

Naming Early Years Provision: Summary of Research (09/03/20)

1. Introduction

The criteria established for a name for any early years provision that may be created included:

- Does it complement the Scout programme and symbolic framework?
- Does it attract parents/carers of young people aged 0-6, particularly from Black and Minority Ethnic (BAME) and lower socio-economic backgrounds?
- If it is not Squirrels, does it have compelling advantages to compensate for the disruption it will cause in Northern Ireland?

We have conducted a number of different strands of research into potential names for an early years' section. This includes two key components:

Legal advice

These include background checks into the feasibility of registering the LIONS and SQUIRRELS names and brand as a Trade Mark. We have worked with our IP and Trade Mark lawyers, Forresters, on this.

Audience testing

- 1,012 parents of 0-6 year olds (quantitative and qualitative)
- 249 parents of 0-6 year olds from C2DE backgrounds (quantitative and qualitative)
- 129 parents of 0-6 year olds BAME backgrounds (quantitative and qualitative)

2. Legal advice

This was Forresters' assessment of the facility of Scouts registering LIONS as a Trade Mark:

With regard to these particular marks – LIONS I have already conducted searches of the UK and EU registers (in class 25 – clothing, and 41 educational activities) to see whether there are likely to be any obstacles. For LIONS there are many registrations for, or containing, the element LION. The main obstacle is likely to be the LION CLUBS INTERNATIONAL who are a global charitable organisation (see https://en.wikipedia.org/wiki/Lions_Clubs_International). They have a number of registrations for the word LIONS as well as logo marks (please see attached a small selection of EU marks). These are likely to be a major obstacle unless you can reach an agreement with them.

Apart from that there are a number of other parties using the LIONS name. These include the Detroit Lions, an American football team, who have EU registrations for DETROIT LIONS in conflicting classes. I can already see that this is going to be fraught with potential problems.

This was Forresters' assessment of the facility of Scouts registering SQUIRRELS as a Trade Mark:

Below I have set out the marks that I think need further comment.

- UK reg no. 3077448 SQUIRREL in classes 9, 36, 41 - Squirrel Financial Wellbeing Ltd, United Kingdom
 - This is the only registration for the word SQUIRREL which covers class 41. In this case the specification is geared towards financial education so I do not feel that this is a high risk. If any objection is raised we should be able to reach an agreement.
- There are several registrations for squirrels with names such as “Cyril the squirrel”, “Nutti the squirrel”, “Pip the squirrel”, “Bradley squirrel” and “Sammy squirrel club”. These seem to be registered mainly in relation to clothing in class 25 although there are registrations in 28 and

41 too. At present they all coexist on the Registers so there is the argument that there is room for a further registration.

In my view there are no marks that pose an immediate high risk and would be a total bar to the use or registration of your proposed mark. I therefore suggest that the next stage would be to file a trade mark application.

Based on this assessment, we believe we have a strong chance of registering SQUIRRELS as a Trade Mark, whereas LIONS could present some significant challenges/oppositions, which could result in a lengthy delay to the roll out and incur considerable expense.

3. Audience testing – quantitative testing

a. Parents of 0-6 year olds – headlines:

Overall - 1,012 parents

Parents would be **79%** likely to send their child to an early years club.

Furthermore they are **37%** more likely to send their child knowing that it's run by Scouts

Preference for name:

1. Scouts for 4-6 year olds - 38% 'would encourage me to send my child' with 15% put off by this
2. Squirrels – 34% 'would encourage me to send my child' with 17% put off by this
3. Lions - 30% 'would encourage me to send my child' with 22% put off by this

C2DE – 249 parents

Parents from C2DE backgrounds would be **78%** likely to send their child to an early years club.

Furthermore they are **33%** more likely to send their child knowing that it's run by Scouts

Preference for name:

1. Scouts for 4-6 year olds - 38% 'would encourage me to send my child' with 13% put off by this
2. Squirrels - 33% 'would encourage me to send my child' with 18% put off by this
3. Lions – 32% 'would encourage me to send my child' with 16% put off by this

BAME – 129 parents (given smaller sample, this is indicative rather than representative)

Parents from BAME backgrounds would be **86%** likely to send their child to an early years club.

Furthermore they are **50%** more likely to send their child knowing that it's run by Scouts

Preference for name:

1. Scouts for 4-6 year olds - 47% 'would encourage me to send my child' with 8% put off by this
2. Lions - 47% 'would encourage me to send my child' with 10% out off by this
3. Squirrels – 34% 'would encourage me to send my child' with 19% put off

This suggests that if the new section was very clearly branded: **Squirrels - Scouts for 4 and 5 year olds**, we would receive a similar the level of support as we would from other options. There was only a 16 people difference in support for Lions verses Squirrels.

b. Audience testing – Qualitative testing

Comments on what respondents chose either Squirrels or Lions included:

Squirrels:

- cos my kids are big Hey Duggee fans!
- as its like Hey Duggee.
- because Hey Duggee!
- would encourage my son because of Hey Duggee (CBeebies)
- as it would appeal to the children more (because of hey duggee)
- Sounds fun and physical
- after the hey duggee cartoon that my baby is familiar with
- lovely and cute name.
- I think my 3 year old would like this name after Hey Duggee
- positive, fun,
- sounds like the group on Hey Duggee
- sounds like the club from Hey Duggee & my daughter would love that
- My child likes squirrels
- they are little and fast, explorers
- Because they are fast and cheeky like most 4-6 year olds!!
- reminds me the most of the way 4-6 year olds play and behave, being busy and inquisitive. I like the animal theme continuing to Beavers and Cubs.
- I like squirrels as it's the same as the characters on Hey Duggee and I think that would resonate with children. Sparks is also quite a cool name, it's different. Stars is appealing, but is a little overused, Lions is similar. SO Squirrels is my favourite!
- because my daughter loves Hey Duggee and the kids in the group there are also called squirrels
- because it immediately put me in mind of 'Hey Duggee', which is about a young children's scout troop called the Squirrel Club.

- it has an association with TV programme Hey Duggee, which my daughter loves
- it made me smile and had a ring to it
- as it sounds more lively and cute.
- has a strong association with the TVs Hey Duggee which would make me smile (even if it presented the scouts with a legal question).
- because it suggests activities for inquisitive little people that involve ingenuity, fun and involve the outdoors. I think of squirrels as clever, cute little creatures.
- right for the age bracket and reflect outdoor activities
- because they're cute and work hard for themselves and others alike
- because they're cute and prepared
- because of the link to Duggee

Lions:

- they are busy, fearless, inquisitive animal - just what you would expect a Scout to be.
- Sounds exciting
- it suggests being confident, brave, adventurous!
- They are strong animals as to which are children to be and develop into.
- Lions. Fits with Scouts name. Sounds fun.
- Strong. Courageous, brave
- as lions have a strong characteristic that you would want to install into young children
- My little boy likes lions
- it sounds strong and about good leadership
- Like it. Sounds powerful
- sounds exciting which I'm sure would help with getting my child interested/excited

4. Conclusions

These were the significant observations based on the research outcomes:

- There would be strong appetite for a Scout-run early years club from all parents of 0-6 year olds, and particularly among BAME parents
- If the new section was very clearly branded: **Squirrels - Scouts for 4 and 5 year olds**, we would receive a similar the level of support as we would from other options.
- Squirrels was the front runner of the named options with parents overall, and those from C2DE backgrounds
- There was significant support for Squirrels in the qualitative research, with many making the link between Hey Duggee – which would give the section a degree of ‘instant recognition’ for many parents
- An obvious endorsement from Scouts will make significant difference, especially for BAME parents – making it clear that it is run by Scouts and not a separate club
- A strong and obviously Scout branded solution would be effective with all audiences
- Lions and Squirrels would both be names that encourage parents of 0-6 year olds to join
- We stand a strong chance of registering Squirrels/Squirrel Scouts as a Trade Mark, whereas we believe we would struggle with Lions

While Lions was more popular than Squirrels with parents from BAME backgrounds, BAME also represented the smallest sample of those we spoke to, which may have led to the higher percentage. There is also a risk that Lions is seen as a gendered (male) term.

There was equal support from BAME parents from an option that led with the Scouts name – making it clear who runs the section.

There is also a risk that Lions could be interpreted as gendered (ie. Male ‘lions’ as opposed to ‘Lionesses’) which could propagate the myth/stereotype that Scouts is for boys.

5. Rationale behind recommendation

The recommendation therefore is that we proceed with the name SQUIRRELS/SQUIRREL SCOUTS as the preferred name with the following important caveats:

- That it is very clear from the branding that it is run by Scouts and not a ‘stand-alone club,’ which we know would encourage 47% of parents from BAME audiences to send their child
- That diversity is reflected strongly in the execution of the brand
- That the brand and design is tested with BAME audiences