



Skills for Life

Our plan to prepare better futures
2018-2023



Scouts

Contents

Welcome	05
Our mission and values	06
Our vision for 2023	07
Our plan	08
Our impact	11
Our strategic objectives	13
Growth	14
Inclusivity	15
Youth Shaped	16
Community Impact	17
Our pillars of work	19
Programme	20
People	22
Perception	24
Our priorities	26
What now?	27

As Scouts, we believe in preparing young people with skills for life. We bring communities together and contribute to society. Above all, we aim to build better futures.

Each week almost half a million young people enjoy fun, friendship and outdoor adventure. They develop a sense of optimism and strong values as well as the leadership and teamwork skills that are more valuable today than ever before.

Our plan for the next five years is simple. We need to build on our recent success and focus on the challenges we face. Our volunteers do not always get the support they need. The public do not always understand what we do and we are not seen as relevant or open enough.

Despite these challenges, Scouting achieves remarkable things. Our previous plan, Scouting for All, inspired 834 new sections to start in areas of deprivation since 2013. We now help over 462,000 young people aged 6-18 (including 102,000 girls) get the best possible start in life. It inspired our community impact campaign, A Million Hands, helping over 250,000 young people make a positive contribution in their local communities.

Now we want to go further. You asked us to focus on Scouting on the ground and this plan does just that. It supports and empowers Section Leaders to deliver an amazing programme. It's also a plan to contribute to a better society. But most of all it's a plan for young people. They deserve the best skills, the best support and the best possible futures.



Our mission

Scouting actively engages and supports 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:

Care

We support others and take care of the world in which we live.

Respect

We have self-respect and respect for others.

Integrity

We act with integrity; we are honest, trustworthy and loyal.

Cooperation

We make a positive difference; we cooperate with others and make friends.

Belief

We explore our faiths, beliefs and attitudes.

Our vision for 2023

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme.

We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Our plan

Our plan for the next five years is simple. We will support amazing leaders to deliver an inspiring programme and prepare more young people with skills for life.

We will do this by building on the success of our last plan, Scouting for All.

We want to continue to...

...grow

...become more inclusive

...be shaped by young people

...have a bigger impact in our communities

This plan contains many exciting initiatives. However, most do not require action from you now. Your priority is to keep doing great work towards the four key strategic objectives of Growth, Inclusivity, Youth Shaped and Community Impact.

This plan can only be delivered if we work together. Collectively, we will make our movement bigger, stronger and more impactful.

Skills for Life

Our plan to prepare better futures 2018-2023

Our vision

By 2023 we will have prepared more young people with skills for life, supported by amazing leaders delivering an inspiring programme.

We will be growing, more inclusive, shaped by young people and making a bigger impact in our communities.

Our mission

Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.

Our values

We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.

Our goals

By delivering this plan we will achieve the following goals against our four objectives:

Growth	Inclusivity	Youth Shaped	Community Impact
<ul style="list-style-type: none">• 50k more young people• 10k more Section Leaders• 5k more Young Leaders	<ul style="list-style-type: none">• Our volunteers reflect the demographics of our society• In 500 more areas of deprivation	<ul style="list-style-type: none">• 250k young people shape their Scouting each year• 50% young people achieve top awards	<ul style="list-style-type: none">• 250k young people making a positive impact in their local communities each year• 50% young people achieve top awards

Our three pillars of work

To support the Movement to achieve these objectives, we will focus on three pillars of work:

Programme	People	Perception
A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.	More, well trained, better supported and motivated adult volunteers, and more young people from diverse backgrounds.	Scouting is understood, more visible, trusted, respected and widely seen as playing a key role in society today.



‘I believe that Scouting empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.’

Our impact

I believe that Scouting empowers young people. It gives them skills to achieve the remarkable, and opportunities to develop a deeper understanding of the rapidly changing world.

With recent shifts in local and global politics, in many ways society has rarely felt more divided. When the world feels more inward facing, Scouting has a more powerful role to play, bringing communities together.

Our last plan, Scouting for All, recognised the power and importance of working towards a more inclusive movement. Because of your hard work, there are now over 102,000 girls in UK Scouting, the Muslim Scout Fellowship is growing and we recently saw the opening of the UK's first Buddhist Scout Group. Our fantastic representation at Pride continues to impress. We've seen extra commitment by volunteers to support disabled young people to fully participate in Scouting, and 834 new sections have started in areas of deprivation since 2013.

At 1st Dings Scout Group in Bristol, a neighbourhood prone to social division, young people from various backgrounds come together to develop skills. While the young people are laughing, learning and diving into activities, their parents are sharing stories and connecting too. Pilot projects like these show that although these Groups aren't necessarily easy to set up, they change lives and transform communities. While breaking down barriers and creating positive spaces for integration, Scouting is giving skills to young people from all walks of life, and with those skills, the chance of better futures.

But our belief in becoming more inclusive is driven by more than the fact that every young person deserves the chance at a better future. This commitment is less

about what we want and more about what young people want.

Across the globe, we're seeing young people calling for more inclusive, kinder communities. Youth movements are campaigning for better, more affordable education, for more tolerant communities, for a world that better reflects the diversity of who we are. Millennials represent the most community-oriented generation since the 1940s. There was a 52% increase in the number of 16-24 year olds volunteering between 2011 and 2015. Our young people's passion and commitment to A Million Hands is testament to this.

As is the heart-warming work being done by the 1st Healing Scout Group in Grimsby. Initiated by local Scout Will Drakes and his mum Louise, the Group makes gift bags for women and children fleeing domestic abuse at the Grimsby Women's Refuge. The entire community has gotten on board, donating all sorts of supplies to support the Scouts. The young people are not only developing skills and a deeper understanding of domestic abuse and bullying, but also feel more confident and relaxed. In the process of creating kinder communities, Scouting develops healthier, happier, more resilient individuals.

We have always broken barriers – we've travelled into space and broken Olympic records – now, let's support our young people to break down social barriers.

By continuing to close the gaps between people and generations, we're building stronger, happier, more cohesive communities. And we're doing it all together.

Tim Kidd
UK Chief Commissioner

Our strategic objectives

Our plan is to continue to build on the incredible progress we've made over the last four years.

We want to continue to focus on:

- Growth
- Inclusivity
- Youth Shaped
- Community Impact

To simplify things even further, we've put together a list of actions you can take, starting now, to help us achieve our goals in these four areas. Working together is a crucial part of meeting these goals.

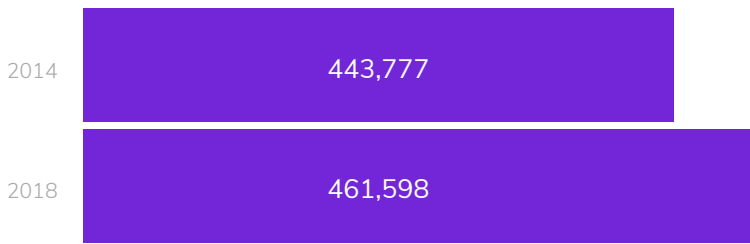
Over the next five years, new actions will emerge and these will be communicated when they become relevant for you.



Growth
Inclusivity
Youth Shaped
Community Impact

In order to build on our success and continue to grow as a movement, we need to attract and retain more young people and volunteers. The key is an inspiring and engaging programme delivered by supported leaders. We also need to open new and missing sections, and grow small sections.

Number of young people (6-18) in Scouting



Data source: Scouts Annual Census Survey

Our Growth goals

By 2023:

- we will have 50,000 more young people aged 6-18 in Scouting
- we will have 10,000 more Section Leaders (including Assistant Section Leaders)
- we will have 5,000 more Young Leaders

Actions

We've developed a series of role specific actions that members can take to help reach our Growth goals. These include:

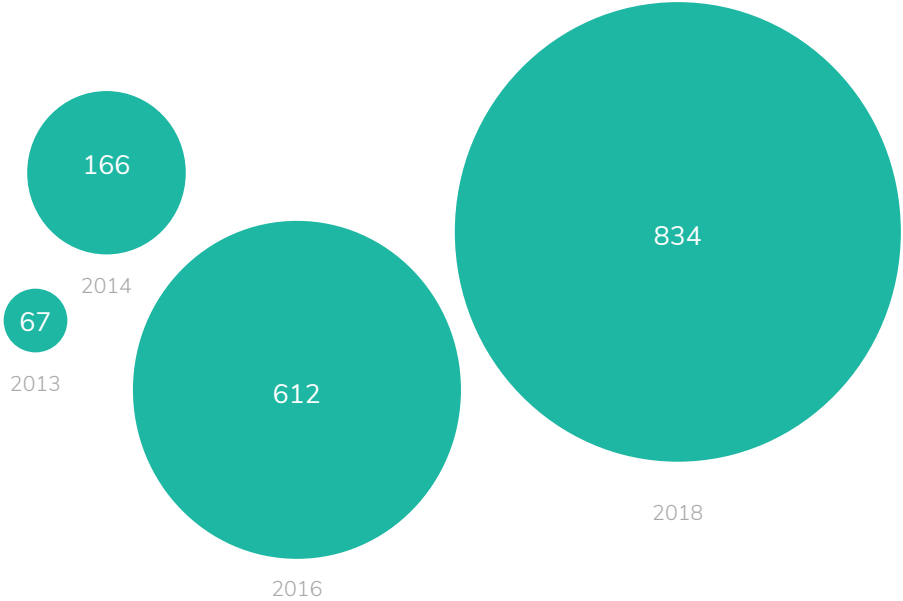
- checking the quality of your programme
- completing programme planning training
- ensuring all Groups have all sections
- running practical skills events for Section Leaders
- appointing a District/County lead for growth and development
- developing a District/County Growth strategy

Visit scouts.org.uk/ourplan to find out more about what actions you can take now and what support we have available to help you.

Growth
Inclusivity
Youth Shaped
Community Impact

Reflecting the diversity of our communities and continuing to reach young people who can benefit the most from Scouts is crucial if we are to be seen as relevant and important in society today. To do this we need to be welcoming and improve our internal processes, breaking down any barriers that prevent people from joining and staying.

Number of sections in areas of deprivation since 2013



Data source: Better Prepared and grant funded projects

Our Inclusivity goals

By 2023:

- we will have started Scouts in 500 more areas of deprivation
- our volunteers reflect the demographics of our society

Actions

We've developed a series of role specific actions that members can take to help reach our Inclusivity goals. These include:

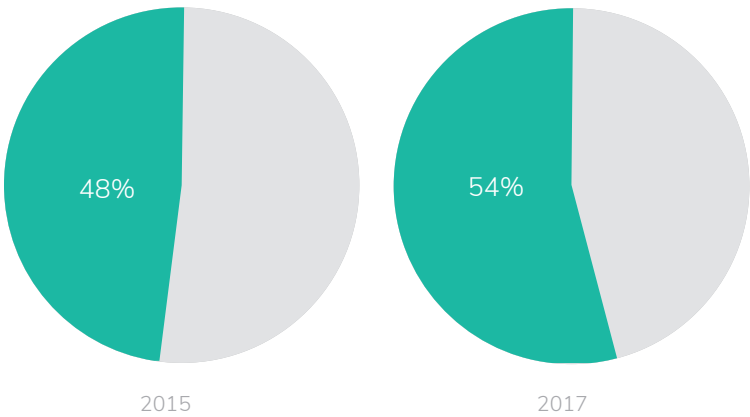
- carrying out an Inclusivity Self-Assessment for your section, Group or District
- starting sections in areas of deprivation and under-represented communities

Visit scouts.org.uk/ourplan to find out more about what actions you can take now and what support we have available to help you.

Growth
Inclusivity
Youth Shaped
Community Impact

Young people should be taking on leadership responsibilities and shaping their Scouting experiences. Building on our work in this area by giving young people opportunities to use their voice is an important part of developing the leaders of the future. We believe that if young people are shaping their Scouting, they will improve Scouting and are more likely to achieve their top awards.

Percentage of sections running regular youth forums enabling young people to shape their programme



Data source: Your Programme Your Voice annual volunteer survey

Our Youth Shaped goals

By 2023:

- 250,000 young people will be shaping their Scouting experience each year
- 50% of young people will be achieving the top awards

Actions

We've developed a series of role specific actions that members can take to help reach our Youth Shaped goals. These include:

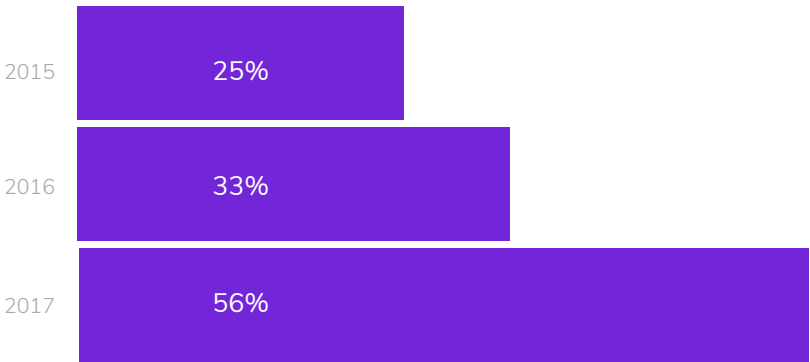
- holding regular youth forums
- delivering the Teamwork and Team Leader Challenge Awards
- ensuring young people (18-24) are on Group, District and County executive committees
- appointing and supporting District and County Youth Commissioners
- implementing a Youth Shaped Scouting action plan

Visit scouts.org.uk/ourplan to find out more about what actions you can take now and what support we have available to help you.

Growth
Inclusivity
Youth Shaped
Community Impact

Running quality community impact projects is an essential part of a great Scouting programme and we're aware that these projects take planning and time. A Million Hands provides 'off the shelf' resources for leaders making it easier to deliver the Community Impact Staged Activity Badge. The more projects undertaken with leaders who feel confident to facilitate them, the more young people will be able to make a difference to the lives of those in their communities, and develop important skills along the way.

Percentage of sections taking part in a community impact project



Data source: Your Programme Your Voice survey 2015/2017 Strategy survey 2016

Our Community Impact goals

By 2023:

- at least 250,000 young people will be making a positive impact in their community each year
- 50% of young people will be achieving the top awards

Actions

We've developed a series of role specific actions that members can take to help reach our Community Impact goals. These include:

- ensuring all sections run an A Million Hands project or organise one at a Group or District level
- running a County Community Impact Support Day

Visit scouts.org.uk/ourplan to find out more about what actions you can take now and what support we have available to help you.

Our pillars of work

Programme, people, perception

We know that in order to reach our goals, more support is needed. UK Headquarters has a plan of action to support local Scouting more and extend our reach so that we impact the lives of more young people across the UK. This plan of action takes the form of three pillars of work: programme, people, perception.

By focusing on a high quality programme, we will attract and retain more young people. To deliver an inspiring programme to young people in Scouting, we also need to focus on the recruitment, retention and training of volunteers.

To ensure that Scouting is inclusive and reflects the diversity of our society, we need to reach people from a range of backgrounds.

We know that those not already involved in Scouting do not always understand what we do. We also know that we are not seen as relevant or open enough. By improving our perception, we will extend our reach, recruit more young people and adult volunteers, and gain more support.

Programme

Our aim

A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools.

Support quality programmes

We will support the delivery of high quality programmes that are challenging, relevant and rewarding for every young person with a focus on supporting young people to achieve their top awards. Amazing Section Leaders are the key to achieving our goals and will be supported through digital tools, programme resources and practical training.

Develop amazing Section Leaders

- By 2023:
- we will equip Section Leaders (particularly those new to Scouting) with the practical skills and knowledge needed to deliver a challenging and adventurous programme

Digital programme planning

- By 2023:
- we will reduce programme planning time
 - we will make it easier to find and share programme ideas and resources

‘Off the shelf’ programmes

- By 2023:
- adaptable, ready-made programmes, designed in partnership with adult volunteers and young people, will be available

Digital tools to track progress

- By 2023:
- we will ensure volunteers can keep track of a young person’s achievements more easily
 - we will be working closer with other organisations that have similar digital tools

Review the offer for 14-25 year olds

We want young people to get the best possible chance in life and that through the skills they learn in Scouting they are prepared for jobs and further study as well as living happy, fulfilling lives. We will undertake research into why young people drop out of Scouting.

Review provision for 14-25 year olds

- By 2023:
- we will have evaluated the effectiveness of the Network programme
 - we will review the Explorer Scout programme to increase retention
 - we will ensure that Young Leaders are well supported, recognised and can articulate the benefits of their experience

Links to employability skills

- By 2023:
- we will work with employers and education organisations to improve their understanding of what Scouts achieve
 - we will help young people to better understand and talk about the skills they have developed as Scouts

Partnerships to enhance the programme

- By 2023:
- we will work with partners such as the Duke of Edinburgh’s Award programme, Curriculum for Excellence (in Scotland) and the National Citizen Service (in England) so that young people can access these through Scouting and achieve the highest awards



People

Our aim

More, well trained, better supported and motivated adult volunteers, and more young people from diverse backgrounds.

Improve the volunteer journey

We will improve recruitment processes and training to ensure we can recruit and retain more adults from a more diverse range of backgrounds who see the value of volunteering and gaining new skills. We will focus on supporting volunteers by making it easier to access the resources and information needed to deliver Scouting.

Transform adult recruitment

By 2023:

- we will improve the recruitment and joining process for adults, including reviewing Appointments Advisory Committees

Simpler training

By 2023:

- we will ensure our training is simpler, aided by digital tools, and focused on providing the knowledge and skills a section team needs to deliver a challenging and adventurous programme
- we will provide better training for trainers and improve mentoring for new volunteers

Better online resources

By 2023:

- we will develop a better website based on user experiences ensuring that volunteers can find the right information quickly

Extend our reach

Scouting does not always reflect the diversity of our local communities or reach all the young people who could benefit most. We also know we could have a greater impact on the lives of young people the earlier they take part in Scouting. Therefore, we will explore ways to extend Scouting to people we are not currently reaching including young people under 6 and under-represented communities.

Reach under-represented communities

By 2023:

- we will continue to open new sections, ensuring that every Group offers provision across the full 6-14 age range, and Districts across the 14-25 age range
- we will grow Scouting in areas of deprivation with a focus on communities that are under-represented in the Movement

Scouting in schools

By 2023:

- Scouting will be running in more schools, working closely with existing local provision

Explore early years provision

By 2023:

- we will research, pilot, and evaluate different models of reaching young people under 6.

Improve the joining process for young people

By 2023:

- we will make the joining process easier for parents/ carers and young people



Perception

Our aim

Scouting is understood, more visible, trusted, respected and widely seen as playing a key role in society today.

Transforming our image

We will update our brand and support the promotion of Scouting so that the public better understands the benefits of Scouting, specifically skills for life. This will lead to more young people joining, increased funding and recruitment of volunteers. Our uniform was last reviewed in 2001 and it's time to review it again. We will remain a uniformed youth organisation.

Brand roll out

By 2023:

- we will have an updated, consistent brand across all Scout Groups, Districts and Counties

Resources to promote the benefits of Scouting

By 2023:

- we will ensure that volunteers have the tools and resources needed to communicate the benefits and diversity of Scouting in a consistent way

Uniform review

By 2023:

- we will have reviewed our uniform starting with the Explorer Scout uniform



Our priorities

Throughout the development of the plan, we have asked what members think we should prioritise. There was strong support for us to focus on developing amazing Section Leaders.

Based on your feedback, we will focus on the initiatives that improve the volunteering experience by making recruitment and retention of more leaders easier, and by giving Section Leaders the tools and skills they need to deliver an inspiring programme.

But we can't do it all at once. Here's how we are planning to prioritise these initiatives:

Programme	People	Perception
Priorities in 2018/2019		
Develop amazing Section Leaders	Simpler training (focus on practical skills)	Brand roll out
‘Off the shelf’ programmes		
Digital programme planning		
In planning		
Digital tools to track progress of young people	Transform adult recruitment	Develop resources to promote the benefit of Scouting
Review provision for 14-25 year olds	Improve the joining progress for young people	
	Better online resources	
Dependent on external funding or partnerships		
Partnerships to enhance the programme	Early years provision	
Links to employability skills	Scouting in schools	
	Reach under-represented communities	

What now?

Thank you for all your hard work and dedication to the Movement.

Right now you should continue to focus on the four strategic objectives and the actions you can take to help us grow, become more inclusive, more youth shaped and make a bigger impact in our communities.

For more details and resources to support you to take action, visit scouts.org.uk/ourplan.





scouts.org.uk/ourplan
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