

Transforming the volunteer journey



Adult volunteering is the engine of scouting, so it's got to run smoothly.

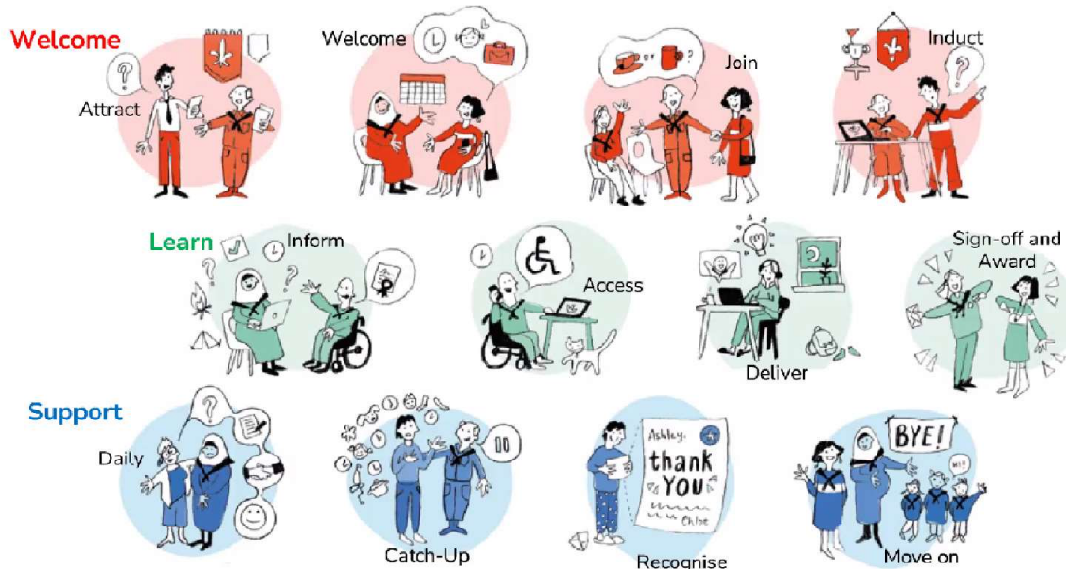
We know that scouting plays an important and unique role in our communities across the UK. Every week, almost half a million young people learn skills for life through fun, friendship, and adventure.

If our volunteers don't feel truly supported and able to fit their volunteering with all the other demands on their time it could put the brakes on the number of people we recruit, which in turn impacts the number of young people who can join us.

When we talk about the volunteer journey, we are referring to the steps in a volunteer's path through scouting. It starts from the moment they are first recruited and welcomed into the movement, through how they learn and develop, and are supported and valued up to the point where (we hope many years later), they may decide to retire.

We are launching a redesigned adult volunteer journey as part of our wider skills for life plans. So, we can take every opportunity to attract, keep and support a more diverse group of people. And to give our volunteers the very best experience throughout their time in the scouts. The ultimate aim is to make sure our volunteers feel valued for everything that they do and most of all, enjoy themselves.

The new volunteer journey...



The aim is to:

- Have a compelling and flexible volunteer offer that demonstrates the value and benefit of volunteering for the scouts
- Ensure our volunteer roles are modern, manageable, and fit for purpose
- Have an improved and seamless joining and learning journey
- Have more volunteers from a diverse range of backgrounds that reflect the demographics of society

To do this, lots of different national teams are fundamentally reviewing our whole volunteer journey. These hybrid teams, made up of staff members and volunteers, are working to design processes that provide a great experience and makes the best use of digital technology.

The areas of change are:

Change 1: A warmer welcome for everyone

Change 2: A more engaging learning experience

Change 3: Simplifying our roles and structures

Change 4: Amazing digital tools and support to help get everyday things done

Together, (across the UK), we aim to:

- Recruit **10,000 more** frontline volunteers
- Have a **compelling volunteer offer** that demonstrates the value and benefit of volunteering for The Scouts
- Ensure our **volunteer roles** are modern, manageable, and fit for purpose
- Have an improved and **seamless joining and learning** journey
- Have more **volunteers from a diverse range of backgrounds** that reflect the demographics of society

We want to make sure:

- Every volunteer is welcomed
- Every volunteer is supported
- Every volunteer is valued
- Every volunteer gains skills
- Every volunteer has fun!
- Every volunteer matters

How we will support change in our county

4-step process to help us roll out changes locally

Change can be scary and a worrying time for some people and can affect people in different ways. Nationally we have a simple 4-step process which is designed to guide you through the things we need to think about.

The Scout Association's 4 steps to help us to map out our plan:



'we get **why** the change is needed but also what the **barriers** are'



'we have a plan to **support** people through the change'



'we are responding to **feedback** and celebrating **successes**'



'it becomes **just what we do**'

The way we interpret and action this...



Inform:

- We inform people, (and keep informing them), so that everyone hears about the exciting changes
- We ensure that everyone understands the reasons behind our urgent need to change
- We promote the advantages and benefits of moving to our new ways of working
- We inspire people to truly believe in the benefits the changes bring to them, and the members of their Group/Unit etc.
- We show our passion to excite people about the new ways of working

Discuss:

- We consult at all levels about local needs and concerns and take these into consideration when designing our change plan

Design:

- We spend time designing our change plans to ensure we take into consideration local needs and meet our critical success factors (see below).

Action:

- We do what we said we would do
- We support the implementation of the new ways of working at all levels

Monitor:

- We adapt things as appropriate or necessary as needs, situations or challenges arise
- We continue to support the implementation of the new ways of working at all levels until they become 'the norm'

Our critical success factors

1. Effective change leadership

We have a network of committed change leaders who are on board with the changes and will help provide direction, guidance, and support, and will assist with supporting local volunteers through the change process.

2. Shared change purpose

We have shared our compelling case for change that directs and motivates our people to understand the urgency for change and the benefits they bring, which drives their buy-in and commitment to the changes.

3. Powerful engagement processes

We have developed and implemented the processes needed to communicate with, involve, support and celebrate people in the development and execution of the change.

4. Committed local sponsors

We assist our managers and key supporters (current Group Scout Leaders, Explorer Scout Unit Leaders and District Team Members) – *who are pivotal to engaging local volunteers and driving change locally* - by providing them with the skills, tools and resources they need to support and implement the changes whilst motivating and working with their wider teams during the change roll-out.

5. Strong personal connection

We work with our managers and key supporters, to support those that are finding the changes challenging. We ensure that they feel valued, listened to and supported and understands the reason for change to enable them to continue in their new role and adapt to the changes more effectively.

6. Sustained personal performance

We continue to help our groups, units and teams to adapt personally and individually to the changes – minimising disruption, and maximising performance, so they embed the transition in a way that really works for their immediate volunteering environment and new team and sticks to ensure they continue to realise and benefit from the change until it becomes the norm.

People like you are the backbone of Scouts and make things happen. But you're not alone. We're a team. Together, we will make volunteering with scouting easier and more fun. This means we can attract more volunteers and make sure the ones we have thrive.

We will provide lots of checklists and planning tools to help you through each step and element of change. You can use these suggested tools, resources, and your own knowledge to help you answer them. Don't forget to make notes of your answers as this will feed into your local plans.

Remember, although there's exciting changes to come, we also need to ensure that we continue to provide and prioritise exciting adventurous programmes and activities to our young people, continue to support all of our volunteers, whilst also focusing on key elements like safe scouting and adult training.