

# BasecAmp22

Energise. Engage. Empower.

**Transforming  
our volunteer experience**

Scouts 

- 1. Why we're transforming volunteering and why now**
- 2. The three key changes we'll make together over the next 12 months**
- 3. How you can prepare with your teams**





**We want to make volunteering with  
Scouts easier and more fun...**

**... so that we can attract more volunteers,  
and our current volunteers want to stay**



**Scouts** 

# **Making volunteering easier and more fun is how we reach our North star...**



**More young  
people  
gaining  
skills for life**

**Consistently and safely  
deliver a great programme**

**Recruit more volunteers  
and retain current ones**

**Scouts** 

**Who we've spoken to...**  
**(lots of people)**

**All volunteers  
invited to have  
their say**

Over 5,000 people so far

**Members of  
the public  
and leavers**

**Those we want to  
welcome in**

**All UK  
nations**

**British Scouts  
Overseas**

**Other volunteering  
organisations**

**Young people**

**A wide range of  
backgrounds and  
communities**

**Groups and  
sections**

**Volunteer managers**

**Scouts** 

# **What we learned**

**Leaders deeply enjoy volunteering, to give young people skills for life.**

**But challenges still exist....**

# The world is changing ...

Only **30%** of potential volunteers want to give time regularly

Volunteers have less time and want more flexibility



**We cannot grow to meet our  
ambitions for young people  
without making some  
fundamental changes**

# The culture we need to build...

Inclusive

Supportive

Digitally  
enabled

Clear roles

Learning,  
not training

Welcoming

# Why now?

1. It is a Skills for Life strategy commitment
2. Young people have never needed us more and number of volunteers our biggest barrier
3. Every volunteers deserves to feel valued and for their time with Scouts to be time well spent

# What is changing?

1. A warmer welcome for all
2. More engaging learning
3. Positive volunteering everyday

All supported by easy-to-use digital tools



# **1) A warmer welcome for all**

# A warmer welcome

‘The appointments panel] is usually made up of the old guard [...] who sit there and talk about their day. And this new person who’s really enthusiastic just completely gets put off straight away.’ – **Volunteer**

# A warmer welcome

## From

Intimidating appointments process and inefficient processes

Appointments Panels & Appointments Advisory Committees

Manual, time-consuming admin – c. 4 hours per new volunteer

Reliance on siloed networks to recruit

# A warmer welcome



'I've been thoroughly introduced  
to my volunteer role and now  
I can hit the ground running.'  
**What might new volunteers say**



# A warmer welcome

From	To
Intimidating appointments process and inefficient processes	Volunteers welcomed, valued and at ease from day one
Appointments Panels & Appointments Advisory Committees	Welcome conversation where you volunteer
Manual, time-consuming admin – c. 4 hours per new volunteer	A buddy throughout your induction
Reliance on siloed networks to recruit	Empowered new volunteers through self-service including automated referencing
	More tools to help recruit locally

## **2) More engaging learning**

# More engaging learning

‘I completed my training over a year ago  
but the trainer has no time to validate me,  
I am really let down.’ – **Volunteer**

# More engaging learning

## From

"Training" and Training teams

Time-consuming to do & validate

Hard work to track and manage

Off-putting digital experience

Wood badge for almost every role

# More engaging learning



‘The training I’ve completed so far has been so helpful and easy to absorb – I really enjoyed it.’

**What might new volunteers say**

# More engaging learning

From	To
"Training" and Training teams	Personalised learning when you need it, tailored to your role Support and management of learning built into our structures
Time-consuming to do & validate	Existing skills recognised and sign off built in, no separate validation
Hard work to track and manage	Easy to manage and report compliance
Off-putting digital experience	Digital first (but not digital only), bite-sized, in one place
Wood badge for almost every role	Wood badge optional and available to all

# **3) Positive volunteering everyday**

# Positive Volunteering Everyday

‘We don’t feel very supported by the District.  
And it scares me, because I quite often worry  
that I’m just gonna melt and say, ‘I can’t do this  
anymore’.” – **GSL/Scout Section Leader**



# Positive Volunteering Everyday

## From

Individual, inflexible fixed roles

Unclear expectations of volunteers

A small number of people with lots of responsibility (and stress)

Feels like work

# Positive Volunteering Everyday



“I receive regular support in a way that is safe, open, and honest. I feel respected and seen.”  
**What might new volunteers say**

# Positive Volunteering Everyday

From	To
Individual, inflexible fixed roles	Volunteers working in teams on tasks with a clear purpose
Unclear expectations of volunteers	Clearer roles with titles the everyone can understand
A small number of people with lots of responsibility (and stress)	Clear expectations on both sides, with a commitment to building a positive volunteering culture
Feels like work	Individuals contributing in a way that matches their skills, interests and availability



# **A new membership system**

**Scouts** 

# A new membership system

**Our new membership system will provide:**

1. A joined-up experience through a single [scouts.org.uk](https://scouts.org.uk) login
2. Specialist functionality for Welcome, Membership and Learning
3. Easy to use and mobile friendly
4. Fewer steps and less administration

**How we're getting there**

1. Hundreds of volunteers are helping to test
2. Essentials from day one
3. More features added over time



**When will things change?**

# 4 steps of change

	When	What
Understand	<b>BasecAmp22</b> - Summer 22	<ul style="list-style-type: none"><li>• Read materials; build your team</li><li>• Digital development and testing</li></ul>
Plan	Summer – Winter 22	<ul style="list-style-type: none"><li>• Develop local change plans</li><li>• Digital development and testing</li></ul>
Deliver	Feb 23: 10 Counties go live May 23: all Counties go live	<ul style="list-style-type: none"><li>• Digital tools available</li><li>• Roles, Learning &amp; Welcome changes happen</li></ul>
Keep Going	2023 onwards	<ul style="list-style-type: none"><li>• Supporting your teams</li><li>• More improvements later</li></ul>

# Next - understanding the detail

- ☐ Providing a warmer welcome
- ☐ Reimagining the way we volunteer
- ☐ Moving from training to learning
- ☐ Improving membership management and growing digital skills

More information on the testing hub too [scouts.org.uk/about-us/testing-hub](https://scouts.org.uk/about-us/testing-hub)