

make an impact on MEDIA.

Facts, statistics and evidence to help promote Scouting to the media.

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.

HOW THIS DIGEST WILL HELP YOU

This digest offers a snapshot of the independent evidence from the impact study, which can be used in press releases, media interviews, story pitches across the following themes:

1. Information to help promote fundraising
2. Information for engaging with elected representatives
3. Encouraging parents to volunteer
4. Encouraging employer supported volunteering

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'.

Download the digest at scouts.org.uk/impactstudy

SELLING SCOUTING TO THE MEDIA

“ 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

Information to help promote fundraising

- Scouting provides a package of interrelated benefits for its young people. The most commonly-cited benefits for young people were good friendships, having fun, developing key skills and taking part in activities.
- While Scouting is well-known for providing camping, hiking and expedition activities, the study found that 47 per cent of youth members took part in team games and problem-solving activities at least 10 times a year.
- By taking part in a diverse programme of activities, young people in Scouting said they were able to develop a range of skills and attributes, including:
 - 88 per cent of young people said that Scouting helps them improve their key skills, including social skills, teamwork ability, leadership ability 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 long-lasting friendships.
 - 88 per cent of young people said that Scouting helped them at school and in employment.
- Over a third of youth members and adult volunteers said that it was **unlikely or impossible** that they would have had the opportunity to gain these benefits in the absence of Scouting.
- The sheer variety and scale of activity on offer to young people is delivered at a relatively low cost.
- 82 per cent of young people and 90 per cent of adult volunteers take part in community service or volunteering activity at least once a year.
- Scouts are more likely to volunteer for groups outside of Scouting, than young people not involved in Scouting.

- 80 per cent of organisations surveyed believe that Scouting benefits their organisation and 69 per cent said Scouting involvement benefited their clients or service users.
- Most importantly, organisations said that if Scouting did not exist only 6 per cent of them would undertake the work/activity themselves with 40 per cent stating that the work would not be done at all by themselves or anyone else.

Information for engaging with elected representatives

“ ... 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

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:

- 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.

Scouting helps local communities:

- 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.

Scouting helps local businesses/organisations:

- 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.

Encouraging parents to volunteer

“ 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

By joining Scouting as an adult volunteer, parents can develop a wide range of skills:

- 91 per cent of volunteers said that Scouting had helped them develop key skills, such as leadership, teamwork, character development and social skills.
- 97 per cent of volunteers said that being involved helped them with relationship-building.
- 97 per cent 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 per cent 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.

Encouraging employer supported volunteering

“ 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

- 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.

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.



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

