

Perception

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



Scouts

South London

Setting the scene

Society is changing. In often fragmented communities, the pressures and expectations on young people are increasing. The future is uncertain. Your group or unit has never been so important in helping young people prepare for the future, developing the skills they need to succeed in a changing world. Each week your members enjoy fun, friendship and outdoor adventure. They develop a sense of optimism and strong values as well as the leadership and team working skills that are more valuable today than ever.

Our movement achieves remarkable things. We have continued to grow for 13 consecutive years. Our previous plan, scouting for all, inspired new groups and sections to start across South London since 2013. We now help over 4700 young people aged 6-18 get the best possible start in life. Our social action campaign, A Million Hands, has enabled our members to make a positive contribution in their local communities.

Now we want to go further. Skills for life is a strategy that supports and empowers you. It's a strategy to help you bring your local community together and contribute towards a better society. But most of all, it's a strategy for your young people. They deserve the best skills, the best support, and the best possible future.



Extending our reach and our impact

It's easy to forget just how powerful scouting can be. From international expeditions to creativity, community and environmental projects, as a county we offer opportunities that improve the life outcomes of over 4700+ young people every year. In every community across Wandsworth, Lambeth, Southwark, Lewisham and the Royal Borough of Greenwich scouting is transforming lives, providing life changing adventure and providing the opportunity for young people aged 6 to 25 to develop skills for life. And that is why our strategy to 2023 is call 'Skills for Life', we want to make scouting available to even more young people and make scouting across South London the best it can be!

How did we decide this?

This development plan wasn't just decided by a bunch of commissioners sat in a room throwing darts at a list of problems they thought they had!

We invited all our adults to our 2018 County Ideas Exchange where we celebrated our achievements and asked for people's views on our 2023 strategy. Everyone had the chance to have their say, we asked what they felt the issues were around each topic and discussed how we are going to action them.

Then, using the outputs from the day, this plan was drawn up by the county leadership team - which is made up of the county commissioner, our deputy county commissioners for people, programme and perception, our six district commissioners (Wandsworth have two!), the county chair and our development officer.



Our vision for scouting across South London

By 2023 we will have seen year on year growth and will be preparing more young people with skills for life.

Our scout groups and explorer scout units will be supported by a growing team of amazing leaders who together deliver an inspiring high-quality programme to suitably sized sections.

Our county strategic objective

As a county we aim to grow, become more inclusive and youth shaped, while making a positive impact in our communities.

By 2023 scouting across South London will be . . .

Growing

We know scouting changes lives, which is why we want every young person across South London to have the opportunity to get involved. Nationally scouting continues to grow year on year and we want to be part of that success!

Inclusive

Because every young person deserves the opportunity to take part in scouting, we are working to remove barriers to participation. In line with this we want to work towards our adult and youth membership reflecting (even more), the makeup of our local communities and make scouting available to everyone.

Youth shaped

We believe that every young person should be able to be part of shaping their scouting experience. We empower our adult volunteers to make this a reality at every level: locally, district, county and nationally, scouting is for young people and is the reason we exist.

Making a positive impact in our communities

Scouting makes a difference not just to the individuals that are members but also wider society. Each year across the UK, thousands of scout groups take part in Scout Community Week, making a lasting difference in their local communities. We want to be part of this and help increase the social impact of scouting.

Our county programme pillars

Our development plan is structured around four areas of work. These being the three national pillars and an organisational pillar which has been identified by the county. These areas focus on:

People

Programme

Perception

Places

Our aims

Our aims within this plan is to ensure:

- we are relevant
- we are understood
- we are growing (young people and adults)
- we work smarter
- we function easier
- we are always striving to be better

Our county goals

By delivering our plan we are aiming to achieve the following outcomes:

In 2023 we will have...			
Growth			
<ul style="list-style-type: none"> • at least 6,000 young people aged 6-18 attending section meetings each week • at least 2,600 adults in leadership and organisational support roles (including network members) • at least 1 young leader in every colony, pack and troop • larger scout groups, with at least 15 members in each section, that provide the full family of scouting (beavers, cubs & scouts) • started scouting in at least 5 new communities 			
Inclusion			
The demographic of our youth members and our adult volunteers better reflects the communities in which we operate.			
Youth shaped		Community impact	
<h1>70%</h1>	<ul style="list-style-type: none"> • of our young people shaped their scouting • of our young people achieve top awards 	<h1>70%</h1>	<ul style="list-style-type: none"> • of our young people undertake social action

And we will have helped:	
<ul style="list-style-type: none"> • bring communities closer together (social integration) • more young people to get on in life (social mobility) • more young people to feel better about themselves (wellbeing) • more young people and adults to play a full part in their communities, making a positive contribution to society (civic participation) 	

This plan can only be delivered if we work together. We've put together a list of actions you can take, starting now, to help us achieve our goals across the four strategic objectives. Over the next five years, new actions will emerge, and these will be communicated when they become relevant for you.

Collectively, we will make our movement bigger, stronger and more impactful

Your actions

Thank you for the time you put into delivering scouting. Because of you, more young people take part in an inspiring programme that gives them skills to thrive and develop.

Our skills for life plan contains many exciting initiatives, under our pillars of perception, places, people and programme. Your priority is to keep doing great work towards our four key strategic objectives of growth, inclusivity, youth shaped and community impact.

Under each of the pillars we have listed the initiatives that the county team in partnership with our districts will be carrying out up until the end of 2023. At the end of each of each pillar we have pulled together a series of actions that your group or unit can take, to work towards achieving our shared goals. These actions are specific and either already have supporting resources in place or will be developed over the coming months.

We want to make our districts and county bigger, stronger and even more impactful in our local communities. We can only do this if we work together to deliver our plan.



Perception

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, 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.

To help us attract and retain more young people and adults from all the communities we serve we need to be seen as a modern, relevant, open organisation that provides our members with challenge and adventure and skills for life. Our plan is to transform our image so that we communicate a clear and consistent message to potential new members.

This means that our communications and membership engagement needs to ensure more young people and adult volunteers from more diverse backgrounds join us, stay with us, lead and mix in scouting and celebrate the social action our young people undertake and the skills for life that they learn through our programme.

Effective internal communication...

Effective internal communication helps ensure that all our members are working collaboratively towards a common goal.

It develops a cohesive culture and empowers our adults to make the right decisions in line with our goals.

Effective external communication...

A well-thought out external communications plan not only defines our target audience, but also focuses on how to reach it effectively.

Because the goal of our external communications is to promote scouting and increase understanding and engagement, our external communications are an important part of our overall development plan.

Where we will be in 2023:

- 70% of the public across South London will see scouting as 'relevant to modern society'.
- 70% of the public across South London will see scouting as 'relevant and making a difference in the local community'
- We will have a vibrant media profile

Your group's / unit's actions

Communicate the skills for life plan

Help members in your group understand what our plan means for them.

Action	Support
Ensure your leadership team are aware of our plan and where to go for more information.	There are a series of resources you can use to help explain our skills for life plan including a video and policy guides for each of our programme pillars. You can find them at southlondonscouts.org.uk/ourplan

Roll out our updated brand

Our brand focusses on promoting the fact that being a 'Scout' helps young people develop skills for life. Research has shown that this message can help us attract more adult support as well as make us stand out from the crowd. Our brand has been updated and modernised for a digital age and is now more recognisable as belonging just to UK scouting (in a world where there are many versions of the fleur-de-lis). Our brand is only powerful and well recognised by the general public when it is consistently used by everyone at all levels.

Action	Support
Explain to your leadership team, the benefits our updated brand brings.	Use the activation guide and brand guides to understand how and when to roll out the brand. You can find them in the perception section of our web site at southlondonscouts.org.uk/ourplan
Roll out the updated brand in your group.	Go to scouts.org.uk/brand to generate your group logo and access a collection of resources and templates.

Shout about scouting!

Good public relations are important because they help strengthen the positive image of scouting in the local community. This makes it easier to attract support and tell people about modern scouting. Like everything in the media, it is vital that stories about scouting are presented in a positive way, hopefully with an exciting and inspiring element.

Action	Support
Use our county 'shouting about scouting badge' to help you publicise your group or unit and grow your membership. The badge provides a programme framework to help your members publicise your group in the local community.	Find out more about our shouting about scouting badge requirements, download tools and resources and order our free badges at southlondonscouts.org.uk/g4g

Other things that your group or unit can do to help achieve our perception aims...

1. Ensure your publicity is up-to-date, including modern or new activities to re-enforcing the image that scouting is modern and relevant and moves with the times this could include developing a well-designed, relevant, on brand group or unit:
 - Social media presence: facebook pages, Instagram etc.
 - website
 - leaflets and posters
 - welcome packs (young people and adults)
 - leaflets and newsletters
2. Ensure (where possible), that your group or unit is advertised along with your meeting times and contact details on the outside of the building you meet in
3. Help us deliver positive media work focusing on impact of Scouting on individuals and communities.
4. Develop relationships with scouting champions and local ambassadors in your meeting place
5. Encourage and facilitate quality communication with local media
6. Invite your local councillor to your AGM or group/unit open evening and other events of interest (in consultation with your DC)
7. Ensure that scouting's principles (purpose, values and method), is understood by the parents of your members and the other users of your meeting place
8. Work with your section to gain the county's community awareness badge.
(www.southlondonscouts.org.uk/g4g)

9. Send our county media manager stories and photos about your group that can be passed on to the press in your area
10. Run visible community activities that your team have the skills to do – such as firework night, carol concert etc.
11. Circular your group's newsletter to local community groups and organisations
12. Strengthen your links with the other groups and organisations that use your meeting place
13. Focus on external communication which generates awareness and interest rather than recruitment
14. Use the community notices boards in places like coffee shops, supermarkets, swimming pools and sports centres etc.
15. Make sure that scouting is appropriately reported in your local community. If people only hear about scouts at church parade or on Saint George's day they won't get a balance view of who scouting is for and what it really all about.

Remember
People won't join scouting
if they don't know about scouting
and how to access it!



South London Scouts

County Development Service



Our County Development Service works alongside new and existing volunteers and in partnership with our Scout Districts, Scout Groups and local communities to support the growth of local scouting and help ensure that we continue to provide life changing adventure to even more young people.

To help achieve our mission the County Development Service provide support and guidance in the following areas:

Growth

- **Adult recruitment:**
 - Maintain ongoing channels and explore new channels to assist with adult recruitment across the County.
 - Attendance at targeted adult recruitment events.
 - Supporting districts with targeted adult recruitment drives.
 - Assist with parent engagement.
- **Opening new provision:**
 - New Scout Groups – *generally starting with Beavers and then moving on to Cubs and Scouts in time.*
 - Explorer Scout and Scout Network Units.
 - Scout Active Support Units (specialist, Group, District, County Units)
 - Sections in established Groups (helping groups achieve the full family of scouting)
 - Support for targeted youth recruitment events (as appropriate and when minimum standards are met).
 - Supporting districts with targeted youth recruitment drives.

Development

- Facilitate Group health check workshops to assist Scout Groups to plan for the future to ensure they can continue to provide quality scouting to more young people and work smarter
- Run growth and recruitment workshops (to support the increase of more adult involvement)
- Facilitate district development days and assist with prioritising needs and producing a district development plan

Support for line managers

- Support District Commissioners and Group Scout Leaders with growth and development initiatives
- Group Scout Leader inductions
- Provide resources and advice to DCs to assist them with the appointment of Group Scout Leaders

Resources

Provide:

- Recruitment leaflets (adult and young people)
- Pop-up banner and recruitment stand equipment loan
- Section taster evening activities and games equipment
- Going for growth tools
- On-line tools and resources

Support to growth facilitators

- Contribute to the induction of growth facilitators at all levels of the County
- Support volunteers at all levels of the county that have responsibility for growth

Contact Matt on 07766 540 057

or email him on matt.butterfield@southlondonscouts.org.uk



Get your scouting growing!

Badges to help promote the amazing things you do and help retain your members as they move to the next section.



www.southlondonscouts.org.uk/g4g