WHAT WE’VE DONE:

OVER 5,500 PEOPLE INVOLVED

Parents, public, young people, volunteers, UKCC Team, Operations Committee, Commissioners
What did they tell us?

1. Parents
   Too many other things to do

2. Public
   Lack of volunteers, competition from other activities

3. Young people
   Very concerned about CV, don't know enough about Scouts

4. Volunteers
   Too many other things to do
Which parent is the key household decision maker?

Who chooses out of school activities for 5 to 13 year olds?

- Mostly male: 4%
- Both equally: 60%
- Mostly female: 36%
WHAT THAT MEANS FOR US

1. We must differentiate

2. We must be relevant to young people

3. We need to be more focused
So what makes us different?
SO WHAT MAKES US DIFFERENT?

Which of these campaigns would show that Scouts are different from other out of school activities?

Please rank these from 1-5. General public. Source: fast MAP, April 2016.
...and more distinctive, relevant and supportable
...AND MOST DISTINCTIVE, RELEVANT AND SUPPORTABLE

<table>
<thead>
<tr>
<th></th>
<th>Difference</th>
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<th>Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skills for life</td>
<td>1&lt;sup&gt;st&lt;/sup&gt;</td>
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</tr>
<tr>
<td>Fun and friends</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
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<tr>
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<tr>
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<td>5&lt;sup&gt;th&lt;/sup&gt;</td>
<td>4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>3&lt;sup&gt;rd&lt;/sup&gt;</td>
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General public ranking which campaign would make us more effective in three areas. Source: fast.MAP, April 2016.
...AND RECRUIT MORE VOLUNTEERS
The Scouts are devising a campaign to attract new adult volunteers. Which message do you think will most encourage new people to come forward?
What do our volunteers think?

Which campaign would make us **different** from other out of school activities?

- 26% Adventure for all
- 25% Skills for life
- 18% Virtues and values
- 16% Fun and friends
- 15% Helping communities

Does Scouting give young people the skills to help them succeed in life?

- 97% Yes
- 2% Don't know
- 1% No
What do young people think?

Which campaign message would encourage 14–18 year olds to join?

- Skills for life: 42%
- Adventure: 35%
- Fun and friendship: 18%
- Helping communities: 3%
- Virtues and values: 2%

Would you be more likely to join if you knew that Scouting would give you an advantage in work or education?

- Yes: 90%
- No: 10%
**The Strategy**

### Corporate Strategy: Scouting for All

<table>
<thead>
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<th>Inclusivity</th>
<th>Youth Shaped</th>
<th>Community Impact</th>
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<td>Reach new audiences Articulate the benefit</td>
<td>Reduce barriers to join Reflect our diversity</td>
<td>Young people in front Directly engage 13–25s</td>
<td>Show impact on young people and communities</td>
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### Communications Strategy: Skills for Life

**“Scouting gives young people the skills they need to succeed in life”**

**Three priorities**

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<th>Reach</th>
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<td>Scouting plays a relevant part in today’s society 2020 target: 52%</td>
<td>Scouting is trusted by the public 2020 target: 65%</td>
<td>Scouting provides young people with skills useful in later life 2020 target: 70%</td>
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**Perception measures**

| Members feel empowered 2020 target: 75% | Members feel proud 2020 Target: 90% Members feel valued 2020 Target 70% | Scouting will be seen as open to people of all backgrounds 2020 target: 75% |

**Key tactics**

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<th>Innovation</th>
<th>Visibility</th>
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**Priority audiences**

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<td>Dads of 0–13 year-olds</td>
<td>Volunteers in Scouting 14–25 year olds Parents</td>
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**Amplifiers**

| Adult volunteers | Young people | Partnerships | Ambassadors |
Corporate Strategy

Scouting for All

**Growth**
- Reach new audiences
- Articulate the benefit

**Inclusivity**
- Reduce barriers to join
- Reflect our diversity

**Youth Shaped**
- Young people in front
- Directly engage 13–25s

**Community Impact**
- Show impact on young people and communities
### Communications Strategy: Skills for Life

**“Scouting gives young people the skills they need to succeed in life”**

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2020 Target: 90%  
Members feel valued  
2020 Target 70% | Scouting will be seen as open to people of all backgrounds  
2020 target: 75% |

| Key tactics | Surprise  
‘I wouldn’t expect the Scouts to be doing that’ | Innovation  
‘The Scouts are really leading in that field’ | Visibility  
‘It’s great to see the Scouts out doing that’ |
AUDIENCES AND AMPLIFIERS

**Priority audiences**
*Subject to research currently underway*

- External cold
- External warm
- Internal
  - Mums of 0–13 year-olds
  - 14–25 year olds
  - Dads of 0–13 year-olds
  - Volunteers in Scouting
  - 14–25 year olds
  - Parents
- Opinion formers, policy makers and influencers

**Amplifiers**

- Adult volunteers
- Young people
- Partnerships
- Ambassadors
OUR OFFER: WHAT IT LOOKS LIKE AND WHAT WE DELIVER

What we offer

The balanced programme

What it looks like

Adventure, fun and friendship

What we deliver

Skills to succeed in life
OTHER AREAS

• **Local Scouting**
  Increase visibility, better tools and resources

• **Digital**
  Clean data, social media ambassadors

• **Volunteer communications**
  Simplify, reduce, segment