

CO3

Member Survey

2016 Part One

To inspire and enable great
Third Sector leadership.



Chief Officers 3rd Sector

2016 Annual Member Survey

You Said....

Chief Officers 3rd Sector (CO3)

Introduction

CO3 carries out an Annual Survey asking for feedback on the services it provides. We conducted the survey in May 2016 using Survey Monkey, and circulated it via email. We sent a covering email containing a web-based link to the survey to our membership base. Survey questionnaires were completely anonymous, though members had the option of supplying their contact details.

We received a fantastic response rate, with 33% of members taking the time to complete the survey.

It should be noted that as with any CO3 survey, all details given are kept confidential and not passed on to any third party. Responses in this report are included in such a way as to maintain the confidentiality expected by respondents.

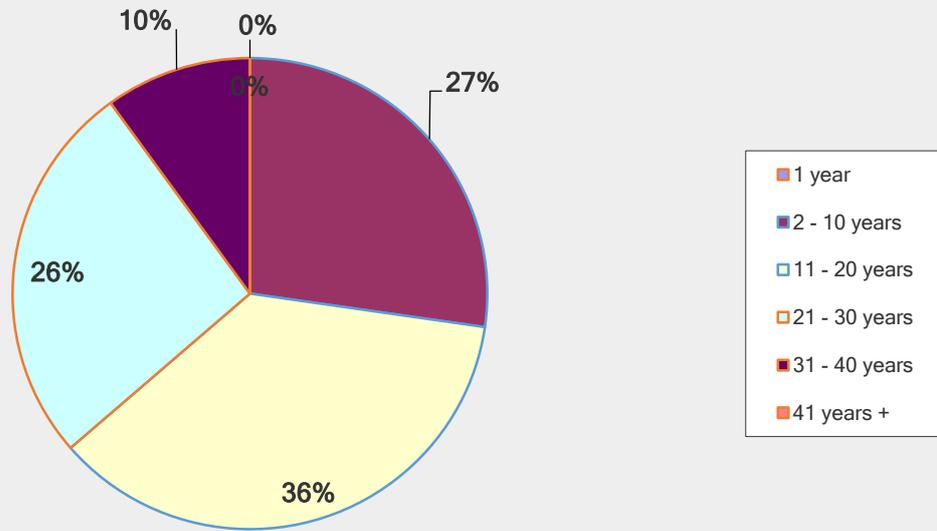
Given the length of previous surveys we decided on a different approach this year. We have broken the survey into two parts. This first part provides a profile of members, the second survey will seek specific views on satisfaction rates. We plan to launch the second part of the survey for completion over the Summer months.

Profile of respondents

The respondents were made up of a spread of those who have worked within the Third Sector for a considerable number of years. The majority of respondents (36%) have worked within the Third Sector for between 11 – 20 years. 27% of members have been working in the sector for 2 – 10 years. 26% of members have been working within the third sector for 21-30 years and 10% of members have worked within the sector for 31 -40 years.

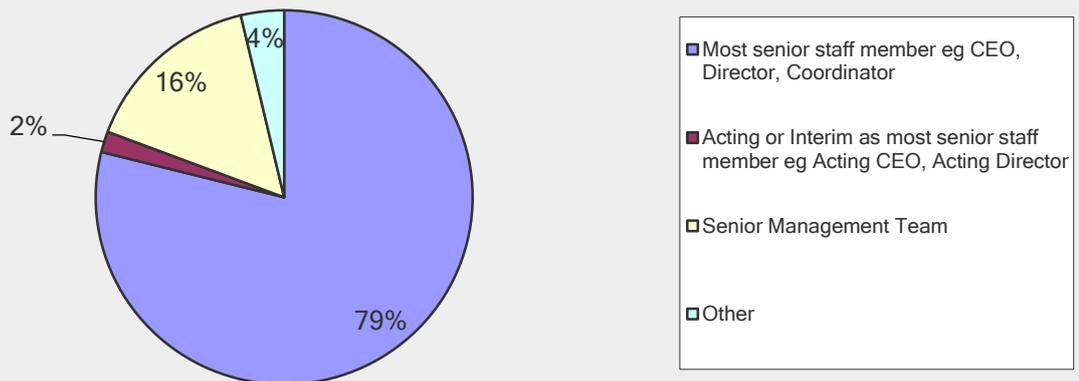
The collective years of experience of members mean that we can be sure that the insight from the survey reflects an experienced and broad range of viewpoints.

How long have you worked in the Third Sector? (please select from the drop down menu)

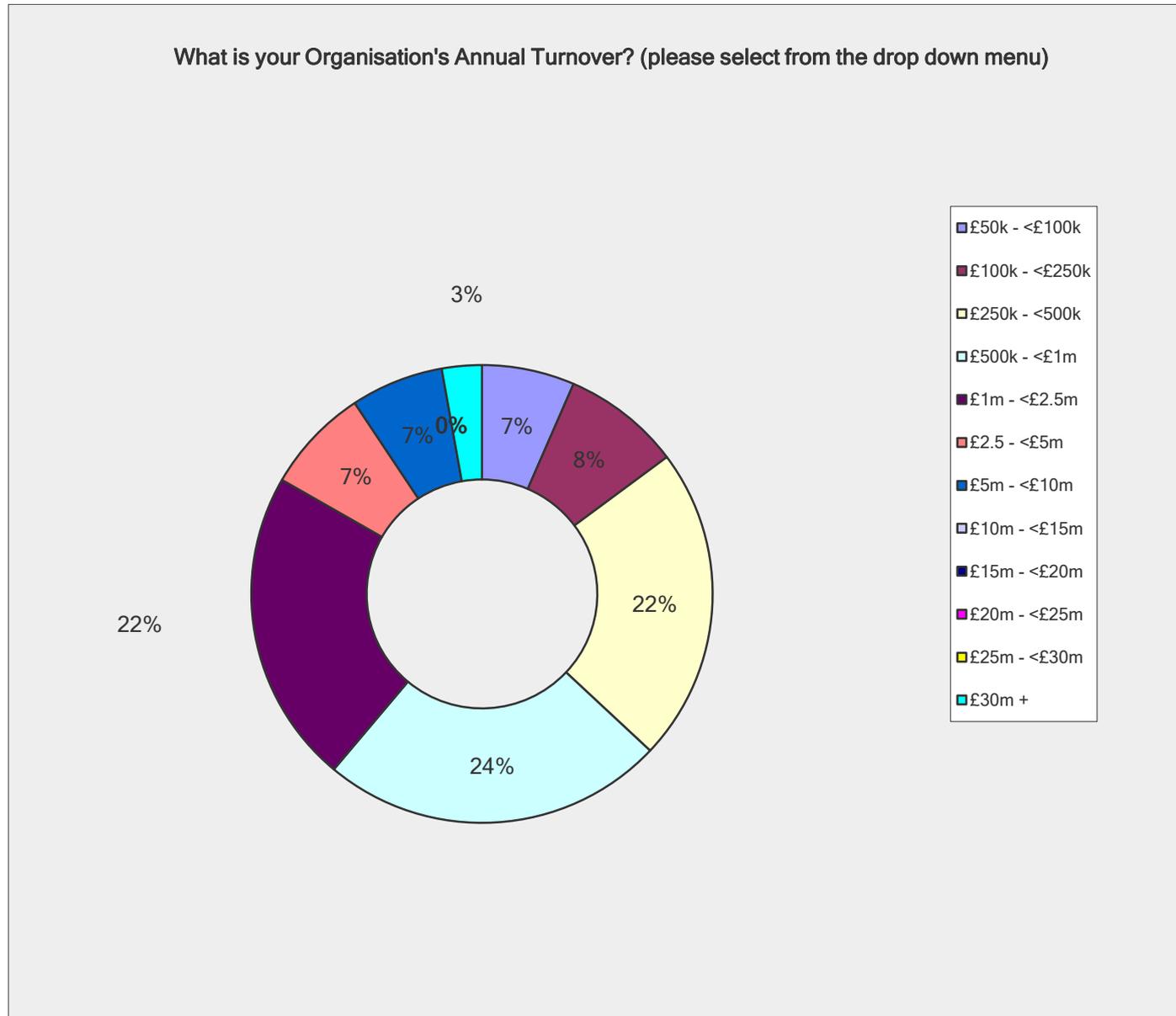


The majority of members who completed the survey were the most senior staff members. 79% of respondents were classified as the organisational Chief Officer. In terms of the gender breakdown, 59% of respondents were females and 41% were male.

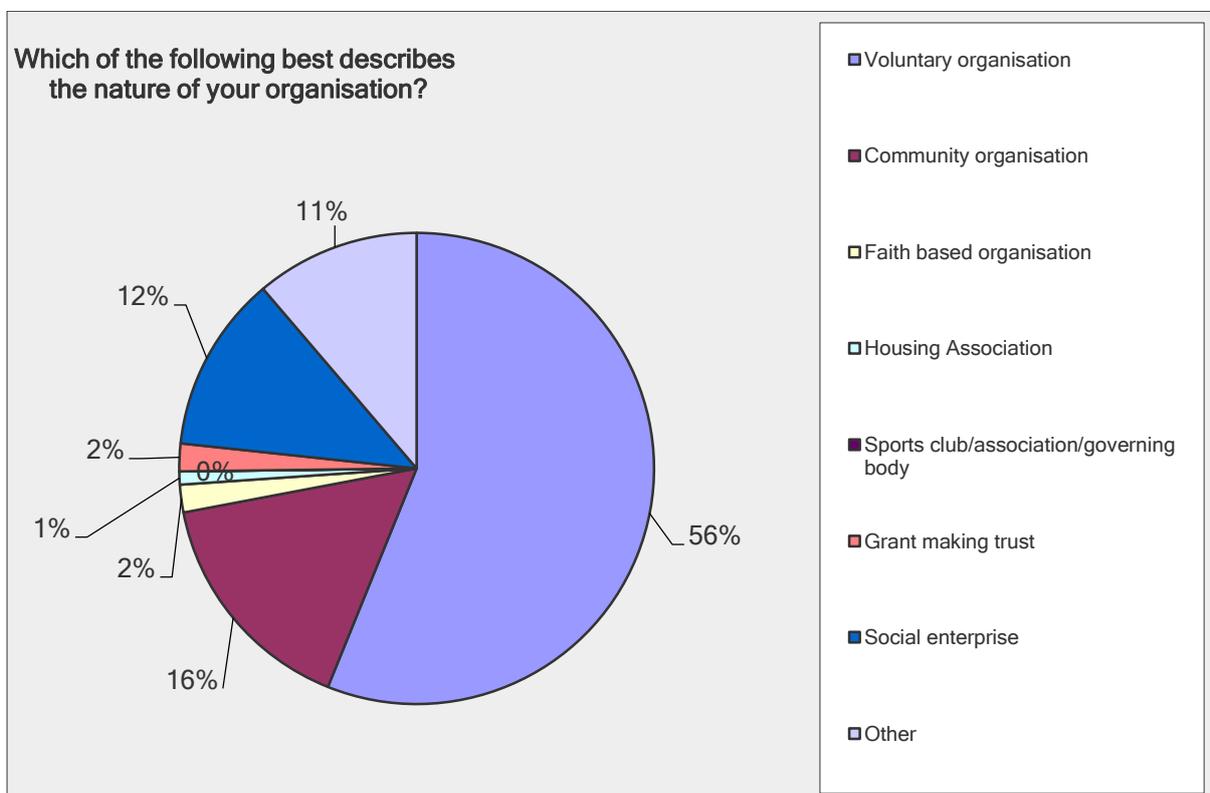
What position do you currently hold in your organisation? (please tick)



The Third Sector consists of a wide and diverse range of organisations that operate on varying scales. The lion's share of respondents (24%) had an annual turnover of between £500K and £1million. 22% had an annual turnover of between £1million and £2.5million. 22% of respondents had an annual turnover of between £2.5million and £5million. This was the same figure for those with a turnover of between £250K - £500K. Three per cent of respondents indicated that they had an annual turnover of £30million or more.

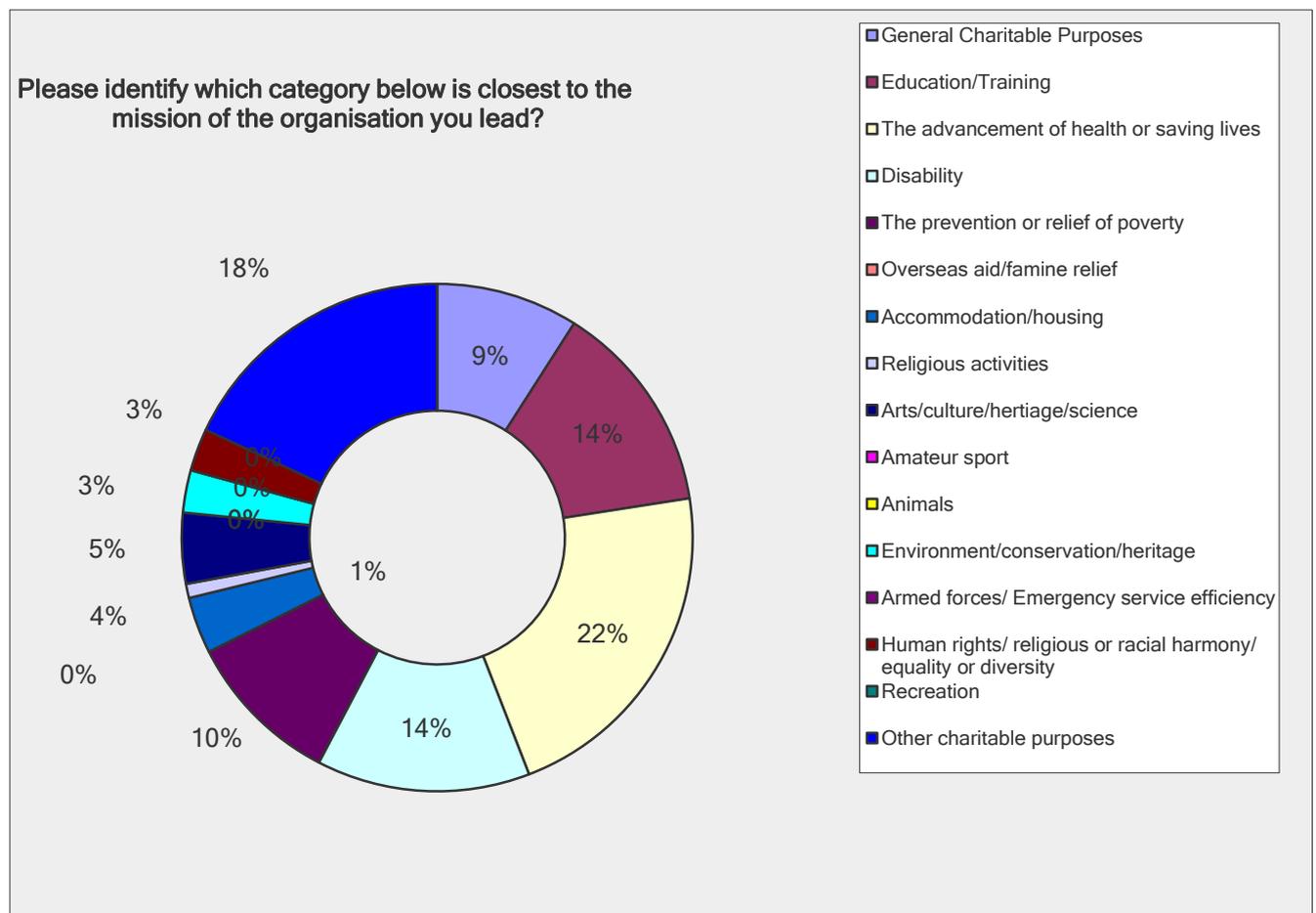


The Third Sector is a broad term that encapsulate the wide range of informal community groups, voluntary organisations and social enterprises. When asked which term best describes the nature of the organisation respondents represented, the majority (56%) were classified as voluntary organisations. 16% indicated that they worked within a Community Organisation and 12% within a social enterprise. Only 2% of respondents indicated that they worked within a faith-based organisation and 1% in a Housing Association.



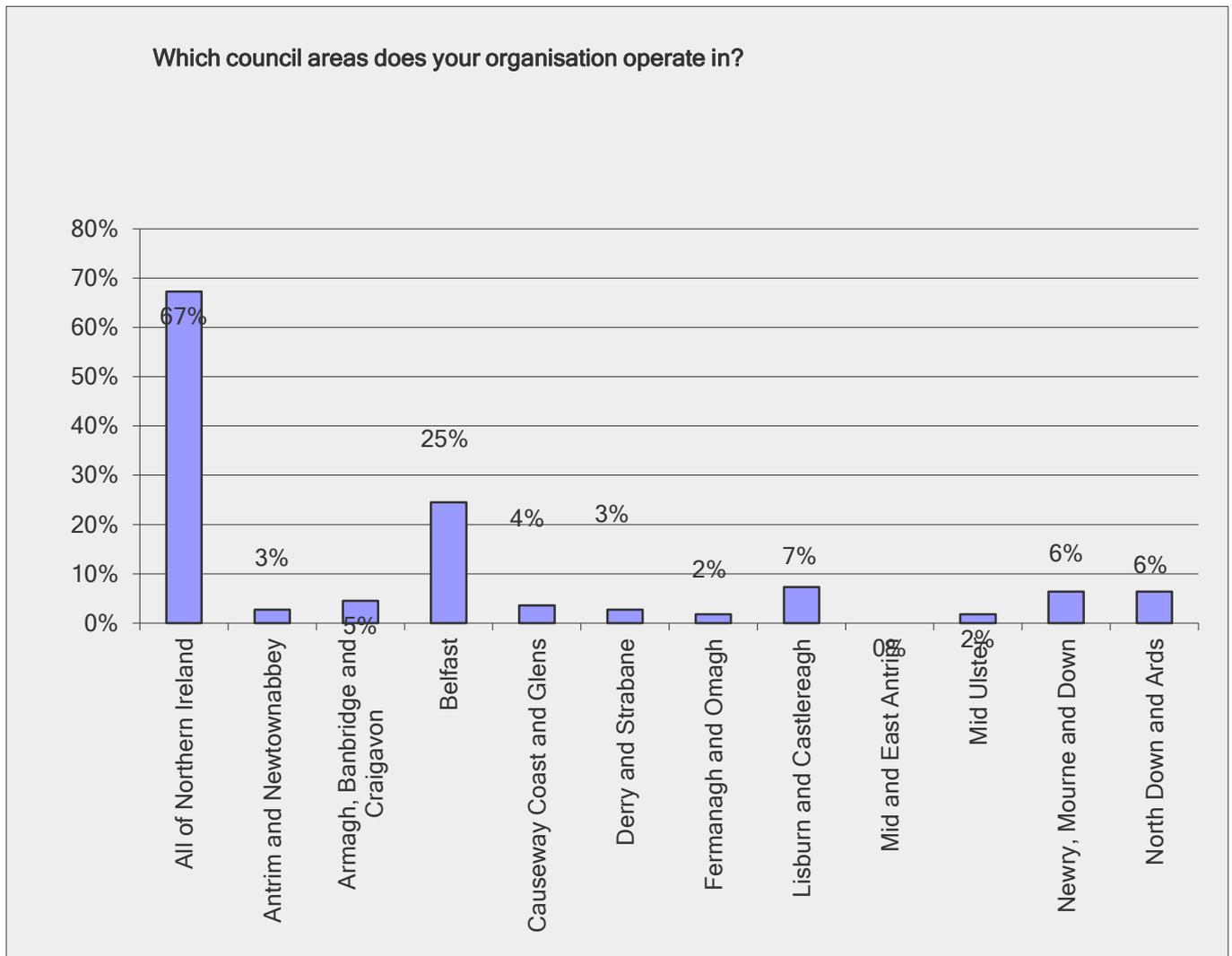
Interestingly and similarly to previous years, 11% of respondents did not associate with any of the classifications offered and selected “Other”. When prompted for further information relating to their choice the majority simply classified themselves as a Charity.

In addition to the size and scale of organisations that occupy the Third Sector we asked respondents to identify the mission with which their organisation was closely aligned. The majority (22%) indicated that Health and Wellbeing was the central mission of their organisation, followed by Other Charitable Purposes (18%).



Council Area

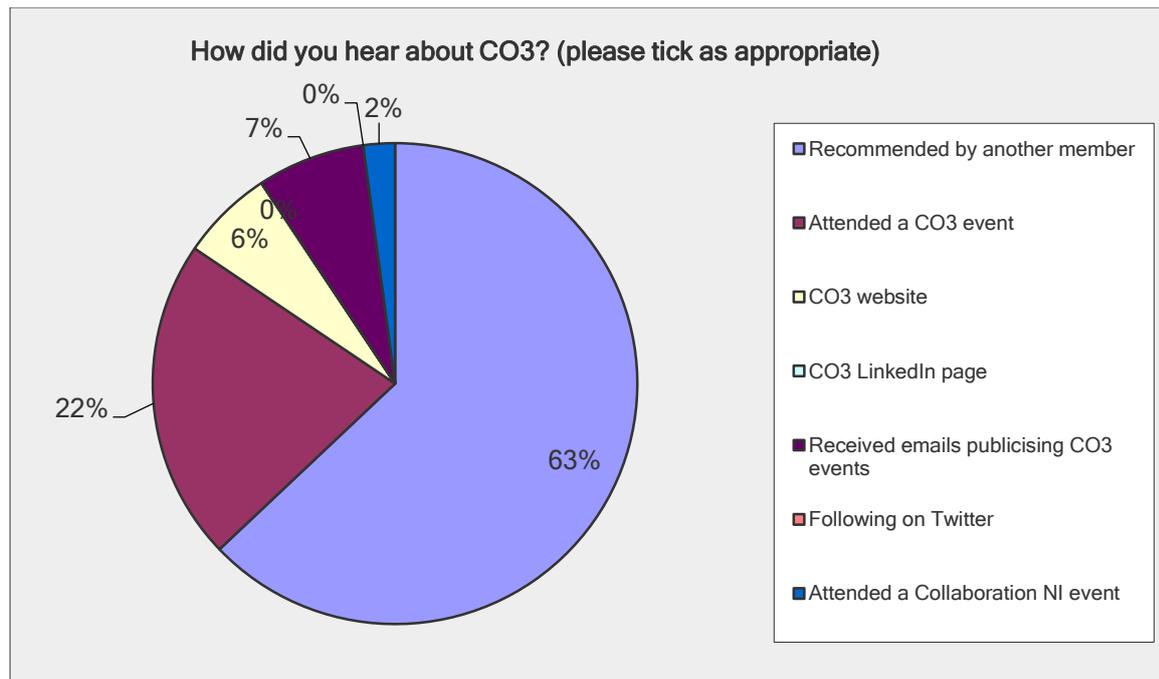
67% of respondents indicated that they offer their services throughout all of Northern Ireland. 25% stated that they offered their services within the Belfast Council area only. This correlates with the profile of CO3's Members' location. The majority of members are based in the Greater Belfast area.



How Members heard about CO3

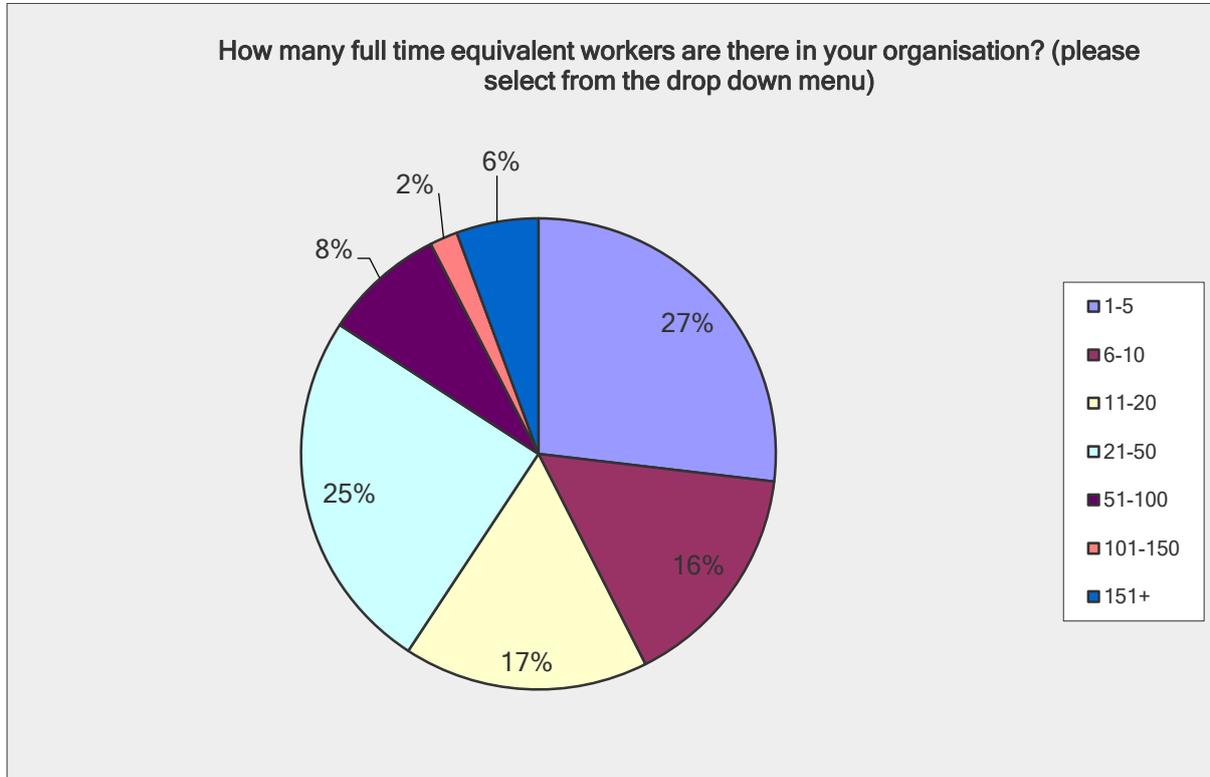
CO3's membership base continues to grow year on year; in order to sustain this pattern, it is important for us to understand how members heard about CO3.

Word of mouth continues to be the most popular method with 63% of respondents stating that they were sign-posted to CO3 through a recommendation from another member. A further 22% had discovered CO3 through attending a CO3 event. Whilst 7% discovered CO3 through an email publicising CO3 events and services. CO3's website accounted for 6% of how respondents heard about CO3. According to the results in this sample, social media did not play a role in membership recruitment.



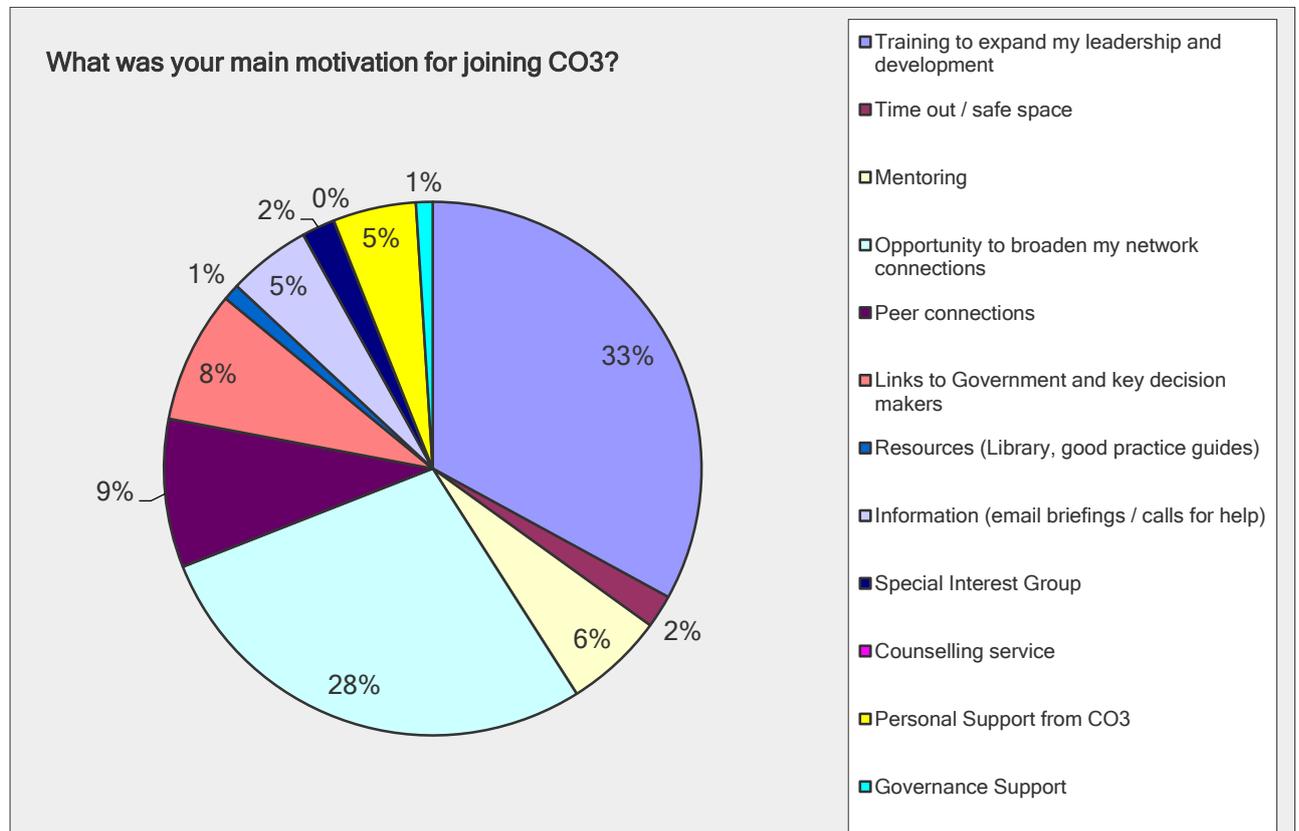
Employment

We know that the Third Sector remains a key employer in NI, therefore, we wanted to profile the employee numbers of members. The majority employ between 1 – 5 employees, followed closely by 25% who employ between 21 -50 employees. 8% of members employ in excess of 100 employees.



Member Services

One of CO3's Unique Selling Points is that we provide a range of services that help to support, develop, connect and represent our members. Therefore, we asked members to share with us their main reasons for joining CO3.



Leadership development was cited as the main reason (33%). Followed by the opportunity to broaden network connections (28%).

Additional thoughts

We also provided members with the opportunity to provide additional thoughts and insights. The majority of which are extremely positive.

"I have found the organisation very helpful and accommodating."

"My focus will now shift and I attend to network more and avail of more leadership development training. I took part in the mentoring programme which of huge importance to me in relation to professional support over this very busy year. A great service - thank you!"

"Very happy with my membership."

"CO3 is an impressive organisation on many levels."

"This is my second attempt at being a member of CO3. My experience this time round, is significantly different from before. 1) Much more organised 2) The opportunities given to me to network and get the most out of my membership have been so generous. 3) Communication from the organisation is in a drip-feed fashion, as opposed to other member groups where I feel bombarded. I hope to be able to deepen my network and business profile as membership continues. Thank you for all your dedication and hard work, it makes a difference to me!"

"CO3 membership is one of the best tools in my Chief Officer toolkit!"

"CO3 is a fantastic organisation that offers top quality, relevant support to our sector. I find it both a comfort and of real benefit professionally to be a member."

"I am really enjoying the Leadership training programme at the moment. I have learned so much and I have developed some great networking opportunities and contacts."

"I see it as a very valuable opportunity to connect to a range of people and organisations, which we would not normally come into contact with. It also provides a clear line of sight and collective voice for the sector to the policy makers and other key stakeholder groups."

"Excellent services provided by CO3. Always relevant and lead in a safe and well structured environment."

"Good tower and network with other Third Sector leaders."

"CO3 is a valuable resource that sources, creates and facilitates opportunities and networks that have enhanced and supported the practice of middle to senior managers."

"Very professional team who are efficient and respond to queries very promptly."

"I enjoy the network events and training opportunities."

"Appreciate all the e-mails, training and events etc even if I cannot attend all I would wish to."

Conclusion

We are delighted with the feedback received. Over the course of the next 12 months we will continue to grow the membership base however maintain a personal and quality focus.

The survey results as well as highlighting the successes point us to key areas of focus in terms of improving the quality of services and areas of potential expansion.