CENSUS 2022 HIGHLIGHTS

Census 2022 Highlights

Company Census 2022

- Open March - May
- 800+ Companies took part (73% of Companies)
- Range of categories – including programme, development/health, church partnership, support
- Independently analysed

Sense check the Strategic Plan…

Things to build on …

Things to do differently …

Census 2022 Highlights

THE BOYS' BRIGADE
> the adventure begins here

Programme

- 90% Companies report that new programme resources have had a positive impact on planning, delivery & quality of activities.
- Games and sports feature most prominently in Anchors and Juniors prog
- 65% of Companies offer a trip/outing at least once per session
- Most leader teams meet regularly for planning - 59% at least once per term
- 75% Companies involve children and young people in prog planning

Census 2022 Highlights

Development and Health

- Significant numbers of Anchors & Juniors have experienced growth in membership
- Optimism - **more Companies believe they will be stronger in 5 years time** than those who think they will be weaker or have closed
- Many Companies continue to see declining membership with **around 1/3 “struggling or at risk of closure”**
- 15% of Companies not recruited any new leaders in past 5 years

Finance

- **Lack of finance does not appear to be a major factor or concern for most Companies**
  - 60% of Companies offer financial assistance for purchase of uniform
  - 45% offer support for residentials, trips and fees
  - 75% Companies receive money from grants or other fundraising efforts.

Census 2022 Highlights

Church Partnership

- **Relationships with partner church vary widely**. In some cases involvement is high, while in others it seems limited
- 78% of Companies benefit from input of Chaplain
- Many Companies reaching children with no other church affiliation/involvement
- Many partner churches weak and struggling
  - 60% of partner churches have average weekly attendance of 60 or less
  - 20% of partner churches have average weekly attendance of more than 100

Engagement

- Opportunities do exist for Companies to get involved in local community projects and gain media exposure – **38% Companies describe their community visibility as 'excellent' or 'good'.**
- Many Companies believe that negative perception of BB (44%) and/or being church based (46%) are the biggest barriers to greater visibility
- 14% of Companies have no social media presence

Support: Battalion & District

- Battalions widely valued by Companies & engagement with activities and services is high, although around 40% of Companies believe that their Battalion could do more to support them.
- In general, Districts less highly regarded with fewer services and lower participation. Seen as unnecessary layer of bureaucracy.
- Provision at Battalion & District disappointing for young leaders, including lack of effective Young Leaders Network

Support: HQ Services

- Satisfaction levels with HQ support generally very high.
  - 90% of Companies indicate that they use the Programme Hub
  - Over 60% of Companies says that they make use of the HQ Support Team
  - Fairly strong uptake of Company Health Check, branding resources, leaders Facebook group and webinars (all around 40%).

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- OBM generally regarded as having had positive impact on admin
- Use of OBM patchy with full functionality used by few Companies.
- Some negativity around admin & compliance burden

Key Learning Points

- Evidence of progress in relation to strategic objectives (Quality, Voice, Growth)
- Ongoing challenge is a shortage of leaders or lack of leadership experience.
- More Companies feel positive about the future than those who believe that they will be weaker or will have closed.
- The relative weakness of partner churches is a common theme, with several Companies linking this to pessimism about their own future.
- Battalions tend to be more favourably viewed than Districts although experience and engagement levels vary.