

Vision for Scouting in 2018

Work so far

1. In 2002, Scouting's 'Vision Towards 2012' was agreed in consultation with County Commissioners (CCs). Work towards achieving this vision is currently in the final stages of delivery for the next two years.
2. However, work has begun to plan for beyond 2012. During late 2008 and early 2009, there was UK-wide consultation to start building Scouting's Vision Towards 2018. This was with District Commissioners (DCs), CCs, members of Council, youth members and many others, all via workshops and the website, and all contributing as stakeholders.
3. The outputs, summaries and analyses from the 26 workshops and the many other inputs were contained in ***Shaping the Future Together***, published in June 2009 both as a hard-copy and on-line at [http://www.scouts.org.uk/documents/2018/Shaping the Future.pdf](http://www.scouts.org.uk/documents/2018/Shaping%20the%20Future.pdf)
4. In addition to containing the detailed compilation of all consultation feedback, *Shaping the Future Together* gave an initial possible strategic framework for our Vision Towards 2018 that was considered and agreed as a tentative discussion proposal by the Committee of the Council at their June 2009 meeting, namely:
 - In 2018:
 - Scouting will continue to grow, and become more diverse and relevant.
 - Members of Scouting will be feeling proud, valued and credible.
 - Scouting will empower its members through flexibility of approach, differentiation of communication and timeliness of decision-making, while remaining consistent to its mission.
 - Scouting will be responsive to emerging trends and will embrace change, while staying true to its core values.
5. In the period June-October 2009, readers of the document (and especially CCs, DCs, youth representatives and participants to the October National Conference) were asked to give consideration to three questions in order that the National Conference could have a common starting point:
 - i. For those who took part in the consultation workshops, how well do you think the summary of responses includes your group's responses?
 - ii. What is your initial reaction to the overall analysis of the consultations?
 - iii. What is your initial reaction to the suggested strategic framework for the future?
6. In October 2009, our National Conference brought together over 180 participants, broadly one-third CCs, one-third national appointments (volunteers and key staff), and one-third other volunteer members from Counties (a mixture including some County Chairs, Deputy CCs, youth representatives and others).
7. The conference programme for developing the Vision Towards 2018 included the following facilitated sessions:
 - Checking/validation of the work and reporting to date, including the proposed strategic framework.
 - Identifying any further additional themes proposed by participants for explicit reference within the vision.
 - Theme-based workshops to suggest 'possible actions' and 'issues/questions' relating to each theme;
 - Ranking suggestions on scales of importance and urgency.

8. The conference programme also included:
- keynote addresses from Steve Cram (British Olympics Federation), Bear Grylls (Chief Scout) and Wayne Bulpitt (UK Chief Commissioner)
 - more than twenty drop-in sessions on Scouting-based topics to assist participants in their own Scouting role
 - a period of reflection on the Sunday morning.

Conference outputs

9. From the many working sessions:
- i. The conference affirmed the accuracy of the reporting and the analysis from the consultation workshops.
 - ii. The conference expressed broad support for the proposed strategic framework for the Vision Towards 2018.
 - iii. Most significantly and consistently, the conference felt that the strategic framework itself should have an added theme that could be expressed as 'Scouting empowers and develops young people in decision-making'; most of the working groups expressed this at least in terms of decision-making within Scouting, but some took the principle wider into empowering young people to engage with community-based decision-making and to have confidence with transferring their skills beyond just being internal to the Movement.

Statement of the vision

10. The following proposal is based upon:
- Confirmation of the recording and analysis from previous consultations as recorded in *Shaping the Future Together*.
 - Support for the strategic framework for the Vision Towards 2018 as contained in *Shaping the Future Together* subject to the addition of the theme regarding young people's engagement with decision-making, and the re-expression of some wording to improve clarity of language and presentation.
 - Consistent highest priority given to the youth decision-making theme, with other high-importance themes and actions being noted.
 - Further consideration by the recent meeting of the Board of Trustees, with further discussion at the next Board meeting.
11. The proposed vision for Scouting in 2018 is being currently considered as under three headings ('what we will look like', 'how we will feel' and 'what we will do'):

What we will look like

Scouting in 2018 will be:

- shaped by young people in partnership with adults
- as diverse as the communities in which we live
- enjoyed by more young people and by more adult volunteers.

How we will feel

Members of Scouting in 2018 will feel:

- empowered
- valued
- proud.



What we will do (our impact)

Scouting in 2018 will:

- have a positive impact in our communities
- prepare young people to be active citizens
- embrace and contribute to wider social change.

12. As a priority, it was suggested that specific early attention be given in our work for our Vision Towards 2018 to the following:
- Enabling young people to influence the Movement.
 - Delivering the right information, at the right time, in the right way, to the right audiences (including language, style and communication channel).
 - Developing partnerships between generations at all levels in the Movement (eg shadowing, mentoring).
 - Increasing recognition as being influential on society and as a provider of key skills to employers (eg qualifications).
 - Developing local processes and mindsets that make it 'easy' and 'expected' to create new Groups and Sections.
 - Improving the quality and consistency of programme delivery.
 - Developing a strategy to retain membership, adults and young people.
 - Welcoming people with clear expectations of their role, and with induction, mentoring and practical support.
 - Creating Scouting opportunities for university students, and promote these via the internet sixth-forms and campus portals.
 - Communicating directly with young people.
 - Continuing with work to retain members (youth members and adult volunteers).
 - Identifying a 'Big Ambition' for Scouting.
13. During the work on suggesting those priorities, discussion-group facilitators were asked to make a note of individual suggested actions that appeared as prompting significant discussion among participants even though not scored as 'important', especially with regard to varying views within their group for importance and/or urgency. Those proposed actions that featured most significantly in this report-back were:
- Review issue of Faith in our Fundamentals and Promise.
 - Review the wording-relevance, use, and number of Promises and Laws.
 - Identify a 'Big Ambition' for Scouting for the future.
 - Provide 25-year+ adult activities/Scouting for adults.
 - 2012 Olympic visibility.
14. There is an additional feedback note: during the evening dinner, and after he had given a keynote address, the Chief Scout personally and informally visited each table. As well as engaging with informal conversation, he invited suggestions for what he as Chief Scout could do to help develop Scouting over the next five years. He reports that the issue most frequently raised with him was to request his support for encouraging appropriate young people's involvement in decision-making.
15. During the next three years (2010-2012), there will be:
- The conclusion of the work in progress towards achieving the Vision for 2012.
 - Preparation of the early stages of the work towards achieving the Vision Towards 2018.

What is not included

16. It is important to recognise that this report thus far reports on, and builds on, the inputs from the consultative process to date (workshops, correspondence and conference), but there are other inputs for the Board members to take into account at their next meeting.



17. These may include some that might be surprising by their absence (eg the international/global dimension of Scouting, or the present work to address the quality of volunteer leadership and management), and some that may be uniquely associated with national-level governance (eg diversification of income streams with reduced reliance on membership subscriptions, or reviewing the Association's reserves strategies).
18. The Board of Trustees will be reviewing such topics in March 2010, before their final confirmation of their Statement of Vision for Scouting in 2018; comments are especially welcomed by the end of February.

Communication plan

19. There will be clear and open internal communications to include:
- o reporting back to CCs, other conference participants and DCs on the outcome of their stakeholder engagement thus far, plus a wider posting available to recipients of ScoutingPlus to broaden the openness of the process as it develops
 - o further updating following the March 2010 Board meeting
 - o briefing to volunteer line-managers (CCs, DCs, Group Scout Leaders) and staff during 2010 about the ongoing work on Scouting's Vision Towards 2018
 - o preparing to review and celebrate achievements in 2012 arising from the ten-year strategic progress that will have been completed 2002-2012
 - o providing a condensed version of the final version of the vision to be made widely available including to youth members, and distributed using suitable channels including our website and social networking sites.
20. There will also be an external communication plan for commercial and third sector partners, funders and relevant public bodies.

Conclusion

21. The consultative process through the workshops and the conference confirmed a strong commitment for Scouting to continue to develop and demonstrate our relevance. It showed, above all, a desire to even more be a youth movement that trusts and empowers our young people and our volunteers, and to take an even more active role in wider society. There is a real sense of building on success and confidence, and a reaffirmed focus on Scouting's mission: *'... to enable young people to take a constructive place in society.'*

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December 2009

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