

make an impact on LOCAL BUSINESSES AND ORGANISATIONS.

Facts, statistics and evidence to help encourage businesses, employers and community organisations 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 (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 to help you engage with businesses, employers and community organisations.

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 MPs and local councillors:**
Facts, statistics and evidence to help encourage MPs or local councillors 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

ENCOURAGING EMPLOYERS TO SUPPORT SCOUTING

“ My job is working with disadvantaged kids and my employers told me that being a Scout influenced them and was why they took me on. ”

Scout Network

The skills and attributes gained by taking part in Scouting are in demand by many employers and community organisations. Many will have an awareness of Scouting, but they won't know how it can help them.

The study found that just over a third (34 per cent) of organisations reported that they were aware of people in their organisation that had been involved in Scouting. More importantly 41 per cent said that a job applicant's involvement in Scouting would positively influence their decision to recruit them.

The study also highlighted that a number of external organisations were already involved with Scouting through:

- sharing facilities and local collaboration
- help from volunteers in civic and community events
- skills development and training opportunities
- faith-based activities
- funding opportunities.

Some 54 per cent were keen to improve partnership working with Scouting and develop better communication between Scouting and the wider community.

You can capitalise on this positivity by highlighting to external organisations the added-value Scouting brings to their workforce if they employ Scouts and/or support their employees in volunteering.

Why employ Scouts?

Some 89 per cent of young people and adults in Scouting identified that Scouting has helped them to build 'key skills' including social skills, team working and leadership.

The external organisations surveyed said that many of the key Scouting attributes such as respect for others, friendships, teamwork, character building and personal development were very important attributes for their staff or volunteers to have in the workplace.

External organisations said that staff who had been involved in Scouting were above-average employees across a range of attributes. In particular, six out of ten said:

- Scouts had developed team working skills.
- Scouts showed respect for others, which was important when working with peers, customers and clients.
- Scouting helped build character and personal development.
- Scouts showed confidence and leadership ability.

These soft skills are often difficult to value. You can use this evidence to prove to your employers that Scouts, regardless of age and experience are developing skills which meet their needs and can help strengthen organisations.

Support employer-led volunteering

“ One thing which is good about it is that we help each other when we are doing things. We're kind of learning all the time when we're doing it. ”

Scout Network

All the social, team and leadership skills that Scouts develop can be utilised in the workplace.

However, private, public and voluntary sector organisations will have very different objectives to working with Scouting.

You will need to focus your approach and the benefits that Scouting can bring depending on whether you are talking to the HR manager of a local bank or the Youth Services team at the local authority.

For example, in the study:

- private sector organisations were most likely to cite that volunteering activities worked well; and
- public sector organisations were most likely to cite that training opportunities worked well with Scouting.

The training and development opportunities taken up by Scouts, outside of physical and adventurous activities, were seen as critically important to employers.

Employers were much more likely to value attributes including respect for others, teamwork ability, social skills and confidence over other Scouting skills such as level of fitness, expertise in physical conditions and the ability to cope in outdoor conditions.

This is important to refer to when talking to employers as it is the softer skills they would like their employees to exhibit rather than the practical and physical skills which Scouts may also develop.

When discussing volunteer opportunities with employers, focus on the social and teamwork skills their employees will be bringing back into the workplace, rather than the activities they will be taking part in.

By allowing their employees to volunteer for Scouting, employers will see improved key skills across a range of attributes, including:

- character and personal development
- confidence
- social skills
- teamwork ability
- leadership ability.

An increasing number of businesses may look to Scouting to support their Corporate Social Responsibility (CSR) activities. By engaging organisations in employer-led or endorsed volunteering programmes Scouting could support businesses to meet a broad range of CSR objectives which also meet Scouting's goal of attracting more adult leaders and skills-focused volunteers.



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

