

# **Race Equity Survey Report**



**Scouts**

# Context

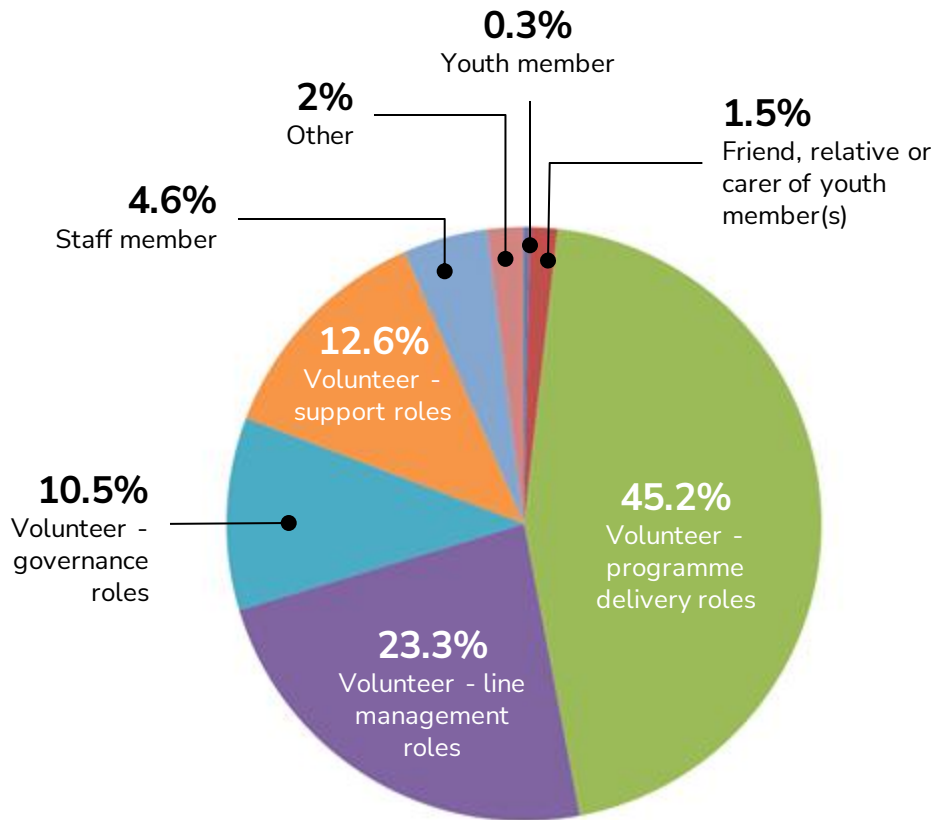
Scouts is developing a vision for race equity to make clear the commitment and provide a foundation for the changes to come. A survey was shared online to gather feedback.

This report summarises the findings and insights from the **total responses of 1,303 people.**

Q1

# Connection with Scouts

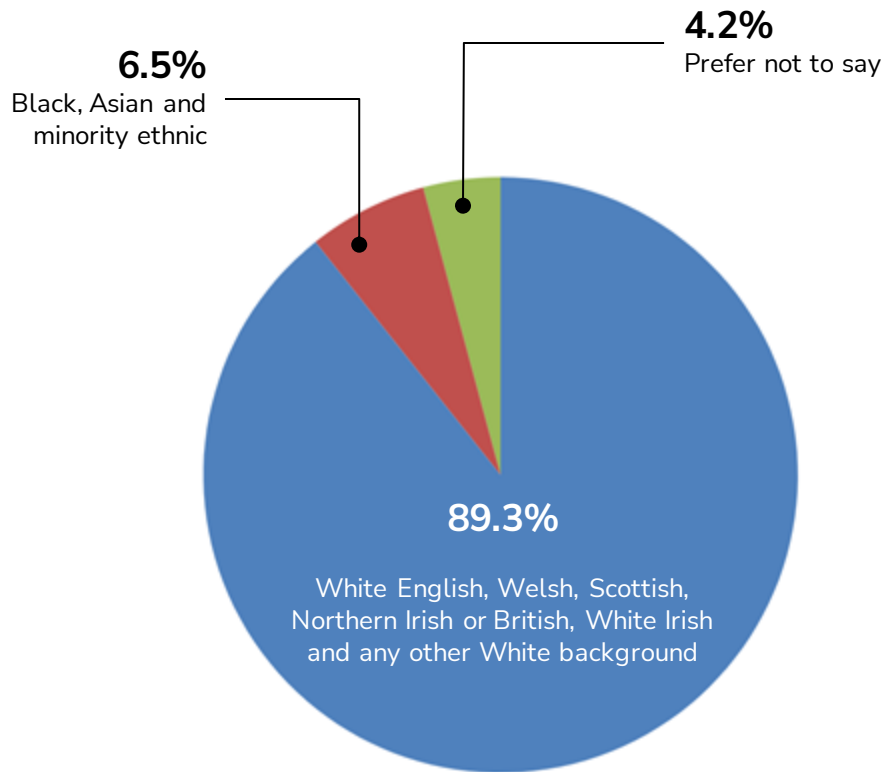
Majority of the respondents were volunteers (91.6%), with programme delivery roles and line management roles holding the largest proportions.



Q2

## Ethnic group

White English, Welsh, Scottish, Northern Irish or British was the largest ethnic group that responded to the survey.



Q3 + Q4

## Necessity of action

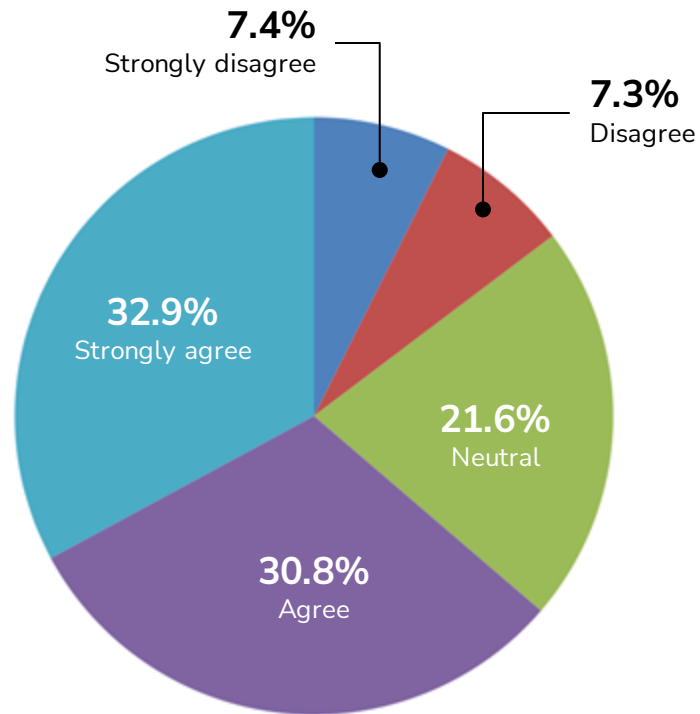
Overall, 63.7% of respondents agreed that Scouts needs to take action on race equity.

'Reflecting society' and 'scouting for all' were the most popular reasons.

### From respondents:

*"We don't represent our communities in Scouts, there is the opportunity to invite even more people to join our adventure."*

*"It's clear that the current policies and approaches aren't resulting in the Scout organisation reflecting the society within which it operates."*



Q5 + Q6

## Taking action

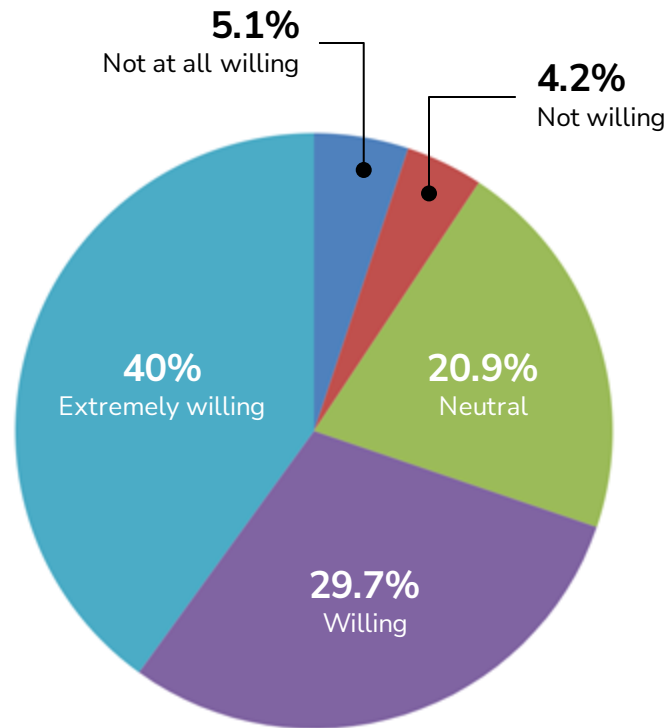
Overall, the respondents were willing to take action on race equity within Scouts (69.7%). Only a small percentage (9.3%) weren't willing to take action.

'Scouting for all' and 'already taking actions' were the most common answers.

### From respondents:

*"I actively promote and support Scouts being available to all of our young people with leadership and volunteer roles being representative of the whole of our society."*

*"Equity of access is important for what is a largely secular and inclusive volunteer-led organisation."*



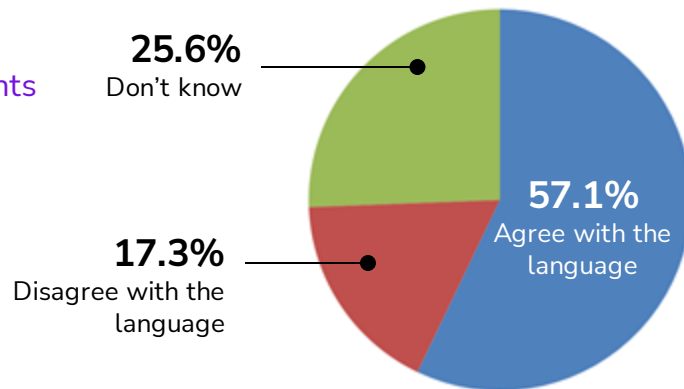
Q7 + Q8

# Choice of language

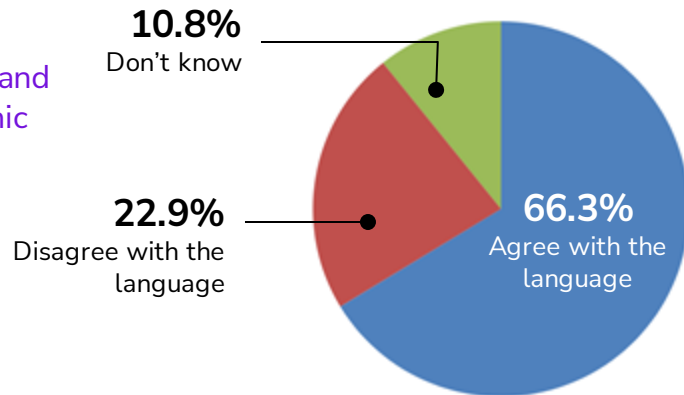
Graph 1 shows the results from all respondents. More than half (57.1%) agreed with the use of 'people from Black, Asian and minority ethnic backgrounds' in the vision for race equity.

Graph 2 shows results from only Black, Asian and minority ethnic respondents, which indicates a slightly higher percentage (66.3%) of agreement towards using 'people from Black, Asian and minority ethnic backgrounds' in the vision.

Graph 1:  
All respondents



Graph 2:  
Black, Asian and  
minority ethnic  
respondents

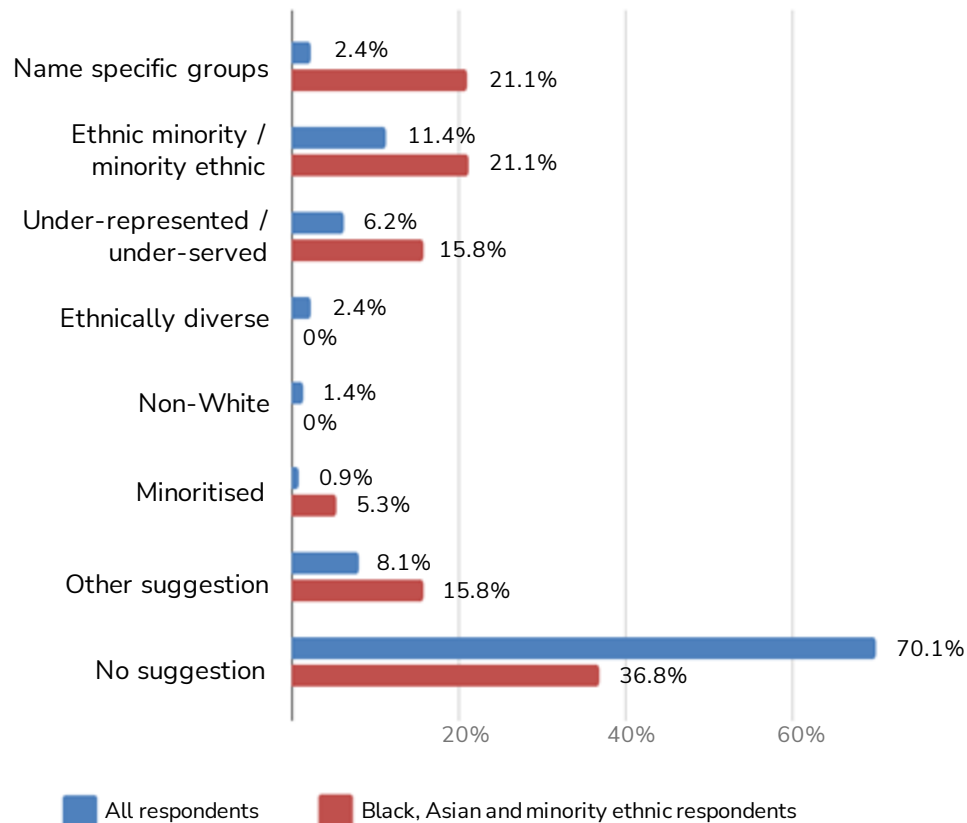


Q7 + Q8

## Choice of language

For all respondents, 'ethnic minority / minority ethnic' (11.4%) was the most popular alternative to 'Black, Asian and minority ethnic backgrounds', followed by 'under-represented / under-served' (6.2%).

When we called out the respondents from Black, Asian and minority ethnic backgrounds, 'Name specific groups' (21.1%) and 'Ethnic minority / minority ethnic' (21.1%) were the most popular alternatives, followed by 'Under-represented / under-served' (15.8%).





Q11 + Q19

## Our promises

The promise statement around zero-tolerance approach was ranked as the most urgent action.

Promises about increasing the number of people from Black, Asian and minority ethnic backgrounds influencing decisions and holding power, and increasing the proportion of staff from Black, Asian and minority ethnic backgrounds were ranked as the least urgent.

1	We promise to enforce a zero-tolerance approach to racism, because it harms individuals, damages our society, and goes against our Scout values.
2	We promise to educate ourselves about, and speak up against, the assumptions, slights and insults directed at people from Black, Asian and minority ethnic backgrounds because of racial bias, because they can do deep and lasting damage to a person's sense of belonging.
3	We promise to make sure our programme is relevant, enjoyable, and impactful for young people from Black, Asian and minority ethnic backgrounds, because a 'one size fits all' approach isn't enough.
4	We promise to provide more shared experiences between young people from different ethnic backgrounds, because all young people benefit from the trust, respect and understanding these builds.
5	We promise to increase the number of section leaders from Black, Asian and minority ethnic backgrounds, because young people need role models who look like them.
6	We promise to celebrate and explore Black, Asian and minority ethnic identities, because young people thrive when they feel included and able to be themselves.
7	We promise to increase the number of volunteers and staff from Black, Asian and minority ethnic backgrounds influencing decisions and holding power, because their unique experiences and insights will make Scouting more relevant, accessible, and impactful.
8	We promise to increase the proportion of staff from Black, Asian and minority ethnic backgrounds who feel included, supported to be themselves and empowered to contribute, to harness the power of our diverse teams.

## Q11 + Q19 | Our promises

## Most possible, impactful and exciting

Respondents believed the statement about taking a zero tolerant approach is the most possible, impactful and exciting statement.

18. "We promise to enforce a zero-tolerance approach to racism, because it harms individuals, damages our society, and goes against our Scout values."

	Not at all	Slightly	Moderately	Very	Extremely	Responses
<b>Possible, i.e. the movement can deliver on this promise</b> Count Row %	36 2.8%	67 5.1%	210 16.1%	450 34.5%	540 41.4%	1,303
<b>Impactful, i.e. it will help more people from Black, Asian and minority ethnic backgrounds join and thrive in Scouts</b> Count Row %	63 4.8%	83 6.4%	258 19.8%	385 29.5%	514 39.4%	1,303
<b>Exciting, i.e. it makes you want to take action</b> Count Row %	107 8.2%	99 7.6%	266 20.4%	365 28.0%	466 35.8%	1,303

Q11 + Q19 | Our promises

## Least possible, impactful and exciting

Increasing the number of section leaders from Black, Asian and minority ethnic backgrounds was seen as least possible promise. This could be due to the lack of ethnic diversity in some areas.

Increasing the proportion of staff from Black, Asian and minority ethnic backgrounds was believed to be least impactful and exciting, which was also ranked as the least urgent. This could be due to majority of respondents being volunteers, whose roles aren't linked to staffing.

14. "We promise to increase the number of section leaders from Black, Asian and minority ethnic backgrounds, because young people need role models who look like them."

	Not at all					Responses
	Slightly	Moderately	Very	Extremely		
Possible, i.e. the movement can deliver on this promise	136	304	480	266	117	1,303
Count	10.4%	23.3%	36.8%	20.4%	9.0%	
Row %						

16. "We promise to increase the proportion of staff from Black, Asian and minority ethnic backgrounds who feel included, supported to be themselves and empowered to contribute, to harness the power of our diverse teams."

	Not at all					Responses
	Slightly	Moderately	Very	Extremely		
Impactful, i.e. it will help more people from Black, Asian and minority ethnic backgrounds join and thrive in Scouts	132	211	372	369	219	1,303
Count	10.1%	16.2%	28.5%	28.3%	16.8%	
Row %						
Exciting, i.e. it makes you want to take action	235	216	382	304	166	1,303
Count	18.0%	16.6%	29.3%	23.3%	12.7%	
Row %						

Q9 | Our Vision

# Personas

This section provides an overview of three personas with different beliefs, concerns and levels of buy-in towards this work.

# What are personas?

Personas depict tangible images of our respondents. They tell stories from our respondents and inspire us on how we could work together towards our goals. They are open and aspirational.

We have created 3 personas from the survey respondents, based on Q9: to what extent does this vision make you more likely to take action? The results were divided into **unlikely**, **potentially** and **likely** to take actions and subsequently grouped into 3 archetypes.



## The Adopter

**46%**

of total responses

86% agreed Scouts needs to take action

92% willing to take action.



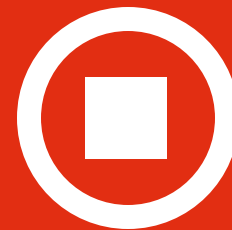
## The Unsure

**42%**

of total responses

53% agreed Scouts needs to take action

59% willing to take action



## The Concerned

**13%**

of total responses

63% disagreed that Scouts needs to take action

26% willing to take action



46% of  
respondents

## The Adopter

“I already thought we should be doing something. But I thought no one else would agree with me. So now that I already know people agree with me, I can work with them and not be alone.”

### Great! Let's do this

- This work supports their existing efforts and beliefs
- Helps push the actions wider and deeper
- Willing to do more to remove barriers
- Keen to guide others to be more inclusive
- Willing to share experience to take everyone on the journey
- Recognise importance of inclusion to young people



42% of  
respondents

## The Unsure

“Education & positive examples on how to be more inclusive/appealing to people of BAME backgrounds.”

### Help - We need to know how to do it

- Found vision unclear and lacking inspiration
- Couldn't picture what 'good' looks like
- Don't know how race equity ties with Scouts values
- Need tangible examples and plans
- Some struggled to see relevance to their communities
- Asked for clarity on what this looks like in practice





**13%** of  
respondents

## The Concerned

“I find it insulting to be told I'm not living by scouting's values. I have never discriminated against (or for) anyone because of their racial background and I never will.”

### Stop! We need a different approach!

- Questioned the vision
- Some didn't believe the statistics presented were relevant and questioned if this work is needed
- Concerned by the focus on race - that the vision took a narrow view of inclusion

Q9 + Q11-Q18

# Key Themes

This section provides a summary of the key themes and tensions found across the 3 archetypes.

Q11-18 | Theme 1

**Each group had slight differences on  
the priority of the promises**

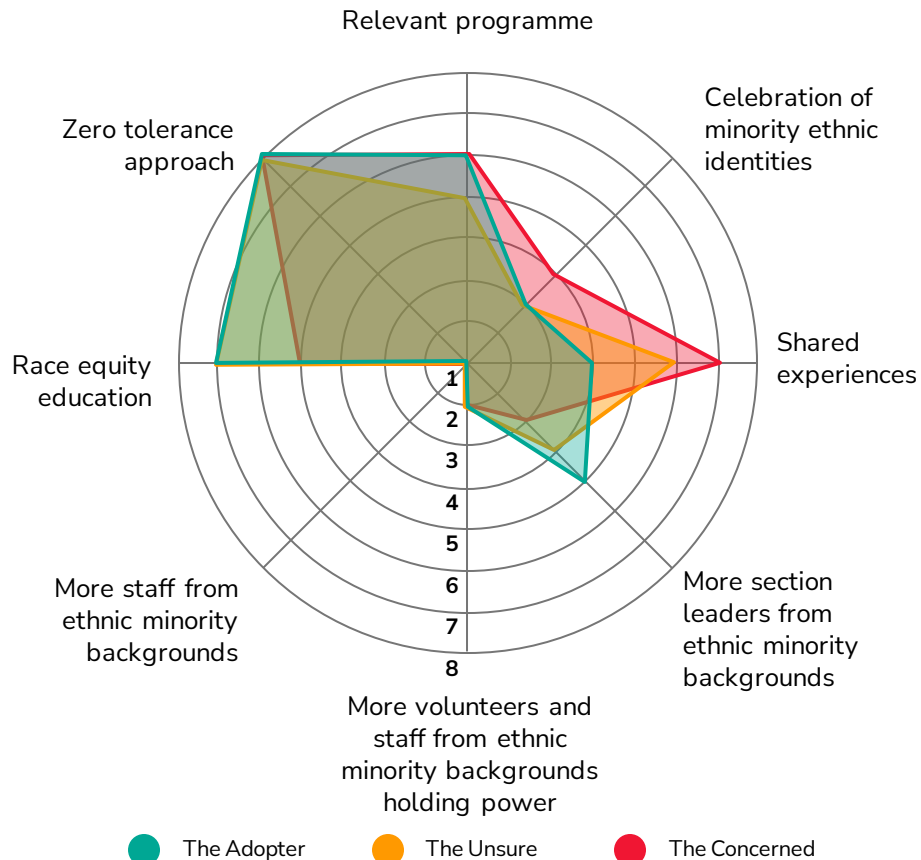
## Q11-Q18 | Theme 1

This radar chart shows how each group ranks the 8 promises. The higher the score, the higher the priority is.

Taking a zero tolerance approach was agreed among the groups as the highest priority, whereas increasing the number of Black, Asian and minority ethnic volunteers holding power, and the proportion of staff from Black, Asian and minority ethnic backgrounds were ranked the lowest.

Although all groups agreed ensuring programmes are Black, Asian and minority ethnic relevant, none of them ranked it the highest.

Providing shared experience presented high urgency to both The Concerned and The Unsure, while education about race equity took priority for The Unsure and The Adopter.



Q9 | Theme 2

**The 3 groups disagreed on whether focussing on a racial group is right or wrong**

## Q9 | Theme 2

The Adopter indicated that the vision statement made them more likely to take action and exhibited an eagerness to attract under-represented groups.

However, we saw some concerns in The Unsure and The Concerned, who indicated hesitancy or reluctance that prioritising one group over another is morally wrong and would lead to unfair treatment of white volunteers through “positive discrimination”.

A small number felt that this work would create division and expressed a preference that we treat everyone better to an equal extent.

**“Families from BAME communities are often suffering other forms of discrimination and Scouting can make a difference to their lives, we should be determined to make the changes needed to redress the balance.”**

**The Adopter**

**“Fewer years under my belt, and more time and energy. I'm also slightly hesitant about positive discrimination, which is how this may be seen. Quotas are not good, while fair reflection is.”**

**The Unsure**

**“This effort is, in my view, unnecessary, and will create divisions rather than remove them.”**

**The Concerned**

Q9 | Theme 3

**The 3 groups disagreed on the extent to which meaningful change is possible for the Scouts**

## Q9 | Theme 3

The Adopter indicated that the vision statement made them more likely to take action and exhibited an eagerness to remove barriers, with some describing self initiated work in their area.

However the survey also revealed a small group in The Concerned, whose low levels of motivation may be rooted in a belief that this equity work is inherently racist by excluding white people and is merely a box ticking exercise for higher ups.

Some in The Unsure also raised doubts as to the drivers behind this work – do Scouts actually care or is this simply a PR stunt?

**“I already thought we should be doing something. But I thought no one else would agree with me. So now that I already know people agree with me, I can work with them and not be alone.”**

**The Adopter**

**“Evidence that this vision or any proposed action is welcomed by those who it is seeking to help and is likely to prove effective.”**

**The Unsure**

**“It's cowardly, toxic and inherently racist.”**

**The Concerned**



Q9 | Theme 4

**The 3 groups disagreed significantly  
on whether this work is needed**

## Q9 | Theme 4

Those in The Adopter believe that making the movement more inclusive is the right thing to do and core to Scouting values. They recognise a need to improve public perception of the movement and feel a duty to respond by taking responsibility as individuals and as a movement.

In contrast, the survey also revealed The Concerned were insulted or upset by the suggestion that they or those involved in the movement would be in any way exclusive. Some stated a belief that only people (and ethnic groups) who don't want to be Scouts are excluded.

**“Time for a change. Scouting is seen as a closed group by some from ethnic backgrounds.”**

**The Adopter**

**“I already thought that the Scout Association was open to all and did not discriminate in any way when it comes to recruitment of volunteers or young people.”**

**The Unsure**

**“We do not discriminate and it is shocking that the Scout Association even suggests this is a thing.”**

**The Concerned**

Q9 | Theme 5

**Both the hesitant groups agreed that  
the vision needs more work**

## Q9 | Theme 5

Although The Adopter found the vision inspiring and thought it provides a real focus, both The Unsure and The Concerned were not convinced the vision is enough.

Some of The Unsure called for the vision to present a clearer and more inspiring call to action. They specifically requested more clarity on what good looks like and suggested the inclusion of specific actions.

Some of The Concerned shared The Unsure's view that the vision lacks clarity and direction, however they were more likely to see this as symptomatic of HQ not focusing on what they perceived as the most important issues for the movement, such as recovering from the pandemic.

**“The call to following the Scouting law, promise and values sets up the vision well. The final paragraph is inspiring and really focuses in on what scouts is all about - young people.”**

**The Adopter**

**“There is no action or examples here. It is a statement without direction.”**

**The Unsure**

**“Because in this excerpt is does not cover how. I know that comes later but in this context I'm told the problem and not the solution.”**

**The Concerned**

Q9 | Theme 6

**The 3 groups disagreed on whether this work is a good use of resources**

## Q9 | Theme 6

A section of The Adopter saw this work as welcome support to the inclusion work they are already doing. They were also keen to highlight the positive impact of this work on the young people.

A small portion of The Unsure shared concerns that the work will be an extra drain on their already limited resource and capacity. They indicated that they would need additional, practical, support from County, District and HQ in order to take this on.

A number of The Concerned questioned if this is the right time for the work and emphasised the focus should be on recovering core service provision, instead of race.

**“I have been working to tackle racial inequalities within local scouting for many years and this vision will help that drive and passion for achieving greater race equity - reads well and just what was required.”**

**The Adopter**

**“Practical and financial help on the ground at group level. And a refocus on how we treat volunteers and finance scouting at local level.”**

**The Unsure**

**“I'm sorry but we are a volunteer organisation we need money better spent on recovering after the pandemic.”**

**The Concerned**

Q9 | Theme 7

**The 3 groups disagreed on whether the statistics were compelling and/or reflective of their area.**

## Q9 | Theme 7

The Adopter felt the statistics are very compelling, confirming their own perceptions and motivating them to be more inclusive.

The Concerned and The Unsure were commonly less convinced by the statistics, questioning whether other factors such as poverty play a role and arguing that the goal should be for local groups to be representative of their local area rather than being compared to national statistics.

**“We must each act so that young people from all backgrounds can fully be themselves, benefitting from, contributing to, and taking leading roles in our movement.”**

**The Adopter**

**“I would be more likely to take action if local feeling was that there was more of a problem, or that data relating to my individual are showed there was a problem.”**

**The Unsure**

**“It assumes a problem that is inherent everywhere which is not true. It reflects data as if this as a statement of fact without a true relationship of the data to the point your trying to make. Show me data of people feeling they are unwelcome (and a troop is available) and I'll believe you and support you.”**

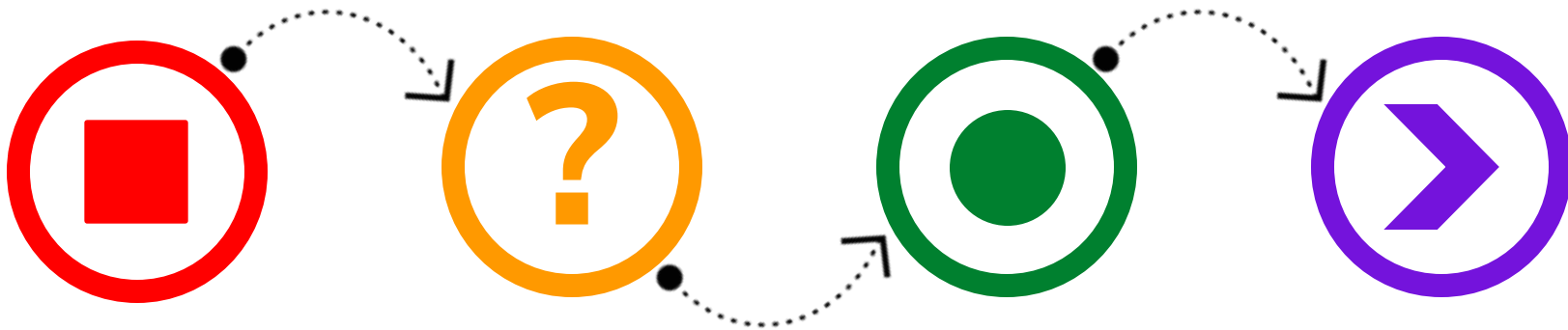
**The Concerned**



# Insights

This section presents the journey for the 3 groups in the work of race equity, insight statements and user needs. A hypothesis is also included to suggest how the insights could be tested.

**Bring everyone on the journey**



## The Concerned

Help them understand the importance of race equity

So that they are willing to take action

And move onto the next stage of the journey

## The Unsure

Demonstrate a pathway to race equity for them

So that they feel confident to practice it and share the experience with others

And become The Adopter

## The Adopter

Utilise their experience and amplify their good work

So that they can take others along the journey

And become The Advocate

## The Advocate

The end goal is to have everyone become an advocate of race equity in Scouts

We created an **insight statement** for each group, with their **user needs** on the journey to race equity.



# How might we: Help The Concerned understand why Scouts thinks race equity is important?

I need evidence and experience from Scouts and our local communities

So that I understand why this is important and why this is needed now

I need to know how race equity is positioned with wider consideration of inclusion

So that I understand that we are including everyone

I need to know what this means to me and what the change looks like

So that I feel welcomed to this work and not threatened



# How might we: Demonstrate a pathway to race equity for The Unsure?

I need to see examples

So that I can picture what good looks like  
and its connection to Scouts values

I need to have knowledge and guidance in  
relation to race equity

So that I can incorporate them to my  
everyday activities

I need to know what race equity means to  
my communities

So that I practice race equity to my everyday  
activities



# How might we: Support The Adopter in becoming advocates of race equity in Scouts?

**I need to see Scouts stories**

**So that I can demonstrate the impact and  
benefits to others**

**I need be able to share my experiences in  
bringing race equity to Scouts**

**So that I can help us be more inclusive**

**I need to know what I can do more**

**So that I can continue my effort and support  
others**

# Appendix



## Survey questions

1. Which of the following best describes your connection with Scouts currently?
2. What is your ethnic group?
3. The 2011 UK Census shows that people from Black, Asian and minority ethnic backgrounds make up 13% of the UK population, while our membership data shows that they make up 6% of Scouts' youth membership and 2% of adult volunteers. Based on this information, to what extent do you agree that Scouts needs to take action on race equity? \*
4. What is the reason for your answer above?
5. To what extent are you personally willing to take action on race equity within Scouts? \*
6. What is the reason for your answer above?
7. Do you agree with us using 'people from Black, Asian and minority ethnic backgrounds' in our vision for race equity?
8. Is there an alternative you would prefer?
9. To what extent does this vision make you more likely to take action? \*
  - 9a. What is it about the vision that makes you less likely to take action?
  - 9b. What would make you more likely to take action?
  - 9c. What is it about the vision that makes you more likely to take action?

## Survey questions (cont.)

10. Based on our previous research, we have come up with the things we think will make the biggest impact on young people and adults from Black, Asian and minority ethnic backgrounds being able to join and thrive in Scouts. We'd like to hear what you think of them.

### Promise statements

11. "We promise to make sure our programme is relevant, enjoyable, and impactful for young people from Black, Asian and minority ethnic backgrounds, because a 'one size fits all' approach isn't enough."

12. "We promise to celebrate and explore Black, Asian and minority ethnic identities, because young people thrive when they feel included and able to be themselves."

13. "We promise to provide more shared experiences between young people from different ethnic backgrounds, because all young people benefit from the trust, respect and understanding these builds."

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15. "We promise to increase the number of volunteers and staff from Black, Asian and minority ethnic backgrounds influencing decisions and holding power, because their unique experiences and insights will make Scouting more relevant, accessible, and impactful."

## Survey questions (cont.)

16. "We promise to increase the proportion of staff from Black, Asian and minority ethnic backgrounds who feel included, supported to be themselves and empowered to contribute, to harness the power of our diverse teams."

17. "We promise to educate ourselves about, and speak up against, the assumptions, slights and insults directed at people from Black, Asian and minority ethnic backgrounds because of racial bias, because they can do deep and lasting damage to a person's sense of belonging."

18. "We promise to enforce a zero-tolerance approach to racism, because it harms individuals, damages our society, and goes against our Scout values."

19. Now please help us prioritise these promises by putting them in order of urgency.

20. We've now reached the end of the survey. Is there anything else you'd like to say about our vision for race equity?

**Thank you.**