

make an impact on MPs AND LOCAL COUNCILLORS.

Facts, statistics and evidence to help encourage MPs or local councillors to support Scouting.

Across the UK, Scouting offers young people and adults the opportunity to develop key skills, have fun, try new activities and adventures and make new friends. Although we can give countless, anecdotal stories about Scouting's impact we are increasingly asked to show the evidence of the benefits and value that Scouting brings to society.

To provide this we commissioned Public and Corporate Economic Consultants (PACEC) to conduct an independent impact study of The Scout Association.

The research team consulted and engaged with 260 Scouting volunteers, almost 800 Scouts (aged 10-25), over 600 former Scouts, 100 young people not involved in Scouting and over 800 external organisations including voluntary and neighbourhood groups, public sector organisations and businesses.

This report offers a snapshot of the research from the study which can be used to support you in talking to your MPs and local councillors.

KEY FINDINGS

There are three clear themes from the research:

1. Scouting provides a **unique package of interrelated benefits** for its participants. These can be defined as having fun, building good relationships, taking part in activities as well as the opportunity to contribute to the community and improve life chances.
2. Scouting **develops the leaders of today and tomorrow**. External organisations surveyed said that staff who had been involved in Scouting were above average employees across a range of attributes.
3. Scouting is an **integral community resource**. Some 80 per cent of external organisations said that Scouting benefited their organisation and 69 per cent said that it benefited their clients or service users.

ABOUT THE DIGESTS: HOW THEY WILL HELP YOU

This is part of a series of five digests for managers to help prove the value, benefit and impact of Scouting on young people, adult volunteers and communities.

The four other digests:

1. **Make an impact on your fundraising:**
Facts, statistics and evidence to help you when applying for funding.
2. **Make an impact on your recruitment:**
Facts, statistics and evidence to help you when recruiting adult volunteers.
3. **Make an impact on parents:**
Facts, statistics and evidence to help you when talking to parents.
4. **Make an impact on local businesses and organisations:**
Facts, statistics and evidence to help encourage businesses, employers and community organisations to support Scouting.

The data in the digests can be used in conversations, presentations, reports and publicity materials. They have been divided into specific audiences, but you are welcome to use the evidence that is most relevant to your area and/or stakeholders.

As the research is nationwide, the statistics will refer to UK Scouting. On occasion the data may not be directly transferable to local situations. The evidence is intended to support local knowledge and provide added-value to the conversations and relationships you have with the individuals and organisations in your community.

The quotes contained within them are taken from the focus groups led by the PACEC research team and are anonymous. Real-life quotes or case studies always help bring evidence to life and where possible supplement the data with stories from your young people, volunteers and community to highlight the impact and benefit of Scouting in your County, Area or District.

Where possible, please reference the source as *'The Impact Assessment of The Scout Association, Public and Corporate Economic Consultants, February 2011'*.

All five digests are available to download at scouts.org.uk/impactstudy

PERSUADING LOCAL POLITICIANS TO SUPPORT YOUR SCOUT GROUP

“ We had someone in our Cub Pack a few years ago who had been excluded from every school activity. When he came here we helped him to focus and kept him busy with the activities and he turned out fine with the extra support we gave him. He now gives similar support to others.”

Scout Network

You may want to invite your MP to an event or ask for their help with a fundraising activity, or maybe you need your local councillor's support to help you renegotiate your rent. Your local elected officials can help you if you can prove how Scouting helps young people and its communities.

Elected representatives like MPs, MSPs and councillors are likely to be aware of what Scouting is and will have a basic idea of the sort of activities that young people and volunteers are able to do on a weekly basis. They may not know that Scouting is co-educational or that we do many more things than just put up tents.

They'll be even less sure of the social impact of Scouting, how the skills development of young people and the activities they take part in benefit the local area. This is the sort of information that will really impress them and persuade them to help your Scout Group or cause.

In meetings or letters to elected representatives don't concentrate your efforts on what you do on a day-to-day or week-to-week basis. Make your MP or councillor aware of how Scouting helps young people and in turn helps local communities and business.

How Scouting helps young people

Scouting helps young people develop social skills. For example:

- 87 per cent of Scouts think Scouting helps them to make a greater contribution to their community.
- 83 per cent of Scouts think Scouting gives them improved social skills.
- 84 per cent of Scouts think Scouting has improved their character and personal development.
- 82 per cent of Scouts think Scouting has improved their leadership ability.
- 80 per cent of Scouts think Scouting has improved their confidence and teamwork.

Scouting helps young people improve their chances of employment. For example:

- 41 per cent of wider community organisations said that if Scouting was on a job applicant's CV it would be a positive influence on their appointment.

- 44 per cent of Scouts think that involvement with Scouting improves their CVs.
- One third of Explorer Scouts believe that Scouting has given them greater skills for employment and volunteering.

How Scouting helps local communities

“ ... helping the community makes me feel that I have achieved something and helped people who are not as privileged as others... when we did a sleep out to raise money on World Homeless Day we met homeless people and this made us see for ourselves the problems they face.”

Explorer Scout

The study found that Scouting provides a valuable community resource, for example:

- 84 per cent of Scouts take part in some form of community service and help others.
- 41 per cent of Scouts volunteer for other charitable organisations.

How Scouting helps local businesses or organisations

The external organisations interviewed in the study spoke positively of their involvement with Scouting, for example:

- 80 per cent of organisations surveyed said that Scouting benefited their organisation to some extent or to a great extent.
- 80 per cent said that the benefits that their organisation gets from Scouting would not have occurred or would only have partially occurred if it wasn't for Scouting.



THE FUNDRAISING TEAM:

The executive summary and full report of the Impact Assessment is available on request from the fundraising team at fundraising@scouts.org.uk

