Delivering today; preparing for tomorrow
Preparing for tomorrow
Beyond 2018...
Matt Hyde and Tim Kidd
Beyond 2018...
1) Consulting on a new plan
2) The world around us
3) A proposed direction
Consulting on a new plan
In-depth consultation

Board agrees creation of a new plan

Oct 16

Adult volunteer survey

Oct - Dec 16

Jan - Mar 17
Regional/Nations consultation

Jan - Mar 17
Public focus groups

Feb - Mar 17
Opinion former research

Feb 17
YouShape

Feb 17
YouShape

May - Oct 17
Opinion former consultation

May - Oct 17
Young person consultation

May - Oct 17
Internal Scouting consultation

Jan 18

Board sign-off

Mar 18

New strategic plan launched

#Summit17

Prepare resources
Who we spoke to...

- Survey of 5,000 volunteers in Scouting
- Region and Nation consultation
- YouShape month
- Survey of politicians and opinion formers
- Public focus groups around UK
- Major research into benefits of Scouting – Skills for Life
What you told us (adult volunteer survey 5,000 responses)

- Majority of line managers were aware of the strategic plan (72%)
- Half believed it had influenced their work (53%)
- Strong support to keep the same four strategic objectives (70-90%)
What did we ask?

What members think should be our priorities

What members think are the issues facing the world today and the weaknesses of Scouting

What members think are the opportunities for, and strengths of Scouting
What you told us (adult volunteer survey 5,000 responses)

- Most cited **strengths** were our leaders, Programme, adventure and being open to all
- Most cited **weaknesses** were lack of leaders, too much bureaucracy and training/support
- Most cited **threats** were lack of leaders, rising costs/lack of funds, and our public perception
- Most cited **opportunities** engaging with the wider community, media/marketing and digital technology
What you told us to prioritise

- We need better systems and technology to make our lives easier
- We need more support with recruitment, programme, facilities and equipment
- We have a lot to offer both individuals and society – we can make more of a difference

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Delivering today; preparing for tomorrow
‘We need to streamline processes and organise a centralised approach’

‘We need to ensure that all members have access to the same exciting and adventurous activities’

‘Brexit may isolate UK Scouting from European Scouting and make overseas experiences more difficult’

‘There is a growing division of neighbourhoods. A division that is growing in the UK since Brexit’

‘We are not moving with Generation Z. There is a danger of becoming outdated and not adapting fast enough.’

‘We are struggling to compete with technology for young people’s time and interest’
What have we heard at Summit17?

• How successful volunteers have been in delivering *Scouting for All* (2014-18)
• What members of the public and opinion formers think about Scouting
• Sector experts views on how Scouting can make the biggest impact in the 21st century

#Summit17
The world around us
Engaging with society... working towards a better future
Supporting young people...
The world around us...

- Social integration
- Wellbeing
- Social mobility
- Dominance of digital
- Generational differences
Social integration
Wellbeing

keep learning
be active
take notice
connect
give
Social mobility
Dominance of digital
Generational differences

- Ageing population
- Millennials
  - Increase in volunteering and social action
Scouting can be, and always has been, a solution to society’s issues...

‘We are a Movement, not an organisation. We change with the times but we continue to inculcate the spirit and the daily practice of helping others, unselfish goodwill and co-operation.’

Robert Baden-Powell
Social integration...

- Mixing with different people
- Instilling values
- Relational skills and international experiences
- Community engagement
Wellbeing...

- Scouting has demonstrable benefits to wellbeing
- Scouts are 15% less likely to suffer from anxiety or mood disorders by the age of 50 (University of Edinburgh)
Social mobility...

- Employability skills
- Targeting areas of deprivation
- White working class boys
- Ethnicity
Dominance of digital...

• Digital resilience
• Using digital tech to get outdoors
• Digital skills for young people
• Being better at using digital to make life easier for volunteers
Generational differences...

- Recruiting older volunteers
- Seizing the interest in youth volunteering and social change
- Inter-generational mixing
A potential way forward...

**Troubled times**
- Social divisions
- A crisis of wellbeing
- Lack of social mobility
- Digital risks, digital opportunities
- Different deal for different generations

**Scouting offers...**
- Character skills, community, social mixing
- Fun, happiness, friendship
- Employability skills
- Balanced programme and digital skills
- Shared experiences

**Better Futures...**
- Better social integration
- Better health, happiness and resilience
- Better employment prospects
- Better balance of screen time and ‘green time’
- Better cooperation between generations
Preparing Better Futures
Together we have a vital role to Prepare Young People with Skills for Life

How we will do this:

**Programme**
A high quality, impactful programme consistently delivered aided by simple (digital) tools

**People**
More, well trained, supported, motivated adult volunteers from different backgrounds to deliver Scouting

**Perception**
Scouting to be trusted, respected (reputation) and seen as playing an important role in the 21st Century (relevance) by more people (reach)

...to deliver outcomes against these strategic objectives:

- **Growth**
  - Integrity
- **Inclusion**
  - Respect
- **Youth-Shaped**
  - Care
- **Community Impact**
  - Belief
  - Cooperation
The big questions

1. Is this the right direction of travel?
2. What actions should we prioritise over the next five years?