



**NORFOLK
SCOUTS**

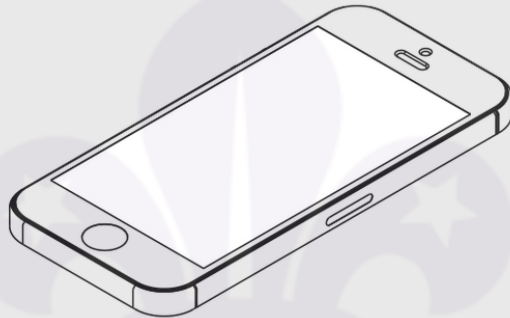
County Team Day
Sunday 15 October
Playback, Slides and Feedback

Purpose of the day was review draft National Strategic Plan taking into consideration results of our recent County survey. We also started to highlight some of the key areas for our own County Plan

We used an online tool to collate
feedback from our breakout sessions
during the event

Go to **www.menti.com** and use the code **65 20 56**

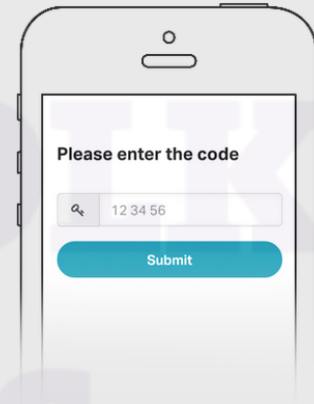
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65 20 56 and vote!

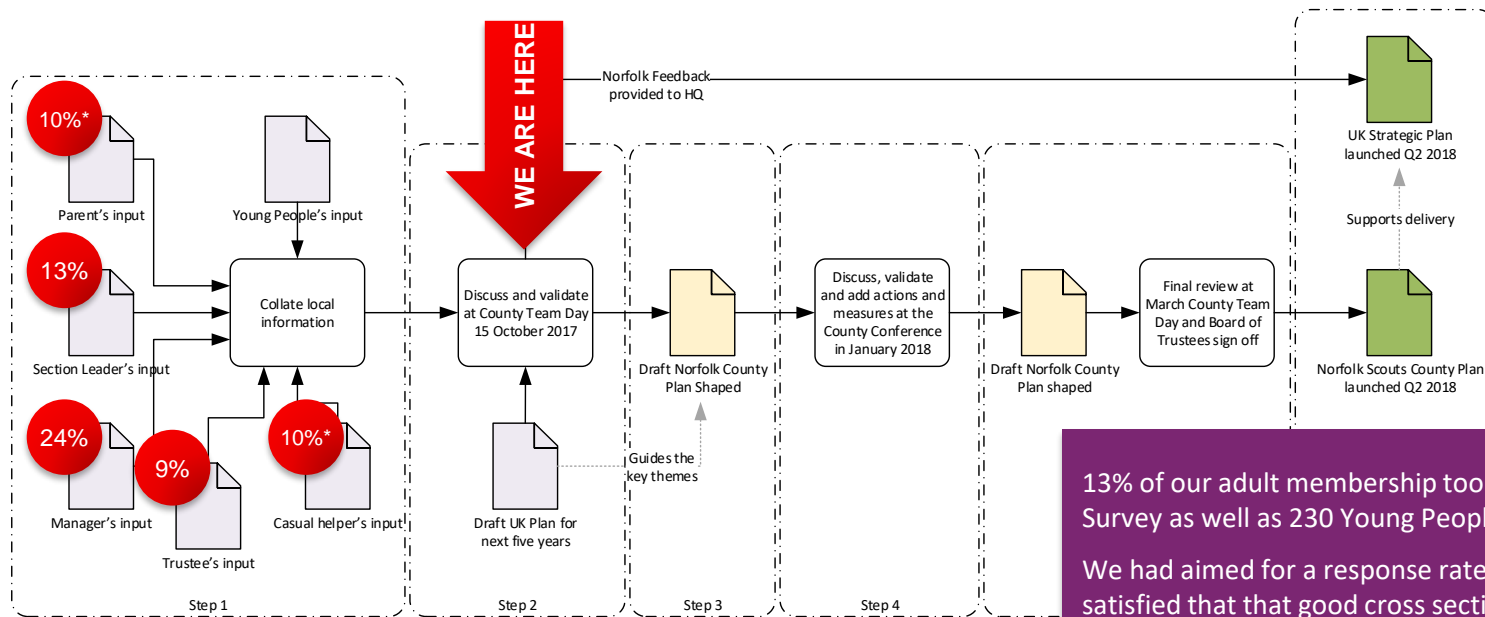


Delivering today;
preparing for tomorrow

scouts.org.uk/summit17



What have we done?



13% of our adult membership took part in our County Survey as well as 230 Young People.

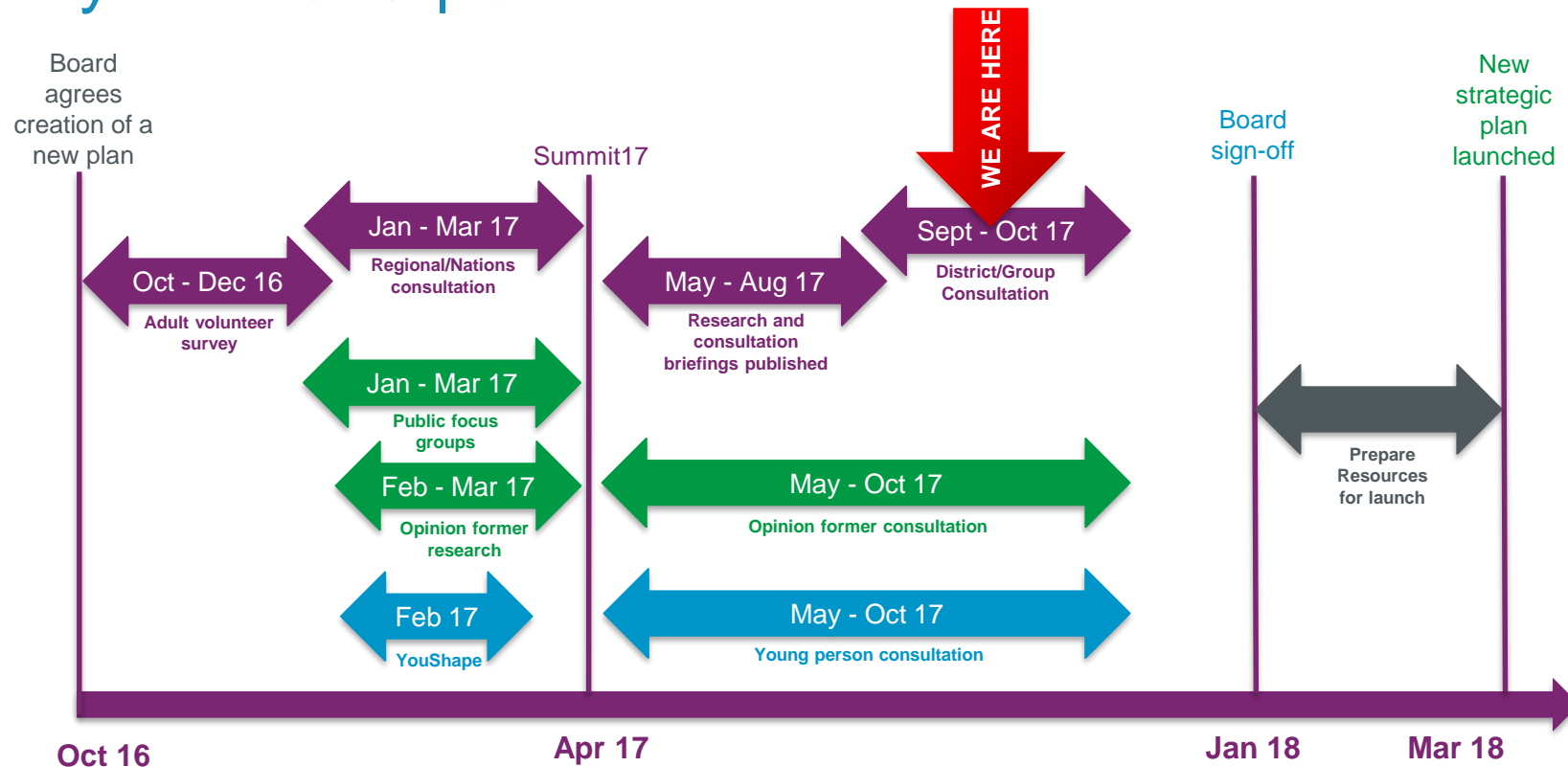
We had aimed for a response rate of 10%, we were satisfied that that good cross section of our membership was achieved.

As we do not have contact details for all parents only those who have completed a DBS could be contacted, hence these could be considered slightly more engaged/informed parents.

Test the system!

This was the point the WI-FI broke!
We didn't do the tests 😊

Beyond 2018 | Consultation timeline



We discussed the process Nationally that had been followed to consult on the plan

Who we spoke to...

Survey of
5,000
volunteers
in Scouting

Regional and
National
consultation

You Shape
month

Survey of
politicians and
opinion
formers

Public focus
groups
around UK

Major
research into
the benefits of
Scouting –
Skills for Life

Leaders,
Managers and
Supporters

Young People

Parents and
Occasional
Helpers

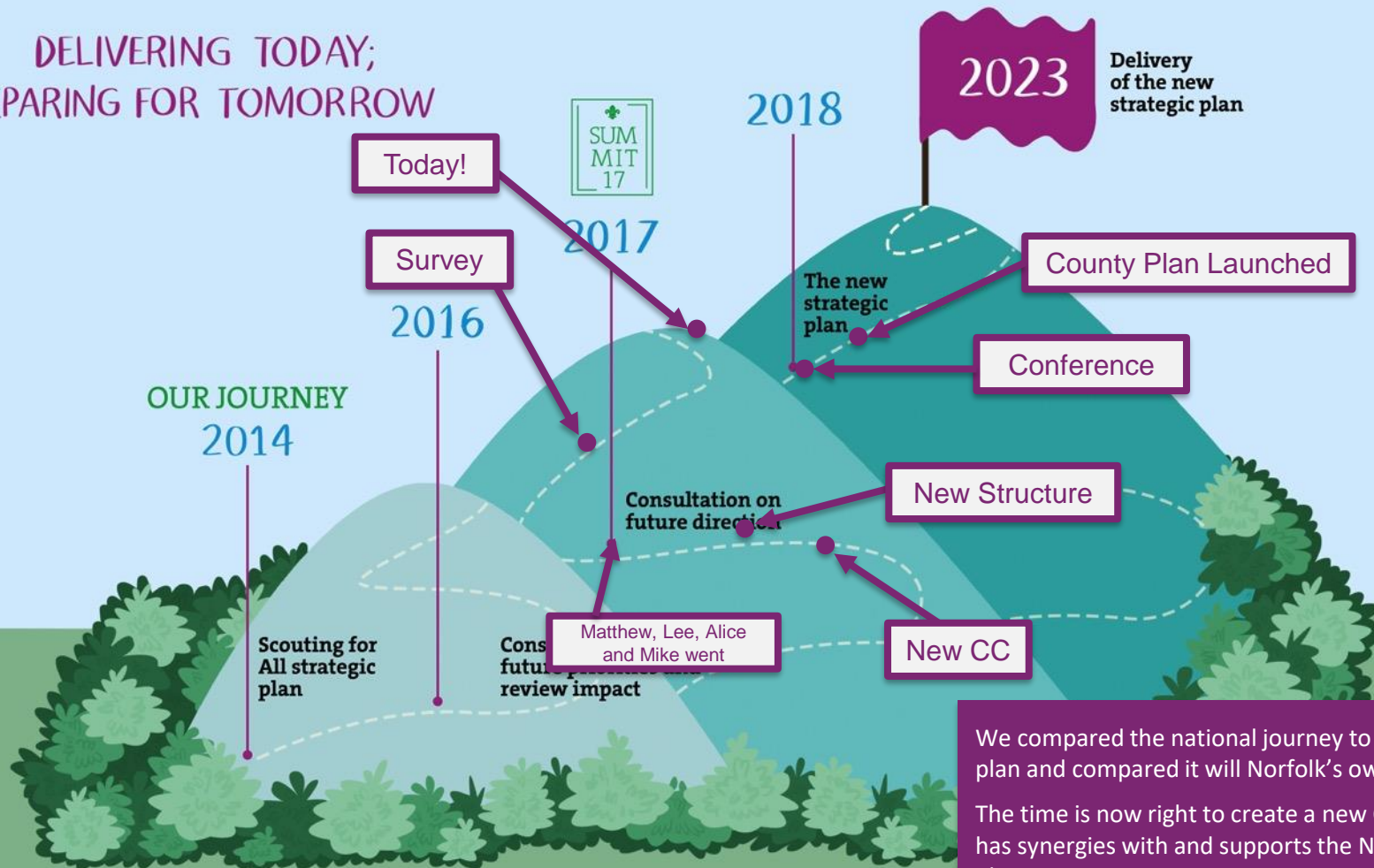
Internal

External

Internal and
external

Norfolk Scouts

DELIVERING TODAY; PREPARING FOR TOMORROW



We compared the national journey to a new strategic plan and compared it will Norfolk's own journey.

The time is now right to create a new County plan that has synergies with and supports the National Strategic Plan

Preparing Better Futures; Delivering Skills for Life

A draft Strategic Plan 2018-2023

We shared the key points of the National Strategic Plan

Across generations, Scouting has proved a powerful force for good, bringing people together and contributing to society. But it has always had one aim above all others: to prepare young people for the future

We have a rich heritage but have always had a clear aim to prepare Young People and make them better people



The journey so far

How the plan has developed

A collaborative process

- Over 5,000 adult volunteers consulted
- Over 200 people in District/County/Area/Region roles and across the nations
- Over 6,000 young people consulted
- Members of the public and key influencers

Highlights of the steps taken to consult before creating the new Strategic Plan.

This was covered in greater detail in Matthew's YouTube pre-team day material

https://youtu.be/sGH36Mm_ynI



The world around us

And what Scouting can offer

A photograph of two young boys in blue uniforms. The boy in the foreground is looking upwards and holding a colorful, multi-colored object in his hands. The boy in the background is looking down. The text "Bringing people together" is overlaid on the image.

Bringing
people
together

Changing times; fragmented communities

- Major shifts in local, national and global politics
- In polarised communities, Scouting has a powerful role in bringing people together
- In a crisis of wellbeing, Scouting gives chances to every young person regardless of background

We discussed some of the impact of a changing world on our adults and young people.

We have had a set of young adults who have started and finished school in a period of austerity

We have a better understanding of wellbeing and can see Young People exhibiting signs of stress and putting themselves under increased pressure

Discussed stress of school results, and pressure to perform

Cost of fuel and housing in rural 'beauty spots'

Lack of employment in villages

Many people are cash and time rich, some not so lucky

Gap between the 'haves' and 'have nots' seems widest for many years

Troubled times

Social divisions

A crisis of wellbeing

Lack of social mobility

Digital risks, digital opportunities

Different deal for different generations

Scouting offers...

Character skills, community, social mixing

Fun, happiness, friendship

Employability skills

Balanced programme and digital skills

Shared experiences

Better Futures...

Better social integration

Better health, happiness and resilience

Better employment prospects

Better balance of screen time and 'green time'

Better cooperation between generations

#Summit17

Delivering today; preparing for tomorrow



Our promise to the future

Scouting in 2023



Helping young
people
get on in life

By 2023 Scouting will have helped...

- 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 to play a full part in their communities, making a positive contribution to society (civic participation)

By 2023 we will have ...

- 50,000 more young people aged 6-18 in Scouting
- 10,000 more section leaders
- 10,000 more Young Leaders
- Started Scouting in new settings reaching young people who could benefit most
- At least 250,000 young people each year making a positive impact in their community
- At least 250,000 young people each year shaping their Scouting experience

We chose not to concentrate on the numbers in detail

PREPARING BETTER FUTURES			
Our vision By 2023 we will prepare better futures by equipping 510,000 young people with skills for life (character, practical and employability skills). They will be enjoy better wellbeing and play a full part in their communities.			
Our mission Scouting actively engages and supports young people in their personal development, empowering them to make a positive contribution to society.			
Our values We act with care, respect, integrity, cooperation, exploring our own and others' beliefs.			
Our pillars We will focus on three pillars of work:			
Programme A fun, enjoyable, high quality programme consistently delivered and supported by simple (digital) tools	People More, well trained, better supported and motivated adult volunteers from diverse backgrounds	Perception Scouting is clearly understood, more visible, trusted, respected and widely seen as playing a key role in today's society.	
Our plan of action We believe this is the work that we should prioritise to achieve our vision:			
Programme	People	Perception	
Support delivery of a quality programme	Improve the volunteer journey	Transform our image	
Review the offer for 14-25 year olds	Extend our reach		
Our outcomes Delivering this strategy will have the following outcomes:			
Growth KPI (50k more young people, 10k more section leaders and 10k more Young Leaders)	Inclusion KPI Demographic of adult volunteers reflects society, Introduction of provision in new settings	Youth shaped KPI (Impact survey shows young people shaped their Scouting, % young people achieve top awards)	Community Impact KPI (Impact survey shows young people undertook social action, % young people achieve top awards)
DELIVERING SKILLS FOR LIFE			

Our vision

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Highlighted the link to employability skills, other organisations market themselves on these. Example – The Prince's Trust

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DELIVERING SKILLS FOR LIFE			

Our mission

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

Increasingly encouraging Young People to use the power of Scouting to make the differences they want to see in their world

PREPARING BETTER FUTURES

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People

More, well trained, better supported and motivated adult volunteers from diverse backgrounds

Perception

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

Our plan of action

We believe this is the work that we should prioritise to achieve our vision:

Programme

Support delivery of a quality programme

People

Improve the volunteer journey

Perception

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Delivering this strategy will have the following outcomes:

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KPI (50k more young people, 10k more section leaders and 10k more Young Leaders)

Inclusion

KPI Demographic of adult volunteers reflects society, Introduction of provision in new settings

Youth shaped

KPI (Impact survey shows young people shaped their Scouting, % young people achieve top awards)

Community impact

KPI (Impact survey shows young people undertook social action, % young people achieve top awards)

DELIVERING SKILLS FOR LIFE

Our values

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

Our values remain, care, consideration and respect needs to be taken through periods of change.

Time to stop the gossiping and politics that hold Scouting back

These are the three pillars, there are initiative highlighted under each of these.

This is what we do

This is what makes it happen

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This is what people think we do.

Why is this important?

If people understand what we do, more adult may want to help, from more diverse backgrounds

Shared highlights of 'Perceptions of Scouting'

PERCEPTIONS OF SCOUTING

David Hamilton, Director of Communications for The Scout Association, presented a range of research exploring what the public and decision makers think of Scouting today.

David's main points included:

- Our **past experiences inform our views today**, sometimes leading to people seeing only what they are looking for. So it's important to understand how people see us. We surveyed over 5,000 members of the public, held focus groups across the country and interviewed decision makers.
- 80% of the **general public** still view Scouting as simply 'boy' and 'camping'. Public trust has been falling (as is similar across the charity sector) from 70%, to 65% to 62% in 2016. 47% of the public think Scouting is relevant to society today. Only 55% realise we are open to girls and boys. Less than half (49%) the public know we provide opportunities to those in deprived areas of the UK. Only 54% believe we welcome young people with disabilities.
- However, in focus groups, when some of the benefits of Scouting were explained to them, **parents** (particularly mothers) felt Scouting could be the answer. 66% of households say that the mother is the key decision maker on after school activities for their children. 86% of single parents are female. Where fathers had been involved in Scouting, they were more likely to retain out-dated perceptions of Scouting, and hence initially, less likely to support their children taking part.
- In terms of **young people not in Scouting** aged 14-18, their biggest concern was negative perceptions of Scouting by peers. However they were motivated by experiences that would help them when applying for jobs, further and higher education, or apprenticeships. 90% said they would be more likely to join Scouting if they knew it would give them that advantage. In terms of younger children, 60% of 6-13 year olds had heard of Scouting, but only 2% mentioned Beavers, Cubs or Scouting unprompted, compared to the likes of swimming and football.
- **Young people in Scouting** are proud and supportive of Scouting, but are frustrated with it's

public image. This frustration was shared by some **adult volunteers**.

- In terms of **decision makers**, although 77% of MPs were familiar with Scouting and 82% believe the Movement supports the personal development of young people, only half believed we have a diverse membership or that we were growing.
- When we **tested brand propositions** with the public, 'Skills for Life' was a clear favourite (having been compared with 'Helping Communities', 'Fun and Friends', 'Adventure for all', 'Virtues and Values'). It was viewed as what made us most distinctive, most relevant and most likely to recruit potential adult volunteers. 97% of our adult volunteers believe that we give young people the skills to succeed in life. 73% of parents agreed, along with 65% of the public.

David's session received the following questions:

- Do we know if volunteering would be more attractive if our training was accredited externally and recognised nationally?
- How do we engage university students? They represent a large group of adults, potentially looking to develop themselves and give their time.
- How can we better work with the media to get them to share good news stories? Would you consider developing an advertising package that we could use locally? Is there anything in the pipeline for an adult recruitment video?
- How do we improve perceptions amongst employers? Do we have a plan to engage and improve the perception of head teachers who can help us better access young people, parents, facilities and funding?
- Is there any data from the surveys on the public perception of our uniform? Are we planning to modify our uniform?

We need to try to give Scouting a better image. The number of times I got laughed at and picked on at school for being a Scout is far more than I can even remember

Young person in Scouting

This research was originally shared at Summit 17 and is taken from the consultation activities into the new Strategy Plan

Matthew called these 'plan blobs'

Clearly needs improvement.

Appointment process seems 'awkward' in some places

Tracked 10 adult want to joins, only 4 were in Scouting within 8 weeks

Our plan of action

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DELIVERING SKILLS FOR LIFE



New places and people

Seems wrong that you have to bend the rules regarding Explorer Scout provision to make it work successfully

Each Blob contains a number of initiatives

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Our previous objectives become outcomes

Much more comfortable that these are the output from our other activities



Programme

We reviewed the initiatives from the first blob -
programme



A Cub Scout from Holt shared what he enjoyed about Scouting – Camping and getting away from this parents!

Supporting delivery of a quality programme...

- Major digital investment to aid programme planning
- Ready made programmes 'off the shelf'
- Digital tools to help keep track of Scouting's progress, to capture and measure impact
- Focus on developing amazing section leaders with practical Scouting skills

Matthew suggested not to be alarmed by the word 'Digital'. This did not mean Young People did all their Scouting online, but used technology to simplify leader's lives

Gave example of thousands of Scouters self adopting Online Scout Manager

Review the offer for 14-25 year olds...

- Review provision for 14-25 year olds, ensuring continued support for Young Leaders
- Ensure clearer links to employability skills and support for 14-18 year olds to articulate these
- Explorer partnerships that enhance the programme including DoE, Curriculum of Excellence in Scotland and NCS in England

Talked about how Young Leaders had transformed from what we had originally expected it to be

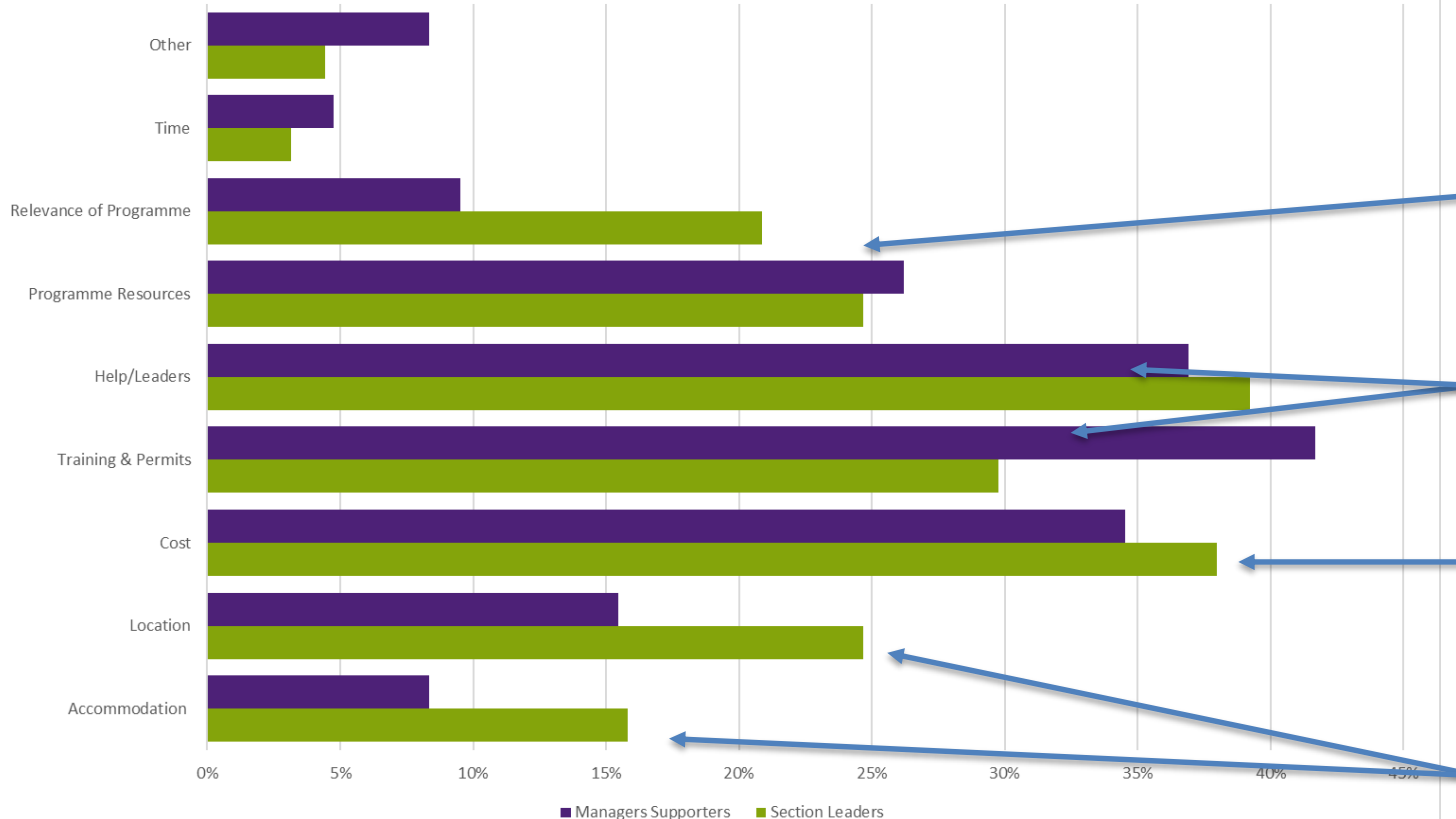
Mentioned that some Districts had already looked at being part of trialling these

This is a typo – should be 'Explore'

What Norfolk said about Programme...

We then reviewed in high level some of the supporting material from the recent Norfolk Scouts' survey

What do you think are the main barriers to delivering a good balanced programme?
(Section Leaders, Managers and Supporters)



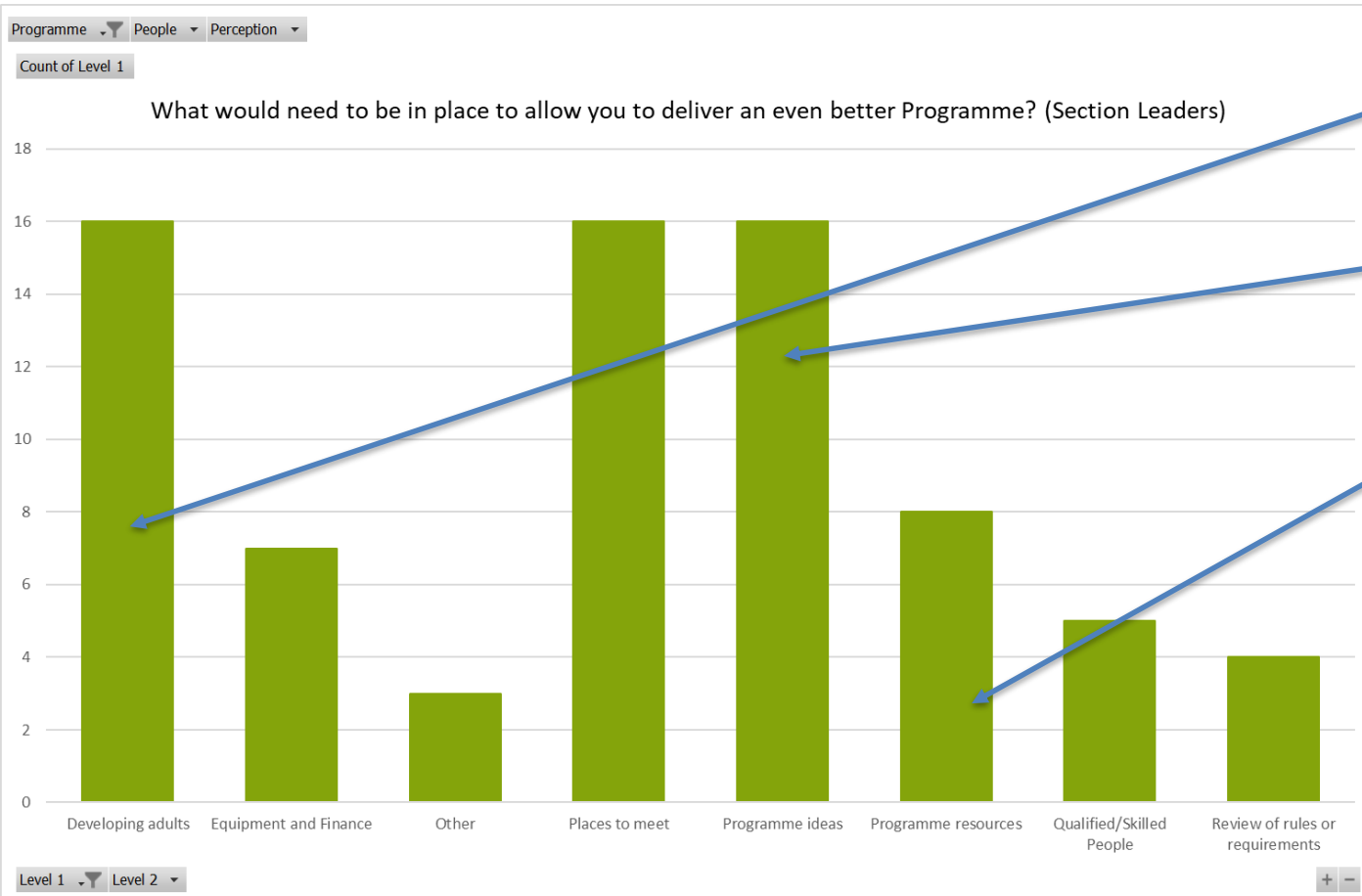
Support and ideas

Developing amazing section leaders

Is this real? Or perceived?
Could we ask for a higher contribution?

Property issues? Some disconnect Section leader have higher expectation of where we should meet

What Norfolk said about Programme...

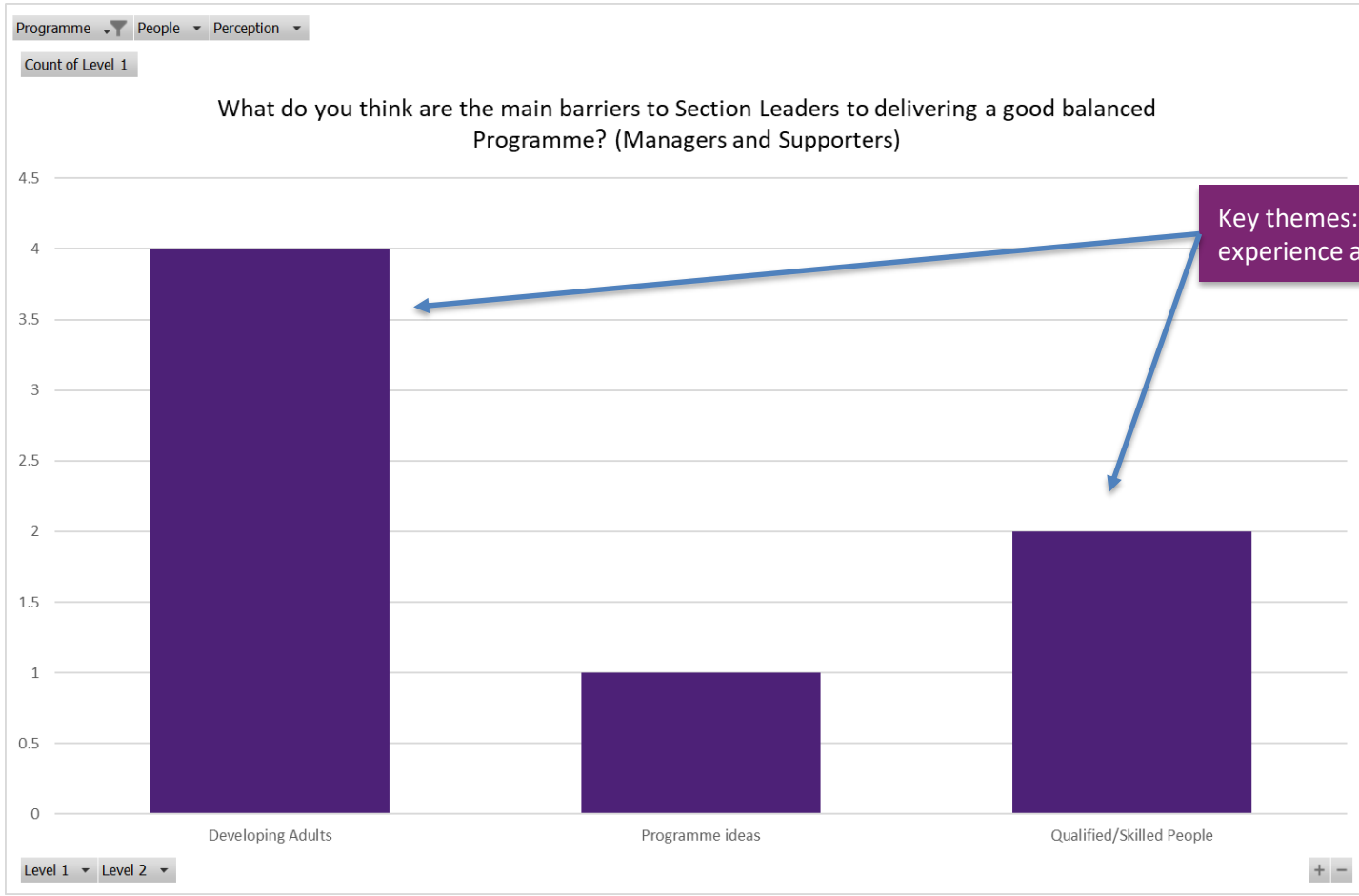


Key themes: access to training, practical skills and permit assessments

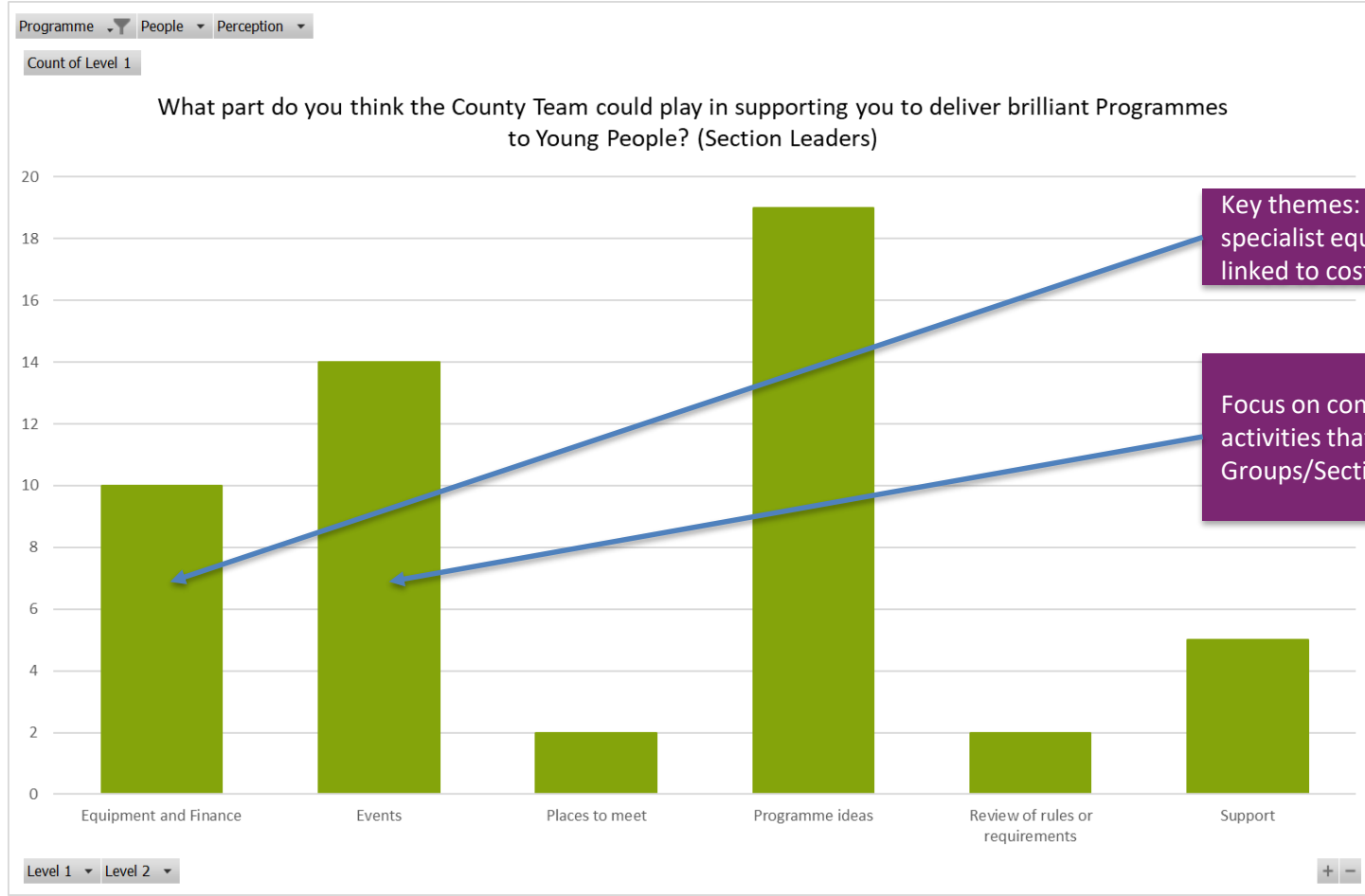
New ideas and sharing ideas

Expensive or little used equipment

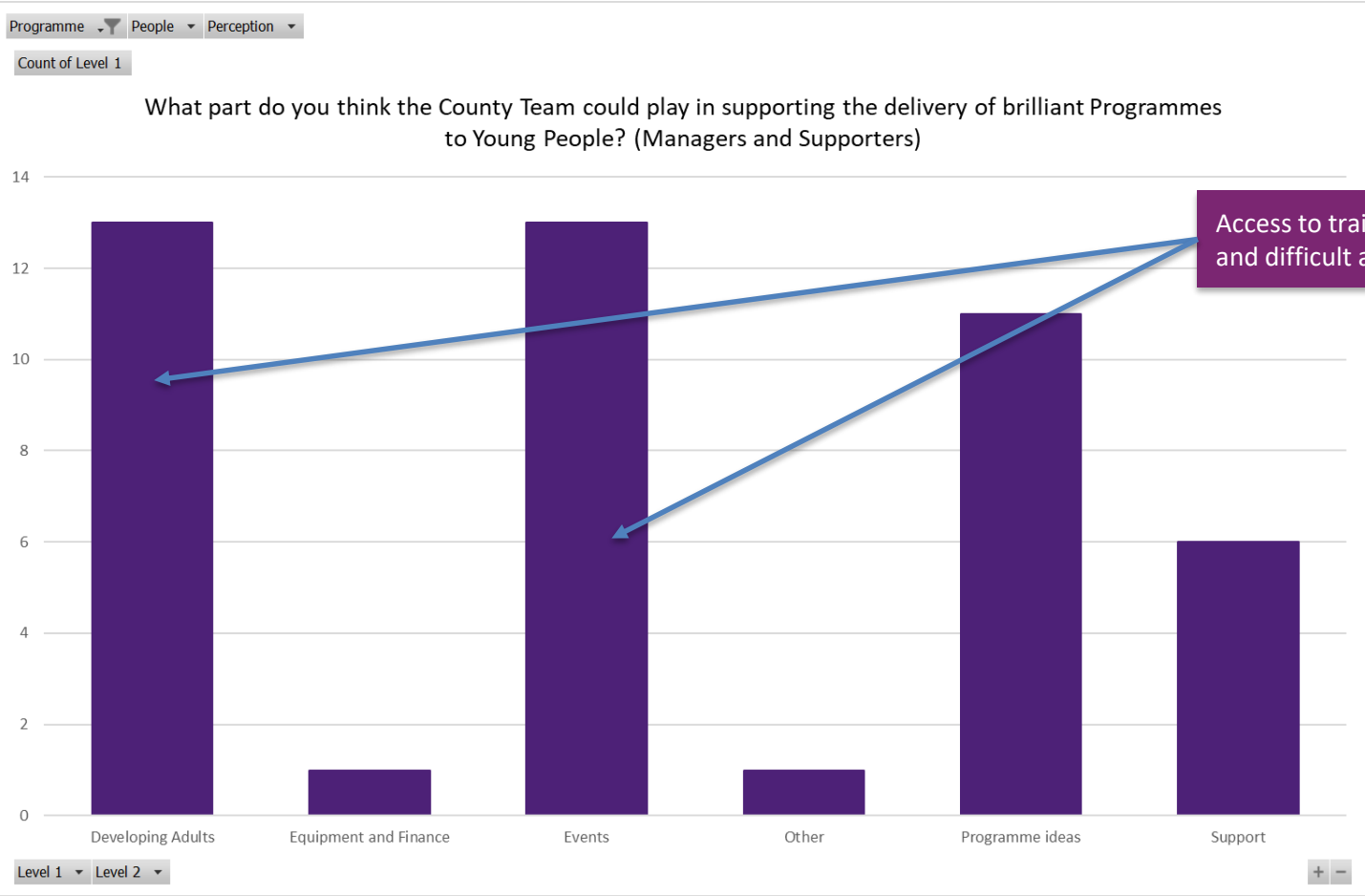
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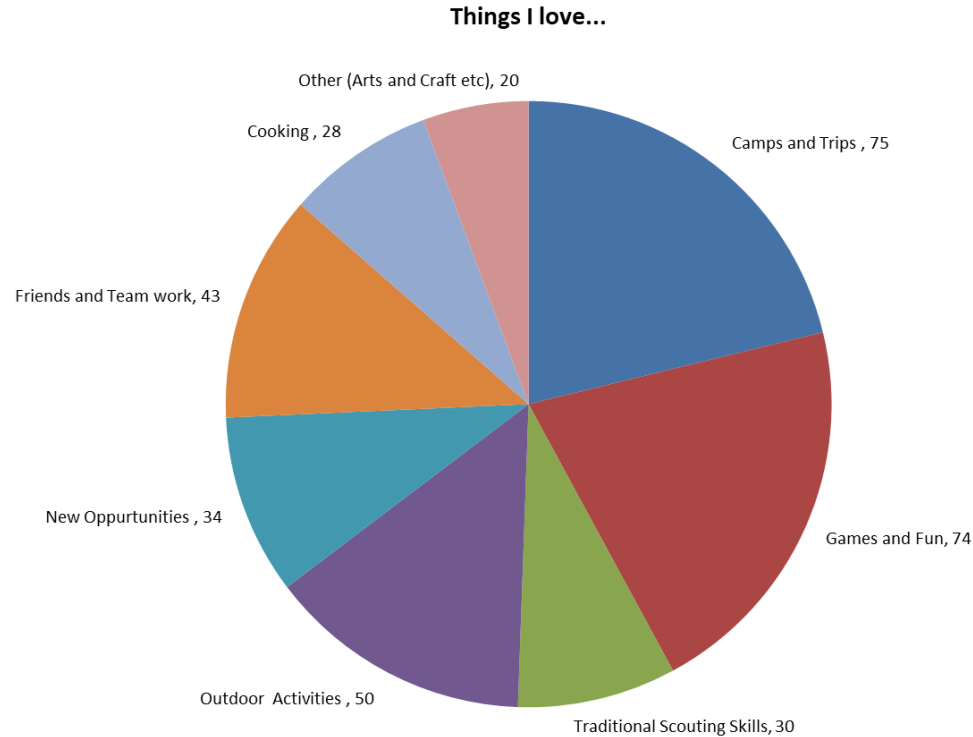
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What Norfolk said about Programme...



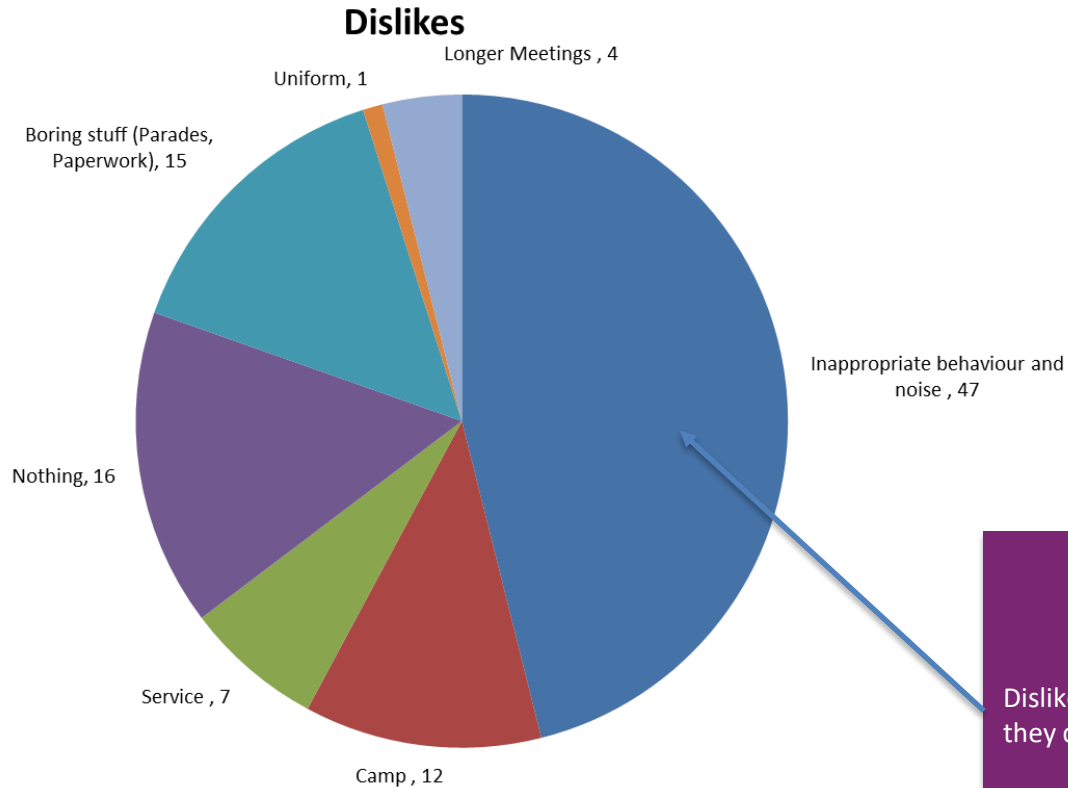
What our Young People said about Programme...



Youth Commissioner, Dom discussed the findings of the Young People survey about what Young People liked about Scouting.

Highlight comment from a Beaver Scout, "I love Beavers, I love ice cream, I like Ducks more" ???

What our Young People said about Programme...



Dislikes highlighted that quite a few mentioned that they did not like distractions from their programmes.

Breakout 1 – Programme

In your groups...

- Review and discuss national initiatives
- Review and discuss County survey results
- Prioritise the national initiatives
- Suggest the key areas that from the national initiatives, survey results and knowledge in the group need to feature in our new County Plan

Feedback ideas via the online tool:

Start your comment with your group number and initials.

#Norfolk for comments about us

#National for comments about the national strategy

#Both for comments relating to both local and national futures

The team day then broke into six focus groups to look in detail at the Strategic Plan Programme initiatives and try to prioritise them mindful of the Norfolk Survey results, each group was given a set of the lower level results and verbatim comments for review.

The Groups were also asked for ideas for key areas of the Norfolk County Plan

Breakout 1 – Programme feedback

Programme forums to share ideas and plans

Norfolk Scouts website is under-utilised for sharing ideas

Make sure training is relevant, accessible and people understand the value

Need help finding information, HQ website is very difficult to use

Need practical skills sessions to learn how to do things and use equipment

Off the shelf programmes not needed for everyone, some just need a nudge

Need more information on Digital tools, will it be 'one' tool of many?

14-25 needs to be reviewed, it is a large age group. Explorers need life skills.

A photograph of a family of three running on a grassy hill during sunset. In the foreground, a young girl with dark skin and curly hair is running towards the camera, smiling. Behind her, a young boy is also running. To the right, a woman with long brown hair is running towards the camera. The background features a large body of water, a city skyline with industrial buildings and power lines, and a hazy horizon under a warm, golden sky.

People

We then moved on to look at the People Pillar



A Cub Scout from 1st Holt told us why he valued his Leaders

People

More, well trained, better supported, motivated adult volunteers from different backgrounds, delivering Scouting to more young people from different backgrounds.

Consider how we attract people and where from, better support and train those that work with us.

Improve the volunteer journey...

- Transform adult recruitment
- Make training simpler using digital tools to enhance the experience
- Clearer, more accessible self service online member resources and information

Why is it so hard to get in?

Current online training is clunky and hard to find

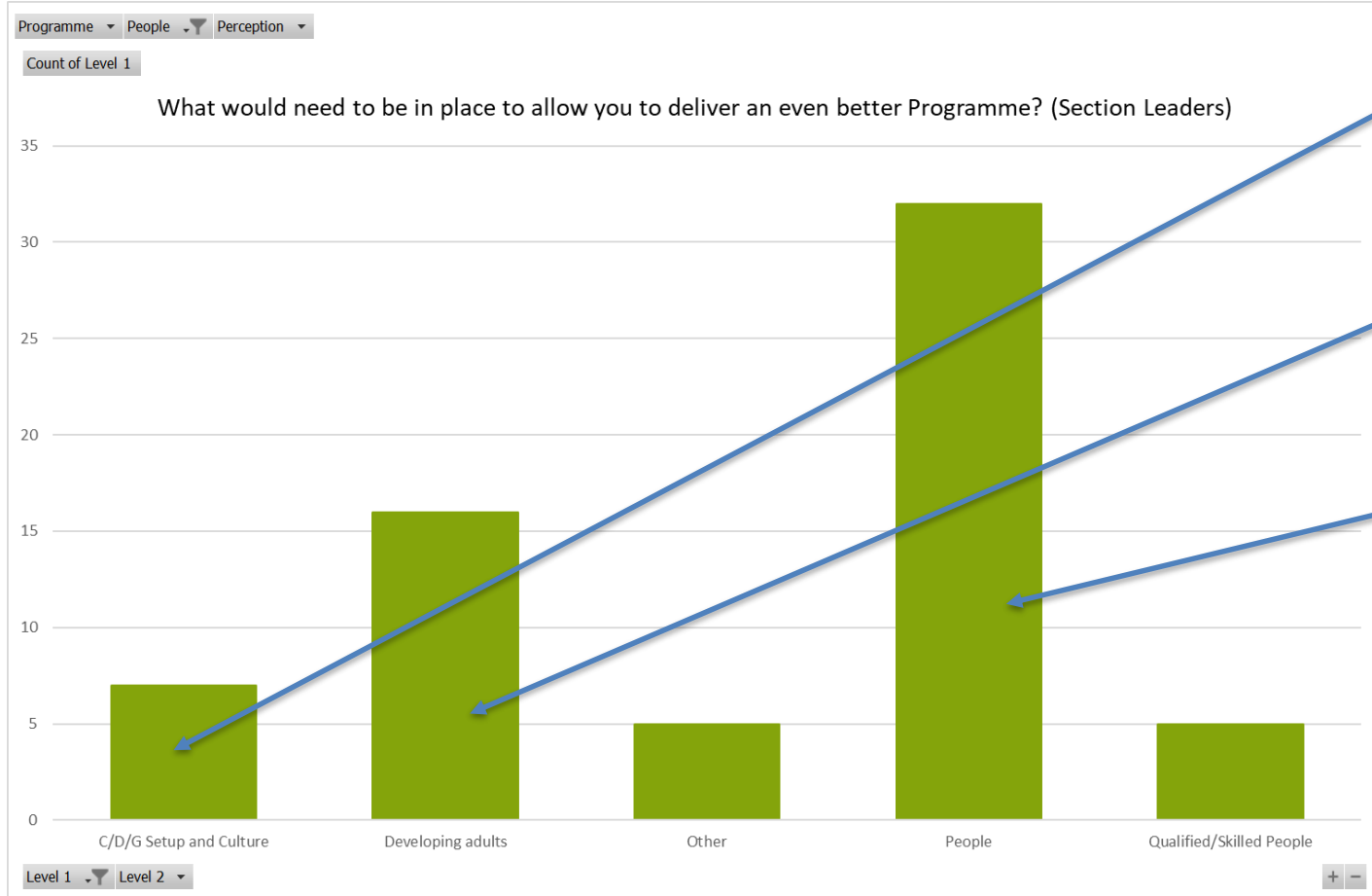
Extend our reach...

- Explore early years provision (under 6)
- Extend Scouting in schools, enabling us to deliver Scouting to more young people of different backgrounds
- Reach more underrepresented communities
- Improve the joining process for young people

'Squirrels' Northern Ireland example

Discussed starting to look at some school partnerships in East Norfolk

What Norfolk said about People...



Better support structures

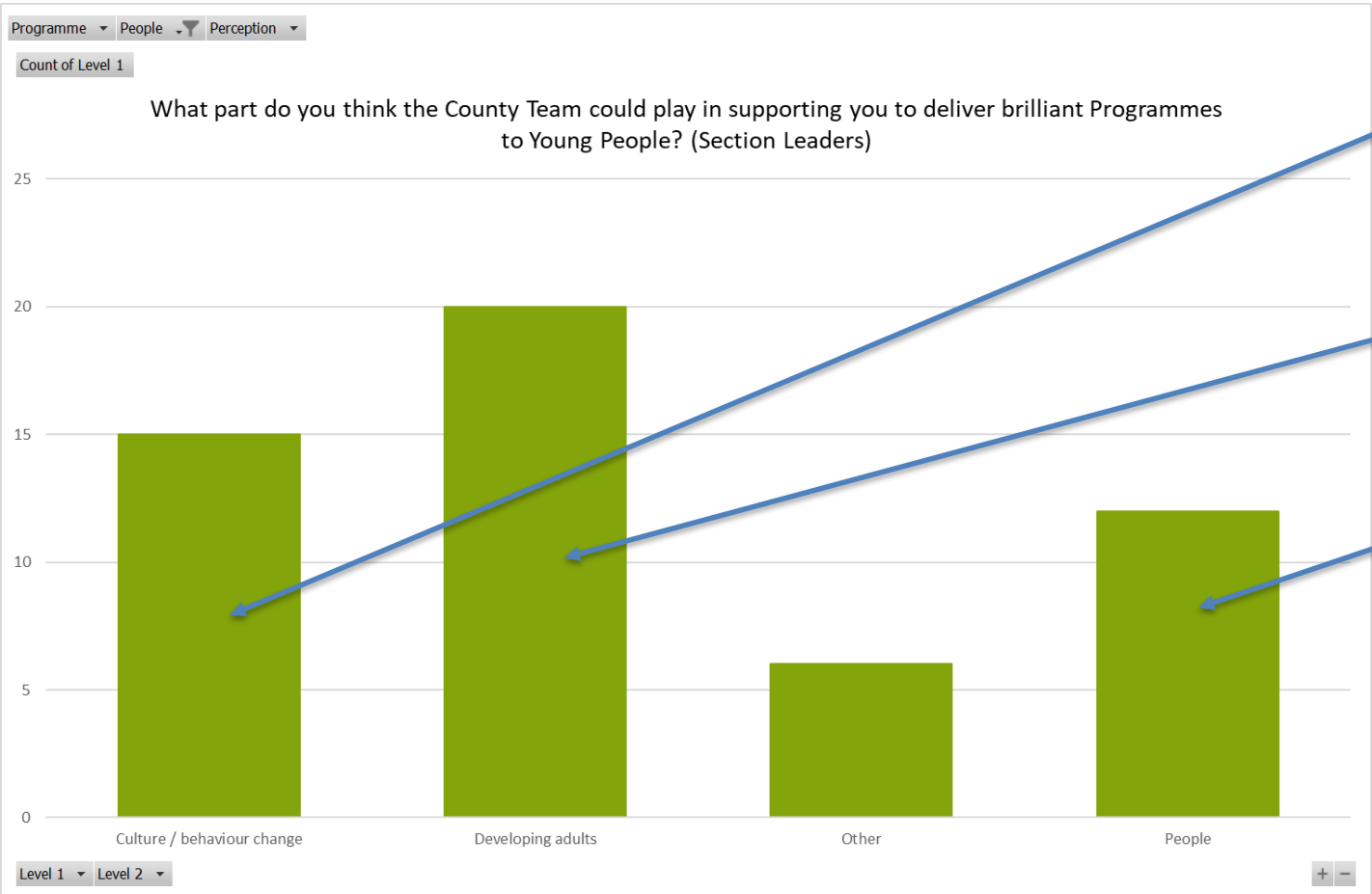
Key theme: Practical skills

More volunteers

What Norfolk said about People...



What Norfolk said about People...

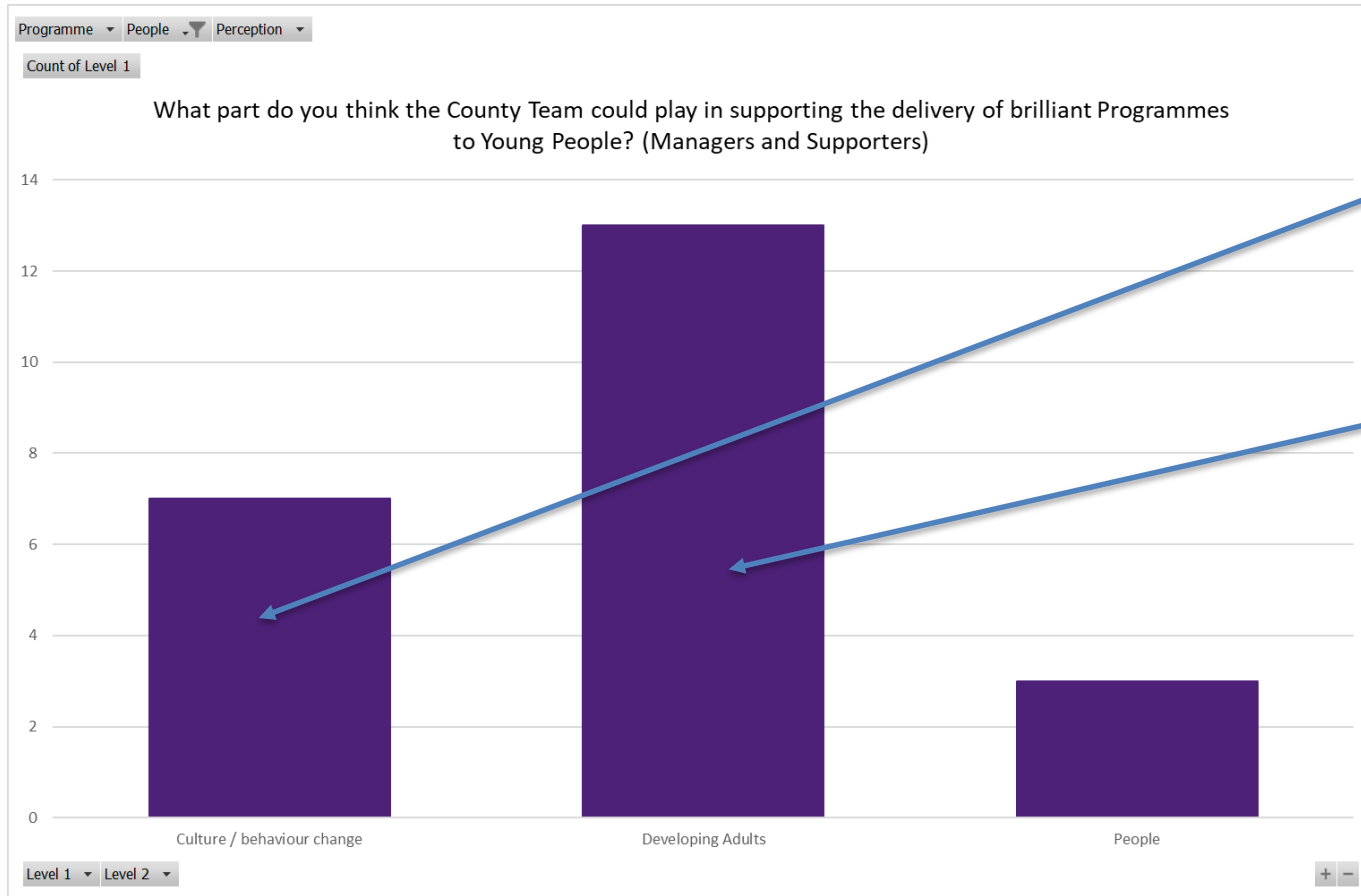


Various responses including recognition

Training opportunities

Predominantly recruitment

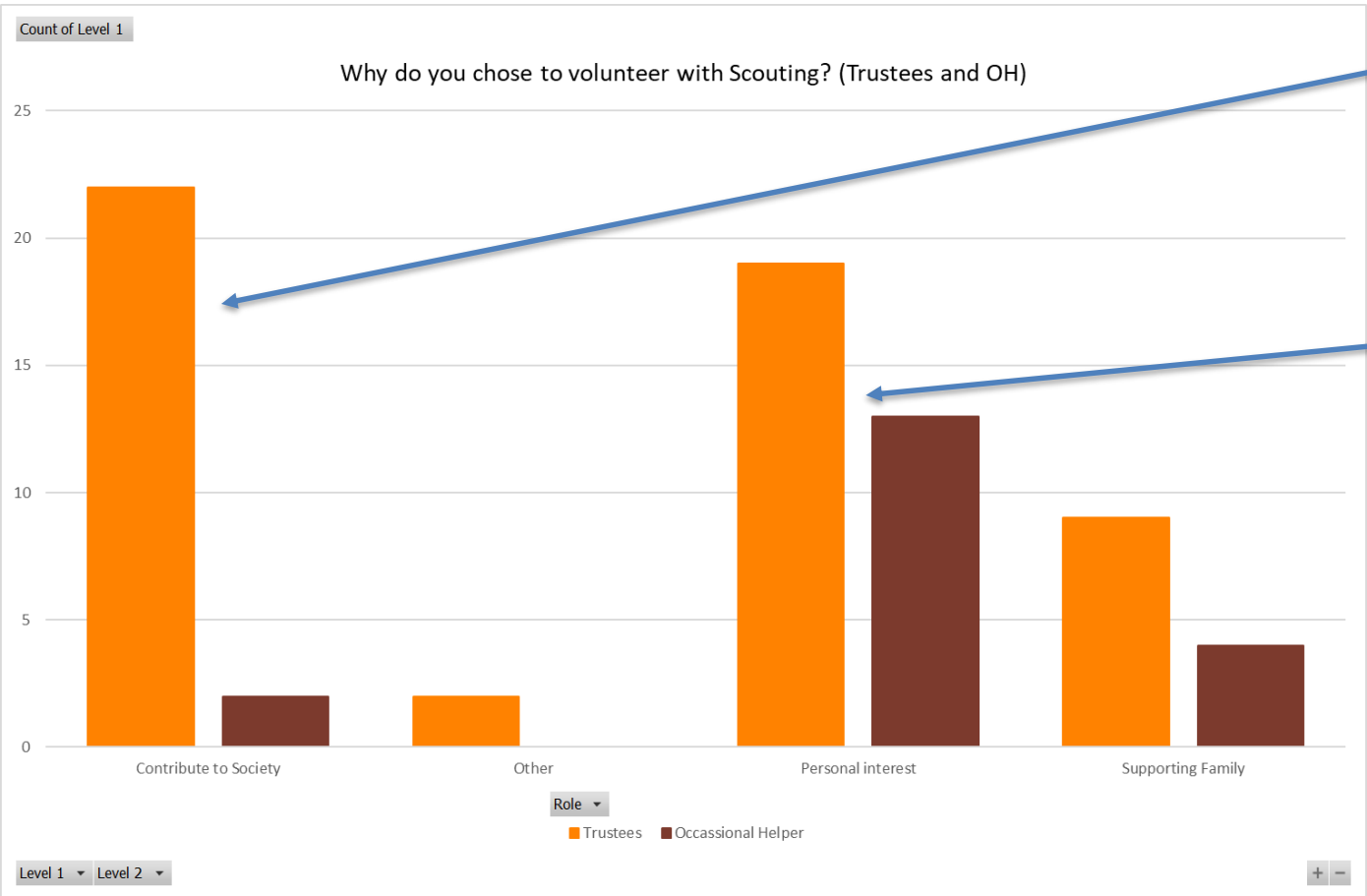
What Norfolk said about People...



Visibility

Training particularly practical

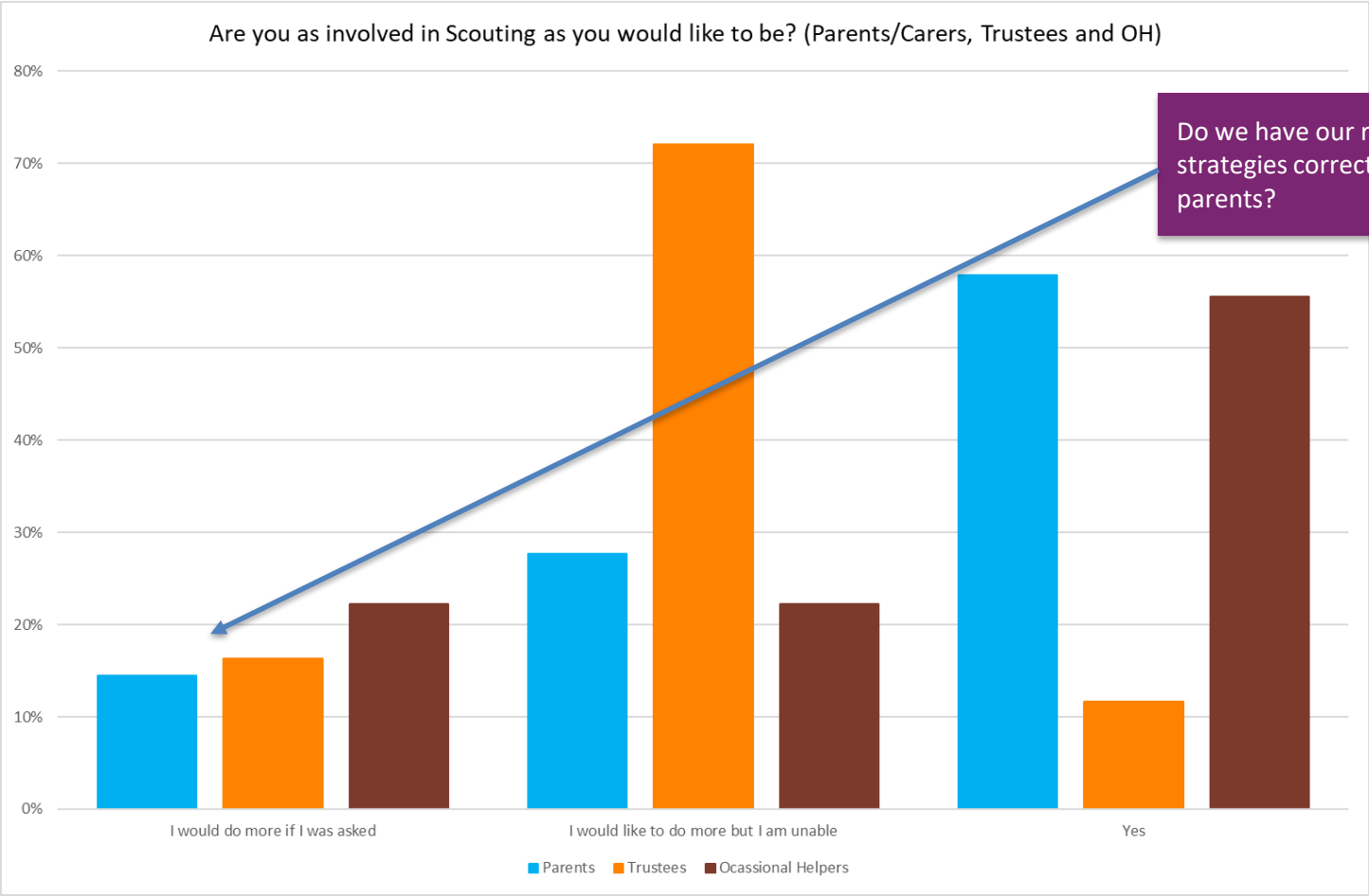
What Norfolk said about People...



Key themes – ethos and values

Key themes – looking for volunteer experience and lifelong interest

What Norfolk said about People...



Breakout 2 – People

In your groups...

- Review and discuss national initiatives
- Review and discuss County survey results
- Prioritise the national initiatives
- Suggest the key areas that from the national initiatives, survey results and knowledge in the group need to feature in our new County Plan

Feedback ideas via the online tool:

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Breakout 2 – People feedback

Look wider at who we approach to volunteer

Need resources to recruit from a more diverse background

Induction is very important

New younger sections could damage our older sections

Understand what is stopping permit assessment and issue

Simplify the process to volunteer

Training delivery: need to be more scientific, find out more about people and how they like to learn

Scouting at schools needs to be the right fit, and not the answer to everything



Perception

We then moved on to look at the Perception Pillar



A Cub Scout from 1st Holt told us about what he thought about adults who did Scouting

Perception

Scouting is more clearly understood, more visible, trusted, respected and widely seen as playing a key role in today's society (improved reach, relevance and reputation).

We highlighted that less than 50% of people questioned thought Scouting was still relevant

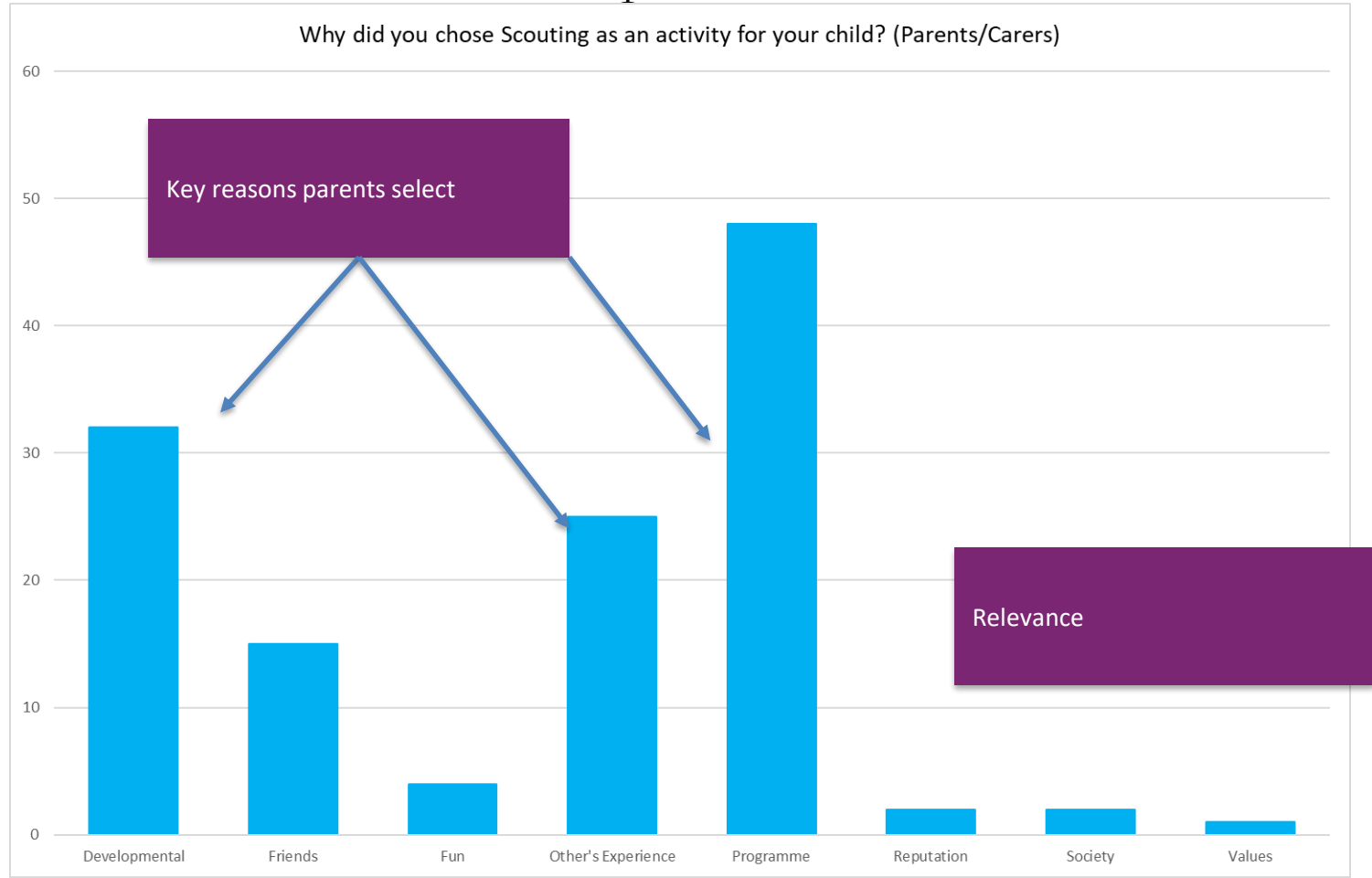
Transforming our image...

- Brand review focusing on Skills for Life, helping people better understand the benefits of Scouting
- Provide tools and resources to increase local awareness and engagement
- Uniform review by 2023 (starting with Explorers) to ensure it remains relevant and inclusive

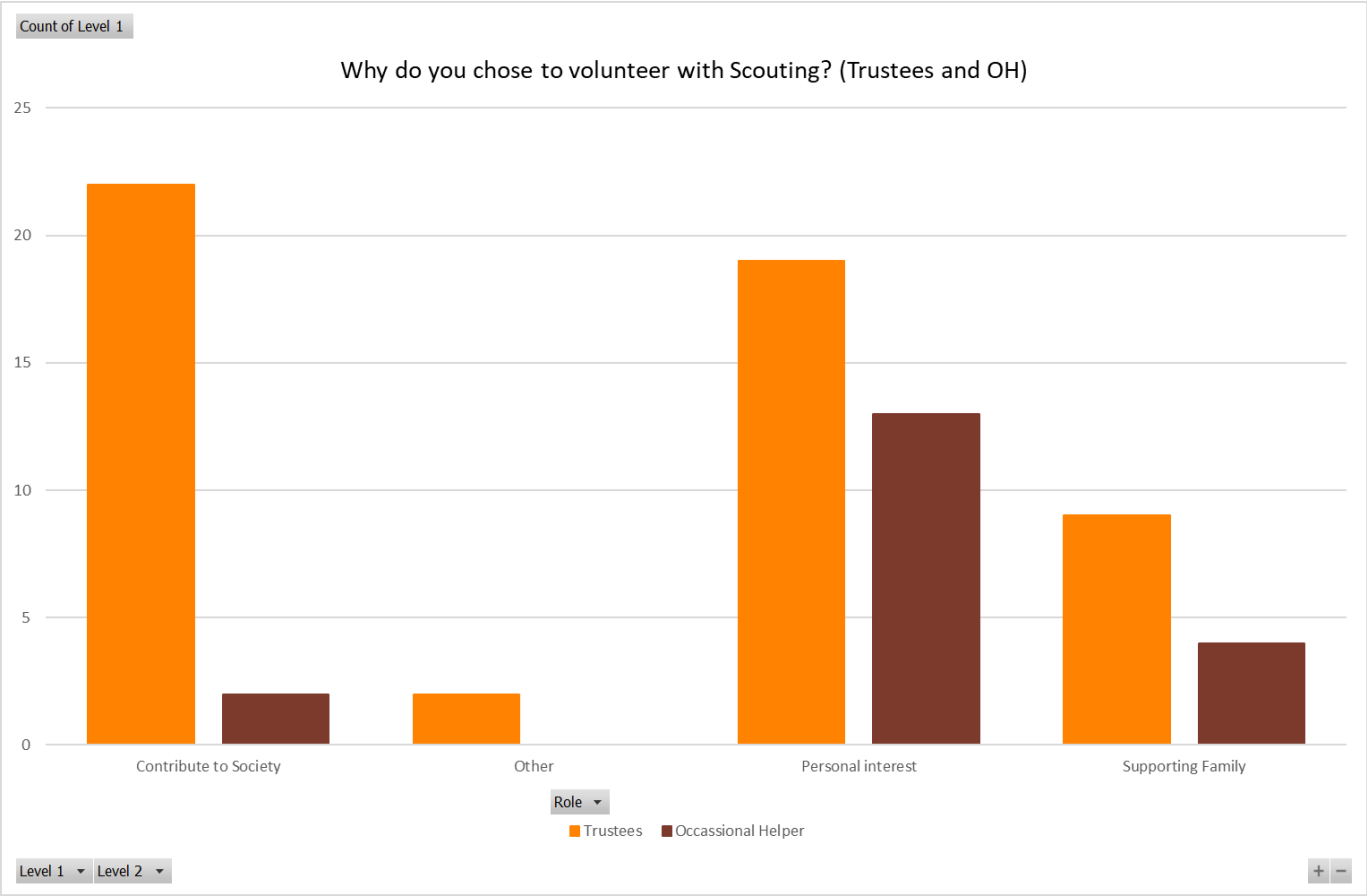
Discussed key elements of the Perception initiatives.

Matthew pointed out that the Youth Commissioner has not been born when we picked the current uniform, probably is time for a review!

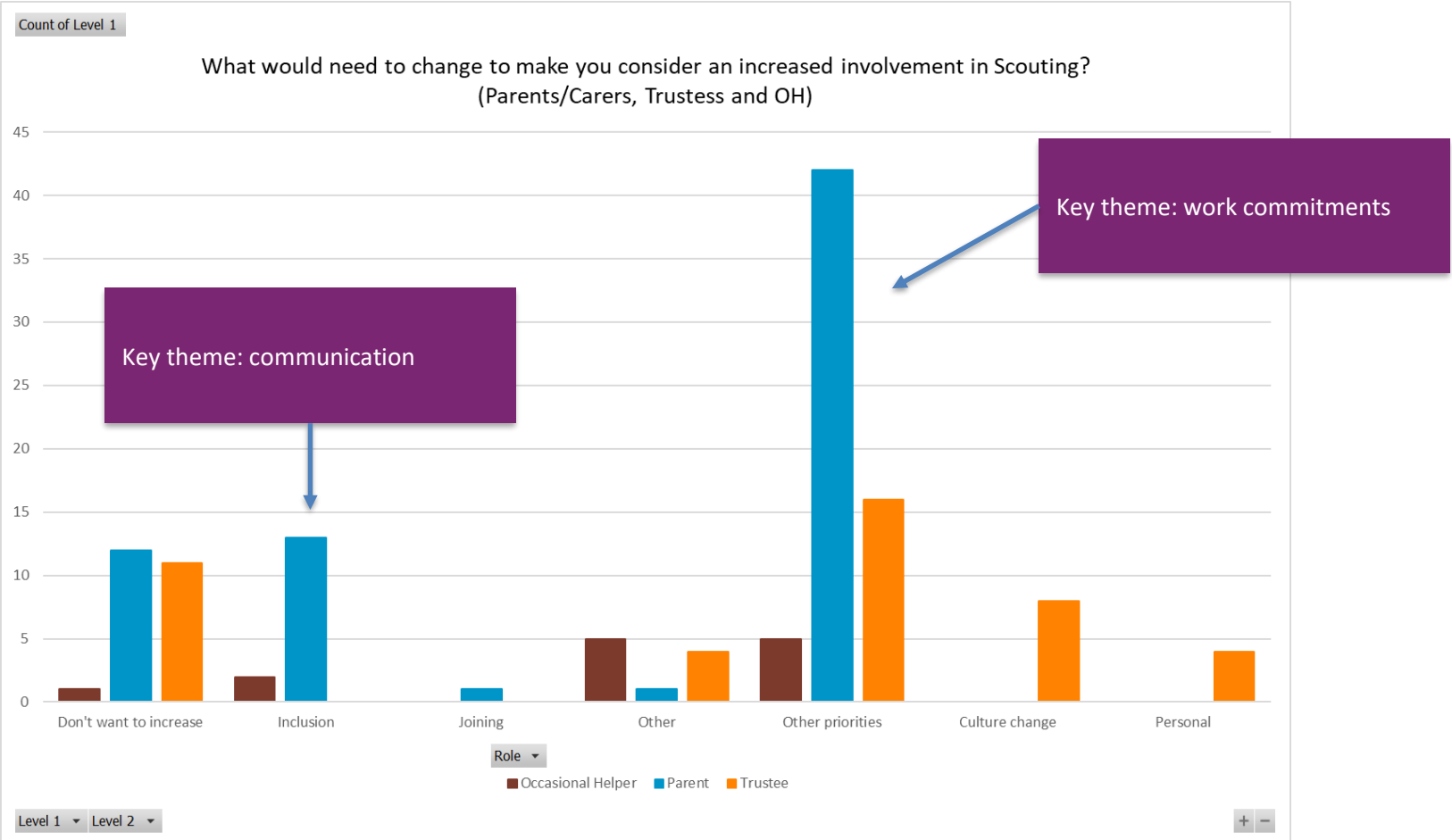
What Norfolk said about Perception...



What Norfolk said about Perception...

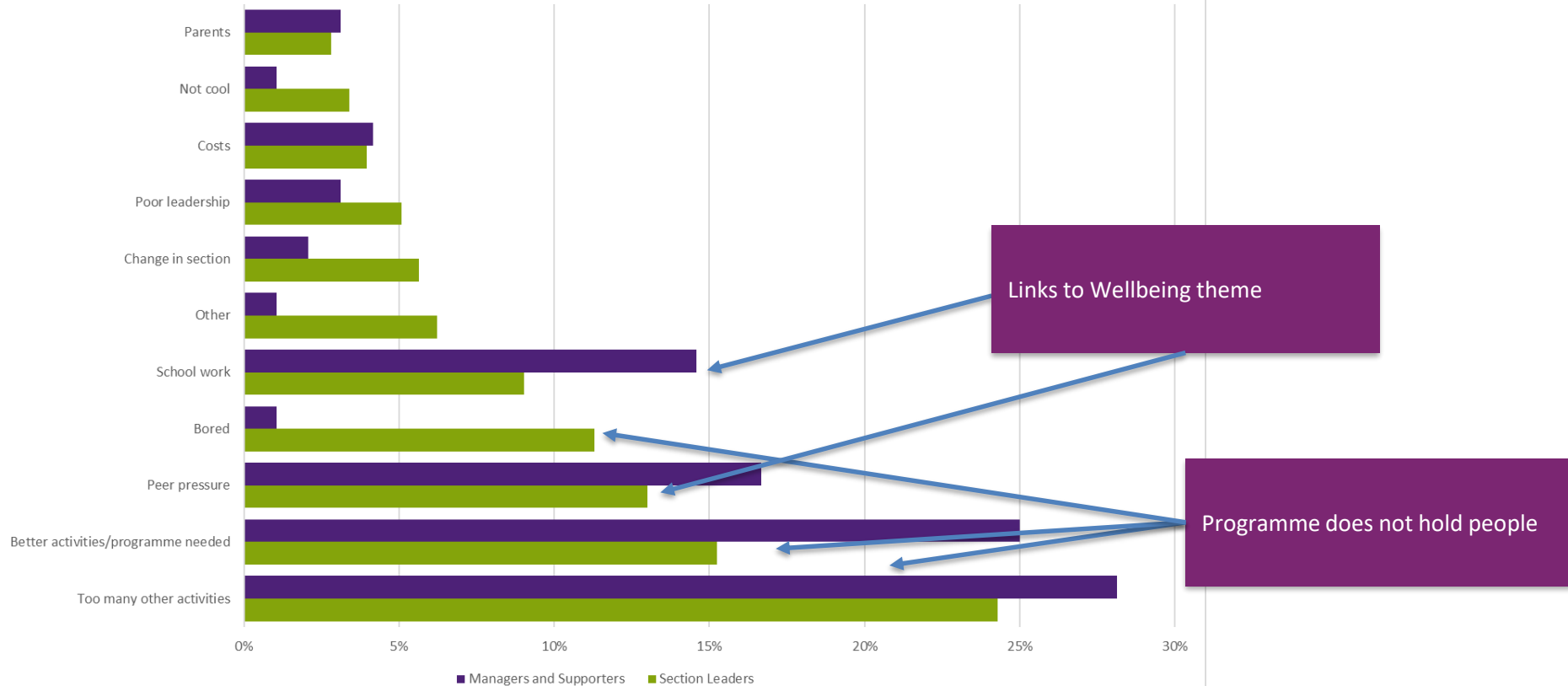


What Norfolk said about Perception...



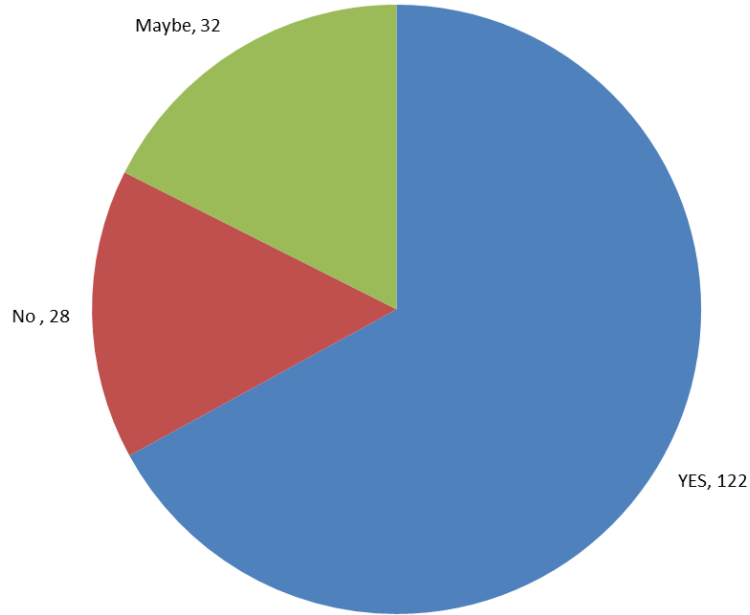
What Norfolk said about Perception...

What are the two main reasons you believe Young People leave Scouting? (Section Leaders, Managers and Supporters)



What Young People said about Perception...

When old enough do you want to move to the next section?



Youth Commissioner, Dom discussed the findings of the Young People survey about what Young People said about moving to another section

Key theme that young people are scared about moving on and that the Moving On Awards are not used

Breakout 3 – Perception

In your groups...

- Review and discuss national initiatives
- Review and discuss County survey results
- Prioritise the national initiatives
- Suggest the key areas that from the national initiatives, survey results and knowledge in the group need to feature in our new County Plan

Feedback ideas via the online tool:

Start your comment with your group number and initials.

#Norfolk for comments about us

#National for comments about the national strategy

#Both for comments relating to both local and national futures

Then...

Prioritise the top three National Initiatives

The team day then broke into six focus groups to look in detail at the Strategic Plan Perception initiatives and try to prioritise them mindful of the Norfolk Survey results, each group was given a set of the lower level results and verbatim comments for review.

The Groups were also asked for ideas for key areas of the Norfolk County Plan

Finally the groups were asked if they could pick only three initiatives to be taken forward as a priority what would they be.

Breakout 3 – Perception feedback

Better communication internally and externally

Must not forget our faiths and beliefs angle, this could attract as many as it puts off.

Recognition and appreciation of what people do.

HQ need to think carefully of high profile activities. (Bear at Conservative Conference)

Do more surveys to find out as much information as we can about what people think of us and our actions

Uniform is important and a brings us together, what we do is more important than what we wear

Brand review : needs consistency. Needs to be nationally led

Ambassadors, good set of national ambassadors need some high profile county one

10. The proposed strategic plan lasts from 2018-2023, however we can't undertake all of it from the very start. What three initiatives did you, or your meeting, think should be prioritised in the proposed strategic plan?

First initiative

Second initiative

Third initiative

Based on the prioritisation feedback from each breakout group, this meeting priorities was created and feedback to HQ

8. Thinking about the strategic plan as a whole, to what extent did you, or your meeting, agree with the following statements?

	Strongly disagree	Disagree	Neither disagree nor agree	Agree	Strongly agree
The proposed strategic plan identifies the right priorities for young people currently in Scouting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The proposed strategic plan identifies the right priorities for young people not yet in Scouting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The proposed strategic plan identifies the right priorities for adult volunteers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
The proposed strategic plan identifies the right priorities for helping wider society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
I/we support the proposed strategic plan	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

Whilst in break out groups the participants were asked to indicate their feelings on the draft strategic plan.

These were averaged and feedback to HQ

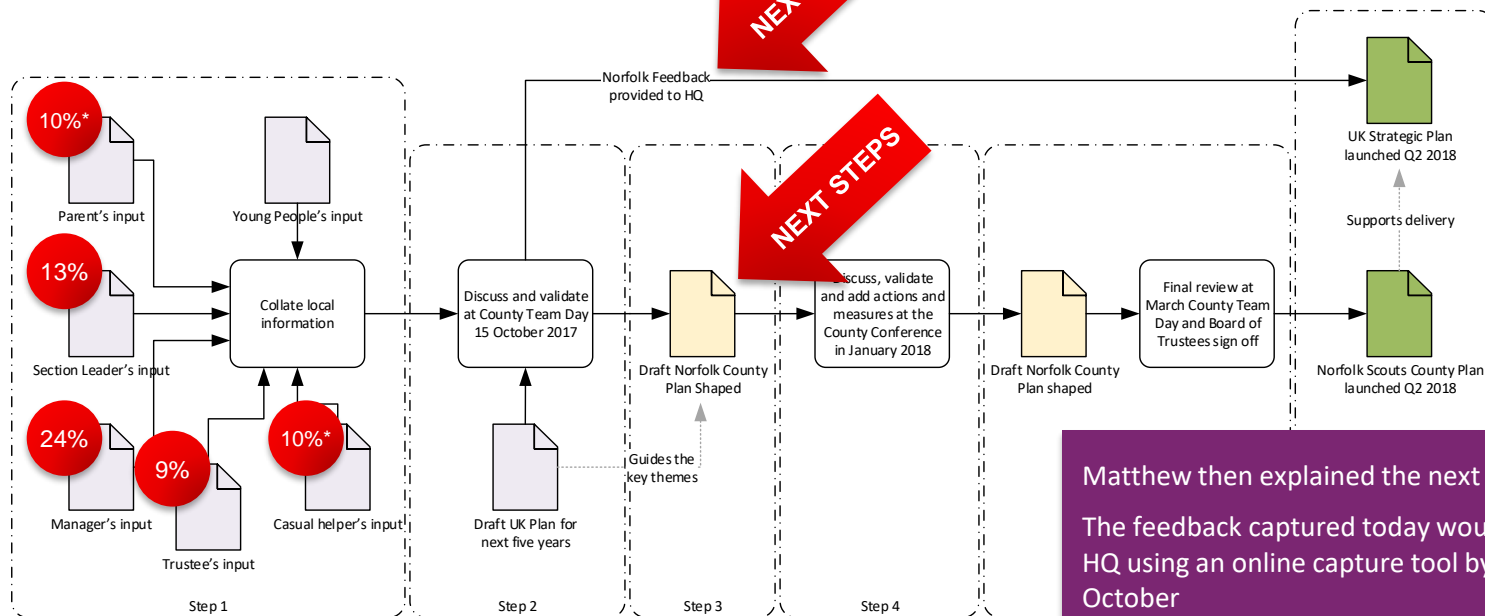
What will continue ...

- Focus on safeguarding
- Digital improvement
- Governance with a focus on Code of Good Governance
- A Million Hands with new issues and new partners
- Key events including World Scout Jamborees
- Staff development, Investors in People Gold and Platinum

Matthew highlighted some key area that would continue.

Pleased to see a refreshment of A Million Hands, as Matthew felt some people had missed the boat on this initiative due to other pressures at it's launch

Next steps



Matthew then explained the next steps.

The feedback captured today would be passed back to HQ using an online capture tool by Matthew by 20 October

The other information and data captured would be used to create the first draft of the new County Plan.

We aim to share this in early January in time for review prior to the County Conference, where we would start to look at the key actions and measures

9. What three initiatives were you, or your meeting, most excited about in the proposed strategic plan?

First initiative	Improve the volunteer journey - Transform adult recruitment	▼
Second initiative	Delivery of a quality programme - Focus on developing amazing section leaders with practical Scouting skills	▼
Third initiative	Offer for 14-25 year olds - Review provision for 14-25 year olds	▼

Prior to everyone leaving Matthew ask everyone to indicate which of the HQ initiatives 'excited them' the most. – these did not necessarily needed to be a priority but the ones that people thought were a great opportunity or could be a good piece of work