BTO Youth Advisory Panel

YOUTH SURVEY

Results from a survey aiming to gather the opinions of young people on youth engagement with birding.

YAP Vision...

A diverse, vibrant community of young birders supported by BTO with accessible, youth-led opportunities inspiring young people to engage with nature and science.

Who responded?

230 young people

- Gender: 49% Male, 48% Female, Other
- Age: 90% 5-16, 17-20, 21-24
- Ethnicity: 93% White, Mixed, Asian, Black

What barriers do young people face in birding?

- “Lack of opportunities in my area”
- “Lack of time due to work, study and family commitments”
- “Cost of events and training”
- “Not knowing anyone”

What do young people suggest?

- School links
- Social media
- Online content
- Local events
- Career advice
- Advertising more
- Events & volunteering
- Uni links
- Grants & money

What ideas are YAP developing?

- Ambassador scheme
- Training
- Regional groups
- Leading events
- Support for schools & unis
- Birding clubs
- Surveys
- Videos
- Online content
- Blogs
- Quizzes

What do young people think of the YAP ideas?

Strong support for the ideas!

- Youth Mentor/Ambassador Scheme
- Regional Groups
- Support for Schools & Unis
- Content & Events for Young People

What’s next?

Working with BTO Fundraising and Regional Network teams

Developing & refining ideas

Start making these ideas a reality!