

Adult Recruitment Methods Summary

Scouts Early Years Pilot

This document contains a summary of the adult recruitment methods we have used so far as part of the Scouts Early Years Pilot (SEYP).

Word of Mouth

This has proved once again to be one of our strongest adult recruitment methods. People like to get involved and try new things if it has been recommended to them. What has particularly impressed me with our pilots is that they have all gone down the route of recruiting someone to their team who has an Early Years background. Whether this has been someone who works in this sector or whether they enjoy this particular age range, the project lead has used their contacts and networks to recruit someone from this background.

From attending numerous sessions now, it is evident that this has had a positive impact on the adults and young people. First of all the adults are picking up techniques on how to deal with young people of this age range. In comparison the young people are benefiting as they are interacting with adults who understand what their needs and motivations are.

Parent / carers

Parent / carers continue to be our main source when it comes to adult recruitment. What has been noticeable is that parent / carers of children at this age range have initially been hesitant to leave their child at the session.

This may be down to the fact this is the first out of school / nursery activity that their child has attended and they are unsure of how their child may react. It might also be down to the sessions lasting one hour, some parent / carers have commented that by the time they get home, it is time to go back to pick them up so what is the point in leaving.

As a result of this parent / carers have got involved in the sessions. I noted this recently in Birmingham where the parent / carers led a game whilst the existing leaders set-up other activities and observed from the side lines. This was very refreshing to observe and proved the impact we have if we step back and allow the parent / carers to get involved.

I believe that this will have a long lasting effect on the other sections in a group. For example parent / carers who are currently involved in the pilots will potentially feel like this the normal thing to do when you are part of Scouting. When their children move into Beavers, they are likely to move with them as that is what they feel is the norm to do. It is key here that the link between sections and the leaders of the sections are aware of this and continue to adapt to allow the parent / carers to help out. That way we continue to retain and recruit more leaders into Scouting.



Parent / carers who have been unable to get involved as a leader or do not want to get involved have got involved in different ways. In Southampton they have recruited three Hedgehog parent / carers to the Executive Committee, one into a leadership role in the Cub section and one parent / carer who cuts the grass whilst Hedgehogs is running.

Grandparents

One surprising talent pool that has come to our attention has been grandparents. In Howdon one of the grandparents has been recruited to the leaderships. They were attending and staying at the session so they felt they may as well get involved.

The majority of the pilots are meeting at 5-6pm. The majority of parent / carers may still be working or returning from work at this time. As a result of this the children will be in the care of their grandparents. There is also a growing trend of grandparents who have full-time care of their grandchild.

In addition to this was the recently released report from the NCVO (Time Well Spent) that stated that people aged 65 and over are the age group most likely to volunteer (45%). Now I am not saying that all grandparents are this age because they are not. However Grandparents are not an area we have particularly targeted before and this age range will provide us with an opportunity to explore this further.



Buzz of a new section

The creation of a new section at the groups has created a positive buzz throughout the section. As I mentioned earlier about the adults Southampton have recruited, they believe that this down to the fresh energy and buzz of a new section.

A similar situation has occurred at the Howdon pilot. Howdon have their own group Scout Active Support Unit which is in place to provide adults flexible opportunities to get involved at the group. The Scout Active Support has recruited several new members and they cite the opening of a new section as the reason for this.

Vacancy Boards

We have provided each pilot with a vacancy board for their group. It is too early to generate any feedback from this but pilots are going to be testing this as a recruitment method. Editable vacancy cards have been shared with the pilots and they have been asked to test the vacancy board in different places around the community.

Summer of Skills

We have recently shared with the Early Years Pilots the concept of the Summer of Skills. This is a repackaged idea from a few years ago which was aimed at people mainly not involved in scouting to try activities they could do with their children over the summer holidays. The activities are all scouting based but can be done from your own home. A link to the website is here - <https://summerofskills.scouts.org.uk/>

What we have done is condensed some of these activities into a pack. There are multiple ways this can be delivered through; a family night, family day, AGM, whole group fun day etc We have asked pilots to try and organise this or incorporate this into something they already have planned. The idea would be:

- To take a couple of the activities from the pack and run them as a carousel of activities for parents / guardian and their child
- give each family a copy of the booklet (we will provide these)
- encourage parents / carers to complete some of the activities out of the booklet at home / during the summer and share these via e-mail, Facebook, Whats App group etc
- Invite parents / carers to come to a meeting after the summer to run some of the activities they did with their child to all the children in section

We would like to try this as a way of getting more parents / carers involved in the group and as a result hopefully receiving more help from them and potentially them becoming a volunteer at the group.

A few groups have showed an initial interest in this and we will be working with them over the coming weeks to discuss this further. I am very excited by this concept as it could have a huge impact on adult recruitment and home learning for many years to come.

Helper Rota

The team have also created an adaptation of the parent rota. We have been keen to not call it a parent rota, but more a helper rota as it doesn't exclude anyone. We have created two different versions.

One version breaks down tasks within the section i.e. story teller (read the story at the start of the session)

The second version is a templated which encourages adults to mark what session they can help with. From this leaders can delegate them a task or activity to do.



Role description

We have created a role description for the role of a 'Hedgehogs Team Member' (HTM). We have placed the emphasis on them being a team member as we are keen to try a different word from leader due to the perception Scout Leader can sometimes bring.

We have also condensed it to fit on to one page as some of the role descriptions for leadership roles in other sections are two pages or more. Having lengthy role descriptions can be a blocker in its self to recruitment so we have been keen to condense this.

Student Recruitment

The Time Well Spent report stated that 77% of 18-24 year olds said that volunteering helped make them feel less isolated. Students are a valuable talent pool for the Scouts and we should invest time and resource to recruit them into Scouting.

We are currently tested this with our Howdon pilot in which we have targeted the local university. We specifically targeted the Childhood Studies Course and I contacted the programme leader. The programme leader e-mailed his students and within half an hour I had two interested students contact me. One person didn't come back to me any further after I contacted them whereas one student is currently trying to change her shifts to get involved. The group are really open to anyone getting involved and I am hoping we can test this further with the other pilots.

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June 2019