Baseline Data Collection Exercise

Mesmer+ project presentation September 2023

SERI
SOCIAL ENTERPRISE
REPUBLIC OF IRELAND

An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development

amárach
research

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ildn
IRISH LOCAL
DEVELOPMENT
NETWORK

25th
May

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Background to the Baseline

- Consortium comprised Amarach Research, SERI and ILDN
- Work took place from March to December 2022
- The Data Collection exercise comprised two stages
  - Stage 1 was the design of the methodology for the exercise (March to June)
  - Stage 2 is the execution of the methodology resulting in the production of a final Report (June to December)
- First national comprehensive exercise undertaken
- Lots of learnings and it is sparking good debates

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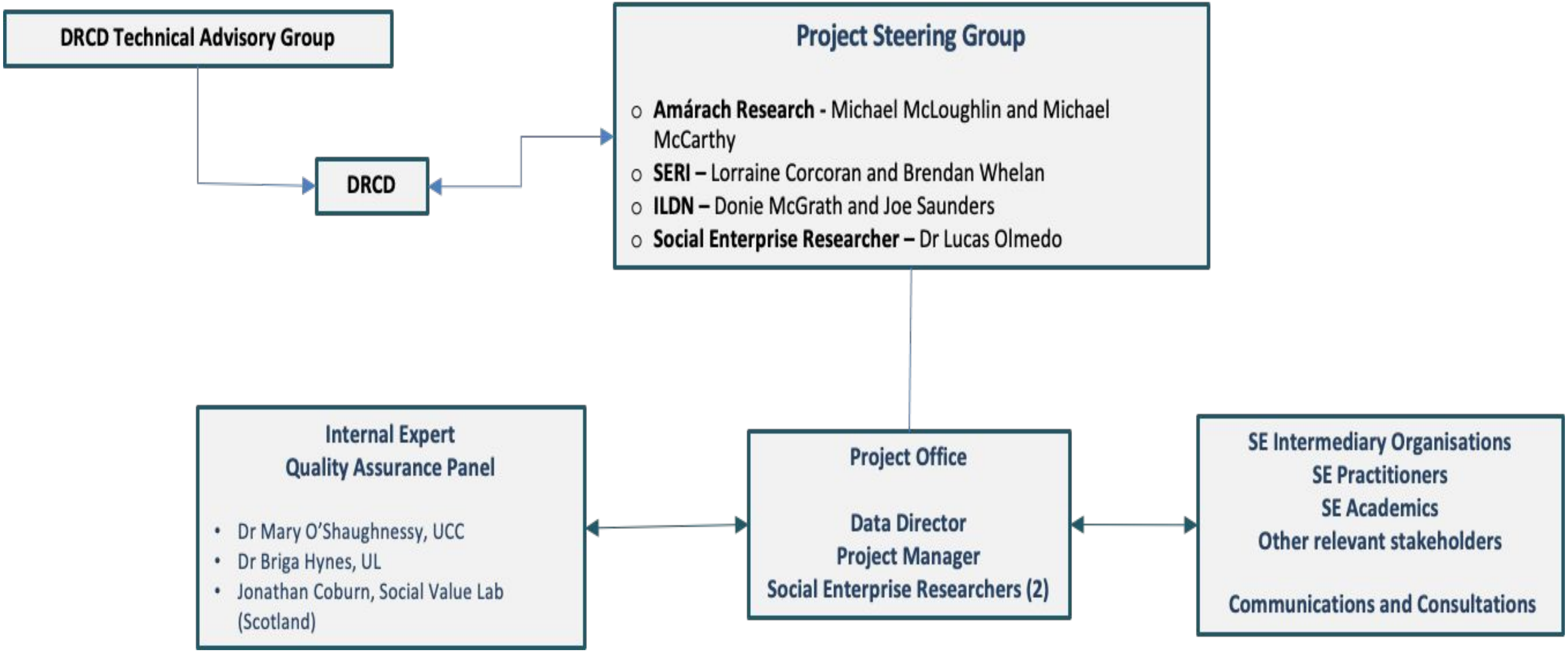
Context to the work



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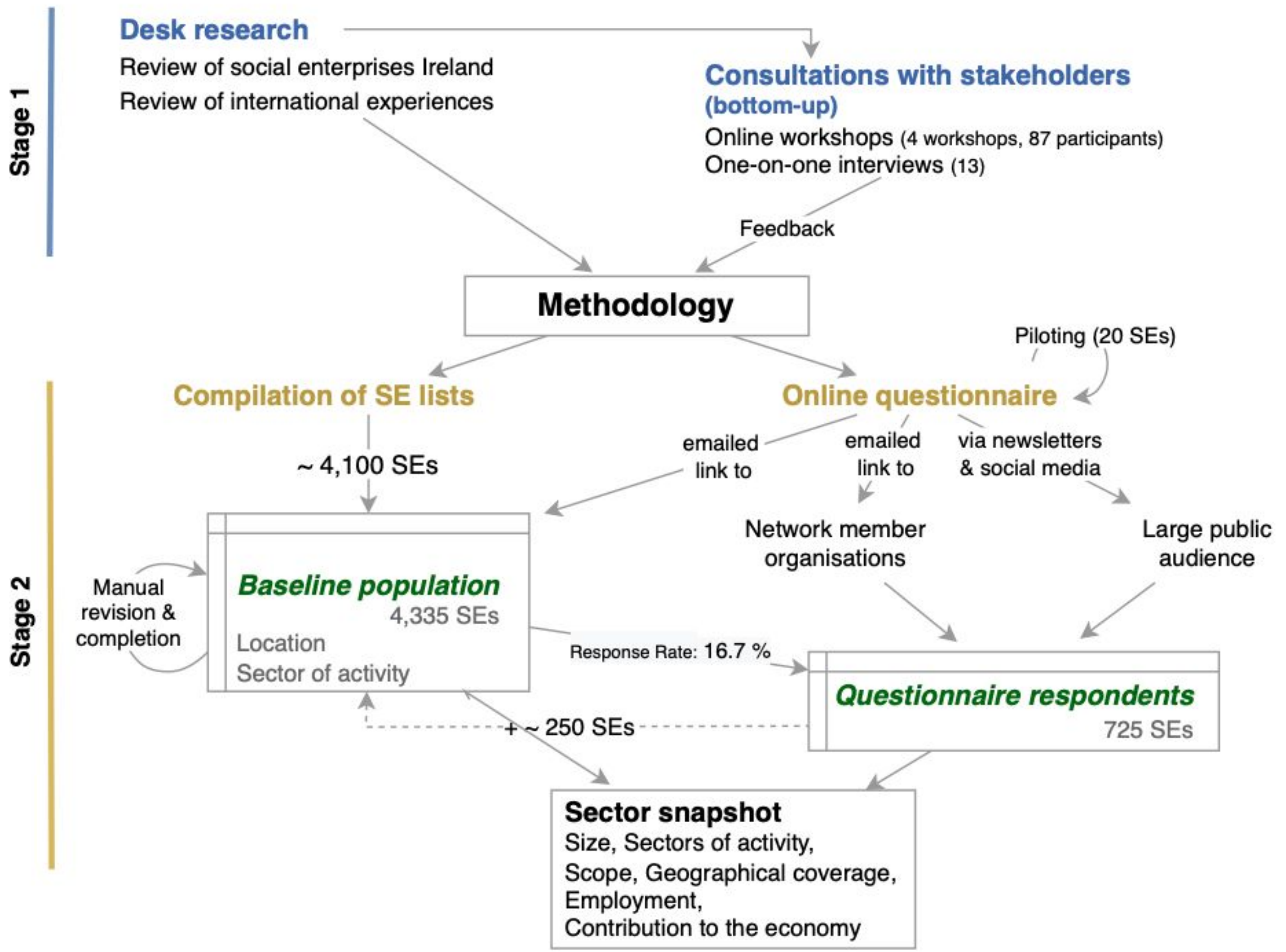
The project was structured to cater for many stakeholders



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The methodology allowed for collaboration and collective ownership

75% operating in **five** sub-sectors

Table 5. Sector of activity in which social enterprises operate.

Sector of activity	Number of organisations (n=4,335)	% in the sector
Childcare	1,156	26.7%
Community Infrastructure & Local Development	711	16.4%
Health, Youth Services & Social Care	592	13.7%
Heritage, Festivals, Arts & Creative Industry	463	10.7%
Sport & Leisure	330	7.6%
Training & Work Integration	265	6.1%
Consultancy & Support Services	253	5.8%
Housing	196	4.5%
Food, Catering & Hospitality	115	2.7%
Environmental Services	111	2.6%
Retailing	54	1.2%
Other (e.g., animal rescue & care, and timebanks)	32	0.9%
Transport	21	0.5%
Financial Services	17	0.4%
Manufacturing	13	0.3%

76.7% of the surveyed organisations in Ireland engage in **more than one economic activity**

Social enterprises tend to operate in one of 5 sub-sectors and usually in more than one economic activity

Table 10. Legal forms adopted by social enterprises in Ireland.

Legal form	% (n=725)
Company Limited by Guarantee (without share capital)	77%
Co-operative (Industrial and Provident Society)	4%
Company Limited by Share Capital	2%
Designated Activity Company Limited by Shares	1%
Designated Activity Company Limited by Guarantee	2%
No Legal Form (Unincorporated Association)	4%
Sole Trader	2%
Hybrid	3%
Do not Know	5%

cro
AN OIFIG UM CHLÁRÚ CUIDEACHTAÍ
COMPANIES REGISTRATION OFFICE

77% are registered as a Company Limited by Guarantee (CLG)

An Rialálaí Carthanas
Charities Regulator

88% are registered with the Charities Regulator

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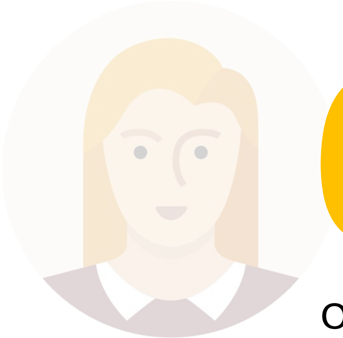
Social enterprises tend to be CLGs and registered charities



60%

of social enterprises with paid staff employ people through labour activation programmes

pobal
government supporting communities

Tús
Getting you working

COMMUNITY EMPLOYMENT

RSS
Rural Social Scheme

Table 21. Social Enterprises participation in Activation Labour Market Programmes.

Sector of activity	% Organisations employing through ALMP (n=725)
Community Infrastructure & Local Development	91.2%
Other (e.g., animal rescue & care, and timebanks)	77.8%
Food, Catering & Hospitality	76.5%
Heritage, Festivals, Arts & Creative Industry	69.1%
Environmental Services	69.0%
Health, Youth Services & Social Care	62.7%
Transport	60.0%
Retailing	57.1%
Childcare	52.6%
Training & Work Integration	52.5%
Sport & Leisure	51.9%
Housing	37.8%
Consultancy & Support Services	37.2%
Manufacturing	33.3%
Total	**60.2%**

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Social enterprises are key enablers of the Government's labour market activation programmes

48%

operating for 20+ years

16%

established in the last 4 years

Table 8. 'Traditional' social enterprises sectors in Ireland.

Sector of Activity[13]	% of social enterprises +20 years of establishment (n=725)
Heritage, Festivals, Arts & Creative Industry	62%
Sports & Leisure	59%
Community Infrastructure & Local Development	57%
Childcare	54%
Housing	54%

Table 9. 'Emergent' social enterprises sectors in Ireland.

Sector of Activity[14]	% of social enterprises 0-4 years of establishment (n=725)
Environment Services	33%
Training & Work Integration	30%

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Social enterprises have long-standing in their communities. New social enterprises are driving a green agenda

57%

can be classified as microenterprises, employing between 1 to 9 people.

Table 17. Social Enterprises classification according to (employment) size.

Size	% of total SEs (n=558)
Microenterprise	57.3%
Small enterprise	35.4%
Medium enterprise	6.2%
Large enterprise	1.1%

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Social enterprises tend to be microenterprises

84,382

people employed in social enterprises, constituting **3.7%** of the Irish workforce.

Table 18. Social Enterprises workforce according to sector of activity. (n=558 organisations).

Sector of activity	% of All Employees
Health, Youth Services & Social Care	44.6%
Childcare	14.2%
Training & Work Integration	9.8%
Heritage, Festivals, Arts & Creative Industry	5.4%
Consultancy & Support Services	5.4%
Community Infrastructure & Local Development	5.1%
Housing	4.1%
Environmental Services	2.7%
Sport & Leisure	2.1%
Food, Catering & Hospitality	2.1%
Other (e.g., animal rescue & care, and timebanks)	1.1%
Retailing	1.0%
Transport	1.0%
Financial Services	0.9%
Manufacturing	0.4%
Total	**100%**

vs 51% of SEs

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Social enterprises are key employers in their local communities

74,825

people actively volunteer in the social enterprise sector, including **30,324** as board members.

11

the average number of volunteers engaging with social enterprises (excl. board)

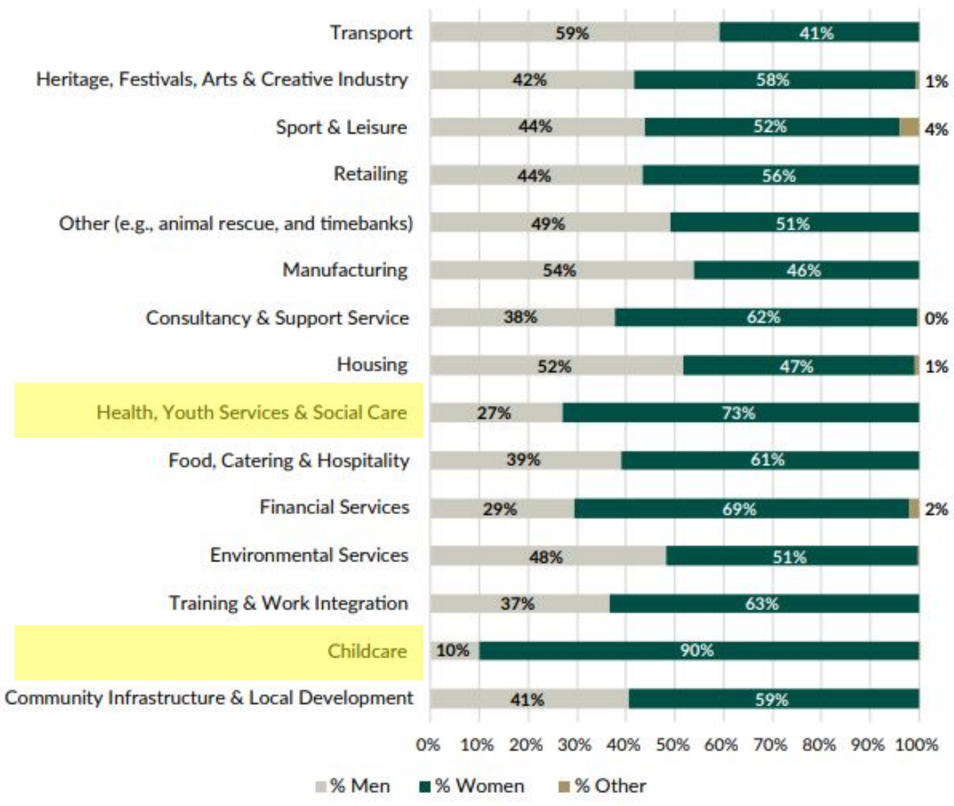
Table 22. Average volunteers in social enterprises by sector of activity and location.

Sector of activity	Average of volunteers		
	All organisations (n=418)	Rural (n=184)	Urban (n=234)
Community Infrastructure & Local Development	10	11	8
Childcare	2	1	2
Training & Work Integration	5	5	5
Environmental Services	9	10	7
Financial Services	2	4	2
Food, Catering & Hospitality	25	7	54
Health, Youth Services & Social Care	17	9	21
Housing	6	2	7
Consultancy & Support Services	6	12	4
Manufacturing	6	20	1
Retailing	20	9	27
Sport & Leisure	26	16	31
Heritage, Festivals, Arts & Creative Industry	16	12	19
Transport	1	1	0
All sectors	**11**	**9**	**13**

Volunteers are a vital part of the work of social enterprises

Figure 3. Social Enterprises gender distribution according to sector of activity.

(n=558)



69%

of the sector's workforce are women.

90%

73%

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Women drive the social enterprises sector

40%

have an annual income less than €100,000.

Table 23. Annual income social enterprises.

Annual income	Total (n=513)
Below €50,000	28.8%
€50,000 to <100,000	10.7%
€100,000 to < €250,000	19.3%
€250,000 to < €500,000	17.3%
€500,000 to < €1M	11.9%
€1M to < €5M	10.5%
>€5M	1.4%

Table 24. Median annual income social enterprises.

Median annual income	
Total	€180,000
Urban	€253,529
Rural	€80,317

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Income levels are modest and differ between rural and urban SEs

75%

of social enterprises have a local focus

Table 14. Reach of social enterprises activities.

Reach of activities	Total (n=725)	Urban (n=442)	Rural (n=283)
Local	75%	68%	84%
County	44%	45%	43%
National	30%	32%	27%
International	15%	16%	15%

Table 15. Reach activities social enterprises in different sectors of activity. (n=725)

Sector of activity	Local	County	National	International
Childcare	93%	21%	3%	1%
Community Infrastructure & Local Development	96%	32%	8%	3%
Training & Work Integration	60%	53%	49%	27%
Environmental Services	71%	49%	38%	18%
Consultancy & Support Services	65%	46%	43%	13%
Heritage, Festivals, Arts & Creative Industry	82%	70%	56%	46%

SEs tend to have a local focus. This is more the case in rural areas.

- Construct of the consortium including sectoral expertise was essential
- Methodology was shaped and enhanced by consultations
- Lack of public financial data is a challenge
- Survey data was an essential component. Response was good at 16.7% but survey fatigue is an issue. Need to consider other possible methods
- Possible understatement of baseline population – there were exclusions, partial or no lists from intermediaries. 5% of baseline figure is from survey respondents and were not on any prior list
- Huge manual effort involved in completing items such as location and ensuring accuracy of inclusion

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There are many learnings for future data collection exercises