

## Developing Scouting – a case study

Scout Area/County:	Greater London South West Scout County
Scout District (if appropriate)	n/a
Scout Group (if appropriate)	n/a
Project Contact	Jo Launchbury
Title of above person	A.C.C (Development) & County Development Officer
Project Name	GLSW Development Project Specific project title <b>'Korean Project'</b>
Postal Address	
Telephone contact	020 8647 0969
Email address	jo.launchbury@glswscouts.org.uk website: www.glswscouts.org.uk/development
Project start date Project finish date (if complete)	
Grant provided to project (Please detail source & amount)	
We agree that contents of this case study may be shared with others in Scouting considering operating a similar project (Please indicate preference)	Agree / <del>Disagree</del>

Overall purpose of project:

The County strategy, 'Thinking Differently about GLSW', provides a detailed plan for the growth and development of Scouting within GLSW. This plan enables the County Team, County Executive, the Districts and the Development Project to work together towards the overall aims of the County and the Scout Association.

Working to the key action points set out in 'Thinking Differently' the Project will focus primarily on four main objectives within this current funding period (until end of 2007).

These objectives are to:

- work with District Development Teams to recruit 100 additional adults
- increase membership in the County Scout Network by 30%
- increase Explorer Scout membership within the County by 20%
- set up and support two new sustainable BMEC Groups in the County

#### Specific Project Purpose

To raise the awareness of Scouting and promote its benefits to the large Korean community in Kingston, New Malden and the surrounding areas.

1. Please name the volunteers who were involved in the Project Management team, including their roles.

<b>Project Steering Group</b>	
Chairman	Tony Edwards
County Commissioner	Roger Hurrion
Budget and Finance	Hallam Carter-Pegg
Employment Issues	Angela Sailing
County Team Representative	Nigel Steward
District Commissioner Representative	Bob Prescott
Network Member	Simon Keen
HQ Support, Field Development Officer	Martyn Milner

2. Please give details of any paid staff the project employed, with an outline of their role(s).

**Ian Newbery**, Project Manager:

Consultancy role: overseeing week to week management of the project.

**Jo Launchbury**, A.C.C. (Development) & County Development Officer

Full time role, working with Groups, Districts, County Team and outside organisations, such as schools, in all aspects of development work.

3. Please detail the **overall** income/expenditure of the project (Year by year, if appropriate)

#### Income

No separate budget was allocated to this project. It formed part of the core work within the main project budget. Years 2005 – 2007 part funded by HQ, Development Grants Board, approx 1/3 funding offered across the three year period. i.e. £35,000 in total.

Year 1 = £15,000. Year 2 = £12,000. Year 3 = £8,000

#### Expenditure

Key expenses:

translation of Scouting leaflet into Korean £111.62

Leaflet Printing £75.00

Local newsagent advertising £10.00

Resources for Korean Festival (Oxygen) £42.65

*Staff costs (time) and Sundries such as stationery, postage, in house printing etc. funded from within main budget*

#### 4. The report

##### **Background**

As part of a previous piece of project work (The Asylum Seekers Report – see separate case study) two communities were identified which we believed we could work with. The Muslim community across the County and the large Korean community centred in the New Malden and Kingston areas.

Knowing that Scouting is strong in South Korea and the Korean community were almost entirely South Korean we believed this was good area for the project to work within as part of its remit to raise the awareness of Scouting in the Black and Ethnic minority communities within GLSW.

##### **Consultation**

Starting work on this during mid 2004, our first step was to contact HQ and the field development service for further information about the Koreans, their religion, culture and customs etc.

Although not able to offer us any specific help we kept HQ up to date on the work we were undertaking via our Field Development Officer, who as part of his role supports the County Development Project. From the FDO we got confirmation that the majority of the Korean population were South Korean, and we therefore believed Scouting was in theory already familiar to them. We also found out that the majority of the community were Christian and several of the local churches ran special services for the Korean community.

One piece of information that wasn't immediately obvious was the greater percentages of the Korean community were not English speaking. This became clear when we began to investigate the community and try to make contact with them.

Not having any adult 'insiders' in the community that we could turn to we began by researching local Korean organisations. Once we had identified these we sent letters of introduction to all of them outlining our desire to raise the awareness of Scouting to adults and young people within the Korean community.

### **Planning and implementation**

We sent letters to the Anglo Korean Cultural Institute, Korean Residents Society, London Korean School, Salvation Army Korean Outreach Centre, Korean Church of London, New Malden Korean Church, Oxygen Church Youth Club and several others.

The initial round of letters did not raise any response and we made several further attempts to contact these organisations in the next two years in the hope that we could arrange to come in and speak to them about, and engage them in Scouting.

Some further investigation found the Oxygen Youth Club had a paid Korean Youth worker whose role was to help engage and integrate young Koreans into the local community. After many attempts to organise a meeting we finally met with this worker and the senior paid youth worker at the church in an attempt to organise a taster event for young people but this proved impossible to do. Partly because of the reluctance of the church which ran its own youth activities and partly because of the difficulty actually contacting individual young Koreans outside of the church youth club environment.

Our next step was to design a Scouting flyer and have this translated in to Korean. We found the London Borough of Kingston operates a commercial translation service which had special rates for charities and made the necessary arrangement to have the flyer produced. Once this was complete we engaged a local printer to produce the flyers.

Following our earlier contact with Oxygen Youth Club we were invited to run a base at the Korean youth festival. Working with Leaders and Explorer Scouts from a Unit in New Malden the Development Project ran a base on the day of the festival and provided Scouting information in both English and Korean to all the young people who participated.

During the course of this project we contacted the Korean Embassy on several occasions to ask if they could assist us in any way but did not receive any response. Eventually almost two years after our initial contact they did respond but simply advising us to contact the Korean Residents Association. Although we had previously done this we naturally tried again this time advising them that we were doing so at the recommendation of their Embassy; once again however our efforts to engage with them were unsuccessful.

Using our translated Korean material we ensured that all the public libraries in the area had stock of the leaflets and posters to display. To further ensure this information was reaching the relevant community all Korean shops, businesses and restaurants in the Kingston and New Malden area were visited in person and asked to display a poster or keep a quantity of leaflets to hand for their customers and employees.

Other organisations were also approached such as the churches that run the Korean services and other community centres as well as the community police station. The project also paid to have the poster displayed in a number of newsagents. The translated material was also circulated again at Kingston University Fresher Fayre.

### **Conclusion**

Despite a considerable amount of time and effort we have struggled to make any significant impact on the Korean community within GLSW. Census data does not show any note worthy increase in the number of adults or young people involved in Scouting within GLSW.

During the course of the project work we have found the Korean community to be a closed community with all its own shops, business and churches. The predominantly non-English speaking population it would appear prefers to restrict their movements and leisure activities to within their own community.

Because of this it has provide incredibly difficult to penetrate the community, despite the wide variety of work undertaken and the knowledge that Scouting remains very strong in South Korea.

Before the County undertakes any further work to engage the Korean community it will be necessary to find a 'champion' from within the Korean community who can help us promote the positive benefits of Scouting in the UK and locally within GLSW. At this stage the Development Project has not further plans to re-open this project.

January 2007

# ROYAL KINGSTON SCOUTS



성공적인 지역 스카우트 단위대와 지구대에서 성인 및 청소년 회원을 모집합니다.

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스카우트 활동에 대한 더 자세히 알고 싶으시면 킹스톤 로얄 버로우 지구대(020 8287 2743)로 문의하십시오.

비버, 6 - 8세

큐브스, 8 - 10.5세

스카우트, 10.5 - 14세

익스플로러, 14 - 18세

스카우트 네트워크, 18 - 25세

성인 펠로우십, 연령 제한 없음



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