



Data Talks:

Below the radar:

Exploring grants data
for grassroots organisations

WITH DAVID KANE, 360 GIVING





**Our mission is to help
London's small charities and
community groups unlock
the value of data**

www.datawise.london

DISCOVER. LEARN. ANALYSE. SHAPE. REPEAT

#DatawiseLondon





COALITION
— FOR EFFICIENCY —

Makerble

DataKindUK

The logo for hear features a dotted purple circle above the word "hear" in a bold, lowercase, purple sans-serif font.

hear
humanity. equality. rights.

london plus





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Below the Radar

Can 360Giving data tell us more about smaller organisations?

David Kane



Introduction

About 360Giving

At 360Giving, we help funders publish open data about their grants, and empower people to use this data to improve charitable giving.

Our vision is for grantmaking in the UK to be more informed, effective and strategic.



Introduction

Plan for the session

1. Introduction to the research

2. Quiz!

3. More detail on research results

4. Demo of 360Insights



Introduction

About the research

The research was funded by Local Trust, and carried out jointly by NCVO and 360Giving. Published August 2020, but data from pre-covid.

It's an update of research conducted 5 years ago by NCVO - but the 360Giving dataset has grown a lot since then.



Below the Radar organisations

What do we mean by Below the Radar?

- Organisations that don't appear in other data
- Smaller organisations, not registered with regulators like Charity Commission, Companies House
- aka grassroots, community groups, micro organisations

Below the Radar organisations

Research outline

- Try and find BTR organisations in data about grants made
- By process of elimination - remove all grants to recognised organisations
- What can we tell about the remaining organisations?

Below the Radar organisations

Research results

- We found 13,000 organisations between 2016 and 2019
- This is only the tip of the iceberg
- We also found 22,000 “registered grassroots” - these organisations are “above the radar”, but only just

Below the radar organisations

Quiz Time!

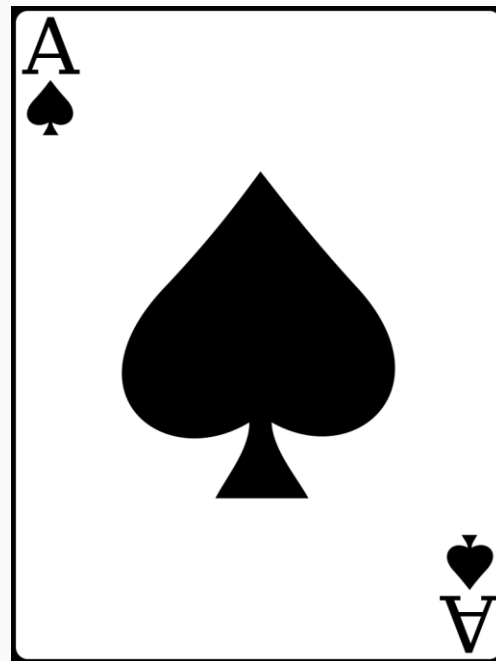
Play your below the radar cards right...



Play your cards right!

14%

% of grants to below the radar
organisations that went on **arts and
culture**

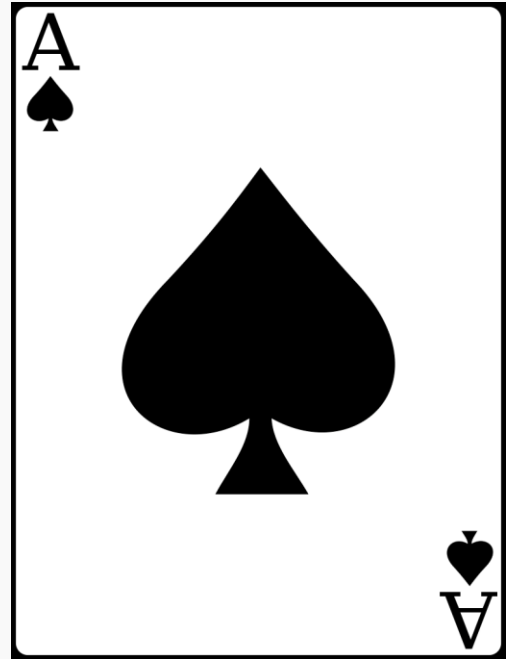




Play your cards right!

% of grants to below the radar
organisations that went to **sport**.

Higher or Lower than 14%?



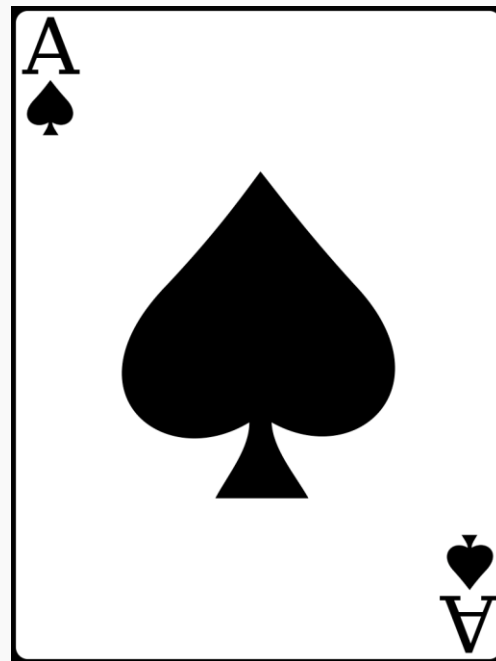


Play your cards right!

5%

% of grants to below the radar
organisations that went to **sport**.

Lower!

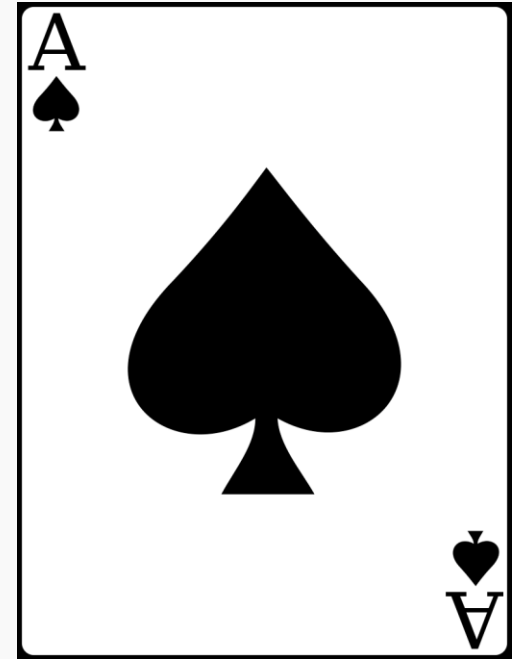




Play your cards right!

% of grants to below the radar
organisations that were spent on **events**

Higher or Lower than 5%?



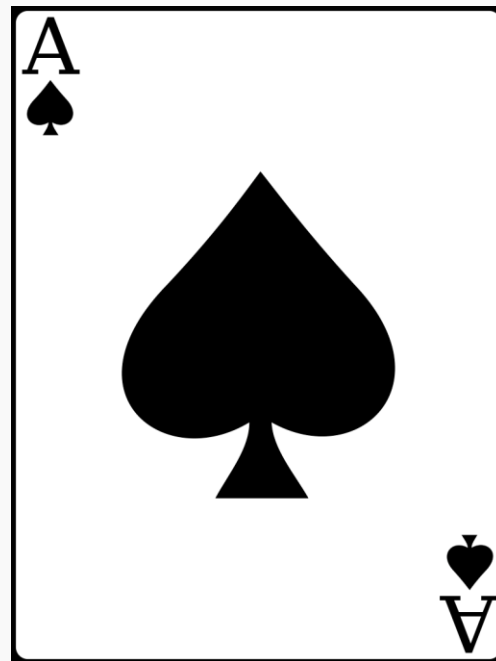


Play your cards right!

21%

% of grants to below the radar
organisations that were spent on **events**

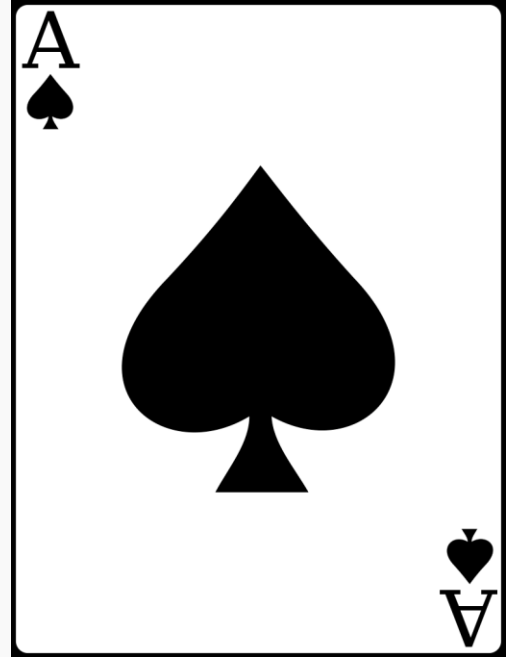
Higher! - and for just NLCF it was 50%



Play your cards right!

% of grants in **London** that went to
below the radar organisations

Higher or Lower than 21%?



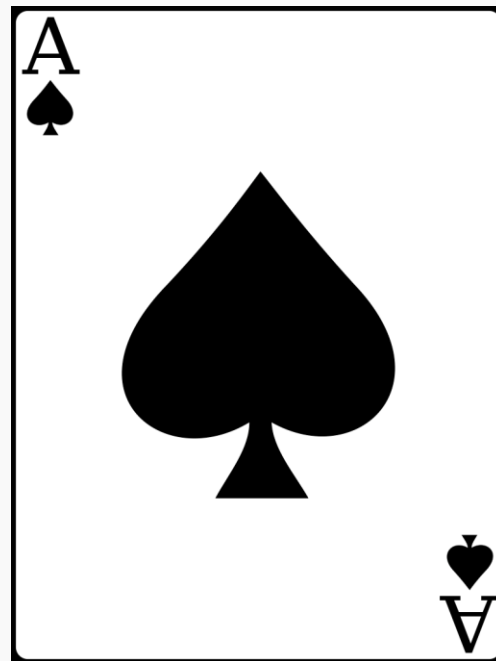


Play your cards right!

5%

% of grants in **London** that went to
below the radar organisations

Lower! The lowest of all English regions





Below the radar organisations

Research outline

Below the Radar Research

Base dataset

358,000 organisations (now 416,000 and still growing)

Data from 120 funders - biggest is NLCF (Awards for All)

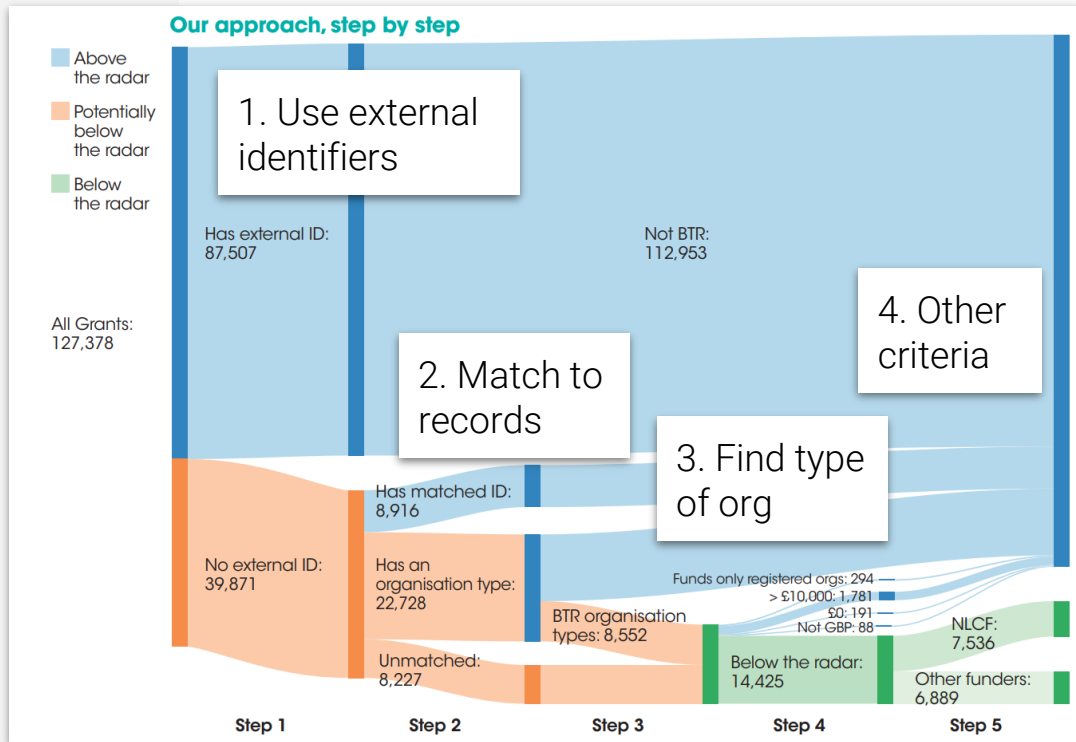
Research uses 127,000 grants covering 2016-2019

Uses 360Giving Datastore - ask me for details!

Below the Radar Research

Method

Aim is to remove registered organisations from the dataset.





Below the Radar Research

Research results

- £5,000 to St Mary's Church from a national funder for a building project.
- £3,200 from a national funder to a conservation group to renew boardwalks in a nature reserve.
- A £25 donation via a community foundation to a local armed-forces group.
- £2,000 to a local fund from a local council for people to spend on local housing improvements.

12,800

below the radar organisations

7,500

of which funded by NLCF

22,000

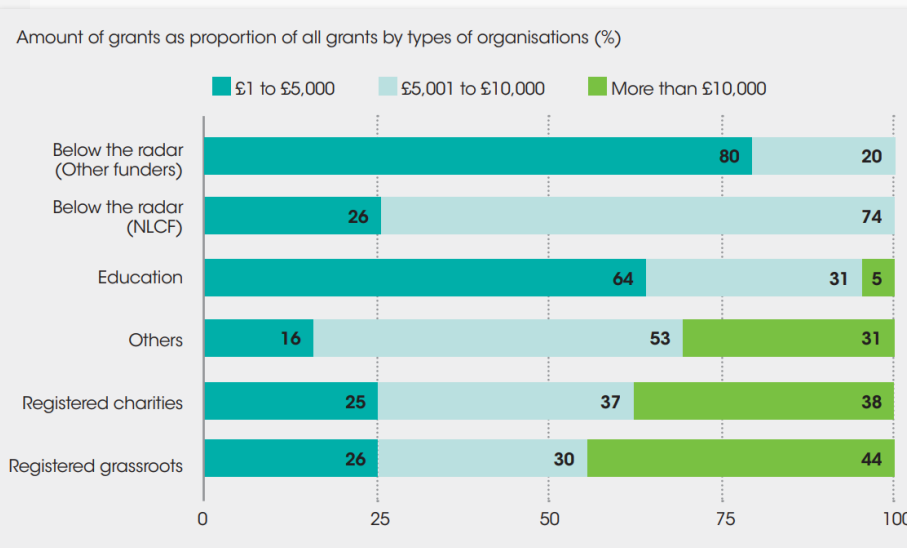
registered grassroots



Below the Radar Research

Size of grants

- BTR receiving v small grants - as you would expect. 80% of grants under £5,000
- Registered grassroots - 26% under £5,000, 56% under £10,000
- Less than 4% of grants to BTR are for longer than 15 months.



Below the Radar Research

What do the organisations do?

- Real variety in organisations
- Arts & culture, education/training and maintaining green spaces
- Registered grassroots - young people, sport

Top three activities by types of organisations (% of grants)

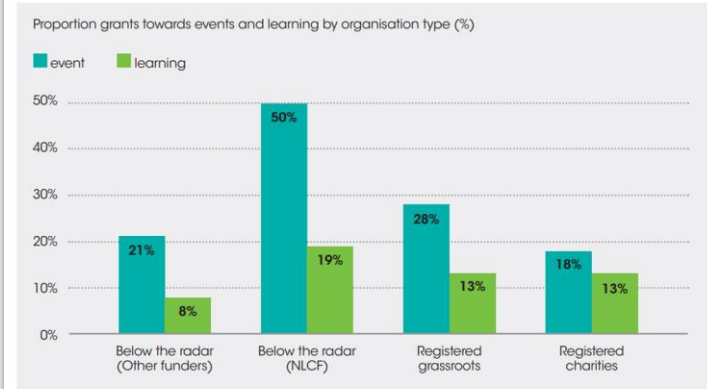


Below the Radar Research

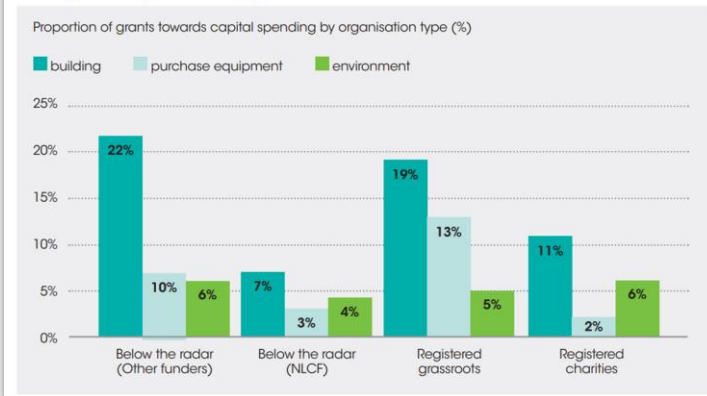
What are the grants for?

- Events - NLCF Awards for All
- Spending on buildings/equipment (eg church roof, refurbishment, etc)

Events are the most common activity of below-the-radar organisations funded by NLCF



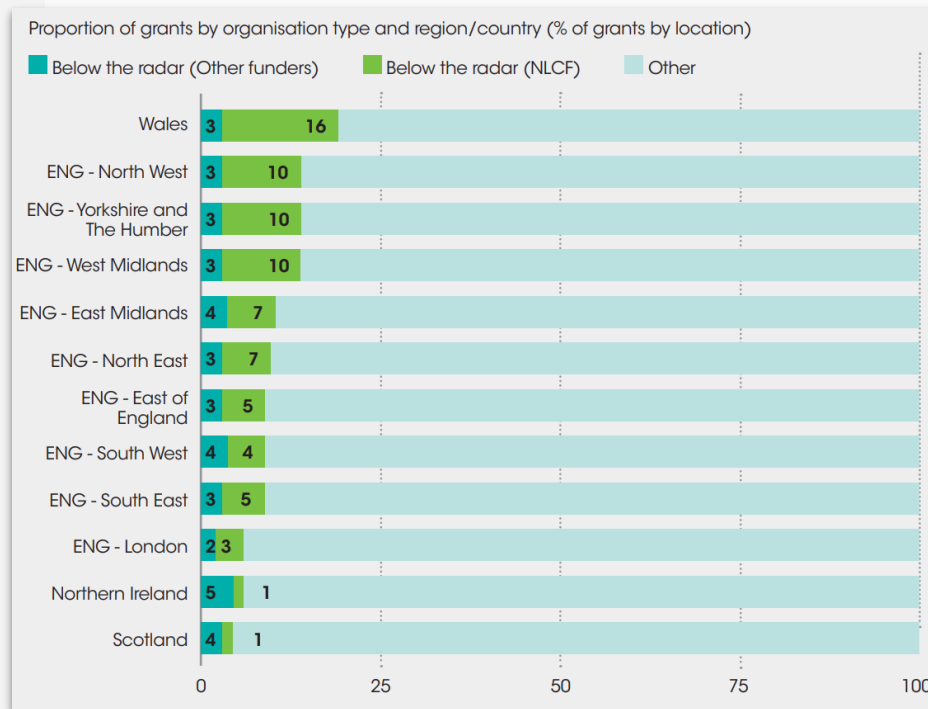
Capital spending accounts for a large proportion of grants for below-the-radar and registered grassroots organisations



Below the Radar Research

Geography

- Regions outside London more likely to see grants to below the radar organisations.
- Partly down to the large registered sector in London - still a large number of grants to BTR in London



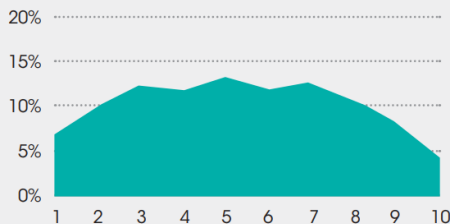
Below the Radar Research

Deprivation

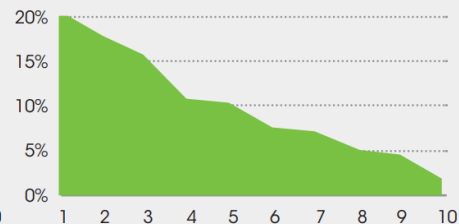
- Relatively flat distribution by level of deprivation
- Reflects nature of organisations - lots of the activity is community bedrock

Grants by organisation types and level of deprivation (% are of grants; 1=10% of the most deprived areas, 10=10% of the least deprived areas)

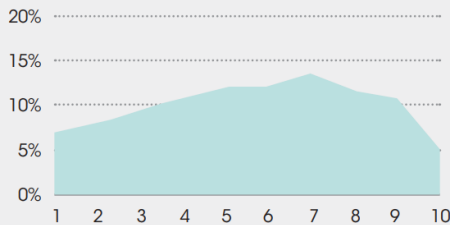
Below the radar (other funders)



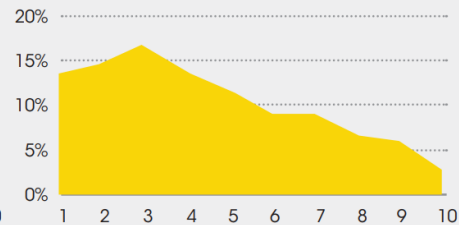
Below the radar (NLCF)



Registered grassroots



Registered charities



Below the Radar organisations

Find out more

Main report: <https://localtrust.org.uk/insights/research/below-the-radar/>

Launch blog post (with links to download the data):

<https://www.threesixtygiving.org/2020/08/06/below-the-radar-understanding-some-of-the-uks-smallest-charities/>



360Giving
360Insights

insights.threesixtygiving.org

Choose your data...

Datasets

Type a publisher name

A B Charitable Trust Open Programme grants awarded since 2013	744 records	Jan '13 - Oct '20	£11.9M
The Access to Justice Foundation Grants awarded since May 2020	171 records	Jun '20 - Oct '20	£8.0M
The AIM Foundation Grants awarded since September 2018	56 records	Sep '16 - Apr '20	£2.1M
Andrew Lloyd Webber Foundation April 2018	453 records	Sep '10 - Apr '20	£20.3M
Accredited Museums grants from 2017-2019	135 records	Apr '17 - Mar '19	£54.5M
Barrow Cadbury Trust Grants awarded since April 2012	650 records	Apr '12 - Apr '20	£23.8M
BBC Children in Need BBC Children in Need grants	4,432 records	Mar '15 - Sep '20	£209.0M
Bedfordshire and Luton Community Foundation Coronavirus Emergency Fund	122 records	Apr '20 - Jul '20	£609.0k

Pick a funder

...or...

GRANTNAV

What are you searching for?

Search All Fields | Locations | Recipients | Titles & Descriptions

Filter By

- Currency
 - GBP (415,302)
 - USD (900)
 - EUR (20)
 - See More
- Amount Awarded (GBP)
 - Smallest
 - Largest
 - Apply
 - £500 (8,483)
 - £500 - £1,000 (24,567)
 - £1,000 - £5,000 (109,810)
 - See More
- Recipient Region
 - London (48,047)
 - Scotland (42,856)
 - North West (38,443)

Results | Sort By: Best Match

Download CSV | Download JSON

Total grants	416,239	Total GBP grants	415,302
Total funders	159	Total GBP awarded	£33,778,876,903
Total recipients	224,652	Largest GBP award	£1,411,364,000
Earliest award date	18 Apr 1991	Smallest GBP award	£0
Latest award date	05 Nov 2020	Total Non-GBP grants	0

Provision of gymnastics for all | 23 Mar 2018 | Amount: £10,000

Funder: Sport England
 Recipient: Crewe and Nantwich Gymnastics & Commu...
 Region: North West
 District: Cheshire East

TIED, Adult Disability, Refugee and Asylum seekers football | Amount: £4,814

Funding under Sport England's Tackling Economic Disadvantage Small Awards programme for a Revenue project titled TIED, Adult Disability, Refugee and Asylum seekers football. This project lists its main activity as Association Football

Download a CSV from GrantNav

...get the results

Grants made by

London Borough of Hounslow between 2014 and 2020

644

grants

313

recipients

£3.2

million
Total

£500

(Average* grant)

*median

From the 360Giving data registry

Published by London Borough of Hounslow with a [Open Government Licence 3.0 \(United Kingdom\)](#) licence.[Download original file \(csv\)](#)



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Thank you!

@360Giving

@kanedr

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Below the Radar report

<https://localtrust.org.uk/insights/research/below-the-radar/>

Below the Radar Launch blog post (with links to download the data)

<https://www.threesixtygiving.org/2020/08/06/below-the-radar-understanding-some-of-the-uks-smallest-charities/>

360Insights: <https://insights.threesixtygiving.org/>

GrantNav: <https://grantnav.threesixtygiving.org/>

Covid Tracker: <https://covidtracker.threesixtygiving.org/>