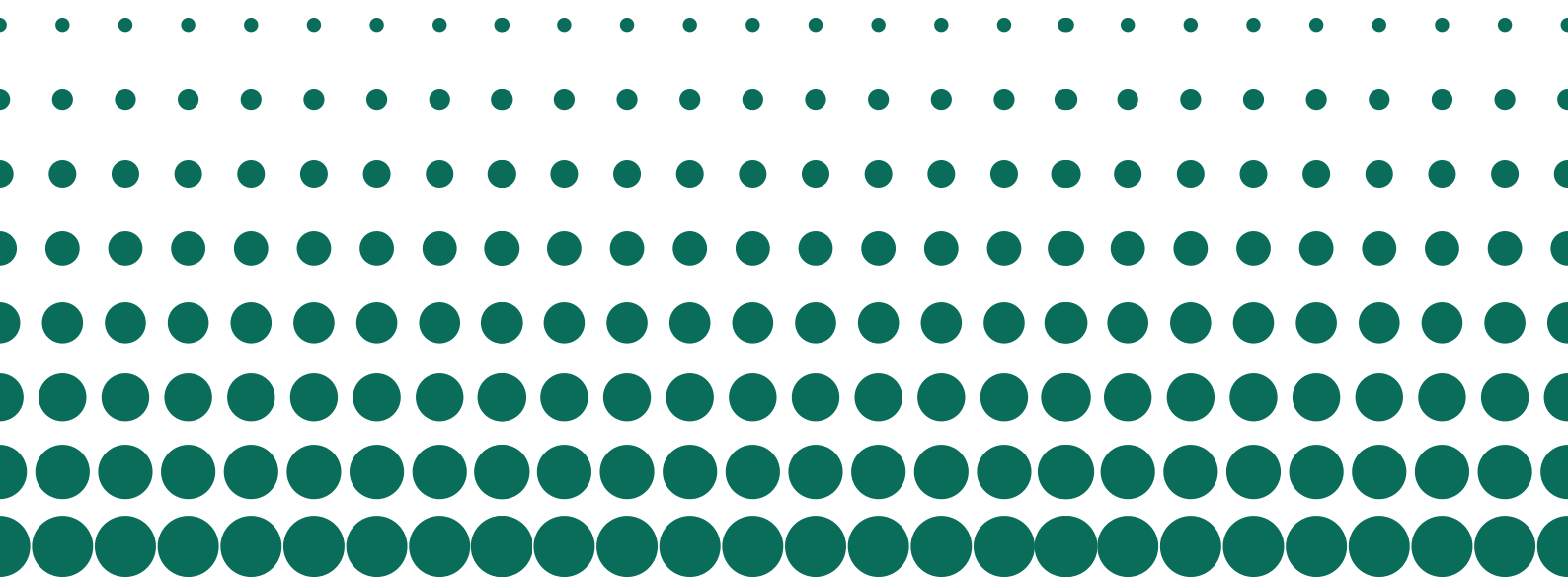




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Pulse Check Report October 2023

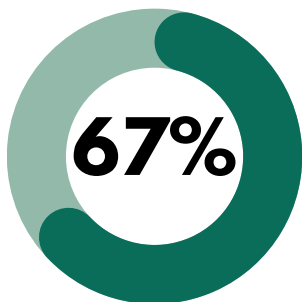


Headlines

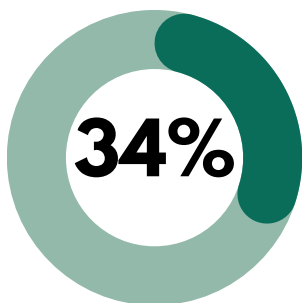
Headline findings based on the responses of voluntary, community and social enterprise organisations in Bury



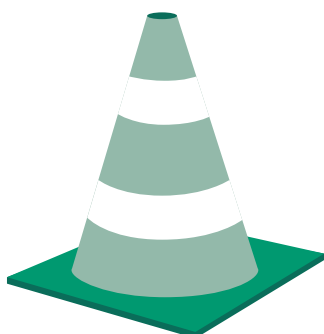
Facebook is the most commonly used social media platform (used by 100% of respondents)



67% of respondents work in a hybrid model. The remainder work remotely / don't have premises.



34% of respondents are focused on helping their beneficiaries digital skills as their top priority (above their own organisational needs)



Capacity and not having the time to prioritise digital or simply not knowing where to start were identified as the two biggest barriers to progress

Key Findings

The Bury Pulse Check is an online survey that was launched in June 2023. It aims to gather a real-time snapshot of some of the issues affecting the voluntary, community and social enterprise sector in Bury. This second survey builds on our annual training needs analysis and explore all things data and digital.

The insight provided by the respondents is detailed in this report and shared with key partners including the public sector. It will also shape our work as Bury VCFA and the support we offer the sector.

Hybrid Working

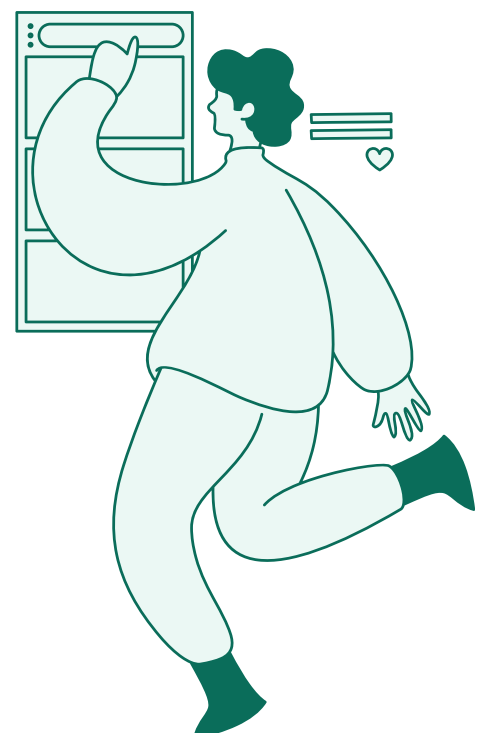
Hybrid working is a key part of the VCSE sector. All respondent either operated in a hybrid or remote way. Although this is not totally surprising as according to the national Charity Skills Survey two thirds of all charities operate on a remote or hybrid model. Also smaller organisations (who are the respondents to this survey) are more likely to be remote

Social Media

In terms of preferred social media platforms all our respondents used Facebook as one of their social media channels. Instagram, X (formally Twitter) and LinkedIn also all featured highly.

At present there does not appear to be an appetite for new channels such as TikTok or Threads.

Two thirds of respondents considered their skills around social media to be good or excellent. But support around creating engaging content did emerge as a theme.



Key Findings

Barriers to Digital Development

The survey asked respondents what the biggest challenge they were facing in relation to digital. The biggest response (half of all respondents) was that they were struggling due to lack of capacity. Resulting in a lack of time to focus on digital, or simply because they were not sure where to start. This is on par with national findings which found over 40% of organisations were currently firefighting with their current work and unable to focus on digital. With an additional 20% of organisations being unsure where to start.

44% of small organisation are not prioritising digital due to firefighting / lack of capacity (Charity Digital Survey 2023)

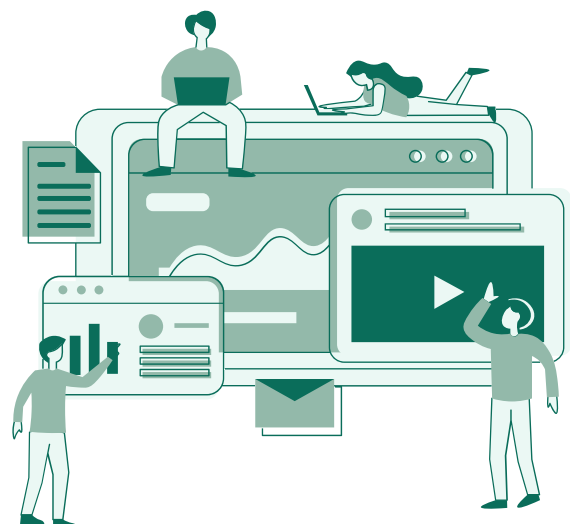
Future Focus

Unsurprisingly considering the barriers mentioned, the three key areas organisations are focusing on moving forward are:

- Digital Inclusion / Supporting our clients digital skills
- Investing in their own infrastructure or systems
- Or simply being not sure!

But we did pull out some key areas where small and micro organisations identified development needs. These five key areas are -

- Email Marketing
- Social Media
- Making the most of your website
- Creating engaging content
- Digital fundraising



Key Findings

All Things Data

The survey only asked light touch questions regarding their approaches to Data. This was mainly due to the fact that we knew shortly after this survey 10GM would be launching a Data and Intelligence project for the sector exploring data maturity amongst other topics. The basic result showed gaps and challenges in small and micro-groups along all aspects of the data life cycle. From collecting better data through to how best to display, publish and use data to make and influence decisions.

However, there was an underlying theme about not being sure of the right tools and systems. Along with maximising the use of software such as CRM (customer relationship management) systems. This mirrors national insight where more than half of organisations are having significant challenges with their CRM systems.

Digital Risks

We asked respondents to rate their organisations effectiveness in data protection, cyber security and online safeguarding. All the organisations responding rated themselves fair or excellent in those areas. Although this may sound surprising, it does echo national insight. Where the majority of organisations have a good understanding of digital risks.

The Bury VCFA E-Bulletin

All the respondents received our regular bulletin. The three most popular areas of information were:

- Local News and VCSE Updates
- Training and Events
- Volunteering Information



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Further Reading / References

[Charity Digital Skills Report](#)

[10GM VCSE Data and Intelligence Project](#)

A huge thank you to all the groups and organisations who completed the survey



Contact

Marie Wilson
Bury VCFA
Bury Castle,
Market Pl,
Bury
BL9 0ND

Tel: 0161 518 5550.

Email: admin@buryvcfa.org.uk