

Perception

Telling the public what scouting is and how they can access it

Do more.



#SkillsForLife

Share more.



#SkillsForLife

Share more.



#SkillsForLife



#SkillsForLife

Be more.



SkillsForLife



Scouts
South London

Do more.



#SkillsForLife

Perception:

Ensure the public understand scouting

Our new strategy; Skills for Life lays out a plan for the next five years to 2023 so that we can support even more adults and young people as we develop scouting's future together. With this plan we're building on the successes of our last plan 'Scouting for all', by continuing to focus on growth, inclusion, youth shaped Scouting and community impact.

Our strategic objective:

Our aim: Scouting across South London is clearly understood, more visible, trusted, respected and widely seen as playing a key role in today's society.

This means:

Externally:

- Delivering positive communications which promote our brand values and publicises scouting's modern vibrant appeal.
- Ensuring that our communities know that scouting exists, and how their children can access it and how they can also get involved.

Internally:

- Providing effective channels of communication ensuring that the right messages are clearly passed on to the right groups of people.

Growth | Inclusion | Youth Shaped | Community Impact

The social phenomenon known as public perception can be seen as the difference between an absolute truth based on facts and a virtual truth shaped by popular opinion, media coverage and/or reputation. Celebrities, politicians, corporations, organisations and charities all face the same scrutiny from and by the public they serve, and it can be very difficult to overcome a negative public perception. While individual companies or organisations may strive to do the right things for the right reasons, public perception of the industry or cause as a whole can make those things much more challenging to put into motion.

For example, the public perception of the tobacco industry is generally negative. From published reports on the hazards of cigarette smoke to televised images of tobacco company executives facing scrutiny, public perception suggests that tobacco company owners favour profits over public safety, and they would be unwilling to stop producing such hazardous products. This public perception may be based on an absolutely accurate assessment of the industry, or it may be based on biased media reports and faulty scientific studies. The bottom line is that a negative public perception would make it more difficult for individual tobacco companies to improve their image or make substantial changes.

Public perception is not necessarily inaccurate or based on something other than the truth. The public at large can often receive enough factual information in order to form a general opinion about a public figure, celebrity, industry or organisation without relying on innuendo or unfounded rumours.

The difference between internal and external communication

There are two primary channels of communication: Internal, and external. With the advance, in recent years, of the use of scouting ambassadors and social media solutions the difference between internal and external communication in scouting has become less obvious. The lines are blurring, making it increasingly important for us to have a solid strategy for success.

While there are overlapping aspects of internal and external communications, the two are still fundamentally different concepts. For instance, internal communications refer to strategies that transfer information between different members of our organisation and therefore, keeping our adults on the ball and tuned in to the things that matter for their scouting.

Internal communication gives our teams a chance to improve the quality of scouting and discuss new ideas to help them in their role. It helps to provide the culture and working environment that leads to long-term success for scouting.

On the other hand, external communications are about connecting with people outside of our groups, units, districts and county. While both internal and external communications are important, we tend to focus most of our attention on the internal elements.

External communications share our marketing mix with the world, helping us to communicate the excitement and purpose of scouting to the public.

External communication

The best way to define external communication is as a strategy covering the wide range of methods we use to capture the attention of the public to convey the value and benefits of scouting. This means connecting with everyone who is not a member of scouting.

What we want the public to do...

Know

That scouting is thriving in their local community and is modern, exciting, and relevant to the young people and adults of all backgrounds.

Feel

Inspired that being part of scouting helps young people (and adults) fulfil their potential and provides them with skills for life whilst contributing to their community.

Do

Find out how they can be part of the adventure of scouting and to sign-up their children as members and/or become a volunteer.

Ways to make a connection

Often, the external communication strategies we use will depend on various factors. Everything from our brand positioning, to our marketing goals, and particularly our budget can affect what our external communications look like. While there's no one-size-fits-all solution to accessing the advantages of external communication, most of our strategies will include a number of channels.

Discovering the advantages of external communications

Ultimately, we cannot afford to overlook the advantages of external communications. Not only does the right external communications strategy help to build awareness about scouting, but it can also generate interest to join from both young people and adult and help to create strategies for future growth.

Our external communication channels

Social media

We use a range of social media platforms to engage with our supporters and the general public. In the main these are our South London Scouts facebook page, instagram and twitter. On all of these platforms we use the #SouthLondonScouts.

southlondonscouts.org.uk

Our website provides a number of areas for use to engage with the public these are:

- The 'what's happening' area on the home page
- Our 'become a scout' pages
- Our 'volunteer with us' pages

Printed word (paper resources)

We have a range of leaflets and booklets that are available for our groups, units and districts to use to engage with the general public and potential members and volunteers, these are a mixture of national resources and resources designed and printed by our county development service:

County produced resources



Beavers, Cub & Scouts leaflet



Explorer Scout & Young Leader leaflet



Leader recruitment leaflet

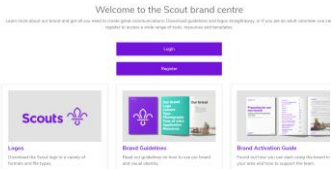


Scouting prospectus

Nationally produced resources



Sectional parent's guides



The Brand Centre

<https://scoutsbrand.org.uk>

The brand centre provides all our adults with the tools they need to create and design, download and print communications for both our internal and external audiences.

South Circular

South Circular is our long-standing county magazine which we were delighted to relaunch during 2016. We aim to publish at least termly (three times a year). It is a great way for us to showcase the amazing things that are happening in our groups, units, district and the county.

Since its relaunch we have moved away from the traditional paper version of the magazine and we now provide it as a digital edition which is available via our website. We also aim to provide a limited run of paper copies of each edition which we send out to targeted audiences to help us raise the profile of scouting across the county.

Face to face

Throughout the year our development officer works closely with our districts and groups to actively look for opportunities to attend community events. At these events we promote the benefits of scouting for adults and young people and collect enquiries to join and volunteer which we pass on to the relevant groups and units.

Internal Communications

There's no disputing the value of effective internal communications. Members who are better informed are more satisfied, feel more involved and ultimately contribute more to success. Organisations that make internal communications a priority are more likely to meet their aim.

We want to create a sense of belonging. We want all our adults to feel that they're a part of a larger whole organisation. Helping everyone to see the big picture will assist us in reach our overall aim of providing life changing adventure and skills for life to the young people across our county. If we do this we will secure our adult members buy-in: as we know that when our adult members believe in our initiatives they will help us make them happen

Our intimal communication channels

South Circular magazine

As well as being a great external comms. South Circular is a great way for us to communicate with all our adult members across our county and share with them the amazing things that are happening in our groups, units, district and the county. We also publish coming events and direct people to areas of our website that will provide them with support in their role.

Social media

We use a range of social media platforms to engage with our members. This is mainly through our South London Scouts facebook group – we are south london scouts - private members group (www.facebook.com/groups/southlondonscouts). We also run a group which is focused on sharing great programme ideas and games – great scouting programme ideas (south London scouts) (www.facebook.com/groups/slsprogramme).

southlondonscouts.org.uk

One of the objectives of our county website is the provision of a well-maintained members area which provides a one stop reference to support all adults, whatever their role across South London.

The tools and resources available are a combination of nationally produced material and download and use tools and resources designed by our development service.

email mailing lists

Our county web site manager maintains a number of mailing lists to enable us to communication with our adult members theses are:

- Messageall – all adult members of the county (not occasional helpers)
- Messagebeavers – all adults that hold a role in the beaver section across the county
- Messagecubs – all adults that hold a role in the cub section across the county
- Messagescouts – all adults that hold a role in the scout section across the county

- Messageexplorers – all adults that hold a role in the explorer section across the county
- Messagewandsworth – all adults that hold a role in wandsworth district
- Messagelambeth – all adults that hold a role in lambeth district
- Messagesouthwark – all adults that hold a role in southwark district
- Messagelewisham – all adults that hold a role in lewisham district
- Messageroyalgreenwich – all adults that hold a role in royal greenwich district

Key messages

Key messages are essential tools in all our communications and are created to help us achieve our objectives.

By choosing one, a few, or prioritising our key messages we can ensure that all of our stories provide an opportunity to deliver scouting's key messages and influence actions and culture change (both externally and internally). These messages can be demonstrated in every part of our stories from the written word to the images and quotes used.

Developing our key messages

We use the great things that are going on in all our groups, units and districts each week along with our local development plans as a framework to identify our local key messages and look at ways in which we can weave them into our external and internal communications.

Every piece of communication can have a key message. If a story doesn't have a key message and demonstrate scouting as a modern, growing, adventure based organisation then we should ask our self, why are we publishing it?

When writing articles, we need to focus time to find good case studies to illustrate our key messages. We do this by working with leaders and managers to uncover activities, events, projects and schemes that have successfully developed scouting, and collect stories, quotes, photos, video that illustrate their impact.

We also need to ensure that we work with our managers who are leading on compiling development plans to ensure that successes are communicated widely using a variety of external and internal channels.

Our national key messages

Skills for life

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.

As Scouts, we believe in preparing young people with skills for life. we encourage our young people to do more, learn more and be more.

Each week, we give over 450,000 young people across the UK, the opportunity to enjoy fun and adventure while developing the skills they need to succeed. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from teachers and social workers to astronauts and Olympians.

We believe in bringing people together. We celebrate diversity and stand against intolerance, always. We're part of a worldwide movement, with 50 million members, creating stronger communities and inspiring positive futures.

Public Identity

In hand with communicating effectively we need to promote a united clear brand and public identity which embraces our values and promotes us as a modern relevant youth movement.

By using a united identity, we will portray:

- a single, strong and widely understood message
- a clear understanding of who we are and what we do
- a visual identity that is highly recognisable throughout our county, our districts and the communities we serve.

And this will:

- enhance how people think and feel about scouting across South London
- project a single, strong and 'real' image of scouting in the communities we serve
- increase public awareness
- help us market ourselves more easily
- increase our membership
- increase understanding and positive support for scouting through the county.

Our brand

On the 15th May 2018, The Scout Association launch a new national identity and brand.

We believe that the new logo brings a fresh modern take to our traditional scout arrowhead whilst not moving away from our heritage. Using the new branding we will continue to build on our established trusted reputation within our local communities to achieve our perception goals.

Our brand position

Our brand is made up of two key elements:

- Skills for life, which is our key benefit
- Belonging, which is what we feel

Skills for Life – *What we say* - We believe young people deserve the character, employability and practical skills to succeed.

Belonging – *What we convey* - We believe in bringing people together to enjoy fun, friendship and adventure in a place they can belong.

Our brand at a glance - skills for life (these being character, employability and practical skills)

What we talk about

What we convey

What we show

How we talk

What we call ourselves

Skills for Life (character, employability and practical skills)

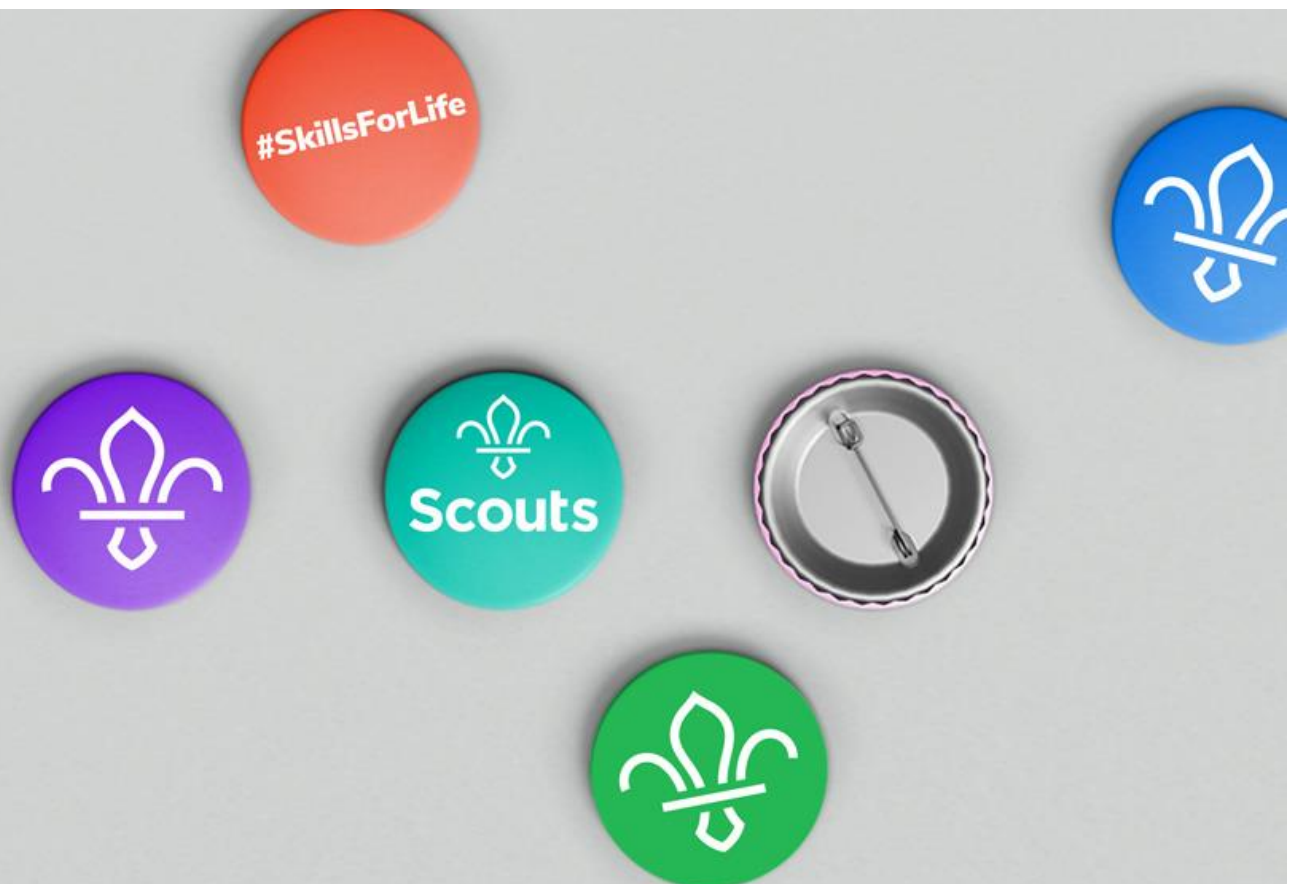
A feeling of belonging

Fun, friendship and adventure

Confident, active, challenging, inclusive and optimistic

The Scouts, or Scouts, South London Scouts

(and only 'The Scout Association' or Greater London Scout Scouts or Greater London South County Scout Council in formal documents)



Planning for effective communication – our best practice

Communication can be tricky at times, especially if you're in a situation where you need to communicate difficult topics or discuss hard-to-grasp ideas. Good communication involves finding ways to write simply and clearly so that people feel they are individuals, not units.

There are many ways communication can be made ineffective and it's all too easy to let effective communication skills slip through the cracks.

The bottom line: Communication skills directly affect the success of your efforts. Using great internal communication, you have the ability to make scouting a great place for our volunteers to carry out their role. The following guidelines will help you achieve that success.

Whether you are drafting an event email/letter, responding to an email message from a leader, or developing a support programme that will last for several months, the time you spend planning these communications can make the difference between success and missed opportunity. A comprehensive communication plan will probably include more than one audience with more than one goal, as well as more than one communication channel.

Planning for effective communication starts with these questions:

- Why are you communicating?
- What are you communicating?
- Who needs to receive the communication?
- How can you best reach your audience?
- How will you know whether you communicated effectively?

The steps below will help you answer these.

Step 1: Clarify your communication goals

- Why are you communicating and what do you want to accomplish with this communication?
- Are you announcing an idea?
- Are you seeking feedback?
- Are you hoping to influence attitudes?
- Are you asking people to make a decision or take action?
- Are you aiming to achieve consensus?
- Are you building a shared understanding of strategy or challenging the culture?
- Why does anyone need your communication -- why should they pay attention?

Step 2: Know your audience

All the best communication tricks, marketing hacks, and networking strategies in the world won't help you if you're not talking your audience's language. Before you can decide how you want to send your messages, you need to make sure you know who you want to receive that message. Your external or internal communications is likely to contain a handful of different audience segments.

Think about who needs your information, who you need to hear from, and for internal comms., their roles in scouting. Do your research to understand your audience(s), and then think about what you've learnt. Ask yourself questions such as:

- How much do the audience members already know about my topic...do they need background information?
- What are the specific benefits for each particular audience?
- What aspect of this topic matters to them?
- If they are being asked to take action, how difficult will it be for them?
- Different audiences may require variations of your message.

Step 3: Craft your messages

- Use concise language to tailor your messages to your audience members.
- Keep it simple and avoid jargon
- include references where readers can get more details if they wish
- Test your message out on readers who don't already know the subject.

Writing concisely doesn't mean providing a summary or truncating your message. The key to conciseness is honing the essentials and editing out the non-essentials. But how do you do that?

Stay on message One of the obstacles to conciseness is losing focus. It's easy to veer off-course and take a side road that includes interesting but unessential information, background, history or a related idea.

Say it clearly – Say it once If you've struggled to explain a difficult concept you may find yourself using words such as 'in other words', 'in short', 'to restate this'. These phrases creep in when you haven't done a good job of saying something clearly. So rather than try to clarify your original attempt, you take a second stab. If you see these phrases in your writing, take a second look and see whether both explanations are needed.

Use plain Language Many people think that writing like a bureaucrat gives their writing power. That's not true. Powerful writing uses plain and straight-forward language. Bureaucratic language tends to inflate your word count and confuse your reader.

Say it simply For example, *"Sometimes your writing forsakes the forest for the trees."*

Show, don't say A photograph, figure, diagram is often worth 1000 words (or 10 or 50).

Write in the active voice Structuring your sentence to emphasise the point of the action, rather than the object helps you write short sentences.

Be trustworthy and honest When you're trustworthy and honest, communication becomes a lot less complicated. You don't have to think about what you're going to say wrong and you don't have to worry about uncovering a secret or a dishonest statement. If you remain open, honest, and worth of trust, you'll have a much easier time communicating with others and others will be a lot more willing to communicate with you. Words like "trustworthy" and "honest" are thrown around a lot, but they really are valuable and they are particularly important when it comes to communication.

Don't rush communication When you're rushing and trying to get through your communication quickly that's when things can go wrong. Often when we're in a rush, we forget things or misplace things and the same goes for when we're rushing through any type of communication. So next time you find yourself communicating with someone else, *slow down* and really pay attention. Taking just a little extra time could end up making a huge difference.

Adapt your ideas to others When we come up with an idea, we often have a set image of it in our minds and that image isn't always easily conveyed to others. If you really want your ideas to be heard, you have to work with the person you're speaking to and find a way to communicate that idea in a way they will understand. This means you have to take the time to get to know your audience if you really, truly want to be able to communicate with them effectively.

Know, Feel, Do

Ask yourself:

- What do I want people to know, understand, learn or question?
- How do I want people to feel?
- What do I want people to do as a direct result of my communication?

Overall: It's extremely important to think through **Know** and **Feel** and **Do**, and not let cultural pressure force you to drop one or more dimension. For example, your culture may be extremely action-oriented.

So the cultural tendency may be to just "get to the point" on **Do**, and forget the others. This may get the desired actions — this time — but fails to engage and educate teammates on what's behind those actions. So you'll have to repeat **Do, Do, Do** again and again.

All three parts of the model are necessary if you are going to have a sustainable impact on people's behaviours.

- Know** Forget all the blah, blah, blah about context-setting and trying to explain the big picture. The most important thing to get across is how you listener's actions, or thinking, or communication, or questions will change as a direct result of whatever you have to say. Clearly state the **one thing** that's new and different from their perspective.
- Feel** No, you can't mandate how people should feel — "Be happy, dammit!" — but you do have to consider the emotional impact you want, and how to accomplish that.
- Do** Even empowered people often need **Next Steps** defined fairly tightly. Don't micro-manage their to-do's. But do detail their suggested and immediate next steps.

Step 4: Choose your channel

The more you know about your audience, the more you'll be able to figure out where they spend their time, and where you'll be best able to communicate with them. The right platform gives volume to your communications and improves your impact.

A communication channel is simply the method or mechanism you choose to convey your communication. Your choice of channel depends on the audience you're trying to reach, whether you want an interactive discussion or just to provide information, and whether the message is long and complex or short and simple.

Once you have drafted your plan, make sure you have agreement from your team members who are assigned responsibilities in the plan as well as other stakeholders; otherwise, your communication plan may not be carried out.

Consider context and purpose

The key is to use the correct communication method at the right time. When give-and-take is required, there is no form of communication that works better than getting out of the chair and speaking to the person face to face. If personal discussion is not an option, the telephone or video chat is an acceptable second choice. If you aren't concerned about the response, then email, letters and in some cases text messages work fine for pronouncements from on high.

With so much to do, it's not always easy to find time for personal discussion. However, in the long term, face-to-face communication just might make sure that your message is clear and understood.

Face-to-face verses digital communications

As more and more communication is done electronically, face-to-face discussion can easily fall by the wayside. While the speed and volume of communication increases with email, voicemail and instant messaging, some of the dialogue and personal touch can start to disappear.

Too many people take the easy way out and try and do everything via email and in a lot of cases consume more time on both sides of the equation than they would have by simply picking up the phone or going to see the person. Personal discussion is the foundation of communications, once this foundation is established, it enables all of the other forms of communication. Having a personal connection builds trust and minimises misinterpretation and misunderstanding.

Using email rather than personal discussion can also delay decision-making. In other cases, communicating via technology can be effective. Instant messages and email are communication accelerators.

Email etiquette

- **Make the subject line clear and concise** Rather than "Announcement from XY" make it "New policy on FUN!"
- **Say what you want me to do right at the beginning** Why should the recipient read your message? Is it for information, action, response? Is there a deadline?
- **Leave jargon out of it** Avoid esoteric terms, abbreviations, and acronyms
- **Keep it short!** Give readers the basic who, what, why, when, and what you want them to do, and then provide a link to background and details for those who want them.

Remember: Most people read email on the go using their phone or mobile device. With this in mind make sure that you design something that works just as well on a small screen as it does on desktop screens.

When is email the appropriate form of communication to use?

Email is a good way to get your message across when:

- You need to get in touch with a person who is hard to reach via telephone, does not come to the group very often
- The information you want to share is time-sensitive. The act of sending an email is instantaneous, but that does not mean the writer can expect an instantaneous response. For many people, keeping up with their email correspondence can sometimes be a chore and they only do it during their down time. Unless your reader has promised otherwise, assume that it may take a few days for them to respond to your message.
- You need to send someone an electronic file, such as a document, a spreadsheet or a rough draft of your programme.
- You need to distribute information to a large number of people quickly (for example, a memo that needs to be sent to the leadership team)
- You need a written record of the communication. Saving important emails can be helpful if you need to refer back to what someone said in an earlier message, provide some kind of proof (for example, proof that you have paid for a service or product), or review the content of an important meeting or memo.

When is email NOT an appropriate form of communication to use?

Email is not an effective means of communication when:

- Your message is long and complicated or requires additional discussion that would best be accomplished face-to-face.
- The information is highly confidential. Email is NEVER private! Keep in mind that your message could be forwarded on to other people without your knowledge.
- Your message is emotionally charged, or the tone of the message could be easily misconstrued. If you would hesitate to say something to someone's face, do not write it in an email.

Emailing a large group of people

Communicating with large groups via email is tricky. The last thing you want is for someone to feel like they're one of 10s, 100s or 1000s of people being contacted. One of the most critical parts of mass communications is to maintain a sense of belonging.

So, how do you make everyone feel included, important...

Blind copy (BCC) everyone or get an alias

First and foremost, it's poor form to email a large group of people and reveal everyone's email addresses (It's also not good practice from a data protection (GDPR) point of view). Some members may prefer to keep their email addresses private, which is why bcc-ing on a mass email is considered to be poor form. Bcc-ing isn't the only way to protect your members' email addresses though. Using a third party online application, such as mailchimp, you can email your entire list, or sublists if you have them. The email will be delivered from your designated email address too.

Keep it short

When emailing a large group, it's important to keep it short and brief. As humans, we inherently have short attention spans. Your members are likely to receive dozens of emails a day, too, so it's best not to add on to the sludge pile. A few ways to make emails shorter, and more visually appealing are:

- use bullet points
- add a summary at the end, so your "TLDRs" (too long; didn't read) have an overview
- **bold the important information**

Use a poll

Need an answer from your members or team? Polls are a fun way to get a quick yes, no, instead of asking everyone to email you back.

Make it visually engaging

Finally, an email with a fun picture or GIF is surely better than one without. If you're asking for your member's/team's time and attention you might as well try and make them laugh while you're at it.

Remember video

Remember the power of video for your external communications campaigns. Video is a great way to share content with your audience while enhancing your group's/units reputation.

Additionally, videos can play a vital role in delivering personalised and speedy responses to PR issues, or when you need to build the trust of stakeholders.

Recent developments like Facebook live video can be particularly useful for external communications as they allow you to host question sessions and demonstrations on a naturally active platform.

Pay attention to non-verbal cues

This is essential when it comes to effective communication. So much of what we say is actually not said, and if you want to understand what others are really thinking or saying you have to do more than just listen. You have to look and experience too. It's very easy to say something and not really feel it so it's very important that, when communicating, you look both at your own non-verbal cues and those others are sending you. There's a lot to be said for what's not really being said.

Be patient and open-minded

Communicating even the easiest of messages can be tough at times, which is why it's so very important to be both patient and open-minded in your interactions with others. Recognise that you might not necessarily be communicating as effectively as you'd like and remember to also be patient with yourself. No matter what the situation, there is a way to communicate -- sometimes it just takes time.

Be patient and keep your mind open for new ways of sharing and understanding. Remember:

- Rediscover the lost art of the telephone
- Plan what you need to talk about
- Give 100% concentration
- Check that it's a good time to talk
- Start with some general chit-chat
- Talk in short bursts and check that they are with you
- Don't talk to others whilst on the call (everyone hates it)
- Say yes regularly, its verbal nodding
- Finish by repeating what's been agreed
- Follow up immediately before you forget
- Sometimes call when you don't need to

Step 5: Evaluate the outcome

When it's all said and done, one of the best ways you can learn to communicate more effectively, particularly with specific individuals, is to ask for feedback. Take some time to speak to those who you communicate with frequently to find out how you can improve on your communication with them. Sometimes all it takes is a few suggestions and you'll be on the road to creating a better understanding with someone else. Check with members of your audience:

- Did they receive the communication?
- Was it clear and useful for them?
- Did it achieve your goal?
- What will you do differently the next time?

It's not always easy to ask for feedback, but it's worth it!

Step 6: Follow up after communicating.

Too often we assume that whatever we've attempted to communicate was received just the way we sent it and, unfortunately, more often than not that's just not the case. If you're communicating with someone (especially if it's important!), make sure that you follow up after you've communicated. Assuming that your message was heard and understood is a big no-no in the effective communication world. No matter how obvious your message might seem, it never hurts to follow up!

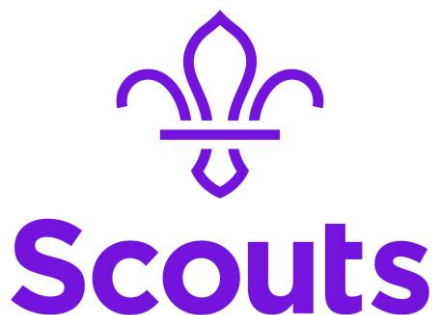
Don't just brag: Do it!

Don't just talk about how amazing scouting is and the different activities and experiences that are on offer make sure that your group or unit 'does what it says on the tin!'

Our brand: Scouting provides skills for life and life changing adventure

Our identity is important. It affects how people think and feel about our Movement and is largely formed by what we do – provide skills for life to young people. But our communications are important too. They need to express our scouting values: integrity, respect, care, belief and cooperation. To help us achieve this we have a corporate identity that reinforces our presence as a strong youth charity committed to enriching the lives of young people and supporting our adult volunteers.

Our corporate identity is made up of our logo, words, images, colours and font elements helps people to recognise and understand scouting.



'As Scouts, we believe in preparing young people with skills for life.'

'We encourage our young people to do more, learn more and be more.'

So how would you sum up Scouting?

Each week, we give over 460,000 young people the opportunity to enjoy fun and adventure while developing the skills they need to succeed, now and in the future. We're talking about teamwork, leadership and resilience – skills that have helped Scouts become everything from nurses and government officers to astronauts and Olympians.

We believe in bringing people together. We celebrate diversity and stand against intolerance, always. We're a worldwide movement, creating stronger communities and inspiring positive futures.

Scouts include presidents and prime ministers, explorers and entrepreneurs. They have climbed Everest, stood at the South Pole and walked on the moon. Scouts are also teachers and social workers – the people who make society work. They are all united by common values and their promise to help other people.

What is a brand?

A brand is simply what appears in someone's head when you mention a company or organisation. This could be a logo, a set of colours but more often associations and values that are attached to the organisation. When you think of Volvo cars for example, you might picture the company's logo. More likely however, you will think about their reputation for safety. Preserving and maintaining this is very important to them – it determines whether someone buys their product or services or not and this goes for all companies you can think of. Our brand is: our personality, who we are and what makes us unique

What is Scouting's brand?

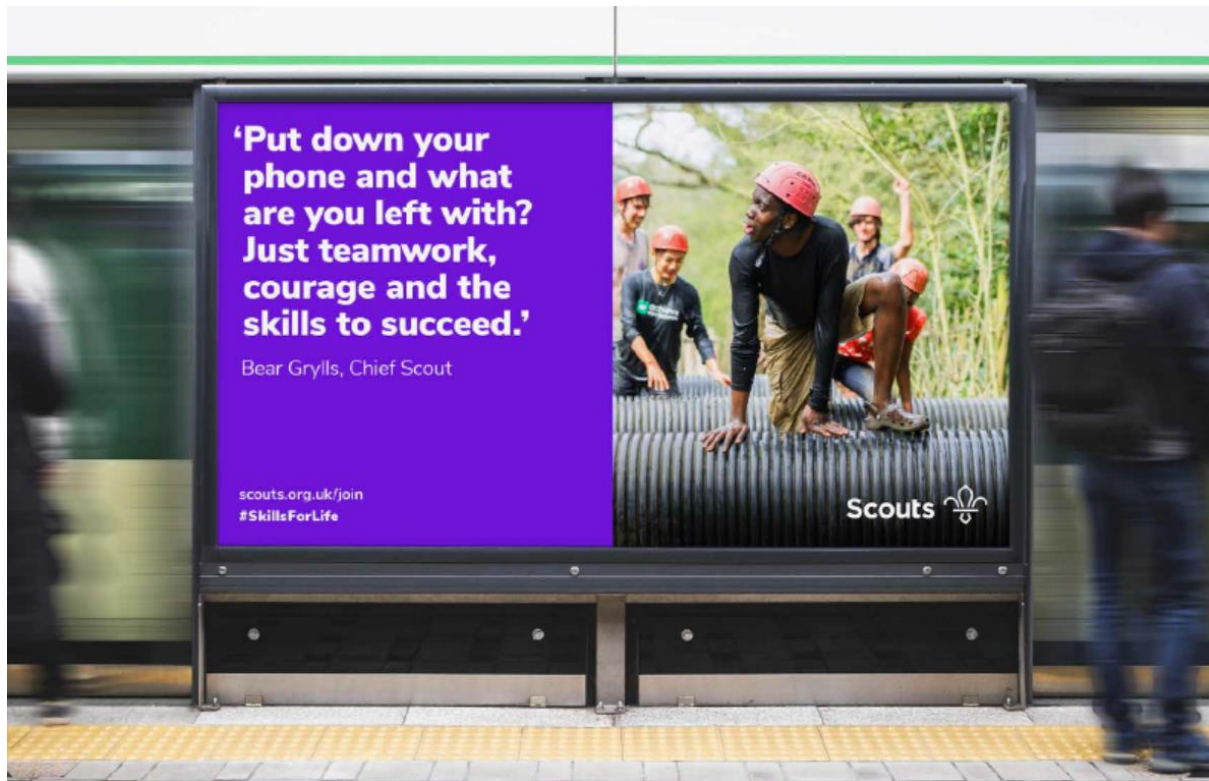
Our brand is made up of two key elements: Skills for Life, which is our key benefit, and Belonging, which is what we feel.

Skills for Life – What we say: We believe young people deserve the character, employability and practical skills to succeed.

Belonging – What we convey: We believe in bringing people together to enjoy fun, friendship and adventure in a place they can belong.

This is a long way from the stereotype of hats, tents, shorts, boys and woggles. Of course, we still have lots of boys in scouting and we still go camping, but scouting is about so much more than that. You know this – but how do we get the message across to everyone else?

The best way is for us all to follow a single positive definition of scouting, communicate it clearly, and with one voice. So, our brand is based around the idea of 'Skills for life' for everyone and at every level.



Why do we need a brand?

- To give people a clear idea about modern scouting – that it is relevant, valuable and enjoyable
- To help Scouting stand out from the crowd
- To increase the respect for, and value of Scouting locally and nationally
- To help with the recruitment of new adults and young people – people will only support something they understand.

Our tone of voice

The way we talk is just as important as what we say, whether in person, in print or online. It conveys our personality as a movement and helps us speak in a single, powerful and distinctive voice. It helps us cut through the noise and stand out from the crowd.

Our voice is:

Confident
Active
Challenging
Inclusive
Optimistic

We call this **optimism with attitude**.

When talking to the public, a more challenging tone, provoking an emotional response will help our voice be heard and ensure our benefits are understood.

When speaking to members of the movement, we can be less challenging (and more supportive) but still active, inclusive and confident.

Visit the style guide for guidance on how to translate our tone of voice into print and digital experiences at www.scouts.org.uk/styleguide

Examples of our tone of voice:

| | |
|--------------------|--|
| Confident | As Scouts, we believe in empowering young people with skills for life. |
| Active | Volunteer and help young people gain skills to succeed. |
| Challenging | We stand against intolerance, always. |
| Inclusive | If you have any questions, please phone us |
| Optimistic | We create stronger communities and inspire positive futures |

Our logos

Our logo is very important to us. It's the symbol that represents and unites us as a movement. Please use it consistently, to build awareness, recognition and adoption of our brand.



The Scout Association's corporate logo is our official corporate signature. The preferred version is Scout Purple on a white background. A local logo of this may be created on the Scout Brand Centre which you can find at www.scoutsbrand.org.uk

Section logos

Our section logos are very important to us. They represent and unite each age range. Please use them consistently to build awareness, recognition and adoption of our brands.



Our photography

Inspiring photography is at the heart of our brand. Our photography should show fun, friendship and adventure but above all, convey belonging. The emphasis should be on capturing moments of connection, learning, sharing, achievement and friendship. They should focus on the emotional response to activities rather than simply showing the activities themselves.

Photographs should:

- Focus on young people who are active, engaged and absorbed in what they are doing
- Be spontaneous and not posed; try to avoid 'football team' type shots or images of handshaking - it is much better to show an activity
- Project our brand – 'Skills for life' and 'belonging'
- Reflect our tone of voice



Our colours

We use nine colours, plus black and white. The section brands are made up from these colours. For design, the colours are best used alone or in the combinations shown over the next three pages. They are vibrant, engaging and help bring our brand to life.

When using colour with an image, choose a colour from the palette that complements the image. Limit the number of colours used and always use the correct colour breakdowns: CMYK and Pantone® for print and RGB for on-screen use.



Our typography

Our Scout brand font is Nunito Sans. This is a free Google font. It offers flexibility while being clean, contemporary and highly legible. It also expresses our personality and is confident and inclusive. The font can be downloaded from www.fonts.google.com/specimen/Nunito+Sans and used at no cost.

Nunito Sans
5 weights
Black
Extra Bold
Bold
Regular
Light

Be consistent

To ensure that everyone knows we are part of the same organisation (Movement), it's vital that we all share a uniform look and feel. If we are consistent with the use of our logo we will inspire familiarity, trust and reassurance and this in turn instantly tells people that we are a trusted successful brand.

Be inspiring

When talking or writing about scouting, try and capture the energy, passion and commitment of our young people and adult volunteers. Often the best way of doing this is in pictures. Don't forget your images need to reflect 'skills for life' and 'belonging' as well as fun, challenge and adventure. Go for active rather than 'grip and grin' and 'football team' style shots. You know the ones we mean!

Be inclusive

Scouting is for girls and boys, young and old, all faiths and backgrounds – anyone who accepts scouting's values can be a Scout. Are you doing everything you can to promote this?

The Scout Association's Black, Minority and Ethnic (BME) membership is growing but there is more work still to do before Scouting fully reflects the diversity our local communities.

Be surprising

If people in your local community still think that scouting is all knobbly knees, big hats and woggles, why not surprise them with a few facts. Do they know that scouting has been continuously growing for the 14 years, that most people are no more than a mile from their nearest Scout meeting place and that we offer more than 200 activities?

Be proud

It's our passion for scouting that will enthuse others; let's talk to people outside scouting and your enthusiasm will inspire others to join our adventure. If you are making presentations, putting up posters or showing videos, think about your audience. Would the time be better spent showing these to parents, local business and members of your community rather than people already in scouting?

Be prepared

There are a wide variety of tools and resources to help you project a positive and adventurous image of scouting.

At your next presentation, why not show the video 'Think you know scouting? Think Again.' It's scouting in a nutshell and puts forward a succinct case for the need for more adult volunteers. Download it from www.scouts.org.uk/video

10 good things to remember

- We are The Scout Association not The Scouts Association
- We are happy to be called 'The Scouts'
- We are never 'The Boy Scouts' (a quarter of our members are female)
- We never use the phrase 'dyb dyb dyb'
- We are about fun, friendship, life changing adventure and providing skills for life (not just knots and woggles)
- We make a positive difference in our local communities (but not Bob-a-Job)
- We are open to people of all faith backgrounds including no faith
- Scouts are aged 6-25; we welcome adult volunteers of all ages
- We only wear hats to stay safe when we do our activities
- We help young people develop their potential. We believe young people deserve the character, employability and practical skills to succeed.

Support material

Brand centre

We want to make creating on-brand Scout materials as easy as possible. Our brand centre www.scoutsbrand.org.uk contains a wide range of templates, tools and resources to support communications and recruitment, including:

- brand guidelines
- logo artwork
- local logo generator
- web to print templates (including banners, posters, flyers, certificates, stationery)
- social media templates
- MS Office templates
- photo library
- videos

Style guides

To ensure we're consistent across the Movement in the way we write and present our communications, visit our editorial and digital style guides at www.scouts.org.uk/styleguide

Further reading:



Scout Brand Guidelines

Our brand guidelines provide more information that will help you understand who we are, what we do and how we show ourselves to the world.



Section Brand Guidelines

These brand guidelines will help you create branded materials for each of the five sections in Scouting:

- Beaver Scouts (6-8 years)
- Cub Scouts (8-10½ years)
- Scouts (10½-14 years)
- Explorer Scouts (14-18 years)
- Scout Network (18-25 years)