

# People Count 2021

HR and workforce benchmarks  
for not-for-profit organisations



**Agenda**   
consulting

# People Count 2021

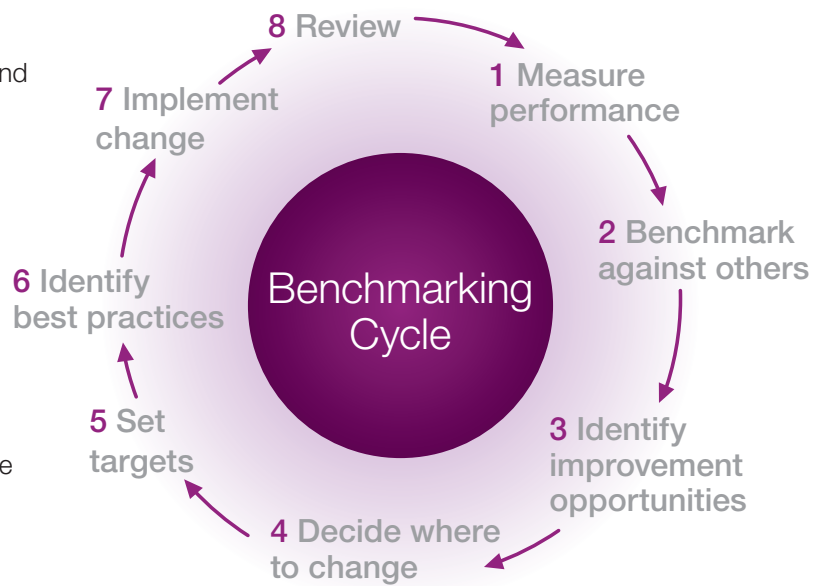
## What is People Count?

People Count is the not-for-profit sector's annual HR and workforce management study, providing benchmarks with which you can make sound, evidence-based, strategic decisions.

## Why take part?

Hundreds of organisations have taken part in the study since it began more than 15 years ago. People Count provides a unique opportunity to:

- Check your organisation's health, by tracking progress over time, and comparing with your choice of similar organisations, as well as the wider sector
- Improve HR processes
- Feed the insight into reports for your senior leadership team



## Key Topics

### Composition of Workforce

including:

- Management and spans of control
- Gender, ethnicity, disability, age.

### Learning and Development and Performance Management

including:

- Spend, induction
- Accreditation
- Career planning.

### Recruitment and Selection

including:

- Recruitment processes
- Turnover, exit interviews.

### Absence Management

including:

- Percentages of sickness absence
- Occupational and sickness pay.

### HR Function

including:

- Ratios to employees
- Costs.

### Employee Relations

including:

- Discipline and grievance
- Compromise agreements, ETIs
- Employee surveys.

### Reward Strategy

including:

- Pay systems
- Pay audits
- Gender pay gap.



*"People Count is a must-have for our HR team. It allows us to compare ourselves and our HR metrics to other relevant organisations and gives us the confidence we need to make decisions on our policies and remuneration packages for staff"*



Alex Taylor, HR Manager (Systems, Data and Support), Crisis U.K

## The Process

A simple, easy-to-follow process, with questions split by topic:



## Reports and Analysis

### By taking part in People Count, you will get:





















- Data from the most recent financial year
- A choice of peers
- Your own results report with benchmark data
- Sector-wide benchmark reports
- Good practice insight from other participants
- Access to contacts for knowledge-sharing.

In addition, we offer training and support to help you get the most from the study:

- Results Webinar – Hear the People Count 2021 highlights and key findings
- Product Training Webinar – Understand how to best use the reports to interpret your results
- 1-1 Consultation – Explore your results further with a member of our team.

## Who takes part?

Organisations from a variety of sectors take part in the study, including:

 Animal Welfare	 Environment/Conservation	 Students Unions
 Arts/Culture	 Health Care/ Medical Research	 People with Disabilities
 Children/Young People	 Heritage	 Religious/Missionary
 Civil Rights/Citizenship/ Law and Order	 Hospice	 Social Care
 Economic/Community	 Housing	 Sports/Recreation
 Education/Training	 International Development	 Umbrella/Resource Body
 Elderly/Old People	 Mental Health	

## Publications

If you can't join us this year, but would like to find out more about a particular topic, you can buy one of the reports, which include all the sector-wide data, good practice examples and key findings.

£200 plus VAT per report.

### 2.1 Composition of Workforce and The HR Function

### 2.2 Employee Lifecycle - From Recruitment to Performance Management

### 2.3 Absence Management, Retention and Reward

Visit the publications section on the Agenda website to purchase yours: [agendaconsulting.co.uk/publications](https://agendaconsulting.co.uk/publications).

Reports available August 2021.



5 Reports & Drill Down

6 Good Practice Zone

7 Contacts

8 Training and Support

## Timetable

Booking welcome	Now
Questionnaire available	March 2021
Early bird prices expire	31 May 2021
Deadline for completion of questionnaire	25 June 2021
Publication of reports	August 2021
Product Training Webinar	September 2021
Results Webinar	September 2021

## Prices

Organisation Income	Member Price* Early Bird	Standard Price Early Bird
<£5m	£370	£405
£5m-£10m	£470	£505
£10m-£25m	£570	£605
£25m+	£670	£705

All prices are subject to VAT.

\*Member prices apply to organisations who are members of our partners: AMHP, CHRN, Hospice UK, NCVO, NUS and VODG.

Early bird prices expire on 31st May 2021. After this date, the price will be £810 plus VAT for all organisations.

## Find out more

- Join a free webinar. See our website for our webinar schedule: [agendaconsulting.co.uk/events](https://agendaconsulting.co.uk/events).
- Visit: [agendaconsulting.co.uk/peoplecount](https://agendaconsulting.co.uk/peoplecount) for more information, an up-to-date list of organisations taking part, and a list of FAQs.

## Terms and Conditions

When booking onto a benchmarking study with Agenda Consulting you are agreeing to these terms and conditions. You will receive an automated email to confirm your booking and, if you choose to pay online, a confirmation of your payment. If you elect to pay by invoice, it will be emailed to you.

### Payment

All invoices are payable within 30 days of date of invoice. Please note that non-payment after booking onto a benchmarking study does not indicate a cancellation. No refunds will be issued unless cancellation is made within 30 days of booking onto the study.

### Cancellation Policy

Cancellations must be made by email to [info@agendaconsulting.co.uk](mailto:info@agendaconsulting.co.uk), by telephone to 01865 263720 or in writing to Agenda Consulting, 2nd Floor, 11-12 Cornmarket Street, Oxford, OX1 1HU.

### Conditions of Participation

All participants (client) are required to complete the questionnaire. In the event your organisation is unable to complete the questionnaire, no refund will be given. No information will be attributed to individual organisations in any published report, with the exception of good practice examples, which are optional to complete and will only be available to other participating organisations.

The client must nominate a lead user to access the client area within the Agenda Benchmark Database (ABD) and provide Agenda with their contact name, email address, job title and telephone number. Should the lead user change, or additional users be added by or on behalf of the client, the client is responsible for keeping the users and the users' information current.

The client shall ensure that all user information is kept updated and current, including:

- Usernames and passwords where applicable
- Removal of users who no longer require, or are no longer permitted access, to ABD

The client must provide the contact details of one member of staff (name, email address), to be made available to other participants within the Contact Zone\* for the duration of the Study, which is up to 3 years. The client is responsible for compliance with the data protection policy relating to the use of its users' personal information in People Count. Should the contact change, the client must inform Agenda, and Agenda will amend the contact information in the Contact Zone within ABD.

\*The Contact Zone is a section within the benchmark study and sits in the client area, access to which is password controlled. Organisations' data from their most recent submission from the current and/or previous 2 years is available to select as comparators by other participants in the benchmark study. The contacts in the Contact Zone are there in the event that a participant wishes to find out more about a particular initiative another organisation has undertaken and which is described in the Good Practice Zone. The contact is under no obligation to respond to an approach from another participant.

Please view the Agenda Consulting [Privacy Policy - Clients](#) for details on how we process your data.



We are a research consultancy helping not-for-profit organisations develop and sustain the highest levels of employee and volunteer engagement.

2nd Floor, 11-12 Cornmarket Street, Oxford, OX1 3EX, UK

[agendaconsulting.co.uk](https://agendaconsulting.co.uk) [+44 \(0\)1865 263 720](tel:+441865263720) [info@agendaconsulting.co.uk](mailto:info@agendaconsulting.co.uk)

[@AgendaConsult](https://twitter.com/AgendaConsult) [linkedin.com/company/agenda-consulting](https://www.linkedin.com/company/agenda-consulting)