



Delivering today;
preparing for tomorrow

#Summit17



Preparing for tomorrow



Beyond 2018...

Matt Hyde and Tim Kidd

Beyond 2018...

- 1) Consulting on a new plan
- 2) The world around us
- 3) A proposed direction

Consulting on a new plan



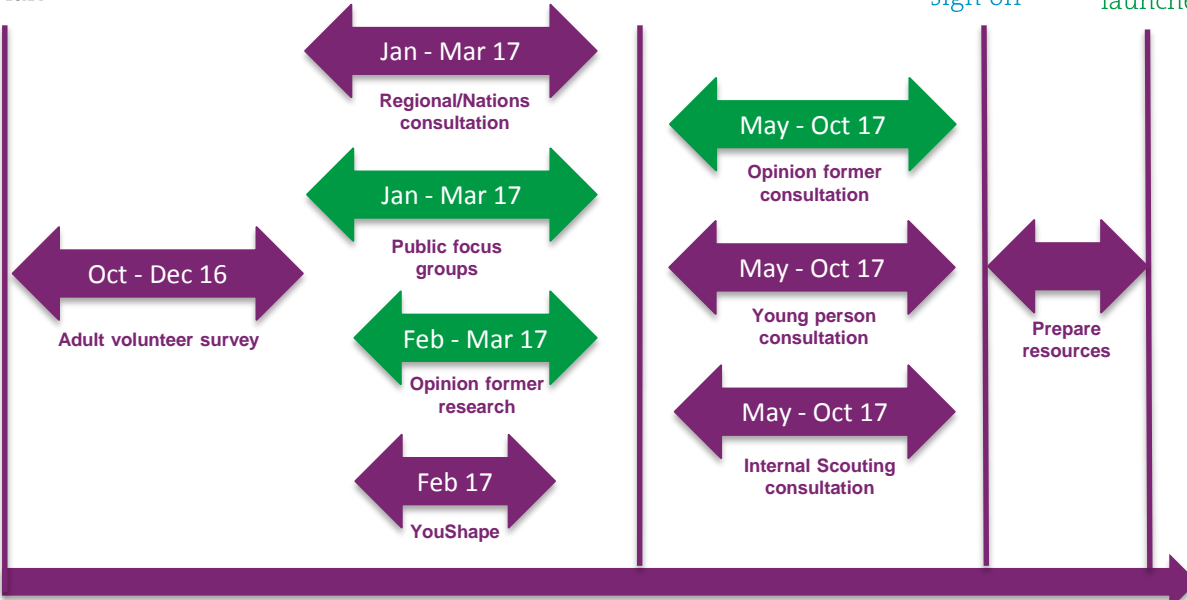
In-depth consultation

Board agrees
creation of a new
plan

Summit17

Board
sign-off

New
strategic
plan
launched



Oct 16

Apr 17

Jan 18

Mar 18

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Who we spoke to...

Survey of
5,000
volunteers
In Scouting

Region and
Nation
consultation

YouShape
month

Survey of
politicians
and opinion
formers

Public focus
groups
around UK

Major
research into
benefits of
Scouting –
Skills for Life



Internal



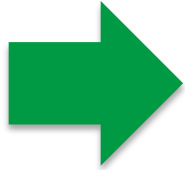
External



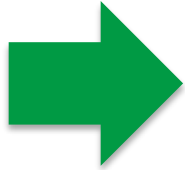
Internal and
external



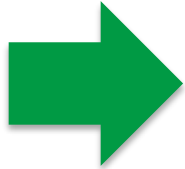
What you told us (adult volunteer survey 5,000 responses)



Majority of line managers were aware of the strategic plan (72%)



Half believed it had influenced their work (53%)



Strong support to keep the same four strategic objectives (70-90%)



What did we ask?

What members think should be our priorities

What members think are the issues facing the world today and the weaknesses of Scouting

What members think are the opportunities for, and strengths of Scouting

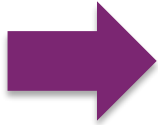
What you told us (adult volunteer survey 5,000 responses)



Most cited **strengths** were our leaders, Programme, adventure and being open to all



Most cited **weaknesses** were lack of leaders, too much bureaucracy and training/support



Most cited **threats** were lack of leaders, rising costs/lack of funds, and our public perception



Most cited **opportunities** engaging with the wider community, media/marketing and digital technology



What you told us to prioritise

We need better systems and technology to make our lives easier

We need more support with recruitment, programme, facilities and equipment

We have a lot to offer both individuals and society – we can make more of a difference



‘We need to streamline processes and organise a centralised approach’

‘We need to ensure that all members have access to the same exciting and adventurous activities’

‘Brexit may isolate UK Scouting from European Scouting and make overseas experiences more difficult’

‘There is a growing division of neighbourhoods. A division that is growing in the UK since Brexit’

‘We are not moving with Generation Z. There is a danger of becoming outdated and not adapting fast enough.’

‘We are struggling to compete with technology for young people's time and interest’



FUTURE

What have we heard at Summit17?

- How successful **volunteers** have been in delivering *Scouting for All* (2014-18)
- What members of the **public and opinion formers** think about Scouting
- **Sector experts** views on how Scouting can make the biggest impact in the 21st century



FUTURE



The world around us

Engaging with society... working towards a better future



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Supporting young people...



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The world around us...

- Social integration
- Wellbeing
- Social mobility
- Dominance of digital
- Generational differences



Social integration



Wellbeing



ENGAGE

Social mobility



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Dominance of digital



Generational differences

- Ageing population
- Millennials
 - Increase in volunteering and social action



ENGAGE

A proposed direction



Scouting can be, and always has been, a solution to society's issues...

‘We are a Movement, not an organisation. We change with the times but we continue to inculcate the spirit and the daily practice of helping others, unselfish goodwill and co-operation.’

Robert Baden-Powell



Social integration...

- Mixing with different people
- Instilling values
- Relational skills and international experiences
- Community engagement



FUTURE

Wellbeing...

- Scouting has demonstrable benefits to wellbeing
- Scouts are 15% less likely to suffer from anxiety or mood disorders by the age of 50 (University of Edinburgh)



Social mobility...

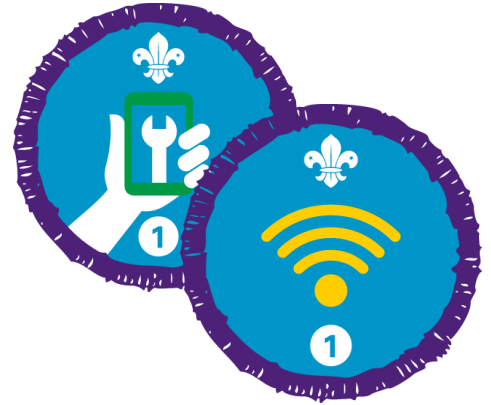
- Employability skills
- Targeting areas of deprivation
- White working class boys
- Ethnicity



FUTURE

Dominance of digital...

- Digital resilience
- Using digital tech to get outdoors
- Digital skills for young people
- Being better at using digital to make life easier for volunteers



FUTURE

Generational differences...

- Recruiting older volunteers
- Seizing the interest in youth volunteering and social change
- Inter-generational mixing



FUTURE

A potential way forward...

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



Preparing Better Futures

Together we have a vital role to Prepare Young People

with Skills for Life

How we will do this:

Programme

A high quality, impactful programme consistently delivered aided by simple (digital) tools

People

More, well trained, supported, motivated adult volunteers from different backgrounds to deliver Scouting

Perception

Scouting to be trusted, respected (reputation) and seen as playing an important role in the 21st Century (relevance) by more people (reach)

...to deliver outcomes against these strategic objectives:

Growth

Inclusion

Youth-Shaped

Community Impact

Integrity

Respect

Care

Belief

Cooperation

The big questions

1. Is this the right direction of travel?
2. What actions should we prioritise over the next five years?

