



**CINNAMON**  
NETWORK

Cinnamon Faith Action Audit  
**National Report**

# CINNAMON FAITH ACTION AUDIT

To serve the nation

May 2015

# INTRODUCTION



I am pleased to introduce the Cinnamon Faith Action Audit Report. The purpose of the Cinnamon Faith Action Audit 2015 was to provide evidence for both the social impact and the economic value of all that faith groups do in communities across the UK.

Cinnamon Network hopes that the evidence provided in this report will inspire a greater confidence that faith and faith-based social action is a force for good in our society.

As a Christian my dream is that this renewed confidence will help local churches have new conversations and form new partnerships with Local Authorities, Police, other agencies, funders and businesses to help those people most at need in our communities.

## **Matt Bird**

Founder of Cinnamon Network  
mattbird@cinnamonnetwork.co.uk

.....  
: "I am delighted, on behalf of the Police Service,  
: to support the Cinnamon Faith Action Audit.  
: I have national responsibility for what is termed  
: 'Citizens in Policing', a volunteer-based approach.  
: The Cinnamon Faith Action Audit will reveal  
: the breadth and depth of social action via faith  
: groups in our communities. From my perspective  
: this provides an opportunity to better understand  
: the social action network across our country.  
: It is an extremely useful piece of work and the  
: potential is enormous."  
: .....

.....  
: **Michael Banks**, Deputy Chief Constable,  
: Durham Police and National Lead for Citizens in Policing  
: .....

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# EXECUTIVE SUMMARY

## The value that faith groups bring

At a time when budget cuts, changes to benefits and rising housing costs are affecting many communities across the country, there are groups of committed and faith-driven individuals who are stepping into the gap.

The Cinnamon Faith Action Audit approached 4,440 local churches and other faith groups. 2,110 responded saying that they were actively working to support their local community. These 2,110 groups were mobilising 139,600 volunteers and 9,177 paid staff to support 3,494,634 beneficiaries each year. The time given by churches and other faith groups alone in our survey was worth over £200 million. Nationally this puts the time given by churches and other faith groups into their communities through social action projects at over £3 billion a year.

We want to see local churches and other faith groups more empowered, more encouraged to take up their place as they serve at the heart of the community. We also want to see their work externally recognised and properly resourced as part of the overall picture of provision in any given community.

16,068

Total Number  
of Projects

3,494,634

Total Number of  
Beneficiaries in 2014

2,110

Total Number  
of Respondents

9,177

Total Number  
of Paid Staff

7,003,222

Total Paid Staff  
Hours Per Year

139,600

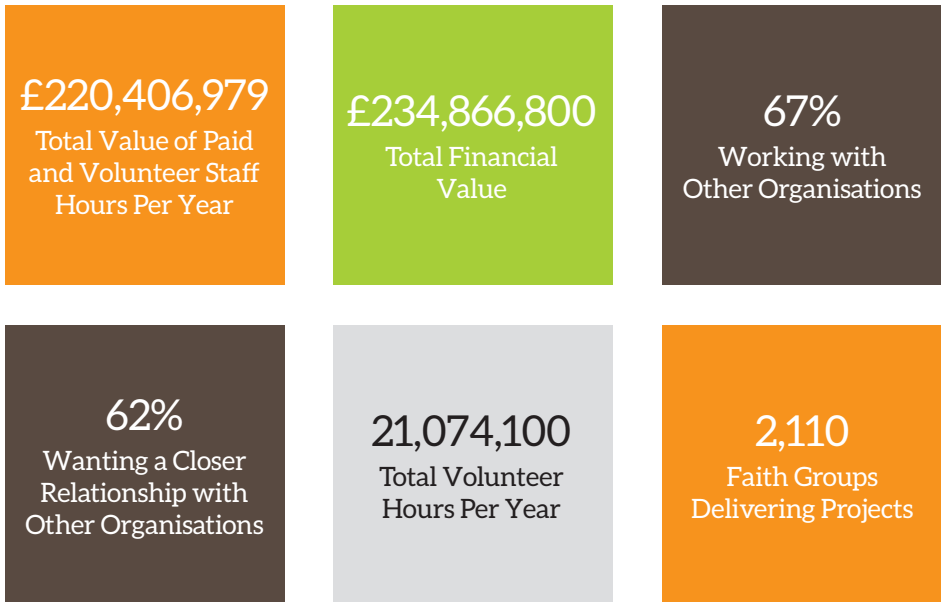
Total Number  
of Volunteers

Local churches and other faith groups work with families, provide debt advice, coach people back into work, offer emergency food parcels and provide a safe place to belong and build friendships. These groups are uniquely positioned to support those in most need on multiple levels and the Cinnamon Network believes that they should be celebrated and encouraged.

To glean a picture of the current level of commitment of local churches and other faith groups, in February 2015 the Cinnamon Network undertook a comprehensive survey of local faith-based social action across the UK. 57 'Local Champion' volunteers worked in their area to create a list of as many faith groups of as many types as possible to invite them to take part in the Cinnamon Faith Action Audit.

The online surveys were undertaken in a wide range of areas across England, into Wales, Northern Ireland and Scotland. Urban and rural areas were covered including places with high levels of deprivation and more affluent areas alike. Nationally, 4,440 groups were invited to take part in the Cinnamon Faith Action Audit and 2,110 completed the survey, an impressive response rate of 47.5%.

Cinnamon's aim in undertaking the Cinnamon Faith Action Audit was to take a pragmatic approach and recognise that any government will be facing a challenge in reducing the deficit. There is a very real prospect that statutory provision will be increasingly limited for the foreseeable future, which in turn will create widening gaps in services. Into these gaps, the Cinnamon Network wants to see local churches and other faith groups grow in confidence and capacity in their role at the heart of the community.



# CALL TO ACTION

Each Local Champion and Local Sponsor who carried out a Cinnamon Faith Action Audit has been encouraged to hold a launch event in their area to promote their findings. We hope that the results of the Cinnamon Faith Action Audit will build confidence, capacity and connectedness amongst local churches and other faith groups. As such our Call to Action checklist for local Champions using the results following their local launch event includes:

Use this report to begin conversations at every level of the local community, including with the Local Authority, Police and other agencies. See [www.cinnamonnetwork.co.uk/cfaa-reports/](http://www.cinnamonnetwork.co.uk/cfaa-reports/) for the full list of Cinnamon Faith Action Audit reports

Ask the Local Authority to sign up to the All Party Parliamentary Group Covenant on working with faith groups. [www.faithandsociety.org/covenant/](http://www.faithandsociety.org/covenant/)

Attend and invite your Member of Parliament to the National Parliamentary Prayer Breakfast in 2016 [www.christiansinparliament.org.uk](http://www.christiansinparliament.org.uk)

Encourage people of faith to take up roles in civic life such as Councillors, School Governors, Magistrates, Special Constables or Community Champions

Start a Cinnamon Recognised Project  
[www.cinnamonnetwork.co.uk/cinnamon-projects](http://www.cinnamonnetwork.co.uk/cinnamon-projects)

## The National Picture

Out of the 2,110 respondents to the Cinnamon Faith Action Audit we found that each year, on average, each faith group contributed to their local community:

- 8 Social Action projects
- Support for 1,656 beneficiaries
- 4 paid staff
- 66 volunteers
- 3,319 paid staff hours
- 9,988 volunteer hours
- £111,311 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

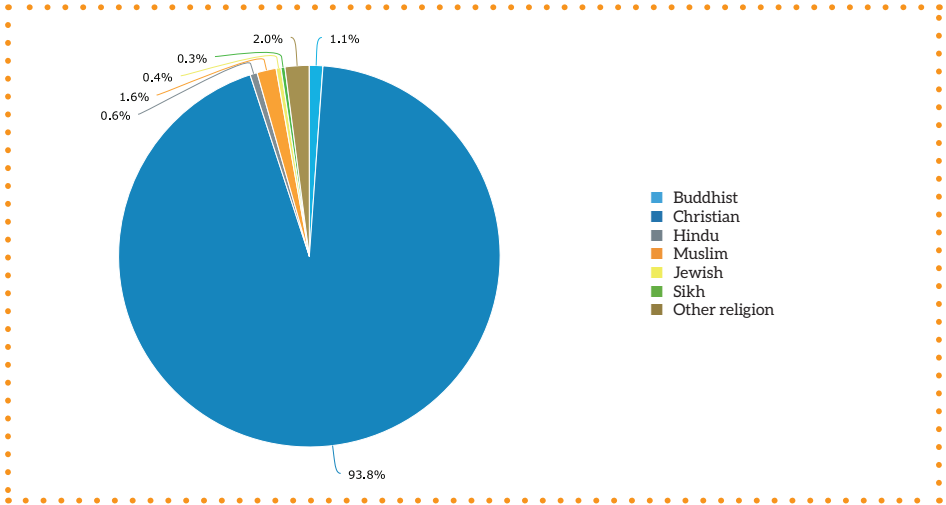
There are around 60,761 faith groups in the UK. If only 47.5% of them (the same percentage that completed our survey) delivered what the Cinnamon Faith Action Audits' average group did, this would mean that collectively the faith sector gives annually:

- 219,889 Social Action projects
- Support for **47,823,751 beneficiaries**
- 125,586 paid staff
- **1,910,413 volunteers**
- 95,838,462 paid staff hours
- 288,397,160 volunteer hours
- **Over £3 billion worth of support** (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

These figures only count the time that staff and volunteers directly give in the preparation and delivery of social action projects. If the knock-on benefits of all the combined social action projects were added in (for example the savings to Local Authorities, or reduction in benefits claimants as a result of the work of faith groups) then this financial contribution would be considerably larger. Similarly, these figures do not include all the physical resources such as the use of buildings and equipment provided in the delivery of social action projects by local churches and other faith groups.

# WHO RESPONDED?

## Spread of faiths



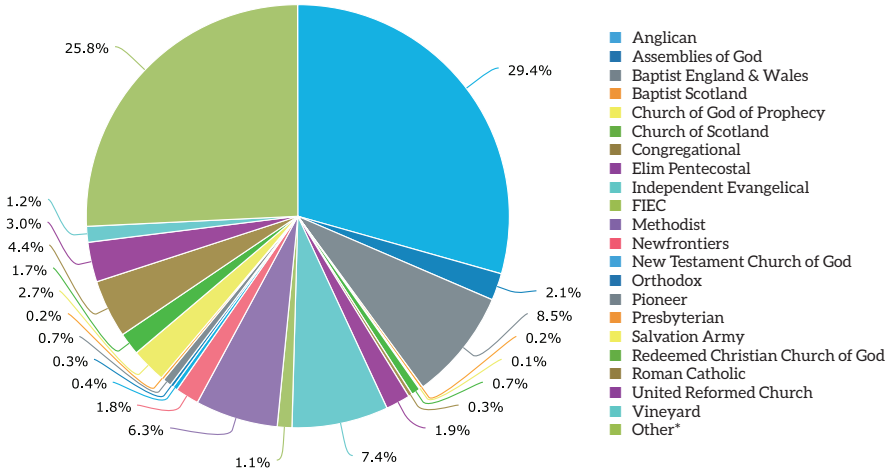
In order to create as full a picture as possible of faith-based social action in the UK, an integral part of the Cinnamon Faith Action Audit's approach was to widen the pool of respondents as far as possible. Local Champions were members of local church networks, chosen for their can-do attitude and outward-facing approach to engaging with all types of faith groups.

For the Cinnamon Faith Action Audit, all Local Champions were encouraged to invite faith-groups of all descriptions to take part. Many Champions went to some lengths to achieve this and build relationships with groups from other faith traditions. One Champion in Birmingham went as far as to drive round the city visiting as many places of worship and faith-based community groups as possible to ensure they were included.

Reflecting the Cinnamon Network's broad network, an extremely diverse cross-section of denominations responded to the survey.



# Christian Denominations



\*The 'Other' category includes churches which represent more than one denomination, such as multi-church charities or groups and also a range of smaller independent church denominations and streams such as the Seventh Day Adventists, Ichthus, Quakers and Groundlevel.

# THE NEEDS BEING MET

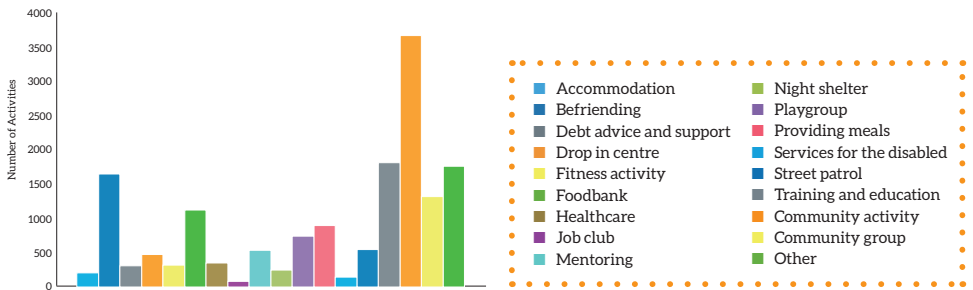
## Needs addressed



The Cinnamon Faith Action Audit showed that churches and other faith groups were working to meet a wide range of needs in the community. This included supporting families, children and young people and those in crisis. This may reflect the demographics of the members of those faith groups, or the visible needs that volunteers and organisers see around them. There is also a plentiful supply of social action project ideas for initiatives working with these groups, and it may be that projects which target them are simpler to start up. Cinnamon for example has a large proportion of its Recognised Projects targeted at these areas and many of them cost very little to start.

There were comparatively low numbers of churches and other faith groups who were working with people trapped in trafficking or prostitution or with refugees and asylum seekers. There may be many reasons for this and they are highly challenging areas to engage with, but Cinnamon would like to explore this more. As part of this we are currently seeking to engage with established projects working with these target groups to find models of delivery which could be delivered at scale by numerous churches and faith groups.

## Types of activity offered



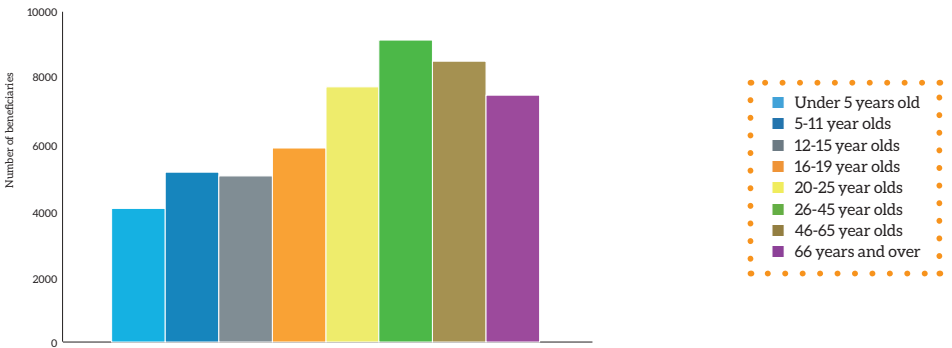
## Cinnamon Network activities



# THE BENEFICIARIES

The results of the Cinnamon Faith Action Audit show that local churches and other faith groups work with a vast cross-section of beneficiaries. Rather than being focussed on one particular age group or gender, faith-driven volunteers and paid staff are actively working with people from all ages and with men and women in almost equal measure. This confounds the stereotypical image of a church engaging mostly women and children through a few coffee mornings and parent and toddler groups and gives an insight into the true breadth, value and impact on all sections of the community that local churches and faith groups offer.

## The age of people supported in the community



## Gender of beneficiaries



# CINNAMON STORIES

Out of the 2,110 respondents, we found that 1,119 churches were delivering a Cinnamon Recognised Project as part of their commitment to supporting the local community.

Cinnamon Network enables local churches to transform their communities through social action projects. Using tried and tested, off the shelf projects, local church volunteers can set up and run activities which meet the needs around them without having to start from scratch.

Our current suite of 27 Recognised Projects are grouped into four themes:

**1** Enabling children and young people to flourish

**2** Supporting safer, stronger families

**3** Building safer, stronger communities

**4** Fighting poverty



"I fully recommend CAP Job Club. Its accessibility and one to one support was excellent. Far better than the compulsory courses I had attended."  
Barnsley

"Since receiving a visitor, I no longer feel trapped inside my house. I feel like I'm living again."

Wokingham Link Visiting Scheme





“Don’t assume everyone here has social problems, some are victims of bad luck. I just need a bed and food.”  
Bromley Night Shelter



“I thought you just come here, give your voucher in and get your food and go. But you are so much more than that here. I’ve seen so much kindness.”  
Visitor, Birmingham Foodbank

“I now feel like I am getting my life back. I really don’t know what I would have done without them.”  
Mother and family helped by Ipswich 4 Family mentor & link workers.



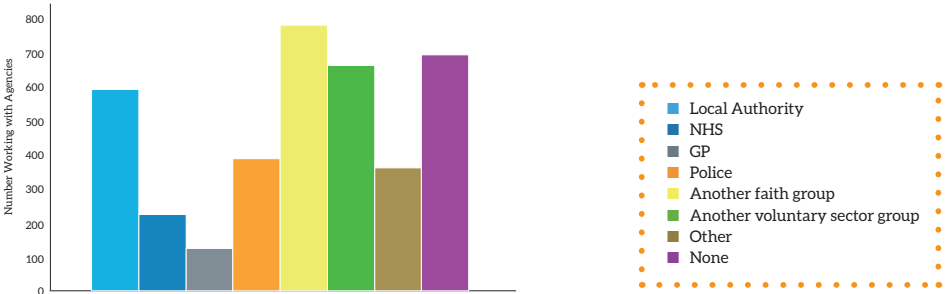
“Thank you Street Angels for coming to the rescue of my rather worse-for-wear son. You kept him safe until I could collect him.”  
Guildford Street Angels



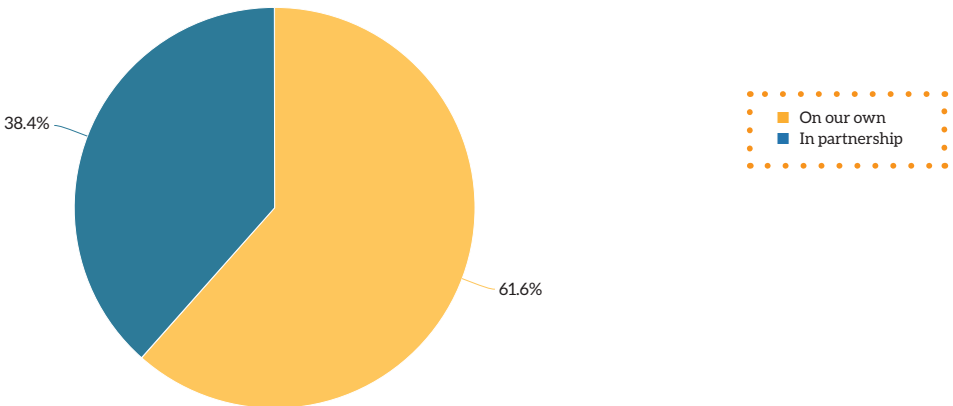
# PARTNERSHIPS

The Cinnamon Faith Action Audit found that there were stronger partnerships already emerging between faith groups and Local Authorities and other agencies. The aim of this audit however, was in part to provide the momentum for local churches and other faith groups to expand their partnership working further. Cinnamon believes that there is huge potential for effective partnerships between faith groups and civic bodies which could have enormous benefits for local communities.

## Working in partnership with



## Who runs the activities?



# ENGLAND, SCOTLAND, WALES AND NORTHERN IRELAND

The Cinnamon Faith Action Audits included respondents from England, Northern Ireland, Scotland and Wales. Across the board the data showed that in each nation levels of activity amongst local churches and other faith groups were consistently high.

## England

In England, on average each faith group contributed to their local community:

- 8 Social Action projects
- Support for 1,666 beneficiaries
- 4 paid staff
- 66 volunteers
- £111,868 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

## Scotland

In Scotland, on average each faith group contributed to their local community:

- 10 Social Action projects
- Support for 1,973 beneficiaries
- 4 paid staff
- 79 volunteers
- £107,787 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

## Wales

In Wales, on average each faith group contributed to their local community:

- 7 Social Action projects
- Support for 872 beneficiaries
- 4 paid staff
- 44 volunteers
- £92,896 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

## Northern Ireland

In Northern Ireland, on average each faith group contributed to their local community:

- 10 Social Action projects
- Support for 1,243 beneficiaries
- 3 paid staff
- 101 volunteers
- £97,399 worth of support (paid staff hours, plus volunteer hours calculated using the living wage of £7.85, plus management)

# CONCLUSION

The Cinnamon Faith Action Audit has shown that an incredible amount of social action work is being done by faith-based communities across the UK. Nationally their time alone in carrying out these projects is worth over £3 billion a year, and between them local churches and faith groups in the UK support over 47 million beneficiaries.

We anticipate that this report will build the confidence of local churches and other faith groups as they work at the heart of their communities. We also expect that at a local level, churches and other faith groups will be able to further engage with Local Authorities, the Police and other agencies as a result of being part of the Cinnamon Faith Action Audit.

Following this Audit, the Cinnamon Network wants to see local churches and other faith groups externally recognised and fully resourced for their crucial part in galvanising and supporting local communities. Most of all however, we hope that through the ongoing work of committed people of faith, the lives of millions of beneficiaries will be transformed for the better.



# METHODOLOGY

For this piece of work, measuring the breadth of activity was of central importance. With this in mind the mechanics of gathering the data and the design of the questions were geared towards collecting a large spread of results within a defined time-span. This created a snap-shot in time of activity across the country.

Using an online survey enabled the Cinnamon Faith Action Audit to be carried out in 57 locations across the UK. Local Champions led on each Audit and invited as many faith groups of all types in their area as they could to participate. 4,440 faith groups were invited to complete the survey nationally with a national response rate of 47.5%, that's 2,110 faith groups completing the survey.

'Faith groups' included places of worship and charities and community groups working at a local level for the benefit of the community and driven by their faith. This would include, for example, a local church running a Make Lunch Kitchen, a Jewish-led charity working with older people at a local level, or a Gurdwara offering meals to the community. If respondents self-defined as a faith group then they were eligible to take part, thus enabling Local Champions to invite as wide a pool of different groups as possible.

The survey itself was simple to complete and designed to be as accessible as possible. It asked quantitative questions around the level of social action carried out regularly by the faith community, the type of social action carried out and the level of staffing and volunteers who work on it. In addition to this there were questions about the number and type of beneficiaries who access the activities.

Respondents recorded how many social action activities (or 'projects') their faith group ran. These projects had to be regularly carried out and delivered for the social or economic benefit of the local community to be able to be included. For example a Street Pastors project, Job Club or parent and toddler group would qualify, but not a prayer meeting or worship service.

Where there was more than one faith group involved in delivering a joint project, Local Champions worked with the specific faith groups involved to determine whether it would be more accurate to count that joint project as a respondent in its own right, or for each faith group to record their contribution to the joint project. This was done in order to create the most accurate picture possible. In a research piece of this size there were inevitably elements of risk of duplication where several groups were working on the same project together, but with the local work of the Champions mitigating against this, it was felt that if there was any double-counting, it would be of such a small size that the overall impact on results nationally would be minimal.

For each activity or project, respondents detailed how many beneficiaries used the project, how many paid staff were deployed in running it and how many volunteers were involved. This data was then collated in order to provide an overall picture locally. The totals therefore for these three data points (beneficiaries, volunteers and paid

staff) are cumulative and the figures may well include the same individuals more than once if, for example, an individual used a Foodbank, toddler group and debt centre. This would mean that they show up in the figures as three 'beneficiaries'. Similarly if one member of staff worked across several projects they would be recorded for each project they worked on. On advice of those who had run pilot audits it was agreed by the Cinnamon team that a cumulative approach was useful to see the overall impact of provision and its breadth in full.

To provide a balance to the cumulative volunteer and paid staff numbers, respondents also inputted how many volunteer hours and how many paid staff hours were spent on each project. This enabled Cinnamon and the Local Champions to assess the financial value of the time spent on each project, without double-counting or overlap. For volunteer hours, the financial value was calculated based on the Living Wage (£7.85 per hour). These figures, along with management costs have formed the basis of the total financial value of each faith group.

Each local Audit was carried out over 4 weeks in February 2015. This provided a coherent and like-for-like picture of the breadth of faith-based social action in 57 areas across the UK. From these results a national picture can be gleaned.

In order to extrapolate to a national picture, Cinnamon took the combined local reports and calculated what the average faith group contributed to their local community in terms of beneficiary reach, paid staff and volunteers. With over 2,110 data points from across the UK, these figures were felt to be considerably robust.

Our research based on data from the Evangelical Alliance, the Charity Commission and Muslims in Britain showed that there are approximately 60,751 groups in the UK meeting our definition of 'faith group'. Given that 4,440 faith groups were invited to take part in the Cinnamon Faith Action Audit, but only 2,110 actually completed it, Cinnamon asserted nationally that at least 47.5% of faith groups were delivering some form of social action projects. As our result our nationally extrapolated figures are based on the assumed average activity of 47.5% of the 60,751 faith groups in the UK.

# THE 57 AREAS

Aberdeen  
 Barnsley  
 Bath & NE Somerset  
 Bexley  
 Blackburn with Darwen  
 Birmingham (central)  
 Bristol  
 Bromley  
 Carlisle  
 Chesterfield  
 Clitheroe  
 Coventry  
 Croydon  
 Durham  
 Eastbourne  
 Enfield  
 Forest of Dean  
 Gloucester  
 Gosport

Greenwich  
 Guildford  
 Halton  
 Haringey  
 Hastings & St Leonards  
 Havering  
 Ipswich  
 Isle of Wight  
 Islington  
 Kendal  
 Kilsyth & Cumbernauld  
 Kingston upon Thames  
 Knowsley  
 Lincoln  
 Luton  
 Northamptonshire  
 Northern Ireland  
 Norwich  
 Plymouth

Reading  
 Reigate & Banstead  
 Richmond upon Thames  
 Shepway (Folkestone)  
 Skipton & Craven  
 Solihull  
 Southampton  
 St Helens  
 Stamford  
 Suffolk Coastal  
 Sunderland  
 Thurrock  
 Trowbridge  
 Tunbridge Wells  
 Watford  
 Weston-super-Mare  
 Wokingham Borough  
 Wrexham  
 York

# OUR SPONSORS





**CINNAMON**  
NETWORK

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To serve the nation

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