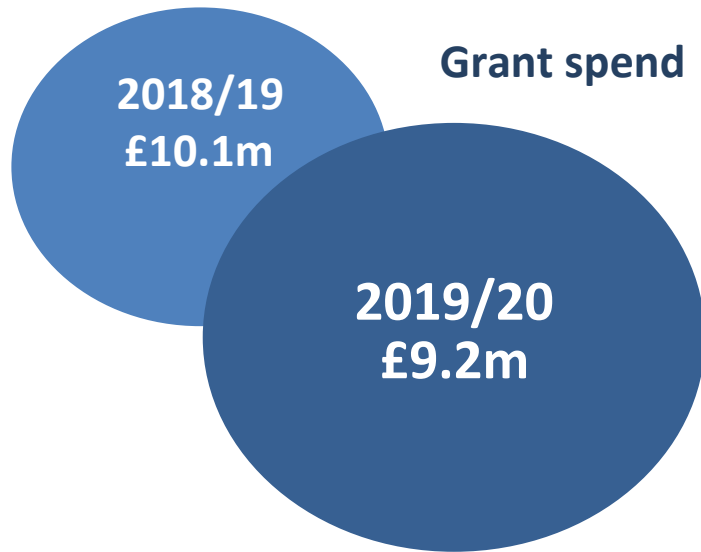
- increased to £194.5m
- increased by 13.1% over 5 years

The income of the organisations that have received KCC funding in 2018/19

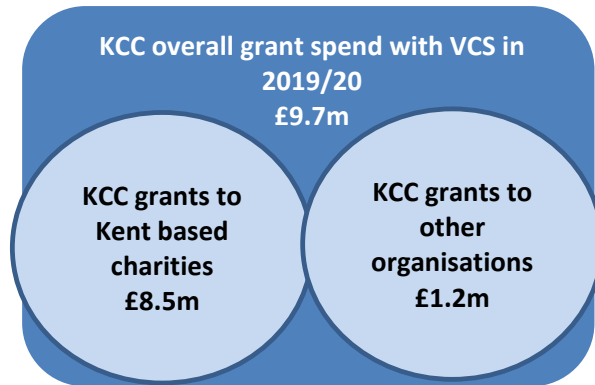
- £150.9m
- decreased by 6.2% over 3 years



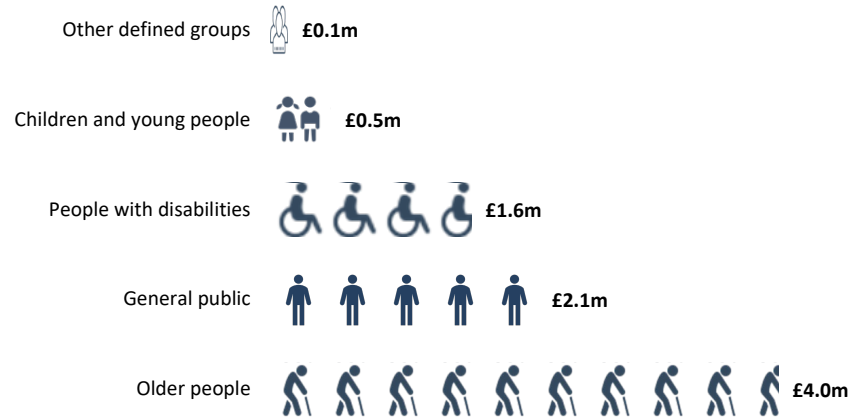
# KCC Funding



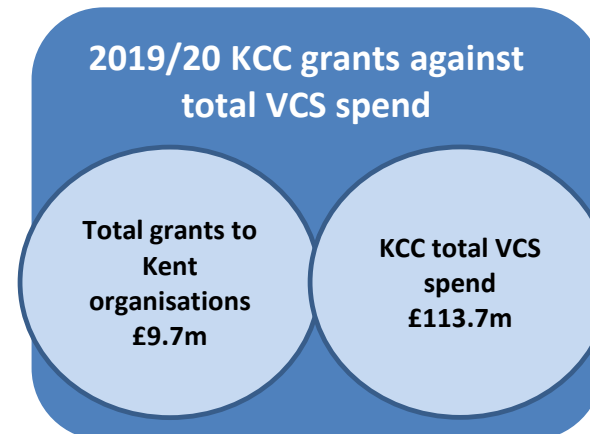
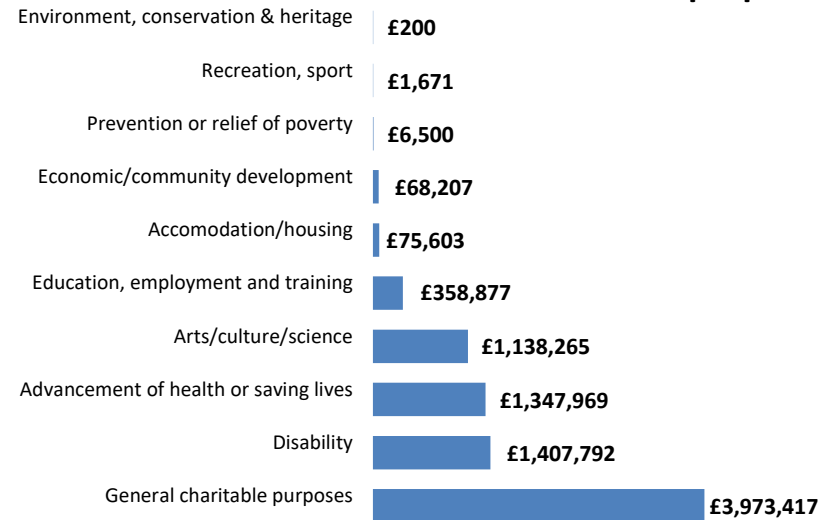
## KCC grants



### 46% of KCC grants to organisations in Kent in 2018/19 went to help older people



### 44.4% of KCC grants to organisations in Kent in 2018/19 went to general charitable purposes



# Funds

In 2018/19 119 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

**119 charities in Kent that had an annual income of £500k and above, held a combined cash amount of £80.9m**

43% of charities in Kent with income of £500k and above in 2018/19 had at least 4 months income held in cash

<b>31 charities</b>	<b>37 charities</b>	<b>51 charities</b>
Less than 2 months	2 to 4 months	More than 4 months



**25.2% had more than 6 months income held in cash**

These organisations held:

Fixed Assets (incl investments)	• £395.69m
Current Assets	• £123.18m • of which 80.9 is cash
Creditors	• -£47.1m short term • -£30.2m long term
Pension liability	• -£13.8m
Total Net Assets	• £427.7m

# Workforce

Community Life Survey - National Figures;  
UK Civil Society Almanac 2020  
Kent Figures - Charity Commission data

2.8% of the UK workforce were employed in the voluntary sector

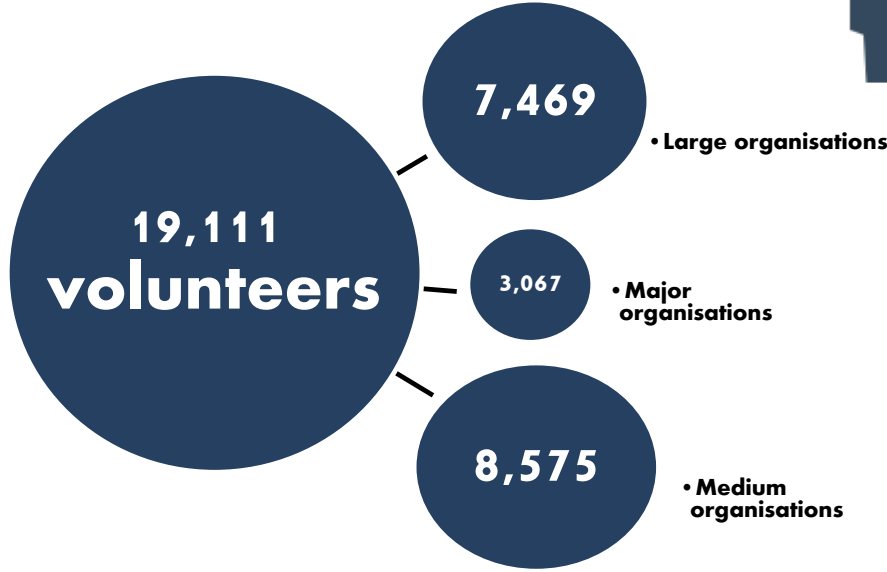


Nationally 40% of females took part in volunteering compared to 36% of males

## Kent organisations employ



45% of volunteers in Kent are within medium charitable organisations



Nationally 68% of voluntary sector employees are females

# 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

This year all data has been through a rigorous cleansing process to exclude records where the area of operation of the charity falls outside the Kent County Council area. As a result the number of charities may be lower than previously reported figures. This will also impact on reported income figures. 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 2019 - 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 2020 - National Council for Voluntary Organisations (NCVO)  
Kent County Council

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