



Girlguiding Scotland

Annual Report 2022



Girlguiding
Scotland



We help all girls know they can do anything

Girlguiding Scotland is the leading charity for girls and young women in Scotland. Thanks to the dedication and support of almost 9,000 amazing volunteers, we are active in every part of Scotland.

Through fun, friendship, challenge and adventure we empower almost 40,000 girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community.





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Welcome

from our Chief Commissioner and Chief Executive

We are proud to present our annual report for 2022. As you'll see from the report, it's been a busy year for **Girlguiding Scotland** and we're delighted to be able to share with you everything that has been going on.



Whilst we continue to make the most of hybrid and online-only events, it has been wonderful to see a return to the face-to-face guiding activities we know and love this year following the coronavirus pandemic.

In September we said goodbye to our outgoing Chief Commissioner team – Moira McKenna, Gail Fox and Carol Morwood. We were pleased to see Moira's contribution to **Girlguiding Scotland** recognised with her new status as a Member of the British Empire as well as her being awarded a prestigious Girlguiding Silver Fish Award. Thank you and best wishes to the team. Our new Chief Commissioner team have enjoyed getting started in their roles, and welcomed the opportunity to connect with volunteers in county teams at our One Team Event in November.



Continued

We were also pleased to see our President Linda Urquhart, who assists and advises us wisely, invited to take an additional appointment as Vice President of Girlguiding.

However, 2022 also brought us great sadness, with the death of our Patron Her Majesty Queen Elizabeth II. As The Queen was a former member of Girlguiding, we know her passing was difficult news for many of our members and it was an honour for those who took part in the commemorations to remember her life.

We hope that you enjoy our annual report and that it gives you a flavour of the hard work behind this year's achievements as well as the challenges we face. As we look forward to the future, our volunteers and staff continue to show incredible determination and commitment to what we do, delivering amazing opportunities for our young members. We look forward to 2023 and beyond!

Elaine Rough, Chief Commissioner and **Denise Spence**, Chief Executive



Commissioner Team
Alison, Sarah, Elaine and Lyndsay



A big thank you

We'd like to say a huge thank you to everyone who has supported **Girlguiding Scotland** in 2022.

Thank you to all our volunteers for their commitment to keeping guiding going. Whether you have been with us for many years or you've only recently joined, it is thanks to you that we are alive in every area of Scotland.

Thank you also to...

- Our board members for driving forward our strategy.
- Our staff team for all their hard work delivering for our members.
- Our colleagues at Girlguiding and across the countries and regions for their support.
- Our funders for helping us to reach out into new communities and further develop our offer.

You all play a role in helping girls in Scotland have amazing experiences and develop skills for life.





Our strategy

In Summer 2020, **Girlguiding Scotland** adopted the Girlguiding strategy 'Today, Tomorrow, Together'. We planned our work around its four themes.

The themes are:

- Exceptional experiences for girls
- Rewarding and flexible volunteering
- Inclusive and impactful organisation
- Sustainable and efficient organisation

2022 is the second year we are reporting against these goals. In the following pages are illustrations of work achieved that relates to each one.





Unrivalled, girl led experience

Wander the World

In September, over 3,000 members of all ages from 24 counties took over Blair Drummond Safari Park for our Wander the World event with a safari twist! As well as the usual scavenger hunt, participants had the opportunity to explore the safari park, take in a bird of prey or sea lion display, take our safari bus around the drive-thru and visit the dinosaur park.



Blair Drummond created an eco-village for the day with some of their charity partners to give our girls a chance to find out more about looking after our environment and the animals living in it. Members from across Scotland enjoyed coming together again for our first large scale in person event in over 2 years.



“[The best thing was] seeing over 3000 members together in a safe environment having a great day and lots of FUN!”

- Wander the World event volunteer





“This was a fantastic event! After more than two years of not being able to get together for large scale events like this, it was wonderful – and a little emotional – to see Girlguiding uniforms wherever you turned at Blair Drummond Safari Park. My Brownies had a fab day out, seeing the animals, talking to the experts at the safari park, and learning more about their environment, thanks to great stalls arranged by Girlguiding Scotland.”

– Brownie leader

Chief Commissioner's Challenge, Take 2 in 2022

2022 marked the final year for Moira McKenna as Scottish Chief Commissioner and to finish off her term, the challenge Take 2 in 2022 was created. The challenge was an opportunity to be active, visible in communities and celebrate guiding. With 21 challenges across three sections – community, environment and personal development (or self-care for adults) – as well as Challenge 22, there was lots to do and over 7,000 members took part.

As part of Take 2 in 2022, Challenge 22 was all about challenging individuals as well as their units, districts, divisions, or counties to get out and about, and be active as well as being visible in their communities. The response was incredible, and we had over 10,500



entries covering 43,500 miles – enough to circle the earth 1.5 times – and over 38,000 hours – that's 1,583 days or over 4 years! In our county leader board, Gordon came out on top for distance with over 7,000 miles, and Forth Valley logged the most time at over 16,000 hours. We are grateful to everyone who took part and proved that we can do amazing things when we work together. The challenge raised £3500 for the Good Guiding Fund.

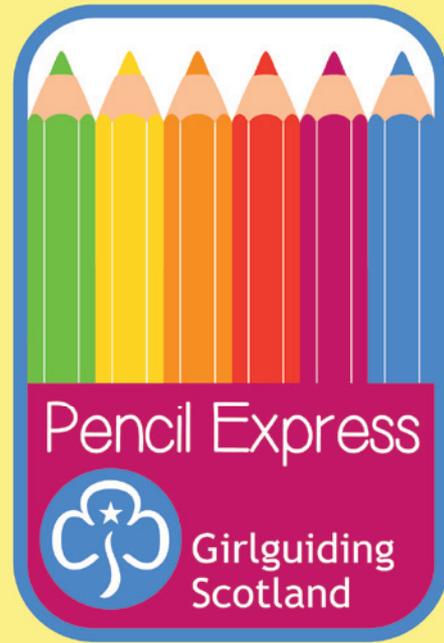




Pencil Express

Pencil Express was designed to encourage girls across Scotland, including those on our waiting lists, to express themselves. Every girl received a pencil to give them the means to create works of art, share their hopes for the future, write poems or start campaigns to help save the world!

There were 3 suggestions to help them choose how to express themselves – me as an individual, me in my community and me and my world. Creations were submitted to counties who hosted displays of the girls' artwork in libraries across the country, as well as in community and shopping centres, and even Glasgow Central train station! Over 12,000 members took part in the challenge, sharing their hopes and dreams with members of the public through the displays and raising the profile of Girlguiding Scotland.



“[My Brownies] completed this badge and loved thinking about how they would create their works of art. Lovely badge as well!!”

– Brownie leader



Hear Me Out online event

Building on the Hear Me Out resource released in 2021, our online event brought together Rainbows, Brownies, Guides and Rangers to discuss what matters to them. The numbers signed up were small, but it was a good size of group for the first event of this kind. The girls were engaged and enthusiastic about sharing their thoughts and opinions and we really valued the input of those who attended. As with the feedback from the resource, we have taken the ideas, thoughts and opinions on board for planning future events and projects.



Out and About Outdoor Art

The annual Out and About challenge aims to get everyone outdoors, even if it's just at their meeting place! This year's theme was Get Creative and encouraged girls to look at storytelling through environmental art i.e. temporary outdoor sculptures or images created by rearranging natural materials found on site such as leaves, stones and twigs. Over 4,000 members took part in the challenge and enjoyed getting outdoors with their units.



"All sections enjoyed [the Out and About] challenge with their versions of caring for the planet. Our Guides & Rangers care a lot about litter & plastic pollution so they wanted to incorporate that in their designs." – Volunteer, via twitter

Lead the Way

In December, we ran an online leadership skills workshop for 27 girls aged 14 to 17. Lead the Way introduced girls to the Promise and 5 essentials – the interlinking principals that run through the Girlguiding programme. Through fun activities, girls explored different leadership styles and were encouraged to think about their role as leaders in guiding. As well as learning about the Young Leader Qualification, girls heard from young women involved in our Speak Out programme, Peer Education and learned about our international opportunities. We'll be repeating the session in spring 2023 with the aim of reaching more girls.

"I learnt about how to interact more in an online session and now understand how to use Zoom better i.e. how to use the drawing tool and give reactions e.g. thumbs up. I developed my planning skills by increasing my knowledge on the background planning that goes into our unit activities and now am aware of how the programme works like interest badges and skill builders."
– Lead the Way participant



Speak Out

Our Speak Out champions continue to share their opinions and voices as part of our campaigning work. The champions participated in a 'Think In' in collaboration with the Women of the World (WOW) Foundation, facilitating the planning for the next WOW Foundation Festival in 2023. Our champions continue to be featured in The Scotsman as they write about issues from poverty, to closing the wage gap, to the importance of young girls' voices in democracy.

In 2023 the champions will be launching a campaign on making public spaces safer for women and girls including a challenge pack for units to take part in. In the lead up to launch, we will be hosting an in-person media training day to equip the Speak Out champions with life-long skills in presentation and public speaking and to support them in promoting the campaign and engaging with external stakeholders.



Rewarding and flexible volunteering



One Team Conference

In November we held an in-person event in Clydebank for all our volunteers who hold a role at county level. Our 150 attendees had the opportunity to meet others doing the same role as them and participate in a selection of workshops to develop their skills in their role. This was followed by a session allowing them to work together on future plans for their area. This new style of event created strong links between different areas so that ideas could be shared to improve the experiences available to girls and volunteers.

“[The One Team Conference] was a great day for all the appointment holders to see the bigger picture of Girlguiding Scotland, meet with others in their role, get ideas, and then be able to discuss ideas with their county team.”

- Event attendee



First 15 badge

While we already have an established long service programme, we wanted to make sure our new volunteers know just how much we appreciate them too! As part of our 2022 Volunteers' Week celebrations, we launched First 15, a colourful new badge to thank volunteers who reach the milestone of 15 meetings (roughly a term's worth of guiding). The badge comes with a record card to let volunteers mark off the meetings they attend. In 2022, 333 new volunteers received the badge which is a great start but we're hoping to see many more First 15 recipients in 2023.

Blitz the Book

Over the course of 2 full days and a series of evenings we delivered training sessions to support our volunteers who were looking to complete their Leadership Qualifications. These sessions were designed to support as many people as possible to progress through the sections of the qualification and over the sessions 90 volunteers were supported to complete at least 1 of the sessions.

Commissioner zoominars

Over 2022, we ran 5 different online webinars (zoominars) for commissioners who provide vital support for local Girlguiding volunteers in their area. The webinars covered topics including support for opening new units, gaining outdoor qualifications and the new leadership development programme – all of which were requested topics from commissioners. Across the sessions we managed to reach 115 volunteers.



Awards, awards, awards

This year we were delighted to be able to recognise volunteers who have gone over and above to provide amazing experiences for girls and young women.

→ The Growing Guiding award was presented to 6 local leaders who have encouraged more girls and adults to join guiding or stay longer. These leaders have used innovative ways of recruiting new volunteers.

→ We were able to present a Scottish Chief Commissioner's Thistle award and eight Scottish Chief Commissioner's awards. These were presented to a young member and adult members who deserve special recognition for making a real difference through their contribution to Girlguiding in Scotland.

→ Girlguiding have two awards for adult members. The Laurel award is presented to members who have demonstrated outstanding leadership skills and have been an effective team member in a variety of different roles. The awards committee were delighted that four Laurel awards were presented this year.

→ Girlguiding's highest award is the Silver Fish and is presented to members who have made an exceptional contribution to Girlguiding. They must have made a substantial impact through a variety of roles within the organisation. We were absolutely delighted that two Girlguiding Scotland members were presented with the Silver Fish this year.

In 2023, we hope to give even more awards and are always on the lookout for nominations!

Outdoor trainings

Over 2 weekends we had around 45 volunteers working toward their Level 2 Walking Qualifications which enables them to take our young members on Duke of Edinburgh expeditions. A further 10 attendees took part in social walking in the company of friends. We also ran a weekend long outdoor first aid qualification which saw 16 volunteers gain a full first aid qualification.





Inclusive and impactful organisation

Generation CashBack project

Focused specifically on young people age 10+, Generation CashBack is delivered by a partnership consortium of 4 of the largest volunteer-led youth work organisations in Scotland, comprising of: Girlguiding Scotland, Scouts Scotland, The Boys' Brigade Scotland, and Youth Scotland. Funded by the Scottish Government, this 3-year project (2021 – 2023) centres around 2 strands of project delivery, 'Grow' and 'Lead' which aim to tackle anti-social behaviour and increase engagement in diversionary youth work.

The Lead strand of the project helps girls learn and develop new skills through a range of leadership opportunities which improve their life chances and allow them to give back to their community. In 2022, the project has supported girls and young volunteers to take part in Lead the Way and Blitz the Book. It's also encouraged them to work toward a range of internal and external awards including our Young Leader qualification, Queen's Guide award and Duke of Edinburgh.

Through 'Grow', our Development worker uses a needs analysis approach to provide a tailored package of support, helping units with recruitment, training, advice as well as capacity-building funding for essential resources, activities and running costs. More than 900 girls across 67 Guide and Ranger units benefitted from Grow in 2022.

"CashBack has been such an amazing boost for our unit, we have a fabulous team of younger Leaders and girls, and are now back with four units under one roof on a Monday evening. CashBack funding helped us take the Guides (and some older Brownies and Rangers who we invited to join) on the most fab weekend away in September".





Halliday Development Work

Isobel Halliday's generous legacy funding has allowed us to hire a Growth & Development worker to carry out targeted development work with counties, with a specific focus on reducing waiting lists and getting girls into guiding. In 2022, 2 counties have received support from a Development worker to streamline waiting lists, recruit volunteers and open units. 2 new units opened in a new district, resulting in 33 girls moving from the waiting list and into guiding spaces. Additional support was provided to counties to strengthen warm welcome practices to ensure retention of new volunteers.

Support has also been offered to individual units outside of these counties through funding support. 17 funding conversations were held with volunteers resulting in 13 funding applications being made for Good Guiding Fund support, Joining Guiding Grants and Developing Guiding Grants.



These applications cover support to deliver residential experiences, offer trips, access essential programme resources and open new and re-open existing units.

Girlguiding Scotland trainings have also been supported, including delivering a section of the Skills Builder for Commissioners – Waiting List session in September, Waiting List Warrior sessions, and assistance with Blitz the Book trainings.

“[The Growth & Development Worker joined] regular meetings to provide support and ideas regarding recruitment and growth of Girlguiding within our division, provision of recruitment materials, support with applying for funding, and lots of ideas around different methods of recruiting adult volunteers. [This] has been crucial in me maintaining momentum around recruitment, and I have also felt well supported by someone who is helpful and enthusiastic.”

- Commissioner supported by Halliday Development Work



“The funding [from Gannochy Trust] has allowed us to put on fun and interesting taster evenings to young people across the county to get them interested in joining us. This support has increased our membership by 100%, which is more than we could have expected it to. Recently, there were enquiries to increase it again so the funding will have a lasting impact on our membership.” – (Longniddry & Aberlady Ranger unit)

Gannochy Trust

Funding from The Gannochy Trust has been invaluable in providing support to units across Scotland this year. Thanks to the Trust, 49 units, 1 division and 3 counties received financial support in the form of a Joining Guiding Grant or Developing Guiding Grant in 2022. This funding has helped units to welcome girls into guiding for the first time and deliver opportunities that develop skills and leadership and encourage girls to be active in their local communities.

The Gannochy Trust also supports us to employ a Growth & Development Worker who works closely with local volunteers to develop, support and deliver area-specific growth plans which focus on building capacity to enable us to place new young members into units and give existing members pathways to progress. Growing our volunteer numbers has been a key focus for our Growth & development worker in 2022. Highlights that have been made possible through this role have included establishing partnerships with local and national



employability groups and job centres to showcase volunteering with Girlguiding Scotland as a pathway to develop skills for work. In February 2022, we wrapped up a phase of work which concentrated on Edinburgh and Fife and switched focus to Strathclyde, where demand for girls spaces is particularly high.





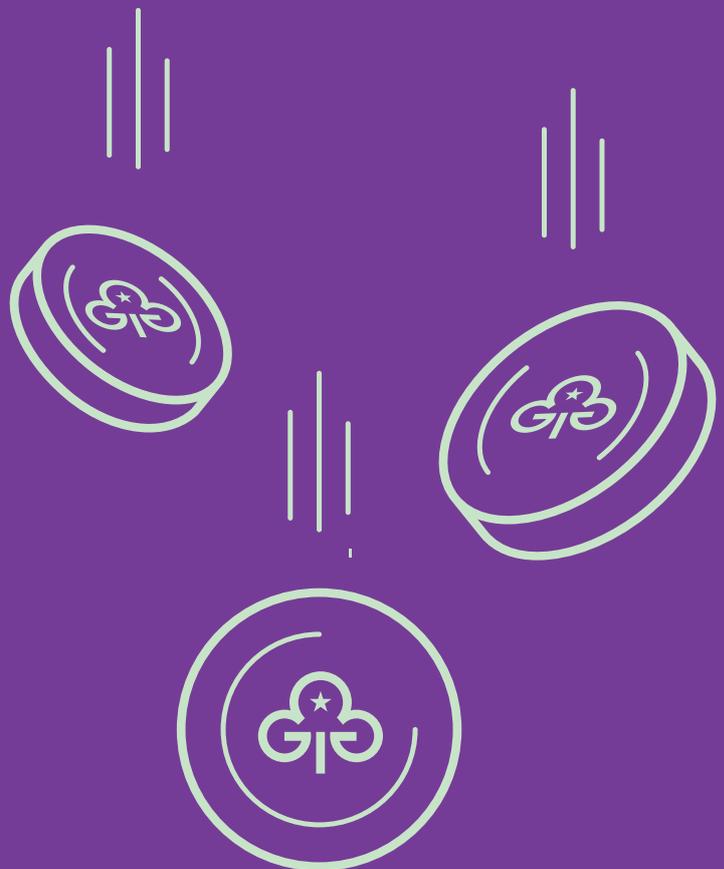
Regional Innovation, Inclusion and Growth (RIIG) Project

July 2022 saw the launch of the RIIG project in Girlguiding Scotland, Cymru, and Ulster, an 18 month project funded by Garfield-Weston Foundation and managed by Girlguiding. With its focus on engaging with local communities to co-develop innovative new opportunities for young people, the project in Scotland has so far involved primarily outreach work: establishing 3 partnerships in the Ayrshire area as well as connecting with 25+ young people through site visits and workshops to gain insights on what matters most to them.

In 2023, we look forward to deepening the 3 existing partnerships, forming up to 5 new ones, and engaging with young people through workshops and interviews, with the ultimate goal of co-creating 3 new programmes to be piloted and evaluated by the end of this year. We hope the work of this project will reach at least 500 girls and young women in Ayrshire, and that the novel approach to working in partnership with local community groups will support local guiding infrastructure to create more inclusive spaces for all our members.

Distribution of Friends of Netherurd funds

In line with their constitution, and as part of winding up as a volunteer group, the Friends of Netherurd arranged for their residual funds to be distributed across the 27 counties in Scotland. They also allocated a small sum to be used by the archives team in relation to Netherurd items now held there. Several counties have already held friendship events funded by Netherurd funding with more to follow in 2023.





“We used the funding towards our annual subs for all young members and young volunteers with our unit. It relieved a lot of pressure for both the unit and the families involved that we did not have to raise our term fees to cover the increased costs for 2023. Term fees went instead to paying our hall rent but we were also able to subsidise the girls’ costs for a trip to the cinema to see Matilda The Musical.”

– 1st Albyn Rainbow Unit

Good Guiding Fund

In September, following a review of our designated funds, we streamlined the process of applying for Girlguiding Scotland funding to make it easier for members to access the financial support they needed. The new Good Guiding Fund brought together several existing grants to offer a one-stop shop for support with essential running costs like hall rent, uniform and membership fees as well as funding for training, travel, growth, inclusion, residential and international activities and more. An accessible online form and heavy promotion via social media channels and our retail operations generated a high level of interest – by the end of the year, we had received 260 applications.

The Covid-19 pandemic and growing cost-of-living crisis was a driver for many of the applications. Many leaders noted that units hadn’t been able to fundraise and parents were also struggling to cover basics like subscriptions and uniform, far less ‘extras’ like trips and residential experiences.



By the end of 2022, 63 grants had been paid out with a total value of £43,123. At the start of 2023, we’ll review the initial phase of the fund with our staff-volunteer steering group and invite them to submit a set of recommendations for trustees to consider with a view to further refining the fund. In particular, we will look at the extent to which the fund should prioritise those in greatest financial need and how we manage expectations around the level of support the fund can be expected to offer going forward.



Scottish Youth Parliament

Our Members of Scottish Youth Parliament (MSYPs) had a very successful year, with Sophie Reid elected as Chair of SYP and Caitlin Lowry offered a place in the Women's Empowerment Programme. They attended two Sittings, one in the summer and one in the autumn, to propose, discuss and vote on policy for SYP to adopt. The national Sittings also offer skills-based workshops and create informal spaces for MSYPs around the country to share their thoughts and ideas.

Caitlin also participated in '16Days of Activism Against Gender-Based Violence', raising awareness on social media of the Women's Empowerment Program and the importance of campaigning for gender equality to make the world

safer for girls and young women. Sophie continues to advocate for the rights of children and for developing youth work to support these rights, as she attended a week-long trip to Bavaria to learn more about digital youth work and its relationship to the gender wage gap.



First Minister's National Advisory Council on Women and Girls

Amanda Amaeshi, Young Spokesperson, represents Girlguiding Scotland on the First Minister's National Advisory Council on Women and Girls (NACWG) as it enters its second phase. Phase 1 of NACWG made strategic recommendations to the First Minister on how to make Scotland a beacon of gender equality. Phase 2 is focusing on scrutiny and accountability, and Amanda is working to ensure girls' voices remain at the centre as the recommendations are put into action.

In 2022, NACWG asked questions of civil servants, held an Accountability Day event with senior Scottish Government officials, and met with the First Minister to share their insight into progress on implementing the recommendations. Amanda reminded the First Minister of how urgently change is needed, and that young women across Scotland are watching and waiting for change.



Widening participation

In 2022, we concluded an initial phase of work around widening participation thanks to the generous legacy left by Isobel Halliday. The project saw us employ a Widening Participation Officer for 12 months from November 2021. At the outset of the project, it was anticipated that the role would work with staff, members and potential members and external stakeholders to identify opportunities for innovation and change to overcome socio-economic barriers to participation as well as engaging with Girlguiding's inclusion and diversity team to consider how the UK-wide strategy could be implemented in Scotland.

In practice, we focused more on internal changes required to lay the groundwork for future attempts to widen participation amongst prospective young members and volunteers.

The lasting legacy of the project, in addition to a set of recommendations that will be taken forward into 2023, is a brand-new diversity and inclusion information hub. This online resource bank features blogs, resources, videos and links to other organisations that can support our members with a wide range of inclusion topics. We look forward to continuing to develop this hub further in 2023.





Sustainable and efficient organisation

New Governance structure

Late in 2021, the final recommendations from the Scottish Constitution Review Group were considered and agreed by trustees. This had been commissioned with a view to improving the future effectiveness of the Girlguiding Scotland governance structure by ensuring that decision making reflected the voice of the membership, ways of working would be more collaborative, and there would be increased transparency and clarity in accountability in how decisions are made.

In 2022 these changes were formally reflected in an updated constitution for Girlguiding Scotland, which was approved by OSCR and Girlguiding in spring 2022. In January the Operational Board began new ways of working and in July a new Trustee Board was convened which completed the transfer of the functions that had previously been held by the Girlguiding Scotland Executive Committee.

The Trustee Board is responsible for setting strategic direction, governance, compliance and performance management; and the Operational Board is responsible for implementing the agreed strategy with delegated authority in line with this purpose. New detailed terms of reference for each part of the structure that connects to these boards were also agreed and implemented during the year.

Underpinning the revised arrangements is a membership engagement approach, ensuring that decision makers are accountable to the membership and that key decisions are informed by the views of the membership, in particular through young members and county commissioners. A refreshed Consultative Group will be established in 2023 and processes embedded throughout Girlguiding Scotland to ensure effective engagement with members.



Mergers

Girlguiding Tay & Ochils (formed from the merger between Perth and Kinross, and Clackmannanshire counties) officially launched on 1 January 2022. Work continued through the year to tie up all outstanding administrative tasks in relation to mergers to form Girlguiding Highlands & Islands, Girlguiding Aberdeen & Shetland, Girlguiding Dumfries & Galloway, and Girlguiding Scottish Borders. Work was concluded for Aberdeen & Shetland and Scottish Borders during the year.

Trustee training

Four sessions of trustee training were held during the year to support members of county executives. This 1 hour and 30 minute long Zoom session covers the basics of being a member of a county executive; who can be a trustee; what the duties are and what is expected from OSCR and Girlguiding. Across the sessions 34 county trustees attended from 14 counties.

Netherurd next steps

Following an open members Zoom call, a working group was convened to conduct research into members views about how best to utilise the funds arising from the sale of our Netherurd activity centre. 3 strands were investigated: offering adventure to young members, training opportunities for adult volunteers and a strand looking at potential bigger 'blue sky thinking' ideas. Initially the research focussed on views of existing members using various methods online and in person. The final report was shared with trustees

in summer 2022. The report contained many good suggestions that are now being taken forward by the Operational Board. Each year we will indicate to members which projects have been supported using income from the Netherurd Heritage fund. The trustees felt further work was needed to identify options for more significant capital expenditure.

Retail

The retail side of Girlguiding Scotland performed strongly in 2022, despite a very challenging trading environment, ending the year almost 8% above the budgeted sales target. Retail contributed £82,546 of profit to the continuing operation of the organisation. 2022 also saw the Edinburgh shop move to a hybrid staffing model of paid staff and volunteers, adding to the customer experience of all those who utilise the Edinburgh shop. 2022 also saw our Depot network continue to expand into the West of Scotland, with further new depots planned for 2023. Thank you to our shop volunteers who provide invaluable support in helping the day to day running of the shop.



What didn't go well

We achieved a lot in 2022 and had a great time along the way, but the year came with difficulties too. With the ongoing cost-of-living crisis, and recovery from the coronavirus pandemic, we faced some challenges:

Here are some of the things that had the biggest impact on us:

Changes to ways of work:

We continue to work hard embedding new ways of working associated with our new governance structure and operational planning processes. These changes come following a new staff structure in 2021 which also continues to be embedded.

Volunteer capacity:

Volunteers continue to face a considerable burden with both administration and compliance, which goes on to affect our retention rates. Many people find that their priorities have changed after the pandemic, and there is a desire for more flexible volunteer opportunities with lower levels of commitment. Volunteering is also seen as a luxury by those hit hardest by the cost-of-living crisis, further reducing the group of people who may be interested in volunteering with us.

Falling membership:

In the wake of the pressure volunteers are facing, it is perhaps not surprising to find adult member numbers are declining overall. This puts additional pressure on our existing volunteers and creates high levels of expectations of new volunteers.

Recruitment:

Our volunteers are often motivated by supporting young members so asking them to support recruitment is an additional burden on top of their usual responsibilities. In addition, the onboarding process is often long and time consuming which means that our conversion rates from enquiries to active volunteers are not as high as we would like. An increased number of volunteers is essential to addressing other problems such as high waiting lists.



Increased waiting lists:

Waiting lists for girls looking to join the organisation are an ongoing challenge for us. While it is great to see that parents and carers continue to recognise the value of our offer, sometimes registering girls long before they are eligible to join, we want to ensure all girls who want to join have the opportunity to do so. In addition, not all rainbow units have yet begun welcoming 4-year-old members.

Our “Waiting list warrior” workshops, designed to support volunteers to tackle their waiting lists, have had a disappointing level of take up so far. Development workers are also having some local successes, but our desired partnership approach relies on motivated volunteers having the time to support.

Cancellation of Campa Caraidean:

We were all saddened when the death of HM the Queen was announced and in deference to the mood of the country it was decided to cancel the planned camp for adults that was also the finale event for the outgoing Scottish Chief Commissioner team. This was especially hard for those who had planned the event and they then worked very hard to contain the financial costs incurred. Thank you to all who were involved in planning this one-off event.





Looking forward

Our aims for 2023 are to continue to:

Create an unrivalled girl led experience

We want to support our counties to provide unrivalled, fun, accessible and empowering experiences that appeal to more girls and young women. Our Girlguiding Scotland offer will be co-created with young members and informed by the needs of all girls.

We'll do this through continuing our girl-engagement work, launching lots of new challenge badges including our popular Out and About challenge.

Offer rewarding and flexible volunteering opportunities

We want all volunteers to enjoy their time with us. We will support counties to welcome new members, offer more flexible roles and ways of working, and make it easier for volunteers to contribute their time and talents to deliver great guiding for girls.

We'll do this by running a conference for hundreds of local commissioners, supporting volunteers to tackle their waiting lists and running a series of events to help volunteers complete the qualifications needed to take girls on exciting residential. We'll also continue to work hard to ensure all our volunteers feel valued, promoting our range of internal thanks and recognition initiatives and joining in with external opportunities like Volunteers' Week.



Be an inclusive and impactful organisation

We want to open-up and grow the Girlguiding community in Scotland, welcoming and benefitting from a wide audience. We will support counties to be more visible. We will become a more inclusive community that can engage and have greater impact on more girls, communities and wider society.

We'll do this by continuing our development work, continuing to provide funding to allow more girls to join guiding and launching a girl-led campaign to see more, safer outdoor spaces for girls. We'll also implement recommendations from our 2022 widening participation pilot and continue to develop fresh content for our diversity and inclusion hub.



Be a sustainable and efficient organisation

We want to future proof our organisation so it can continue to deliver great outcomes for girls. We will do this through continuing to support volunteers managing guiding in our 27 counties through training, volunteer coaching support and help with sharing responsibilities with the whole county executive team.

The county support team will continue to offer guidance in handling matters related to compliance and in 2023 will support counties to formally record all their properties with the new legal requirement from Scottish Land Register.

In 2023 we will research the next steps for us towards becoming more environmentally sustainable which is such an important cause for us all.

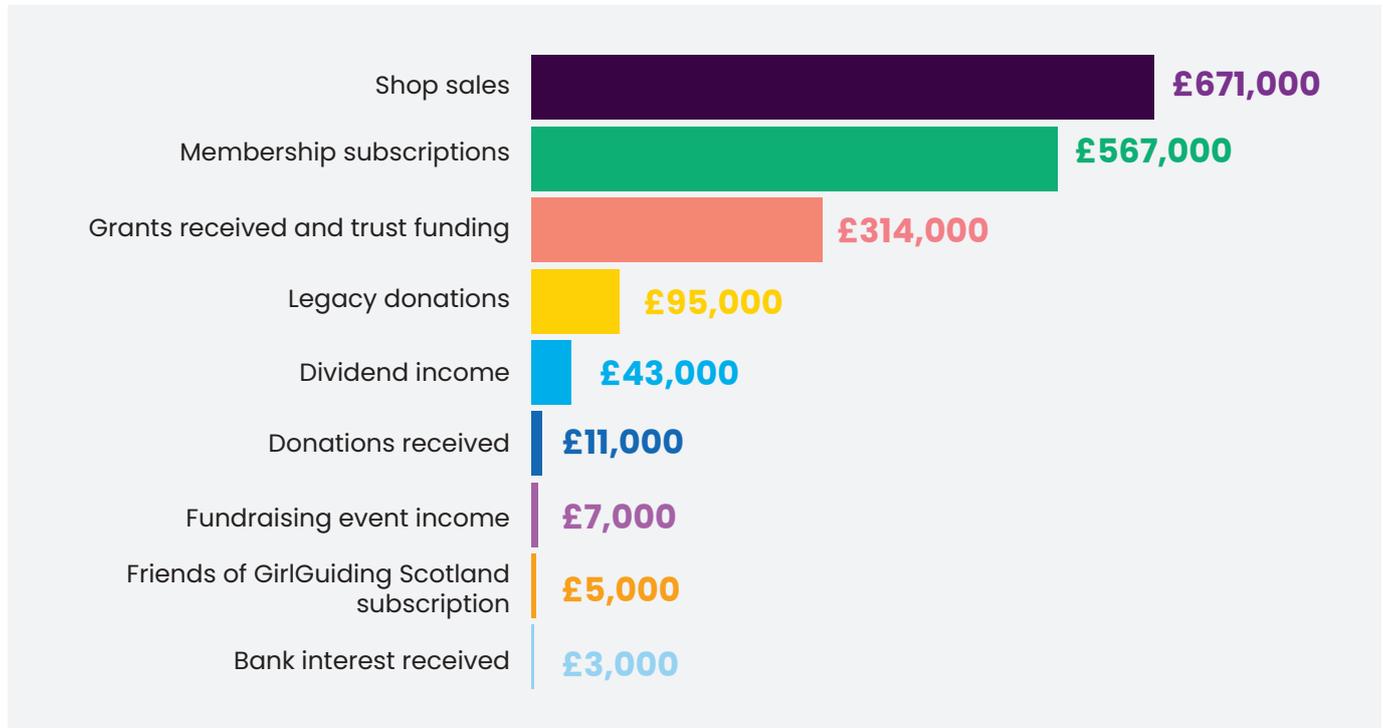
The trustees and members of the Operational board will have an away day to reflect on the overall strategic priorities for Girlguiding Scotland to focus on the external and internal challenges and opportunities and to look for ways we can transform the long standing challenges for recruitment and retention of volunteers which is key to future sustainability.



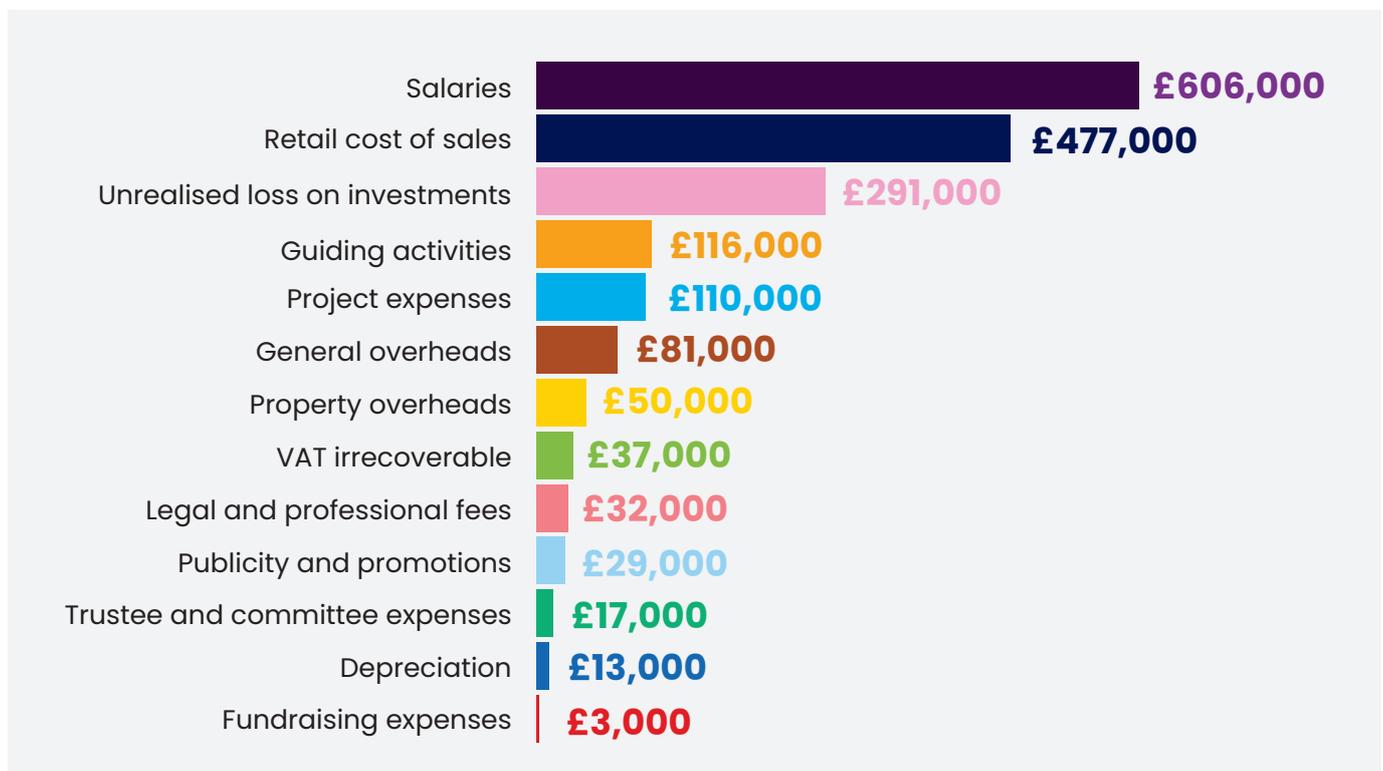
Financial information

From January to December 2022, total income for the organisation was £1,715,000 and total expenditure was £1,861,000. This breaks down as follows:

Income



Expenditure



Notes

All figures have been rounded to the nearest thousand. Staff salaries include grant funded salaries, as well as the those who provide support for events, governance, finance etc. Further financial information is available in our Executive Report and Financial Statements for the year ended 31 December 2022.



Vision

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

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.

Values

We're caring, challenging, empowering, fun, inclusive and inspiring.



 @GirlguidingScot

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girlguidingscotland.org.uk

The Guide Association Scotland known as Girlguiding Scotland is a registered Scottish charity No. SC005548

