

# Scout Experience Survey 2024 Results

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# Context

The Scout Experience Survey (SES) is an annual survey we conduct to understand the attitudes, thoughts and experiences of our membership. We invite adult volunteers, parents/carers of young people and young people over 13 to take part and share their feedback about Scouts.

The SES is a crucial method for us to measure the impact that Scouts has on people and the community, which helps us make better decisions about how we grow Scouts and provide more young people with Skills for Life.

The 2024 Scout Experience Survey ran through June & July 2024.

# Measurement

Scout Experience has been measured in two primary ways:

## Net Promotor Score (Satisfaction)

Respondents are asked to score on a scale of 0-10: *"How likely are you to recommend (volunteering with) Scouts to a friend?"*

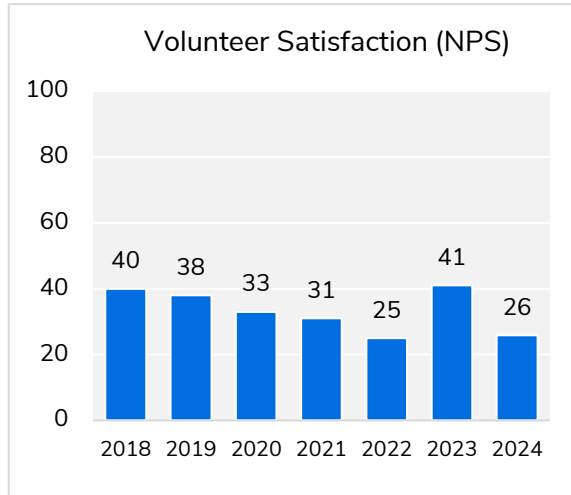
The proportion of lower-rated responses are deducted from the higher-rated responses to create a Net Promoter Score (NPS). The higher the score the better (20+ is considered "Good").

## "Agree" Questions (Experience)

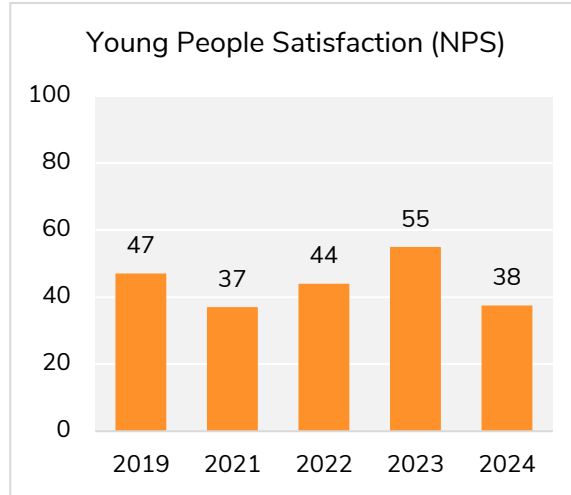
Respondents are asked a series of questions for how much they agree or disagree with a statement (e.g. *"To what extent do you agree or disagree that: Scouts is a great place to volunteer?"*)

The responses range from Strongly Disagree (1) to Strongly Agree (5), with Neutral (3) in the middle, and an average overall score is used to derive experience, where a score of 3 is neutral.

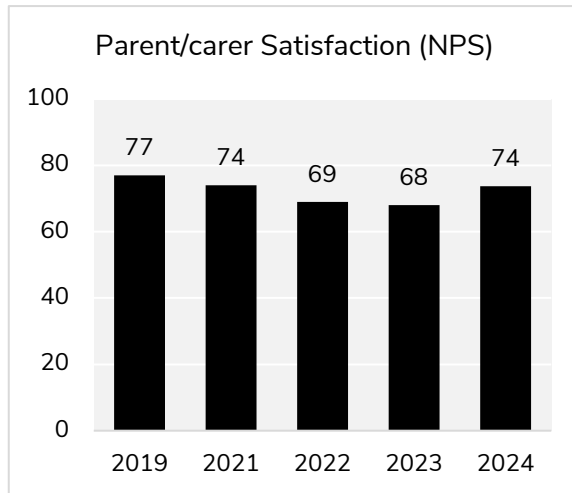
# Executive Summary



n = 12,007 adult volunteers



n = 1,878 young people



n = 4,250 parents/carers

**Satisfaction has dropped for young people and volunteers though remains positive in general. Parents & carers satisfaction has increased.**

- **Satisfaction** dropped for volunteers and young people following historic highs in 2023. Despite reductions, **scores remain strong overall at 26 and 38**. Parent/carer satisfaction increased following 3 consecutive years of decline.
- **Challenges** for Volunteers that contribute to lower satisfaction include **insufficient communication, unreasonable expectations** of how much they do, **not feeling appreciated**, and **feeling unsupported** by their Line Manager.
- Young people tell us **Scouts helps them develop skills, try new things, and make friends**. The programme is broadly considered challenging, although over half of young people also say they could be challenged more.
- Volunteers on average are **spending less time and money** on Scouting activities and the cost of Scouting for Parents and Carers has dropped.

# Survey Responses

**12,773**

Volunteers  
(8.8% of movement)

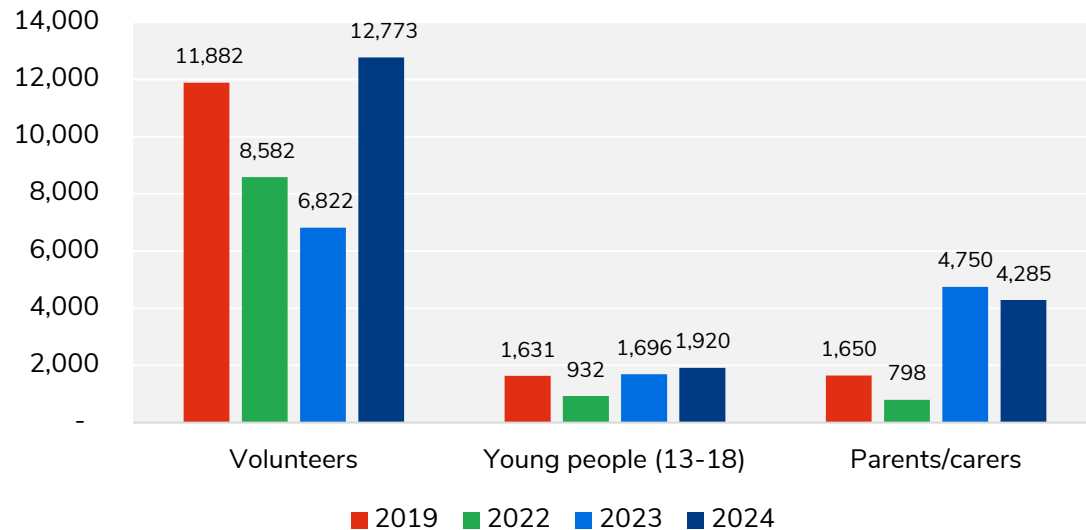
**1,920**

Young People (13-18)  
(1.1% of movement)

**4,286**

Parents and carers

Survey Responses (2019, 2022-2024)



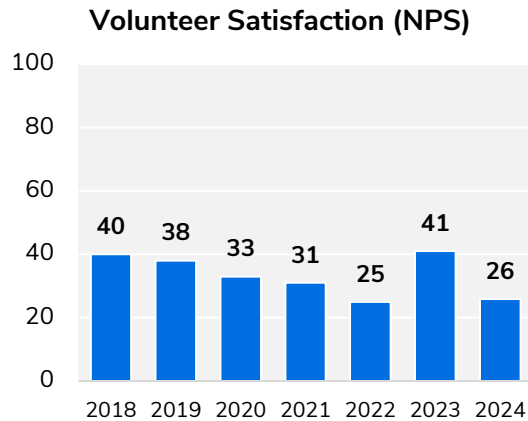
**2024 is the highest-ever response rate from volunteers and young people, and second-highest from parents/carers**

- The survey response rate was higher in 2024 than any years previously for young people and volunteers.
- Young Person responses, despite being the highest is still a small sample size of 1.1% of Scouts and Explorers in the UK.
- We have seen an increase in ethnic diversity in all survey groups. This is widely representative of the movement\*.
- The gender split of volunteer responses is relatively even between males and females. There is greater female representation in the survey results than the movement\*.

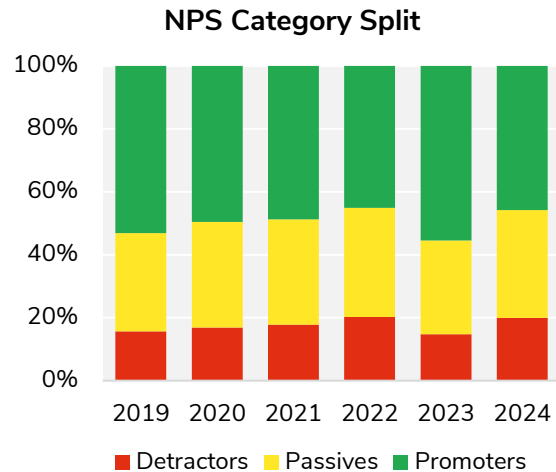
\* Source: Census 2024

# Volunteers





n = 12,007 adult volunteers



Theme	Responses	vs. 2023	Agr. Score	NPS
Satisfaction	12,212	+6,332	4.0	26
Joining	11,952	+5,881	3.8	26
Learning	11,704	+5,829	3.7	26
Moving Roles	11,398	-	3.6	26
Support	11,426	+6,424	3.5	26
Leaving Scouts	239	-43	3.3	-45
Programme	6,451	+3,297		27

## Volunteer satisfaction dropped in 2024 and is now back to 2022 scores

- Satisfaction dropped by 15 points in 2024, though this is against a historic high of 41 in 2023.
- Key challenges contributing to low satisfaction include:
  - Insufficient communication (19% of volunteers)
  - Unreasonable expectations of volunteers (18%)
  - Not feeling appreciated (16%)
  - Feeling unsupported by their Line Manager (16%)
  - Issues with how volunteering is managed/organised (15%)
- Expectations of volunteers remain high, and many feel they are not supported enough in their role.
- Despite this, most volunteers say they enjoy volunteering with Scouts (89%) and think it's a great place to volunteer (80%), amongst other positive experiences.
- Although on a small sample size (239) the satisfaction (NPS) of those leaving the Scouts was very low suggesting a negative experience of Scouts contributing to departure.



**90%**

**of volunteers feel they can be themselves while volunteering**

(based on 12,158 responses)



**89%**

**of volunteers enjoy volunteering with Scouts**

(based on 12,158 responses)



**81%**

**of volunteers feel included at Scouts**

(based on 12,103 responses)

## **Most volunteers say they enjoy their experience with Scouts; they feel included and able to be themselves while volunteering**

- The top things volunteers enjoy about Scouts are working with young people (74%) and feeling like they are making a difference (70%).
- Despite some clear challenges, the vast majority report that they enjoy volunteering with Scouts, they feel comfortable being themselves while volunteering and feel included at Scouts. There has been no material change in these results from 2023.
- This year there has been both a reduction in the average number of hours volunteers spend volunteering each month (-6 hours) and how much money they spend on their volunteering each year (-£75). These results both follow increases in 2023.



# Challenges

Statement	(Strongly) Disagree %	Agr. Score	NPS (Overall)	NPS (Strongly disagree & disagree)*
The Scouts communicates well with volunteers	21%	3.4	26.2	-19
Scouts has reasonable expectations of how much I do	19%	3.5	25.8	-23
I feel supported by my Line Manager	18%	3.7	26.3	-12
I feel appreciated for what I do as a volunteer	17%	3.7	25.8	-39
I do not like the way my volunteering is managed or organised**	17%			-22
There are high quality resources available to help me deliver my role and responsibilities	16%	3.5	26.3	-19
The training I have recieved has equipped me with the skills and knowledge needed to carry out my role	16%	3.5	26.3	-18
When I first joined I was given the support needed to do a good job	14%	3.6	25.8	-15
I have the right level of training or support to fulfil my role	14%	3.6	26.4	-16
Scouts is flexible around the time I give	13%	3.8	25.7	-26

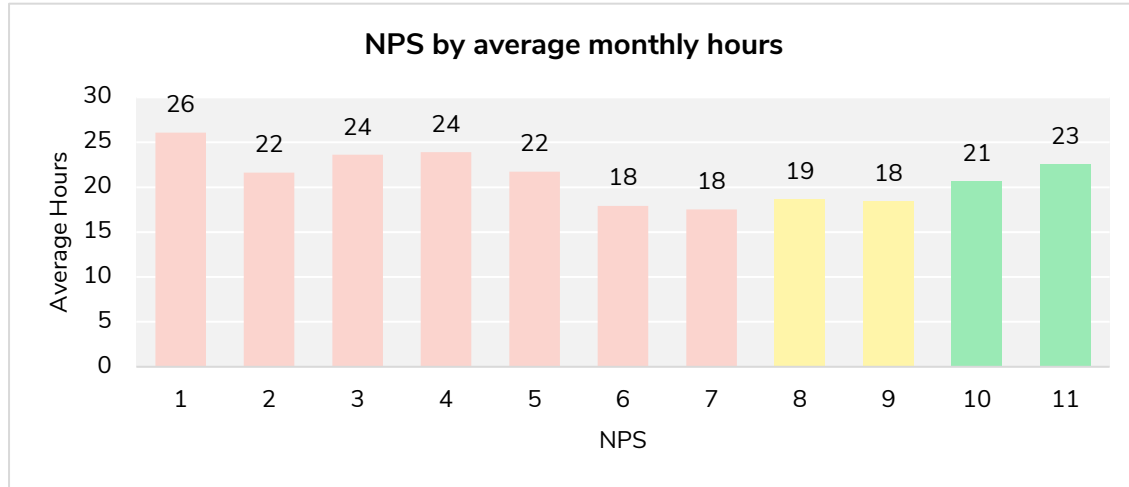
\* These are the NPS ratings for participants who selected “disagree” or “strongly disagree” to the associated statement

\*\*This measure shows the percentage of volunteers who selected this as a top challenge rather than selecting “disagree” or “strongly disagree”.

## Volunteers feel challenged through insufficient communication, management support and unreasonable expectations

- Around 1 in 5 volunteers actively disagree that:
  - The Scouts communicates well with its volunteers.
  - The Scouts has reasonable expectations of how much volunteers do.
  - Volunteers feel supported by their Line Manager.
- While all “challenge” responses have generated low satisfaction (negative NPS), the primary reasons for the poorest satisfaction are:
  - Feeling appreciated for what volunteers do.
  - Flexibility around the time given by volunteers.
  - Expectations of how much volunteers do.
- Some of these factors are also top reasons volunteers provide for leaving Scouts (e.g. “I felt unappreciated”, “I didn’t like the way my volunteering was managed/organised”).

# Workload & Time



n = 11,938 adult volunteers

## "Scouts is flexible around the time I give"



## "Scouts has reasonable expectations of how much I do"



Strongly disagree Disagree Neutral Agree Strongly agree

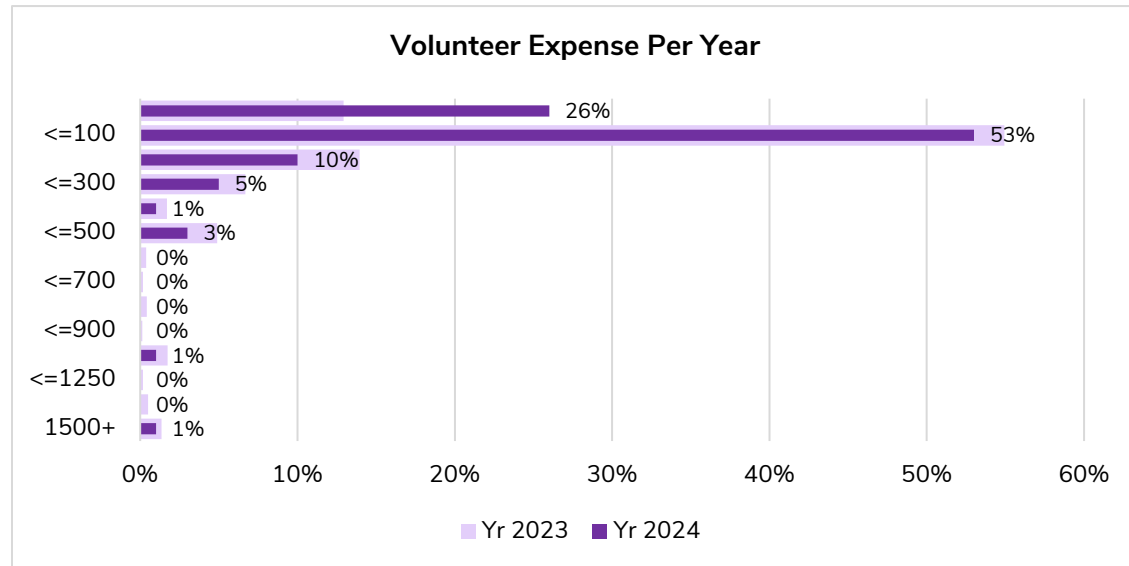
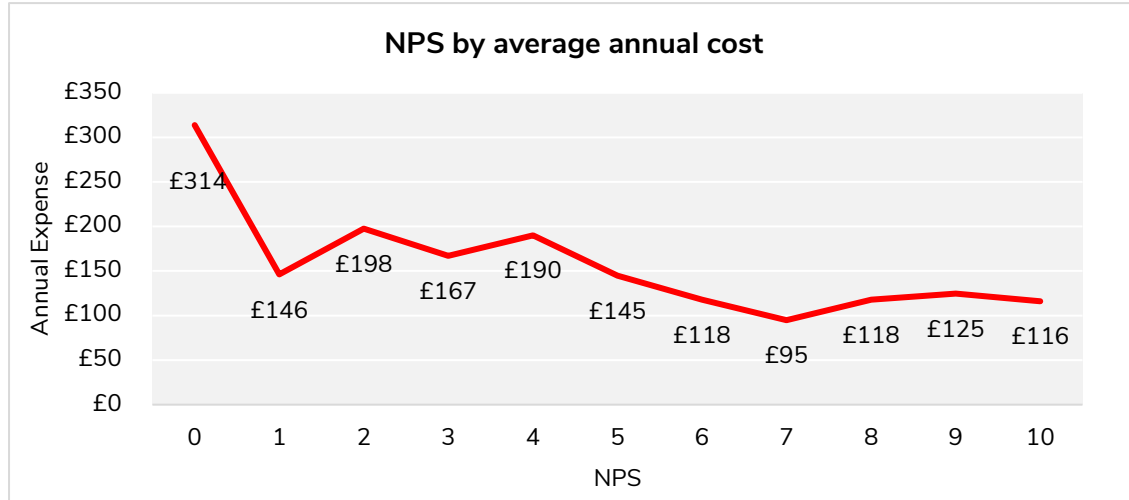
n = 12,158 adult volunteers

## Volunteer workload remains high with flexibility around commitment lower than charity averages

- Around 40% of volunteers do not actively agree that Scouts has reasonable expectations of how much they do, with half of those actively disagreeing and half neutral.
- Just under a third of volunteers do not fully feel Scouts is flexible around the time they give, which is 17% lower than the charity average. These figures are similar to the 2023 results.
- On average, volunteers are spending 19 hours per month volunteering. This has reduced by 6 hours since 2023, however is still above the charity average\* of 14 hours. Around 1 in 4 volunteers are providing over 20 hours of time per month, with 8% providing over 40 hours.
- Average hours volunteered per month are higher for volunteers with lower satisfaction scores, with the least satisfied averaging up to 8 hrs per month.

\*Ref.: [NCVO Time Well Spent 2019](#)

# Financial Impact



n = 11,938 adult volunteers

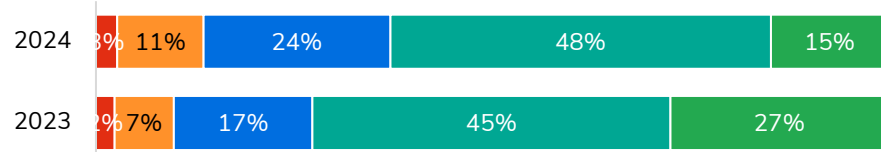
## Volunteers are spending less time and incurring less personal expense through volunteering than most prior years

- The average personal expense for 2024 for volunteers was £117, which is a 40% decrease against 2023.
- Around twice as many volunteers as last year have not incurred any expense, although around 3 in 4 volunteers are still incurring some expense.
- Around 1 in 5 volunteers have spent over £100 of personal expense in 2024.
- Average annual costs are generally higher for volunteers with lower satisfaction scores, with the least satisfied spending over £100 more than the more satisfied.

\*Ref.: [NCVO Time Well Spent 2019](#)

## “I have the right training or support for my role”

(based on 11,366 responses)

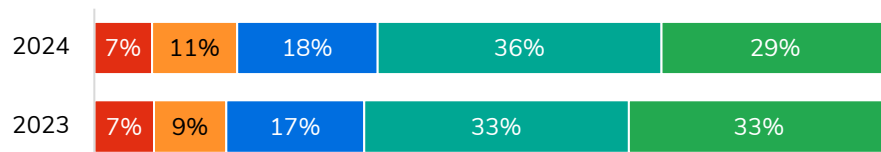


**-10%**

(Strongly) Agree  
vs. 2023  
(63% vs. 73%)

## “I feel supported by my Line Manager”

(based on 11,302 responses)

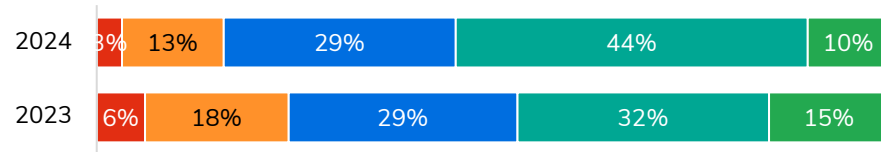


**-2%**

(Strongly) Agree  
vs. 2023  
(64% vs. 66%)

## “There are high quality resources available to help me deliver my role and responsibilities”

(based on 11,359 responses)



**-13%**

(Strongly) Agree  
vs. 2023  
(55% vs. 68%)

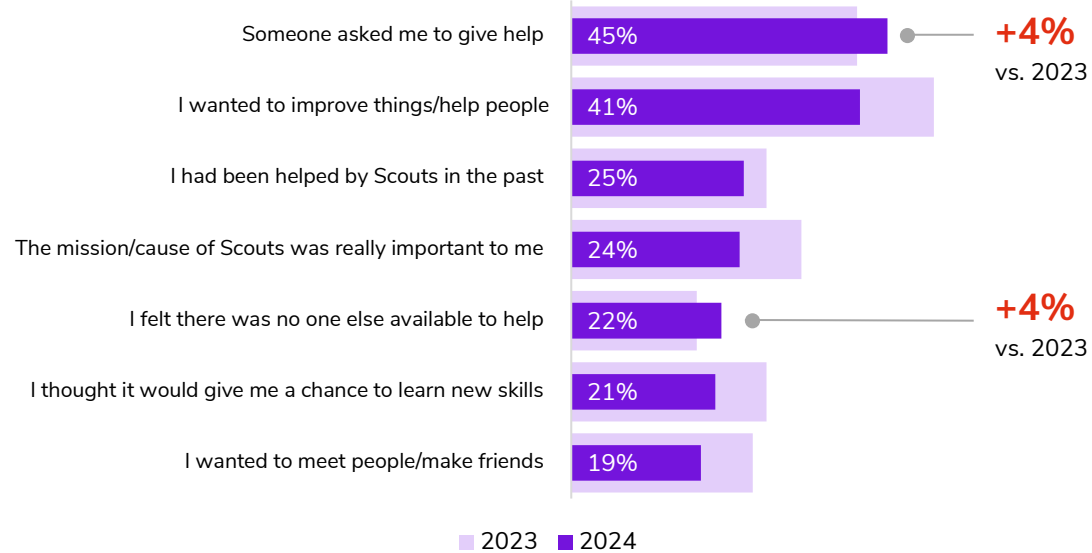
## More volunteers than last year feel they do not have the right training or support generally, or from line managers.

- Many volunteers report that they don't feel they have the right training or support for their role (-16% lower than the charity benchmark).
- This is a worsening picture compared to last year with 9% less volunteers agreeing that they have the right support and training, compared to last year.
- Around 1 in 5 volunteers feel they aren't supported by their Line Manager, slightly worse than last year. Around 3 in 5 actively agree that they are supported by their line manager.
- Many volunteers tell us that they need more volunteers to join to help “ease the workload”. Some say they felt like they were “left to it” without enough support from their manager and would benefit from more practical training.

Strongly disagree Disagree Neutral Agree Strongly agree

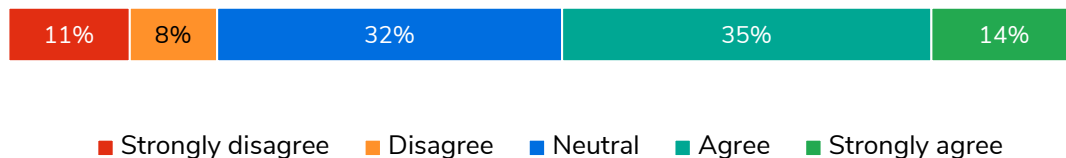
# Joining & Leaving Scouts

## Reasons for joining Scouts



n = 11,933 adult volunteers

## The process of leaving Scouts was “easy and straightforward”



n = 220 adult volunteers

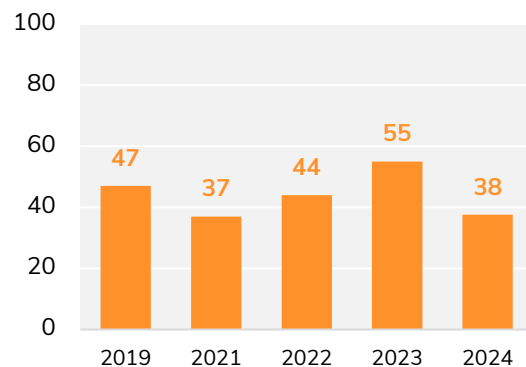
## More volunteers are joining as a result of being asked to help, or feeling like there was no-one else available

- In 2024 there was an increase in volunteers joining because “they were asked for help” and “they felt there was no-one else available to help”.
- This demonstrates that the network effect of asking is a key recruitment driver however we also see a reduction in the proportion of volunteers joining due to the “mission”.
- Those who joined because they “felt there was no-one else available to help” had lower satisfaction scores than those with other reasons.
- Less than half of volunteers who have left Scouts (49%) report that the process of leaving was easy and straightforward. General comments suggests that like joining Scouts, they can be pressured into staying in their role longer than they would like to.

# Young People

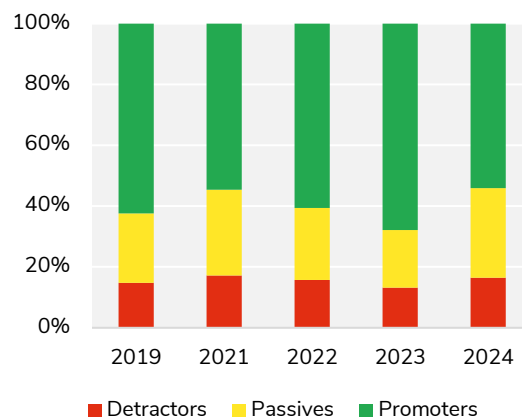
Scouts 

Young People Satisfaction (NPS)



n = 1,878 young people

NPS Category Split

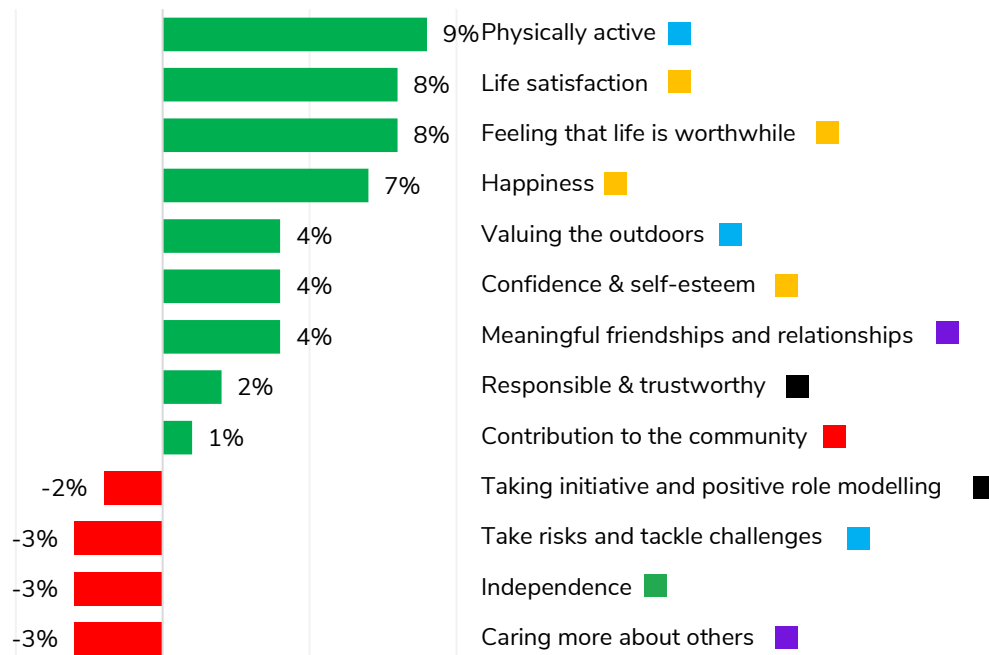


## Young Person satisfaction dropped against last year back to our 2022 position

- Youth satisfaction dropped by 17 points in 2024 against a historic high of 55, though it is also 6 points below 2022.
- There has been a decline in young people taking part in activities that have a positive impact in the community (including volunteering).
- Young people still report that activities they take part in are not challenging enough, although this has improved since 2023.
- Despite this, most young people say they have taken part in activities they hadn't tried before through Scouts. They enjoy outdoor and adventure activities, but feel they don't get enough chance to do them.
- Compared with 2019 there have been improvements across 9 youth outcome domains, most significantly linked to wellbeing, and declines in 4 outcomes.

Theme	2024	vs. 2023	Agr. Score	NPS
Satisfaction	1,900	+535	-	38
Programme	1,690	+484	3.6	37
Outcomes - All	1,620	+403	3.7	37
Outcomes - Skills for Life	1,511	+359	-	37
Outcomes - Adventure	1,452	+235	-	37
Outcomes - Leadership	1,364	+324	3.4	37
Outcomes - Wellbeing	1,344	+241	3.1	36
Outcomes - Connectedness	1,244	+276	3.5	36
Outcomes - Citizenship	715	-284	3.5	42

## Outcome Change 2024 vs. 2019



n = 1,313 young people aged 13-17

We ask young people a series of questions about key outcomes including:

- Adventure
- Skills for life
- Wellbeing
- Citizenship
- Connectedness
- Leadership

## The largest improvements since 2019 relate to Adventure and Wellbeing outcomes

- There have been statistically significant improvements across 9 youth outcomes most notably within the Adventure and Wellbeing categories.
- Young people are now physically active for at least 30 mins over 5 days per week, compared to just under 5 days in 2019.
- Young people are more satisfied with life with an average score of 7.4 vs. 6.9 in 2019.
- 4 outcomes have seen a decline over the period 2019 – 2024. These are split across Leadership, Skills for Life, Adventure & Connectedness.





**95%**

**Young people take part in activities they've never tried before**

(based on 1,690 responses)

↑ **+10%**  
vs. 2023



**94%**

**Young people have developed life skills**

(based on 1,616 responses)

↑ **+7%**  
vs. 2023



**85%**

**Young people say they are happier since joining Scouts**

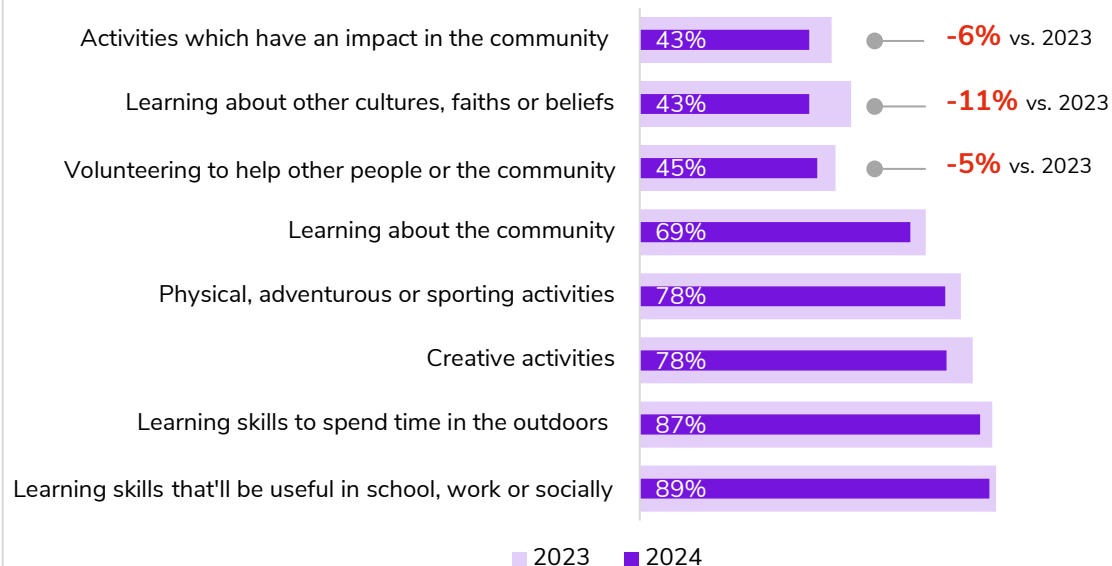
(based on 1,616 responses)

↑ **+7%**  
vs. 2023

## **Most young people are taking part in activities they've never tried, developing life skills and are happier since joining Scouts**

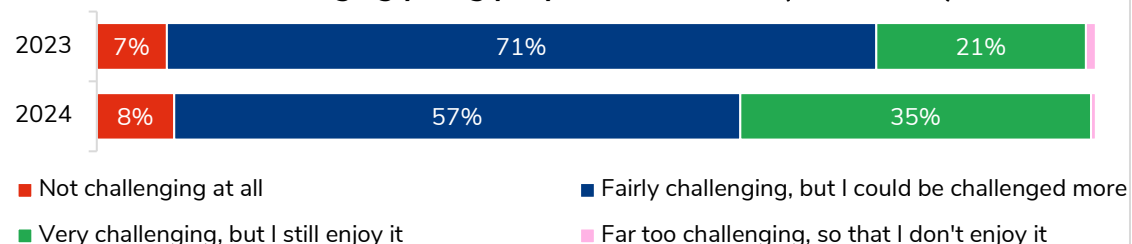
- Almost all young people (95%) are reporting they have taken part in activities through Scouts that they had never tried before, which is a 10% increase from 2023.
- A similar proportion of young people (94%) say they have developed skills which will be useful to them in the future, which is a 7% increase from 2023.
- More than 4 in 5 young people say they are happier since joining Scouts, which is a 7% increase from 2023.
- Most young people agree Scouts has had a positive impact on them in a variety of areas, for example:
  - 68% say they are healthier.
  - 84% say they are more confident.
  - 78% say they are happier to help in the local area.
  - 40% say they do better in school.
  - 66% feel more confident in getting a job in the future.

## Activities young people take part in once per term (2023-2024)



n = 6,450 adult volunteers

## How challenging young people find activities (2023-2024)



n = 1,636 young people

## More young people are finding Scouts activities very challenging but enjoyable

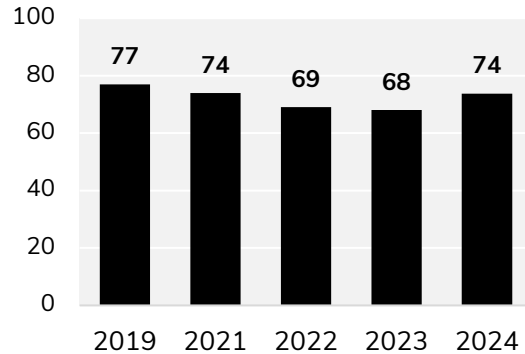
- Just over a third of young people find Scouts activities very challenging but still enjoyable, which is a 14% pts. uplift on last year (35% vs. 21%).
- Over half of young people find activities challenging, but they could be challenged more.
- Around 1 in 12 young people finds activities “not challenging at all”.
- More Explorer Scouts (67%) find activities either not challenging or they could be challenged more, compared to Scouts (59%).
- Less than half of volunteers report that young people take part in activities where they learn about other cultures, make an impact in the community or volunteering. These have all declined since 2023.

# Parents

Scouts 

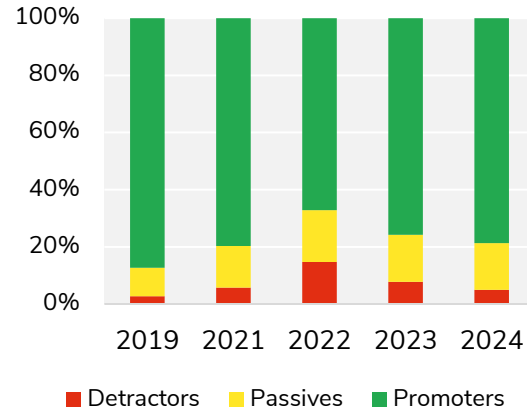
# Summary

Parent/carer Satisfaction (NPS)



n = 4,250 parents/carers

NPS Category Split



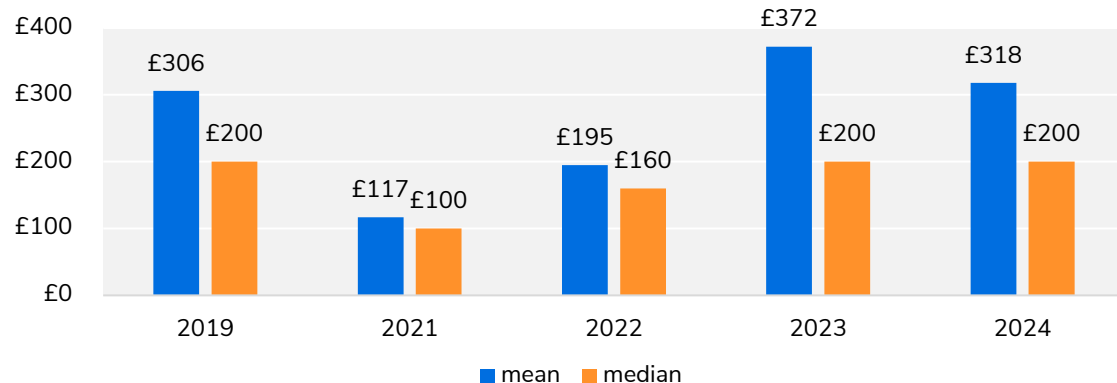
## Parent & Carer satisfaction is at its highest level since 2021

- In 2024, parent/carers of young people were asked the following two questions:
  - Their satisfaction with Scouts.
  - The annual cost for their young person in Scouting.
- There has been a 6pt. increase in parent/carer satisfaction with NPS at the 2021 level following 2 consecutive declines.
- While average cost increases in line with the section age ranges, so does satisfaction (NPS), suggesting more expensive experiences in the older age ranges that are likely contributing to high satisfaction (NPS +77).

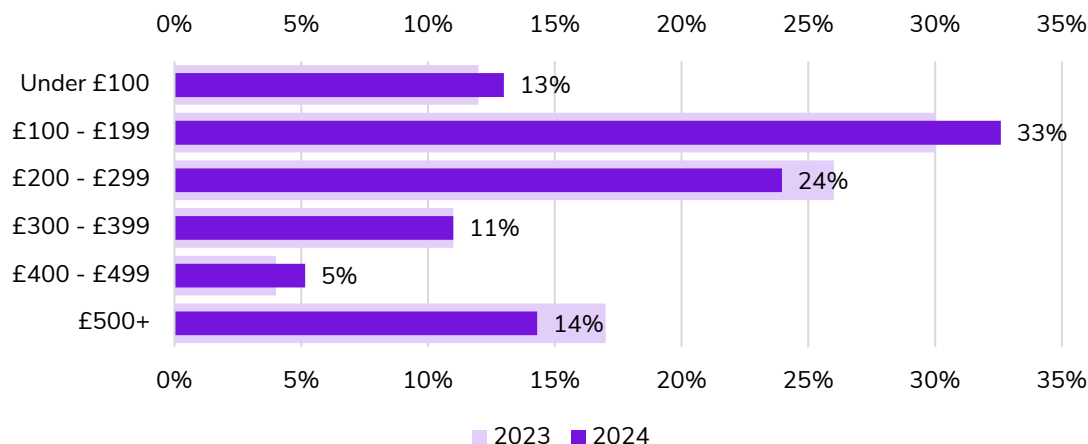
Section Type	Responses	%	NPS	Avg. 12m Expense
Squirrels	130	3%	73	£165
Beavers	748	17%	73	£159
Cubs	980	23%	75	£212
Scouts	1535	36%	76	£335
Explorer Scouts	584	14%	77	£671
None of the Above	46	1%	33	£297
Other	261	6%	57	£367
Total	4284	100%	74	£318

# Summary

Average annual cost of Scouting for parents/carers



Average Parent/Carer Annual Cost 2023 vs. 2024



n = 2,894 parents/carers

## Parents & Carers are spending less than last year on Scouts activities, though still more than other previous years

- Parents/Carers are spending less than last year with the average annual cost of Scouting £54 down compared with 2023.
- Around 1 in 7 Parents/Carers are spending more than £500 per year on Scouts, though this has dropped from around 1 in 6 last year.
- Annual expense doesn't appear to be a negative impact on satisfaction, whereas localised experience is the main driver of negative experience where it is evident.
- Many parents said that Scouts is great value for money for their young person. However, some report that the cost of activities, especially international trips or activities away from the Scout hub, might not be affordable and can limit access to Scouts. Some parents suggest more financial support or discounts would help.