

## **Scouts launch next-generation Chef's Badge as research reveals major gap in young people's cooking skills**

- 99% of parents recognise the importance of young people having cooking skills.
- 55% of young people are not confident cooking a meal for themselves or others.
- Scouts, aged 10-14, will be able to work towards their Chef's Badge in partnership with HelloFresh, developing the life skill of food preparation and cooking.

**Please note, this release and information is embargoed until 00:01 on 9th March 2026.**

**9 March:** New research reveals that 99% of parents recognise the importance of young people learning how to cook according to a new study by OnePoll. Despite this, 55% of young people are not confident cooking a meal for themselves or others, highlighting a major skills gap in the younger generation. The Scouts have today launched a newly cooked up Chef's Badge for 10–14 year olds, in partnership with HelloFresh, updating a core Scouting skill for modern life.

Cooking remains one of the most valued life skills, but young people are unable to rustle up dishes such as soup (62%) or curry (68%), or even identify recommended portion sizes for everyday food items including vegetables (62%).

To help close this skills gap, The Scouts have unveiled a modern evolution of their Chef's Badge in partnership with HelloFresh. From today, 127,000 Scouts will be able to work towards the badge, with new twists on requirements and the opportunity to use menu cards designed to help cook nutritious meals and understand portioning to reduce waste.

**Marion Vosper, aged 11,** a Scout who trialled the badge, said:

***"I loved trying the new Chef's Badge. I learnt so many new skills like how to chop properly and make a meal from scratch. I didn't realise how much***

***difference the right portion size makes. I'm excited to try the recipes again at home."***

Ainsley Harriott, respected Chef and food education enthusiast, said:

***"It's absolutely brilliant that HelloFresh is partnering with Scouts in order to encourage them to develop their taste in food. Cooking is one of the greatest gifts you can give a young person. When they learn how to chop, stir, taste and portion properly, you can see their confidence grow. Scouts already do brilliant things with food, this badge gives them even more reason to get stuck in."***

Today's launch brings fresh energy and relevance to a long-standing Scouting skill. The Chef's Badge gives young people the chance to build real confidence in cooking, offering a modern update shaped by the growing demand for practical life skills.

Dwayne Fields, UK Chief Scout, said:

***"I'm thrilled to see our reimagined Chef's Badge launch today in partnership with HelloFresh. Cooking is one of the most important skills a young person can learn, it builds confidence, independence and a real understanding of the world around them. This badge gives Scouts the chance to cook tasty meals, understand portioning and reduce waste, all while gaining practical skills they'll use for life. That's what Scouting is about: helping young people grow into capable, thoughtful citizens who can make a positive difference."***

Scouts, through new activities, will have opportunities to learn and test their understanding of food storage and meal planning, develop their basic kitchen skills using a range of utensils and even create a speedy and nutritious meal - building on their teamwork skills.

More than one in two young people are not confident cooking themselves or others a meal, despite having the appetite. OnePoll's research showed 90% of young people think it is important to cook and prepare their own food. The Scouts, with the

support of HelloFresh, and today's elevated Chef's Badge launch, gives young people the opportunity to gain the life skills and confidence that they both want and need.

**\*\*\*\*END\*\*\*\***

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### **Notes for editors**

- The Scouts are launching the Chef's Badge in partnership with HelloFresh during Food Waste Action Week, championing the revised requirements for Scouts to understand the importance of reducing food waste.
- The syllabus for the Chef's Badge is located here <https://www.scouts.org.uk/scouts/activity-badges/chef/>
- OnePoll research commissioned by HelloFresh in February 2026. 2,000 adults were surveyed, in addition to 1,000 parents and their children aged 9-15.
- Meal planning (32%), portion guidance (26%), storage advice (26%) and cooking skills (25%) are the top things which would make reducing food waste easier for adults in the UK.
- More than 1 in 5 (21%) say 'not planning in advance' and 'struggling to organise what food they have' stops them from reducing food waste at home.
- Almost 1 in 5 (17%) say they don't know how to best store food, or how to use food items up while they are fresh.

### **About Scouts**

- Scouts, the world's largest youth movement, was founded on 1 August 1907.
- All genders, races and backgrounds are welcome at Scouts.
- Every week, it gives almost half a million people aged 4-25 the skills they need for school, college, university, the job interview, the important speech, the tricky challenge and the big dreams: the skills they need for life.

- Scouts helps members gain these skills by encouraging them to ask the big questions and listen with wide open minds. It helps them to take a deep breath and speak up, think on their feet, ignore the butterflies and go for it. With Scouts, young people don't give up – they get back up and try again, often with the support of the friends they've made there.
- Over 200 activities are offered by Scouts around the UK, from canoeing and caving to coding and community projects, made possible by the efforts of over 163,000 adult volunteers.
- Worldwide, Scouts has over 57 million members, both male and female, and operates in nearly every country in the world.
- UK Scouts has over 250 Scout Activity Challenge badges. These require participants to achieve a level of understanding and skill realistic and appropriate to their age range.
- Our volunteers contribute more than 50 million hours of voluntary work each year to their local communities.

### **About HelloFresh**

The HelloFresh Group is a global food solutions group and the world's leading meal kit provider. The HelloFresh Group consists of eight brands that provide customers with high quality food and recipes for different meal occasions. The Company was founded in Berlin in November 2011 and operates in the USA, the UK, Germany, the Netherlands, Belgium, Luxembourg, Australia, Austria, Switzerland, Canada, New Zealand, Sweden, France, Denmark, Norway, Italy, Ireland and Spain. In Q1 2025 the HelloFresh Group delivered c. 240 million meals globally. HelloFresh SE went public on the Frankfurt Stock Exchange in November 2017 and is currently traded on the MDAX (Mid-Cap German Stock Market Index). The HelloFresh Group has offices in Berlin, Saarbrücken, New York, Chicago, Boulder, London, Amsterdam, Sydney, Toronto, Auckland, Paris, Copenhagen, Milan, Dublin and Barcelona.