

# make an impact on YOUR RECRUITMENT.

## Facts, statistics and evidence to help you when recruiting adult volunteers.

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 recruiting adult volunteers.

### 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**. 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.

#### 4. Make an impact on MPs and local councillors:

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

#### 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](http://scouts.org.uk/impactstudy)

## INSPIRING POTENTIAL VOLUNTEERS

“What’s best [about Scouting] is that we can have some fun and forget about school work. When we do activities everyone joins in, including the adults sometimes. It makes us laugh and helps us to have a better relationship with our leaders.”

*Scout*

With a waiting list of over 30,000 children and young people, the data from the impact study can help you to encourage more adults to join Scouting as volunteers. You can use this information in school gate conversations or your publicity material to show why being a volunteer in Scouting is a great opportunity for adults in your area.

### A full package of benefits

Scouting can offer a unique and interrelated package of benefits, these include:

- having fun
- having good friendships
- taking part in activities
- contributing to the community
- improving life chances in terms of education and employment
- building confidence and commitment to others.

Over a third of adult volunteers said that it was unlikely or impossible that they would have had the opportunity to gain these benefits without Scouting.

### Developing skills

Scouting helps adults to develop a range of skills. In particular:

- 91 per cent of volunteers said that Scouting had helped them to 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.

## Relevant to employers

“I get a sense of achievement (from Scouting) and this has helped with my CV and when I have applied for certain jobs... at a couple of interviews I was asked about my involvement in Scouting... I do think that it helped me in the end to get the job I now have.”

*Scout Network*

Some 41 per cent of organisations reported that a job applicant’s involvement in Scouting would be a positive influence on their appointment.

Organisations felt that staff who had been involved in Scouting were above average across a range of key attributes related to key Scouting qualities, including:

- understanding of values
- respect for others
- teamwork ability
- confidence
- social skills
- leadership ability
- contribution to the community.



### 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](mailto:fundraising@scouts.org.uk)

