
Membership Intelligence Report 2011 (Q1)

Membership Report

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June 2011



Summary

We have collected new information on members since the last report in Q1 of 2010. This report is based on data from the membership review undertaken in early 2010 where approximately 50% of members responded with updated information. Members who joined this year also have provided current information, which means a further 10% of the data is up to date. The remaining forty percent of the data is from organisations who did not respond to the 2010 membership review. We have used their most recent available data as a proxy for these members' current figures.

Quoted numbers and percents are based on a current total of 103 voluntary sector adult learning groups and organisations. Together member organisations provide a wide range of learning opportunities to over 123,689 adults per annum (a year on year increase of 4.1%), many of whom are socially excluded. Our member organisations also provide experiential learning opportunities to over 2757 volunteers per annum, and employ almost 4300 full and part time staff.

Learners from ethnic minority backgrounds, single parents, unemployed people, people with disabilities, carers and rurally isolated people are amongst the many target groups that our membership works with. Members deliver 13 distinct categories of service, ranging from Literacy and Numeracy, to Core Skills, to ESOL, and ICT.

Introduction

This data is gathered to inform our services and programmes around the policy and practice work. It will also be disseminated through our website, member's only pages, to inform members of the adult learning sector they are a part of.

1. Membership Size

In 2010-11 the membership increased to 103 members. We gained 12 new members and five organisations didn't renew membership for the following reasons: no longer exist, funding constraints, a change in the organisation's purpose.

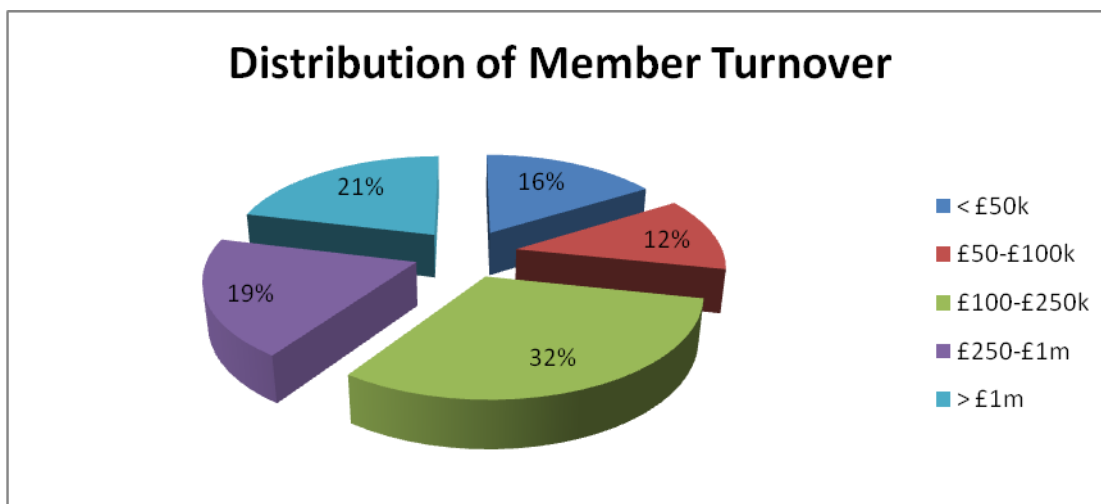
2. Geographic Reach

Learning Link Scotland has members based in 22 Local Authority (LA) areas. Our members work in 164 sites across Scotland. We also have 24 organisations (23.5% of members) working under a national remit across and throughout Scotland.

Key national members include: Apex Scotland, Citizens Advice Scotland, Dyslexia Scotland, Enable, Chamber Development Limited, IDEAS, Lead Scotland, Momentum, Quarriers Adult Education Programme, Rathbone, Relationships Scotland, Scottish Domestic Abuse Helpline, Scottish Pre-Retirement Council, Scottish Refugee Council, SCVO, Scottish Trades Union Congress, The Wise Group, Volunteer Development Scotland, WEA Scotland.

3. Organisational Size

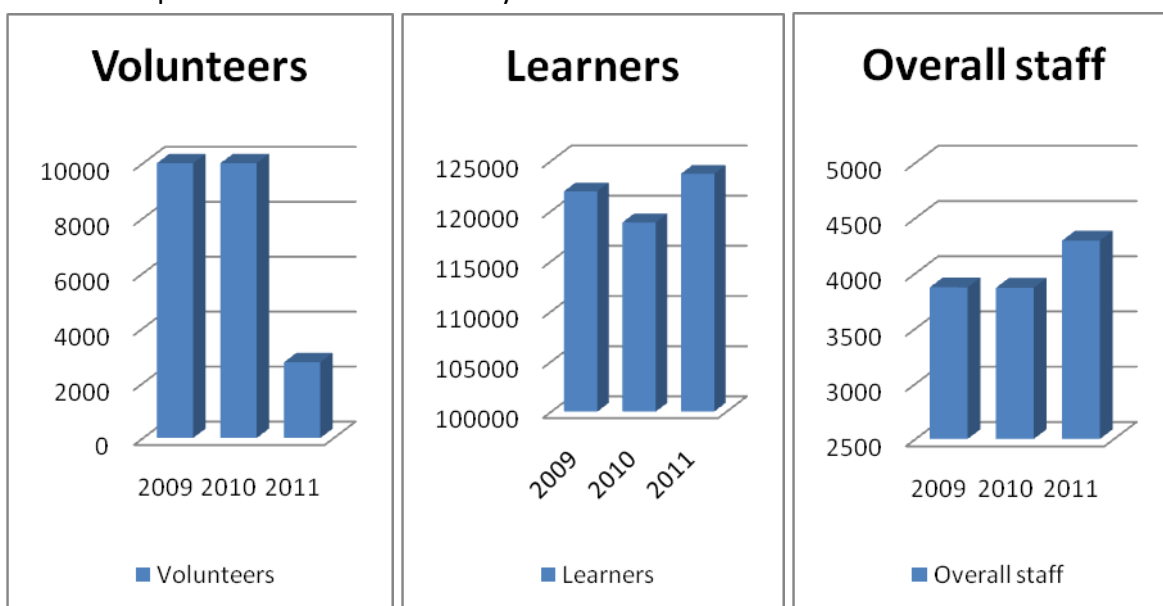
We have members who are very large organisations to small organisations or groups (we do this by looking at their annual turnover). There is a distribution regarding the size of our member organisations; the majority are within the £100-£250K band.



Income bracket	< £50k	£50-£100k	£100-£250k	£250-£1m	> £1m
2010	16	12	31	19	21
percent	15.69%	11.76%	30.39%	18.63%	20.59%

4. Learners, Volunteers, and Staff Levels

We collect data on the number of learners the members work with in that year, the volunteers and staff levels (part-time and full-time staff). The graphs below show the numbers captured over the last three years.



	2009	2010	2011
Learners	121951	118851	123689
Volunteers	10255	10255	2757
Part time	1771	1771	1778
Full time	2102	2098	2518
Overall staff	3873	3869	4296

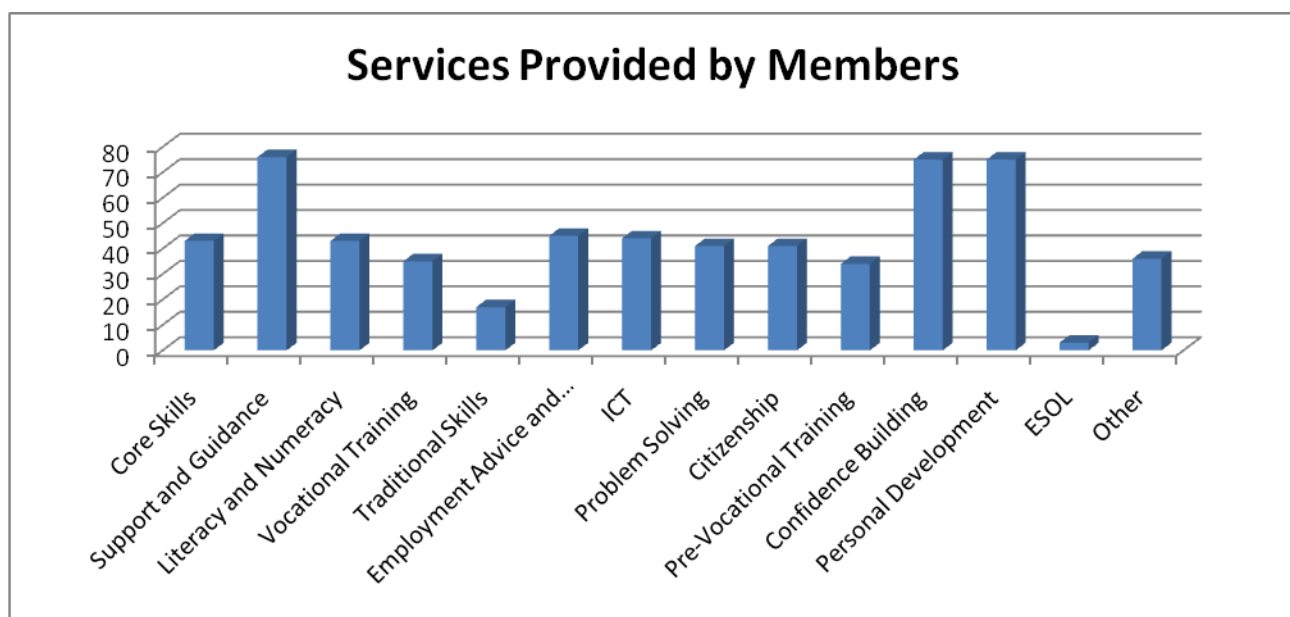
The decrease in the number of volunteers from 2010 figures to 2011 data was due to the British Red Cross, who ceased being a member in 2010 and have a very large national volunteer base. The numbers of learners and staff however have slightly increased in this same time period.

5. Equality and Diversity

In this period the data showed that thirty-two (almost a third) of our members report that they work with specific groups of people like BME, disabled people, those with mental ill-health, or carers.

6. Services Delivered

We ask members to indicate from a list of services what they provide. The data gathered showed that members deliver 13 distinct services to learners across Scotland. ESOL provision was not previously listed and this is the first year we gathered data through the members review which may account for the low numbers.



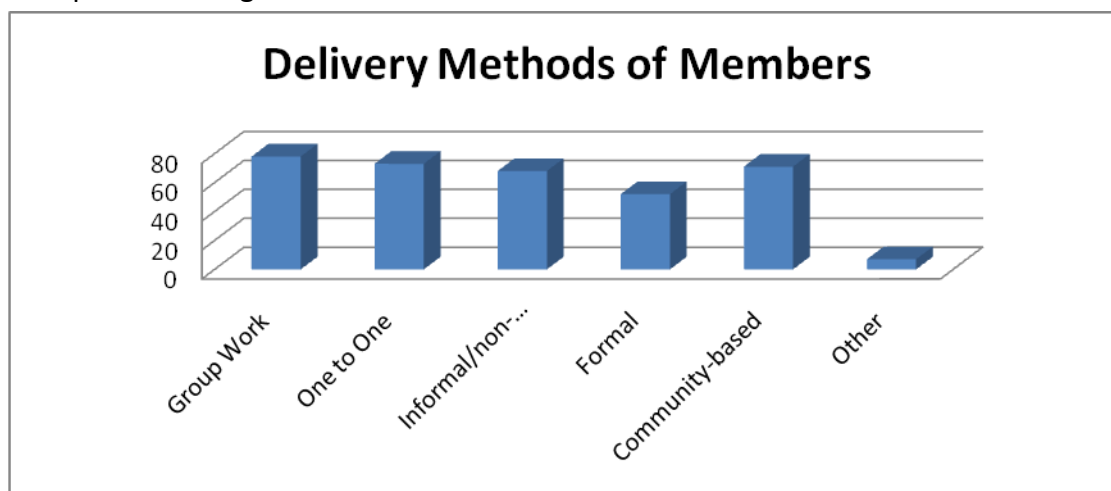
Service	Core Skills	Support and Guidance	Literacy and Numeracy	Vocational Training	Traditional Skills	Employment Advice and Training	ICT
percent	42.16%	74.51%	42.16%	34.31%	16.67%	44.12%	43.14%
number	43	76	43	35	17	45	44

Service	Problem Solving	Citizenship	Pre-Vocational Training	Confidence Building	Personal Development	ESOL	Other
percent	40.20%	40.20%	33.33%	73.53%	73.53%	2.94%	35.29%
number	41	41	34	75	75	3	36

The members listed under other services: qualifications (by 24 members), social enterprise, nursery (2), national tutor list, capacity building (3), volunteering (2), return to education, financial capabilities.

7. Delivery Methods

We ask members to indicate what delivery methods they use. Other included for example workplace learning.



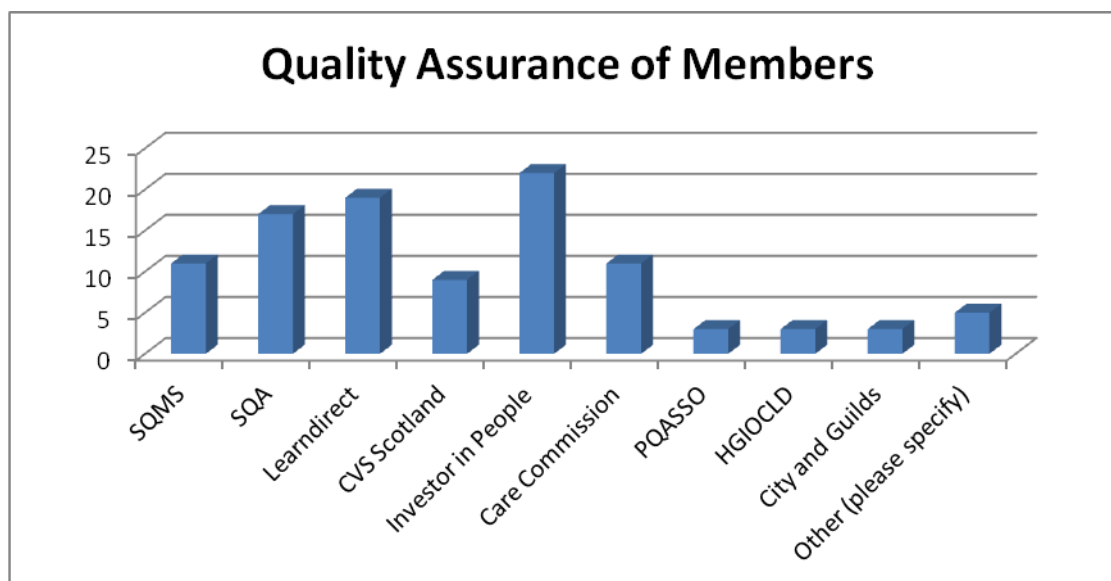
Delivery Method	Group Work	One to One	Informal/non-formal	Formal	Community-based	Other
number	78	73	68	52	71	7
percent	76.47%	71.57%	66.67%	50.98%	69.61%	6.86%

8. Quality

Over half of our members (56, or 54.9%) adhere to a quality assurance programme.

Although the Scottish Quality Management System (SQMS) is now defunct some members

still refer to it to evidence their quality management system, because it was used as a self-assessment tool to measure and improve the quality of training and associated activities.



Quality	SQMS	SQA	Learndirect	CVS Scotland	Investor in People
number	11	17	19	9	22

Quality	Care Commission	PQASSO	HGIOCLD	City and Guilds	Other (please specify)
number	11	3	3	3	5

9. Development of data collection

During this review of the member organisations it was apparent that the data being gathered needed to be updated. In addition certain data was not being collected to reflect the current policy and practice. We identified the following categories that we will add to the collection of data; we want to know about the Partnerships (CPP, CLD, Literacy, etc) that members are aware of, engaged with and involved in. We need to update the delivery methods for example workplace learning and family learning.

We will update the service options for example adding ESOL, capacity building, social enterprise, qualifications, financial capabilities and qualifications. We need to update the information being gathered on the quality frameworks that members adhere for example HGIOCLD?2 (How good is our CLD) and EFQM (European Foundation of Quality Management). In addition to this it has also been identified that we need to clarify in our data collection the difference between member's sites and branches.