

Our plan to equip more young people with skills for life.

Scouts 
South East Scotland



**Regional Strategy
2022-2025**

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Introduction



Our current Regional Strategy was launched in 2018 alongside the UK Scouts and Scouts Scotland Skills For Life strategies and was originally scheduled to run until 2023.

However, a lot has happened since 2018. None of us could have predicted the effect that COVID would have not just on Scouting but globally. As a result the Regional Executive Committee agreed in 2020 to extend the existing strategy to 2025 and to move its short term focus to supporting Groups and Districts recover and rebuild from the effects of the pandemic.

Since then we have seen further changes such as the introduction of the new Squirrels section so we saw this as an appropriate time to review the existing strategy and update it to reflect Scouting in South East Scotland in 2022.

It is important to note that our primary focus remains on providing support following COVID as we recognise that many Groups and Districts have lost members and volunteers and some are still in the recovery phase. But we recognise also that some groups and districts are looking forward and it is our hope that this strategy will provide a suitable framework for them as they look to develop their own local development plans. We also recognise that different groups and districts are in very different positions so different areas of the strategy will be more relevant in some areas than others but it shows the overall direction I as Regional Commissioner, along with my Regional Leadership Team and Regional Executive Committee see for the Region going forward.

We have worked with a wide range of stakeholders from Regional, District and Group leadership teams as well as our Regional Centres to ensure that this strategy is best placed to allow us to provide Skills for Life to as many young people in South East Scotland as possible.

None of this would be possible without our amazing volunteers who have done so much to keep Scouting going through COVID and without whom young people would not get the brilliant experiences Scouting provides across the Region. We welcome your thoughts on this strategy so if you have ideas on how we can achieve our goals or feedback on what we are suggesting please do reach out.

Thank you for all that you do for Scouting in our Region and I hope that you are as excited as I am about the opportunities we have over the next 3 years to make Scouting in South East Scotland even better.

Martin Elliot, Regional Commissioner

Skills For Life



Our Vision

By 2025 we will have prepared more young people in South East Scotland with skills for life, supported by amazing leaders delivering an inspiring programme.

We will be growing, more inclusive, shaped by young people and making a bigger impact in our 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 Goals

Growth

By 2025 we plan to have achieved:

- 7500 young people aged 4-18 in Scouting (+15% on 2022)
- 2250 adult volunteers (+20% on 2022)
- 300 Explorer Scout Young Leaders (+10% on 2022)
- 90% of adult volunteers hold full appointments within 5 months, having completed the initial learning

Youth Shaped

By 2025:

- All young people in South East Scotland have an opportunity to shape their experiences at Scouts
- 50% of young people will be achieving at least one top award for their section

Inclusivity

By 2025 we will have:

- Actively reduced barriers to membership for both young people and adult volunteers to help make Scouting in the Region representative of our wider communities.
- Expanded adult learning to support inclusion, equity and diversity

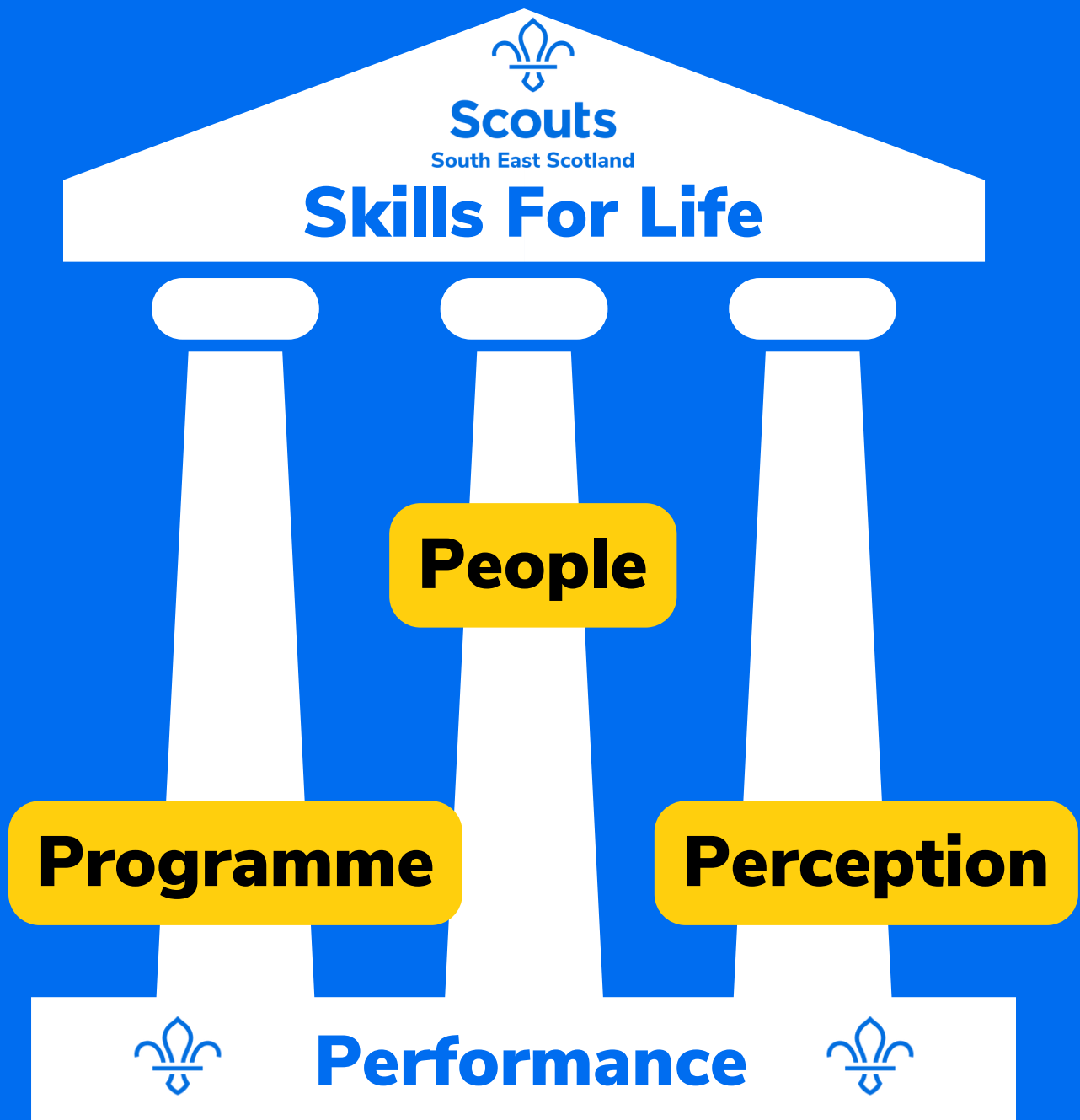
Community Impact

By 2025 we will have:

- 50% of sections take part in at least one community impact project per year

Our pillars of work

To deliver our ambitious goals, the strategy will maintain the same three pillars of work - Programme, People and Perception – supported by our Performance programme.



Programme

Our Aim

A fun, enjoyable, high quality programme consistently delivered and supported by simple tools .



This section focuses on what we plan to do to maintain and improve our programmes for young people. All young people should experience a quality Scouting programme that has both outdoor and adventurous experiences. Young people in every section should, ideally, have a minimum of one nights away experience as part of their annual Scouting programme.



Programme

Provision for 14-25 Year Olds

- Joint Regional Explorer and Network events to encourage retention.
- Update Regional learning provision to make more relevant for Network sections.
- Raise awareness of Scout Network section through existing channels.

Early Years Provision

Through the new Squirrel section for four and five year olds, we will continue our phased rollout of Squirrel Dreys across the Region to provide more young people with skills for life.

Practical Scouting Skills

- We will continue to expand the practical skills training for adult volunteers.
- We will provide support to increase the number of adult volunteers holding activity and nights away permits.

Top Awards

We will build on the work of the Top Awards Working Group to implement initiatives to increase support for Top Awards provision and attainment.

Gang Show

We will promote opportunities within the Edinburgh Gang Show for both young people and adult volunteers.

International

- We will run a Regional Explorer Belt Expedition.
- We will work to improve accessibility of international opportunities e.g. WSJ, MOOT and other jamborees.

Programme

Outdoor & Adventure

- We will organise supported training, activities and camps, e.g. at Bonaly and Longcraig or with their instructors at local venues, to assist leaders wishing to develop skills and confidence to deliver the Scout programme to our youth members, especially for those Groups with limited leadership numbers.
- We will continue to support and develop South East Scotland Expeditions to provide expedition opportunities for young people.

Inclusion

- We will introduce an Inclusion Fund to provide funding for Regionally-led and locally run inclusion initiatives.
- We will introduce learning opportunities for volunteers on support for members with additional support needs.
- We will introduce learning opportunities for volunteers on providing support for members with additional support needs.

Meeting Places

We will work with other youth organisations to ensure that groups and units continue to have access to appropriate meeting places.



People

Our Aim

Scouting will be delivered to more young people from different backgrounds by more, well trained, better supported, motivated adult volunteers from different backgrounds.



This section focuses on what we need to do to improve recruitment of and support for leaders and supporters.



Attracting, recruiting and retaining volunteers

- We will provide Regional Recruitment Activities, facilitated and supported by the Scouting Support Officer:
 - Recruitment campaigns
 - Social Media campaigns
 - Improved website
 - Spotlight and showcase volunteer success
 - Focus on students and employability potential
- Supporting District/Group recruitment activities via direct and indirect support e.g. Recruitment events, regular Recruitment based messaging.
- Work with UK Scouts to improve volunteer journey including enquiry process.
- Provide recruitment materials to members, enhancing resources and information to enable localised recruitment – better online resources.

Transforming Adult Learning

- Learning will be simpler, aided by digital tools, and focused on providing the knowledge and skills a section team needs to deliver a challenging and adventurous programme
 - Improving digital/face-to-face/hybrid learning mix with each module delivered at least quarterly
 - Practical Skills Learning opportunities
 - Inclusion Learning opportunities
 - Training Advisor support/recruitment
- Improve the learning experience including advanced calendar of sessions and clearer communication in line with UK Scouts Transformoin Process.

Recognising Volunteers

- Improve the Adult Awards process via the creation of a Regional Awards Advisory Group.
- Regionally run Thank You events to recognise volunteers.

People

Development

- Regional Development Workshops to support Districts/Groups create/update development plans.
- Specific support for Group Scout Leaders e.g. dedicated webpage, workplace group, best practice.
- Utilise new website to provide resources and information.
- Branding and social media learning opportunities.
- Support early years provision.
- Identify geographic areas of growth population for targeted recruitment activity including housing developments.

Diversity, Equity and Inclusion

- Introduce Inclusion Fund to fund Regionally-led and locally run inclusion initiatives.
- Introduce learning opportunities for adult volunteers on support for members with additional support needs.
- Introduce learning opportunities for adult volunteers on providing support for members with additional support needs.
- Identify underrepresented groups and support opening of new sections in these areas.



Perception

Our Aim

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



This section focuses on what we need to do to improve the way that Scouting is regarded by its members and the public.



Perception

Brand position

- Update our image in line with the evolving Scout brand and cement our Youth Shaped focus.
- Be more visible – utilise PR and media, celebrate success, amplify activity, increase community impact and more.
- Work with new groups and organisation to widen our reach for youth membership and adult volunteering eg. Corporate Social Responsibility (CSR) in business.
- Ensure a robust content calendar across all channels.

Key Messages

- Improve the understanding of Scouts and the positive benefits especially across all non-member audiences.
- Focus on Skills for Life, Growth, Inclusion, Community Impact and being Youth Shaped.
- Scouts is inclusive and open to all backgrounds (including those with no prior Scouting experience).

Communication Channels

- Develop an improved hub for internal news, updates and to build our community.
- Develop a new Regional Website.
- Continue to use and improve Social media, Membership emails, Digital Assets, external media.



Perception



Community Impact

- Regional Community Impact events and initiatives.
- Community Impact Working Group to support Districts/Groups run Community Impact events.

Youth Involvement

- Regional Youth Advisory Group set up.
- All major decisions incorporate Youth input.
- Clear way for Youth input into Regional Executive Committee.

Performance, Support & Governance



2022



Updated Strategic Plan

2023



Promotion and Activation

2024



Monitoring and
Evaluation

2025



New Vision - The
Future



Governance

- Governance workshops to support District/Group office-bearers
- Strengthening of the Regional Office Support Team.

Risk

- Improve link between risk register and operational processes.
- Provide Data Protection support and advice to Districts and Groups.
- Promote and assess the use of Risk Assessments for General and Adventurous activities.

Finance

Continue to invest in supporting Scouting in South East Scotland whilst maintaining sound financial management and controls.



Regional Centres

- Investing in Centres to support wider Scouting programme.
- Recruitment of volunteers to support Centres' development plans.



Appendix: Data

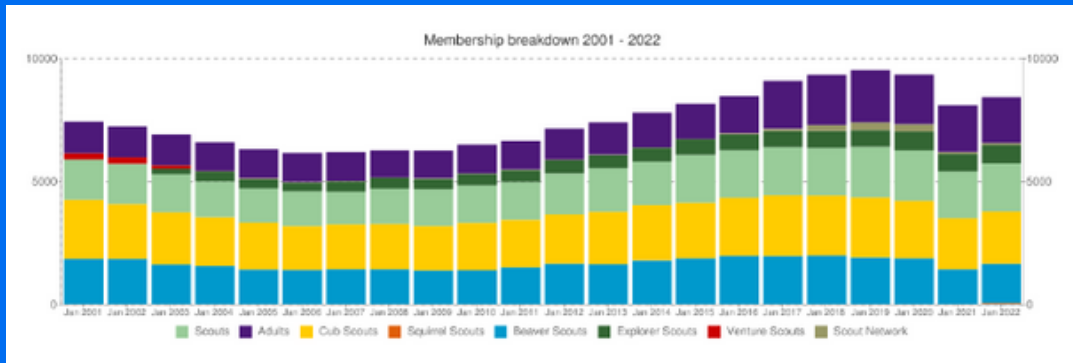


Figure 1: Regional Membership 2001 - 2022

| | 2018 | 2019 | 2020 | 2021 | 2022 |
|--------------|------|------|------|------|------|
| Young People | 7281 | 7389 | 7325 | 6186 | 6546 |
| Adults | 2054 | 2129 | 2017 | 1903 | 1876 |

Figure 2: Number of Young People and Adult Members in South East Scotland Region 2018 - 2022

| | Waiting Total |
|-----------------|---------------|
| Squirrels | 348 |
| Beavers | 730 |
| Cubs | 433 |
| Scouts | 286 |
| Explorer Scouts | 5 |
| TOTAL | 1802 |

Figure 3: Waiting List Numbers for each Section in 2022 Census

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Appendix: Region



Figure 4: Our 7 Districts of South East Scotland Scouts

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Our plan to equip more young people with skills for life.



Thank You!

Our adult volunteers are the backbone of South East Scotland Scouts.

South East Scotland Scouts is full of ordinary people making an extraordinary difference to young people's lives and learning a whole lot along the way.

[Read their stories](#) and find the perfect volunteer role for yourself. Whether you want to work with young people directly or help behind the scenes, there's something for everyone at Scouts.



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