

**Report of Research on
Social and Cultural Trends in the 21st Century**

“Scotland: One Nation, many cultures”

Report for Mission Scotland

6th March 2008

“Issues of belief and faith, of how human beings perceive the world, have rarely been so important in society, or so badly misunderstood ...”

Quote from the Most Revd Dr Rowan Williams & Cardinal Cormac Murphy-O’Connor

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Recent Newspaper Headlines

**Britain's
Abortion
Rate Lacks
a Moral
Dimension**

The Observer,
21.10.07

Our soldiers need
better preparation
for life after death
says Army Chief

The Times. 18.10.07

Primary school pupils
to be taught about
cross-dressing
The Sunday Times
2.03.08

**Wanted – a
National
Culture** *The*
Times, 20.10.07

The evangelical
crisis of faith that
threatens to sink the
republicans
The Guardian, 19.10.07

**Britney
warned
she
may go
bust**
The
Sunday
Times
2.03.08

**Muslims
Reach out to the
Pope**

BBC News 24 12.10.07

Yob gangs made to see
the light
The Sunday Times 2.03.08

Chapter 1: Introduction

1.1 The Research Brief

This research is in response to a request from Mission Scotland to consider current societal and cultural trends in Scotland in the 21st Century. The work aims to:

- Look at current trends in society:
- Consider individual preferences and priorities and consider how this has changed in recent times;
- Look at social, leisure and work patterns ;
- Consider communication preferences ; and to
- Provide meaningful and informed material to help Mission Scotland consider its future role.

The purpose of the work is to help Mission Scotland focus its strategy and future work. In particular, Mission Scotland are interested in working with the 20s and 30's age group. This research project has tried to focus on issues that are relevant to that age group, but not exclusively so. There are many trends happening in society today which affect all ages and groups. In addition, there may be other, more defining issues that group or separate communities, other than age. This will be considered in greater depth within the report.

1.2 Mission Scotland

Mission Scotland is a charity whose purpose is to promote evangelism in Scotland. It operates by working through individuals and in partnership with other organisations. Mission Scotland aims to undertake work in supporting the promotion of Christian faith. It aims to undertake unique work that fills a gap that other organisations do not fill. This current research project is aimed at helping Mission Scotland identify where the gaps are and to think radically and differently about how to meet the rapidly changing needs of Scotland today. The research will also be used as background to a Mission Scotland Futures workshop scheduled for 15th March 2008.

Chapter 2: Research Methodology

Chapter Two sets out the research methodology – what research was done, who was interviewed and how the work was organised.

The research is based upon a series of interviews with key individuals and relevant organisations. In addition, a wide variety of research material was sourced, including academic journals, books, published papers, media reports, and web sites from both the UK and internationally. Statistics from recent surveys and census have been used to illustrate trends and interesting facts.

Material has deliberately been sourced from as wide a variety of sources to get as broad a picture as possible. Research centres used primarily by commercial and corporate organisations and business have been contacted, as well as Christian and more church based centres. A complete list of contacts and sources is provided in Annex 3.

This research report is not intended to be an academic piece on social and cultural change in Scotland. No primary research has been undertaken, and the structure of the research has emerged iteratively. The work is intended to help us **think** about:

- what is happening in Scotland today;
- how this might influence the future; and
- how to be relevant in today's society.

The report will probably result in more questions than answers. However, as others have said:

“Learn to live with your questions, not drown in other peoples solutions”.

Chapter 3: Key Emerging Issues of Cultural Change – Ten Trends

Chapter Three looks at ten generic cultural changes that are affecting the western world and the UK specifically. These are primarily the result of changing communications technology, and linked with a changing values system. The UK as a whole is becoming more diverse with greater cultural and ethnic mixes. In Chapter Four, these changes will be considered through a specific Scottish lens. Scotland is mosaic society. However, society should not be viewed as a jigsaw puzzle of separate pieces but rather as a series of overlapping systems and networks¹.

3.1 Demographics

- Western nations are getting older
- Birth rates are lower than ever before and we are living longer than ever before
- In the UK, over 50's hold 80% of the nation's wealth – the power of the grey pound.
- The workforce is greying and will have to work for longer into old age.

3.2 Migration

- Migration is affecting most countries as international mobility is a fact of life. Britain is becoming a “mosaic society” according to Professor Ian Diamond, Chief Executive of the Economics and Social Research Council². The population is increasing in complexity and the social make-up is changing rapidly.
- Globalisation is the driving force creating complex cultural mosaics - more migration and asylum seeking, coupled with embedded ethnic mix of nations, leading to greater diversity.

¹ McCrone, D *Cultural Capital in an Understated Scotland*, 2004 (on line article <http://www.institute-of-governance.org/onlinepub/mccrone/culturalcapital.html>)

² ESRC, *ibid* page 91

- The proportion of the UK population classed as non-white is projected to grow from 9% in 2001 to 29% in 2051³. Multi-culturalism, immigration, social cohesion, segregation and extremism are top of the public agenda according to leading academics⁴.
- Sleep walking into segregation? – a growing number of people in the UK believe that ethnic segregation is on the rise. According to a poll taken by YouGov in March 2006, almost three quarters of respondents agreed that British society was becoming more racially segregated. However, there is no strong evidence of growing residential segregation in the UK as a whole.

3.3 Globalisation and Consumerism

Globalisation is the growing interconnectedness of people, goods and services. This is the “**mega-trend**”, - a ubiquitous force that will substantially shape all other major trends in the world⁵. The world is shrinking fast. We can buy and sell, communicate and travel across the world very easily. International events can be known instantaneously across the globe. Rapid developments in communications technology makes this possible.

Globalisation results on more focused power in a few very large corporations. It also means that communities can unite behind international issues very rapidly to highlight issues such as boycotting certain oil companies, or responding to environmental concerns. There are positive outcomes of globalisation, such as Fair trade goods.

Globalisation is interconnected with the growth in consumerism. There is now more choice available for consumer products, partly due to lower cost of production overseas, therefore making more consumer goods affordable than ever before. This is the negative aspect of globalisation, resulting in more exploitation and over consumption.

Nobel Laureate, Professor Amartya Sen, recently emphasised in his book “Identity and Violence: the illusion of Destiny”, that all of us have multiple identities; *“the same person can be without any contradiction, an American citizen, or Caribbean origin...a Christian, a liberal, a vegetarian,...a schoolteacher...”*⁶

³ ESRC, *ibid*, p. 95

⁴ quote from Professor Vertovec, The Centre for Migration Policy and Society

⁵ National Intelligence Council, “mapping the global Future”, Dec. 2004, p.10

⁶ <http://www.economics.harvard.edu/faculty/sen/sen.html>

3.4 Communications and the Digital Revolution

- We are in the midst of a global digital revolution.
- Since the late 1980's and early 1990's a flood of new digital technologies have entered the marketplace. These are revolutionising the way we live, communicate and interact. In 2004, 97% of 25-34 year olds had mobile phones. In 2008, nearly all the population will now own at least one mobile phone.
- Communications technology is transforming the way we live our lives. The power and speed of the media to flash news across the worlds gives immediacy to everything. Text messaging has become a universal way of communicating. A few short years ago it was seem as a technological "by-product" only to be used by the geeks!!
- The use of e-mail, Web sites, Blackberries, blogging, face book and mobile phones, i-phones etc are "shrinking" the world and changing the timeframes we operate in. They enable participation interest groups and on line communities across the world. The technology allows for immediate communication and sharing of information and values.

Death of Community?

This does not seem to be causing the death of local communities as some have forecast. It just means that the nature of communities is changing and the adoption of new values and ideas is more rapid.

We can listen to our music for free in glorious isolation, without even a visit to the local record store. But yet we want to meet with like-minded citizens as much if not more than before. Look at the growth of events such as "T in the Park", Celtic Connections and local Jazz Festivals. A few years ago live concerts were seen as lost leaders for many music bands. Some stopped touring. Now they are a major source of revenue!

3.5 Leisure and Work Patterns

- Workplaces and work modes are changing. Few new offices now have permanent desks. Hot desking is the norm, bringing a variety of benefits and some losses in terms of a sense of belonging and identity. Old style work place cafeterias are changing to cafes where workers can grab a coffee and go back to their desk. People are commuting further to work than before⁷ but also enjoying more flexible working conditions that ever before.

⁷ The Herald 29.10.07

- The UK has the longest working hours of any country in Europe. Work places are therefore very important in people's lives, influencing social networks, self esteem, political views and much more.
- In many areas there are more regulations regarding work - discrimination laws, working hour's directive, and health and safety legislation. And yet the work place is becoming a greater source of stress.
- The working population have more disposable income today. The time and spend on leisure activities is growing. An area of rapid growth in the UK is extreme sports. This may be a result of increasing "safety nets" in society as a whole and young people in particular find the only place where that can experience real risk is through participation in extreme sports.

3.6 Generation-Me

Every generation has a different way of seeing life because they experience a unique set of circumstances, world and local events, social values and cultural norms. These can be defined in various ways. Two generational groups of interest have been defined as - *mosaics* (born b/w 1984 and 2002) and *busters* (born between 1965 and 1983)⁸.

One of the most consistent findings in research is that the growing gap between generations, and specifically the divide between those in their 20's and 30's and older adults.⁹

There' is also a marked difference between 45-54 year olds and the 55-69 year olds¹⁰. The researchers say that the 45-54 year olds are more liberal and anti-establishment – *baby-boomer*. The 55-69 year olds are more conservative and trusting of authority – the *seniors*.

Tabloid newspapers portray young people of today using terms such as "hoodies, yobs, hooligans, or drug addicts" - to name but a few. However, recent research over a 10 year period shows that the picture is much more complex. The same person can simultaneously be a "bad student", a "trusted part-time worker", and a "little mother" or "selfless carer" at home. The time and effort put into these identities have important implications for the identity they adopt on adult life¹¹.

⁸ D Kinnaman & G Lyons "Un Christian" The Barna Group, published by Baker Books, 2007.

⁹ *ibid*, page 18

¹⁰ The Henley Centre, Research for Scottish Enterprise, "Snapshots from the future –A look at current trends that are shaping the future of tourism", August 2005

¹¹ ESRC, Britain Today – the state of the nation in 2007, Economics & Social Research Council, 2007 p.38

Post-modernism / Post Christendom

There is considerable focus on the “post-modern” culture and how it affects peoples’ value systems. The post –modern era has arrived in most western nations, affecting specifically the Mosaics and the Busters.

Mosaics and busters don’t want to be defined by a “normal” life – they favour a unique personal journey. Relationships are a driving force – loyalty to friends, needing to belong to a “tribe”. Though there also lies fierce individualism within them.

This generational group is sceptical of leaders and institutions. As a group Mosaics and Busters consume more media and entertainment options than older generations. There is a constant search for fresh experiences and new sources of motivation.

Some would argue that the UK is now beyond post-modernism, and is now in Post – Christendom. For most people in the UK, any Christian influence is at least 3 generations away – a great grandmother perhaps attended church. There is a sense that Christian values are viewed as “abnormal”. Secular values are the norm.

“Generation-me” is a descriptor of today’s society, where the individual is king. It particularly describes the younger generation, but elements of individualism pervade every generation group in society. Individualism is celebrated. Demographic trends mean more people are living individual lives, living in one adult household’s. Family breakups and geographic mobility accentuates this.

The values of today also promote a “me-generation” - where the individual has so much choice, and can expect tailor made solutions. Consumerism drives this to a certain extent with the ability to “purchase” a lifestyle.

Young adults today are more likely to view sexually explicit magazines, movies or web sites. Young adults experience substance abuse more frequently than do older generations. Most young adults endorse the idea of same sex marriage, favour legal rights of gays and lesbians to adopt children¹². The unconventional values of young adults will play an increasingly important role in shaping our society in years to come.

3.7 Health and Well Being

Health and wellbeing issues are fundamental to who we are and how we function. They influences so much of a nation’s success. Every day there is a new headline on what to eat, is Red Wine good for us this week, and what exercise regime we should be following. As a nation we are interested in health. Private gym membership is increasing all the time. And

¹² pew research, “*how Young People View their Lives*”,p.39

yet as at a national level we are getting more unfit and obese. The Department of Health predicts that by 2010 almost half the population will be classified as obese¹³.

Chronic disease and mental illness is on the increase. Mental illness is one of Britain's biggest social problems, affecting one in six of the adult population¹⁴. Some research suggests that mental illness is now a bigger social problem than unemployment or poverty.

There are more than 63,500 people living with HIV in the UK. One third of these have not been diagnosed yet. Infections acquired heterosexually account for the rapid rise in the numbers of new HIV diagnoses in the UK – 4,049 in 2005 compared with 840 in 1996. The majority of people diagnosed with HIV in the UK are aged between 25-39¹⁵

3.8 Poverty and Inequality

Global wealth is increasing at the same time as extreme poverty is on the rise. Even within the UK, the divide between the rich and the poor is getting deeper. Recent research by the Centre for Social Justice highlights some of the deep rooted problems particularly evident in urban Britain, including drug addiction, worklessness, poverty, and broken families.

3.9 Confidence

The Confidence of a nation influences the way it thinks about itself and promotes itself to others. Traditionally the UK has been viewed as a "confident" nation. Though, there are clear regional and local differences in this. The South East in particular would be viewed as a confident, successful region, and individuals living in the areas would tend to be more confident. In the more northern regions, where poverty and deprivation are evident, levels of confidence are lower. This influences the levels of entrepreneurship and the way people interact and aspire.

3.10 National Identity

Social attitudes in Britain have changed dramatically over the past 40 years. One of the most politically sensitive issues of today is that of national identity. This is stimulated partly by devolution. Partly by the increasing diversity of Britain, and also by the process of

¹³ source: ESRC, Britain Today – The state of the nation in 2007, page42

¹⁴ source: ESRC, Britain Today – The state of the nation in 2007, page36

¹⁵ ibid

globalisation and it's weakening of the nation state. Under scrutiny, the concept of "Britishness" is fragile. In June 2007, Ruth Kelly, Communities Secretary, set out plans for a national "Britain" day to celebrate Britishness and promote stronger national ties. However, many acknowledged that Britain had a long way to go before all its communities were united in common purpose. In Scotland there is a much clearer national identity that unites, but may also divide.

Chapter 4: The Scottish picture – Ten Trends

Scotland is a mosaic, with unique set of historical, demographic, social and economic trends. In many areas Scotland reflects wider western European trends. However, there are distinctive elements, and interesting statistics and facts that can be drawn out to help uncover what is happening in Scotland at the moment, and potentially how this may influence the future.

Chapter Four focuses on Scottish trends, though occasionally draws on examples from the UK and the USA. It looks at the trends outlined in chapter Three, through a distinctively Scottish lens. There are ten trends examined in detail, with the key question being what this might mean, in particular, for the youth of the future.

TREND 1: DEMOGRAPHICS: Scotland's Demographic Changes

Population decline

Scotland population is set to fall by 2050. But the rate of change is expected to be relatively small over the next twenty years¹⁶.

Greying

The proportion of people in Scotland over the age of 65 will rise faster in Scotland than the rest of the UK. Fertility rates in Scotland are lower than every region in England. This is associated with people choosing to have children older, changing social attitudes towards the traditional "family model", and issues of balancing work, elderly dependents and childcare. It is also associated with an age where there is greater choice in the workplace for women and more opportunities for expression and fulfilment outwith childrearing¹⁷

The average family in Scotland has 1.6 children compared to 1.75 in England¹⁸

Geography

There is significant local variation in where the population will grow or decline. This has implications for the spread and nature of business activity across Scotland. 85% of people in Scotland now live in urban area.

¹⁶ Constructive Responses for a Changing Population, Scottish Council Foundation, 2007, page 3.

¹⁷ ESRC "Demographic Trends in Scotland" p.13

¹⁸ ESRC, *ibid*...page 9

The East is most likely to see growth, with West Lothian, East Lothian and the Scottish Borders expected to see a more than 10% rise in population by 2024. Areas showing greatest projected decline include the City of Aberdeen (decline of c 25%), Inverclyde, and City of Dundee (c 20% decline) and the City of Glasgow showing a decline of between 1-4%. Public funded economic and regeneration measures will influence these trends over time, but the overall picture is of Scotland becoming more geographically polarised in terms of growing and declining areas.

Solo Living

- Marriages in Scotland have decreased steadily since 1951¹⁹
- There is a marked increase in divorce rates since early 1980, though recent figures have shown slight fluxuations²⁰
- Cohabitation is now the dominant family type in the UK, with 30-40% of adults experiencing cohabitation²¹
- Young people are often remaining unattached from both formal and informal relationships. Solo living amongst adults aged 30-74 is higher in Scotland (18%) than the rest of Britain (15%). It is also much more common in cities than in rural areas. It is often a temporary phase in the life-course, although there are far more transitions into it than out of solo living now.

Implications for Scotland's youth of the Future

- Young people will potentially have greater responsibilities, in terms of elderly / infirm parents.
- They will have fewer siblings, so family pressures cannot be shared. This will vary by ethnic origin.
- Young people may be facing issues such as legitimacy of choosing ones time of death more intensely.

¹⁹ GROS, "Population and Vital Events, 1855-2005, table p.1

²⁰ GROS, "Scotland's populations2004", page 39

²¹ Reynolds, J. And Mansfield, P. "*The effects of Changing Attitudes to Marriage*", lord Chancellors research Series, no. 2/1999)

- There may be greater responsibility on the young to earn and save, as projections suggest that the aging population of today are not making enough financial provision for their old age.
- Scotland geographical differences may result in some very successful, growing lively churches in Edinburgh, and groups in Dundee and Aberdeen experiencing decline and peripherality.

TRENDS 2: MIGRATION IN SCOTLAND

- The 2001 census show that people living in Scotland and born outside the UK and Ireland rose by 34%. This represents the 4th biggest increase of regions in Britain (after London, the South East and North East)²².
- There has been a massive rise in Polish migrants coming to Scotland recently. Recent figures suggest that the number of Poles leaving Scotland is higher than the number of Poles arriving in Scotland indicating a highly transient population. Polish is now the second most commonly spoken language after English in 16 local authorities in Scotland. Punjabi, Urdu, Cantonese and Arabic are also common.²³
- 37% of new migrants in Scotland hold a higher level of qualification, eg. Doctors, engineers, finance experts. This is the highest level of any UK region²⁴. At the other end of the scale, workers entering Scotland from Accession states between 2004 and 2005 (approx. 15,500 people mainly aged between 18-34 and with no dependents) most were employed in lower paid occupations such as catering and hospitality or agriculture and land based jobs²⁵.
- Recent figures show that over 3500 children in Scottish Schools cannot speak English, a rise of 62.5% between 2006 and 2007²⁶

Implications for Scotland's youth of the Future

²² Kyambi, S *Beyond Black and White: Mapping new immigrant communities* ippr: London (2005) see also www.bbc.co.uk/bornabroad)

²³ The Herald, 28.02.08, page 1

²⁴ Kyambi, S *ibid*

²⁵ Control of Immigration Statistics, Home Office, London, 2005

²⁶ Scottish Government figures, from The Herald, 28.02.08

- Scotland is becoming more multi-cultural, and multi-lingual. This may create very different futures for different ethnic groups.
- Groups of young unskilled workers will live together, sometimes in remote place, working long shifts. It will be difficult for these groups to participate in organised activities due to language, cost and time pressures.
- This will be contrasted with highly qualified internationals perhaps integrating more fully with local communities and groups.
- With growth of accession countries population arriving in Scotland, there may be a growth in Catholicism which may dilute and diffuse the divide of sectarianism. Commentators suggest that this may be a short lived trend, and the in-migrants will become more secular after a generation.

TREND 3: GLOBALISATION AND CONSUMERISM

There is growing interdependence, and connectedness resulting in more trading links, cheaper labour available worldwide and cheaper products being produced. This coupled with the pervasive influence of the media, and higher disposable incomes fuels consumerism, which in turns results in debt.

Consumer trends in Scotland are interesting. With a large urban population, and Glasgow one of the UKs leading retail centres, Scotland is very much immersed in the consumer culture of today. Growing disposable income enables greater consumer choice. Scotland GDP s growing, though inequalities persist within Scotland.

People want a quality experience and a fuller experience - there's a new take on leisure and retail environments with the blurring of leisure and retail boundaries. Shopping is a recognised leisure pursuit as well as a consumer experience.

Debt

- A consequence of consumerism is debt. 8.2 million adults are in serious debt and 2.1 million are struggling with repayments²⁷ - this is 18% of adults in Britain in £10,000 or more unsecured debt. This is a rise of 29% on the previous quarter, and a 30% rise on

²⁷ Dept consultancy, Thomas Charles, Quarterly research 2007 [http:// www.yougov.com/](http://www.yougov.com/)

the previous year. Regionally, Scotland has the highest proportion of indebted residents, with almost one in five (19%) reporting unsecured debts of £10,000 or more.

- Ownership of luxury goods such as DVD's, mobile phones, TVs etc has dramatically increased, especially for youth. The amount of debt outstanding (in Britain) exceeds £1trillion²⁸.
- There is a sense that mass consumerism is giving way to a new trend of “massclusivity” where the more access consumers have to quality goods and services, the more they will search for exclusivity and status of a different order²⁹.
- There is a growing backlash against out and out consumerism, represented in the growth of Fair Trade and “Reduce, Re-use and Recycle” movements.
- People are prepared to pay more for experiences than goods

Implications for Scotland's youth of the Future

- Debt is viewed as normal
- The pressure to “consume” will increase and affect all areas of life.
- The backlash trend against globalisation and mass consumerism, which is in its infancy at the moment, may significantly change mindsets about consumption in the future.
- The Environmental cost to the planet of over consumption will be even more visible, so we may see the youth of tomorrow being less materialistic and more altruistic
- The impact of Globalisation is unstoppable, but there will be an increase in positive outcomes, such as a rise in Fair Trade.

²⁸ This is the figure for 2006. It is likely to be higher today.

<http://www.bankofengland.co.uk/publications/quarterlybulletin/qb040401.pdf>

²⁹ www.trendwatching.com *Massclusivity*

TRENDS 4: COMMUNICATIONS AND THE DIGITAL ERA

The Digital revolution

- Wi-Fi is a growth area that is revolutionising how we connect to the internet. It is forecast that the adoption and impact of Wi-Fi will grow with improved infrastructure over the next few years in Scotland. However, initially, this coverage will be focused particularly in urban areas of Scotland.
- There is a clear “digital divide” – those that have access to technology and those that do not. In Scotland the trend is that fewer people make personal use of the internet than elsewhere in the UK – 47% of the population compared with a UK average of 52%³⁰. This raises questions about exclusion and access to digital technology. Scotland will continue to face real challenges in ensuring that some population groups are provided with access to IT for their daily lives.
- The growth of on-line socialisation and mass collaboration has implications for the way people in Scotland organise themselves socially and remain connected to communities round the world.
- Within a digital age there has been a trend toward the formation of new hubs of technical innovation³¹. Currently, Scotland is recognised as being home to one major hub of technological innovation – Glasgow-Edinburgh. There may be capacity for additional smaller hubs to emerge around the country which could bring a range of economic and social benefits³².

Benefits of Internet Use

Research on the influence of the internet on participation in Britain suggests that it may promote, rather than inhibit, certain types of social participation. British internet users attend church more, join voluntary organisations more, are more likely to have friends they can rely on in times of trouble, read more, watch TV less and are not less trusting of others compared with non internet users³³.

³⁰ Scottish Executive, Scottish Household Survey (2004-quarter 2)

³¹ Scotland Government *The Futures Project – trend analysis papers, 2006* – Media and Technology paper, p14

³² Ibid...

³³ Gardner, J. And Oswald, A. (2001) “internet use: the digital divide” in Park, A. Curtice, J. , Thomson, K. , Jarvis, L., and Bromley, C. (eds) *British Social Attitudes: the 18th report*, London; Macmillan, p. 620-649

Implications for Scotland's youth of the Future

- The digit revolution will continue apace, and no longer be seen as a revolution, just as normal life.
- Mass communication will continue to develop, meaning the next generation will be very cautious about who they disclose information to.
- The internet will be the universal tool - the concept of time and space will be reduced – no need for forward planning- immediate reactions can be got.
- A sense of, and need for, community will remain, but may not be the local community. More likely to be a community of shared interest.

TREND 5: WORK AND LEISURE PATTERNS

The world of work in Scotland has changed in recent decades. Employment is rising, although at a slower rate than previously. Growth is focused in Scotland urban areas. Service industry is growing, manufacturing and primary industries are in decline. There is a rise in professional and personal services and a decline in skilled trades³⁴.

- An aging and declining population in Scotland raises questions about the nature of the workforce in the future. In-migration and technology developments will play a role in off-setting this.
- According to research for the Joseph Rowntree Foundation, a key challenge for future generations is dissatisfaction with work **“fed up and over 50”!** Older workers are the original “sandwich” generation, often expected to take on major caring responsibilities for grandchildren, dependent children and / their own parents, as well as continuing to earn a living. Family factors play a critical role in why women in particular leave work in their 50's³⁵.
- An older society could be a wiser and a smarter society
- There is a recognised “feminisation “of the labour market. More women are participating in the labour market; work is becoming more “female “with the growth in the service industry, in place of manufacturing and physical “male” work.
- Women will account for 80% of the growth in the UK workforce from 2004 to 2010.

³⁴ Scotland Government *The Futures Project – trend analysis papers, 2006* – Employment paper, p4

³⁵ source: Hirsch, D “The Rise of Grey Labour”, *New Statesman*, 1st December pp.28, 2003

- The employment rate for mothers with dependent children will continue to rise, (from 65% in 2000)
- 25% of all families will be single parent households³⁶
- To meet changing demands and trends in the workplace, there will be more use of external flexible labour – agencies, casual, freelance, and more flexible use of work space, such as open plan, relocating staff, teleworking etc.
- There is evidence of a rise in the number of hours worked in Scotland, and longer hours perceived as a primary cause of growing mental and physical ill health³⁷
- Work-place socialising and demands for increased commitment have led to a relaxation of the rigid separation between home and employment. Work is increasingly part of people's identity and a means of fulfilment, rather than simply a means of earning money.

Leisure patterns

- The rich are getting richer, but discontentment is on the increase according to the Henley Centre. Up to half the population are looking to change.
- Wellbeing is becoming the more important than affluence- epitomised by phrases like “work to live” and “quality of life”.
- People are looking for authenticity, inspiration and rejuvenation in their leisure pursuits.
- The over 50's will account for 40% of the population by 2010, and they already account for 40% of consumer expenditure. The over 50's give time to their interests.
- The Family Entertainment Market has been one of the fastest growing sectors in the “out of home” leisure market.
- Young adults around the age of 25-26 want to distance themselves from teenagers and those in their early 20's³⁸. They still seek out novelty, sophistication, style, the bizarre

³⁶ The Work Foundation

³⁷ Scotland Government *The Futures Project – trend analysis papers, 2006* – Employment paper,

³⁸ The Henley Centre, *ibid...*

and the cosmopolitan. They seek out more relaxed environments, greater intimacy and a higher social element.

- Scotland is rated 5th top UK region for business tourism.
- Glasgow is the fastest growing conference destination in Europe.
- Extreme sport is a growing industry, particularly in Scotland because of the natural environment. However, commercial businesses are also facilitating this, such as Xscape at Braehead and the Climbing Centre at Ratho. There is also a very informal and dangerous element in extreme sports developing where people do very risky things and publish the video on Youtube. There have been a number of deaths as a consequence of this.

Implications for Scotland's youth of the Future

- Young people will have to balance economic realities for having to work, with the desire for more leisure time and a higher quality of life.
- People may work in "bursts" – work hard for a few years to pay off debts, and then play hard for a few years.
- The youth of tomorrow will be more likely to radically shift careers during their working life in search of fulfilling roles.
- Men may become disenfranchised with the "feminisation" of the workplace

TREND 6: GENERATION-ME

"Generation –Me" has been coined to explain the generation that we now live in, where the focus is explicitly self. A few common quotes highlight this



Young people have learned these self –lessons well. In a letter to her fans in 2004, Britney Spears, aged 23, listed her priorities as "**Myself**, my husband, Kevin, and starting a family"³⁹

³⁹ www.generationme.org/excert.html, excerpts from Dr Jean Twenge, *Generation Me*, published in 2006 by Free Press

Research in the US demonstrates that narcissism is much more common now than in past generations. Only 12% of teenagers in the early 1950's agreed with the statement "*I am an important person*" but in the late 1980s, this had risen to 80%. This is linked to the growing sense of "entitlement" amongst Generation Me⁴⁰. There is no comparable data for Scotland, though Scotland is likely to show a similar trend, though not so stark, given what is also said about Scotland confidence levels later in this report.

Shift to Individualism

- There is a shift from modern to more individualist values in Scottish society.
- This trend can be understood either optimistically or pessimistically in terms of relationships. Viewed pessimistically, the trend is symptomatic of a loss of connection to others. This may flow from excessive individualism or a pervasive sense of risk. Viewed optimistically, it can be seen as an aspect of democratisation of personal life, creating a base from which equal and intimate relations with others can be sustained⁴¹.

Solo Living

- More people live alone
- Those living alone are more likely to have poorer health, and smoke and drink than those living with others.
- Those making the transition into solo living believe they are financially worse off afterwards.
- Changes in the labour market may affect solo living, for example rising incomes make it more affordable to live alone, and increasing job mobility breaks family and friendship ties. Solo living may have implications for people's happiness. However a recent BBC survey showed that Scotland had the highest proportion of people in the UK "unhappy" at being single (22%). The UK equivalent was 18%⁴².

Individual identities

- Our values are inextricably linked to the way we define ourselves and behave. Post modern debate suggests that despite increased upward mobility, these have not been a matched decline in sense of class identity in Scotland.

⁴⁰ Twenge, J "*Generation Me – Why Young Americans are more confident, assertive and entitled, and more miserable than ever before*, 2006, published by Free Press

⁴¹ Scotland Government, The Futures Project – Trend analysis papers 2006, Life Course, page 6

⁴² : results for Scotland; BBC single life survey, http://www.bbc.co.uk/goingsolo/results/results_scotland.shtml.

- It can be argued that increased individualism will inhibit social capital and therefore the “health” of society. Membership of large institutions (such as religious organisations, unions, and political parties) is declining. These have traditionally played an important role in promoting social cohesion and engagement.
- Between 1991 and 2001, trade union membership in Scotland fell from four out of ten to three out of ten⁴³. Trend data points to a decline in active church membership in Scotland between 1980 and 2000 - those with no religious attachment increased from 29% in 1983 to 48% in 2004⁴⁴. Other recent data shows that just 14% of people are involved in church, religious or faith based groups⁴⁵
- Younger people are much more likely to say they have no current religion compared with older age groups.
- Religious attachment continues to be important for identity of minority groups in the population. Research into Pakistani religious attachment in Scotland found that almost all were brought up as Muslims; 99% were still Muslim and 89% attended religious gatherings at least occasionally⁴⁶.
- Young people are less likely than the population as a whole to be members of organisations, (except sports clubs)
- There is an argument that organisation membership and volunteering are becoming commoditised and consumer based - stressing the personal benefits, rather than the altruistic community benefits⁴⁷.
- However, modern values are not universally held. Scotland is not, and unlikely to become, characterised purely by post-modern “individualist” values in the short to medium future. There are signs of change in terms of how people interact at the collective level and how they prioritise parts of their lives e.g. the public are engaging less with large organisations, but there is greater engagement with communities based on issues of individual interest⁴⁸.

⁴³ source: Paterson, L., and Bechhofer, F., and McCrone, D. (2004) “iving in Scotland” p.55

⁴⁴ Curtice, J., McCrone, D., Park, A., and Paterson, L. (2002) “New Scotland, New Society?” Edinburgh, Polygon of Edinburgh 95).

⁴⁵ Hope, S and King, S (2005) Public Attitudes to Participation, Scottish Executive Social Research ; Edinburgh
<http://www.scotland.gov.uk/Publications/2005/09/16120357/03594>

⁴⁶ Hussain, A., and Miller, W., 2004, *Implementing the oxymoron? Multicultural nationalism in Scotland?* Connections, Spring 2004.

⁴⁷ Scottish Government The Futures Project – Trend analysis papers 2006, Individualism p.11

⁴⁸ Ibid.. p12

Implications for the youth of the Future

- When people do settle into family units and have children, there may be more pressure on the relationships because of loss of freedom and independence that it may be associated with
- More balancing / juggling of competing pressure as people get into their 30s and 40's, possibly looking for spiritual input to help them through
- People define their position on issues rather than aligning with particular ideologies or large organisations.
- Sense of community and engagement with organisations will be much looser, and more focused on personal benefit, that a "greater good"

TREND 7: HEALTH AND WELLBEING

- Scots are living longer, with more chronic diseases and mental illness, and greater health inequalities than ever before.
- Scots are still dying of preventable disease due to life circumstance or behavioural choices such as inactivity, smoking, alcohol and diet⁴⁹. The "Scottish effect" – is a well documented, but unexplained fact that Scotland's health statistics are poorer than elsewhere in the UK, when all other factors such as deprivation, poverty and lifestyle is taken account of.
- Research by the Nuffield Foundation shows that mental health problems have increased significantly in young people since the 1970's. Depression is the commonest contributing diagnosis for Scots visiting their GP in 2000, and depression / affective disorders were in the top five most common reasons for Scots visiting a GP in 2002⁵⁰.
- A startling finding from research is that *when* you are born now has more influence on your anxiety levels than your family background. In other words, young people from loving stable families are more vulnerable and more at risk from Anxiety because of the times in which they live. This trend of increased chronic disease and mental illness is

⁴⁹ Scotland's Future Project – Life Course, page 10).

⁵⁰ source: the Nuffield Foundation 2004, Seminars on Children and Families, Time Trends in Adolescent well Being", p.5.
http://www.nuffieldfoundation.org/fileLibrary/pdf/2004_seminars_children_families_adolescents_and_wellbeing001.pdf

significant for Scotland because it impacts on people's ability to carry on their everyday life. Chronic conditions impact on employment, employability and have a high cost to society. 9% of people of working age in Scotland currently claim incapacity benefit, compared to 7% in Great Britain overall⁵¹

- Suicide was the leading cause of death among young men in 2003 in the UK, with numbers having risen steeply between 1981 and 2001. The Scottish rates are higher than in England.
- 26% of respondents to the 2004 Scottish Survey of Public Attitudes to Mental health said they had personally experienced a mental health problem. Women aged between 35-54 were most likely to have experienced mental health problems,⁵²
- Alcohol related deaths have increased in Scotland by 240% since 1980⁵³
- Since family and personal life top every study of key factors affecting people's happiness, and health is seen as crucial, trends in family transitions and health in Scotland are likely to impact strongly of Scots' well-being in future⁵⁴.

Implications for the Youth of the Future

- Young people in Scotland are happier than ever before, according to a recent Health Behaviour in School Aged Children carried out by Edinburgh University. Levels of happiness and confidence amongst 11-15 year olds rose by an average of 14% from 1994-2006.⁵⁵
- Despite massive efforts, there does not seem to be much progress at improving Scotland's health record. So the youth of the future will be more likely to suffer from health problems such as obesity or chronic conditions.
- Poor health will continue to affect the poorest in society, and there may develop more of a health divide in Scotland

⁵¹ Scotland Government, Future Trends, 2006 Life Course paper p. 17

⁵² "Well? What do you think" The 2004 National Scottish Survey of Public Attitudes to Mental Health, Well-being and Mental Health Problems", Scottish Executive, Edinburgh.

⁵³ NHS Scotland ISD, "Alcohol Statistics Scotland 2005", p. 36

⁵⁴ Layard, R "Happiness is back", Prospect, March 2005

⁵⁵ The Herald 12.12.07

TREND 8: POVERTY AND INEQUALITY

Despite, growing GDP, burgeoning middle class and overall economic successes, Scotland suffers from extreme poverty and inequality. This is seen vividly in the cities, but these are also more hidden rural poverty.

Associated with poverty and inequality is deprivation and despair, summed up in this quote:

It is like living a nightmare. There is nothing here. No optimism. Drugs are everywhere and they are destroying us. They are taking our children from us. We have lost a whole generation, and unless we do something drastic we will lose another⁵⁶.

- The gap between prosperous and deprived areas of the city is wide and appears to be growing on indicators such as life expectancy, alcohol or drug dependency and death rates from cancer or heart disease⁵⁷.
- Despite Glasgow recent regeneration success, a large number of residents still suffer from poor health and worklessness living in some of the most deprived communities in the UK. In some areas male life expectancy is as low as 54 (this is for Glasgow G40 2 – Calton)⁵⁸ – source; Scottish Public Health Observatory, 2006) and suicide rates are 30% higher than the rest of Scotland. (Scotland’s suicide rate is higher than the UK average) Just a few miles away in Bearsden – Kensington male life expectancy is 81
- Glasgow’s unemployment rate is 50% higher than the Scottish and UK average, and the proportion claiming incapacity benefit is 53% higher than the UK rate. In comparison, it is 69% higher than Birmingham’s⁵⁹.
- Barnardo’s Scotland recently published a report placing Scotland 24th out of 28 countries for the number of young people not in education, employment or training. Only Mexico, Turkey, Finland and Slovakia performed worse⁶⁰.
- It is predicted that by 2016 single parent households in Glasgow will account for almost one in two households with children⁶¹

⁵⁶ This is a quote from Janis Dobbie to the Observer newspaper “the grief that gave hope to Britain, The Observer, 26.11.06)

⁵⁷ *Glasgow Economic Audit, 2007*, Glasgow Economic Forum, 2007,

⁵⁸ Scottish Public Health Observatory

⁵⁹ The Centre for Social Justice, *Breakthrough Glasgow*, 2007

⁶⁰ *Index of Wellbeing for Children in Scotland*, Barnardo’s Scotland, July 2007

⁶¹ The Centre for Social Justice – *Breakthrough Glasgow*, 2007 p.9

- Drug related deaths have increased by 95% since 1997 in Greater Glasgow and Clyde NHS Trust⁶²
- Men and women in Scotland are twice as likely to die of an alcohol related death as people in the UK as a whole⁶³.
- There are estimated to be more than 170 gangs in the Glasgow City region. This compares to 169 identified by the metropolitan Police service in London, a city over six times the size. Using Glasgow's ratio of gangs, there would be over 1000 gangs in London⁶⁴.

TREND 9: CONFIDENCE

The Scots' Crisis of Confidence?

A recent book published by the Centre for Confidence and Well Being⁶⁵ suggests:

- Scottish values unwittingly undermine individual and collective confidence;
- That Scotland is inherently pessimistic.

Modern culture emphasises material values, good looks and celebrity encourages people to feel dissatisfied with themselves⁶⁶

Scots have a notion that if everyone is equal then no-one is better than anyone else. This belief system may impede individualism, and promote collective values. However, it also "levels down" and encourages mediocrity.

In Scotland there is great pressure to achieve and show that you are not worthless but, at the same time, another set of values that weakens the pursuit of that achievement for fear that you might be getting above yourself⁶⁷.

In Scotland the influence of Calvinism may increase the tendency for polarisation – good or bad, clever or stupid etc. The Wee Book of Calvinism⁶⁸ amusingly highlights some deep-

⁶² Figures from the registrar general for Scotland, Office of National Statistics (ONS), published August 2007

⁶³ Mr Kenny McAskill, MSP Tackling Alcohol Abuse, SNP debate 060307

⁶⁴ Centre for Social Justice *ibid*...

⁶⁵ Craig, C, *The Scots' Crisis of Confidence*, 2003, published by the Centre for Confidence and Wellbeing

⁶⁶ Craig, C "*Creating Confidence*," Centre for Confidence and Wellbeing, 2007, page 40)

⁶⁷ *Ibid*, p.41

seated Scottish values “yer sins go doon beside yer name in the Book o no rubbin oot” sums it up!

However, on the other hand Calvinism has brought positives to the culture including the commitment to education, and a strong sense of community responsibility and society. Scotland’s levels of giving to charities are the highest in the UK. There is also a strong sense of wealthy individuals who want to devote wealth to for social improvement. There is also a strong belief in the importance of authenticity, honesty, and personal integrity, and these principles are seen internationally as something that Scots have traditionally upheld.

Implications for the Youth of the Future

- There will be an inherent struggle with the individualistic society that the Generation – Me promoting, and the pull of the Scottish culture “it’s no for the like o’ us”
- The strengths of Scotland’s voluntary sector and charity sector could create a vibrant “Third Sector” involving young people and building bridges in society
- The next generation may not suffer from a Crisis of Confidence as the messages of Generation-Me become the norm

TREND 10: NATIONAL IDENTITY – A SMALL PROUD NATION

“Scotland – A country that believes in itself”⁶⁹

Scotland is an easy country to believe in. Home to the most open, friendly and genuine people. Seat of the world’s finest legal system. Producers of authentic materials and manufacturers of quality products. No wonder they treat all their guests as part of the clan”.

Do we believe it? This is clearly a marketing slogan that makes Scots swell with pride. Evidence from Spain and New Zealand shows that by creating a strong country image, or “brand” does result in greater economic success and raise in self esteem of a country.

The latest Scottish Social Attitudes survey- a snapshot of how the country’s citizens feel towards each other reveals some interesting findings, some suggesting that Scotland is potential less tolerant of its cultural and ethnic mix than it has been in the past:

⁶⁸ Duncan, B *The Wee Book of Calvinism*, 2004

⁶⁹ (Scotland’s Brand, by Creenach Lodge of Corporate Edge, see www.locum.destination.com)

- 50% of those survey said they thought Scotland would lose identity if more Muslims came to live in Scotland (an increase of 12% since 2003)
- Attitudes towards homosexuality have relaxed over the last few years with 54% of the population believing that homosexual couples should have the right to marry, and 21% disagreeing.
- 14% of those surveyed thought that a woman's role was at home, an increase 3% since 2002⁷⁰.

Ethnicities of Scots is difficult to define ⁷¹ . There are over 400,000 English born people living in Scotland, and over 750,000 Scots resident in England. British identity shows a general pattern of fragmentation. At the same time, particularly since devolution , there has been a greater emphasis on Scottish identity and culture.

Defining Identity

Our values are inextricably linked to the way we define ourselves and behave. One third of Scots now fall into professional and, managerial classes, double the proportion 20 years ago. And working class identity in Scotland remains strong, even in the upwardly mobile⁷². Data shows that being a parent and being Scottish are central to the “multiple identities” of individuals in Scotland⁷³. However, this is at the same time as we see growth in “gang culture” and the strength of non family relationships, especially in the 20's and 30's age group.

Since devolution in Scotland there has, unsurprisingly been a strengthening of Scottish identity. However, there is also an increase in the sense of being a global citizen. Large demonstrations such as Make Poverty History in 2005 highlight this, though it may not be lasting.

Implications for the Youth of the Future

- Issues of identity will continue to be a source of questioning to young people

⁷⁰ The Scottish Social Attitudes survey, 2007 <http://scotland.gov.uk/Publications/2007/11/21155813/1>

⁷¹ McCrone, D “*who do you say you are?*” Ethnicities, vol 2, no. 3 sept 2002).

⁷² : D McCrone (2004) “living in Scotland: social and economic changes since 1980, Edinburgh, Edinburgh University press p.98

⁷³ The Scottish Social Attitudes Survey, 2003

- The growing diversity of ethnicity will create more diversity in expression and religion
- There may be a growth in Scottish Nationalism, but there is no evidence to suggest that this will result in more ethnic segregation
- Young people may be more influenced by other European values with more in migrants from Eastern Europe

Chapter 5: Lessons from the Corporate World

This chapter summarises some business models that highlight examples of how the corporate world is addressing today's mosaic culture.

- Companies and corporations are adopting new business models to address the cultural norms of today and tomorrow. This can be everything from the way the organisation does business to its interior decor and marketing slogans.
- Generation –Me and the centrality of self is pervasive in advertising :
 - “*You’re worth it*” cosmetics slogans.
 - Twiggy as Marks and Spencer’s icon – playing to the power of the grey pound.
- Prudential replaced its long-time insurance slogan “*Get a Piece of Rock*” with the individualistic “**Be your Own Rock**”. Even the US army, perhaps the least likely organisation that might be expected to focus on the individual instead of the group, has adopted “**An Army of One**” as its standard slogan⁷⁴.
- Bean Scene a Glasgow Coffee shop chain, says the business is about “*creating neighbourhoods, and by the way we sell good coffee too*”. Their web site speaks of providing a laid back alternative to City Brash. Their business model is linked with music – coffee fusion – creating new linkages that weren’t there before.
- Traditional business models were - you sold a product, and you sold it well. Now it’s about connectedness and linkages between often unexpected things. You either sell coffee or music – they couldn’t mix...but ...oh yes they do when you re-think businesses as selling experiences.
- Book-shops- coffee shops have reworked the business model and created a whole new retail experience that wasn’t there 8 years ago. It was forecast a decade ago that bookshops were dead. Amazon and the internet heralded a new era of on line book purchasing. Many book shops have closed. However, many have re-invented themselves as places to meet, browse, drink coffee and chill. Selling books seems almost incidental. Book shops have changed their model of operating to meet the requirement and aspiration of our society today.

⁷⁴ <http://www.generationme.org/excerpt.html>

- Successful corporations such as Microsoft and Apple have very flexible workforces, using young graduates in informal office settings. In order to recruit and retain top quality staff their working environment needs to be flexible and creative.

Chapter 6: Why does it matter?

This short chapter makes some suggestions about the connections and conundrums that the analysis presents and suggests why it matters.

History is littered with examples of businesses, communities and individuals that failed because they didn't take cognisance of changes that were happening around them.

This report presents a snap shot of some interesting trends affecting Scotland today that will influence the future to a greater or lesser extent. However, it does not present a picture postcard view of Scotland. For every trend there is a counter trend. Globalisation and external factors influence every aspect of our culture, and will increasingly do so. The report outlines stresses, strains, successes and weaknesses. How do Christians respond within this environment? Christians are part of society. Yet some would argue that the established church is not. It is like a "masked ball" where we daren't reveal that we are stressed, in debt, on the verge of a nervous breakdown or struggling to understand the world around us.

Understanding the cultural mosaic of Scotland matters. It is crucial in being relevant to those around us in society.

Why does it matter?

- It matters because people today are faced with more choices and conundrums than ever before. There is a feeling that society lacks a frame for reference for deliberating these issues.
- It matters because for any organisation to function successfully, it must not only be aware of the present changes happening around them, they should also be looking to the future and thinking about how to respond to the changes that *might* happen
- It matters because Mission Scotland is uniquely placed in Scotland to act. Mission Scotland is a small and nimble organisation. It has flexibility to change course and focus wherever there seems to be a need. Many other organisations are bogged down with structures or traditions which prevent such responsiveness
- It matters because Jesus has called us to go and make disciples of all nations. That includes the cultural mosaic of Scotland. We need to know how to be relevant. Jesus met with people at their level. And the conversation involved lots of questions. His disciples asked questions, and Jesus encouraged them to think deeper

Rather than try and tie up disparate strands into neat bundles, we need to dig deeper in to the questions. There is no national conversation about this. It all revolves around “answers”.

Chapter 7: Conclusions

This research highlights the complexity of Scotland. But this should not paralyse us, it should energise us.

Mind the Gaps

Mission Scotland has a desire to work where there are Gaps – where other Christian activity is not happening, or needs support. From the research compiled for this report, a number of gaps can be identified:

- Space and legitimacy to question. There is no obvious “space” virtual or real time to be honest and question
- There is very little Christian activity in some of our poorest communities.
- The Web is an essential tool, with blogging space, linkages, making connections
- Challenge Christians and others to “think outside the box”, and really dig deep as to what that means in 2008 in a post Christian society
- By building disciples, people will be reached for reached for Christ.

Six key questions for Mission Scotland:

1. How to ask the right questions and dig deeper for the answers
2. Will you trail blaze, or will you trail behind others lead?
3. What is your message – is it tailored to one specific group or area, or is it more general?
How can Mission Scotland be relevant to all the groups within the mosaic?
4. Who will share the vision?
5. Who will your partners be to deliver?
6. What will you do to action your aspirations?