



Scout survey

**A guide to the annual Scout
Experience Survey 2019**

scouts.org.uk/scoutsurvey2019



Your views on the Scouts

The Scout Experience Survey is the annual survey where we ask adult volunteers, young people and parents/carers their views on Scouting.

As Scouts, we are all about developing young people and positively contributing to society. But understanding how we're doing relies on continual assessment. The Scout Experience Survey is key to this process.

Last year's survey has proven the tremendous power of Scouts, and highlighted the areas we can work on so we can continue to get better. We want you to know that, because of you and all you do to make Scouts possible, our young people are thriving. The results of the 2018 Scout Experience Survey are a testament to the benefits of Scouts: you can see the report [here](#).

In 2019, we'd like to gather even more feedback to help us improve what we do, and to show the difference Scouts makes, in order to recruit more people, get more support and make an even greater impact.

Throughout March, the Scout Experience Survey 2019 will be available. I urge you to fill yours in and encourage young people, parents/carers and fellow volunteers to share their views too. The more people we hear from, the more accurate and refined our research and analysis will be and the more we can help you.

Fill in this year's survey on www.scouts.org.uk/scoutsurvey2019 and then share it with fellow volunteers, parents/carers and Scouts, Explorers and Network.

To help spread the word and generate even greater results, read this guide and use the email and social media templates to help share the survey link.

Once again, to all our amazing volunteers – thank you!



Tim Kidd

UK Chief Commissioner

About the survey

Purpose

We have created this survey for young people, parents/carers and adult volunteers in Scouts.

The survey is designed to give us the information to help us to make Scouts better, to prove that we are an organisation worth supporting, and to help us make better decisions about how we use our time and money.

The survey is designed to give us the information to help us to make Scouts better

Who can fill in the survey?

The Scout Experience Survey is relevant to a wide audience and should be completed in relation to the experience of Scouts in the last 12 months.

- **Scouts** – all Scouts are encouraged to complete the survey. Scouts under the age of 13 will only be asked a small number of questions and will not be asked any questions of personal details. Scouts who are 13 and over will be asked to complete the full survey including personal details and permissions to use data for further research.
- **Explorers** – all Explorer Scouts are encouraged to complete the full survey.
- **Network** – all Network (who are not adult volunteers as well) are encouraged to complete the survey in relation to their experiences in Network in the last 12 months.
- **Adult volunteers** – All adult volunteers are encouraged to complete the survey (including Section Leaders, Administrators, Executive Committees, supporters, line managers etc.), and to do so in relation to their primary role and their experiences over the last 12 months.
- **Parents/carers** – All parents/carers who have young people in Scouts (or who have recently left Scouts in the last 12 months) are encouraged to complete the full survey in relation to their experiences over the last 12 months. Where a parent/carer has more than one child in Scouts they are encouraged to fill in the survey in relation to the child that has been in Scouts the longest.

What questions are in the survey?

'About you' questions

At the start of the survey, we explain that by taking part in this survey, you will provide us with personal and sensitive data (for example, age, religion, ethnicity etc.) about yourself. We will not share this data outside of the Scouts headquarters, unless you give us the permission to do so.

The personal data you provide to us is securely stored and we will keep the data for 15 years after the survey for research purposes. For further detail on our retention periods, please visit our [Data Protection Policy](#) here.

Asking these questions help us understand if Scouts is helping young people and adult volunteers from all backgrounds. This will help us understand whether Scouts is delivered in a fair way to everybody and that all young people and adult volunteers are treated fairly.

If you don't want to provide us with this data that is absolutely fine, but does mean we can't use any of your answers and therefore we don't want to waste your time by filling in the survey.

We also ask permission to use the data you provide us with for further research and/or to link your data to external data sources. This is made clear at the start of the survey and you have the option to give us this permission. If you don't wish to give us this permission you are able to skip over the permission statements and move onto the survey questions.

The experiences of Scouts in the last 12 months by young people and parents/carers

We ask young people (13 and over) and parents/carers questions of their experience of Scouts; what they do, how they're getting on and whether they enjoy Scouts.

How Scouts has been delivered in the last 12 months

We ask Section Leaders questions about what they have delivered in their section in the last 12 months.

The experiences of volunteers in the last 12 months

We ask adult volunteers questions about their experience as volunteers in Scouts, including questions about the support HQ provides and how satisfied volunteers feel.

Reason for leaving Scouts

For anyone who has recently left Scouts, we ask questions about their reasons for leaving.

FAQs

1. Why should I fill in the Scout Experience Survey?

The annual Scout Experience Survey is designed to find out how supported you feel, what you need, why members join or leave Scouts, what young people think about the movement and how parents/carers view us.

By filling in the survey, you will give us information that helps us make better decisions, increase support for adult volunteers, and improve Scouts for all young people.

The Scout Experience Survey has three purposes:

A. To improve Scouts

By understanding what young people take part in, how they develop and how satisfied they are, we can provide better resources, guidance and training to our adult volunteers. In turn, this should make Scouts better and we will have a bigger impact on young peoples' lives.

B. To prove Scouts is worthwhile

There's a lot of competition for young people's time nowadays, funding for youth programmes is in high demand, and colleges, universities and employers are looking for more and more evidence when deciding which young people to support. By proving the impact Scouts has on young people, we can win the support of decision makers, funders, education providers and business leaders so that young people and adult volunteers receive the resources and recognition we think they deserve.

C. Better decisions

Our funding comes from families and young people, and our impact is the result of the incredible effort of our volunteers. We want to make sure we spend resources and time in the best way possible, so need to know where we can have the biggest impact.

By filling in the survey, you will help us make better decisions, increase support for adult volunteers, and improve Scouts for young people.

2. Why do you ask for personal details?

If you are 13 and over, we ask for details such as where you live, your gender, if you are disabled and so on. For the questions on gender, asking 'about you' questions enables us to understand if Scouts is helping young people and adult volunteers from all backgrounds. We must meet our legal duties under equalities legislation to improve what we do, regardless of your background. This means Scouts is delivered in a fair way to everybody in your community and that all young people and adult volunteers are treated fairly. We do not ask these questions to young people who are under 13, as according to GDPR, under 13 year olds are not able to give us permission to use this data.

For anyone over 13, if you don't want to provide us with this data that is absolutely fine, but does mean we can't use any of your answers and therefore we don't want to waste your time by filling in the survey.

3. Why do you ask for permission to contact me again and anonymously link my answers to information collected by government and educational institutions?

If you are over the age of 13, we ask for permission to contact you again in the future about the impact Scouts has on you and, if you have left in the last 12 months, why you have done so. We do this to gather evidence of how Scouts impacts young people over a longer period of time and to better understand why members leave us. This helps us to make Scouts better.

We also ask for permission to anonymously link your answers to information collected by government and other educational institutions. This involves working with government departments and organisations to measure if Scouts has any impact on things like education, health or employment. Your answers are linked in a way that no one can

identify you as an individual. Once your answers are linked, your identity is immediately removed. This means we can see the impact of Scouts without knowing it is your data we are looking at.

You can withdraw this permission at any time by contacting info.centre@scouts.org.uk.

We do not ask for this permission from young people under the age of 13 as, by law, they are not capable of giving such permissions.

Here's the permissions we ask at the start of the survey.

By taking part in this survey, you will provide us with personal and sensitive data (for example, age, religion, ethnicity etc.) about yourself. The data you provide will never be published in a way that **identifies you personally**. We will not share this data outside of The Scout Association headquarters, unless you give us the permission to do so. If you give us this permission we will ensure **your identity is securely removed from the data** before we share it.

The personal data you provide to us is securely stored and we will keep the data for 15 years after the survey for research purposes. For further detail on our retention periods please visit our [Data Protection Policy here](#).

- The Scouts would like to **contact you in the future** to find out how you are getting on during or after your time in Scouting. This will only ever be **for research purposes** to help us make Scouting better for young people. Your contact details will **always be kept safe and strictly confidential** in line with data protection law. Please tick here to give us your permission to contact you again for research purposes.
- We would also like to **link some of the information you give us with data collected by government and educational institutions**. By doing this we can get a greater insight into what Scouts go on to do during and after their Scouting experience. The kind of information we would like to link includes data such as name, gender, date of birth and postcode, to information about education, employment and benefits, health and so on. However, any information we generate will **not identify you personally as an individual**. Your identity will be securely removed from the data we share. Any research we do with the information you give us will therefore be on an anonymous basis only, and will only be carried out by The Scout Association (or an agency appointed to undertake work strictly on The Scout Association's behalf). We will hold your information for a maximum of 15 years while the research is completed. Your personal details will always be kept safe and strictly confidential in line with data protection law. If at any point in the future you do not want your data to be used in this way, you can contact info.centre@scouts.org.uk and ask for your information to be removed from our research database. Please tick here to give your permission for your information to be used for these purposes.

Here's the permission we ask at the end of the survey

- If you would like to be entered into the prize draw to either win £500 of vouchers to spend either at Scout Stores or Scout Adventures, or to win a GoPro we will need to contact you. Please tick here to give us your permission to be entered into the prize draw and for us to contact you for this purpose.

4. Some of the questions are a bit strange!

The questions asking young people how much they agree or disagree with a set of statements are designed to see how confident they are in a range of skills. We compare their answers with young people who have not taken part in Scouts. The difference gives us an idea of whether Scouts is responsible for their development or not.

These questions might look strange, but they have been designed by academics and tested on tens of thousands of young people aged 13 and up to see if they really do measure what we think they do.

If you want any information on where these questions come from, please contact info.centre@scouts.org.uk

5. Will you share my answers?

No. Your answers will be held securely by The Scout Association, accessible only to staff who need to see them to crunch the numbers. The results will be shared in a way so that no one can identify you as an individual. We report on averages and trends, not individual responses. We may use data analyst professionals to help us understand the responses we receive; however, they will only be given anonymised results under a strict data sharing agreement.

If you would like any more details on how we keep your answers safe, please contact info.centre@scouts.org.uk

6. How long do you keep my answers for?

We securely and safely hold your answers for 15 years. If you have given us permission to contact you again or anonymously link your answers to government data, then we will keep these alongside your name and email address. If you do not give us these permissions, you won't be asked to fill in your name or email address. In both cases, we will remove your postcode and will only keep what your postcode represents (i.e. urban/rural, region, social economic status (using Index of Multiple Deprivation for example), etc.).

7. Do I have to take part in the survey?

Absolutely not. The survey is entirely voluntary and in no way impacts on your involvement in Scouts.

8. Can I see my responses in the future?

If you have given us permission to contact you again and/or anonymously link your answers to data collected by government educational institutions, then we will keep your name alongside your responses. You can contact us at info.centre@scouts.org.uk and make a 'Subject Access Request' if you wish to see your answers in the future. If you have not given us permission, then we will have no means of identifying your record and so couldn't give you your answers.

9. Will we get to see and use the results locally?

When conducting surveys like this, you need a minimum number of people to respond for results to be meaningful – 1000 responses is usually seen as a minimum requirement.

If we secure:

- 1,000 responses (or 10%, whichever is smaller) from young people aged 13-17
- 1,000 responses (or 10%, whichever is smaller) from adult volunteers
- 1,000 responses from parents/carers

Then we will provide analysis of your Country, Region or County's responses. Otherwise, we can provide anonymised raw data, but no analysis.

10. Can I see the results of last year's survey?

Yes, we have a summary report on the results that describes the impact of Scouts on young people. You can view these results [here](#).

After the 2019 survey is completed, we will produce a report of the results of the 2018 and 2019 surveys combined.

11. Why does the survey take 15 minutes or more?

We have changed our method for gathering members' feedback. At headquarters, we would regularly send out smaller surveys throughout the year but have now combined many of these into the one annual survey. This means there are more questions to go through in this instance, but fewer surveys throughout the year to complete. We value your input and feedback, and we encourage you to take the time to fill in the Scout Experience Survey and help us improve our support for you and local Scouts. **This year you have the option of being able to save your answers and return to the survey to finish it off at a later point.**

12. How will the District prizes be allocated?

The District with the most responses overall (of volunteers, young people and parents/carers combined) will receive a prize of £1000 to spend at Scout Store or Scout Adventures.

The District that secures the highest percentage of responses in comparison to the size of their District (of volunteers and young people) will also receive a prize of £1000 to spend at Scout Store or Scout Adventures.

13. Why are you collecting my full postcode?

We want to understand the impact of Scouting in different areas of the UK, especially in areas of deprivation. The full postcode gives us the ability to identify the Index of Multiple Deprivation score that's applied to each postcode. For information on IMD score see question 14 or [visit here](#).

Many of the questions in the survey help us understand what Scouting is like in your area and what type of experience young people, parents/carers and volunteers have. The questions we ask young people helps us understand the impact of Scouting on them. Using the postcode collected to generate the IMD score will then help us understand whether there's a difference in experience and impact of Scouting in different areas. This information is particularly helpful for us to understand how we can better support volunteers and the delivery of Scouting in areas of deprivation.

14. What is Index of Multiple Deprivation (IMD)?

The indices of multiple deprivation are the official government measures of deprivation for small areas. They are calculated slightly differently in England, Wales, Northern Ireland and Scotland but are broadly the same. The country is broken up into small areas known as a Lower-layer Super Output Areas (LSOAs). Each LSOA is given a deprivation score which is used to rank that area relative to the others. For more information [click here](#).

15. What if I have a County role?

The question that asks 'where you volunteer?' and gives options for Country/Region/County/District does have an option in the District drop down list for someone who has a **County role** as their primary role to be able to choose the option '**County role**' instead of a District. This way we are able to analyse the results at a County level for these roles.

14. Where do you/did you primarily volunteer? *

Country	England ▼
Region (or Country)	North East ▼
County/Area/Region	Durham ▼
District	County Role ▼

Checklist of what to do

Complete the survey

- Fill in the survey on www.scouts.org.uk/scoutsurvey2019, putting aside at least 15 minutes to do so.

Share the survey with other volunteers

- Share the survey link with other volunteers through social media (we are looking for both current volunteers and also those who may have left Scouts, so share widely!)
- Share the survey link by sending an email to other volunteers in your Section, Group, District or County/Region.
- Use the email templates to help you explain the survey and share it with others.

Share the survey with Scouts and Explorers

- Share the survey link with Scouts and Explorers by emailing parents/carers.
- As part of a session in Scouts or Explorers, you could encourage everyone to fill the survey in.
- Share the survey link on social media (i.e. Facebook groups). We are looking for both current Scouts and Explorers and also those who may have left Scouts, so share widely!
- Use the email template to help you share the survey with Scouts and Explorers.

Share the survey with parents and carers

- Share the survey link through social media with all parents/carers (we are looking for both parents/carers of current young people as well as those whose young people may have left Scouts, so share widely!)
- Share the survey link by sending an email to all parents/carers linked to your Section, Group or District.
- Use the email template to help you share the survey with parents/carers.

Template emails or letters

Volunteer email or letter template

[Download word version here](#)

Dear current or former volunteer,

The annual Scout Experience Survey 2019 has been released. You can see some of the results of [last year's survey here](#).

The survey explores:

- What young people take part in through Scouts.
- What Scouts gives them and how satisfied they are.
- How supported adult volunteers feel and where we can improve.
- Why young people and adult volunteers join and leave Scouts.
- How parents/carers view Scouts.

We want to hear from you, parents/carers and young people – both those currently involved and those who may have left Scouts in the last 12 months.

1. Complete this survey as an adult volunteer

You can find the survey on scouts.org.uk/scoutsurvey2019.

All adult volunteers, regardless of what you do for Scouts, can take part and the questions will be relevant to your role. This survey takes between 15 and 30 minutes, and so we recommend using a larger device (such as a laptop, PC or tablet) rather than a phone.

This is the second year of running the Scout Experience Survey and it has replaced many of the surveys we used to send out. As a thank you for filling it in, everyone who takes part will be entered into a draw for £500 to spend at Scout Store or Scout Adventures. The Districts that secure the most responses will also be entered into a draw for £1000.

Please note, the survey closes on Monday 1 April 2019.

2. Share the survey

For the results to be meaningful to **[INSERT YOUR DISTRICT/COUNTY/AREA/REGION AS APPROPRIATE]**, we need enough young people, parents/carers and adult volunteers to take part.

We want to hear from all adult volunteers, parents/carers and young people, even if they left Scouts in the last 12 months. You can find template emails for sharing the survey in [this guide](#).

If you have any questions, the Frequently Asked Questions (FAQs) in [this guide](#) might help. If you still have any questions or concerns, please email info.centre@scouts.org.uk.

The results of the survey will really help us improve what we do. These will show the difference Scouts makes, which will help us recruit more people, get more support and make an even greater impact.

Thank you for all you do in Scouts.

With kind regards,

Parents/Carers (Beavers and Cubs) email/letter template

[Download word version here](#)

Dear parent/carer,

Every year, we survey young people and parents/carers to understand:

- how young people feel about Scouts and what they gain from Scouts
- how supported adult volunteers feel and where we can offer more support
- why young people join and leave Scouts
- how parents/carers feel about Scouts

This survey helps us improve the impact we have on your children and those to come.

As a parent/carer of a young person who has been involved in Scouts in the last 12 months (even if they have now left), we would really appreciate it if you could complete this survey.

You can do so via this link: scouts.org.uk/scoutsurvey2019

This survey takes between 15 and 30 minutes, and so we recommend using a larger device (such as a laptop, PC or tablet) rather than a phone. If you have more than one child in Scouts, please only fill in this survey in relation to the child that has been in Scouts the longest. If your child left Scouts in the last 12 months, we would still like to hear from you. We won't be asking your child to respond as we believe they are a little too young.

As a thank you for filling in the survey, everyone who takes part will be entered into a draw for £500 to spend at Scout Store or Scout Adventures.

In addition, the District that gets the most responses will be entered into a draw for £1000. So please remember when you're entering the survey that 'Where does your child take part in Scouts?' should be answered with:

Country: **ENGLAND / NORTHERN IRELAND / SCOTLAND / WALES [DELETE AS APPROPRIATE]**

Region: **[IF NOT IN ENGLAND THEN REPEAT NORTHER IRELAND / SCOTLAND / WALES]**

County/Area/Region: **[INSERT COUNTY/AREA/REGION]**

District: **[INSERT DISTRICT]**

Please note, the survey closes on Monday 1 April 2019.

If you have any questions, the Frequently Asked Questions (FAQs) in [this guide](#) might help. If you still have any questions or concerns, please email info.centre@scouts.org.uk.

The results of the survey will really help us improve what we do. These will show the difference Scouts makes, which will help us recruit more people, get more support and make an even greater impact.

Kind regards,

[INSERT SECTION LEADER NAME]

[INSERT SECTION LEADER TITLE]

Parents/Carers (Scouts and Explorers) email/letter template

[Download word version here](#)

Dear parent/carer,

Every year, we survey young people and parents/carers to understand:

- how young people feel about Scouts and what they gain from Scouts
- how supported adult volunteers feel and where we can offer more support
- why young people join and leave Scouts
- how parents/carers feel about Scouts

This survey helps us improve the impact we have on your children and those to come.

As a parent/carer of a young person who has been involved in Scouts in the last 12 months (even if they have now left), we would really appreciate it if you could complete this survey.

You can do so via this link: scouts.org.uk/scoutsurvey2019

This survey will take between 15 and 30 minutes, and so we recommend using a larger device (such as a laptop, PC or tablet) rather than a phone. If you have more than one child in Scouts, please only fill in this survey in relation to the child that has been in Scouts the longest. If your child left Scouts in the last 12 months, we would still like to hear from you.

Share this survey with your child/children in Scouts or Explorers

We would also like your child/children to complete the survey, even if they left Scouts in the last 12 months.

- If they are under 13, then they will only be asked five simple questions and will not be asked for any contact or personal information. You may want to help or supervise them when answering but please allow them to answer honestly, giving their own opinion.
- If they are 13 and over, then we ask them more detailed questions, information about their background, and permission to contact them again and anonymously link their answers to things like school performance.

Please note: We will never share their answers in a way that allows them to be identified. Any results will be the average of lots of young people and any matching of information to other records will be done anonymously, with the link to them as an individual broken before we look at the results.

Prize draw

As a thank you for filling in the survey, everyone who takes part will be entered into a draw for £500 to spend at Scout Store or Scout Adventures.

In addition, the District that gets the most responses will be entered into a draw for £1000. So please remember when you're entering the survey that 'Where does your child take part in Scouts?' should be answered with:

Country: **ENGLAND / NORTHERN IRELAND / SCOTLAND / WALES [DELETE AS APPROPRIATE]**

Region: **[IF NOT IN ENGLAND THEN REPEAT NORTHER IRELAND / SCOTLAND / WALES]**

County/Area/Region: **[INSERT COUNTY/AREA/REGION]**

District: **[INSERT DISTRICT]**

Please note, the survey closes on Monday 1 April 2019.

If you have any questions, the Frequently Asked Questions (FAQs) in [this guide](#) might help. If you still have any questions or concerns, please email info.centre@scouts.org.uk.

The results of the survey will really help us improve what we do. These will show the difference Scouts makes, which will help us recruit more people, get more support and make an even greater impact.

Kind regards,

[INSERT SECTION LEADER NAME]

[INSERT SECTION LEADER TITLE]

Scouts and Explorer Scouts email/letter template

[Download word version here](#)

Dear current or former Scout/Explorer,

Every year, we ask young people who have taken part in Scouts in the last 12 months to tell us what is great about Scouts, what could be better and what you have gained from it.

This will help us make Scouts even better and convince colleges, universities and employers that Scouts are some of the best people to work with!

To make this work, we need your help. Please take the time to complete this survey. It will take between 15 and 30 minutes, and so we recommend using a larger device (such as a laptop, PC or tablet) rather than a phone.

Complete this survey on scouts.org.uk/scoutsurvey2019.

Even if you left Scouts in the last 12 months, we still want to hear from you.

Please note: We will never share their answers in a way that allows them to be identified. Any results will be the average of lots of young people and any matching of information to other records will be done anonymously, with the link to them as an individual broken before we look at the results.

Prize draw

As a thank you for filling in the survey, everyone who takes part will be entered into a draw for £500 to spend at Scout Store or Scout Adventures.

In addition, the District that gets the most responses will be entered into a draw for £1000. So please remember when you're entering the survey that 'Where do you take part in Scouts?' should be answered with:

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Region: **[IF NOT IN ENGLAND THEN REPEAT NORTHER IRELAND / SCOTLAND / WALES]**

County/Area/Region: **[INSERT COUNTY/AREA/REGION]**

District: **[INSERT DISTRICT]**

Please note, the survey closes on Monday 1 April 2019.

If you have any questions, the Frequently Asked Questions (FAQs) in [this guide](#) might help. If you still have any questions or concerns, please email info.centre@scouts.org.uk.

The results of the survey will really help us improve what we do. These will show the difference Scouts makes, which will help us recruit more people, get more support and make an even greater impact.

Kind regards,

[INSERT SECTION LEADER NAME]

[INSERT SECTION LEADER TITLE]