

Join the **adventure**

The Scout Association

Adventure is at the core of Scouting. It is our personality and the 'heart and soul' of everything we do. It is the single most important thing about us that makes us different from everyone else.

Strategic Development Plan Bedfordshire



The County

The purpose of the County is to support Groups through Districts so that they can offer high quality programmes and activities to increasing numbers of young people.

Key Priorities

The key priorities with Bedfordshire are:

1. Retention of existing Leaders and other adults.
2. Recruitment of adults to support growth in groups and sections

The County Aim

The overall aim is that the County will experience year on year growth in adults and young people

Strategic Development Plan

The strategic development plan looks to identify National and local initiatives which support the key priorities of the county and to link these to the Associations Strategy 'Towards 2012'. It is designed to provide a common framework for the County and District teams to focus resource and identify opportunities for mutually beneficial activities across both County and District Borders. It also looks to provide a clear statement of plans and priorities which can be used with external media and organisations that are being approached for sponsorship. Districts may wish to use the framework for targeting specific areas of opportunity or need.



Towards 2012 – The Scout Associations Strategy

- **A Youth Movement**
 - A movement with active sections from Beavers to Network
- **A Focused Movement**
 - A movement who is aware of challenges and which is actively supporting Groups and Sections
- **A Sound Movement**
 - An movement with clear governance and which is financial secure
- **A Relevant Movement**
 - A movement which listens and responds to its adults, young people and perspective members.
- **A Diverse Movement**
 - A movement which is co-educational and relevant and active in all areas of this countries rich diversity.
- **A Growing Movement**
 - A movement with year on year growth

2012 Strategic Area - A Youth Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Research clearly shows that the reason why young people join is for the activities, in particular those outdoors. Conversely they leave if these are not provided.</i>			
Programme Review	ACC Support for implementation	ACCs to support/review implementation within Districts County to purchase copies of new programme books for ACCs	Retention
Activity Permit scheme which recognises prior experience and builds on the success of Nights Away permit Scheme	To Implement Activity permit scheme across all Districts	Review progress/issues and numbers issued ACC Activities	Retention
Outdoor Activities	To plan and run a County camp in 2010	Establish a project team to start planning from September 2008	Retention and Recruitment
Merger of scoutbase and scouts.org.uk websites with emphasis on providing web pages for young people and their respective section	To raise awareness of this facility and encourage young people to visit the section pages regularly	Drive use of new membership database and access by groups/individuals	Retention

2012 Strategic Area - A Youth Movement (Continued)

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Nationally some 40% of new adults have been appointed from Explorer/Network sections. There is therefore an obvious need to cultivate these sections and establish linkages which extend outside of District/County borders so that as these adults leave home/take up employment their interest and hopefully their involvement in the movement is maintained.</i>			
Network	Establishment of programmers and initiatives with focus on support for Queen's Scout Award		Retention And Recruitment
Explorers	Development of Young leader training with the county providing training opportunities and advice/support to District Teams Promote Recording of Members on national database	Areas to be progressed by ACC Explorers Groups to be supported to Deliver Module A Training	Retention

2012 Strategic Area - A Focused Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>If we accept that the Role of County and Districts is to support Groups grow numbers our actions should demonstrate this.</i>			
Media Profile Scouting Champions	To better utilise Presidents and Vice Presidents to promote the benefits and needs of the movement	Focus on maximizing scouting champions within local publicity. Develop Young Spokesperson's initiative	Recruitment
	To identify events for County/District participation	Maximise attendance at Bedfordshire shows	Recruitment
	To purchase promotional material for use by County/Districts/Groups	Mobile Display Unit	Recruitment
	To develop resources to support more local delivery of training.	Extend training opportunities across Districts Utilise second site in Luton	Retention
HQ Reorganisation	To develop Districts and groups	Develop programme to utilize our own LDO and the Proposed HQ Local Development Managers	Recruitment

2012 Strategic Area - A Sound Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Focus for 2008 is GSLs and General Management</i>			
Headquarters are supporting a range of initiatives focused on support to GSLs	Local focus on recruitment of effective GSLs	GSL conference 09 March 2008.	Retention And Recruitment
<i>There is continued calls from adults at all levels to remove some of the administrative burden</i>			
Funding	To encourage use of HQ grants for development opportunities	Helping Districts to support their own development	Retention And Recruitment
Reduction of Travel	To consider how Audio Conference may be used for meetings to reduce travel time and environmental aspects	Conference Call facility has been established and will be tried by the County Team	Retention
National Membership Database being developed with: New servers (increased speed) New Interface Training Records Young People Records New member applications	To raise awareness of this facility and support to leaders to gain access and utilise facilities. To provide facilities to ease transition of records to avoid need for retyping records already held in electronic form.	To utilise New Appointments process alongside continued promotion of the facilities	Retention

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The Scout Association

2012 Strategic Area a - A Relevant Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Communication with adults remains an issue. There are concerns that grass roots views are not taken into account and National Changes and the reasons behind these are not explained sufficiently.</i>			
National Conference for DCs Cancelled	To review if local activity needed as replacement	Consider consultation process	Retention
National AGM – Constitution Changes	To communicate proposed changes for consultation	To provide guidance on utilisation of County Votes	Retention
Annual Reviews	To utilize DCCs to ease burden of reviews and duplication of effort. Revamp Team Meeting to more effectively utilize time	Management structure agreed New meeting structure to be tried	
Internal communication	To establish process to advise all leaders of strategic issues and county intentions	Use briefing to leaders following Core Team Meetings	Retention
<i>The current process for the appointment of new adults is seen to deter some potential volunteers</i>			
Appointment committees currently taking place. This looks to simplify the process while maintaining the vigour of ensuring individuals are suitable to work with in the movement – delayed until Autumn	Once changes are known formal county communication to be produced	Now deferred until 2009 due to proposed CRB changes	Retention And Recruitment
<i>There is a discrepancy in the size of Districts in terms of overall numbers are size of District Teams</i>			
	To review the County Boundary review to establish if boundary changes would be beneficial	To review potential changes	Retention And Recruitment

2012 Strategic Area - A Diverse Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Bedford has rich diversity in many geographic areas, this provides some opportunity for growth</i>			
National Teams in place to support work in Counties/Districts with the various Ethnic Groups	County Chaplin appointed to support development of relationships with Ethnic Groups	<p>This is not necessarily the formation of other Muslim or other Faith Groups. It is equally about building numbers in other groups serving areas where there are ethnic Groups or large numbers of immigrant workers</p> <p>However opportunities to build on the success of the Lea Valley Muslim group need to be taken</p>	Recruitment

2012 Strategic Area - A Growing Movement

National Initiatives	County Initiatives	Notes	Retention or Recruitment
<i>Momentum of 2007 needs to be maintained</i>			
County Events	Programme established.	Evaluation of activities required	Retention
100 Year celebrations	To consider how 100 year celebrations may be used to promote scouting	Collect information on planned District and Group Events	Retention And Recruitment
Maintain Growth	Map current provision to allow identification of potential growth areas. Utilize census data to focus on declining groups	Process to be lead by DCC Development	Retention And Recruitment
<i>Recognition</i>			
	To undertake recognition of Chief Scouts Awards	Planning in place for event on 03 April	Retention
<i>Adults do not feel that their contribution is recognised</i>			
Changes to Award scheme eligibility – in particular reduction in time requirement for Medal of Merit	Districts to review adults in line with new eligibility.	Start process early in view of potential numbers	Retention