

VONNE MEMBER & STAKEHOLDER SURVEY 2022: WHAT DO THE RESULTS SHOW?

‘VONNE takes the sectors voice into rooms and networks where it had previously not been heard - well done - that isn't easy to achieve - keep up the good work.’

CONTENTS PAGE:

CONTENTS

VONNE Member & Stakeholder Survey 2022: What do the results show?	1
Contents Page	2
Executive Summary	3
Acknowledgements	4
Methodology	5
Stakeholder Survey	6
Summary Statistics	6
Summary Visualisation	6
Visualisations	7
Section 1– Engagement	7
Section 2- Stakeholder Satisfaction	11
Section 3- Comparative Analysis	13
Section 4- Stakeholder Survey Qualitative Summary	14
Section 5- Additional Comments	16
Section 6- Stakeholder Survey: Key Conclusions	16
Member Survey	18
Summary Statistics	18
Summary Visualisations	18
Visualisations	19
Section- 7 Engagement	19
Section 8- Enhanced Services	26
Section 9- Comparative Analysis	31
Section 10- Member Survey: Qualitative Summary	33
Section 11- Member Survey: Key Conclusions	35
Appendix 1- Net Promoter Score (NPS) Details	37

EXECUTIVE SUMMARY:

The VONNE Member and Stakeholder Survey 2022 provides multiple recommendations for VONNE to positively expand its networks and increase uptake of its services and memberships.

The report highlights Respondents positive views of VONNE and its ability to fulfil its strategic aims. Most significantly when providing a voice for the sector and sharing valuable information and intelligence. Additionally, it highlights Respondents statistically significant appreciation of the FINE Ebulletin and Funding Directory as the most recognised and utilised services.

Key conclusions specifically from the Stakeholder Survey are as follows:

1. Stakeholders value the role that VONNE has within the North East VCSE sector. They appreciate VONNE's ability to act as a voice for the sector and its commitment to championing the sector.
2. Promotion of VONNE's Associate+ membership package is essential to encourage awareness and uptake by Stakeholders.
3. Promotion of VONNE's enhanced recruitment support service, salary benchmarking services and Trustee finder service is needed to increase awareness and uptake by Stakeholders and their networks.
4. Networking and sharing information and accessing intelligence on the VCSE sector and/or the issues affecting it are currently the most important reasons for Stakeholders interacting with VONNE.
5. Continuing to utilise tools to gauge the changing views of the sector temporally, such as scoring through the NPS and comparing results from previous surveys is important for VONNE to understand the evolving needs of its customers.

Additionally, the key conclusions from the Member Survey are included below:

1. The FINE Ebulletin and Funding Directory are recognised and valued services for Respondents of all Membership+ types. However, the awareness of these services could be improved as some Respondents who are eligible for these services through their Membership+ package demonstrated a need for these services but lacked awareness of their availability. Sharing this information with all the members would also encourage uptake from Core members who shared that having access to funding information would incentivise them to join Membership+.
2. VONNE's intelligence and information services such as its Ebulletins were very important to the Respondents who shared the value of these for gaining updates on the VCSE sector and these services acted as a key motivator for the majority of Respondents when interacting with VONNE.
3. Uptake of VONNE's social media channels is low, members should be reminded where to find VONNE on social media and of the value that updates via these channels could have for their organisation.

4. Workspace Finder is the least utilised and recognised service and thus there is a large opportunity to develop this service.
5. Respondents shared that VONNE is effective in fulfilling its strategic aims and gave VONNE a favourable Net Promoter Score (NPS).
6. Core members awareness of Membership+ is currently low, this is also coupled with a lack of awareness of Membership+ benefits from all membership types. VONNE should remind its members of the Membership+ benefits, including the premium Silver and Gold benefits, and demonstrate the value which organisations could gain from joining with a focus on funding information.
7. Motivations for joining VONNE have changed over time. It is important to understand temporal changes in Respondents values to gain a perspective of VONNE's changing role within the North East VCSE sector from an external audience.
8. VONNE's members use the services in different ways. For example, Job Finder is used by jobs-seekers to find jobs, but also by organisations for salary benchmarking, monitoring organisational expansions and understanding what is going on in the sector.
9. Respondents highlighted the need to have more opportunity to network and collaborate with the wider VCSE sector recognising VONNE's role as a facilitator and connection maker.

Actionable conclusions from both surveys include:

- Increasing awareness and reminding VONNE's networks of VONNE's membership packages.
- Showcase the value that membership benefits can add to organisations.
- Provide more opportunities for expanding networks and furthering collaboration with the North East VCSE sector.

The report provides an in-depth analysis of the survey findings, detailing how these key conclusions have been reached and framing future opportunities for each area of work.

Overall, this survey should act as a starting point for further conversations and research involving VONNE's Members and Stakeholders in order to incorporate their voices into VONNE's work, and understand the changing nature of VONNE's networks over time.

ACKNOWLEDGEMENTS:

VONNE's Member Services Team have worked in collaboration with Accenture to build the surveys, produce analysis and visualisations as part of [Accenture's Tech 4 Good Initiative](#). We would like to thank the team at Accenture for their assistance and guidance through the project developing the knowledge we currently have at VONNE and adding immense value!

METHODOLOGY

VONNE's Member and Stakeholder surveys are regular surveys which act as a barometer test for its Members and Stakeholders to share their thoughts and concerns about VONNE and the challenges faced within the North East VCSE sector.

A collaborative approach was taken in order to build the Member and Stakeholder surveys, with members of the wider VONNE team consulted on the questions which were important to ask. In order to engage with the largest sample of Members and Stakeholders, links to the surveys were available through several channels: direct mailings with recognised Members and Stakeholders; VONNE's social media channels and directly on the VONNE website through a blog piece on VONNE's News and Opinion pages. Other staff members within the wider team also circulated the surveys to candidates they deemed relevant.

The Member and Stakeholder surveys were live for one month between November 8th and December 9th, 2022 gaining 135 responses. Survey data was then exported from Survey Monkey, transformed and analysed utilising Microsoft Excel and visualisations were created using Microsoft Power BI.

STAKEHOLDER SURVEY

Summary Statistics

Total Number of Respondents	Increase in Response Rate from 18/19
64	814.3%

Stakeholder Group	Number of Respondents
Funder	13
VCSE Stakeholder	12
Public Sector Stakeholder	10
Going Green Together Stakeholder	6
Health and Wellbeing Stakeholder	6
Local Infrastructure Organisation	5
Social Investment Stakeholder	5
Other	3
LARCH Stakeholder	2
Private Sector Stakeholder	2

Summary Visualisation

Which stakeholder groups does your organisation belong to?

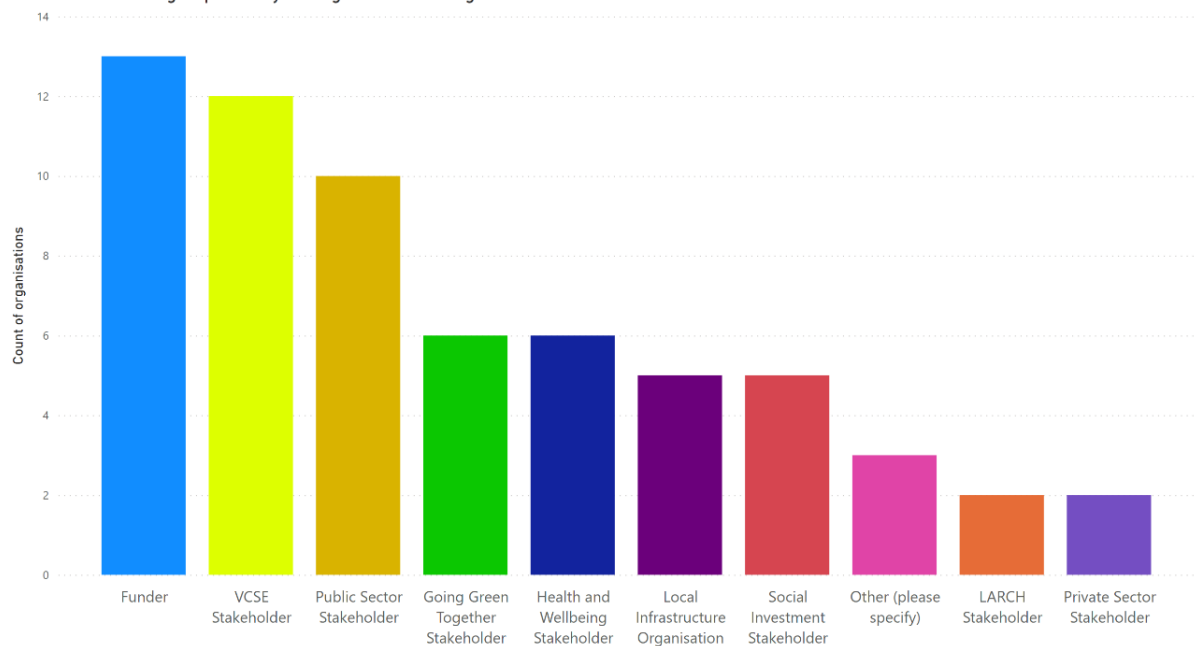


Figure 1/ Summary of Stakeholders by group (see Table 1).

VISUALISATIONS

SECTION 1– ENGAGEMENT

1.2 Networking and sharing information is the highest priority for stakeholders interacting with VONNE.

For what purposes do you interact with VONNE?

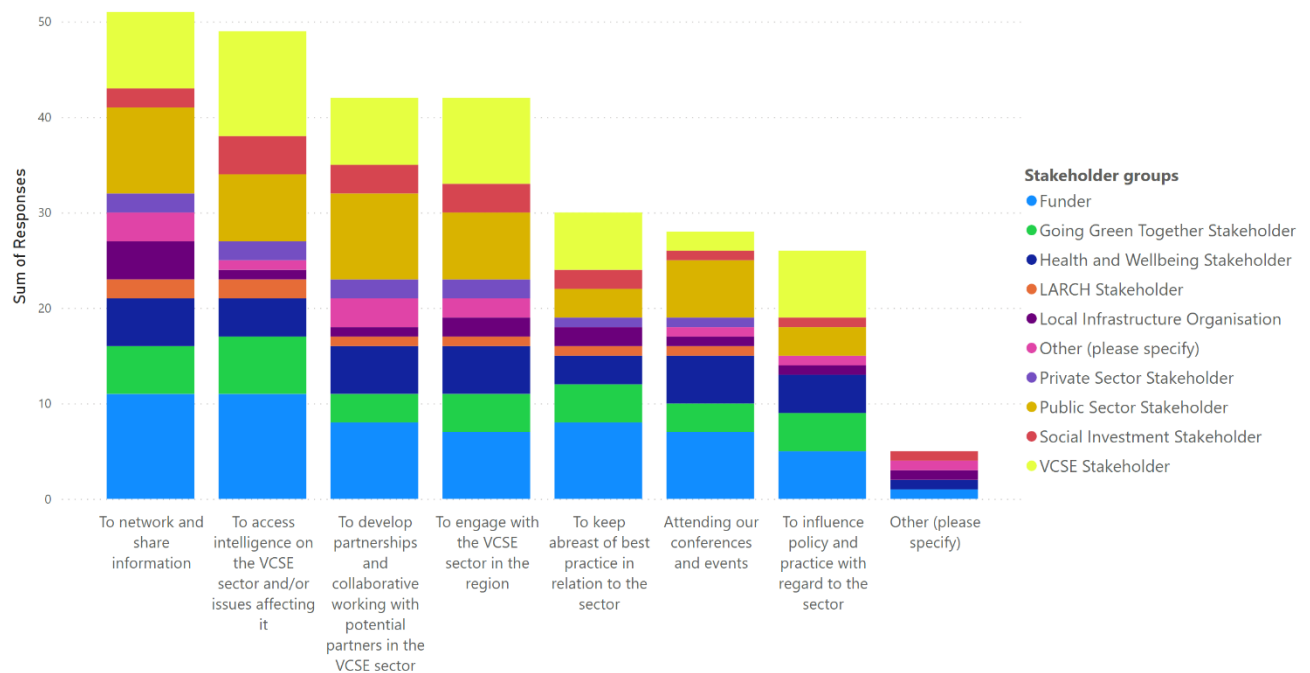


Figure 2/ For what purposes do you interact with VONNE?

To network and share information= 51, To access intelligence on the VCSE sector and/or issues affecting it= 49, To develop partnerships and collaborative working with potential partners in the VCSE sector= 42, To engage with the VCSE sector in the region= 42, To keep abreast of best practice in relation to the sector= 30, Attending our conference and events= 28, To influence policy and practice with regard to the sector= 26, Other (please specify)= 5.

Shown by Figure 2, 51 respondents from all stakeholder groups value opportunities to network and share information demonstrating the significance of VONNE's knowledge and networks. 49 respondents interacted with VONNE in order to access intelligence on the VCSE sector and/or issues affecting it which are shared on VONNE's News and Opinion Pages and within VONNE's Ebulletins. Both developing partnerships and collaborative working with potential partners in the VCSE sector and engaging with the VCSE sector in the region received 41 responses, demonstrating the importance of strengthening relationships and networks throughout the North East VCSE sector to enable meaningful interactions with stakeholders.

Visualising the response from the different stakeholder groups demonstrates that groups value different interactions which will be informed by the purpose of their work.

1.2.1 STAKEHOLDER BREAKDOWN

Funders valued networking and sharing information and accessing intelligence on the VCSE sector and/or issues affecting it most, receiving votes from 84% respondents for both options.

Going Green Together stakeholders prioritised accessing intelligence on the VCSE sector and/or issues affecting it, receiving 100% of Respondent's votes.

Health and Wellbeing stakeholders valued networking and sharing information, developing partnerships and collaborative working with potential partners in the VCSE sector, engaging with the VCSE sector in the region and attending our conferences and events, with 100% of these Respondents selecting these options.

LARCH stakeholders interacted with VONNE most for the purpose of networking and sharing information and accessing intelligence on the VCSE sector and/or issues affecting it.

Both **Local Infrastructure Organisations (LIO'S)** and **Private Sector Stakeholders** prioritised networking and sharing information.

Public Sector Stakeholders prioritised networking and sharing information and accessing intelligence on the VCSE sector and/or issues affecting it with 90% of these Respondents selecting these options.

Both, **Social Investment Stakeholders** and **VCSE** stakeholders valued accessing intelligence on the VCSE sector and/or issues affecting it most.

For those who selected 'other' their responses included interactions with steering groups and LARCH projects, attending funder networks and interacting to understand overlaps in health research and ICB engagement.

1.2.2 LEARNINGS

The visualisations in Figure 2, reveal that for many stakeholder groups their interactions with VONNE are prioritised around networking and sharing information and accessing intelligence on the VCSE sector and/or issues affecting it. Moving forward, VONNE must continue to develop opportunities for networking and highlight opportunities for information sharing and gathering intelligence on the VCSE sector to make these interactions accessible and valuable for Stakeholders.

1.3 82% of Respondents are not Associate+ members and 80% of these Respondents are not aware of Associate+ and its benefits.

Are you an Associate+ Member?

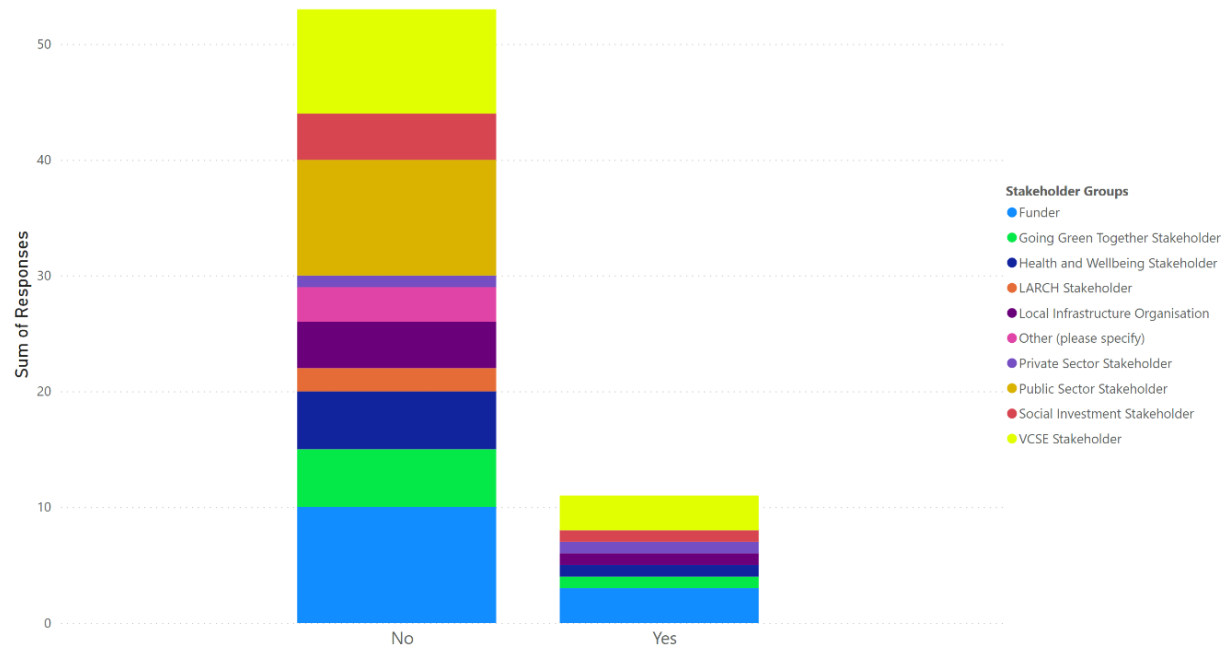


Figure 3/ Are you an Associate+ Member?

No = 53, Yes = 11

Are you aware of Associate+ and its benefits?

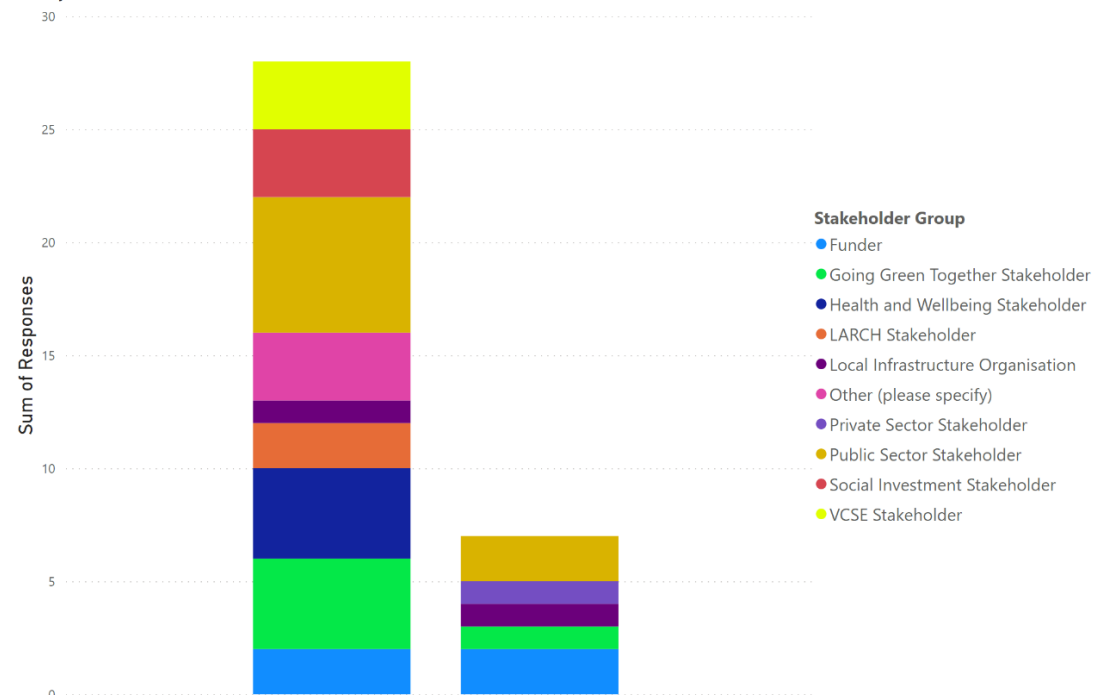


Figure 4/ Are you aware of Associate+ and its benefits?

No= 28, Yes= 7.

Figure 3 and 4, reveal engagement with the Associate+ membership package is low from the majority of the Respondents. 82% are not Associate+ members and 80% of these Respondents are not aware of Associate+ membership. It is important to indicate that VONNE currently has 11 Associate+ members, however not all of these members were Respondents to this survey and therefore some Respondents in Figure 3 who answered ‘Yes’ have misunderstood the question or have responded incorrectly. Only, 7 of the Respondents who said they were not an Associate+ member in Figure 3 were aware of Associate+ in Figure 4.

1.3.1 LEARNINGS

Promotion of the Associate+ Membership package to VONNE’s Stakeholders is important as many are unaware of this membership type and its benefits. This would act as a valuable source of income generation for VONNE but also expand networks and demonstrate the value of VONNE’s services to others. Although for some, Associate+ membership is not relevant to their work raising awareness of benefits may encourage its promotion in wider networks which VONNE is not currently participating in.

1.4 41% of Respondents are not aware of VONNE’s paid services.

Are you aware that VONNE has an enhanced recruitment support service, a salary benchmarking service and a Trustee finder service which members can pay to use?

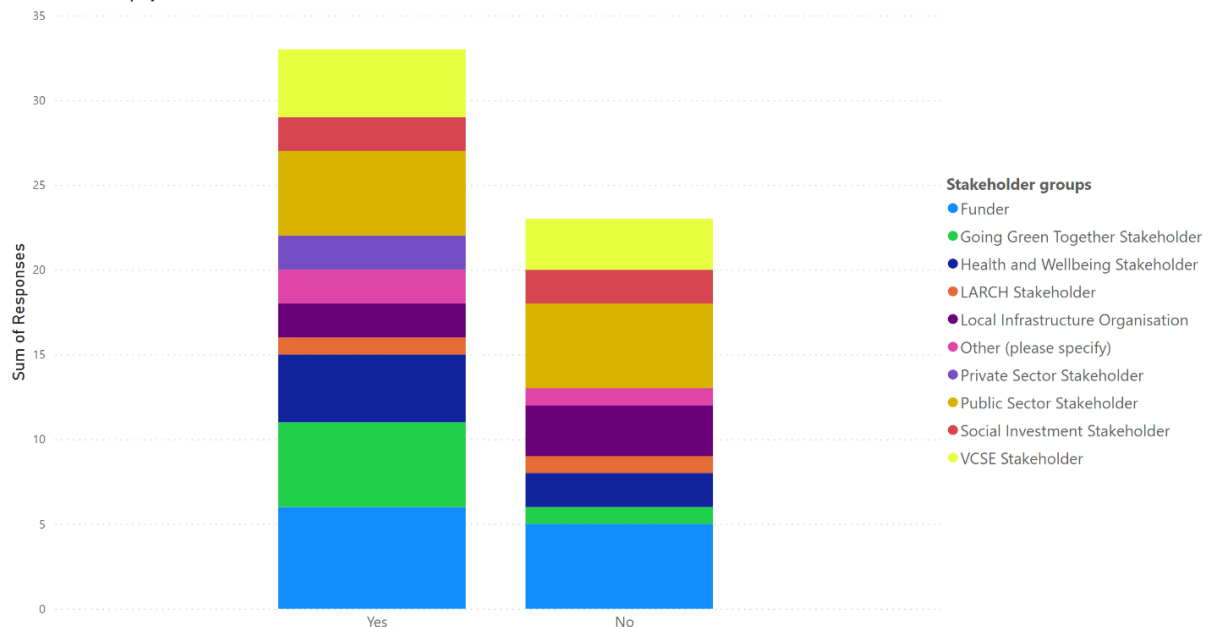


Figure 5/ Are you aware that VONNE has an enhanced recruitment support service, a salary benchmarking services and a Trustee finder service which members can pay to use?

Yes= 33, No= 23.

Most of the Respondents (58%) are aware of the enhanced recruitment support, salary benchmarking and Trustee finder services that we offer at VONNE on a paid for basis which stakeholders can utilise. However, a large proportion (41%) have not been informed on these services. LIO's were the least informed stakeholder group overall.

1.4.1 LEARNINGS

Increased marketing of VONNE's enhanced recruitment support, salary benchmarking and Trustee finder services could be done to raise awareness of these services and potentially generate more uptake from stakeholder groups.

SECTION 2- STAKEHOLDER SATISFACTION

2.1 VONNE's services gain a 38% Net Promoter Score (NPS)

How likely is it that you would recommend VONNE to a friend or colleague?

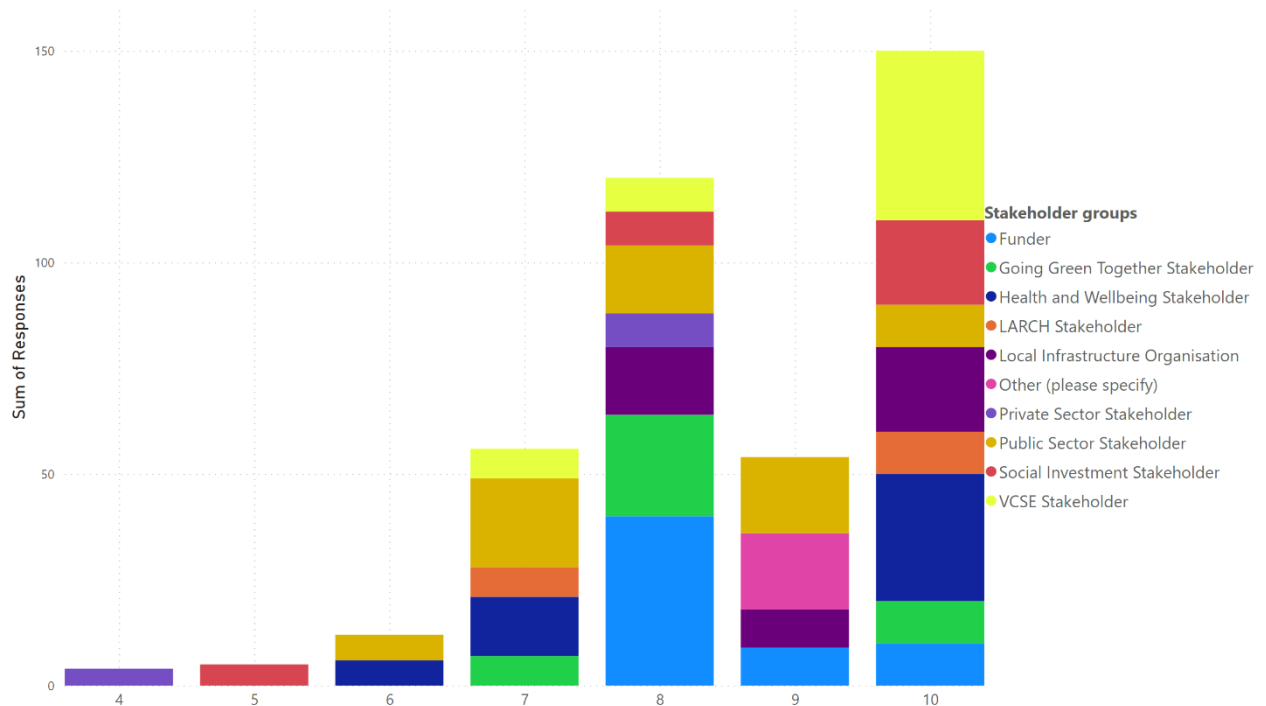


Figure 6/ How likely is it that you would recommend VONNE to a friend or colleague?

4= 1, 5= 1, 6=2, 7=8, 8= 15, 6= 9, 10= 15.

Respondents' satisfaction towards VONNE's services was collected using a Net Promoter Score Rating (NPS) and benchmarked against a third sector industry standard, see Appendix 1 for more information on how the NPS is calculated. This score can be used as a comparative marking to see if customer satisfaction has increased or decreased over time. 21 Respondents were Promoters (scoring 9-10), 23 Respondents were Passives (scoring 7-8)

and 4 Respondents were Detractors (scoring 0-6), within the NPS Passives are ignored as they are indifferent about VONNE's services. VONNE's NPS came to 38%, a larger majority of Respondents were Promoters of VONNE, and this impacted the score in a positive way.

2.1.1 LEARNINGS

Overall, this is the first year VONNE's services have been benchmarked using the Net Promoter Score (NPS) and therefore a yearly comparison will build a more representative standard for VONNE as an organisation. According to Qualtrics ([What is a Good Net Promoter Score? | Qualtrics](#)), VONNE's score is 'favourable' (between 20-50). Over the coming years the score should improve. Other organisations in the charity sector are positive about using the NPS to benchmark KPI's and understand customer satisfaction.

2.2 Respondents strongly agreed that VONNE strengthens the collective voice of the North East VCSE sector.

Please indicate whether you agree or disagree with the following statements (0-Strongly Disagree, 5- Strongly Agree)?



Figure 7/ Please indicate whether you agree or disagree with the following statements (0- Strongly Disagree, 5- Strongly Agree)?

VONNE strengthens the collective voice of the North East VCSE sector = 45.63, VONNE provides high quality information and intelligence on the VCSE sector and its priorities = 43.68, VONNE provides useful opportunities for me to engage and collaborate with the VCSE sector = 41.68, VONNE provides adequate information for me to interact with their services or recommend to others.

Figure 7, details the average scores for each stakeholder group rating the statements provided from 0-5 from 0, Strongly Disagree to 5, Strongly Agree. Collecting the highest average and overall score when the responses were accumulated was the statement

‘VONNE strengthens the collective voice of the North East VCSE sector’, with Social Investment stakeholders agreeing the most with this statement. Followed closely by ‘VONNE provides high quality information and intelligence on the VCSE sector and its priorities’ with all stakeholder groups scoring the statement above 4. The statement with the lowest score was ‘VONNE provides adequate information for me to interact with their services or recommend to others’ gaining an average score of 3-4 from Private Sector Stakeholders, Funders and ‘Other’ groups.

2.2.1 LEARNINGS

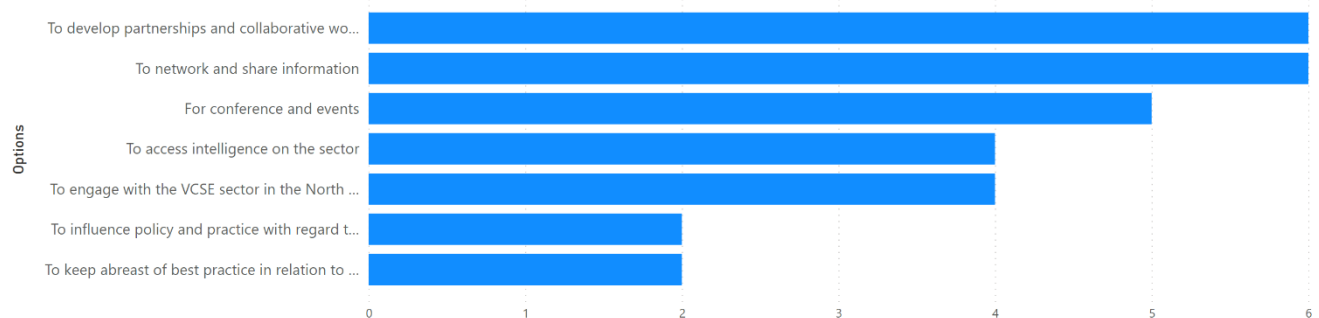
Stakeholders recognise VONNE’s role when facilitating and strengthening the sectors collective voice within the North East. Additionally, agreeing that VONNE provides high quality information on the sector. However, VONNE must focus on strengthening the information on its own services to encourage uptake. Interestingly, those who rated this statement with lower scores were Respondents from groups who may not be beneficiaries of VONNE’s work and therefore engage very differently with VONNE. Increasing awareness of services is therefore the key recommendation.

SECTION 3- COMPARATIVE ANALYSIS

Insights from the 2018/19 survey which are applicable to the 2022 survey are visualised in Figure 8, to provide evidence in a temporal change of Respondents attitudes.

3.1 Motivations for interacting with VONNE are consistent over time.

For what purposes do you interact with VONNE? (2018)



For what purposes do you interact with VONNE? (2022)

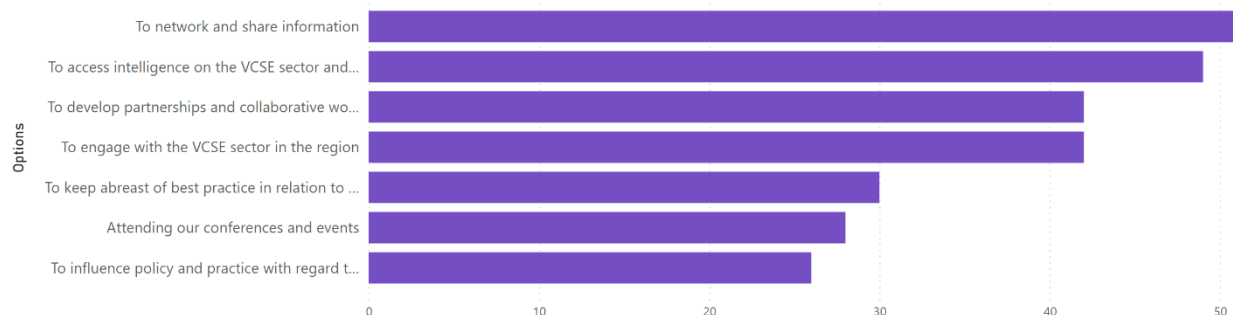


Figure 8/ For what purposes so you interact with VONNE 2018/2022 comparison.

N 2018 = 29, N 2022 = 268

In 2018, Respondents shared that their priority when interacting with VONNE was to network and share information and develop partnerships and collaborative working within the sector. This sentiment was mostly shared in the 2022 survey, Respondents top priority was still to network and share information, however developing partnerships and collaborative working became less of a priority to Respondents. In 2022 accessing intelligence on the VCSE sector and/or the issues affecting is more important, demonstrated with Respondents sharing this as their second motivation for interacting with VONNE. Interacting to attend conferences and events also became less of a motivation to Respondents in 2022. Influencing policy and practice with regard to the sector had a lower number of responses in both the 2018 survey and the 2022 survey.

3.1.2 LEARNINGS:

Networking and sharing information are still of high priority to Respondents interacting with VONNE, demonstrating the value of this service to VONNE's stakeholders. Changes in responses year-on-year demonstrate the fluctuating needs of the sector and it is important to monitor this over time to develop a greater understanding of these needs.

Although Figure 8 provides an interesting visual comparison demonstrating the changes in Respondents purposes for interacting with VONNE, it is important to recognise that the stakeholder survey in 2018 has a much lower response rate and therefore these conclusions cannot compare to the whole population of Respondents who completed the 2022 survey.

SECTION 4- STAKEHOLDER SURVEY QUALITATIVE SUMMARY

4.1 VONNE'S SERVICES

4.1.2 Is there a service you would like to see VONNE introduce, or anything we should remove or adapt?

4.1.3 VERBATIM:

'Might be useful to have occasional catch up with VONNE one to one, or with a relevant smaller group to see if any further networking /collaborative opportunities'

'Information sessions on what working in VCSE is like, the pressures and legal requirements'

4.1.4 LEARNINGS:

- Respondents want VONNE to coordinate and facilitate development in the VCSE sector in the region.
- Opportunities for more networking events were encouraged by several Respondents, including a cross-regional opportunity, an opportunity to discuss

challenges on the horizon and plan for the future, discussions on working with volunteers.

- One Respondent requested a health VCSE sector forum where they could connect with regional partners on a yearly basis.
- Learning and information sharing regarding other organisations in the North East VCSE sector who work with VONNE was requested however, this could be facilitated through sign posting users to our Member Directory.
- Occasional catch ups one on one with VONNE is also of importance to Respondents yet, this is offered within Silver/Gold memberships. This demonstrates the importance of advertising Member benefits to Respondents.
- Reducing information in core emails was mentioned by one Respondent who suggested that they found it hard to learn and share with others.

4.2 Are there any services or support you could offer that would enhance our work within the VCSE sector?

4.2.1 VERBATIM:

‘In the future, possible intelligence, suitably researched, on more in-depth nature of Hartlepool VCS.’

‘Knowledge and experience of providing professional development to people working and volunteering in the NE VCSE sector’

4.2.2 LEARNINGS:

- Respondents offer a range of their services to support VONNE.
- These include providing professional VCSE development, offering help to those who were interested in social enterprise and expertise on projects based around this area, helping with research and evaluation, financial help and sponsorship of events and helping with organising and facilitating events.
- More specifically:
 - Creative courses to support employee’s mental health and wellbeing.
 - Intelligence and support with the Hartlepool VCS.
 - Financial support for events.
 - Sharing VONNE’s message across the local government and NHS.

4.3 What do you value most about VONNE and its services?

4.3.1 VERBATIM:

‘Accessible services and friendly knowledgeable staff. Excellent communications via e-bulletins.’

‘In depth knowledge, action-based ethos, developmental approach, enabling, encouraging. VONNE encourages ambition and thinking out of the box, not afraid to lead from the front if that's what's required to get something started. All round very impressive.’

4.3.2 LEARNINGS:

- Respondents provide many positive comments regarding the value of VONNE and their appreciation of its services.
- Services which are mentioned most include funding information, networking opportunities, job postings, up to date and valuable information through e-bulletins.
- Respondents value the VONNE teams’ friendly approach and their leadership as a regional voice of the North East VCSE sector.
- Respondents appreciated the connections they had made through VONNE and the opportunities to collaborate and get in touch with others through VONNE.
- VONNE has a valuable knowledge of the North East VCSE sector and has a great ability to connect on different scales with regional and international bodies.
- VONNE encourages ambition and thinking out of the box with its positive can-do approach and commitment to the sector.
- VONNE’s neutral position was also of value when sharing information which informs key decision making within organisations.

SECTION 5- ADDITIONAL COMMENTS

5.1 If you have any additional comments to add which this survey has not covered, please provide them here.

5.1.1 VERBATIM:

‘VONNE takes the sectors voice into rooms and networks where it had previously not been heard - well done - that isn't easy to achieve - keep up the good work.’

5.1.2 LEARNINGS:

- VONNE strongly represents, champions, and supports the sector.
- If VONNE could have a more physical presence through greater interactions in the region that would be of value.

SECTION 6- STAKEHOLDER SURVEY: KEY CONCLUSIONS

6. Stakeholders value the role that VONNE has within the North East VCSE sector. They appreciate VONNE’s ability to act as a voice for the sector and its commitment to championing the sector.

7. Promotion of VONNE's Associate+ membership package is essential to encourage awareness and uptake by Stakeholders.
8. Promotion of VONNE's enhanced recruitment support service, salary benchmarking services and Trustee finder service is needed to increase awareness and uptake by Stakeholders and their networks.
9. Networking and sharing information and accessing intelligence on the VCSE sector and/or the issues affecting it are currently the most important reasons for Stakeholders interacting with VONNE.
10. Continuing to utilise tools to gauge the changing views of the sector temporally, such as scoring through the NPS and comparing results from previous surveys is important for VONNE to understand the evolving needs of its customers.

MEMBER SURVEY

Summary Statistics

Total Number of Respondents	Increase in Response Rate from 18/19
71	44.9%

Membership type	Number of Respondents
Core	27
Bronze	24
Silver	18
Gold	2

Summary Visualisations

Breakdown by Membership Level: 2022

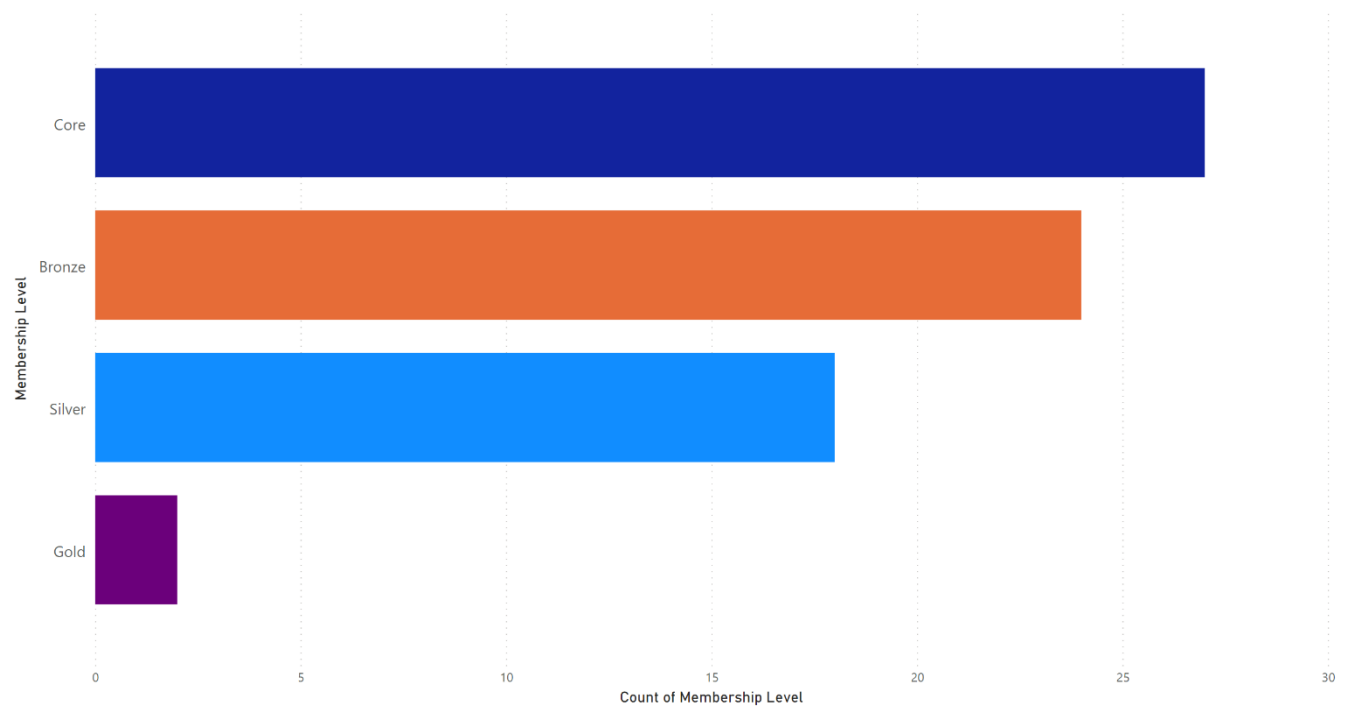


Figure 9/ Breakdown by Membership Level: 2022 (see Table 2)

Please indicate your organisations annual income level.

Membership Level ● Core ● Bronze ● Silver ● Gold

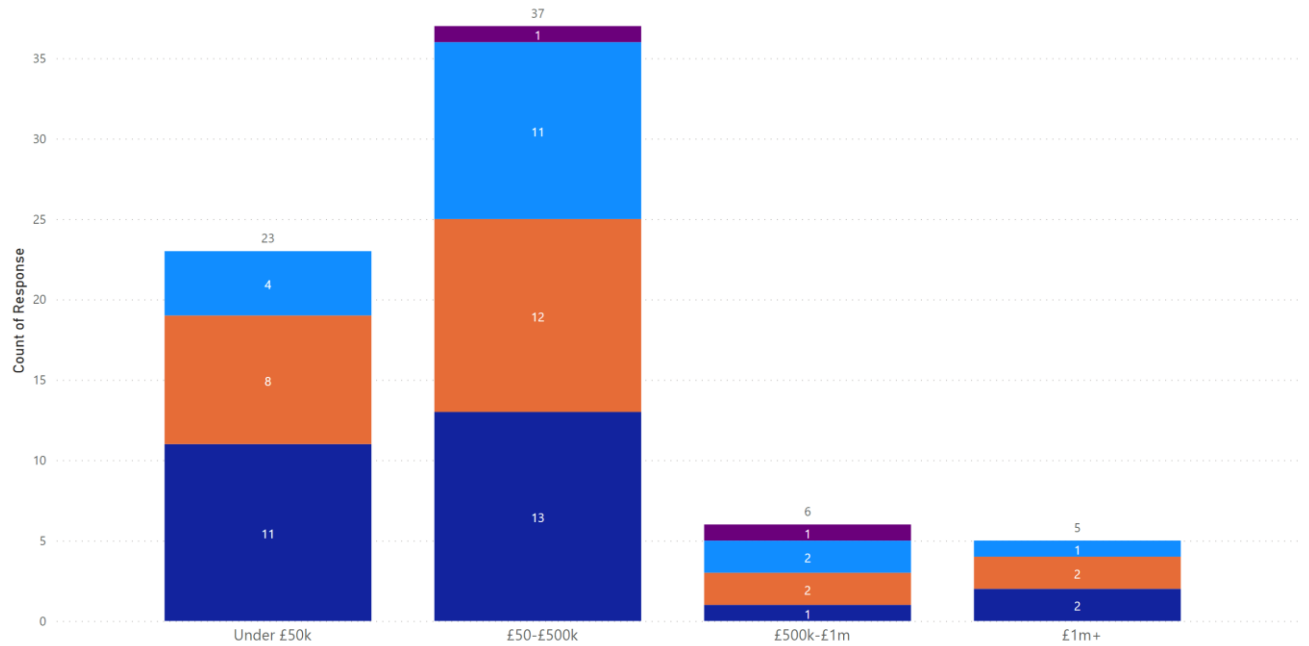


Figure 10/ Please indicate your organisations annual income level.

Under 50k = 23, £50-£500k = 37, £500k-£1m = 6, £1m+ = 5

VISUALISATIONS

SECTION- 7 ENGAGEMENT

7.1.1 57.8% of organisations are facing a lack of capacity when delivering their services.

Which of the following challenges is your organisation currently facing when delivering your services?

Membership Level ● Core ● Bronze ● Silver ● Gold

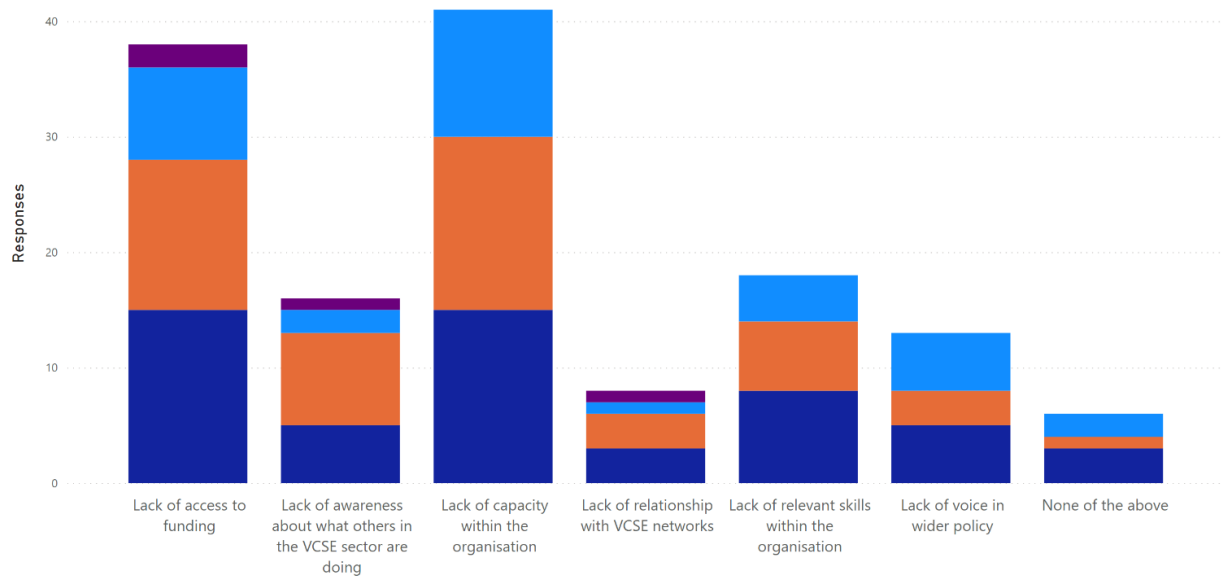


Figure 11/ Which of the following challenges is your organisation currently facing when delivering your services?

Lack of access to funding = 38, Lack of awareness about what others in the VCSE sector are doing= 16, Lack of capacity within the organisation= 41, Lack of relationship with VCSE networks= 8, Lack of relevant skills within the organisation = 18, Lack of voice in wider policy = 13, None of the above = 6.

Respondents collectively share a number of challenges, demonstrated in Figure 11, when delivering their services. Highlighted by over half of Respondents (41) from Core, Bronze and Silver membership types is the issue of capacity within their organisation. More than half (38) of Respondents from all membership types are also challenged by the lack of access to funding. 18 Respondents shared that they are being challenged by a lack of skills within their organisation and 16 Respondents are facing a lack of awareness about what others in the VCSE sector are doing. 6 Respondents are not facing any of the challenges listed within the survey.

7.1.2 LEARNINGS

Respondents from all Membership+ packages shared that they are challenged by a lack of access to funding. Information concerning funding opportunities is shared within VONNE's FINE Ebulletin and FINE Directory which are Membership+ services aiming to enable organisations to know more about funding opportunities within the North East VCSE sector. Members from all Membership types should be reminded of the funding information services available within Membership+ packages in order to reduce this challenge and increase the uptake of these packages by users who have paid for them. This may also encourage Core users to upgrade to a Membership+ package.

7.2.1 Respondents use Ebulletins as the main source for updates on the VCSE sector.

Demonstrated in Figure 12, 69% of Respondents (49) look at Ebulletins to gather updates on the VCSE sector, Respondents from all Membership types prefer this source of information. direct emails are also valued as a form of communication by 60% of Respondents (43) from all membership types. Organisations websites remain important to users, 54% of Respondents from Core, Bronze and Silver Membership types also visit these pages to gather updates. Social Media channels like LinkedIn and Twitter were less common, 17 Respondents shared they use LinkedIn to access updates whilst 15 Respondents also used Twitter.

Where do you look for your updates on the VCSE sector?

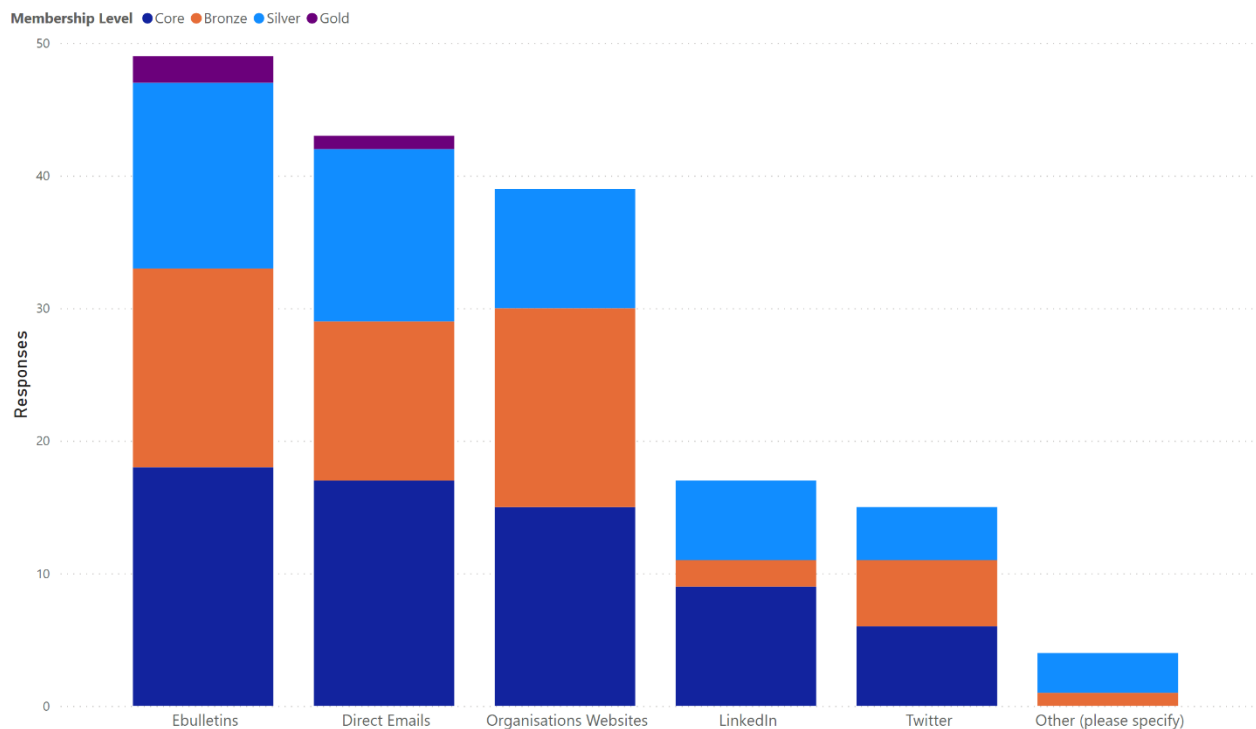


Figure 12/ Where do you look for your updates on the VCSE sector?

Ebulletins = 49, Direct Emails = 43, Organisations Websites = 39, LinkedIn = 17, Twitter = 15, Other (please specify) = 4.

7.2.2 LEARNINGS

VONNE should continue to share information concerning updates through Ebulletins and direct emails, these channels are likely to be where people have chosen to be involved through manually subscribing to Ebulletins and networks and therefore are actively engaged users. By seeking updates using organisations websites users are also actively searching for updates by choosing to visit these pages. Additionally, VONNE will be improving the strength of its website during the redevelopment project in 2023, which will be of value to a large group of Respondents within the survey. Social media channels are a significantly lower source for Respondents to access updates on the VCSE sector.

7.3.1 The majority of respondents do not engage with any of VONNE's social media channels.

As shown in Figure 13, 61.97% of Respondents do not engage with any of VONNE's social media channels. Responses reveal that LinkedIn is the channel with highest engagement with 21.13% of Respondents using it. @VONNEJobs on Twitter was the channel with lowest engagement level with 12% of Respondents engaging.

Do you engage with any of the following VONNE channels?

Membership Level ● Core ● Bronze ● Silver ● Gold

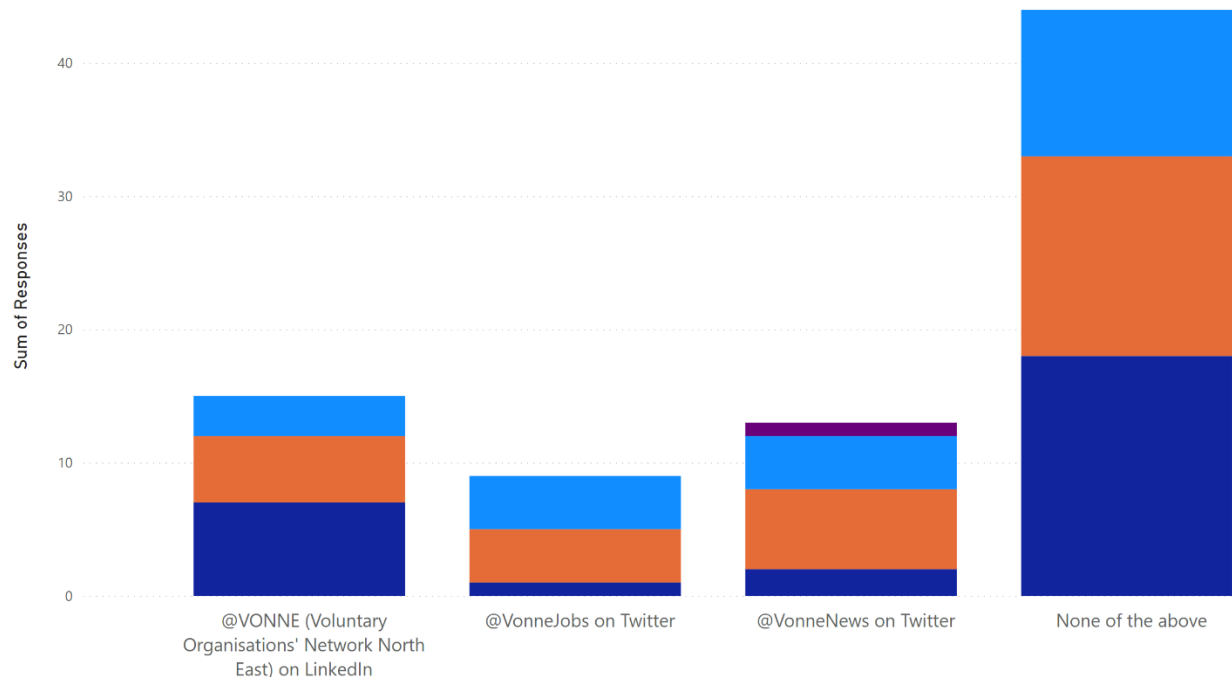


Figure 13/ Do you engage with any of the following VONNE channels?

@VONNE (Voluntary Organisations' Network North East) on LinkedIn = 15, @VonneJobs on Twitter = 9, @VonneNews on Twitter = 13, None of the above = 44

7.3.2 LEARNINGS

Engagement with VONNE's social media channels is low, most Respondents are not engaged and therefore do not receive updates via VONNE's platforms. VONNE must demonstrate the value of the updates shared on social media channels and direct users to these pages in order to encourage their uptake. It is important to acknowledge that this question does not share the frequency of Respondents interactions with these channels and therefore cannot measure true engagement. Additionally, this contradicts findings shared within VONNE's Google Analytics reports which reveal that @VONNENews on Twitter is its most popular platform. Therefore, it is important to acknowledge that responses are subjective to the survey population rather than representative of VONNE's wider engaged population.

7.4.1 58.62% of respondents visit the funding pages on VONNE's website most regularly.

What pages do you visit most regularly on the VONNE website?

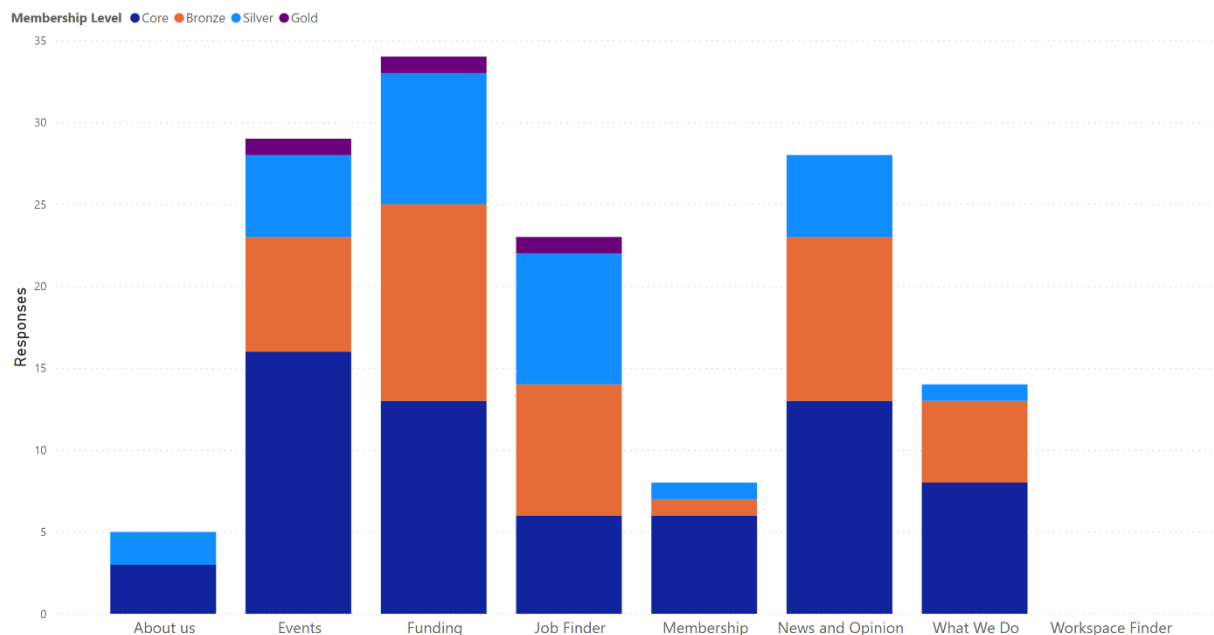


Figure 14/ What pages do you visit most regularly on the VONNE website?

About us = 5, Events = 29, Funding = 34, Job Finder = 23, Membership = 8, News and Opinion = 28, What We Do = 14, Workspace Finder = 0.

The funding pages on VONNE's website are most popular according to the Respondents, followed by the Events pages (50% of Respondents visited most regularly), the News and Opinion pages (48.28% visited most regularly) and the Job Finder page (39.66% visited most regularly). The Workspace Finder page was the page with the least regular interactions getting a response of 0 and VONNE's About us page receiving a 13% of Respondents most regular visits.

7.4.2 LEARNINGS

The Funding page is the most used page on the website for Membership+ users and therefore has a significant influence on their interactions with VONNE. Additionally, demonstrating the use and value of this Membership+ benefit. Other significant pages to members also include the Events page, News and Opinion pages and the Job Finder page which are VONNE's key services and therefore it is positive that Respondents recognise their interactions with these pages. Workspace Finder has low uptake, however this is VONNE's least developed service and therefore this should be monitored to gauge improvements.

7.5.1 76% of Respondents join VONNE to receive information on relevant issues.

What were your biggest motivations when joining VONNE?

Membership Level ● Core ● Bronze ● Silver ● Gold

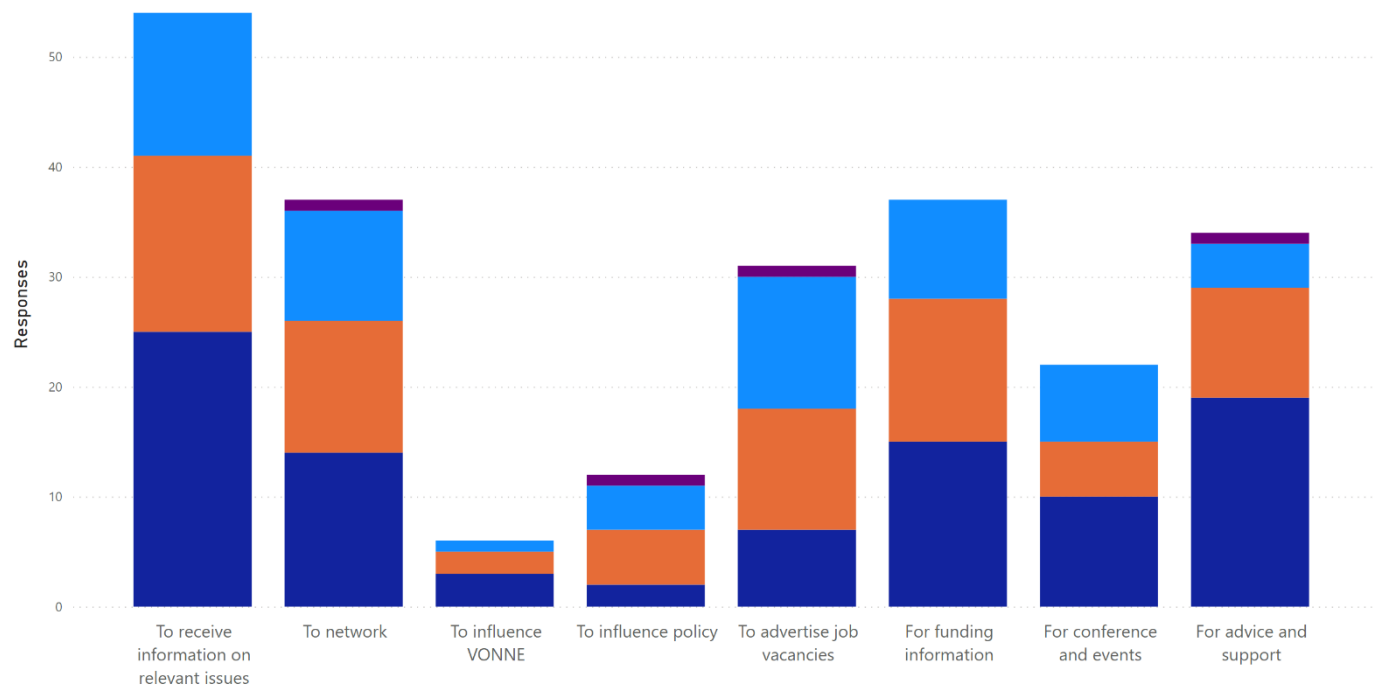


Figure 15/ What were your biggest motivations when joining VONNE?

To receive information on relevant issues = 54, To network = 37, To influence VONNE = 6, To influence policy = 12, To advertise job vacancies = 12, For funding information = 37, For conference and events = 22, For advice and support = 34.

Evidenced in Figure 15, receiving information on relevant issues is the most recognised motivator for 54 of the Respondents when interacting with VONNE. Additionally, receiving funding information, networking and receiving advice and support are also motivators for over half of the Respondents when interacting with VONNE. To advertise job vacancies is a motivator for only 12 Respondents and influencing VONNE is the least important motivator for Respondents - highlighted by only 8% of Respondents.

7.5.2 LEARNINGS

VONNE's primary services including the sharing of information and intelligence, sharing funding information through the FINE Ebulletin and Directory, providing support and opportunities to become part of networks all have significant value for the Respondents when joining VONNE. This demonstrates that these services are given recognition within wider networks and are encouraging repeat interactions with VONNE. Having the ability to influence VONNE is not an important reason for Respondents to join VONNE, however it is important to consider that this is also not a primary service that VONNE aims to facilitate. Interestingly, the ability to advertise job vacancies was a motivator for only 12 out of 71 Respondents. This suggests an opportunity to promote the Job Finder service to those who are considering membership with VONNE.

7.6.1 VONNE is 'Effective' in fulfilling its strategic aims.

How effectively does VONNE fulfil its strategic aims? (Very Poor-1, Very Effective-5)

Membership Level ● Core ● Bronze ● Silver ● Gold

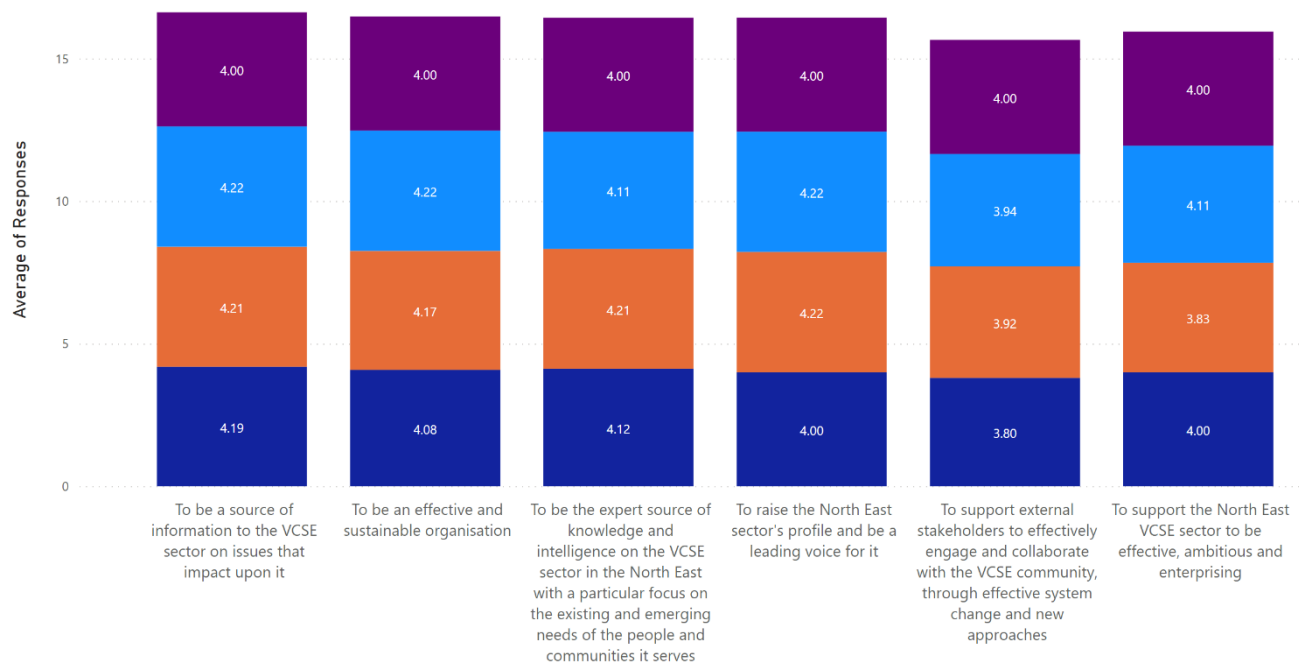


Figure 16/ How effectively does VONNE fulfil its strategic aims? (Very Poor-1, Very Effective-5)

Respondents were asked to rate how effective VONNE is at fulfilling its strategic aims using a Likert scale of 1-5 where 1 = Very Poor, 2 = Poor, 3 = Average, 4 = Effective, 5 = Very Effective. Figure 16 demonstrates the average score then calculated for members of each membership type when replying to each statement- the height of the bar demonstrates a cumulative total of these averages. All VONNE's strategic aims according to Respondents from all membership types are fulfilled 'Effectively' scoring >3.5 on average. To be a source of information on the VCSE sector on issues that impact upon it was the most effectively fulfilled strategic aim receiving an average between 4 and 4.2 for all membership types. To support external stakeholders to effectively engage and collaborate with the VCSE community, through effective system change and new approaches was the least effectively fulfilled aim according to Respondents receiving an average between 3.8 and 4. Respondents from Core, Bronze and Silver averaged below a score of 4 when providing a response to this strategic aim.

7.6.2 LEARNINGS

Overall, Respondents shared that VONNE is effective in fulfilling its strategic aims however on average all VONNE's strategic aims are not viewed as 'Very Effective' by any Membership type evidencing opportunity for improvement. Particularly when providing support for external stakeholders to effectively engage and collaborate with the VCSE community,

through effective system change and new approaches, which received the lowest score on average.

7.7.1 VONNE's services gained a 38.6% Net Promoter Score from its members.

How likely is it that you would recommend VONNE to a friend or colleague?

Membership Level ● Core ● Bronze ● Silver ● Gold

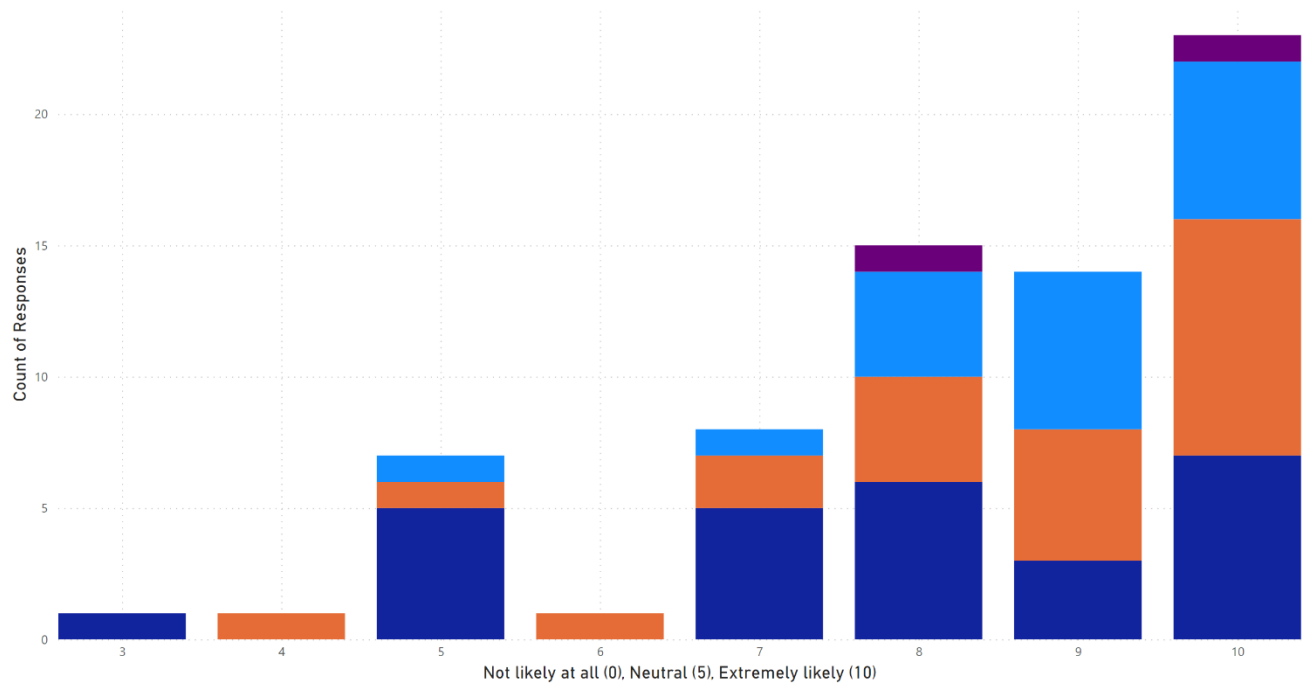


Figure 17/ How likely is it that you would recommend VONNE to a friend or colleague?

Detractors = 10, Passives = 23, Promoters = 37.

Figure 17 demonstrates the Respondents attitudes towards recommending VONNE to a friend or colleague, these scores can be used to calculate the Net Promoter Score (NPS) like in section 2.1 within the Stakeholder Survey. Once calculated the ratings by Respondents revealed that for VONNE's Membership Survey VONNE scored a 38.6% score, this is similar to the NPS calculated within the Stakeholder Survey. Core Respondents tended to rate their likelihood of recommending VONNE to a friend or colleague lower than Membership+ Respondents.

7.7.2 LEARNINGS

The NPS for the Member Survey is favourable according to NPS benchmarks (between 20-50). It is important to understand the differences over time, with an aim to increase the NPS to score >50%. Where Membership+ respondents gave a higher NPS score, it suggests members value the benefits of our Membership+ packages and could become useful advocates for VONNE within their own networks.

SECTION 8- ENHANCED SERVICES

8.1 60% of Core members are not aware of Membership+

Are you aware of our enhanced membership scheme, Membership+?

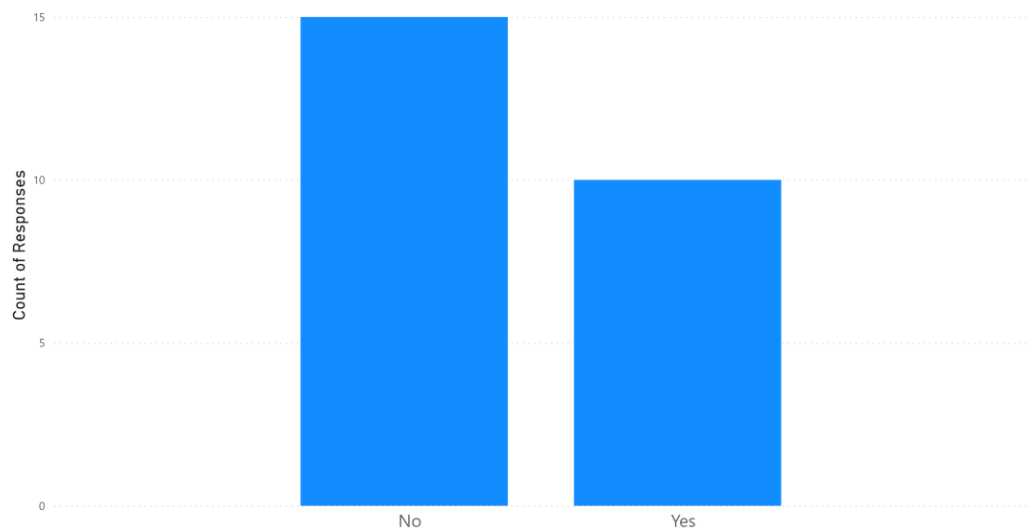


Figure 18/ Are you aware of our enhanced membership scheme, Membership+?

No= 15, Yes = 10.

The majority of VONNE's Core members (15) are not aware of Membership+ packages, under half (10) were aware of Membership+.

8.1.2 LEARNINGS

VONNE's Core Members need to be made aware of VONNE's Membership+ packages which may encourage uptake.

8.2 Respondents average engagement with VONNE's services is low.

How often have you engaged with the following services in the last year? (On a Scale of 1-Never, 5-Very Often)

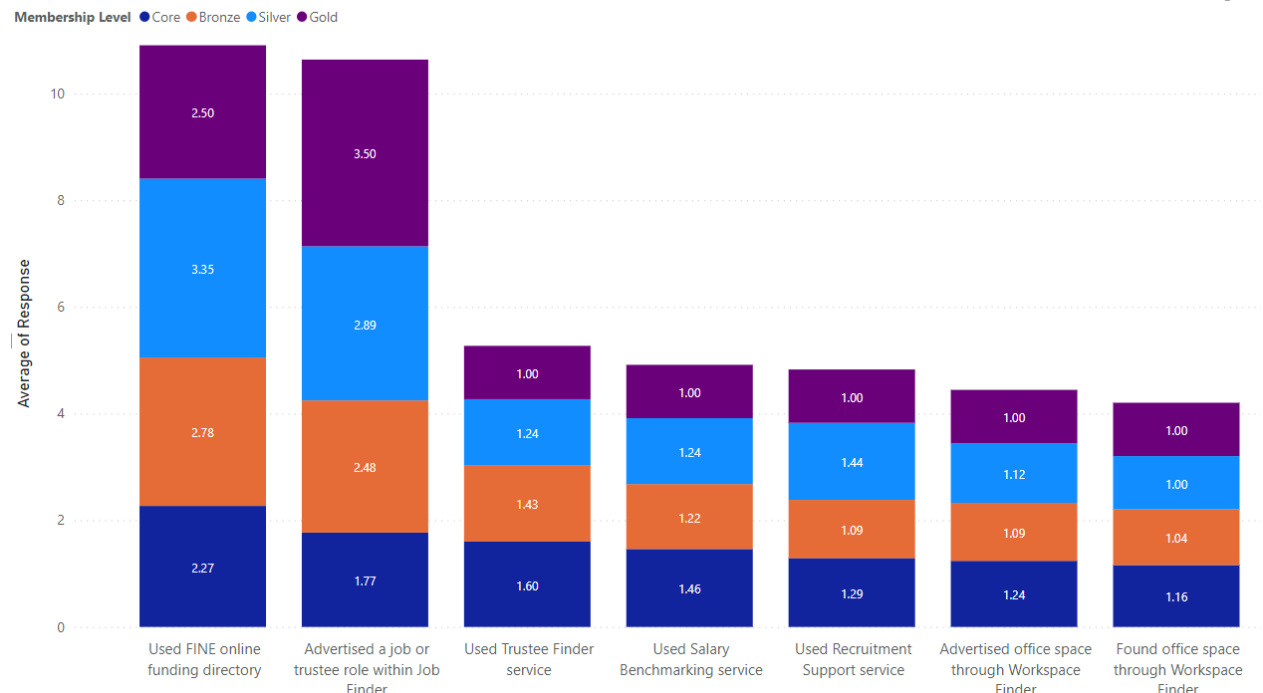


Figure 19/ How often have you engaged with the following services in the last year? (On a Scale of 1-Never, 5-Very Often)

1= Never, 2= Not Often, 3= Occasionally, 4= Often, 5= Very Often.

Five of the Membership+ services: Trustee Finder service, Recruitment Support service, Salary Benchmarking service, Advertising on Workspace Finder and Finding office space through Workspace Finder, have a very low engagement rate on average whereby Respondents have 'Never' (1) or 'Not Often' (2) engaged with them. Using the FINE online funding directory has the highest level of engagement overall, yet still has averages between 2.3-3.4 from all membership types. Additionally, making an advertisement through Job Finder had a better level of engagement however all membership types only average rated their engagement between 2.5 and 3.5.

8.2.1 LEARNINGS

All services have a lower engagement according to Respondents including the most utilised services: Job Finder and the FINE online funding directory which still averaged below 4 (Often). Several of the services offered to VONNE's members are underutilised with some Respondents 'Never' engaging with these benefits. VONNE members should be reminded of these benefits to encourage their usage and VONNE should monitor their uptake in future surveys to understand levels of demand. However, it is worth acknowledging that Workspace Finder is in its infancy which may explain the lack of engagement from Respondents with its services.

8.3.1 72.5% of Membership+ respondents have used the FINE Ebulletin in the last year.

What Membership+ benefits have you used in the last year?

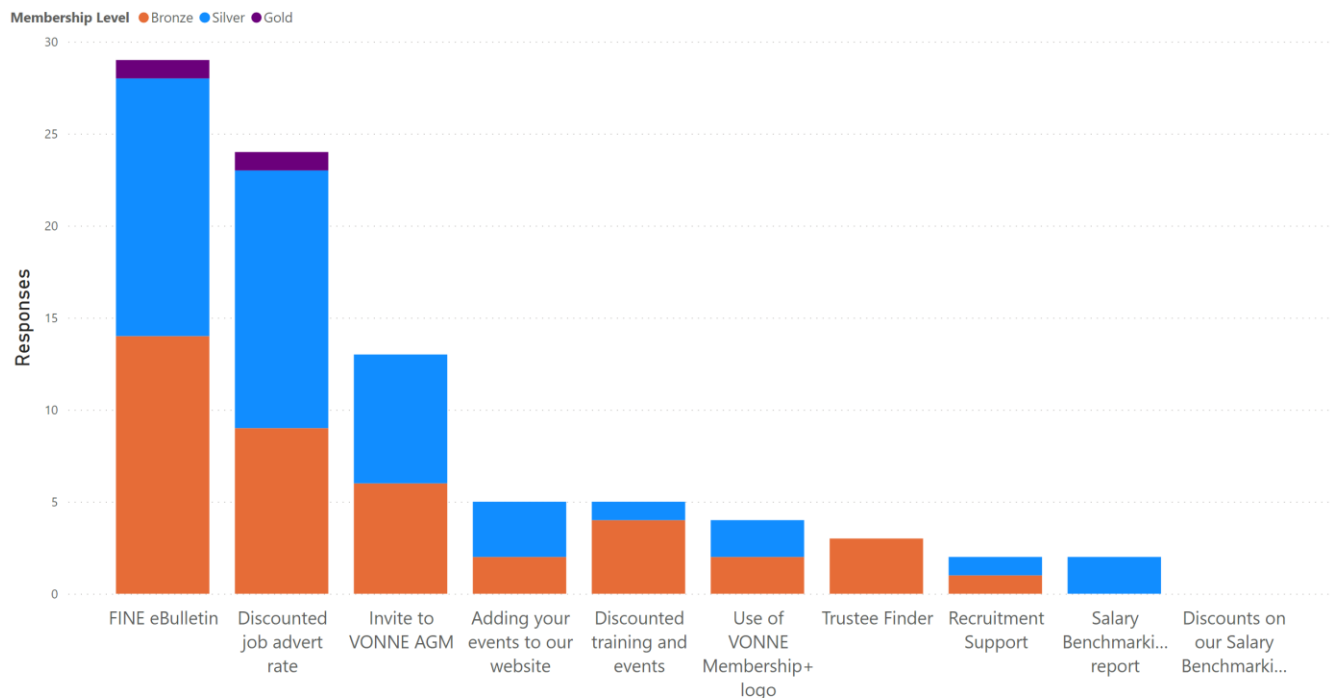


Figure 20/ What Membership+ benefits have you used in the last year?

FINE Ebulletin = 29, Discounted job advert rate = 24, Invite to VONNE AGM = 13, Adding your events to our website = 5, Discounted training and events = 5, Use of VONNE Membership+ logo = 4, Trustee Finder = 3, Recruitment Support = 2, Salary Benchmarking report = 2, Discounts on our Salary Benchmarking = 0.

FINE Ebulletin and discounted job adverts rates were used by the most Respondents in the last year both being utilised by >50% of Respondents, these were the only benefits listed in Figure 20 that Gold members used. 32.5% of Respondents used their invite to the VONNE AGM, however these were only Bronze and Silver members. None of the Respondents used discounts on the Salary Benchmarking service.

8.3.2 LEARNINGS

The FINE Ebulletin and discounted job advert rates are valued Membership+ benefits and have been utilised by the majority of Respondents in the last year. Most of the Membership+ benefits are underutilised by members from all membership types, promotion of these benefits is needed to demonstrate the full value of Membership+ packages to organisations.

8.4.1 Some premium Membership+ benefits are underused by Respondents.

What extra Membership+ benefits have you used (Silver and Gold Members only)?

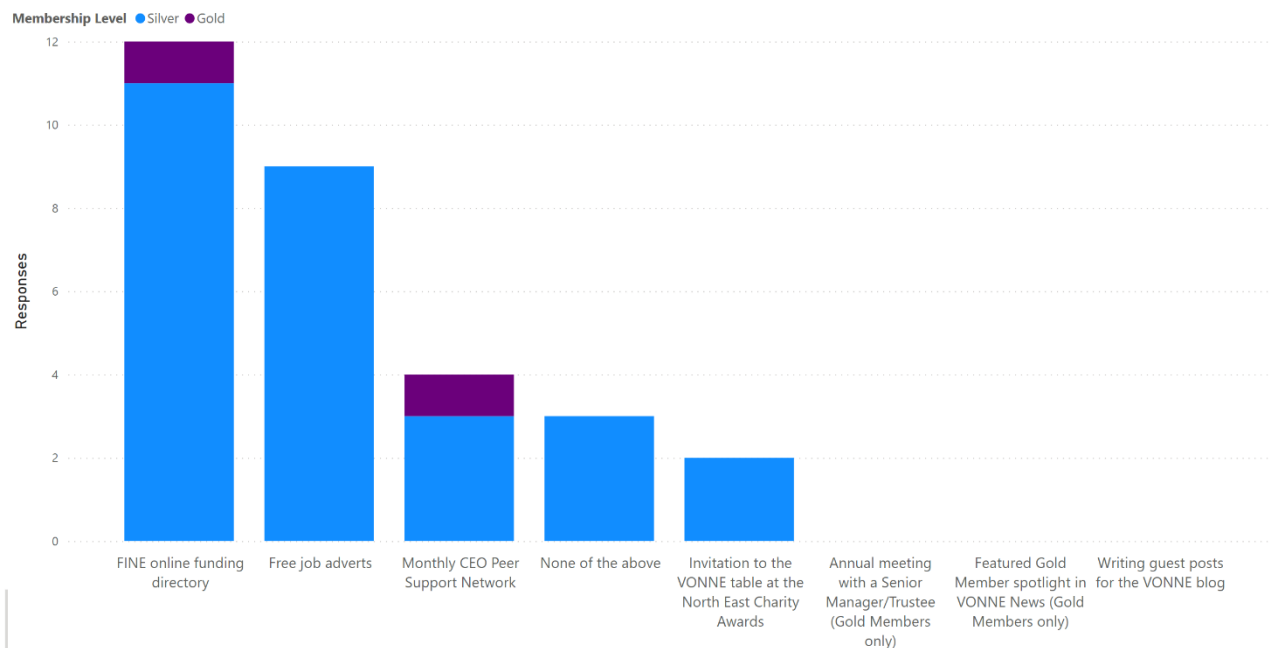


Figure 21/ What extra Membership+ benefits have you used (Silver and Gold Members only)?

FINE online funding directory = 12, Free job adverts = 9, Monthly CEO Peer Support Network = 4, None of the above = 3, Invitation to the VONNE table at the North East Charity Awards = 2, Annual meeting with a Senior Manager/ Trustee (Gold members only) = 0, Featured Gold spotlight in VONNE News (Gold Members only), Writing guest posts in the VONNE blog = 0.

The FINE online funding directory is the most popular benefit for Silver and Gold members, 60% of Respondents from both membership types have used this benefit. Additionally, 45% of members have used free job adverts as part of their Membership+ package. 15% of Respondents have not used any of the extra Silver and Gold benefits within their Membership+ package. 3 benefits also remained unused.

8.4.2 LEARNINGS

The FINE online funding directory and free job adverts are well used Silver and Gold benefits. However, overall, Silver and Gold Respondents are underutilising their extra Membership+ benefits. It is important to note that only 2 Gold members responded to this survey and therefore does not best represent benefit use as the surveyed population of Gold members is small.

8.5.1 The majority of Respondents are happy with the current level of contact concerning their member benefits.

How often would you like to hear from us about your membership and member benefits?

Membership Level ● Bronze ● Silver ● Gold

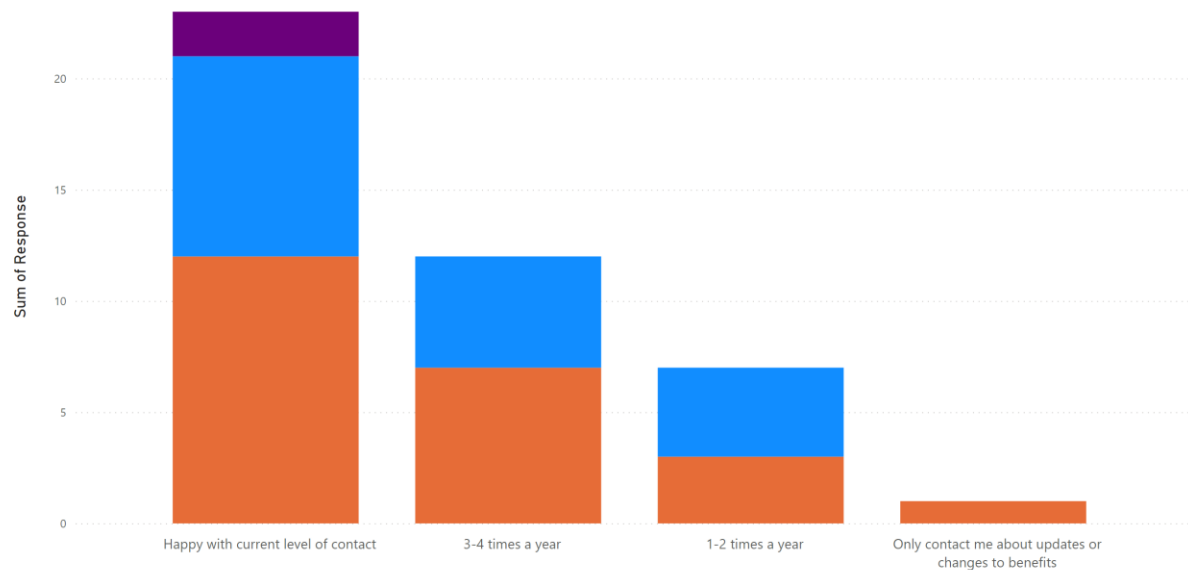


Figure 22/ How often would you like to hear from us about your membership and member benefits?

Happy with current level of contact = 23, 3-4 times a year = 12, 1-2 times a year = 7, Only contact me about updates or changes to benefits = 1.

23 Respondents shared that they are happy with the level of contact they receive concerning their member benefits. However, 20 Respondents shared that they would prefer to hear from VONNE concerning their member benefits either 3-4 times a year or at least 1-2 times a year.

8.5.2 LEARNINGS

VONNE currently does not remind members of the benefits available to them as part of their Membership+ package. Although, the majority of Respondents shared that they were happy with this level of contact one of the recurring learnings from the Member survey is Respondents lack of awareness of their membership benefits. Therefore, by acting on this learning, levels of contact concerning membership and member benefits should increase to 3-4 times a year to suit the majority of Respondents who want an increased level of contact.

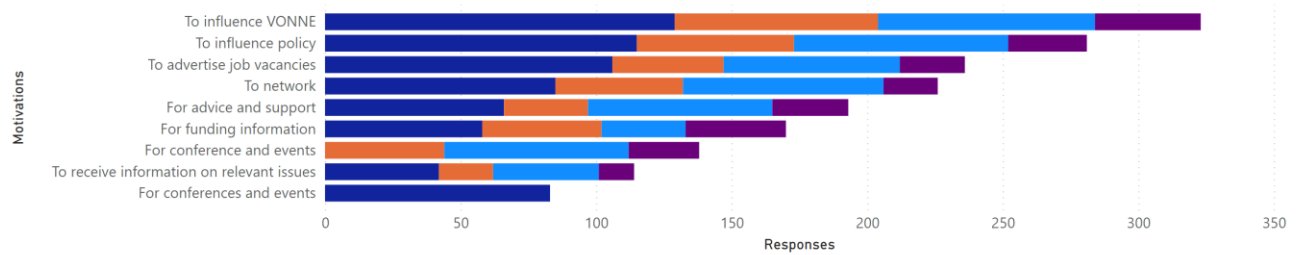
SECTION 9- COMPARATIVE ANALYSIS

Like the Stakeholder Survey, insights from the 2018/19 survey which are applicable to the 2022 survey are visualised here to investigate temporal changes to Respondents attitudes.

9.1 Motivations for joining VONNE have changed significantly over time.

What were your biggest motivations when joining VONNE? (2018)

Membership Level ● Core ● Bronze ● Silver ● Gold



What were your biggest motivations when joining VONNE? (2022)

Membership Level ● Core ● Bronze ● Silver ● Gold

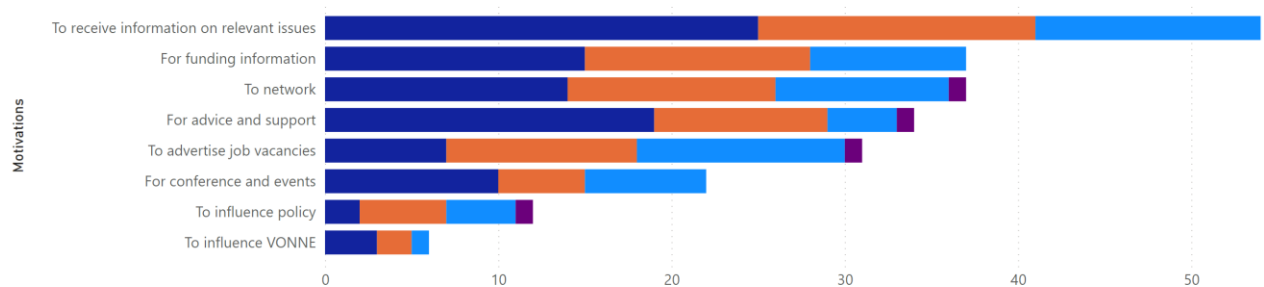


Figure 23/ What were your biggest motivations when joining VONNE 2018 vs 2022.

2018 N = 49, 2022 N = 71.

As shown in Figure 23, Respondents biggest motivations for joining VONNE differ from the 2018 member survey to the 2022 member survey. The biggest motivation for Respondents in 2018 was to influence VONNE whereas in 2022 this was the least chosen motivation by Respondents in 2022. Additionally, to influence policy was the second biggest motivation in 2018 whereas in 2022 it was the second smallest motivation to join VONNE. Networking and advertising job vacancies have remained at similar positions when comparing the two years. Receiving information on relevant issues and gaining funding information are bigger motivators to join VONNE in 2022 than they were in 2018.

9.1.2 LEARNINGS

Motivations to join VONNE have changed significantly over time, receiving information on relevant issues and funding information are now the most important motivators. Influencing VONNE and influencing policy are now the least important motivators in 2022. It is worth questioning what has changed over this period to change Respondents views. It will also be important to continue capturing this information so we can ensure our services and work best meet user needs.

SECTION 10- MEMBER SURVEY: QUALITATIVE SUMMARY

10.1 What single thing would motivate you to join Membership+?

10.1.1 VERBATIM:

‘Knowing more about it’

10.1.2 LEARNINGS:

- Sharing more information on Membership+ and its services would be of benefit and encourage more uptake, Respondents mentioned having access to funding information would be beneficial which is already a service offered.
- Having more in person meetings and chances to network through the Membership+ service would be beneficial in order to expand networks.
- Respondents would appreciate more collaboration within projects which would encourage Membership+ uptake.

10.2 What would you prefer to hear from us about?

10.2.1 VERBATIM:

‘I would like to hear about Funding opportunities’

‘I am happy with current content in the newsletters’

‘Opportunities to collaborate’

10.2.2 LEARNINGS:

- Membership+ users are unaware of their member benefits and are underutilising their membership as a result.
- Membership+ users are not aware of the funding information shared within the FINE Ebulletin that they are entitled to as part of their membership.
- Membership+ users would like to receive more local news updates, events and opportunities that may affect the third sector in the North East and their organisational operations.
- One Respondent shared that they would like to receive ‘ICS, Shared Prosperity Fund and Combined Authority activity updates’, this Respondent should be signposted to VONNE’s H&WB channels.

10.3 What do you engage with on the VONNE website pages?

10.3.1 VERBATIM:

Job Finder:

'Understanding which organisations are growing, who is moving on and the level of salaries being offered in the sector'

'Understand what is happening in the sector, not necessarily as a job seeker'

'To see how other trustee roles are advertised'

FINE funding directory:

'New funding opportunities'

'Funding for environmental education'

News and Opinion:

'To read opinion pieces'

'Anything that can't be gleaned from mainstream media sources about the sector'

Events:

'Relevant events'

What we do:

'To share information with other organisations'

10.3.2 LEARNINGS:

- Pages on VONNE's website such as the jobs page have multiple uses. For example, the jobs page is not only used for job seekers using jobs but also by users for salary benchmarking. The jobs page is also used as an information page to understand what is happening to the sector and the certain roles/organisations that are reaching out for new opportunities. Additionally, Respondents also check this page to get an example of how they should advertise job/ trustee roles.
- The Funding Directory is useful to understand new funding opportunities and those relevant to the particular organisation.
- Opinion pieces are valued on the News and Opinion page.
- Gaining information that is specific and can't be gathered from mainstream media is also important to users when engaging with the News and Opinion pages.
- The Events page is used by organisations to select relevant events to attend for their organisation.
- The What we do page is shared with other users from different organisations.

10.4 What other support would you like VONNE to offer?

10.4.1 VERBATIM:

‘Trustee support/advice’

‘Having a member networking opportunity and collaborating and bringing together potential partners for opportunities’

‘Support more specifically directed to smaller charities, i.e. resource sharing, capacity building, leadership & training opportunities. ‘

10.4.2 LEARNINGS:

- Respondents share the need for many varied and specific opportunities for support.
- Such as, creating a VCSE Organisations housing group, which includes those within the Community Housing movements but also those who deliver supported schemes and generate income through housing opportunities.
- Additionally, coordinating better infrastructure support and awareness so that organisations know what is out there and available.
- Respondents shared the importance of VONNE having a voice to influence policy makers and funders and to discuss the challenges faced in the North East in local/central government.
- Specific support was needed by users from smaller charities.
- Respondents wanted VONNE to facilitate more networking opportunities to have more meaningful interaction in order to collaborate and share opportunities for support.
- One Respondent requested more advice and support when recruiting for trustees, this is a paid service that VONNE offers and therefore it is useful to raise awareness of this.

SECTION 11- MEMBER SURVEY: KEY CONCLUSIONS

10. The FINE Ebulletin and Funding Directory are recognised and valued services for Respondents of all Membership+ types. However, the awareness of these services could be improved as some Respondents who are eligible for these services through their Membership+ package demonstrated a need for these services but lacked awareness of their availability. Sharing this information with all the members would also encourage uptake from Core members who shared that having access to funding information would incentivise them to join Membership+.
11. VONNE’s intelligence and information services such as its Ebulletins were very important to the Respondents who shared the value of these for gaining updates on the VCSE sector and these services acted as a key motivator for the majority of Respondents when interacting with VONNE.

12. Uptake of VONNE's social media channels is low, members should be reminded where to find VONNE on social media and of the value that updates via these channels could have for their organisation.
13. Workspace Finder is the least utilised and recognised service and thus there is a large opportunity to develop this service.
14. Respondents shared that VONNE is effective in fulfilling its strategic aims and gave VONNE a favourable Net Promoter Score (NPS).
15. Core members awareness of Membership+ is currently low, this is also coupled with a lack of awareness of Membership+ benefits from all membership types. VONNE should remind its members of the Membership+ benefits, including the premium Silver and Gold benefits, and demonstrate the value which organisations could gain from joining with a focus on the funding information offered.
16. Motivations for joining VONNE have changed over time. It is important to understand temporal changes in Respondents values to gain a perspective of VONNE's changing role within the North East VCSE sector from an external audience.
17. VONNE's members use the services in different ways. For example, Job Finder is used by jobs-seekers to find jobs, but also by organisations for salary benchmarking, monitoring organisational expansions and understanding what is going on in the sector.
18. Respondents highlighted the need to have more opportunity to network and collaborate with the wider VCSE sector recognising VONNE's role as a facilitator and connection maker.

APPENDIX 1- NET PROMOTER SCORE (NPS) DETAILS.

The link provided details information outlining the NPS, details for calculation and benchmarking [Net Promoter Score for the Nonprofit Sector: What We've Learned So Far – Feedback Labs](#).

This visual from the page can be used to summarise the classification of Respondents based on their scores with scores 0-6 being Detractors, 7-8 Passives and 9-10 Promoters.



This calculation is then used to work out an organisations NPS using the responses from a standardised question: 'How likely is it that you would recommend 'X organisation' to a friend or colleague?'

$$\text{Net promoter score} = \% \text{ Promoters} - \% \text{ Detractors}$$

Sector specific benchmarking for the VCSE sector is underdeveloped, however other sectors usually utilise these rankings:

<0	Bad
0-20	Good
20-50	Favourable
50+	Excellent

More reading on this can be found here [Your Nonprofit Net Promoter Score: What It Means And Why It Matters \(globalgiving.org\)](#).