

WHAT WE'VE DONE:

OVER 5,500
PEOPLE INVOLVED

Parents, public, young
people, volunteers, UKCC
Team, Operations
Committee, Commissioners

1.

Parents

Too many other things to do

2.

Public

Lack of volunteers, competition from other activities

WHAT DID THEY TELL US?

3.

Young people

Very concerned about CV, don't know enough about Scouts

4.

Volunteers

Too many other things to do



WHICH PARENT IS THE KEY HOUSEHOLD DECISION MAKER?



Who chooses out of school activities for 5 to 13 year olds?

Mostly male
4%

Both equally
60%

Mostly female
36%

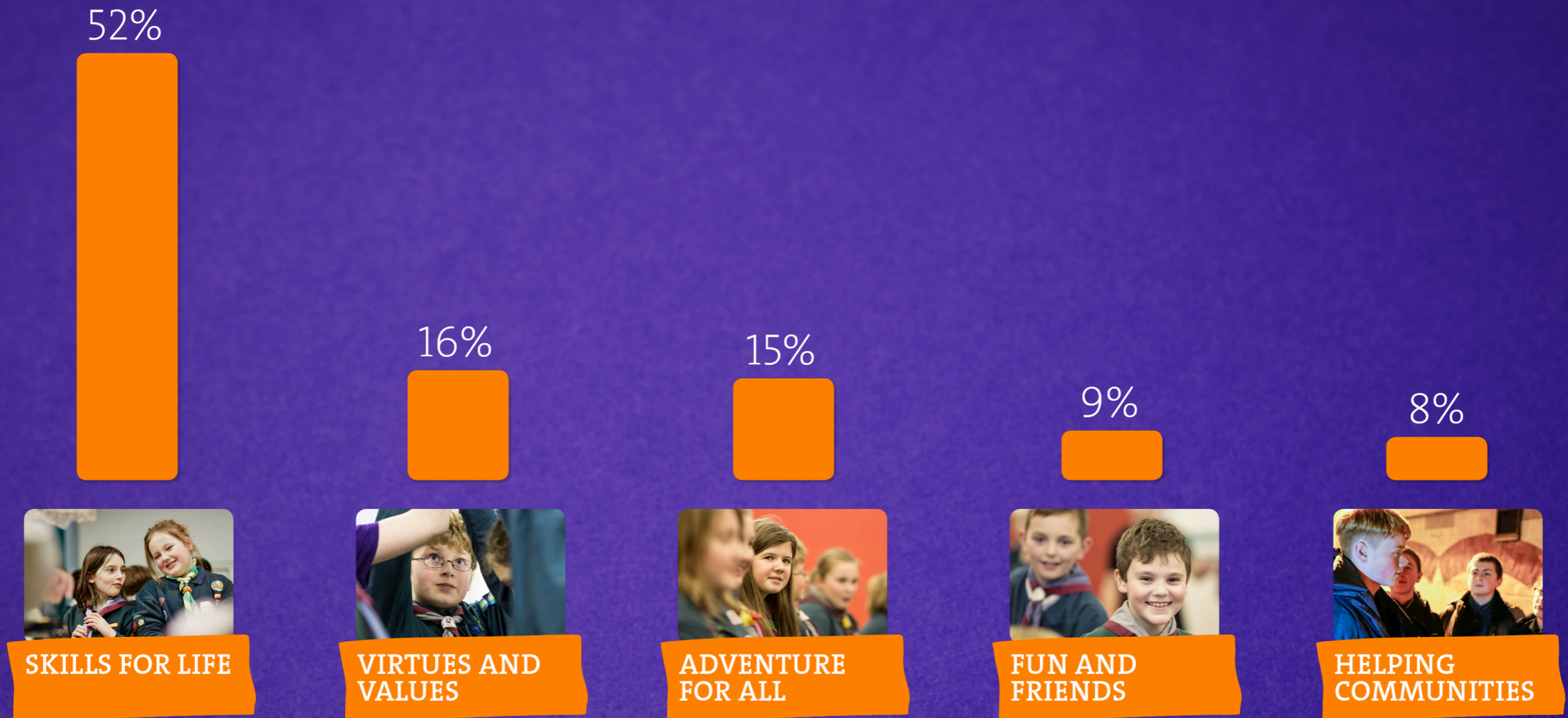


WHAT THAT MEANS FOR US

1. We must differentiate
2. We must be relevant to young people
3. We need to be more focused

SO WHAT
MAKES US
DIFFERENT?

SO WHAT MAKES US DIFFERENT?



Which of these campaigns would show that Scouts are different from other out of school activities?

Please rank these from 1-5. General public. Source: fast.MAP, April 2016.

...AND MORE
DISTINCTIVE,
RELEVANT AND
SUPPORTABLE

...AND MOST DISTINCTIVE, RELEVANT AND SUPPORTABLE

	Difference	Relevance	Support
Skills for life	1 st	1 st	1 st
Fun and friends	4 th	5 th	5 th
Adventure for all	3 rd	3 rd	4 th
Virtues and values	2 nd	2 nd	2 nd
Helping communities	5 th	4 th	3 rd

General public ranking which campaign would make us more effective in three areas.
Source: fast.MAP, April 2016.

...AND RECRUIT
MORE
VOLUNTEERS

...AND RECRUIT MORE VOLUNTEERS

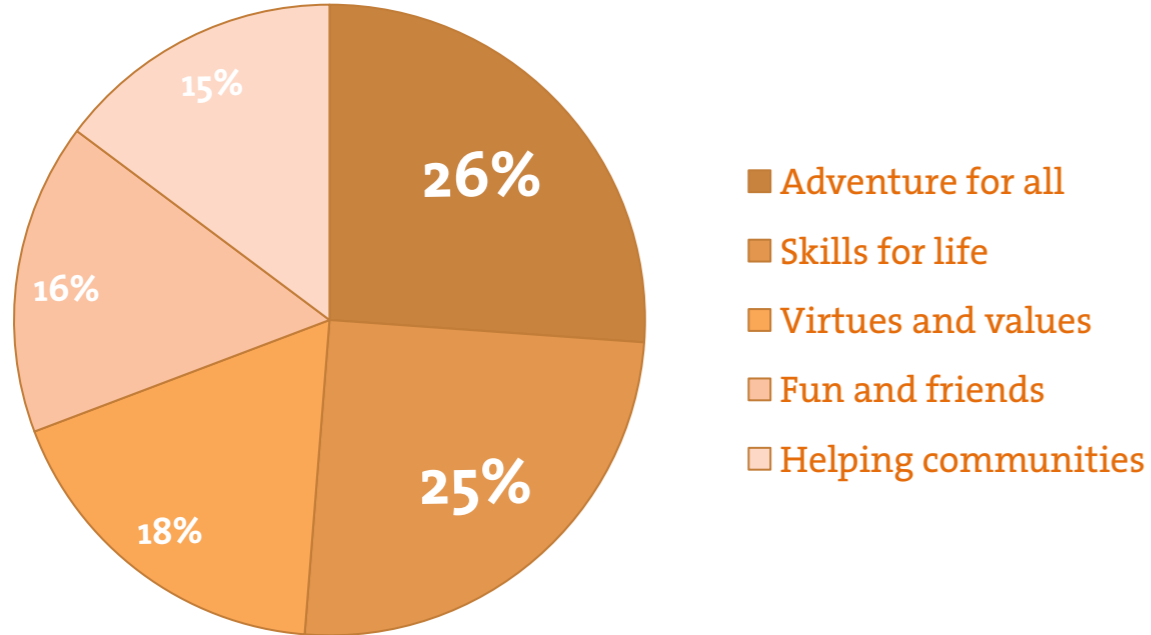


The Scouts are devising a campaign to attract new adult volunteers.
Which message do you think will most encourage new people to come forward?



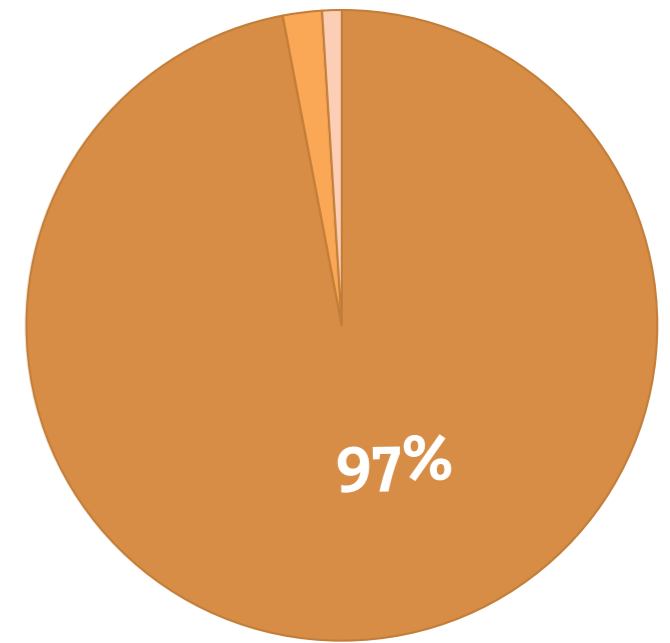
WHAT DO OUR VOLUNTEERS THINK?

Which campaign would make us **different** from other out of school activities?



Does Scouting give young people the skills to help them succeed in life?

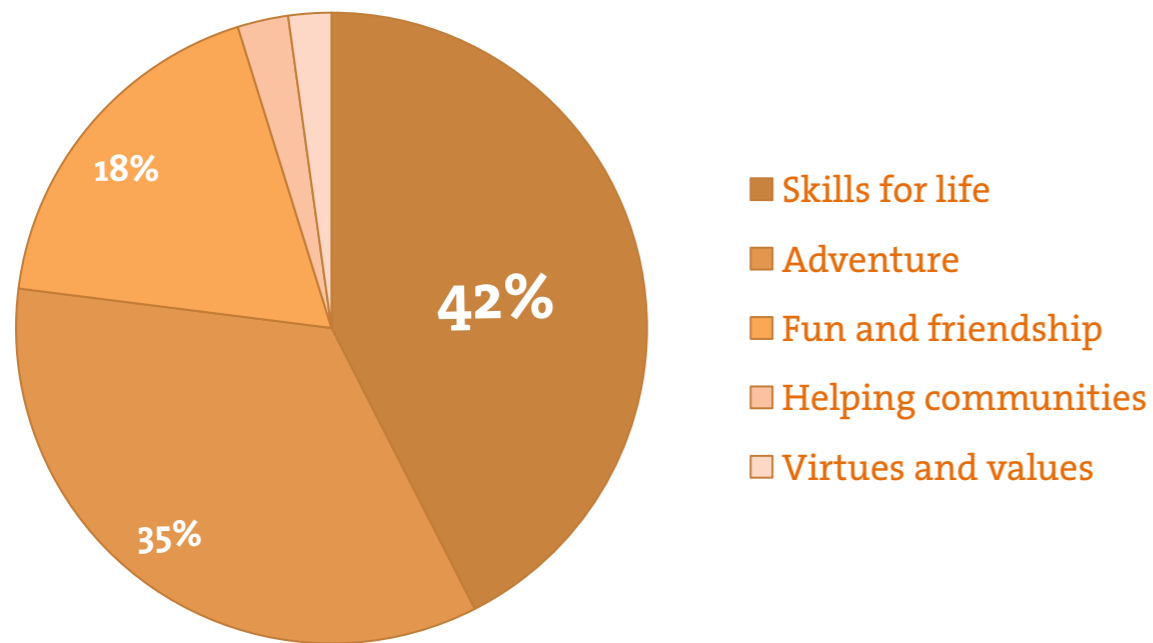
- Yes
- Don't know
- No



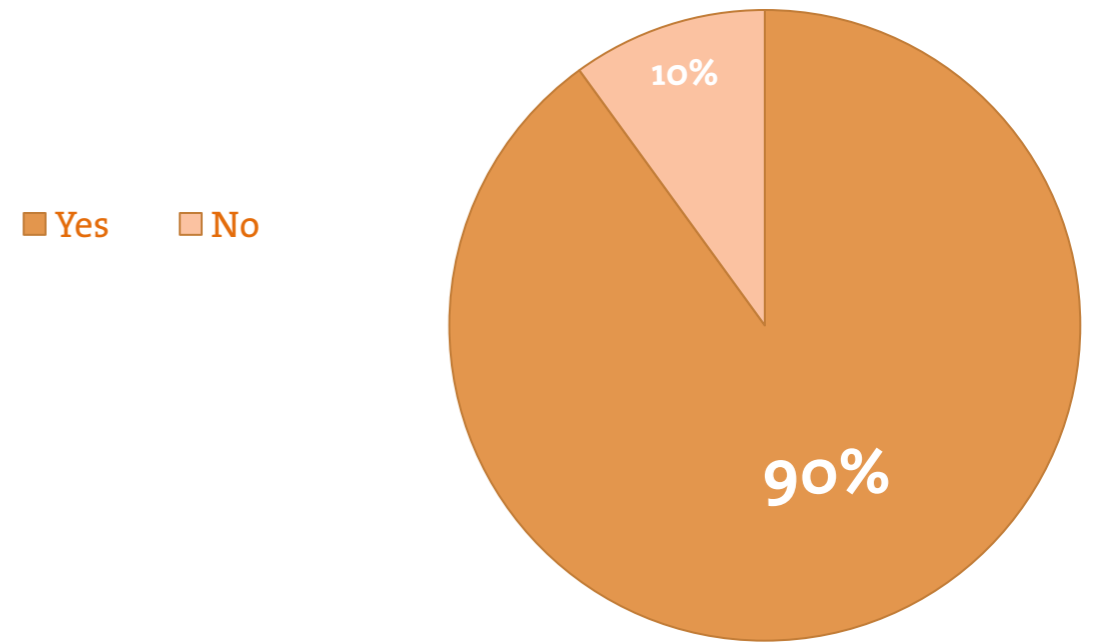


WHAT DO YOUNG PEOPLE THINK?

Which campaign message would encourage **14–18** year olds to join?



Would you be more likely to join if you knew that Scouting would give you an advantage in work or education?





THE STRATEGY

Corporate Strategy

Scouting for All

Growth Reach new audiences Articulate the benefit	Inclusivity Reduce barriers to join Reflect our diversity	Youth Shaped Young people in front Directly engage 13–25s	Community Impact Show impact on young people and communities
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Communications Strategy: Skills for Life

“Scouting gives young people the skills they need to succeed in life”

Three priorities	Relevance	Reputation	Reach
Perception measures	Scouting plays a relevant part in today’s society 2020 target: 52%	Scouting is trusted by the public 2020 target: 65%	Scouting provides young people with skills useful in later life 2020 target: 70%
	Members feel empowered 2020 target: 75%	Members feel proud 2020 Target: 90% Members feel valued 2020 Target 70%	Scouting will be seen as open to people of all backgrounds 2020 target: 75%
Key tactics	Surprise ‘I wouldn’t expect the Scouts to be doing that’	Innovation ‘The Scouts are really leading in that field’	Visibility ‘It’s great to see the Scouts out doing that’

Priority audiences <i>Subject to research currently underway</i>	External cold	External warm	Internal
	Mums of 0–13 year-olds 14–25 year olds	Dads of 0–13 year-olds	Volunteers in Scouting 14–25 year olds Parents
	Opinion formers, policy makers and influencers		

Amplifiers	Adult volunteers	Young people	Partnerships	Ambassadors
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SCOUTING FOR ALL

Corporate Strategy

Scouting for All

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Articulate the benefit

Inclusivity

Reduce barriers to join
Reflect our diversity

Youth Shaped

Young people in front
Directly engage 13–25s

Community Impact

Show impact on young
people and communities



OUR COMPELLING PROPOSITION

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AUDIENCES AND AMPLIFIERS

Priority audiences

Subject to research currently underway

External cold

Mums of 0–13 year-olds
14–25 year olds

Opinion formers, policy makers and influencers

External warm

Dads of 0–13 year-olds

Internal

Volunteers in Scouting
14–25 year olds
Parents

Amplifiers

Adult volunteers

Young people

Partnerships

Ambassadors



OUR OFFER: WHAT IT LOOKS LIKE AND WHAT WE DELIVER

What we offer

The balanced
programme



What it looks like

Adventure, fun
and friendship



What we deliver

Skills to
succeed in life



OTHER AREAS

- **Local Scouting**
Increase visibility, better tools and resources
- **Digital**
Clean data, social media ambassadors
- **Volunteer communications**
Simplify, reduce, segment