

SUMMIT17

BRIEFING



Locally and nationally, Scouting continues to deliver our 2014-18 Strategic Plan, *Scouting for All*. As a movement, we are proud that we are growing, becoming more Youth Shaped and inclusive while making a positive impact in our communities.

The Scout Association (TSA) is now planning Scouting's future beyond 2018, thinking about our priorities, the work we wish to continue and any new areas where we can make a difference, all to answer the question: how can we improve the life chances of young people and better support our volunteers? We want as many members as possible to have the opportunity to contribute to this important process.

This briefing outlines the main points made by members and external experts at Summit17, our national conference for over 600 youth commissioners and line managers held in April 2017. It's part of a series of weekly briefings sharing the research and insights we have collected in shaping our next strategic plan.



SUMMIT17

SCOUTING FOR ALL

The event began with a presentation from our UK Chief Commissioner (Tim Kidd), UK Youth Commissioner (Hannah Kentish), Chief Executive (Matt Hyde) and

Chair of our Trustee Board (Ann Limb) covering how well our current strategic plan, *Scouting for All*, had performed.

- On **Growth**, we achieved 154k adult volunteers and 457k young people, a 52% increase in adult membership and a 7% growth in youth membership since 2013. However Explorer numbers are down by 0.9%. We asked adult volunteers how successful they thought this objective was:

Growth Strategic Objective			
	Difficult to deliver	Enough support available	Objective should continue
Section Leader	42%	33%	70%
Line Manager	48%	36%	76%

We also asked delegates whether it was getting easier or harder to recruit leaders. 33% thought it was getting easier whilst 67% thought it was getting harder.

- On **Inclusion**, female membership has grown from 22.5% to 27%. Scouting is now present and sustainable in 237 of the most deprived wards in the country. We have delivered projects involving Scouting and schools (in areas of deprivation), partnerships with Scope to involve more disabled young people and targeted communities such as Roma families in Sheffield and Muslim young people through the Muslim Scout Fellowship. However we still have very few black and ethnic minority members. We asked adult volunteers how successful they thought this objective was:

Inclusion Strategic Objective			
	Difficult to deliver	Enough support available	Objective should continue
Section Leader	42%	26%	71%
Line Manager	37%	31%	83%

We asked delegates at Summit17 if Scouting had become more or less inclusive. 95% thought it had become more inclusive whilst 5% though it had become less so.

- On **Youth Shaped**, over 150 District and County Youth Commissioners have been appointed, 6,300 young people have fed into the next strategic plan and 56,000 #YouShape badges have been earned. When we asked adult volunteers how successful they thought this objective was:

Youth Shaped Strategic Objective			
	Difficult to deliver	Enough support available	Objective should continue
Section Leader	25%	44%	76%
Line Manager	31%	38%	74%

We asked delegates at Summit17 if they felt that young people were shaping their Scouting experience. 87% thought more young people were with 13% disagreeing.

- On **Community Impact**, we launched A Million Hands which has reached over 4,000 Groups and 200k young people, winning the Charity Times 'Cross Sector partnership of the Year'. 50,000 Community Impact staged activity badges have been earned and 43 million people have seen our young people's achievements through 400 pieces of media. When we asked adult volunteers how successful they thought this objective was:

Community Impact Strategic Objective			
	Difficult to deliver	Enough support available	Objective should continue
Section Leader	42%	28%	73%
Line Manager	44%	25%	70%

We asked delegates at Summit17 if Scouts were changing the lives of others in local communities. 75% thought they were whilst 25% thought they weren't.

- A range of other successes and challenges were discussed, including Cubs100, international events, Compass, safeguarding, and Leadership & Management support. When asked how valued, empowered and proud adult volunteers are as a

result of our activity over the past four years we found:

Valued, Empowered and Proud			
	2014	2015	2016
Empowered	73%	69%	76%
Valued	65%	63%	74%
Proud	94%	90%	94%

Delegates asked Tim, Hannah, Matt and Ann (via the Summit17 app):

- Following the success of Beavers, are there plans to recognise Squirrels as part of the association?
- Any plans to create an open API for Compass, to allow members to develop reports, local apps etc?
- How are we engaging with older Scouts and existing Explorers as to the challenges they face in continuing in the Movement?
- With the success of Cubs 100, are there any plans to do something similar with the Scout and Explorer sections to boost numbers and media coverage?
- How are local Youth Commissioners going to be supported outside of #YouShape month?

EXTERNAL EXPERTS

Summit17 had a number of plenary sessions where external experts gave their views on which issues Scouting should prioritise in the future.



Dame Julia Cleverdon

Dame Julia Cleverdon DCVO CBE is the co-founder of the #iWill campaign, established to encourage young people to take part in community impact projects and social action.

Julia chaired the panel discussion and:

- She explained that her close family have been involved in Scouting and she recognises how important it is for young people.
- She stressed the importance of partnership within the youth sector acting as a flotilla with all ships rising.

Kate Crawford, Head Teacher

Kate is Head Teacher at Horizon Primary Academy in Kent. Her school participated in the government funded Scouting and Schools project, and now holds Cub and Beaver Scouting during the school day for 170 pupils.



Kate reflected that:

- She has seen a depressing change in our society's young people, with issues such as mental health, low income, a lack of role models and an increase in 'screen time' all having a detrimental effect. She doesn't

believe the education system is set up to encourage character and resilience, with testing and league tables dominating.

- As a result, she established Scouting within her school and embedded it in its ethos and culture. She believes this has had a positive impact on self-esteem, behaviour, attendance and academic performance.
- Accepting the challenge it will present to the voluntary nature of Scouting, she believes that Scouting should be offered in partnership with schools to reach young people from more diverse and deprived backgrounds – they won't know what they are missing otherwise.

Delegates asked Kate (via the Summit17 app):

- How do your pupils continue their Scouting journey after they leave primary school?
- Scouting is seen in its best light as an activity that acts as a positive break from formal schooling. How has this been received and interpreted in your school?
- How was it received by parents, governors and Ofsted?
- How do you deal with young people who do not wish to take part in Scouting?

Michael Lynas, Chief Executive of NCS Trust



Michael is the Chief Executive of the NCS Trust, the body that promotes and commissions the delivery of the National Citizen Service (NCS), a scheme that has

reached over 300,000 15-17 year olds in England promoting leadership, communication, teamwork, positive transitions to adulthood, social mixing and engagement with the local community.

Michael pointed out that Scouting as a Movement should be proud of achievements within Scouting of All, but also for the involvement of Scouting in the shaping of NCS. He went on to highlight three areas Scouting should consider to grow and reach young people from different backgrounds:

- First, understanding what young people want. Research commissioned by NCS has found that this generation want to volunteer more and exhibit less anti-social behaviours.
- Second, collect data to demonstrate the impact on young people and society, including issues such as social mobility and integration. For example, NCS partnered with UCAS and found the programme had a positive impact on young people's likelihood to go to university.
- Third, collaborate with other organisations because together we can do more. NCS is keen to partner with Scouting because we share similar objectives.

Michael received the following questions:

- NCS and Scouting feel very similar. What are the differences and is there the possibility of Scouting receiving funding for similar activity and if not, what is stopping it?
- Do you think there is an opportunity for NCS to use our Young Leaders and younger adult volunteers to deliver NCS?
- I participated in NCS and it was a phenomenal experience. Is there any aspiration to link Scouting and NCS in the future?

Ahmad Alhendawi, General Secretary,



World Organisation of the Scout Movement

Ahmad is the General Secretary of the

World Organisation of the Scout Movement, having formally acting as the first ever United Nations Secretary General's Envoy on Youth.

- Ahmad, now working for 164 National Scout Organisations in 215 countries and reaching over 40 million Scouts, was pleased to be in the birthplace of Scouting.
- He talked about the importance of being innovative in relating to and engaging with young people. He gave the example of Justin Bieber having more followers on social media than a number of key international governmental institutions, including the UN, combined.
- His second point focused on the importance of diversity, inclusivity and being a united force. *'We need to go above and beyond simple expressions of diversity and inclusivity - we need to live our values'*.
- Finally, he pointed out that over three billion young people in the world are under the age of 25, creating an unprecedented opportunity to do good. We should be building effective partnerships where Scouting is at the top table, not because we've been invited but because by not being there we would be missed.

Ahmad had the following questions posed:

- How can we bind the world organisation in common values making Scouting is fully diverse, open to all regardless of faith, sexuality or gender, and available to all children and young people?
- As UK Scouting looks forward to the next five years, what can we learn from the experiences of Scouting in other parts of the world?
- Do you think the public and decision makers realise how powerful Scouting is at uniting countries through things like world scout jamborees where we have more countries involved than the Olympics?



Shabir Randeree CBE, Chair of Mosaic

Shabir is Chair of Mosaic, a mentor-based programme inspiring young people from deprived communities to realise their talents and potential. He is also a Champion of the Three Faiths Forum and former co-chair

of the Young Presidents' Organisation.

Shabir made the following points:

- Scouting has a natural role to play in helping inspire and broaden the scope of possibilities for youth from disadvantaged backgrounds, especially immigrant communities that are more isolated than others. At Mosaic, they have found that mentoring and working with volunteer role models goes a long way to changing lives. Every child mentored successfully changes the future of that family indefinitely.
- In terms of bringing people together, Scouting is a successful model across all minority communities, so much so that there is a waiting list for entry into Muslim Scouting groups in the UK. More resource could be focused to expand Scouting to these communities. Scouting must neither discriminate nor refuse refuge to those most wanting. The Scouting Movement has such a rich legacy of inclusiveness worldwide and with half a million members in the UK, the impact that the Movement can make to uplift our disadvantage and disaffected youth is significant.
- It is important that Scouting acknowledges the importance of multiculturalism and has a selection of diverse role models: *'We've started a journey, now we need to work together to resource it'*.

Delegates asked Shabir the following:

- It's important to think about the recruitment of diverse leadership and adult volunteers, not just young people. How could we tackle this?
- Is collaboration the way forward in youth work? What are the barriers to this when organisations are competing for the same funding opportunities?

PERCEPTIONS OF SCOUTING

David Hamilton, Director of Communications for The Scout Association, presented a range of research exploring what the public and decision makers think of Scouting today.

David's main points included:

- Our **past experiences inform our views today**, sometimes leading to people seeing only what they are looking for. So it's important to understand how people see us. We surveyed over 5,000 members of the public, held focus groups across the country and interviewed decision makers.
- 80% of the **general public** still view Scouting as simply 'boy' and 'camping'. Public trust has been falling (as is similar across the charity sector) from 70%, to 65% to 62% in 2016. 47% of the public think Scouting is relevant to society today. Only 55% realise we are open to girls and boys. Less than half (49%) the public know we provide opportunities to those in deprived areas of the UK. Only 54% believe we welcome young people with disabilities.
- However, in focus groups, when some of the benefits of Scouting were explained to them, **parents** (particularly mothers) felt Scouting could be the answer. 66% of households say that the mother is the key decision maker on after school activities for their children. 86% of single parents are female. Where fathers had been involved in Scouting, they were more likely to retain out-dated perceptions of Scouting, and hence initially, less likely to support their children taking part.
- In terms of **young people not in Scouting** aged 14-18, their biggest concern was negative perceptions of Scouting by peers. However they were motivated by experiences that would help them when applying for jobs, further and higher education, or apprenticeships. 90% said they would be more likely to join Scouting if they knew it would give them that advantage. In terms of younger children, 60% of 6-13 year olds had heard of Scouting, but only 2% mentioned Beavers, Cubs or Scouting unprompted, compared to the likes of swimming and football.
- **Young people in Scouting** are proud and supportive of Scouting, but are frustrated with it's

public image. This frustration was shared by some **adult volunteers**.

- In terms of **decision makers**, although 77% of MPs were familiar with Scouting and 82% believe the Movement supports the personal development of young people, only half believed we have a diverse membership or that we were growing.
- When we **tested brand propositions** with the public, '**Skills for Life**' was a clear favourite (having been compared with '*Helping Communities*', '*Fun and Friends*', '*Adventure for all*', '*Virtues and Values*'). It was viewed as what made us most distinctive, most relevant and most likely to recruit potential adult volunteers. 97% of our adult volunteers believe that we give young people the skills to succeed in life. 73% of parents agreed, along with 65% of the public.

David's session received the following questions:

- Do we know if volunteering would be more attractive if our training was accredited externally and recognised nationally?
- How do we engage university students? They represent a large group of adults, potentially looking to develop themselves and give their time.
- How can we better work with the media to get them to share good news stories? Would you consider developing an advertising package that we could use locally? Is there anything in the pipeline for an adult recruitment video?
- How do we improve perceptions amongst employers? Do we have a plan to engage and improve the perception of head teachers who can help us better access young people, parents, facilities and funding?
- Is there any data from the surveys on the public perception of our uniform? Are we planning to modify our uniform?

We need to try to give Scouting a better image. The number of times I got laughed at and picked on at school for being a Scout is far more than I can even remember

Young person in Scouting

THE FUTURE OF SCOUTING

Having heard the results of our research with members, the public and the views of external experts, delegates took part in a workshop to capture what they would prioritise in our next strategic plan, and what they thought of emerging themes so far.

You can find all of the priorities and ideas that delegates considered 'game changers' in appendix 1, however views that emerged included:

- Almost universal support for focusing our efforts on a fantastic **programme**, well supported and diverse **people**, and improving the **perception** of Scouting locally and nationally. There was also strong support for our existing four strategic objectives (**Growth**, **Inclusivity**, **Youth Shaped** and **Community Impact**) continuing in some form.
- **'Skills for Life'** as a public facing proposition was well supported, although delegates thought it might need some substance behind it, either in terms of why it's unique to Scouting or what activity might underpin it. This would help it to resonate locally.
- **'Fun'** and **'adventure'** felt absent from the description of a new strategic plan.
- There was debate over whether **'Growth'** should continue to focus on the creation of new provision, or if it should focus on the **retention and support of existing provision**.
- There was significant focus on increasing the **quality of section leaders** via additional or mandatory continual development and training.
- The presence of **digital** within the strategic plan was very well received, and impacts on all that we do
- **Transitions and retaining potential volunteers**, particularly between Explorers and adult leadership on progression to college/university, was discussed numerous times.
- A significant number of comments were made on **selling the benefits of Scouting** to schools, colleges, universities, employers and formal **recognition of the top awards**.
- A lot of discussion focussed on the **6-25 Programme**, including accessing it **digitally**, revamping **Explorers**, reconsidering **Network**, introducing a **younger section** and increasing how **Youth Shaped** it is.

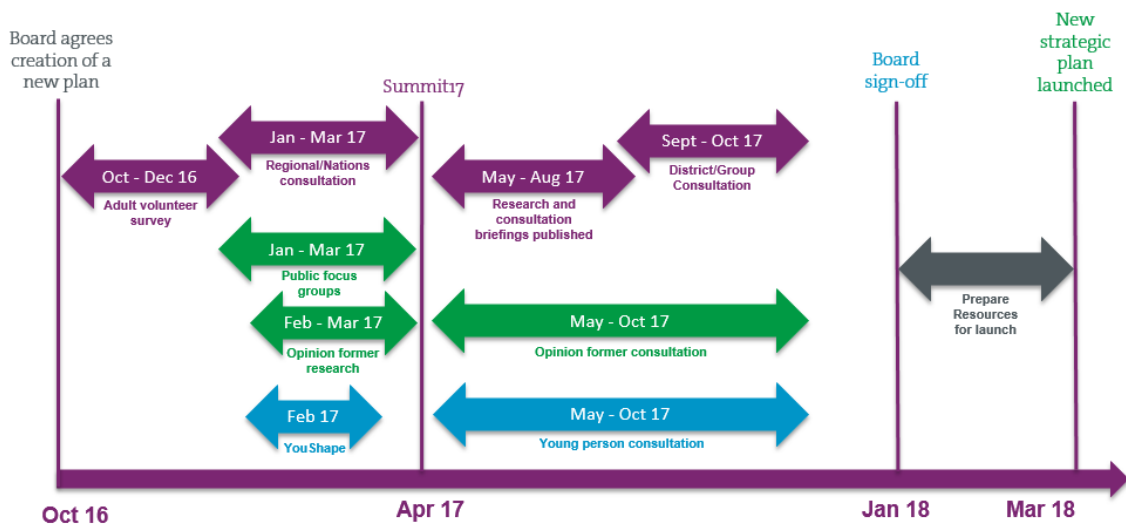
This piece is part of a series of contributions intended to stimulate discussion and debate as we create a new strategic plan for Scouting between 2018-2023.

In early August 2017, we will release a toolkit to support consultation on a District and Group level, with views being fed back nationally. Make sure you've made time at a County or District level to take part in September or October 2017.

BEYOND 2018

To inform the decisions made for Scouting's future beyond 2018, we have asked for views from volunteers, young people, opinion formers and the general public. Over the next two months we will be publishing the reports from this research and consultation to help stimulate conversations in the Movement about the future.

Beyond 2018 | Consultation timeline



Schedule for publication of briefings and resources

The following briefings will be published in April – June on scouts.org.uk/summit17 and circulated to members through Scouting+. These will summarise key insights from the research and consultation to date and are intended to stimulate discussion and debate.

- Briefing 1 – Summit17
- Briefing 2 – #YouShape Beyond 2018
- Briefing 3 – Perceptions of Scouting
- Briefing 4 – Volunteer survey
- Briefing 5 – Regional/Nations consultation
- Briefing 6 – Opinion former research
- Briefing 7 – Impact of Scouting on young people

In August, we will publish resources to be used at District and Group level for consultation with volunteers on the next strategic plan, with a method to feedback views nationally.

In September and October, volunteers are encouraged to feedback their views on the draft strategic plan through County/District level meetings or events.

The Board will discuss a final draft of the next strategic plan based on volunteer feedback in January and will aim to launch the new plan in spring 2018.

Future conversation resources – Summit17 in a box

To help support the consultation on the next plan, the toolkit will include resources to help you run your own Summit17 event if you wish to or to have a conversation as part of a meeting or event you may already have scheduled. These resources will include presentations, suggested session plans and activities as well as how to submit your feedback.

Make sure you've made time at a County or District level for volunteers to take part in discussions from September to October on the future of Scouting and what we as a Movement should prioritise in the next five years.

APPENDIX 1 – PRIORITIES AND GAME CHANGERS

The final session of Summit17 invited participants to prioritise actions for the next strategic plan, including what ideas would be 'game changing'. The following table outlines the ideas received.

Programme	People	Perception
Increase how Youth Shaped our programme is by making it available digitally.	Increase support/resources for our inclusion work.	Promote Scouting and 'Skills for Life' to business, industry and employers.
Revamp the Explorer programme.	Manage the movement and key life transitions of existing members (ie Explorers moving to university) – digital tool?	Promote Scouting to schools, colleges and universities.
Relook at Network.	Increase the consistency of adult training, with a particular focus on high quality section leaders and programme delivery.	Secure formal recognition by educational bodies, UCAS and employers for our top awards.
Allow time for existing programme to embed before changing again.	Simplify the Getting Started modules (1-3 when joining, validated before attending appointments committee). Consider apprenticeship style leader training.	Increase support/resource for local perception work (included media, public affairs and ambassadors).
Digital access to the programme, with integration (through APIs) to functions such as Office 365, Google products and OSM – leaders, young people and parents, providing 'Scouting in a box'.	Focus on underperforming (existing) Groups rather than starting new ones.	New tagline: 'Skills for Life - Mean it! Prove it! Show it! Explain it!'
Mandatory Nights Away training for all leaders.	Standardise training validation with appropriate tools, especially digital.	Promote qualifications and Skills for Life to 16-20 year olds.
Take Scouting into Schools. Marketing and delivery within schools through a coordinated approach and supporting resources.	Turn adult training on its head with five key modules on Growth, Youth Shaped Scouting, Inclusion and Community Impact and Safety, whilst making it achievable quickly.	Change focus on external marketing - keep core activities like camping but highlight breadth of activities/skills.
Digital 'Record of Achievement' for young people (Not OSM, something more substantial that can be used for life)	An app for young people in Scouting (accessing programme, progress, achievements etc).	Have a respectful discussion on the question of uniform within five years. Keep, change or discard - making uniform a positive in terms of perception while retaining our identity.
Clear links to employability, mental wellbeing and the 6-25 Programme.	Investigate barriers through exit interviews.	Support and focus on places for local Scouting to meet.
Start early by creating a younger section - 4-6 year olds (like Squirrels in Northern Ireland) or start Beavers at five years old.	Increase 18-25 year olds in manager roles.	Stronger stance and status with media.
Shift to a more personalised programme - what skills to they need?	More resources for recruitment (media, digital, flexibility of working and more sharing of best practice).	Don't shy away from being an educational organisation.
Partnerships with other organisations - Mosques, schools etc.	Right people, right role (make review process work, work on retaining new leaders, appointments process looked at with Appointment's Advisory Committee taking up references consistently with a better image/perception).	Build stronger relationships with local partners and organisations.
More 'Ready to go' programmes that can be used by anyone running a section.	An adult volunteering app (with training, programme, all the information needed) and comprehensive online training for all adults	Fly-on-the-wall documentary about life in a typical Scout Group.
Scouts to be part of the migrant/refugee offer for when they settle into UK - work with local government.	Centralise the joining and registration system.	Appoint a woman Chief Scout.
Align training to accreditation authorities - promote this particularly for 16-20 year olds.	Mentoring for adults/young people especially to help with transition between sections and succession planning. Spotting talent, 360 review/CPD process for leaders, GSLs and young people - and use app for mentoring.	Change our terminology - language - e.g. managers, and change executive committees to Board of Trustees.