

make an impact on PARENTS.

Facts, statistics and evidence to help you when talking to parents.

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 (PACCEC) 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 parents about Scouting and telling them about its benefits for their children and them if they get involved.

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 MPs and local Councillors:**
Facts, statistics and evidence to help encourage MPs or local councillors to support Scouting.
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 PACCEC 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

THINGS TO TELL PARENTS TO GET THEM ENGAGED IN SCOUTING

“ I have learnt so much since I started eight years ago. It’s amazing the things I can do which I wouldn’t be able to if I wasn’t a Scout. It has helped at school... I made the regional [athletics] team through being a Scout. ”

Explorer Scout

Parents and families have a key role in influencing children and young people to join Scouting; 47 per cent of young people said they had joined because their parents and family said it would be a good idea.

If parents and families are new to Scouting they may not be aware of the activities and skills young people can develop by joining.

Lots of opportunities

Scouting gives children and young people the opportunity to be active across a wide range of activities for example:

- 9 out of 10 Scouts will take part in a camping or hiking expedition at least once a year and over half will take part in these activities at least four times a year.
- Knowledge of first aid is an important part of a Scout’s education. The study found that Scouts are more likely to be involved in learning about first aid than young people of the same age not in Scouting.
- 47 per cent of Scouts took part in team games and problem-solving activities at least 10 times a year.
- Over 50 per cent of Scouts identified camping/hiking, outdoor activities, first aid, team games, crafts, conservation and community service as the most useful activities that they took part in.

The most commonly-cited benefit of Scouting for young people was to make good friends and have fun. Although Scouts will always be ‘learning through doing’, they see the activities they take part in as fun.

Developing through activities

“ When I was younger I almost got into a life of crime and was hanging around with the wrong crowd. Coming to Scouts and learning from others meant that I moved away from influences that probably would have meant I ended up in prison. ”

Scout Network member

Young people will develop a wide range of skills through Scouting:

- 82 per cent of young people said that Scouting helps them to develop their character and confidence.
- 87 per cent of young people said that Scouting helped them to contribute to their communities.
- 92 per cent of young people said that Scouting helped them build good relationships and social skills.
- 88 per cent of young people said that Scouting helped them at school and in employment.

The sheer variety and scale of activity on offer to young people is delivered at a relatively low cost to parents. Families would find it difficult to access these opportunities for their children anywhere else.

Becoming a volunteer

Parents are also a key audience for volunteer recruitment. By joining Scouting as an adult volunteer, parents can develop a wide range of skills:

- 91% of volunteers said that Scouting had helped them develop key skills, such as leadership, teamwork, character development and social skills.
- 97% of volunteers said that being involved helped them with relationship-building.
- 97% of volunteers said that Scouting helped them develop their volunteering activity including contributing to the community, improved understanding of the community and improved skills for volunteering
- 95% said that Scouting helped them improve their physical skills, including the improved ability to cope with outdoor conditions.

Like their children, parents will also benefit from great friendships and fun activities while helping in 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

