



BERKSHIRE SCOUTS

2007 is Scouting's Centenary - a year of adventure, international friendship and an opportunity to change the world for good

Groundbreaking Report Reveals How Young People In Berkshire Feel About Life In The Modern World

- Teen stereotypes are wrong and misleading and are often reflective of the minority
- Young people express highly positive attitudes towards family life
- There is still a strong desire for adults to give more credence to what young people have to say
- Young people are cynical about the influence of celebrities on their lives
- Boredom remains a problem but youth groups make for healthier, empowered young people who are more self confident and have strong family ties
- Despite recent criticism and the pressures of modern life, young people have positive self-esteem
- Making a difference to the environment is a priority and teenagers have strong social conscience

For the first time, research released today (8th January 2007) by the Scout Association has revealed a truthful and modern representation of what motivates young people in the UK today. The findings, commissioned to coincide with the launch of the Centenary year for the Scout Association, indicate that UK teenagers, including those in Berkshire, are more confident, respectful and caring about the world they live in than many of the stereotypes commonly applied to them would suggest.

Young people express highly positive attitudes to the family unit, with Mum and Dad emerging as the top two people admired by young people, followed by teachers and youth club leaders. In contrast, celebrities have apparently little influence on the UK's teenagers, with over half saying they have either a negative or zero impact on their lives. Pete Doherty topped the list of bad role models spontaneously cited by the young people, whilst Kylie and Beckham were the most admired.

Mike of Reading Explorer Scouts said "This report finally dispels the myth that all teenagers are lazy and see ASBOs as 'badges of honour' and have little respect for adults in society. It is clear that boredom plays a huge part in every day life for young people and it is vital that we have the opportunity to participate in activities outside of school. For me, the Scouts provides plenty to do, both educational and highly enjoyable, and allows us to be trusted with the responsibilities we deserve, from organising local fund raising to planning worldwide travel and adventure."

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The Scout Association

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Patron HM The Queen President HRH The Duke of Kent Founder Robert Baden-Powell OM Chief Scout Peter Duncan

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The report also highlights how boredom remains an issue with 68% of respondents commonly feeling this way. However, there is clear evidence of a link between participation of a youth or community group and the leading of better lives – with members of groups being significantly healthier, far less likely to participate in underage drinking and smoking or be bullied or bored.

Findings also demonstrated a strong social conscience in the nation's youth – with 84% stating that looking after the environment is important, and almost 79% feeling it is important to be well informed on current affairs.

Other key results from the report include:

Community Spirit:

- **70%** feel adults are overtly critical of them
- Community spirit does not seem to be too high
- Members of youth clubs are twice as likely to be community minded

School & Education:

- **90%** feel pressure from parents to achieve in school
- **81%** respect their teachers
- **87%** are eager to achieve good grades
- **81%** want to go to University

Family Unit:

- **95%** feel their parents want the best for them
- **25%** feel their parents don't really listen to them

General aspirations:

- **85%** rate their top aspiration as living somewhere respectable, followed by having a good job (**76%**), and earning a good education (**74%**)

Ends

Further Information:

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Notes to Editors:

- nfpSynergy is a research consultancy for the not for profit sector. Nfp was commissioned by the Scout Association to conduct this research in order to mark the launch of the Scout Centenary in 2007.
- The report involved quantitative and qualitative research of 1,004 13 – 18 year olds. Fieldwork was conducted during August and September 2006.

Centenary of Scouting

- 2007 marks a hundred years of scouting, and will see nearly 500,000 young people in the UK joining in the Centenary celebrations. Events will run throughout the year at local, regional, national and international levels. A key element of the celebrations will be 40,000 Scouts from over 200 countries meeting at the **World Scout Jamboree** in Essex on the **1st August**.
- Across the world, 2007 is likely to be the largest ever example of youth cooperation and one of the biggest global celebrations since the turn of the Millennium. The Centenary will signal a new age in Scouting, and will provide an opportunity to reflect on how the movement was founded, what it has achieved, and also where it is going.

About Scouting

- Adventure is at the core of Scouting, and the Association passionately believes in helping their members fulfil their full physical, intellectual social and spiritual potentials by working in teams, learning by doing and thinking for themselves. The Centenary year will provide even more opportunities for members to do this, and to continue to take risks in a safe environment, and have their first taste of responsibility.
- Over 200 activities are offered by Scouting around the UK, made possible by the efforts of 100,000 voluntary adult leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
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- Adults working in Scouting contribute in excess of 364 million hours of voluntary work each year to their local communities.
- The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (24,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 28 million Members, both male and female, and operates in nearly every country in the world. In Berkshire there are over 7,500 Young People and Adult Volunteers involved in providing and supporting Scouting in over 130 locations across Berkshire.

About Mike

Mike is one of over 400 Explorer Scouts in Berkshire, young men and women aged 14-18 . Explorer Scout, decide, along with the rest of the Unit, what they want to do - whether it is powerboating, socialising, hiking or enjoying a trip abroad. As well as taking on the challenges and adventure of being an Explorer Scout, Mike spends some of his Scouting time helping Adult Volunteer Leaders run a Cub Scout Pack. This year he will be one of the 8,000 volunteers at the World Scout Jamboree in Hylands Park Essex making sure it takes place. Not only has Mike volunteered to work for a couple of weeks for nothing he is also paying for the privilege! Now that is real dedication and how different from the popular stereotype of young people today.

More about Berkshire Scouts see www.berkshirescouts.org.uk

For more about the Centenary of Scouting 2007 in Berkshire see www.berkshirescouts.org.uk/2007