

Hear Home Out

Report 2022

North East England



WE DISCOVER, WE GROW

Girlguiding

Introduction

Hear me out was launched in June 2022, the initial deadline was 23 July but was extended to 30 September. We thank Girlguiding Scotland for use of their original idea. Units from 16 counties took part in the research and all sections were represented.

71 Units took part

- 13 Rainbow units (4-7 year olds)
- 27 Brownie units (7-11 year olds)
- 25 Guide units (10-14 year olds)
- 6 Ranger units (14-18 year olds)

The feedback given by the units was varied and extremely detailed, it was clear leaders had encouraged the girls to speak their minds and really tell us what they think about guiding and what kind of opportunities they want in the future.

We were able to identify four key themes from the feedback;

- Favorite guiding memories
- Future adventures
- Girl's concerns
- Empowerment

The comments made around these themes give us a clear picture about what the girls think about being a member of Girlguiding and where their interests lie.

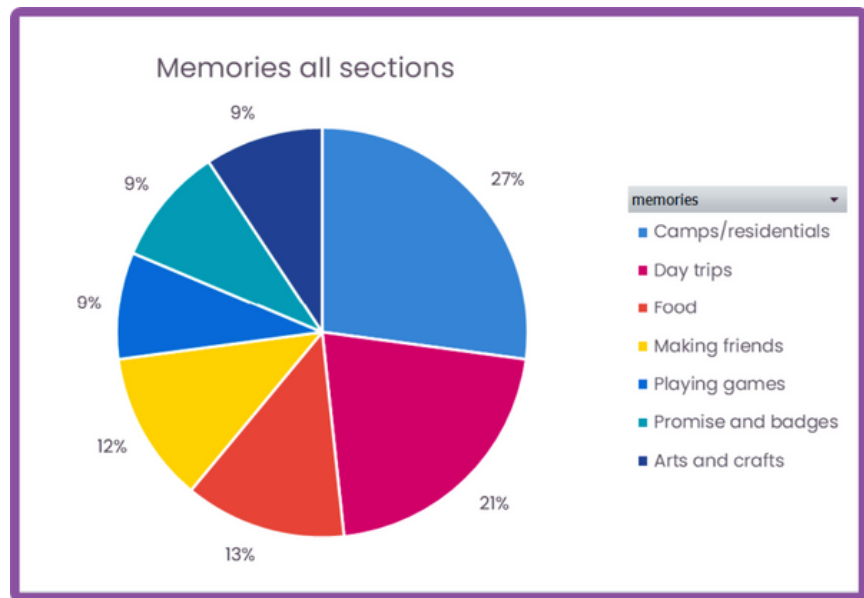
Cleveland	2
Durham North	3
Durham South	7
East Yorkshire	4
Leeds	5
Lincolnshire North	12
North Tyneside	2
North Yorkshire North East	4
North Yorkshire South	9
North Yorkshire West	4
Northumberland	8
Sheffield	1
South Yorkshire	2
West Yorkshire North	3
West Yorkshire South	3
West Yorkshire West	2



Favourite guiding memories

All sections reported favourite memories around seven topics;

- Camps & Residentials
- Making friends
- Day trips
- Playing Games
- Promise and badges
- Food
- Arts & crafts



Girls make memories when they are on camps and residentials, fun activities outside with friends are the most reported. Campfires, toasting marshmallows and playing games were mentioned time and again by all sections. Their favourite memories mirror what girls would like to do in the future, they want more of the same adventures. Making the promise and receiving badges are memorable for all sections, although some girls find badgework too much like homework.

Rangers have strong memories from camps and international trips, Poacher, wellies and wristbands, flamingo fling, sleepovers, rafting, ice skating, hiking and European destinations are key memories.

Staying up late on pack holiday is a common memory for Brownies, alongside making their promise. They mention their leaders more than any other section and it is obvious they hold their Owls in high esteem and understand they cannot have amazing brownie experiences without them.

Playing games and doing crafts within the unit were key memories for Rainbows, they've also enjoyed trips to the cinema and making their promise.

Guides make strong memories when on camps or residentials. They enjoy being outdoors with friends feeling independent, Guides also report art and craft activities as memorable, perhaps because this is another opportunity to be with friends?

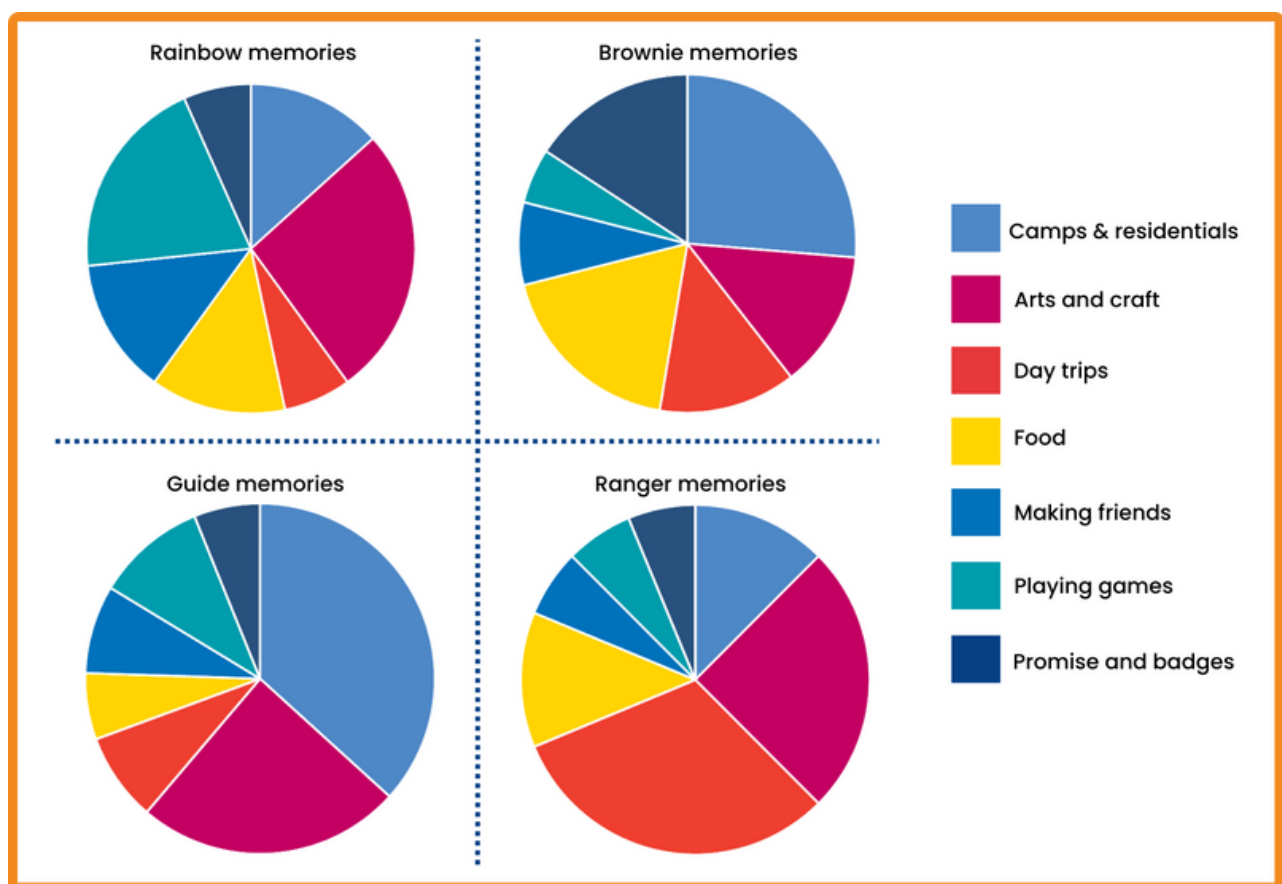
"Fun with my friends at camp and sharing those silly stories afterwards (that bond our group together)" – Guides memories

Favourite guiding memories

Section comparison

We can see that camps, residentials and day trips are memorable across all sections. However, making the promise and earning badges becomes less memorable as girls move through the sections. In comparison the popularity of food based activities increases with the older sections, the kind of foods most commonly mentioned are s'mores, toasting marshmallows and cooking on fire.

We can also see as the girls move through the sections they find games less memorable, but activities where they have learned a skill remain a key memory.



"My Brownie Promise, Sleepovers, Brownie Holiday, Wink Murder, Going On Trips, My Friends" – Brownie memories

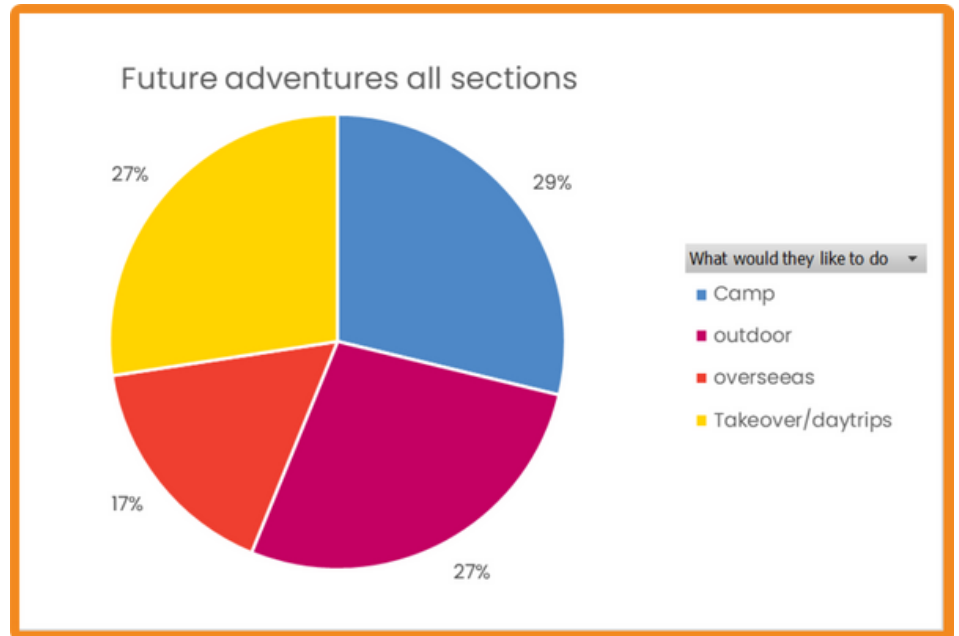
"Making my promise at a midnight feast" – Brownie memories

Future adventures

Camps and residentials are the most popular activity the girls would like to see on the future agenda. This category also elicits the fondest memories from the girls and thus they want to repeat the experience. We see a strong correlation between favourite memories and what is wanted for the future.

The main topics are;

- Camps & residentials
- Outdoor activities
- Overseas trips
- Day trips & takeover days



Girls are shouting loud and clear they want to get out and about, they want the opportunity to have overnight experiences with their units or visit somewhere special. However, they don't want to have to travel too far, they want to be with friends and have concerns about the cost of these trips. Guides and Rangers are also aware that leaders are required to have certain qualifications, in order to make their desired adventures happen. They report leaders struggle to find time to complete these qualifications and have large quantities of paperwork to complete.

When Rainbows talk about overseas trips, Disneyland is nearly always the destination, whereas Brownies and Rangers have a variety of European destinations in mind, plus key destinations across the globe. Australia, India, China and USA are popular.

Brownies would like to have days out; the list is varied but most of the activities are available at a local level. Museums, seaside, bike rides, picnics and treasure hunts are very popular, Brownies are very keen to have their friends with them on any adventure and making new friends is important to them.

"The brownies would like to try camping, going out for the day, anything with animals was very popular" – Brownies adventures


Rangers want to get out and about, they want to camp, have days out to London, Edinburgh or Belfast and they also aspire to travel abroad with Girlguiding. Food is popular with Rangers, it features in over a quarter of all comments right across the Hear Me Out activities. However, Rangers are concerned about the cost of activities, especially days away.

Rainbows want to visit pet shops, zoos and fire stations. They also want to have sleepovers in castles or camp in enchanted forests. Magic was a key theme, potions, making things fly and having a pet dragon were essential elements to their future adventures.

Guides would like to camp; they want to be outdoors doing adventurous activities. Watersports, zip wire, archery, inflatable assault course are just a few examples of what Guides would like to do on camp. Sleepovers in unusual places are also popular, Beamish, Harry Potter World and zoos are some of the places mentioned. Guides feel they missed out during the pandemic and are ready to make up time and have plenty of adventures.



"Things that aren't too expensive as some of them have part time or full time jobs and contribute their own costs. But also awesome amazing opportunities!" – Ranger adventures

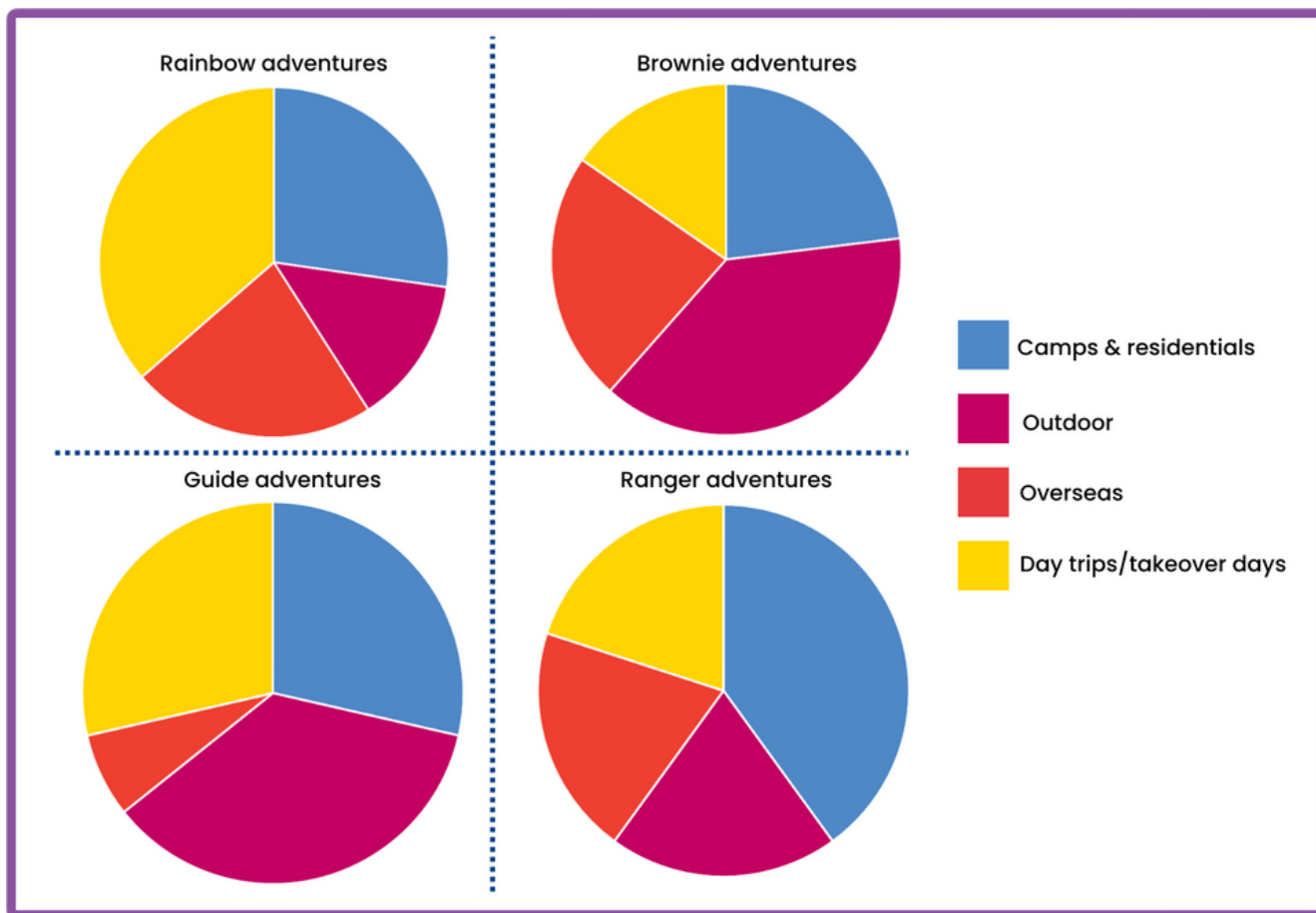


"Being creative, getting outdoors and learning skills we don't do elsewhere" – Guide adventures

Future adventures

Section comparison

The categories for future adventures is fairly consistent across all four sections, although Guides are not as interested in overseas trips as the other three sections.



"An adventure in a magical place like a castle" Rainbow adventures

"Our Guides are active and really want the opportunity to do and see new things" - Guide adventures

Girls concerns

Girls are in tune with the world around them, they are aware of global issues. They speak clearly about their concerns and often provide detailed explanations. Their concerns can be grouped into the following five categories.

CLIMATE CHANGE

- Plastic
- Pollution
- Litter
- Recycling
- Animal welfare

MENTAL HEALTH

- homelessness
- suicide
- school stress
- covid
- bullying

WAR

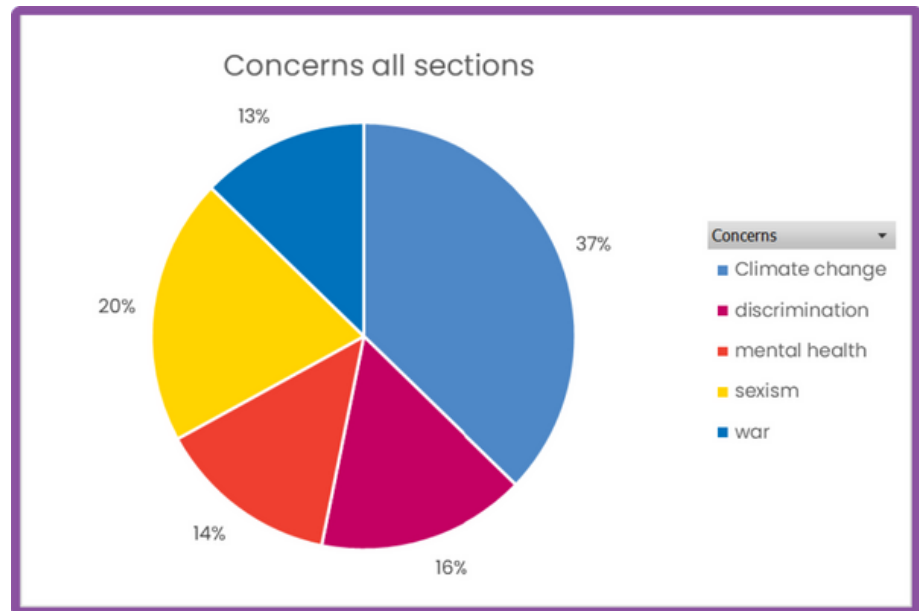
- Ukraine
- Dictators
- Government
- Nuclear weapons

DISCRIMINATION

- Bullying
- Inequality
- Body image
- Social media
- Religion
- Poverty

SEXISM

- Equal opportunities
- Feminism
- Gender pay gap
- Period poverty



"Exams and stress from exams, boys! (and girls) so relationships in general, gender equality, LGBTQ+ equality, bullying, politicians not following the rules, driving test, drugs and alcohol" – Ranger concerns


Brownies are concerned about the environment; plastic, litter and pollution are mentioned by nearly every unit. They also care for animals and list animal welfare amongst their greatest concerns.

Rainbows think friends are important, they are conscious of making sure everyone in the unit is included when they are doing activities. The concern for the environment we see in Brownies starts here, Rainbows also understand that caring for the world is important and they list plastic pollution as a common concern.


For Guides climate change and war are what concern them, they understand more about these issues and have genuine concerns for the planet and are more aware of how the war in Ukraine is impacting on life in Britain. We also start to see concerns about discrimination seep in, the Guides are starting to become aware of being treated differently in certain situations, because they are a girl.

Rangers are concerned about equality; they are already finding themselves in situations where they are being discriminated against because of their gender and youth. This makes them want to speak out and join campaigns. They are concerned for friends who are struggling with mental health issues and want to help. They are stressed about school and exams and feel trapped by some aspects of the education system.

All sections mentioned covid as an issue that has caused them to miss out on certain opportunities, the girls are now focused on the future and are eager to start having adventures with their units once more.



"Being kind to people. Making sure no one is left out" – Rainbow concern

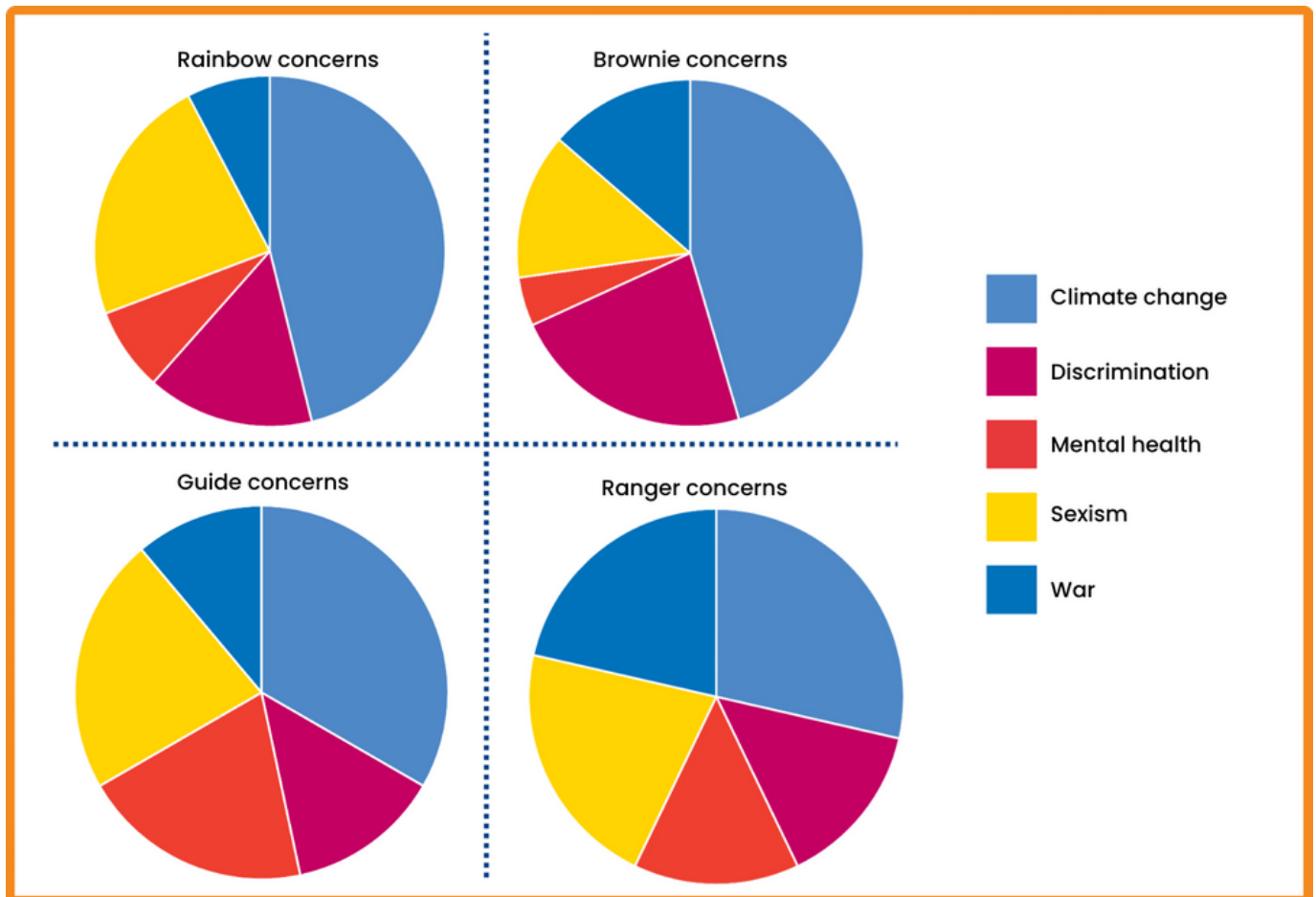


"Environment, school, climate change and homework" – Guide concerns

Girls concerns

Section comparison

In the younger sections climate change is the main concern as our members age concerns around sexism, discrimination and mental health grow. Rangers, our eldest group have almost equal concern across the five categories.



"pollution, littering, kindness and animal cruelty" -
Brownie concerns

What empowers girls?

Girls tell us talking and sharing help them feel empowered and less anxious about their concerns, they want to support others in their units to feel empowered and are eager to help other members learn new skills or take on a leadership role such as being a sixer. They also want to support people in the wider community by supporting good causes and campaigning.

TALKING AND SHARING

- Helping others succeed
- Team games
- Sharing opinions with region

HELPING OTHERS

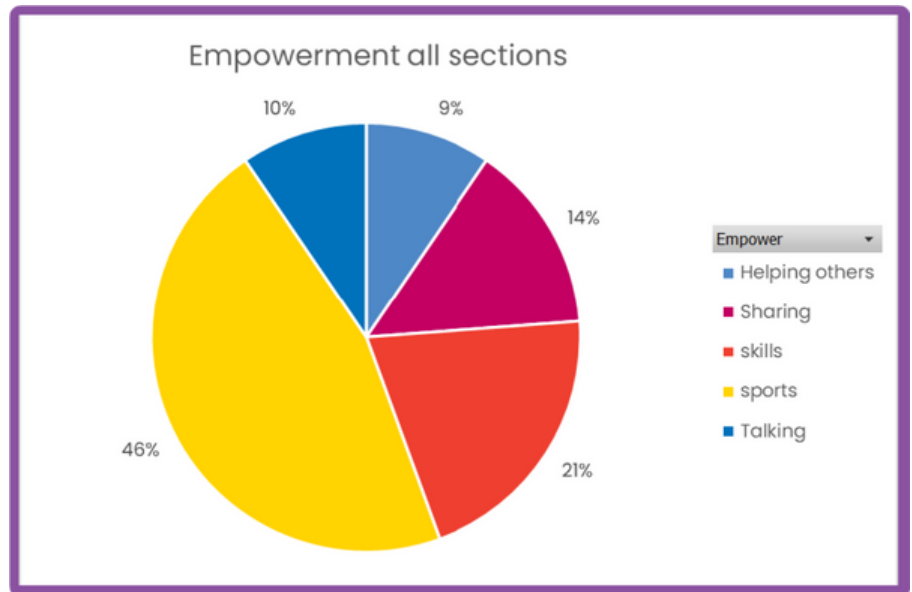
- Supporting good causes
- Campaigning
- Working with others
- Being a sixer

LEARNING SKILLS

- Meditation
- Map reading
- Den building
- Putting up a tent

SPORTS

- Karate
- Cricket
- Horse riding
- Paddle boarding
- Javelin
- Yoga
- Cheerleading
- Bike riding
- Outdoor activities



"talking and sharing, campaigning about issues, supporting good causes, learning new skills, gaining badges, having fun with friends" – Guides empowerment

Learning new skills and playing sports was popular across the board as a way to help them process their concerns and feel more empowered and confident in themselves. Most of the skills listed are traditional to guiding, something they wouldn't easily find on offer elsewhere, such as map reading, den building and camp craft.

Girls are interested in a wide range of sports but put outdoor sports and activities at the top of their list, they show an eagerness to get outside!

Rangers find sports and physical activities make them feel strong, they also find just being a Ranger is empowering, having the support of their fellow Rangers and leaders helps them feel confident.

Brownies want to use their bodies to feel strong, they want the opportunity to get outside and try horse riding, gymnastics and dancing. They also mention running, walking, climbing and nature as ways to feel strong.

Rainbows report moving their bodies helps them feel strong, playing with friends and helping others is also high on their list.

Talking and sharing makes Guides feel strong, sharing experiences with other Guides, especially trying new skills is something they feel helps them feel mentally strong. Sports are popular with guides, they feel strong when they go to gymnastics, horse riding, surfing, walking or running.



"Skipping, playing games, lifting my friend up, helping, being kind" – Rainbows empowerment.

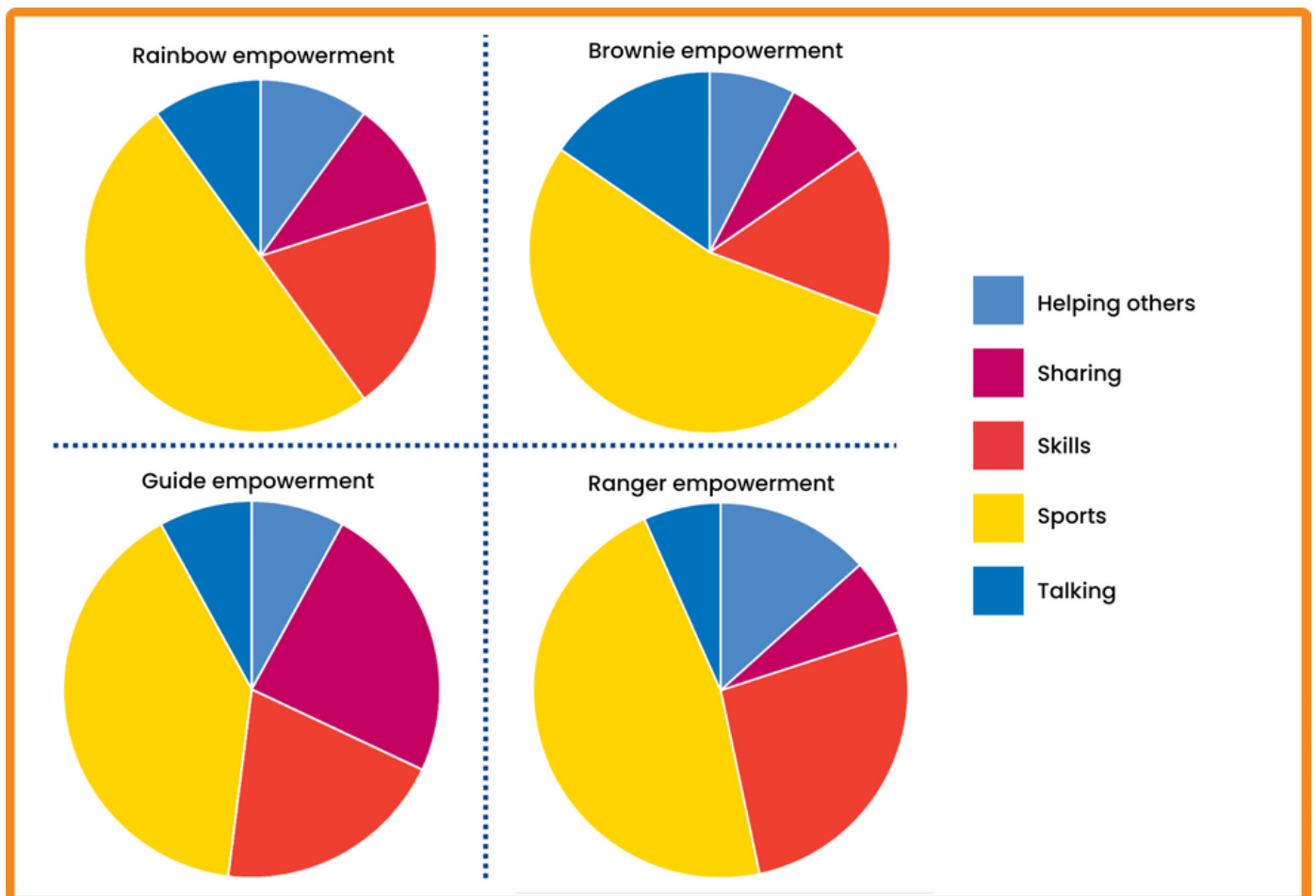


"Things we do together as a group where everyone succeeds" – Guides empowerment

What empowers girls?

Section comparison

Overwhelmingly sport is the activity that makes our young members feel strong and empowered. They also understand how important it is to talk about their concerns and also share skill building and enjoyment with others.



"Being able to do things on our own" - Brownie empowerment

"Knowing I have the support of the other Rangers and my Leaders" - Ranger empowerment

Leader's thoughts

Hear me out also gave leaders a chance to give feedback, the pack has been well received by those who have taken part and leaders have commented on how completing Hear me Out has helped them plan at a unit level.

The girls have surprised their leaders by asking for simple, traditional Guiding activities.

"The most surprising thing that came out of this activity is the girls just want a chance to play outside. They were interested in the other suggestions but the opportunity to run around and play came through strongly" – Brownies

Leaders were also keen to tell us that the girls still feel guiding is a safe space and being girls led is key to their enjoyment.

"They feel that guiding is a safe community and enjoy it very much" – Guides

"They love Guides, it gives them a chance to make new friends and not have boys hassling them. They love the time to chat at the beginning of the meeting as everyone arrives and the variety of things they do" – Guides

Leaders also took the opportunity to raise concerns about planning large scale events, some units were concerned about costs and wanted the region to consider offering alternative resources that could be completed at a local level.

"As a unit we enjoy doing challenge badges and perhaps that is something that NEE can run rather than costly trips" – Rainbows

Some leaders were concerned about the availability of qualified leaders at a local level to provide overnight events, but also raised concerns about travelling too far to join a region event.

"With no property of our own and no Going Away licences, we are unable to offer these (events) locally and rely on County/Region provision in proximity to home" – Rainbows




"It has been a good planning tool" – Rainbows

What we have heard

Overall, we can see that our young members are eager to have some traditional guiding adventures, the girls tell us they have missed out on activities during the Covid-19 pandemic and want to take the opportunity to have experiences they know guiding can provide. They have overwhelmingly asked for outdoor activities with the opportunity to stay away from home overnight.

The activities asked for are what could be described as usual guiding fare, with the exception of Rainbows, who really did allow their imaginations to run wild! The girls want to have trips out locally with their unit because being with friends is one of the most important aspects of a guiding experience. They particularly want to go outside, camp where possible and take part in outdoor activities. Camp and residential are where memories are made, friends gained and skills learned. Outdoor events are also where girls feel strong and connected to a safe community which allows them to find methods that help them deal with concerns and find wellbeing.



"This has been a good planning tool"

The promise is still important to girls in North East England, it is commonly listed as a memorable moment in all sections. Badges are also still popular, with girls relishing the opportunity to have their achievements recognised in a way that is unique to guiding. Young members are happy to be girl led and girl only, the feedback shows how important this aspect of guiding is to all sections.

Leaders are concerned about the practicalities of larger events and overnight stays, costs, licences, qualifications and locations are at the top of the list.

Things that made us smile

"The girls (Brownies) would like to go on a sleepover somewhere unusual. They would like to sleep over at Buckingham Palace! Favoured activities included trying on the crowns!" - Brownies

"They (the girls) love guides, it gives them a chance to make new friends and not have boys hassling them. They love the time to chat at the beginning of the meeting as everyone arrives and the variety of things they do" - Guides

"The Guides liked having the chance to share their opinions with Girlguiding North East England" - Guides

"Play musical trees and when the music stops you have to climb a tree; visit a castle with treasure in the dungeons; go camping with a dragon in Wales; visit Blackpool with a dinosaur; go to the zoo and stroke a panda" - Rainbows

"Just being together in a group of girls with no cares"

"Having amazing leaders"

"Girls can like 'boy' things"

"Having a voice"

"Being just for girls"