

People

Ensuring that more adults and young people joining and stay in your group or unit from every community in South London



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.



People

Our Aim: More adults and young people joining scouting from every community in South London.

Our adults are well trained, better supported and motivated.

This means:

- Promoting flexible volunteering within our groups and units
- Improving the 'volunteer journey' locally
- Providing great volunteer support: welcome, relevant training, ongoing support, recognition and appointment review
- focussing on the programme - developing section leaders, giving them the skills and support needed to deliver a high-quality programme
- Inspiring our adults to be professional in their approach to show that we are a united professionally run organisation

Where we will be in 2023:

Inclusivity

- Where appropriate, our groups and units will have an even mix of genders in each section
- scouting across South London will be seen as open to people from all backgrounds by the general public

Adult recruitment

- We will have at least 2,600 adult members
- All beaver, cub and scout sections across the county will have at least 1 young leader working as part of their leadership team

Effect support

- Our leaders, managers and supporters will be well trained and will hold the wood badge for their current role
- Our adult know where to go to get the advice and support they need

Empowered, Valued and Proud

- Our adult members will be appropriately recognised for their service to scouting
- Our adults have the opportunity to have their say and find out what is going on
- Our adults have the opportunity to attend events to allow them to socialise and have fun
- Our adults are proud of being in scouting and actively tell others about their experiences and achievements

Inclusivity

We want to ensure that scouting is open and welcoming to young people and adults from all backgrounds. To ensure scouting continues to thrive, our membership should be as diverse as the communities we serve.

We want to make our processes more inclusive and accessible to encourage people to join, stay and thrive.

We also want our section leaders to be better equipped with skills, knowledge and confidence to meet the needs of all young people and ensure scouting is open to all.

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

When the Movement introduced our additional alternative scout promise in 2013 for those without a faith, we removed one of the last blockers to membership. Today anyone who believes in the values of scouting can take part, and that includes over 120,000 girls and women, people with disabilities and LGBT communities as well as growing numbers from minority ethnic communities nationwide.

As a county we want to go further to ensure scouting is reflective of wider society, with the public recognising that scouting is open to all.

Your group's / unit's actions	
Reflecting the communities we serve One of our goals is to ensure that the public understand that scouting is open to all. As a result, our membership both adults and young people, will reflect the communities we serve.	
Action	Support
Encourage all sections in your group to use the inclusivity RAG assessment toolkit and to work towards reaching green in all areas. You can find it at southlondonscouts.org.uk/ourplan	Take actions from the toolkit to improve as you move forward. Our county inclusion team can also provide you with any support and guidance you need. Find out more at www.southlondonscouts.org.uk/members-area/specialist-support/inclusion-additional-needs

Adult recruitment

We want as many young people to enjoy and benefit from scouting as we can. The single biggest factor denying young people an opportunity to join scouting is not a lack of adult volunteers but the need for more adults to help us meet demand.

We need to develop a coordinated approach that looks at both programme and recruitment. If we recruit young members or adults and the programme doesn't meet their expectations, they will leave and they will tell other people about their experience. If an exciting and balanced programme is in place people will come, but it will take much longer to build numbers than if growth is also supported by recruitment. It is also true that a critical number of young people is needed to make a good programme great.

To achieve this a team approach to recruitment is required that utilises the skills of section leaders, GSL's, Commissioners and District/County Leaders. Recruitment should not be something to do when numbers fall: the best reason to recruit should be because numbers are naturally rising – this is a signal that the right building blocks are already in place. Ideally, every good news story should be accompanied by a recruitment strapline.

The most important step is to acknowledge the opportunity, or problem, and ask for help. Then a plan can be put in place.

Flexible volunteering

One of the issues which has always faced scouting when it comes to attracting new adults is the assumption of the level of time and regular commitment that is expected. What is often forgotten is the fact that as volunteers they are not paid for their services. And although they will have other motivations for choosing to volunteer, such as being passionate about 'the cause', to increase their skills and experience, to improve their confidence or to enhance their CV and make them more employable, one of the biggest barriers they face is the perceived level of commitment that we require if they take on a role..

These days, we're all under increasing pressure when it comes to managing our time and fitting in all of our various commitments and it often seems as though there are just simply not enough hours in the day. Therefore, no matter how much affinity they may have for scouting, to take on an additional commitment as a volunteer in terms of the demands on their time, is simply not viable for many.

In recent years we have made great progress in this area and have begun to promote and introduce 'flexible volunteering' initiatives to help increase the number of adults that help us deliver and manage scouting by offering alternative ways in which they can volunteer their services at a time to suit them.

Remember...
most people need about 3 'touches' of marketing
before an interest will be sparked!

Your group's / unit's actions	
Flexible volunteering – Just one hour Each recruitment drive should begin with the most basic unit of voluntary commitment which is 'one hour'. This is the shortest time during which a person can make a difference to scouting. While it might appear a small amount, lots of one hours can add up to a highly effective, focussed group of volunteers who can take much of the hard work away from others in your section/unit or group.	
Action	Support
Promote flexible volunteering within your group or unit using our 'just one hour' strapline.	Find out more at southlondonscouts.org.uk/ourplan
Talk to your members and leadership team about our county 'adult recruiter badge' and use it to recruit more adults to help you to run your section on a flexible basis.	Find out more about our adult recruiter badge requirements, download tools and resources and order our free badges at southlondonscouts.org.uk/g4g

Explorer Scout Young Leaders

Young Leaders are valuable assets. Not only can they offer great assistance as part of the leadership team but they are likely to be the leaders of tomorrow, shaping the movement and lives of other young people. Young leaders form an important part of the leadership team of any younger section, bringing fresh ideas, techniques and plenty of enthusiasm.

The young leaders' scheme is our internal training scheme for Explorer Scouts. It has been created in order to give young people between the ages of 14 and 18 the opportunity to take part in training and gain valuable leadership and volunteering experience by working with younger members of the movement.

The young leaders' scheme is not only an important component of the explorer section's balanced programme but is also important to actively encourage the development of the young people. Overall, the young leaders' scheme is about providing the training, opportunities and experience to enable a young person to develop their skills for later life, equipping them for successful careers and develop to the point that, at 18 they feel confident to seek an adult appointment within scouting and participate in the scout network.

Your group's / unit's actions

Don't forget to register!

All young leaders must be registered with the district as soon as it is practicable (and within three weeks of starting to help with your group and must completed Module A ('Prepare for take off!') within three months of starting to help out.

Action	Support
Ensure that all the young leaders working in your group are registered with the district.	Talk to your GSL, DC, DLYL or DESC or visit southlondonscouts.org.uk/ourplan to find out more

Supporting our adults

All our adults deserve all the support and help that they need. Before they start, they need to know what they should be doing and who they can turn to for support. Once they have found their feet, they need relevant training, encouragement and ongoing support, as well as a regular 'thank you' or praise for a 'job' well done. After a while we need to check that they are still happy caring out their role or whether they want a change or want a break. In short, successful groups, units and districts look after their adults and regularly show they care.

Supporting adults is about personal one-to-one contact with people, treating them as individuals and getting systems in place to support them.

Your group's / unit's actions

Complete your adult training

All adults in scouting make a commitment to completing training appropriate to their role.

Action	Support
Ensure that all members of your leadership team are working towards or have completed the adult training appropriate to their role (including your executive committee members).	To find out more about the adult training relevant to your role visit our adult training web pages at southlondonscouts.org.uk/adult-training Your district training manager and local training advisers can answer your questions and support you.
Ensure that all members of your leadership team have validated the training modules that they have completed.	To find out about training validation download our guide to section leader training from www.southlondonscouts.org.uk/members-area/adult-training

Empowered

Our adults like to feel empowered, this means that they know that they are listened to, that their views are duly considered and that they can have a positive impact on their programme and how local scouting operates.

There is a wide range of opportunities for everyone to have a greater involvement in decision-making. For whatever reason, there is a perception that many areas are out of reach to all but a 'select few'. Addressing this perception will be a major step forward in empowering our adults.

Your group's / unit's actions

Everyone's views count!

Our leaders, supports and manager are the people that make scouting a reality. It takes team work to ensure that our groups and units deliver great programmes to beavers, cubs, scouts and explorers each week. Because of this it is important that we take everyone's views and ideas into consideration when making decisions however big or small.

Action	Support
Be open when people come to you with ideas and suggestion	Take a look at our empowerment page which you can find under people at southlondonscouts.org.uk/ourplan
<h3 style="color: #0070C0;">Knowledge is key...</h3> <p>Successful leadership and planning rely on good communication.</p>	
<p>Ensure that everyone in your team has the information they need to be able to make informed decisions and take advantage of everything on offer to them and their section within your district and the county</p>	<ul style="list-style-type: none"> Make sure everyone in your team is signed up to relevant mailing lists in your district Keep up to date with what's going on in the county by reading South Circular www.southlondonscouts.org.uk/members-area/perception-team/members-communications/south-circular-our-county-magazine Take a regular look at our county calendar of events, activities, meetings and training www.southlondonscouts.org.uk/members-area/whats-happening-and-latest-news Join our facebook group for members of South London Scouts www.facebook.com/groups/southlondonscouts Missed one of our recent communications? Take a look at our members communications pages at www.southlondonscouts.org.uk/members-area/perception-team/members-communications

Valued and have a sense of belonging

The development that needs to take place to make our adults feel valued should happen on two fronts; internally and externally.

Internally, the main obstacle to people being valued is in not being acknowledged or others not even being aware of the roles people carry out, the difference they make and the successes they have. Therefore, the crucial point is to demonstrate the value of roles and areas that are not familiar to others in scouting. This is to ensure that people feel valued within our organisation.

Externally, those in scouting do not feel valued by the parents of members. Therefore, the key is to raise awareness of what our volunteers give and how they have made a positive impact on the lives of young people of all ages.

For young people (our young leaders), the question of value can be addressed in terms of their presence and how they are used and deployed. We need to make better use of the skills and abilities of our young leaders to run and develop scouting. This will also impact on our aim of being shaped by young people.

Your group's / unit's actions

Present & correct...

Please remember that it is your responsibility to keep your personal details up to date on the association's national adult membership database, Compass. So, if any of your contact details change, remember to make the changes! You can edit your details yourself by logging on to Compass. This will ensure you receive the information you need, are kept up to date and informed of what's going on.

Action	Support
Check your contact details and record on the Compass, make any changes to your contact details and let your district appointments secretary know of any errors, additions or amendments that may need changing.	Login at https://compass.scouts.org.uk/login/User/Login

Proud

Are you proud of being a scout? Do you "advertise" the fact? What would make you feel more comfortable to do so?

Our understanding is that, overwhelmingly the feeling across the county is "Yes"!

However, whilst the vast majority of our adults are happy to admit to being a scout if asked, very few seem to go out of their way to advertise the fact that they are. Many feel comfortable in wearing 'i.scout' or group hoodies and polo shirts, having car stickers or talking about what they do in scouting but conversely some do not feel comfortable in overtly drawing attention to their involvement.

For some, the question of pride is not so much what activities we provide but who we provide them for.

The ethos of being open to all no matter what ethnicity, religion, level of income, ability, gender or sexuality is what sets scouting apart from other youth organisations. World scout jamborees are a perfect example of how you can have the whole world represented in one place and see young people engaging, sharing and having a fantastic time with hundreds of new friends? This is something we can all be proud of and in some way we should seek to emulate it in our local communities.

Your group's / unit's actions

Thanks a million!

Saying 'thank you' is easy, especially if you get into the habit of saying it regularly. By thanking your leaders and supporters individually, you're acknowledging their contribution and recognising that they are making a difference, not just to your colony, pack, troop or unit, but to your members and their families as well.

Action	Support
Insure ow often, and to whom you demonstrate gratitude should be as integral to your volunteer management strategy as recruitment, training and retention	Take a look at our people pages at southlondonscouts.org.uk/ourplan to find out more and see our list of ways to say thank you.

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

Inclusivity

1. Be encouraged to work towards achieving an even mix of genders in your section.
2. Ensure that all young people feel welcome at section meetings regardless of their faith, gender or background.
3. Help find ways to ensure that money is not a barrier to joining scouting.
4. Encourage your members to talk about the fun and excitement they experience at scouts with their friends and mention the different kinds of people they meet.

Adult recruitment

1. Attend our 'effective recruitment' workshop
2. Explore ways to use active support units more creatively in your group using our toolkit
3. Identified an adult welcome champion for your group or unit and inform your DC
4. Promote opportunities to get more involved to your registered occasional helpers
5. Set-up and run an adult rota for the families and their friends of your embers to help you on a flexible basis at your weekly meetings

Young Leaders

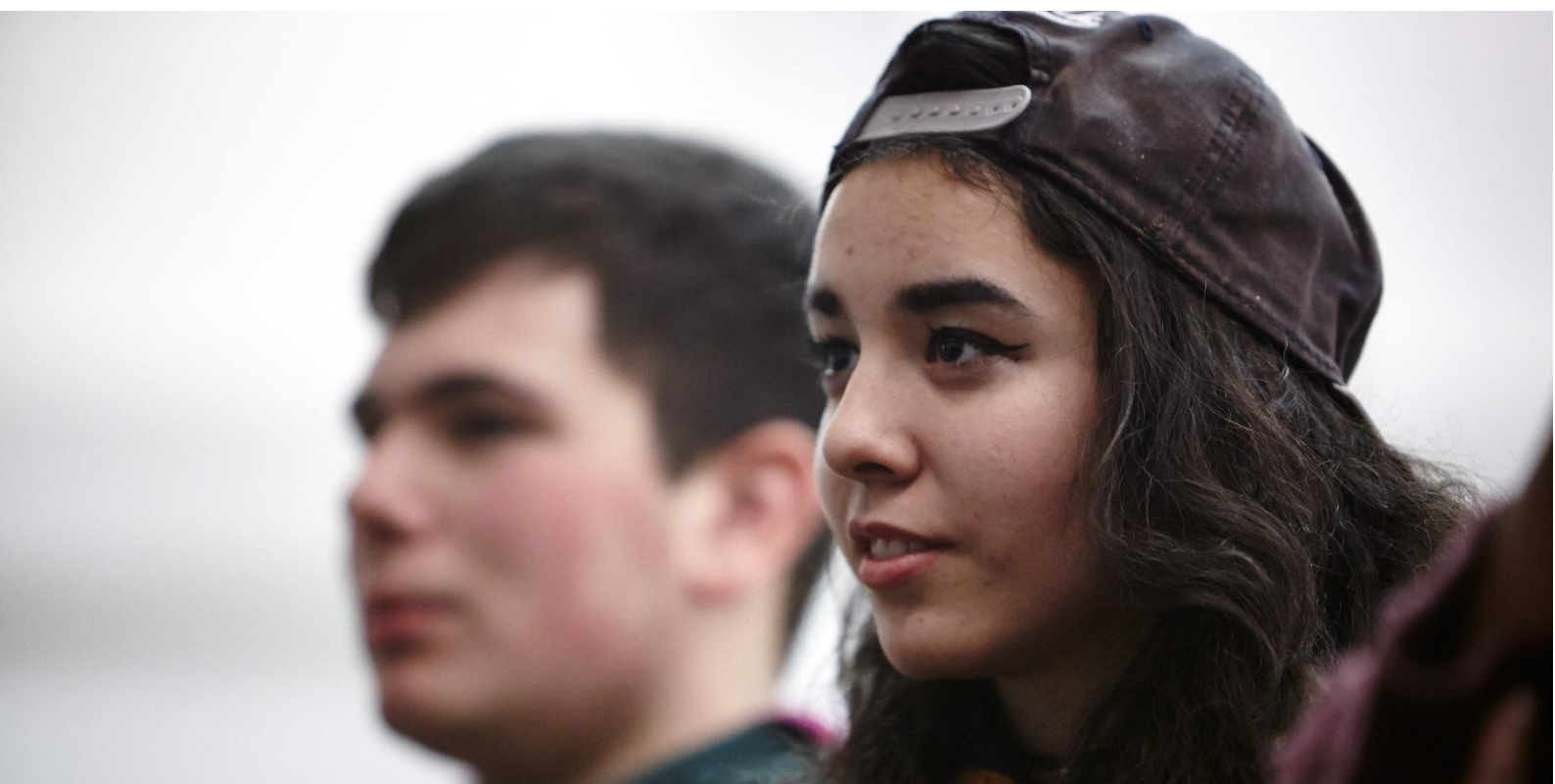
1. Enhance the way you support your explorer scout young leaders
2. Work towards having 1 or 2 explorer scout young leaders working in your beaver, cub and scout sections

Effective adult support

1. Help us identify how we can make life easier for group scout leaders.
2. Effectively welcome, induct, recognise and review the adult members of your group or unit.
3. Ensure that all you adult members and executive committee members have complete our adult appointment process (applicable to their role) – application packs are available from your DC or the county development service (www.tinyurl.com/aifpack)
4. Encourage your executive committee members to attend our executive committee induction and support days.
5. Book a group health check workshop for your group with our county development service to help your group take stock and plan for the future.
6. Ensure your groups annual general meeting is published well in advance and that your group's annual report & accounts is available at the meeting and passed to the district.
7. Regularly review and identify ways to improve the support your group provides to your leadership and support team

Empowered, Valued and Proud

1. Plan into your programme opportunities for the adults in your group/unit or section to socialise
2. Surprise your leaders with ad-hoc recognition for their commitment and contribution



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