



SCOUTING FOR ALL OUR 2014–18 STRATEGY



scouts.org.uk/2018



OUR VISION

Scouting in 2018 will make a positive impact in our communities; prepare young people to be active citizens; embrace and contribute to social change.

Scouting in 2018 will be shaped by young people in partnership with adults; enjoyed by more young people and adult volunteers; as diverse as the communities in which we live.

Members of Scouting in 2018 will feel empowered, valued and proud.



‘We want to reach every child; our movement is open to all regardless of faith, colour or social background. We want to prove that Scouting is more relevant today than ever and has the ability to transform lives.’

– **Bear Grylls, Chief Scout**

In 2018 Scouting will be enjoyed by 500,000 young people. They will come from every background, make their voices heard and bring positive change to their communities.

STRATEGIC OBJECTIVES

Growth

To increase the number of youth members and volunteers.

Inclusivity

To be as diverse as our communities.

Youth shaped

To ensure Scouting is shaped by young people in partnership with adults.

Community impact

To make a positive impact in our communities.

OUR STRATEGIC PLAN AT A GLANCE

OUR VISION

Scouting in 2018 will make a positive impact in our communities; prepare young people to be active citizens; embrace and contribute to social change.
Scouting in 2018 will be shaped by young people in partnership with adults; enjoyed by young people and more adult volunteers; as diverse as the communities in which we live. Members of Scouting in 2018 will feel empowered; valued; proud.

OUR MISSION

Scouting exists to actively engage and support young people in their personal development, empowering them to make a positive contribution to society.

OUR VALUES

As Scouts we are guided by these values: integrity; respect; care; belief; and cooperation.

STRATEGIC OBJECTIVE: GROWTH

To increase the number of youth members and volunteers.

KPIs

- 500k youth members
- 150k adult volunteers

STRATEGIC OBJECTIVE: INCLUSIVITY

To be as diverse as our communities.

KPIs

- Scouting will be present and sustainable in 200 of the most deprived areas in the UK
- Membership will be reflective of wider society
- TSA seen as open to people from all backgrounds

STRATEGIC OBJECTIVE: YOUTH SHAPED

To ensure Scouting is shaped by young people in partnership with adults.

KPIs

- Every young person's view influences decisions in Scouting (80% target)
- Every young leader (14–25) has the opportunity and support to grow their skills and have a positive impact on Scouting (80% target)
- Every adult helps young people to shape their Scouting (80% target)

STRATEGIC OBJECTIVE: COMMUNITY IMPACT

To make a positive impact in our communities.

KPIs

- 8,000 community impact 'projects' delivered by Scouting per annum by 2018
- 70% of public see Scouting as 'relevant to modern society'

UNDERPINNING STRATEGIES FOR THE MOVEMENT

- Programme
- Adult and managers' training
- Recruitment and retention of adult volunteers
- Places to meet and go
- Safety strategy
- Safeguarding
- Leadership and management

UNDERPINNING STRATEGIES FOR UK HEADQUARTERS

- Communications and marketing
- Digital technology
- Commercial
- People
- Asset management
- Governance and legal
- Finance

OUR APPROACH

- Results-focused
- Partnership and collaboration
- Evidence-driven
- Sharing and celebrating successes
- Innovation
- Youth-shaped
- Using digital technology

GROWTH

We believe that Scouting changes lives, which is why we want every young person in the UK to have the opportunity to be involved. Today we have 434,000 youth members supported by 130,000 volunteers.

By 2018:

- We will have 500,000 young people.
- They will be supported by 150,000 volunteers.

How will we continue to grow?

- We'll develop a new strategy for opening new Units, Groups and sections; ensuring all Groups have Beavers, Cubs and Scouts.
- We'll improve retention between, and within, sections.
- A high quality programme is key to growth, so a revamped programme will be launched in 2015.
- We'll recruit new volunteers by reinforcing messages around flexible volunteering, targeting key groups such as parents and former youth members, and reaching out to 18–25 year olds.

What this means for us...

Explanation of how we will grow

Where we are in 2014

Where we want to be in 2018

Key Performance Indicators (KPIs)

Projects we plan to deliver

‘Scouting celebrates and blends people from all backgrounds. It’s about treating all people equally and working together.’
- Lavan, Group Scout Leader



INCLUSIVITY

Because we believe that Scouting changes lives and we want every young person to have the opportunity to be involved, we need to remove barriers to participation.

By 2018:

- Scouting will be present and sustainable in 200 of the most deprived parts of the UK.
- Scout Groups will have more than four girls in each section.
- Scouting will continue to welcome disabled, LGBT, black and minority ethnic members.
- Scouting will be seen as open to people from all backgrounds by the general public.

How will we become more inclusive?

- We'll undertake development work and leverage support from key opinion formers to ensure Scouting is present and sustainable in the most deprived areas of the UK.
- We'll support volunteers to identify and remove barriers to Scouting.
- Partnerships will be established with key organisations to provide expertise and advice on issues including disability and sexual orientation.
- We'll improve the diversity of volunteers in senior leadership positions.

What this means for us...

Explanation of how we will be inclusive

Where we are in 2014

Where we want to be in 2018

Key Performance Indicators (KPIs)

Projects we plan to deliver



‘Sometimes my Beavers come to me to talk, sometimes just so I can make them laugh. The younger sections can really relate to us.’

– **Georgie, Young Leader**

YOUTH SHAPED

Every young person should be able to shape their Scouting experience. Adults should empower young people to do this.

By 2018:

- 80% of young people will be able to say they shape Scouting, feel listened to and are taken seriously.
- 80% of Young Leaders will have the opportunity to develop their skills and have a positive impact on Scouting.
- Every adult will help young people to shape their Scouting.

How will Scouting be shaped by young people?

- Practical support will be given for leaders to empower young people through the programme.
- Young people will be offered skills development opportunities to shape their Scouting.
- We'll appoint a Youth Commissioner to ensure that young people have a voice at the most senior level of The Scout Association.
- National and local youth councils will be established to make real decisions that shape Scouting's future.
- A digital youth strategy will identify new ways in which young people can shape what we do.

What this means for us...

Explanation of how we will be youth shaped

Where we are in 2014

Where we want to be in 2018

Key Performance Indicators (KPIs)

Projects we plan to deliver



‘You can see on their faces how much this project means to them. It’s a chance to make a real difference.’

– **Andrew,**
Group Scout Leader

COMMUNITY IMPACT

We believe Scouting makes a difference to individuals and to society. Our members take action in the service of others, but we want to do more.

By 2018:

- 8,000 quality community impact projects will be delivered per annum.
- 70% of the public will see Scouting as 'relevant to modern society'.

How will we have a greater community impact?

- By delivering resources and training to develop young people as community leaders – locally, nationally and internationally.
- Community impact will be intrinsic to the programme through a staged Community Impact Award.
- National partnerships will be brokered to enable Scouts to make a positive impact on specific social issues, which have been determined by young people.
- We will undertake research and measure our impact on communities.

What this means for us...


Explanation of how we will deliver community impact

Where we are in 2014

Where we want to be in 2018

Key Performance Indicators (KPIs)

Projects we plan to deliver



‘As a parent helper
I get to spend some
quality time with my
son, help the leader
deliver the activities
and share my skills.’

– **Chris,**
Occasional Helper

UNDERPINNING STRATEGIES

Underpinning strategies will focus volunteers and staff as we work together to achieve the four strategic objectives of the Vision.

UNDERPINNING STRATEGIES FOR THE MOVEMENT

Programme

All young people enjoy an inspiring and engaging programme that meets the educational principles of Scouting. This is key to ensure growth.

Adult and manager training

The adult training scheme aims to provide the skills and knowledge for all our volunteers in order that they can carry out their role effectively. This ensures the adult training scheme is fit for purpose, provides a high quality experience and meets the needs of both the volunteers and the organisation.

Recruitment and retention of adult volunteers

The recruitment and retention of adult volunteers is key to the (continued) growth of Scouting.

UNDERPINNING STRATEGIES FOR THE MOVEMENT (CONTINUED)

Places to meet and go

Scouting needs physical space in which to undertake our activities.

Safety

Embed a culture of safety to ensure that young people and adults undertake Scouting safely.

Safeguarding

Protection of young people is our priority. It is essential that we safeguard the welfare of all our young members by protecting them from neglect and physical, sexual and emotional harm.

Leadership and management

High quality leadership and management in Scouting is key to our success because it enables us to meet our vision by motivating and inspiring our team of adult volunteers.

UNDERPINNING STRATEGIES FOR UK HEADQUARTERS

- Comms and marketing
- Digital technology
- People
- Asset management
- Commercial
- Governance and legal
- Finance

LET'S TALK

See the full 2014–2018 plan at scouts.org.uk/2018

Share your stories, ideas and successes that show how Scouting transforms lives.



#scouting4all



/scoutassociation