



Greater London Development Strategy Document 2007 – 2012

Our overarching priority in line with The Scout Associations Vision document 2007 – 2012, is to retain and recruit more adult volunteers in order to increase youth membership.

London is unique as a Region because it is a single entity, arbitrarily divided into Six Scout Counties – unlike any other Region.

This gives particular opportunities and challenges where close co-operation between counties leads to an economy of scale or advantages with cross county border bodies.

This document sets out some high-level statements and directions for the Greater London Region.



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Vision to be.....	By this we mean	Strategy	Objectives
<p>A Growing Movement</p> <p>(retention/recruitment)</p>	<p>Scouting will have a growing membership across age, gender and ethnicity</p>	<p>Regional Thanking events (exhibition of Scouting)</p> <p>An increased membership in line with 2012 strategy (Target = 3% increases over next 5 years)</p> <p>Appropriate cross regional, flexible support for any new Groups</p> <p>Provide wrap around care (After school/extended school clubs) an alternative approach to delivery may be needed</p> <p>Development staff with a cross Regional approach</p>	<p>2 per year – 1 North and 1 South at a suitable venue</p> <p>3% increase across the Region</p> <p>Appoint and have in post Regional Development Officers by 2008</p> <p>Appoint 1 specific person to oversee, plan and deliver an approach ↓</p> <p>Appoint and have in post Regional Development Officers by 2008</p>

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Vision to be.....	By this we mean	Strategy	Objectives
<p style="text-align: center;">A Youth Movement (youth participation)</p>	<p>Leaders will be young adults who are supported by volunteers of all ages and by a professional staff. Our work at all levels will reflect, enhance and embrace the culture and participation of young people.</p>	<p>London Scout Network events</p> <p>Student specific Network events</p> <p>Young People's forum's Regional youth programme events</p> <p>Young Spokesperson/Jack Petchey SpeakOut Challenge</p>	<p>2 Network events regionally per year. Network events in major centres of learning in the Region</p> <p>Annual Regional youth programme day at Gilwell</p> <p>Positive regular participation by all Counties in JP 'Speak Out Challenge' developed specifically for Scouting in London working with the JP Foundation</p>

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<p>A Focussed Movement</p> <p>(brand/image)</p>	<p>Scout Groups will be larger and stronger. Rationalisation will be achieved within natural geographical and community Boundaries. There will be higher quality and improved access for campsites and activity centres.</p>	<p>County Development Plans</p> <p>Ensuring training opportunities for all, regardless of location e.g.; cross regional training capability and opportunities</p> <p>Training/upskilling/communication and consultation days for GSL's DC's, ADC's and ACC's</p> <p>A Focussed approach to Senior Management meetings</p> <p>A regional approach to marketing and Public Relations.</p> <p>Scouting Ambassadors - London</p> <p>London Scouting to be on brand.</p>	<p>All Counties to produce and share development plans in line with the Greater London Development and TSA plans.</p> <p>Advertise all training courses on central site making open access to all</p> <p>Training conferences, rolling programme for all three areas on 9 month cycle?</p> <p>Appointment of a Regional Marketing and PR Director</p> <p>Appointment of suitable 'key figures' in London to act as Ambassadors for Greater London Scouting</p>

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<p>A Sound Movement</p> <p>(resource management)</p>	<p>At all levels, there will be strong financial, operational and strategic management. Support will be provided for executive and administrative functions as well as youth leadership.</p>	<p>Quarterly monitoring of membership numbers, to allow strategic management of trends and development</p> <p>To create a suitable environment for sharing of best practise</p> <p>To seek and implement alternative approaches to administration</p> <p>A regionalised approach to co-ordinated fundraising</p> <p>To encourage the capturing of all membership (youth and adult) on MMS</p> <p>To review volunteer management structures to support Groups.</p>	<p>The Region will adopt a simple but meaningful method (non bureaucratic) to monitor quarterly membership of the Region. All Counties to collect census figures on a quarterly basis by April 2008</p> <p>Enhance Communication and Consultation and skills days with key managers in Scouting</p> <p>Challenge restricted use of admin roles Paid staff – secretary etc.</p> <p>Appoint Regional fundraising manager</p> <p>Use the resources of TSA MMS when on line Encourage Counties & Districts to keep MMS up to date</p> <p>To provide sound/structures training for administrators at County & regional level. Set up a working party to review current management structures</p>

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<p>A Relevant Movement</p> <p>(engagement/perception)</p>	<p>There will be a strong public perception towards Scouting in London. This will include socially, politically, commercially in the media. Adults and young people will have a modern and positive image of 21st Century Scouting</p>	<p>A London wide website, linked to London County Websites so that Londoners seeking Scouting have a single point of initial contact with the relevant information</p> <p>Develop links with central and Regional government</p> <p>To ensure that those responsible for programme support/development including specialists (ACC'S) are aware of and have ownership of current regional and national directions and the opportunity to give feedback. (CnC)</p>	<p>Appointment of Regional Web Manager</p> <p>Develop PYL partnership</p> <p>To engage with LOCOG to maximise opportunities created by 2012 olympics</p> <p>Review method of information and dissemination, i.e. HQ to ACC's - ACC's to HQ</p>

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<p>A Diverse Movement</p> <p>(social inclusion)</p>	<p>Scouting will reflect and celebrate the diverse nature of our national and local communities. There will be openness and involvement for adults and young people regardless of background or circumstance.</p>	<p>Cultural Awareness Training (CAT) relevant for adults in London to be made available</p> <p>To provide relevant cross regional support for existing and established minority ethnic Scout Groups</p> <p>To ensure appropriate cross regional support for new MEC Groups</p> <p>The creation of a youth focussed multi faith advisory team specific to London, in order to advise and support on the development of Scouting in faith communities</p> <p>Support to Counties to increase their female membership (youth and adult)</p>	<p>Research Cultural Awareness of Region (i.e. make-up)</p> <ul style="list-style-type: none"> ▪ Appoint advisors (as above) from MEC panel ▪ Review current CAT training and apply to Regional needs <p>Appoint advisors (as above) or MEC panel</p> <p>Share best practise across Region</p> <p>Appoint advisors from multi faith groups</p> <p>Review 2008 Census to see if there is a need. Include as part of the overall recruitment</p>