Scout Experience Survey 2023:

**Parents/Carers (Squirrels, Beavers and Cubs) email/letter template**

Dear parent/carer,

Every year, the UK Scouts 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

It’s a key moment in the year to understand the impact that Scouts has on our young people. By understanding this impact, it’ll make it easier to explain the benefits Scouts brings young people, and in turn will help us to attract even more young people and adult volunteers.

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.

**The survey is available here:** [scouts.org.uk/scoutsurvey2023](https://scouts.org.uk/scoutsurvey2023)

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, but we’d appreciate if you could go through the survey alongside them asking for their honest opinion on Scouts.

# Your chance to win!

As a thank you for taking part in the survey, everyone who takes part will be entered into a draw to win one of £50 vouchers to spend at Amazon. We have 10 vouchers available exclusively for the parents/carers who take part alongside their children and another 10 for the young people who take part and another 10 for our adult volunteers.

Also, just by completing the survey you’ll receive a 20% discount to use at Scout Store until 30 September 2023.

# The survey closes on Friday 30 June 2023.

If you have any questions, then [this guide](https://www.scouts.org.uk/about-us/testing-hub/scout-experience-survey/) might help. If you still have any questions or concerns, please email [data-insights@scouts.org.uk.](mailto:data-insights@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]

**Social media template**

Please complete this year’s Scout Experience Survey alongside your child, it’s our chance to understand the impact we have on our young people. It’ll help us understand how we can attract new young people to join. Take part at [scouts.org.uk/scoutsurvey2023](https://www.scouts.org.uk/scoutsurvey2023) before 30 June 2023. By taking part you’ll be entered in a prize draw to win a £50 voucher to spend at Amazon.