

acritas

Marine Society & Sea Cadets :2011

Summary Report for Eastern Area – November 2011

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strategic research for sharp informed decisions

Methodology

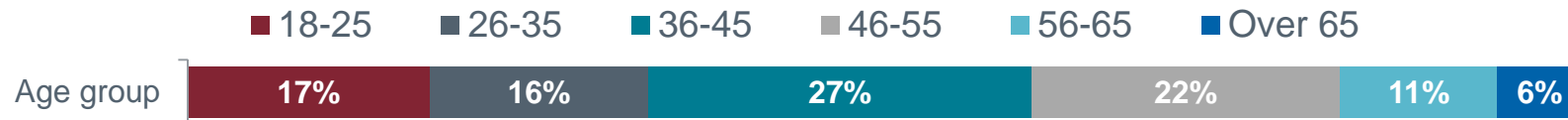
- This presentation outlines the Eastern Area findings from the 2011 online survey undertaken on behalf of the Marine Society & Sea Cadets
- 382 respondents completed the web survey in total, made up of:
 - 248 Adult volunteers and;
 - 134 Sea Cadets
- Respondents were asked to conduct a short (10-15 minute) web survey to discuss their experience with the Sea Cadets
- Questions revolved around areas of enjoyment, preferred activities, future improvements and satisfaction with Sea Cadets
- The fieldwork was conducted between 12/09/11 and 03/10/11

Demographics

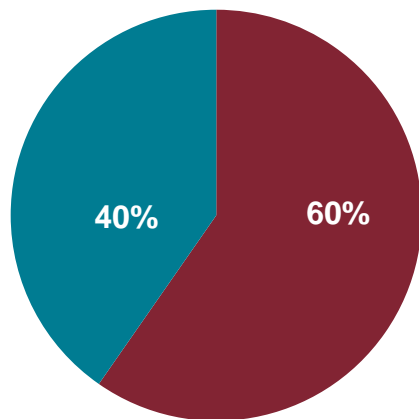
Eastern Demographics

Respondent breakdown – Adult volunteers

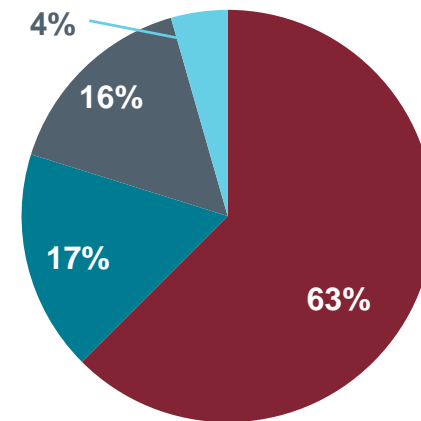
Q. Which of the following age brackets do you fall into?



66% of Volunteers identified as Blue Jacket, 10% as RMC and 24% as Neither



■ Male ■ Female



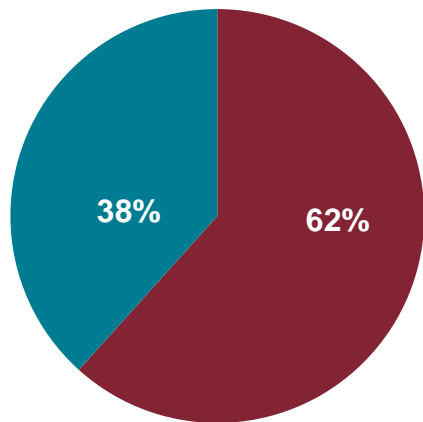
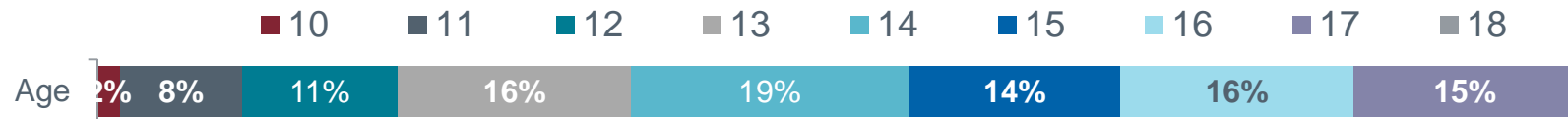
■ Uniformed ■ Non-uniformed ■ UMC ■ Other

Base: Eastern – All (248).

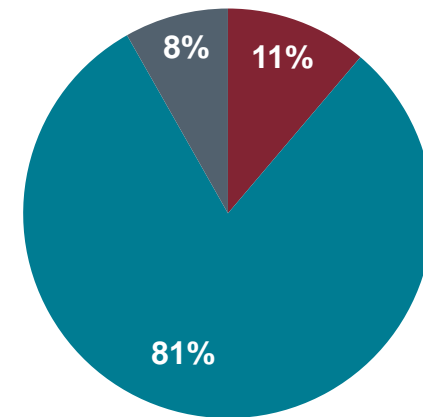
Eastern Demographics

Respondent breakdown – Sea Cadets

Q. How old are you?



Male Female



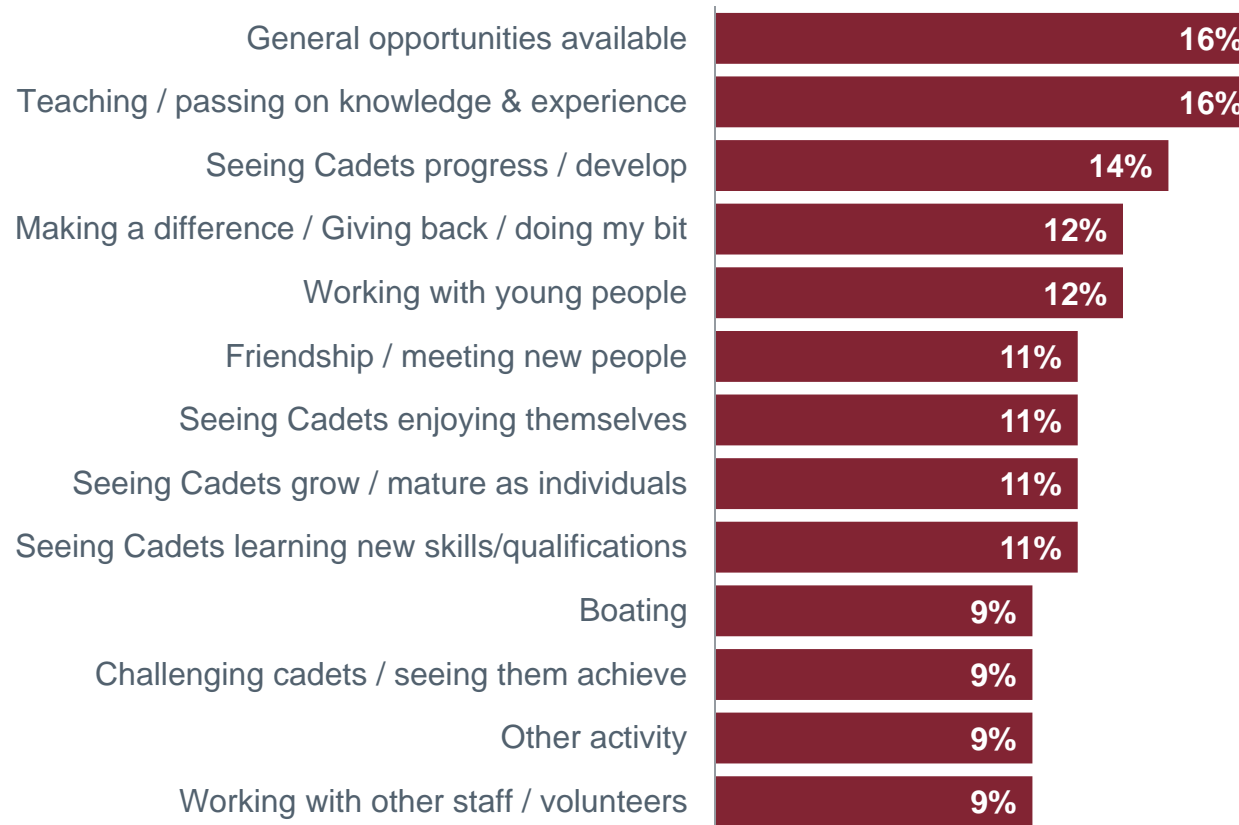
Junior Cadet Blue Jacket Cadet
Royal Marines Cadet

Base: Eastern - Age (133), Gender (133), Type (134).

**Best aspects
and areas to
improve**

Eastern Volunteers - Best aspects of the Sea Cadets

Q. What do you particularly enjoy about the Sea Cadets?



Verbatim

Eastern Volunteers

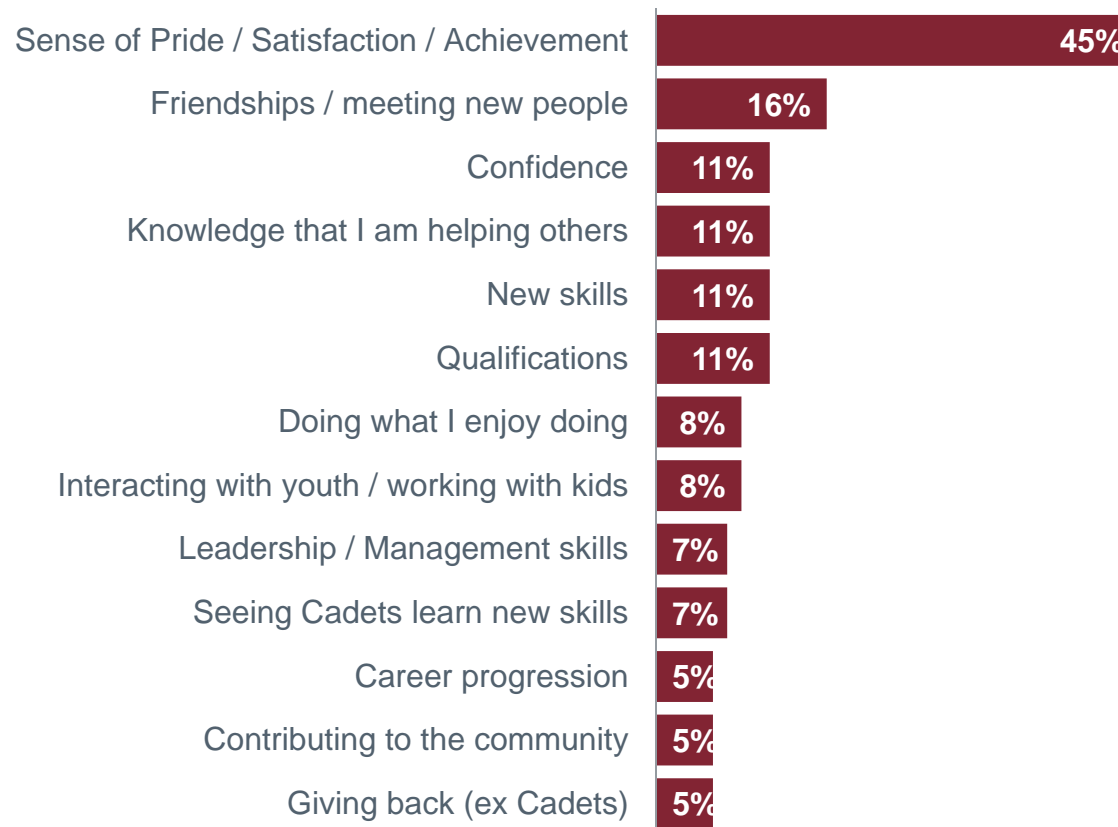
Q. What do you particularly enjoy about the Sea Cadets?

- *“Being able to pass on life experiences and seeing children become more aware of their community and take an interest in shaping their future.”*
- *“Meeting new people and being able to pass on my knowledge to cadets that will help them in the future. Also I enjoy the activities which the Sea Cadets have to offer and being part of something worthwhile.”*
- *“Seeing young people realise their potential. To have an opportunity to make a difference in a young person’s life. The camaraderie between staff.”*
- *“Installing a passion for the subjects, which in turn inspires cadets and staff to go on and learn the subject, rather than just teaching them to pass a exam.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Eastern Volunteers – Personal gain

Q. What do you personally gain from working with the Sea Cadets?



Base: Eastern - 75

Verbatim

Eastern Volunteers

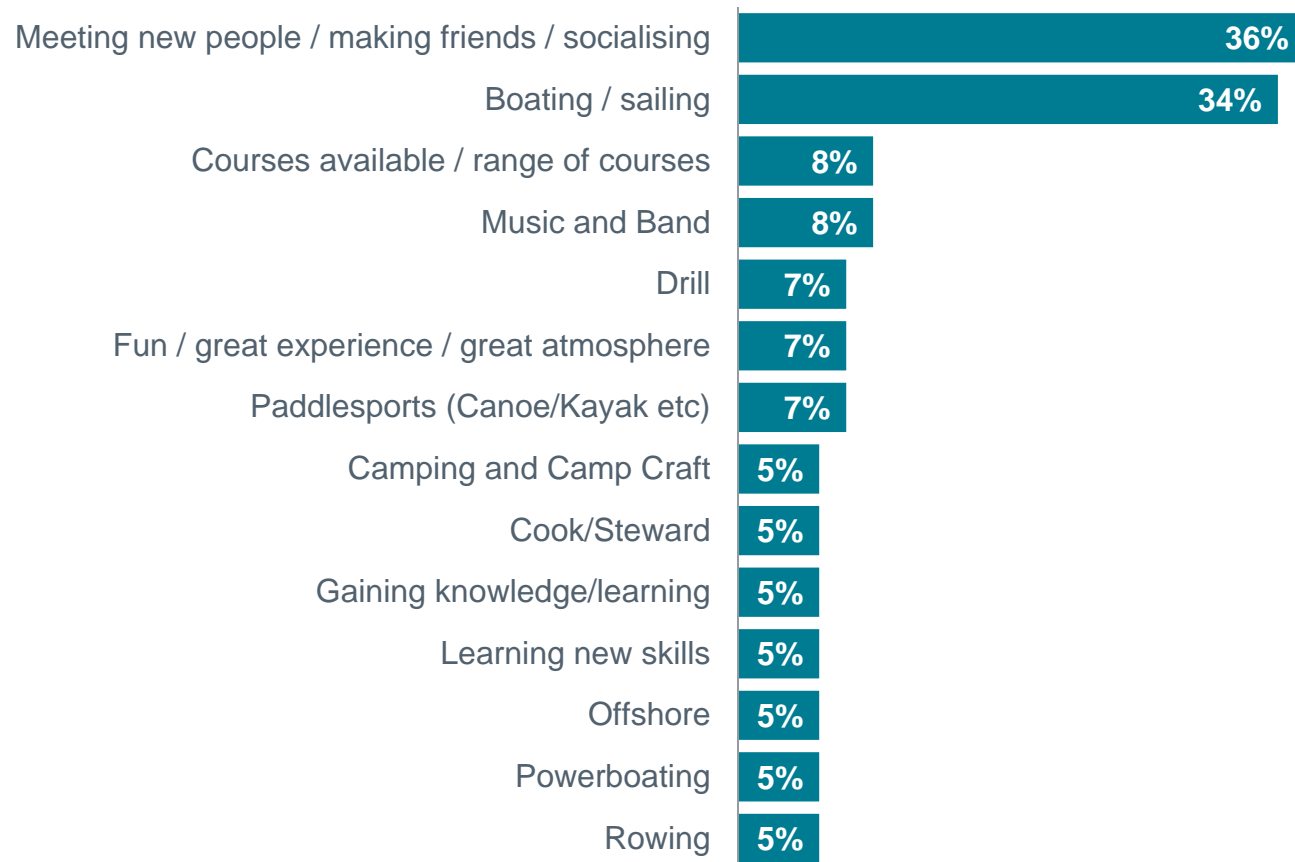
Q. What do you personally gain from working with the Sea Cadets?

- *“I love helping the kids with their confidence, and seeing them grow and improve as they get older.”*
- *“A fair amount of self satisfaction and enjoyment from the highs; which fortunately outweigh the lows.”*
- *“Pleasure in helping the youth of today become more than they believed they could be.”*
- *“Coming from an area that wasn't as affluent as others, I genuinely believe the sea cadets kept me on the straight and narrow. I love working with kids that need something in their lives to keep them off the streets, and learn new skills which they can use in civilian life as well as in the corps. I look forward to seeing the youngsters grow and become respectful decent people who have real prospects both inside the sea cadets, and outside of it.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Eastern Sea Cadets - Best aspects

Q. What do you enjoy most about Sea Cadets?



Verbatim

Eastern Sea Cadets

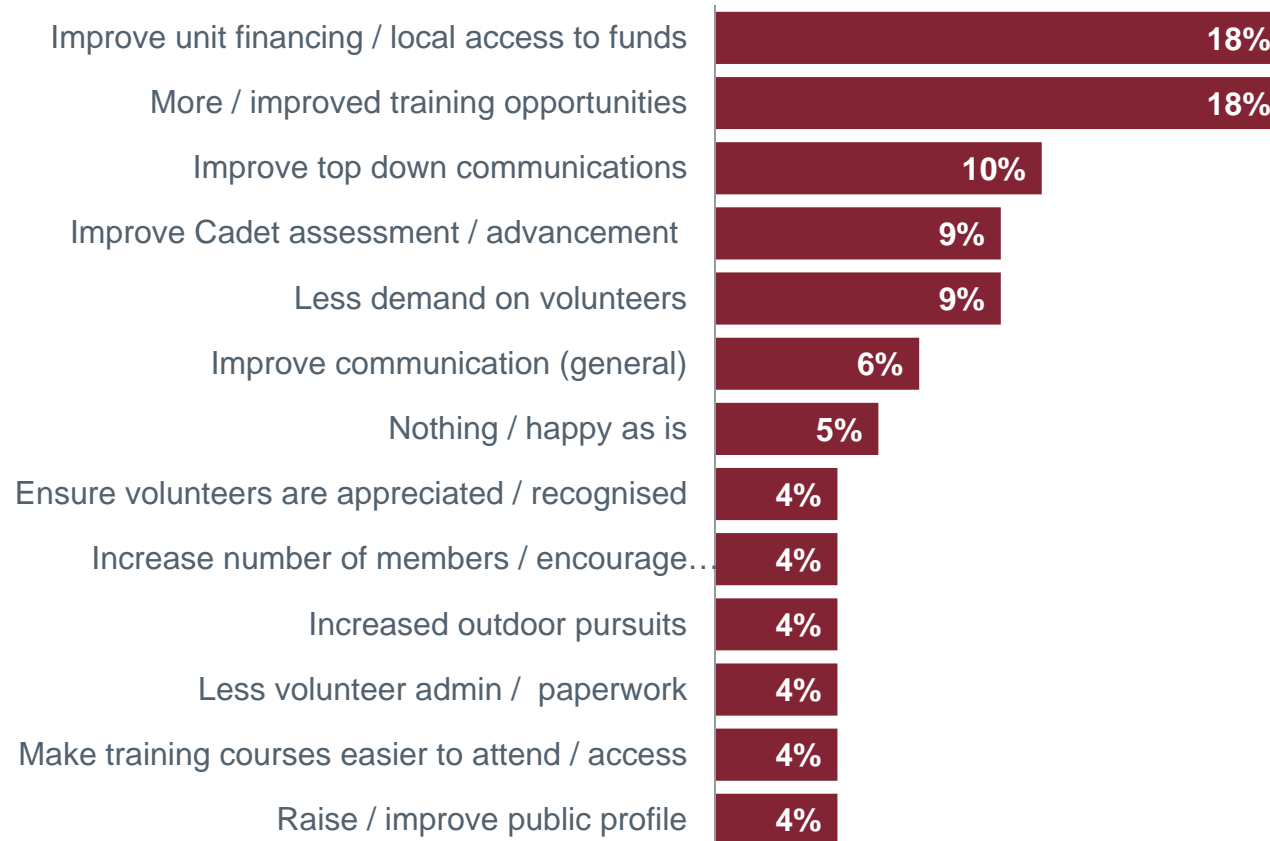
Q. What do you enjoy most about Sea Cadets?

- *“I enjoy doing drill and boating in the summer. I love going away on camps and meeting new people.”*
- *“The amazing people that you meet and going away on courses.”*
- *“I enjoy boating, and meeting new people at competitions.”*
- *“I enjoy being around different people other than school, and making new friends and just enjoying the activities they do.”*
- *“I enjoy the waterborne courses, drill and getting to meet new people in cadets.”*
- *“Going away, meeting new people, gaining qualifications and the competitions.”*
- *“The fact that all of your friends are around you and you have loads of fun, but also because you get to earn things (badges and so on) from what you have learned.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Eastern Volunteers - Key areas to improve

Q. How would you improve or change the Sea Cadets for the future?



Verbatim

Eastern Volunteers

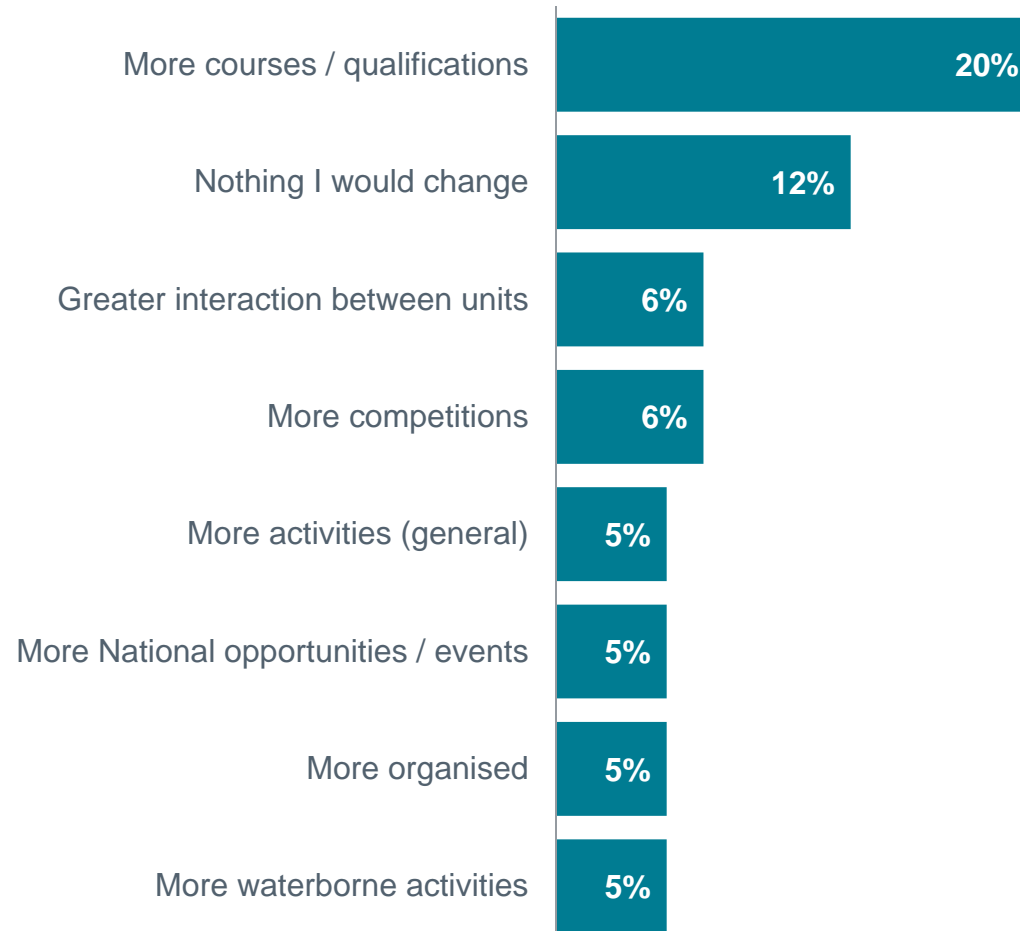
Q. How would you improve or change the Sea Cadets for the future?

- *“I find sometimes that Area level doesn't always communicate with Units very well, or there is always some lack of communication from Area.”*
- *“Remove fundraising from the unit activities and have a central fundraising body. Increase access to boats (MSSC Owned) for units and support units in the purchase of unit owned boats with central grants. Current waiting time for a sailing boat via MSSC is 2-6 yrs (dependent on type and condition) which is far too long as these boats should be readily available for unit to use.”*
- *“More finance to do projects. Difficulty today is to make ends meet.”*
- *“Communication from HQ downwards. A lot of information is promised and then not followed through in a time scale.”*
- *“More transparency from HQ and Area as to where the money is coming from and being spent.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Eastern Sea Cadets - Key areas to improve

Q. How would you improve or change the Sea Cadets for the future?



Base: Eastern - 65

Verbatim

Eastern Sea Cadets

Q. How would you improve or change the Sea Cadets for the future?

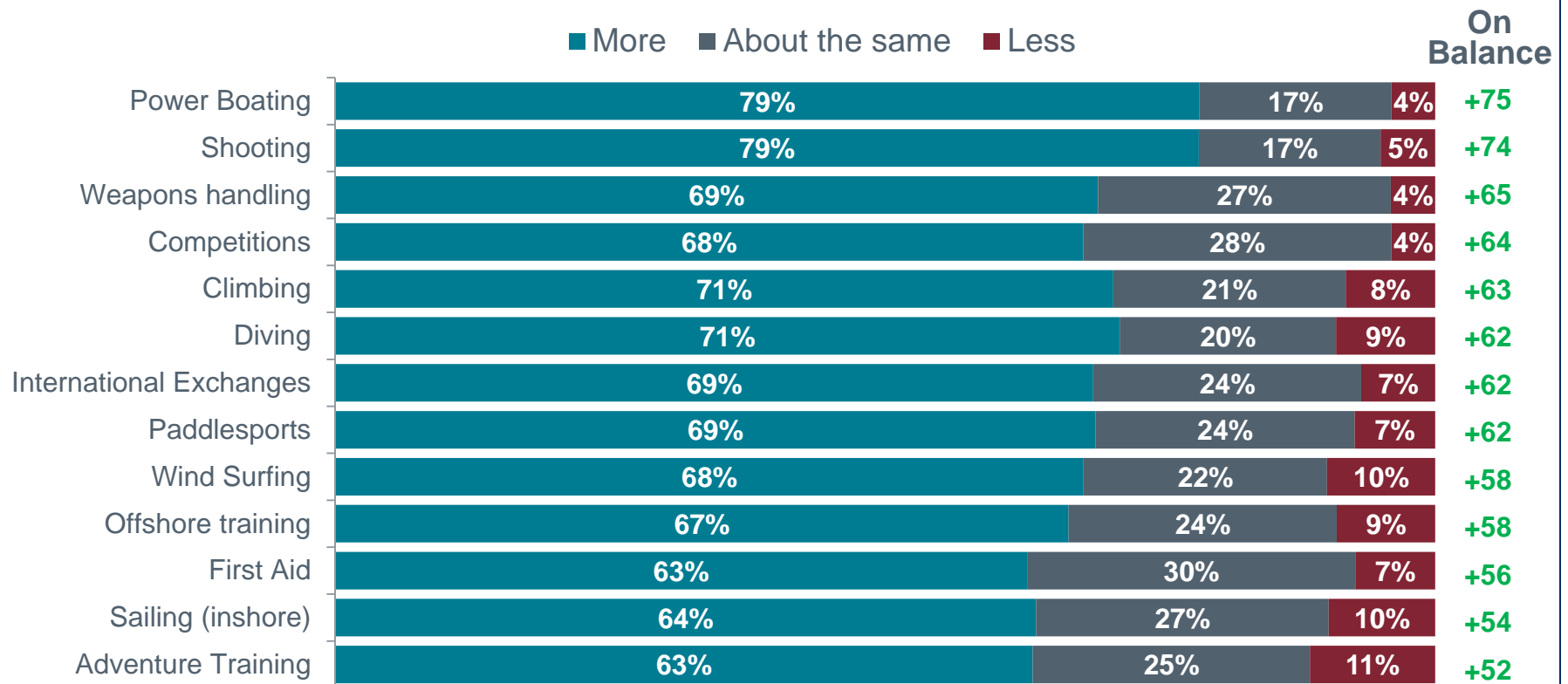
- *“Not having to pay so much for national courses, have more courses available over the year.”*
- *“I wouldn't, it's great as it is.”*
- *“I wouldn't it's made my life change for the better.”*
- *“I would have a wider variety of competitions, and a long camp in the summer, at area level and national level, where competitions, qualifications, and fun can take place.”*
- *“I would like to do more within my district and area e.g. doing qualifications with cadet from my unit and others. I would also like to be able to do shooting within my district/area instead of having to do a national course every time I want to go shooting.”*
- *“I think that they should encourage courses a lot more.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Activities

Eastern Sea Cadets

Q. Would you like to take part in the following activities more, less or about the same?



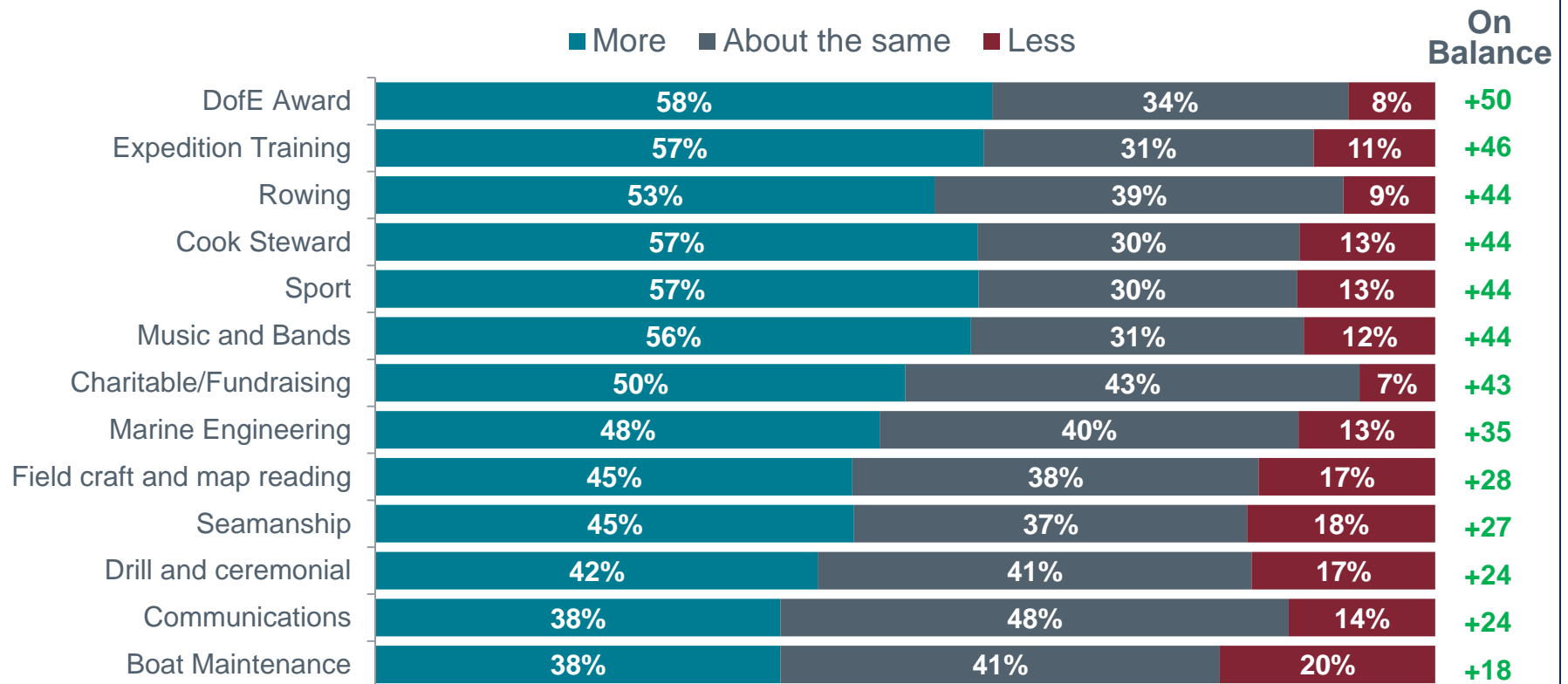
Base: Power boating (126), Shooting (121), Offshore (123), Climbing (123), Diving (122), Paddlesports (123), Adventure training (123), First Aid (124), Weapons Handling (124), International exchanges (119), Wind surfing (122), Sailing (124), Competitions (125).

NB -On balance scores = 'Less' scores subtracted from 'More' scores (calculated from raw data not whole %)

Activities

Eastern Sea Cadets

Q. Would you like to take part in the following activities more, less or about the same?



Base: Expedition training (122), DofE Award (122), Sport (123), Rowing (127), Cook steward (125), Field craft/map reading (120), Marine engineering (124), Charitable/fundraising (126), Music & bands (121), Communications (123), Boat maintenance (123), Seamanship (124), Drill & ceremonial (127).

NB -On balance scores = 'Less' scores subtracted from 'More' scores (calculated from raw data not whole %)

**Satisfaction,
involvement,
and future
focus**

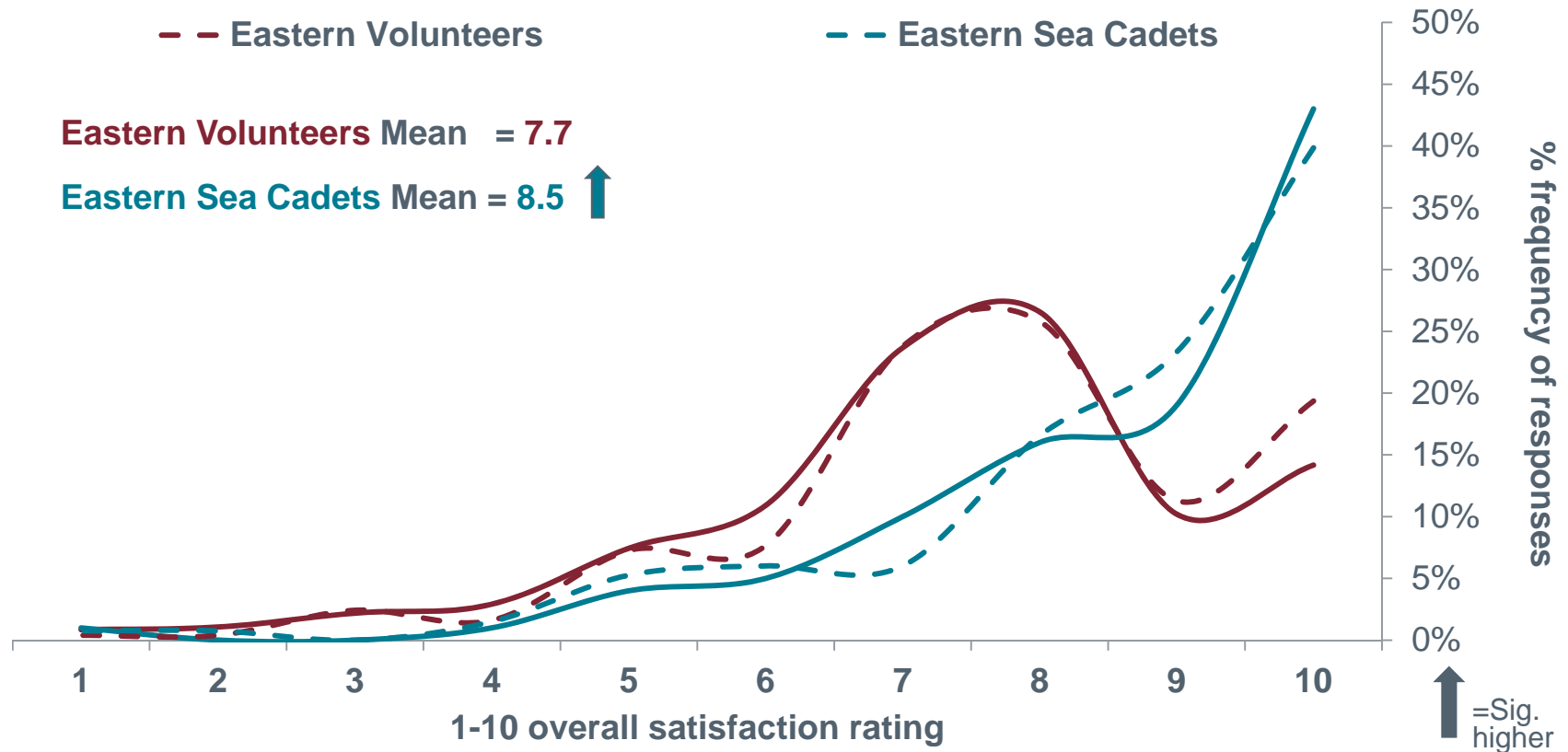
Overall satisfaction

Q. On a scale of 1-10, where 1 = extremely dissatisfied and 10 = extremely satisfied, how satisfied are you with the Sea Cadets overall?

- All Volunteers
- - Eastern Volunteers
- All Sea Cadets
- - Eastern Sea Cadets

Eastern Volunteers Mean = 7.7

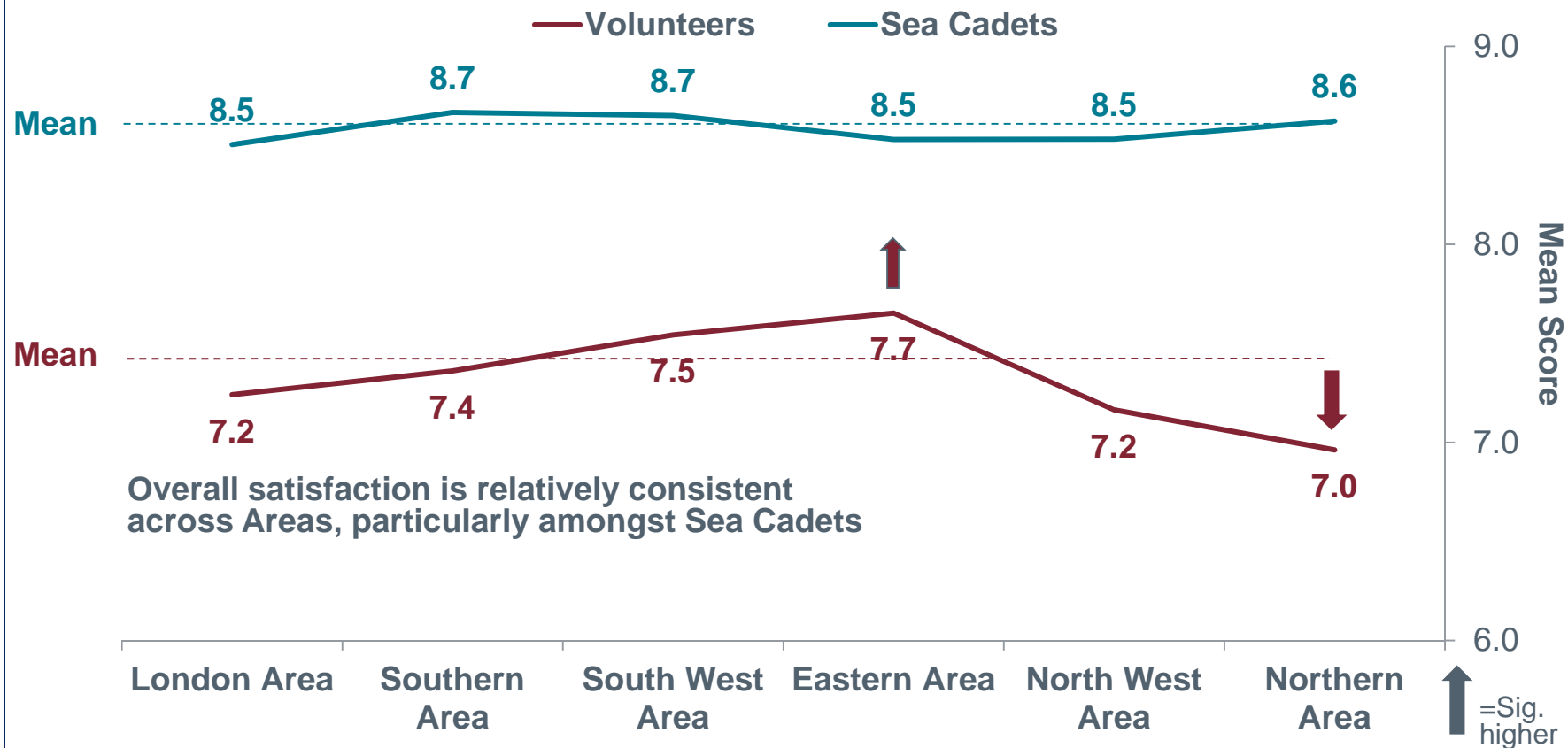
Eastern Sea Cadets Mean = 8.5 ↑



Base: All Volunteers (1411), All Sea Cadets (905), Eastern Volunteers (248), Eastern Sea Cadets (133).

Overall satisfaction by Area

Q. On a scale of 1-10, where 1 = extremely dissatisfied and 10 = extremely satisfied, how satisfied are you with the Sea Cadets overall?

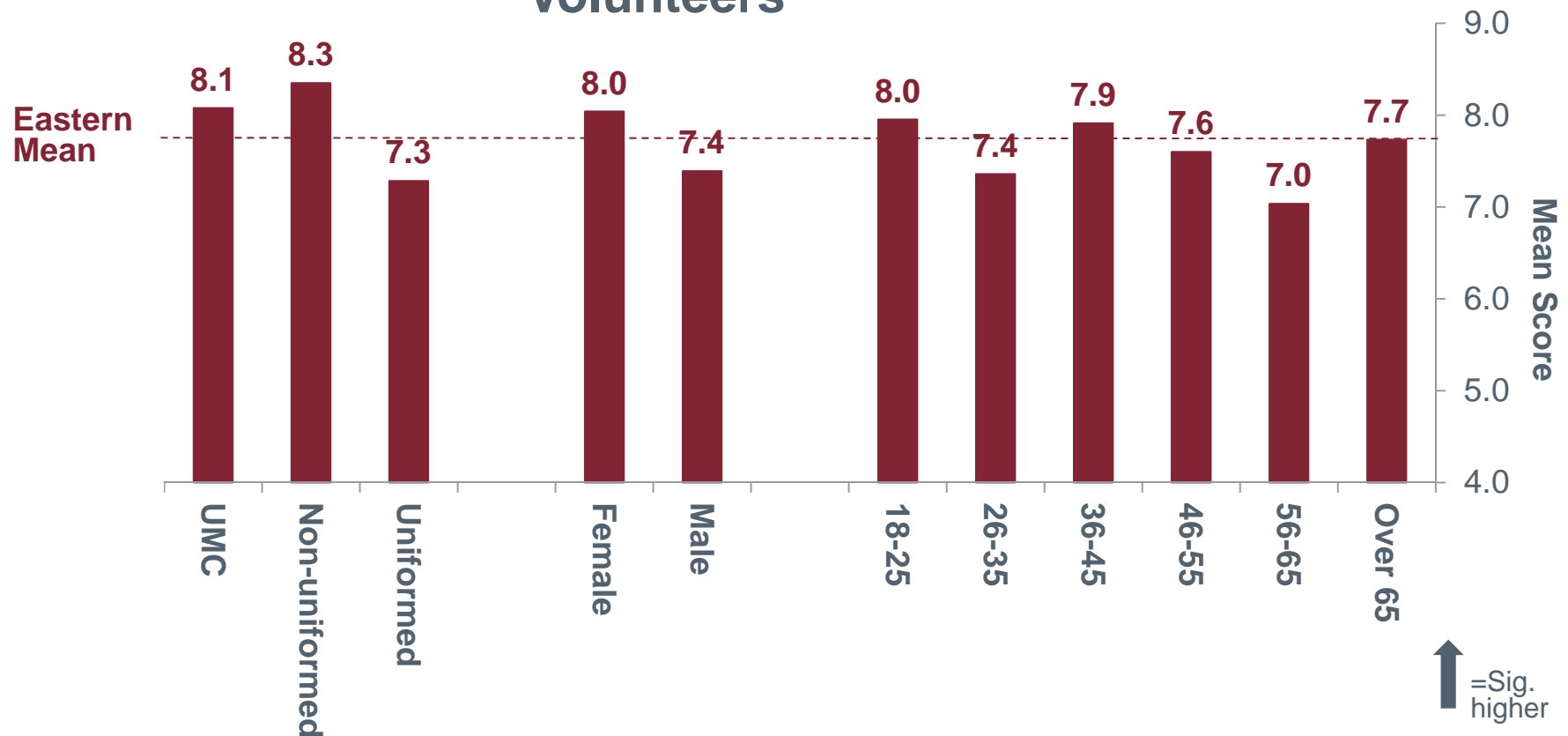


Base: Volunteers/Sea Cadets – London Area (170/115), Southern Area (307/252), South West Area (313/146), Eastern Area (248/134), North West Area (176/128), Northern Area (186/130)

Overall satisfaction – Eastern Area

Q. On a scale of 1-10, where 1 = extremely dissatisfied and 10 = extremely satisfied, how satisfied are you with the Sea Cadets overall?

Volunteers

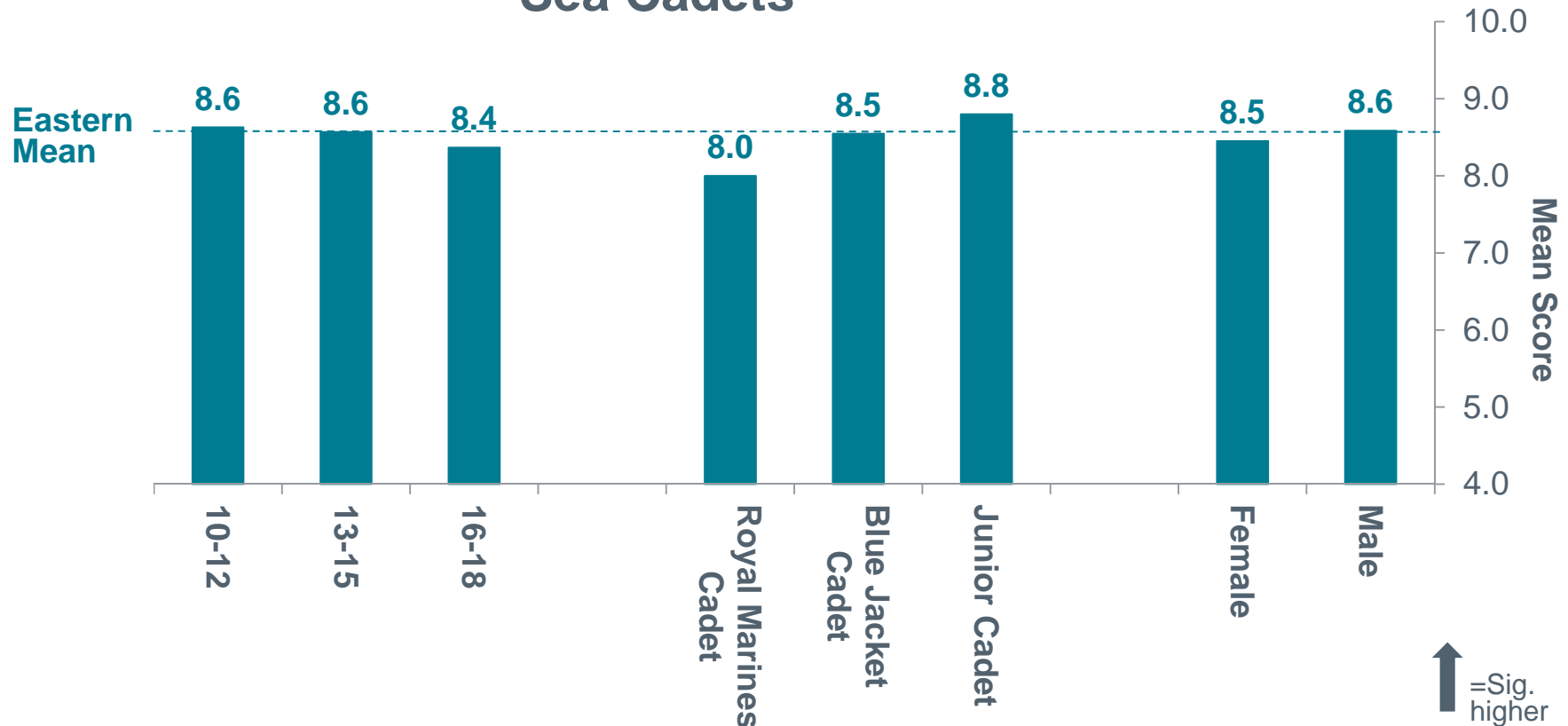


Base: Eastern (**Warning – some low bases**) – Uniformed (155), Non uniformed (43), UMC (39), Female (100), Male, (148), Over 65 (**15**), 56-65 (**28**), 46-55 (55), 36-45 (68), 26-35 (39), 18-25 (43).

Overall satisfaction – Eastern Area

Q. On a scale of 1-10, where 1 = extremely dissatisfied and 10 = extremely satisfied, how satisfied are you with the Sea Cadets overall?

Sea Cadets

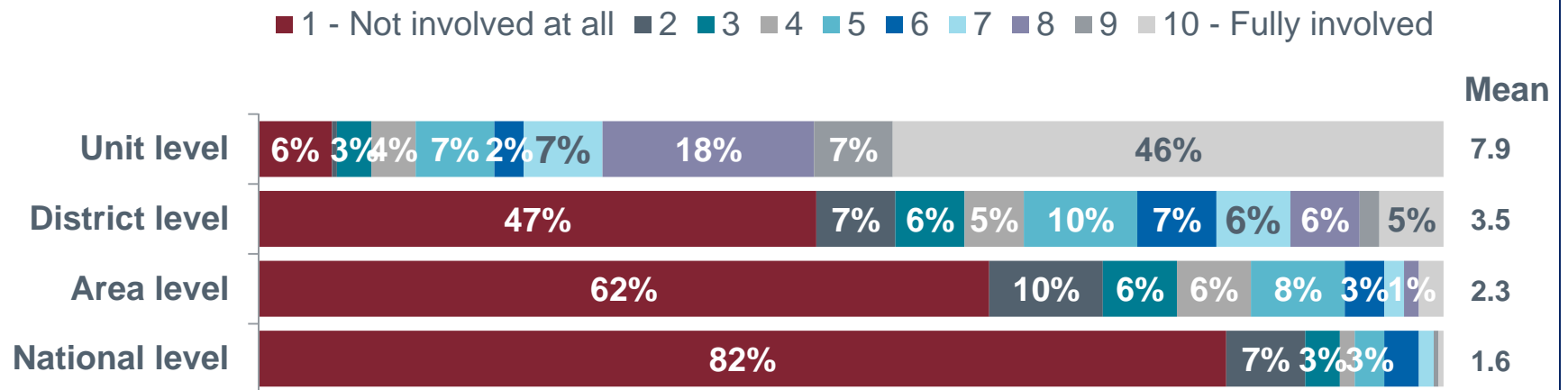


Base: Eastern (**Warning – some low bases**) – 10-12 (27), 13-15 (65), 16-18 (41), RMC (11), Blue Jacket (108), Junior (15), Female (51), Male (82).

Involvement in decision making

Eastern Volunteers

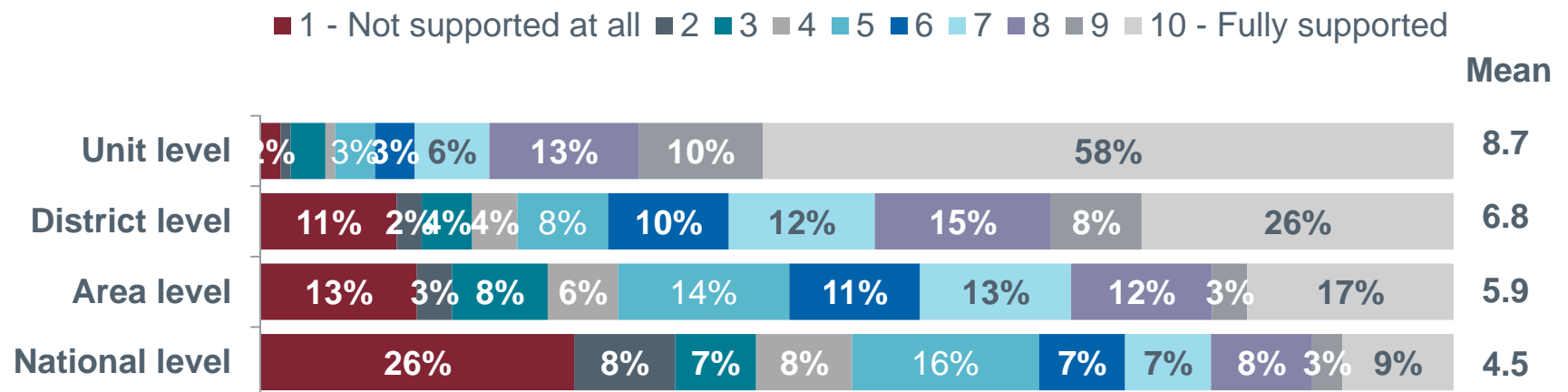
Q. On a scale of 1-10, where 1 = not involved at all and 10 = fully involved, how involved do you feel you are in the decision making at...?



Base: Eastern - Unit (241), District (240), Area (240), National (240).

Support Eastern Volunteers

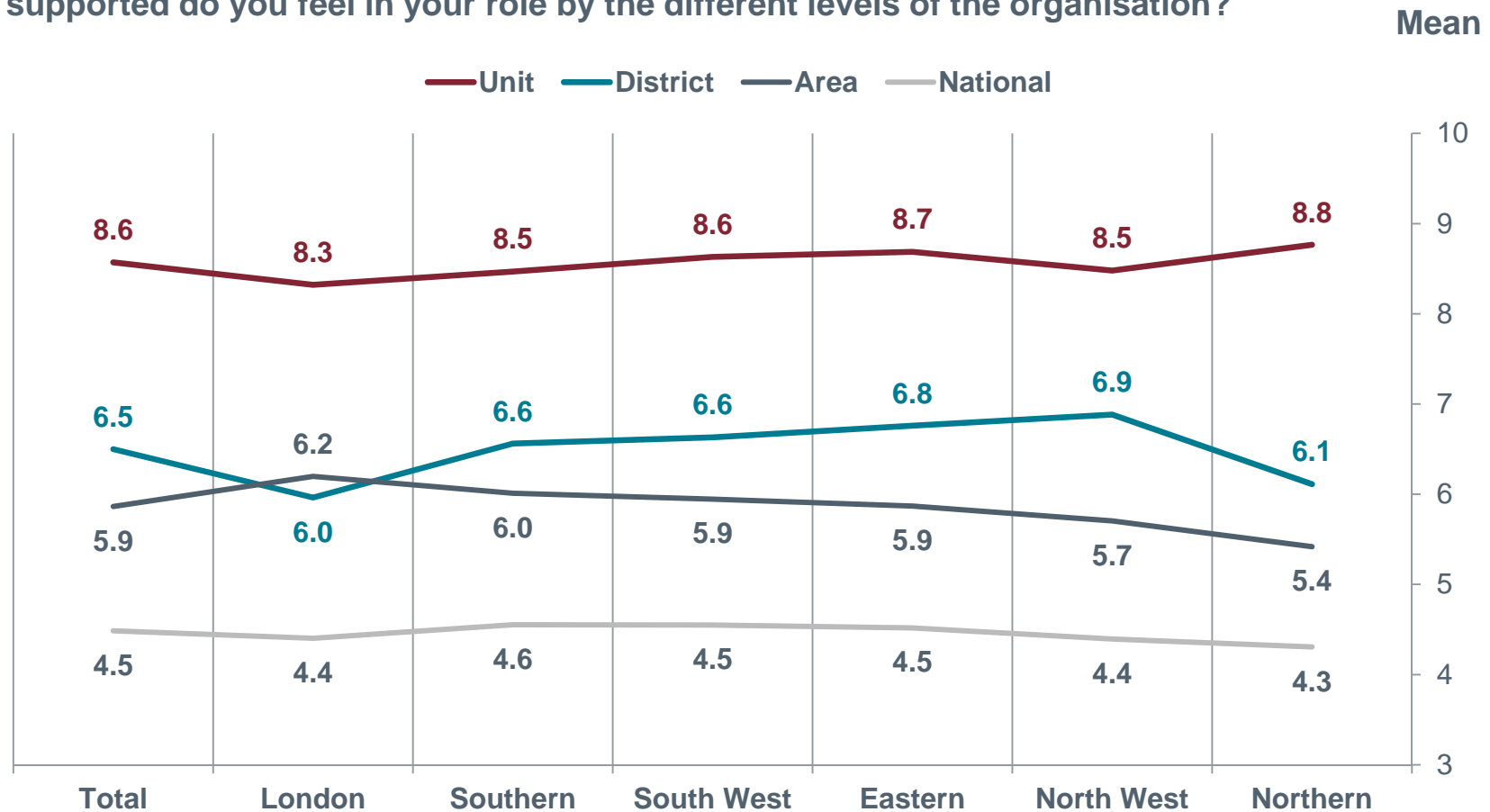
Q. On a scale of 1-10, where 10 is fully supported and 1 is not supported at all, how supported do you feel in your role by the different levels of the organisation?



Base: Eastern - Unit (240), District (237), Area (237), National (236).

Support Volunteers – All Areas

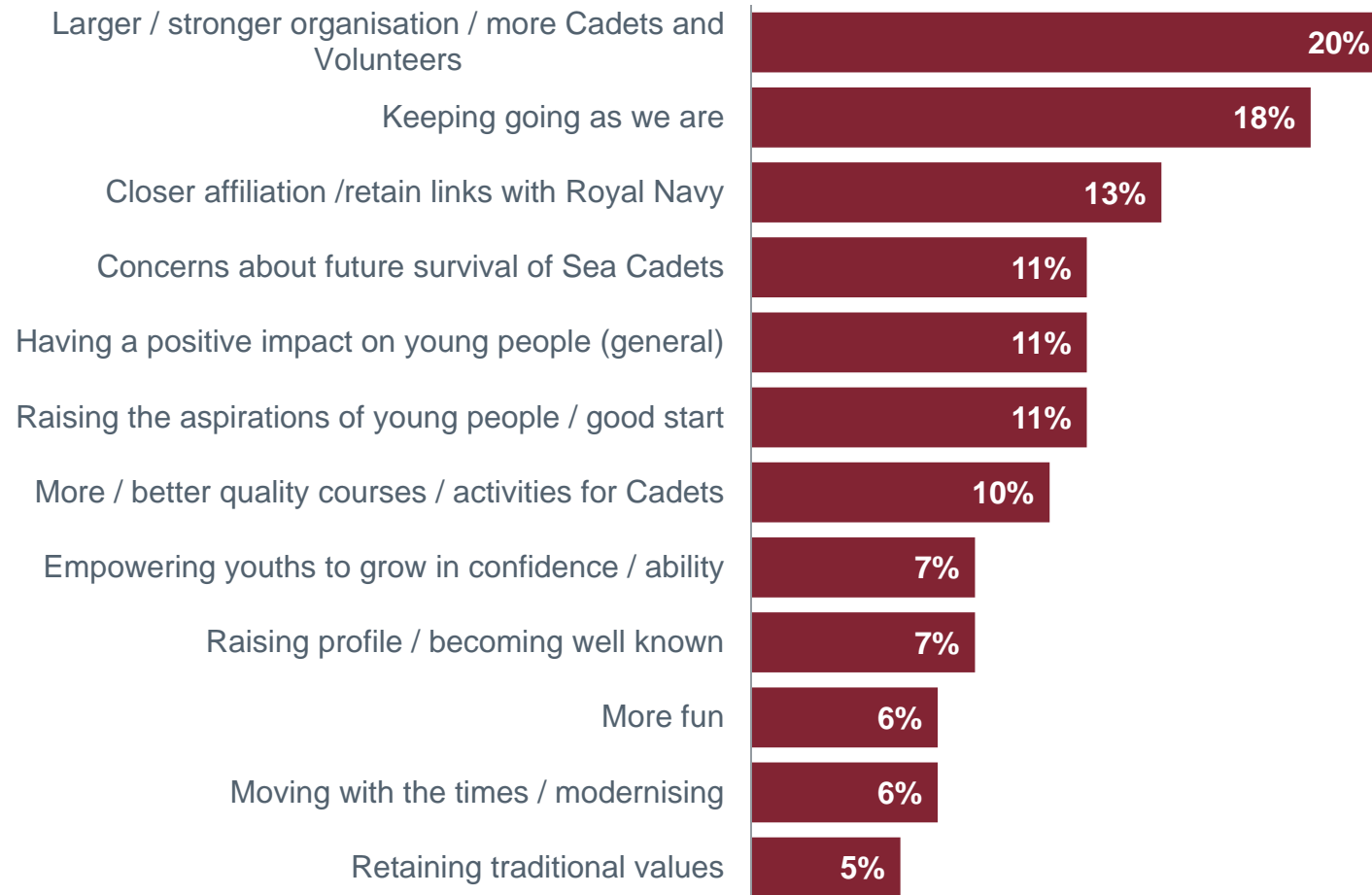
Q. On a scale of 1-10, where 10 is fully supported and 1 is not supported at all, how supported do you feel in your role by the different levels of the organisation?



Base: Unit/District/Area/National – Total (1373/1359/1360/1351), London (162/159/162/159), Southern (301/294/293/293), South West (307/309/309/306), Eastern Area (240/237/237/236), Eastern (240/237/237/236), North West (169/170/169/167), Northern Area (183/180/179/179).

Future Eastern Volunteers

Q. What is your vision for Sea Cadets in the future?



Verbatim

Eastern Volunteers

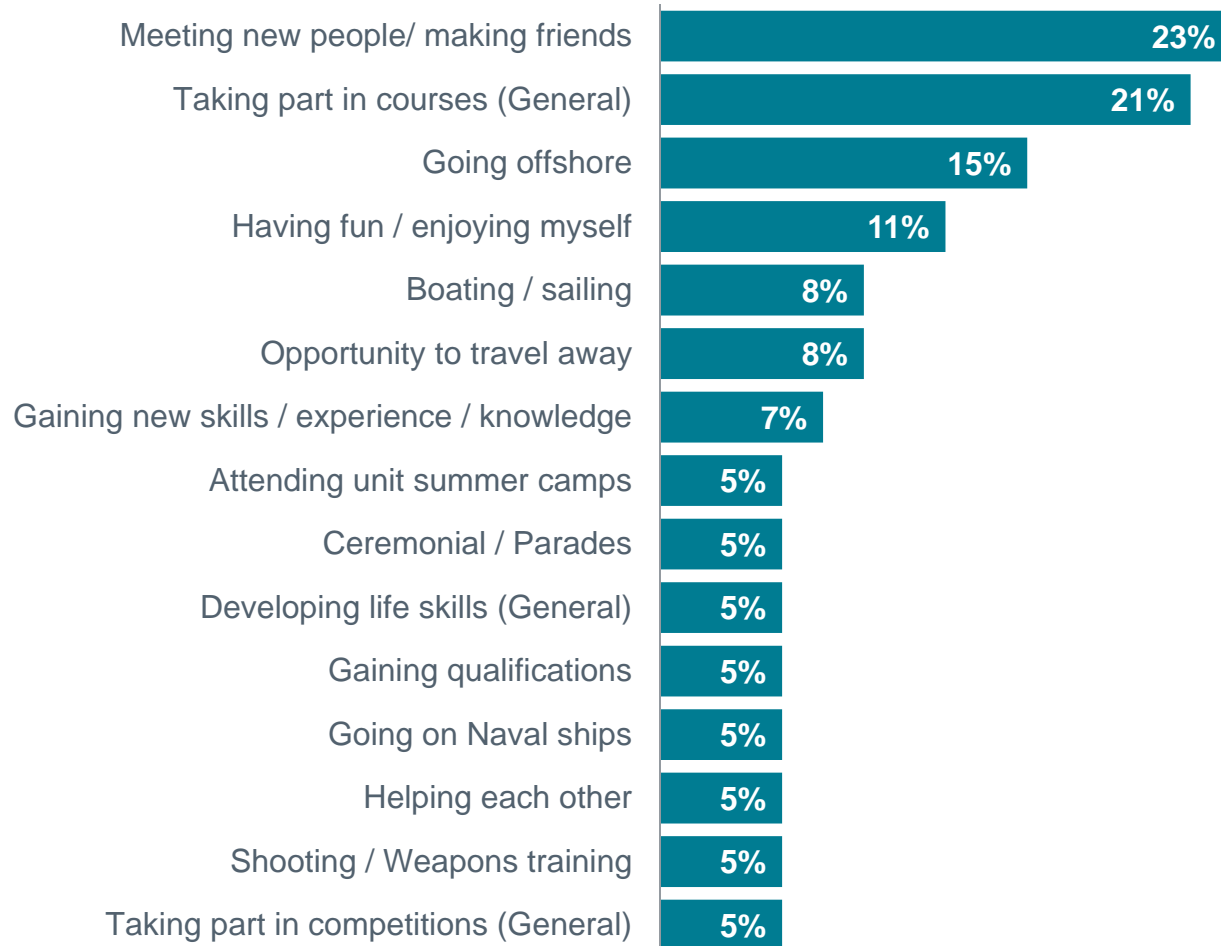
Q. What is your vision for Sea Cadets in the future?

- *“A youth group that continues to develop young people in the themes and traditions of the Royal Navy. Greater focus on waterborne activities.”*
- *“To carry on doing what it’s doing for the young generation. 'If it aint broke...”*
- *“A strong organisation with a positive association with its history and the Royal Navy. An organisation that helps its cadets and staff to achieve and reach their potential (whatever that individual’s potential may be). An organisation that recognises at all levels the personal sacrifices that its members often have to make to try and make it a successful organisation. An organisation which is more widely recognised and a has a stronger brand.”*
- *“Modern youth organisation, based on both the traditions of, and aligned to the current role of the RN and maritime services. Giving young people the opportunity to develop themselves through water-based/adventurous activities, and other maritime skills.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

Future Eastern Sea Cadets

Q. What do you think is a good Cadet experience?



Base: Eastern - 61

Verbatim

Eastern Sea Cadets

Q. What do you think is a good Cadet experience?

- *“Gaining friends and qualifications, getting to be a Leading Cadet or higher, going on lots of courses if possible.”*
- *“When you go away and meet new people. You gain experience and you learn things you never knew before. You learn how to be confident and you become more out going and willing to meet new people. You learn many great skills.”*
- *“Going away on a training course and meeting loads of new people who you wouldn't meet in any other circumstances.”*
- *“Going on courses away from your unit so you meet other people and get used to going to different places.”*
- *“Going offshore and meeting new people at Area and National level.”*
- *“Going on camps and making new friends and doing new things.”*

NB – Original verbatim contains minor grammatical/spelling corrections.

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