



Didcot District Strategy the way forward

The strategy has been developed after listening and consulting with many of the Districts adults, parents, young people and many external organisations.

However, nothing is cast in stone.

The District Strategy has to be highly flexible in order to reflect the needs of Scouting both now and for the future.

I appreciate that the pace of change has appeared rapid and at times overwhelming, however, the challenges that we will be facing during the next few years dictate that we quickly need to bring the District up to speed, position ourselves ready to meet these challenges, invest in the future of Didcot Scout Adults and plan for the future.

2007 will be an exciting year not only marking Scouting's Centenary and all of the planned events to celebrate this occasion but also the opening of a Scout Group.

This is just the start. With the level of new housing developments, the organic growth of Scouting and the continuing challenge of modernisation, young people numbers in the Didcot District could grow by 100%.

This would mean that during the next 5 years, we would need to open 2 or 3 new Groups whilst expanding the capacity of the existing Groups.

To support this level of growth would mean that we need to attract circa 15 new adults every year in addition to replacing those who move on.

I am mindful that we need to install a greater level of camaraderie amongst our existing teams and render a greater level of assistance to those who need help. Part of my role will be to try and identify when and where help is required, but each of us need to feel confident to ask for help when we need it.



Rob Vaines
District Commissioner

introduction

Our aim is 'to increase membership through the promotion of Scouting to everyone'.

The community needs Scouting, and Scouting needs the community.

By building relationships within enforcement Authorities, public services, local politicians, business and other groups, we will grow stronger by adding a far greater diversity of community involvement.

This means that the community can contribute to the future of our young people, in many ways, and in ways other than front-line Scouting (leadership roles), to enable us to move forward, and encourage people to give of their time and skills, we have to continue a vigorous program of modernisation and at the same time to reinforce the need to innovate and inspire. Part of our strategy is to work hand in hand with the community, organisations within those communities, business and of course the young people.

With the level of new housing developments, the organic growth of Scouting and the continuing challenge to modernise, young people numbers in Didcot District could grow by 100 per cent.

This would mean during the next 5 years, we would need to open 2 or 3 additional groups, whilst expanding the capacity of the existing groups.

To support this level of growth would mean that we need to attract 15 new adults EVERY year in addition to replacing those that move on.

Through increasing adult membership, we will be in a far better position to adequately resource all the groups in the District, to facilitate as many young people as wish to join.

challenge

to 'Increase membership through the promotion of Scouting to everyone'

How

- Broaden adult involvement
- Provision of training for all
- Fill the skills gaps (Executive & Uniformed adults)
- Define roles
- Work with the community
- Promote Scouting through good PR
- Plan for the future

The overriding matters are;

District Executive

- Defining roles
- Plugging skill gaps
- Securing funding
- Streamline process

Adult

- Recruitment
- Training & Resource
- Retention

Young People

Numbers up until 2011 (during the major part of the building phases)

Group Meeting Facilities

Establishing New Groups

Existing Groups

Understand each groups

Needs

Adults/Leaders

Equipment

Finance

Capacity

Waiting Lists

moving forward

Broaden adult involvement

Encourage all adults who can contribute to Scouting, whether or not uniformed. Free up Leader time to deliver front line Scouting. Spreading the load will lessen the impact of one individual moving on (succession planning).

Provision of training for all

Ensure that all our Adults are adequately trained and that further training is available to all who want it, to help them take on future bigger roles within Scouting.

Fill the skills gaps (Exec & Uniformed adults)

Identify where we need specialist help in delivering Scouting, whether Recruitment, PR, Funding etc...

Define roles

Ensure that each member of the District Exec has a defined role with the appropriate autonomy to give their best

Work with the community

Raise the profile of Scouting within the community by working with, Local Councillors, Police, Fire Service etc.

Promote Scouting through good PR

Use all the available media to promote Scouting positively at every opportunity

Plan for the future

By being aware of the growing and changing needs of Scouting in the District. Through implementing sustainable Adult Recruitment, Training and Retention and funding programmes along with a succession plan.

There is a need to minimise the number of meetings and make meetings more productive and therefore more effective.

By recruiting non-uniformed adults to assist with some of the specialist and admin functions, will free up Uniformed Adults to deliver Scouting.

Group Reviews

Over the next 6 months each group will be asked complete a review document, which enable us to evaluate where each group is now, where they would like to see themselves (and goals) within realistic/measurable periods.

Once completed, the group reviews will enable further development of the District Strategy, enabling direction to the current needs, and needs for the future of the District and the area that we deliver Scouting.

Some of the goals may be ambitious, assistance may be required. In the event that's assistance is required there are several pools of resource that can be called upon, including:

- District
- Other Districts
- County
- FDO (currently Michelle Swain)
- National (The Scout Association)

next steps

As from the AGM (June 2007)

- Amalgamate GSL & District Meetings
- Change the shape of the District Exec
 - Chair
 - Treasurer
 - Secretary
 - Recruitment
 - PR
 - Funding

The DC will accept fully responsibility for direct communications with the whole of the Districts Membership. ;

- Through Email
 - Exec Members Group & District
 - GSL's
 - Leaders
 - Members/Parents
 - County Contacts & Others
- Through Web Site (where content can be for general consumption)
 - Secure Areas
 - Non Secure Areas

Fully define each role

- Job Descriptions & Objectives

Appoint 1 or more adults (if necessary create a team) to focus on each of the following new areas for all the District needs,

Recruitment

Funding

PR

Community

measures (for the next 5 years)

Adult Recruitment

Projected Didcot District Young People Membership

Young People (Beaver, Cub, Scout and Explorer Scouts) (6-18 years)

2006	330	2006 Census Data
2007	380	(due to new group open 10/01/07 in Chilton Village)
2008	430	
2009	470	
2010	530	
2011	600	

Targets

Recruit 15 adults per annum

Add 50 new young people places per annum

Training

Targets

From District Funds Provision of funds for Training packs for ALL new Leaders

Provision of Training (where possible and where available) for ALL adults to enable their personal development within Scouting

Work with the Community

Develop relationships with

Other youth organisations eg Girl Guiding UK, Town Youth Groups

Businesses

Business Organisations eg Chamber of Commerce, Didcot First

Rotary Club (*help with stewarding at their events?*)

Social Clubs and Organisations eg Ramblers etc

Control Authorities eg Police, Fire, Ambulance

Civic Functions

growing Scouting

We can grow Scouting by introducing new adults and young people to the movement - and by keeping the ones we've already got happy. We can all play a part whether by talking to parents at the school gate, putting a poster on the notice board at work, handing a business card recruitment card to someone you meet, running a stand at the local fete or making sure a new child or adult feels really welcome.

Growing Scouting is about team work, something we are good at in Scouting, and should be part of every group's plan.

The District Commissioner is currently looking at established recruitment schemes that reward the recruitment of young people and adults respectively.

Development - Adult Recruitment

Essentially this must be an ongoing process involving many people and using a wide range of methods.

An ongoing process:

People's lives change and their ability and desire to fulfill roles in Scouting with change. Sometimes the 'review' process will signal the time for someone to change roles and sometimes it will be the change in circumstances such as moving house that will make it inevitable. It is better to plan for change rather than let it take you by surprise and you can be sure that sooner or later you will need some more help!

Many People

We all have a responsibility to grow Scouting and as with many things it is a task more easily undertaken by a group of people working together. This can be young people from the sections and groups with their leaders, or it can be groups of District Officers, GSL's etc.

Many Methods

One of the most common ways of recruiting a volunteer is to ask someone to help. However, an equal number of people volunteer because they become interested in an organisation or cause and want to be part of it. We need to make it easy for both of these groups of potential volunteers to join us.

Ideas For Recruitment Of Adults

Raising the profile of Scouting in our local community. People will be more likely to join an organisation they have heard positive and interesting things about recently. Ideally, the District Exec will have its own PR contact to spread good news about Scouting.

Run events that give face to face contact with local people. This might be at a Scout HQ or other community venue. Alternatively we could 'piggy back' another event such as a summer fair or outdoor show to promote Scouting.

Use free listings on web sites such as www.ukvillages.co.uk where we can give details of who to contact in our area for information about all sections and groups. Or use www.do-it.org.uk to advertise specific vacancies. Officers appointments can be advertised on www.volwork.org.uk

Use the local volunteer centre as they can promote your vacancies – again it's free!

Use a poster campaign. Put them in places like supermarkets, leisure centres, work notice boards, cafes, friendly shops, village halls or the library.

Leaflet an area, promoting local Scouting for young people and adults. Organise a team of people to safely post them through people's letter boxes.

Why do people volunteer?

In a survey by Volunteer England the most common reason given for deciding to volunteer was that 'someone asked me' but of almost equal importance was the response 'I offered to help'. Our activities will need to appeal to both of these groups to stand the best chance of success. This means getting the attention of people who have contact with Scouting as well as those who know little about it. People also like to volunteer because they feel they are helping the community, to gain new skills and to meet new people - so keep that in mind too!

Once the activities are complete:

Recruitment is an important process and can't be rushed. Make sure everyone in the section/group understands that it will take time to follow up expressions of interest generated by the activities to ensure the right people are recruited for the right jobs.

success from succession planning

Succession planning sounds like hard work! It needn't be that way. Whatever your role in Scouting, it's not forever. Your warrant may be up for renewal, you may want a change, or personal circumstances may mean you are no longer available. Often the end of a role will be planned while at other times it may be unexpected. However it comes about, a smooth transition will help Scouting to continue and to grow. Thinking and talking about it can make life easier in the long run.

Let our advance worrying become advance thinking and planning. *Winston Churchill*

How can you help?

Asking yourself a few questions it is a start:

What would you like to be doing in Scouting in 5 years time?

What would you like to do next to help Scouting?

If you weren't doing your role who else could do it?

How can you help find your successor?

Practical things include:

Telling other people what your role is like

Sharing the load and letting other people try out your role

How can the Group help?

AGMs are often the time when officers stand down. For Sections it's often the end of term or year when leaders plan to leave. Find out who is thinking of standing down and get planning. Try to avoid surprises!

The group may choose to have an agreement about 'giving notice'. Encourage a culture of openness about changing roles and training in preparation for the future.

It's definitely time to talk when:

- a warrant is coming up for renewal,
- you know there has been a change in someone's situation
- you keep hearing through the grapevine someone is unhappy
- you are informally reviewing someone's role

What can make succession planning difficult?

A 'crying wolf' can make it difficult. People say they might leave a number of times but don't say when - then off they go. Make sure everyone knows this is unhelpful and although you don't want people to leave, planning for this eventuality is more helpful to Scouting.
Looking for the perfect person. Remember you are looking for a successor who is as able and willing as their predecessor when he or she started – not as experienced as they are now!

'The important work of moving the world forward does not wait to be done by perfect men.' *George Eliot*

Succession planning is about making sure that we pass Scouting on in top condition for the young people of the next 100 years. Please play your part.

funding

Funding is a very important function that focuses on finding pockets of money from a variety of sources to help further Scouting.

This function should not replace individual Group's fundraising activities. It is designed to assist where ordinary fundraising may not be enough for what ever the need.

We are looking to appoint a volunteer, to co-ordinate fundraising as a District, enabling focus on a larger group of benefactors, than that at group level.

Funds raised by this function WILL benefit the District as a whole.

What is Funder Finder?

Funder Finder is an organisation that develops and distributes software to help individuals and not-for profit organisations in the UK to identify charitable trusts that might give them money.

Have a look at www.funderfinder.org.uk

helping Oxfordshire & opportunities

Scouting offers challenge and adventure to more than 4,500 (330 Didcot)** young people (6-25) across Oxfordshire.

We believe in helping our members fulfill their potential by encouraging them to work in teams and think for themselves.

We give young people of every background the chance to stretch themselves, learn new skills and make lifelong friends.

Volunteers can help us give more young people a great start in life by helping Oxfordshire Scouts. This section gives information about volunteering and answers some common questions.

Opportunities

People help Scouting in many ways.

Working directly with young people. This can be either every week or on an occasional basis and includes roles such as leaders, helpers, supporters and members of the Scout Fellowship. This might include helping to run meetings, running games and activities, collecting membership fees or assisting with outings.

This role appeals to people who like to spend their time with children and young people – parents often take on this role and then find they enjoy it so much they stay even when their children move to an older section.

Looking after the administrative side of Scouting.

Like all organisations Scouting needs people to help with the paperwork such as Group Chairman, Secretary and Treasurer. Tasks might include chairing meetings, keeping records, preparing agendas and minutes, producing a budget or planning the AGM.

These roles often appeal to people who want to support Scouting but do not want to work directly with young people. It also suits those who can't help on a weekly basis.

** census 2006

Supporting other Adults.

People with the skills to motivate, train and manage others are in demand. We need people with technical knowledge in areas such as health and safety or adventurous activities etc, that they can pass on to other adults.

Volunteering FAQs

Why Volunteer?

There are many reasons for people choosing to help Oxfordshire Scouts including:

- It's fun!

- Helping the local community

- Using existing talents

- Encouraging the next generation

- Gaining new skills

- Enhancing career prospects

- Meeting new and interesting people

Who can volunteer?

Everyone over the age of 18 (there is now no upper age limit) with a commitment to the aims of Scouting can be volunteers. The Scout Association is a diverse organisation and welcomes members from all sections of the community.

What if I'm under 18?

Young people aged 14 to 18 can be helpers and leaders with our younger sections - Beavers, Cubs and Scouts. They become members of a Young Leaders' Unit, which is part of Explorer Scouting, where there is a Young Leaders' Scheme to support and train them.

Will I have to complete an application form or have an interview?

Volunteers are initially recruited using an informal interview to discuss which role would suit them best and the opportunities available. A simple appointment form needs to be completed and, as safety is our top priority, we ask all volunteers to allow us to complete CRB checks to ensure there is no reason why they shouldn't be involved in an organisation working directly with young people.

It is the policy of the District that EVERY adult involved in Scouting should complete CRB.

How much time is involved?

Our many volunteer opportunities vary in the amount of time commitment required, from occasional help to ongoing weekly involvement. We will do our best to find a role suited to every availability.

Do I have to wear a uniform?

We have both uniformed and non-uniformed roles available.

Do you pay expenses?

We may pay out-of-pocket expenses and ask you to agree any expenses in advance with your GSL or Group Chair/Treasurer.

Where can I help?

Many of our volunteers help close to home but others prefer to near their workplace or at another location with which they have a connection. This can be discussed when considering a role.

What training is there?

A lot of your training will be 'on the job' and you will receive induction locally. There is also a modular training scheme to help people gain the knowledge they need. There are 4 modules called 'Getting Started' that everyone should attend. Other modules are taken according to your role and your previous experience. It is a flexible and volunteer-friendly system.

Group and District Executive members are welcome to complete 'Getting Started'

Will I be insured?

Scouting has the appropriate insurance for its members and the activities they organise, provided that volunteers comply with the organisation's rules.

district income & expenditure (5 year proposal)

	2007/8	2008/9	2009/10	2010/11	2011/12
Member for Capitation Count	380	430	470	530	600
Capitation per member	2.5	2.5	2.5	2.5	2.5
Income					
Capitation	950	1,075	1,175	1,325	1,500
Interest	450	450	450	450	450
Beaver Income	350	350	350	350	350
Explorer	300	300	300	300	300
Grants	1,600				
Fundraise	3,300	1,500	1,500	1,500	1,500
Income Total	6,950	3,675	3,775	3,925	4,100
Costs					
Blewbury Storage Including Insurance	200				
Beaver Events	350	350	350	350	350
Web site Expenses	100	100	100	100	100
Recruitment Costs	1,000	1,000	1,000	1,000	1,000
Training resource	300	300	300	300	300
Training Equipment	1,600				
District Expenses	300	300	300	300	300
Explorer Costs	500	500	500	500	500
Centenary Costs Young Person	600				
Centenary Costs Adult	1,000				
New Group Start Up Grant	500		500		500
New Resource	150		150		150
Costs Total	6,600	2,550	3,200	2,550	3,200
Surplus/Defecit	350	1,125	575	1,375	900

Recruitment Material

The District has made the first investment in producing complementary campaign materials to be used in the recruitment of adult volunteers to Scouting in Didcot.
(budgeted for every year, for the next 5 years)

Training/Development

The District have committed funding to 'new volunteer packs', these packs were introduced to new leadership members at 15th Didcot Scout Group during 2006. The packs were developed to welcome new volunteers into Scouting, make them fully aware of their training commitment, job descriptions and an insight to Scouting as a whole.

Funding

To enable Scouting to be promoted as a modern movement, with a professional image, the District was able to secure funding from Oxfordshire's County Development Fund. The funding enabled the District to purchase several pieces of equipment including a Digital Projector & Laptop.

This equipment will be used in presentations to external organisations, training sessions, recruitment events, groups presentations (ie AGMs), or another initiative you feel your group will benefit.

Part of the conditions for securing funds for this equipment was that it would be made available, where possible, to other Districts in the County.

5 'pop-up' banners have been funded (at no cost to the District). Funded by several local businesses, the 'pop-up' banners are complementary to the previously printed materials.

Growing Scouting

Towards the end of 2006, an opportunity arose to open a new Scout Group in Chilton Village.

Chilton village is a rural area, and hadn't had a Scouting presence for the past 10 years.

With a great deal of effort County, District and the Chilton Leadership Team, all the stops were pulled out and in record time the 2nd Chilton Scout Group was successfully opened on 10th January 2007.

The opening was supported by local politicians including village, town and district councils, along with a good base of Oxfordshire Scouting membership.

The Scout Association were able to confirm that the opening of the group was a first during for 2007, our centenary year.

Early indications are the group which opened with 8 Cub Scouts, has now a membership of circa 20 in both Beaver Scout and Cub Scout sections. Plans are now are being developed to introduce a Scout section into the group.



Contributors
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