

## 2009/10 ANNUAL SURVEY – KEY FINDINGS

On average, Award Winners created six jobs each.

Two Award Winners reported creating over 100 jobs each.

This briefing follows on from the 2010 paper 'Social Entrepreneurs: The Facts'. It details the key findings from UnLtd's most recent annual survey, which was conducted in February 2011 and completed by 507 UnLtd Award Winners.

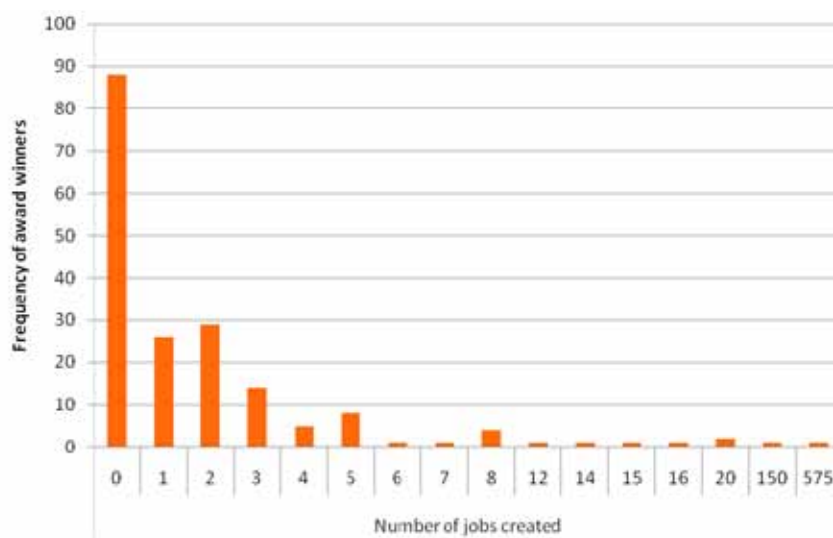
### AWARD WINNERS ARE STILL REACHING SIGNIFICANT NUMBERS OF PEOPLE

- ★ In 2009/10 Award Winners worked with a mean average of 3,118 people each, an increase from the average of 1,584 each in 2008/091.
- ★ The median average of people involved with Award Winners projects in 2009/10 was 65, highlighting that a small number of Award Winners were reaching significant numbers of people whilst large numbers of social entrepreneurs reached a smaller group of beneficiaries.

### AWARD WINNERS ARE CREATING MORE JOBS

- ★ A mean average of six jobs was created by all Award Winners in 2009/10, compared to an average of four jobs reported in the 2008/09 annual survey.
- ★ The median number of jobs created is one, showing a small number create most of the jobs whilst the majority of Award Winners create a single job or none (as illustrated in chart 1).
- ★ On average Level 1 Award Winners created two jobs and Level 2 created 14 jobs. Higher job creation amongst Level 2 Award Winners is correlated with their higher turnover levels.
- ★ There were two Award Winners who reported creating over 100 jobs each.

Chart 1: Number of jobs created by Award Winners (2009/10)



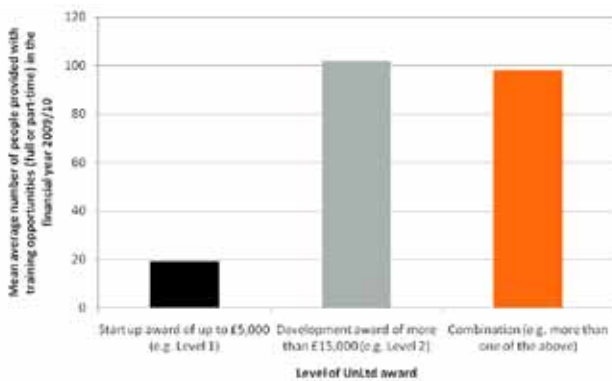
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<sup>1</sup> More detailed analysis has shown that the data for the 2009/10 annual survey is distributed according to a power-law distribution. This implies that whilst small occurrences are exceptionally common, large occurrences are exceptionally rare. As such extreme cases form an important part of the analysis, and for this reason we have presented both the mean and median averages for a number of findings to highlight their influence.

## AWARD WINNERS ARE OFFERING MORE TRAINING OPPORTUNITIES

- ★ Award Winners provided an average of 34 people with training opportunities each. This is a substantial increase from the average of 14 reported in 2008/09.
- ★ Level 2 Award Winners generally provided more training opportunities, with one Level 2 Award Winner supporting 1,199 people (*as illustrated in chart 2*).
- ★ The median average of people trained per Award Winner was two. This shows that more than half of all Award Winners train two people or less each, and a small number of Award Winners created a large number of training opportunities.

Chart 2: Number of people provided with training opportunities according to type of UnLtd award received (2009/10)



## AWARD WINNERS ARE ACHIEVING GROWTH

- ★ Despite the current economic and public spending conditions Award Winners are coping well financially, with 54% of Award Winners reporting an increase in their turnover during the 2009/10 financial year – an increase of 5% from 2008/09.
- ★ Correspondingly only 13% reported a fall in their turnover – less than experienced the same in 2008/09.
- ★ Award Winners had an average turnover of £54,803.21 for the financial year 2009/10. However there were huge variances between Award Winners and award types.
- ★ Level 1 Award Winners ranged in size of turnover from £0 to £1.5m, with a mean average turnover of £21,560 and a median average of £2,700. This shows that while there are a large number of organisations with a small turnover, there was a minority with very large turnovers. Level 2 Award Winners had a mean average turnover of £188,836 and a median average of £122,000.

## AWARD WINNERS ARE ACCESSING EXTERNAL FINANCE

- ★ 49% of respondents felt their experience of being an UnLtd Award Winner had enabled them to access external finance.
- ★ Amongst these Award Winners, respondents accessed an average of £41,628.43 worth of external finance each in 2009/10, which they felt was as a result of having received an UnLtd Award.
- ★ The median average of £7,900 highlights that some were more successful than others. One Award Winner had accessed £700,000 worth of external funding in 2009/10 as a result of their UnLtd award.

## SOCIAL CAPITAL WAS SUSTAINED

- ★ On average 15 volunteering opportunities were created by Award Winners in 2009/10. This is in keeping with the 2008/09 survey findings.
- ★ The median average number of volunteering opportunities was four. This illustrates that half of all respondents created four or less volunteer places, and a small number of Award Winners created a large number of volunteer places, with two creating 159 and 524 volunteering opportunities each.
- ★ 94% of Award Winners felt their projects had contributed to social cohesion and brought people together, whether it originally intended to or not.

## THE RIPPLE EFFECT

- ★ Without UnLtd support, 66% of Award Winners would have struggled to run their project in 2009/10 – this is an increase from the previous year's finding of 57%. The 2009/10 survey also found that 19% of respondents would not have been able to run their projects at all.
- ★ 95% of Award Winners felt able to create social change, an increase from the previous survey findings. Of these 72% felt this was a direct result of running their UnLtd awarded project.
- ★ 97% of respondents felt that they had the ability to set up and run a social venture, an increase from the previous year. 71% of these felt this was a direct result of receiving an UnLtd award.<sup>2</sup>

<sup>2</sup> The 2009/10 annual survey used reworded questions regarding the 'ripple effect' of Award Winners' ventures, and as such we have not made comparisons with the 2008/09 annual survey for these particular findings.