



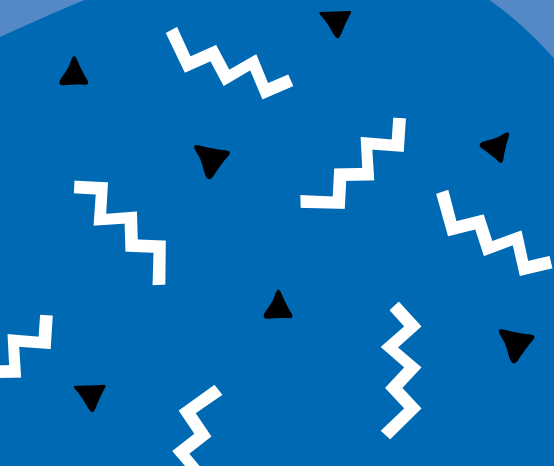
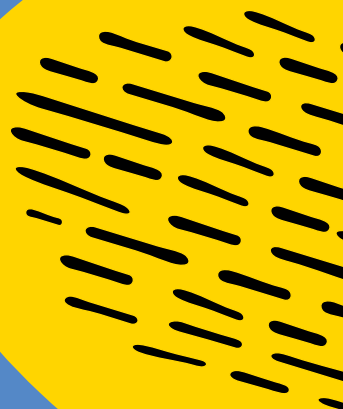
WE DISCOVER, WE GROW

Girlguiding

Scotland

Girlguiding Scotland Strategy 2019-2021

Making Scotland the best
place for girls and young
women to grow up



About us

Girlguiding Scotland is Scotland's leading charity for girls and young women. Every year we empower 50,000 girls to be their best and face the challenges of growing up today. We've been doing this through adventure, friendship and fun for over 100 years.

We inspire girls. We give them space to grow, and strive to ensure that each one of them can get involved - no matter what their background or ability.

We have more than 12,000 amazing volunteers who, along with our fantastic supporters, make that happen. We're dedicated to creating a better world for girls and young women. What we do makes a positive difference to the lives of all girls and young women across Scotland - not just our members.

Context

Girlguiding Scotland uses the United Nations Convention on the Rights of the Child as the framework for working with, and for, girls and young women. We put girls and young women and their human rights at the centre of all that we do.

This plan has been created with the Scottish National Youth Work strategy in mind. This includes the National Youth Work Outcomes which explain the difference that youth work makes with, and for, young people in Scotland. These are:

1. Young people are confident, resilient and optimistic for the future
2. Young people manage personal, social and formal relationships
3. Young people create, describe and apply their learning and skills
4. Young people participate safely and effectively in groups
5. Young people consider risk, make reasoned decisions and take control
6. Young people express their voice and demonstrate social commitment
7. Young people broaden their perspectives through new experiences and thinking

We strongly believe that youth work changes lives

Foreword

At Girlguiding Scotland, we empower girls and young women to take on the world.

We give around 50,000 girls a safe space to enjoy new adventures, learn new skills and realise their potential.

We've been a part of girls' lives for over 100 years. During this time we've pushed for change, celebrated progress, and adapted to make sure we're equipping every generation with the skills they need for the future. Of course we couldn't do any of this without the dedication and support of our 12,000 fantastic volunteers who give girls life-changing opportunities.

This strategic plan outlines our vision for the next three years and the steps we'll take to ensure every girl in Scotland has the opportunity to join in the fun and adventure of Girlguiding. We're committed to doing all we can to ensure that Scotland is the best place for girls and young women to grow up.

Now is an incredibly exciting time for Girlguiding Scotland. Units across the country are getting stuck into an action-packed programme of brand new badges and activities. Girls are making their voices heard and taking action more than ever before. Volunteers are exploring new ways to deliver Girlguiding and reaching new communities, through outreach and flexible projects.

We want to build on this progress by widening access so every girl who wants to can be a part of Girlguiding Scotland, delivering excellence in all that we offer to girls and volunteers, amplifying girls' voices so they can have real impact, and strengthening capacity so that our members are supported to achieve amazing things.

From our chief commissioner and chief executive

Throughout this plan you'll see our ambitions are linked by our three guiding lights:

1. Youth participation

We'll be girl-led and put girls' voices at the heart of everything we do, from shaping our events and campaigns to helping us make decisions about how we grow and develop guiding at every level.

2. Growth

We'll make sure every girl who wants to can join Girlguiding Scotland and encourage girls and volunteers to stay with us longer, through improving our offer, reducing barriers and trying new approaches.

3. Perception

We'll be an organisation that people are excited to engage with - whether they're girls, volunteers, supporters or decision-makers - with a track record of success and a bold vision for the future.

Our vision is bold but we know with your support we can make it happen. Together we can empower and inspire the next generation and work to create a brighter, fairer future for girls.

Moira McKenna, Chief Commissioner
Denise Spence, Chief Executive

Our plan

Girlguiding Scotland is one of the nine countries and regions that make up Girlguiding in the UK. We share Girlguiding's vision, mission and values.

Our vision: An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential.

Our mission: Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.

Our values: Caring, challenging, empowering, fun, inclusive, inspiring.

Our strategic themes and objectives:



Access

More girls and adults from across Scotland will **ACCESS** the benefits of guiding



Excellence

We will improve the **EXCELLENCE** of our programme offer and delivery



Voice

We will improve the way we listen to and promote the **VOICE** of girls and young women.



Capacity

We will improve our structures, processes and **CAPACITY**



Access – our goal



We know that guiding offers girls and young women amazing, life-changing opportunities. We know that guiding helps girls build confidence, reach their potential and make a positive difference to their communities and the world. We want to change the lives of even more girls. To do this, we need to shout out about the value of guiding, attract more volunteers and reduce barriers to participation.

Our objectives

Every girl and young woman who wants to join guiding in Scotland will have the opportunity to do so

Girls and adults from diverse backgrounds and communities across Scotland will want to join guiding

Every adult volunteer will receive a warm welcome and an induction specific to their role

How will we know if we've achieved this?

- ★ We will have reduced barriers to participation with more girls and adults accessing guiding for the first time
- ★ More girls and adults will be supported to access guiding via flexible guiding and outreach projects
- ★ We will have fewer girls (of eligible age) waiting more than six months to join
- ★ We will have increased the number of adults volunteering with us
- ★ We will have reduced the average time taken to complete our adult recruitment process
- ★ Every new adult volunteer will receive a response to their application to join within 7 days

Ideas for local action

- ➡ Use our recruitment resources to help inspire others in your area to join
- ➡ Respond to new volunteer enquirers within 7 days
- ➡ Use Girlguiding's welcome and induction resources to give all new volunteers a warm welcome
- ➡ Identify local opportunities to grow guiding using Girlguiding's Our Plan
- ➡ Promote flexible guiding opportunities for adults and girls

Excellence – our goal

We want to make sure that every girl in Scotland - whoever she is, and wherever she is from - is offered the very best opportunities to develop her potential and make a difference in the world.

We know that the world for girls and young women is rapidly changing, so we need to keep listening and responding to them to ensure that we offer them a first-class, modern programme that reflects their needs. We'll do this by using our external research into girls' lives to provide a framework so that our programme responds to the needs of girls today. We will complement the programme with high quality partnerships to provide a wide and varied experience for girls.

To ensure that every girl can access the highest-quality guiding experience, we will support all our volunteers to be great role models who deliver quality guiding locally. And, we'll make sure that our volunteers' contributions are widely recognised.

Our objectives

All girls and young women will experience a high quality balanced programme

The experiences we give girls will be recognised as delivering significant benefit to girls in their community

Volunteers will have access to high quality learning and development opportunities

We will embed a culture of thanks and recognition for all volunteer contributions

We will have diverse partnerships which enhance the breadth and quality of the programme we offer



How will we know if we've achieved this?

- ★ We will have more parents recommending Girlguiding
- ★ We will have more girls who remain in guiding for more than 3 years
- ★ We will have more volunteers who feel confident and supported
- ★ All partnerships will have a direct link to the programme
- ★ We will increase the number of members nominated for Girlguiding and Girlguiding Scotland awards

Ideas for local action

- ➡ Use the new Girlguiding programme to deliver positive experiences for girls
- ➡ Make sure the girls and young women in your units know about the opportunities available to them
- ➡ Proactively thank and recognise the contributions of all volunteers
- ➡ Inspire girls and adults to continue in their guiding journey and stay in guiding for longer
- ➡ Access funding opportunities available
- ➡ Take up the training opportunities provided

I love Brownies because we play games and go on adventures but I'm really excited about moving up to Guides next year! I hope we're going to go on loads of camps - I really want to learn how to build a massive camp fire so I can make s'mores.

Ellie (9), Brownie

Voice – our goal

We want to empower more girls to speak out and make a difference, both inside guiding and in the wider world. We want to show girls that their voices matter by involving them in decision-making at every level and by reflecting their priorities, needs and opinions in all that we do.

We will also continue to build our expertise on the issues that matter to girls and young women in their everyday lives by strengthening our research into the views and experiences of girls from all backgrounds across Scotland. And we will use this research to call for positive change for girls and young women.

We know that girls' voices and actions can transform the world around them for the better, so we will offer even more platforms and opportunities for girls to speak out about what matters to them and take part in social action.

Our objectives

Girls and young women will be at the centre of decision making at all levels

Girls and young women will change the world around them by speaking out and taking action on issues which matter to them

We will be routinely consulted by policy makers about the lives of girls and young women in Scotland



How will we know if we've achieved this?

- ★ We will have more young women under 30 in leadership roles beyond the unit
- ★ We will have more girls who feel they have a choice in unit decisions
- ★ We will have more girls and young women who are involved in social action
- ★ We will have more requests for girls' opinions and our external research
- ★ More of our PR will include the opinion of a girl member

Ideas for local action

- ➡ Ensure that unit programmes are girl-led
- ➡ Encourage young women to take on leadership roles beyond the unit
- ➡ Build relationships in your community and take on projects to help others
- ➡ Empower girls and young women to take on external opportunities to promote Girlguiding

I've just started Rangers and I'm so excited about all of the new badges we can try - like the digital design and protesting badges, and working towards my Queen's Guide Award.

Ruyuan (14), Ranger

I would love to take my Guides on an international adventure, they always tell me that trips are the thing they look forward to most. The girls always have the final say on what we do!

Janice, Leader

Capacity - our goal

We can achieve brilliant outcomes for girls only if our charity has in place strong structures, processes and decision making. We will work collaboratively to improve these processes and systems and provide a strong foundation for all of our work. By strengthening these important functions we will make guiding easier for our volunteers and staff, reducing administrative pressure so that we can focus more on delivering excellent guiding for all girls.

Our objective

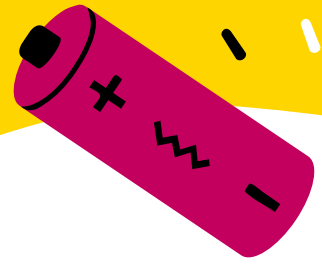
Girlguiding Scotland ways of working will be efficient and effective to make it easier for volunteers to perform their role

The support provided by Girlguiding Scotland staff and volunteer teams will be high quality and will add value to local guiding

We will ensure Girlguiding Scotland HQ is welcoming, modern and has fit for purpose office facilities

We will invest in new technologies to bring our members closer to Girlguiding Scotland HQ, to support training opportunities and improve communication

We will diversify and increase the income streams for Girlguiding Scotland



How will we know if we've achieved this?

- ★ We will see counties that are thriving and growing
- ★ We will offer more trainings to help volunteers be the best leaders and managers they can be
- ★ We will see increased staff satisfaction
- ★ We will have met all key financial targets

Ideas for local action

- ➡ Let us know how we can help you make guiding even better
- ➡ Encourage units and parents to buy all their materials direct from Girlguiding Scotland shops, network or online
- ➡ Use the support available from Girlguiding Scotland on everything from managing concerns to applying for gift aid and recruitment to social media

I help out at my daughters unit because I've seen how much she gets out of Guides and how much being part of Girlguiding has helped her to grow – I really enjoy seeing her in such a different light. I want to make sure other girls locally get the same opportunity.

Rob, Unit Helper



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The Guide Association Scotland known as Girlguiding
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