

CLYDE REGIONAL SCOUT COUNCIL.

Registered Scottish Charity SC010415

ACTION FOR GROWTH!

A plan to support the development of Scouting



Background to Development Plan

A major part of the remit of Clyde Regional Scout Council is to support the development of Scouting, in partnership with District Commissioners and their teams across the Region. The Region is primarily responsible for supporting the delivery of adult training, managing good communication and working with Districts to develop Scouting in the locality. In addition, the Region is responsible for supporting the operation of Explorer Scouts and Scout Network. The Region supports the delivery of Scouting in the local authority areas of City of Glasgow, East Dunbartonshire, East Renfrewshire and North & South Lanarkshire. The Region is divided into eight Districts, each of which is led by a District Commissioner and his team.

This development plan will help the Region to work towards the Strategic Vision of UKHQ of The Scout Association and the 6 key work strands of Scottish Scouting.

The Regional Executive Committee, District Commissioners Meeting and Regional Team have all played a part in the preparation of this plan and are fully committed to the development of Scouting and enabling local Scout Groups to provide a vibrant and exciting balanced programme to young people in the West of Scotland.

All objectives have clearly measurable outcome measures set for them which will allow the Regional Commissioner and his team to review and monitor progress towards the achievement of the plan.

Responsibilities for Development

The Regional Commissioner is responsible for supporting the operation of good Scouting across Clyde Region. As such, he has ultimate responsibility for the approval of any plans to support the development of Scouting. The Development Plan is prepared by the Assistant Regional Commissioner (Development), with support from the Regional PR & Development Officer, in conjunction with members of the Regional Team and its approval is given by the Regional Commissioner.

The next full review of the Development Plan will take place during June 2011. Progress is reported throughout the document.

AIM: Grow the youth and adult membership of Scouting across the Region {SHQ Work Strand 1 & 7: Recruitment & Retention and Reflecting Diversity}

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress
Recruit Group Scout Leaders for 85% of Scout Groups.	Local Development Officer	Assistant Regional Commissioner (Development) District Commissioners	85 out of 101 Scout Groups have a GSL.	January 2011	79 Groups have a GSL as at January 2011.
Increase the number of youth members in each section by at least 2% per year across the region.	Local Development Officer	Assistant Regional Commissioner (Development) District Commissioners	87 new youth members join Beavers, Cubs, Scouts, Explorer Scouts or Scout Network.	January 2011	From 2011 Census, Beavers grew by 4.6% (76 members), Cubs grew by 4.8% (89 members), Scouts grew by 1.7% (28 members), Explorers grew by 9.1% (45 members) & Scout Network declined by 4.5% (1 member).
Increase the number of Groups across the region	Local Development Officer	District Commissioners	At least 6 new groups to be opened in communities where there are no groups operating at present.	January 2013	The Plains Scout Group will start in May 2011 & plans are underway for 5 further Groups.
Increase participation in Scouting by girls.	Local Development Officer	Group Scout Leaders District Commissioners	Female youth membership increased by 3%	January 2011	Female membership grew by 25% (117 members).
Support Districts to provide an opportunity for every 14 year old who leaves their Scout Troop to participate in Explorer Scouting.	Assistant Regional Commissioner (Explorer Scouts)	District Explorer Scout Commissioners Local Development Officer	Ensure that at least 75, 14 year old Scouts make the transition to Explorer Scouts.	April 2011	
Promote the availability of Scout Network to all adults aged 18-25yrs old, whether or not they have previously been involved in Scouting.	Assistant Regional Commissioner (Scout Network)	District Scout Network Leader Local Development Officer	Recruit 35 young people from Explorer Scouts to join Scout Network when they turn 18 years old.	April 2011	

AIM: Grow the youth and adult membership of Scouting across the Region {SHQ Work Strand 1 & 7: Recruitment & Retention and Reflecting Diversity} contd

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress
Start at least one section in a local Primary School as part of post-School provision.	Local Development Officer	Assistant Regional Commissioner (Development) PR & Development Officer	1 new section started.	April 2011	The Plains Scout Group will start in May 2011.
Increase the number of adult leaders working in local Scout Groups, ensuring that provision by current Scout Groups is sustained and weak Groups do not close. ^[Progress 6]	Local Development Officer	District Commissioners PR & Development Officer Assistant Regional Commissioner (Development)	Recruit at least 20 adult leaders and retain for at least two years.	January 2011	There are an additional 16 adult volunteers (leaders or section assistants) working directly with sections in 2011.
Diversify the Region's membership by working with region's faith communities to increase participation in Scouting by those from BME community.	Local Development Officer	District Commissioners Assistant Regional Commissioner (Development) PR & Development Officer	(i) Increase youth membership from BME community by 3%. (ii) Recruit & retain 10 adults from the BME community to local Scout Groups across the Region.	January 2012	

AIM: Create an effective system of internal and external communications {SHQ Work Strand 3 & 8: Effective Communication & Youth Engagement}

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress:
Further develop and maintain the Regional website.	PR & Development Officer	Regional Team	20 Groups submit a news story for publishing on the website.	September 2010	Between November 2009 & 2010, 40 stories from local Groups across Clyde Region were published on clydescouts.org.uk
Establish an e-communications strategy & develop the Regional email address list for adults in Scout Groups, Scout Network and Explorer Scouts	Assistant Regional Commissioner (Communications)	PR & Development Officer District Appointments Secretaries	All email address are up-to-date on the member admin system and regular eNews circulated.	September 2010	Clyde eNews is now distributed ~ every 2 weeks.
Ensure that everyone who donates to the Region knows what their donation goes towards.	PR & Development Officer	Regional Chairman Regional President	45% of those who donate money to the Region attend a thank you event at Auchengillan.	July 2011	
Help local authorities and community planning partnerships (CPPs) to understand the contribution that Scouting makes to local communities.	PR & Development Officer	Regional Commissioner District Commissioners	20 local elected members, members of CPPs & employed Council Officers attend a "Scout briefing."	July 2011	
Hold a young person's event that gives them an opportunity to engage in the Region's decision making processes.	Assistant Regional Commissioner (Explorer Scouts) and (Scout Network)	PR & Development Officer Regional Commissioner	75 young people in the 16 – 25 age range attend an event that develops a strategy for youth participation in decision making in Districts & the Region.	September 2011	

AIM: Promote Scouting widely across the Region and create a positive internal and external perception of Scouting's image {SHQ Work Strand 4: Promoting Scouting}

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress:
Prepare and promote a media toolkit on how to identify PR opportunities for Scout Groups.	PR & Development Officer	--	5 local Scout Groups achieve "on brand" coverage in their local newspaper.	June 2011	
Increase awareness of the impact that Scout Groups can make within their local community.	PR & Development Officer	Local Development Officer	Publish case studies on the contribution made to their local community from 5 Scout Groups.	June 2012	
Ensure a co-ordinated approach to public relations initiatives for Scouting in Clyde Scout Region.	PR & Development Officer	--	4 Districts identify a member of the District Team to work with the PR & Development Officer on Media and PR issues.	June 2011	
Ensure that Scouting is represented at large public events in the Region.	Assistant Regional Commissioner (Communications)	PR & Development Officer Assistant Regional Commissioner (Development)	Scouting to be present at: - 2011 Youth Olympics - West End Festival - Scottish Caravan & Outdoor Leisure Show	June 2011	
Ensure that Young Spokespeople are used to give media interviews on local TV, radio and newspapers.	PR & Development Officer	--	Ensure that the Region has 4 Young Spokespeople trained & available for media interviews.	June 2011	The Region has at least 12 trained YSPs.
Maximise the PR opportunities for Glasgow Gang Show.	PR & Development Officer	--	Achieve at least 2 pieces of TV, radio, press or online media coverage.	December 2010	Glasgow Gang Show featured in The Glaswegian and got coverage in 2 online newspapers.

AIM: Support the delivery of a balanced programme in Scout Groups and Districts across the Region {SHQ Work Strand 2: Supporting the 6 – 25 programme}

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress
Promote opportunities for Scout Districts to improve the range and quality of programme delivery and support to Scout Groups.	Deputy District Commissioners (Youth Programme)	District Commissioners Assistant District Commissioners	100 young people complete Chief Scout's Gold, Platinum or Diamond Awards or the Queen's Scout Award.	November 2010	At the Annual Review for 2010, 105 young people were presented with Awards.
Improve the strength of Scouting within existing Scout Groups by targeting resources to consolidate and improve existing Sections and Groups.	District Commissioners	Deputy District Commissioners	Start new sections within 2 Scout Groups which do not currently operate with all 3 of Beavers, Cubs & Scouts.	January 2012	
Stimulate the development of District Scout Active Support Unit and promote Active Support Units as a source of specialist adult support	Regional Scout Active Support Adviser	Deputy District Commissioners (Adult Support)	4 Scout Groups have a Group Scout Active Support Unit which actively supports their programme.	September 2010	During 2009/10, 2 Scout Groups have started an Active Support Unit which is providing proactive support in the delivery of the Group's programme

AIM: To create a sound basis for the future development and operation of Scouting across the Region {SHQ Work Strand 5 & 6: Supporting Local Scouting & Sustainability}

Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress
Identify and support suitable individuals to be members of District Teams and Sub Committees.	District Commissioners	District Team	80% of District Team posts filled.	January 2012	
Carry out succession planning for all Districts appointments.	District Commissioner	District Team	Vacancies in Districts filled within three months of last appointee resigning.	January 2012	
Identify Group and District contact person to coordinate enquiries from potential new members.	District Commissioner	Group Scout Leaders PR & Development Officer	95% of want to join enquiries successfully turned into new members.	January 2013	
Identify roles that require to be filled in Districts by completing District health checks.	District Commissioners Local Development Officer	Assistant Regional Commissioner (Development)	All key roles required are identified and 80% of posts are filled.	June 2011	Health Checks have been completed with 3 Districts
Identify action and development points for Districts and review annually.	District Commissioners Local Development Officer	District Team	All 8 Districts to have Development Plan	July 2012	3 Districts now have a District Development Plan
Provide more opportunities for young people with Special Needs to participate in Scouting and increase the available training on special needs to adults.	Regional Special Needs Adviser	District Commissioners PR & Development Officer Assistant Regional Commissioner (Development)	Deliver Module 36 to increase people's awareness on supporting young people with special needs.	June 2011	
Ensure that Scout Groups have a functional Group Executive Committees.	Regional Chairman	District Chairmen PR & Development Officer	80 Scout Groups operating with a Group Executive Committee.	September 2012	

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Objective:	Lead Person:	Supported by:	Outcome measure:	Target date:	Progress
Recruit members to regional training team.	Assistant Regional Commissioner (Adult Training)	--	3 new trainers recruited to join the Regional Training Team.	January 2011	3 new Trainers joined the team during 2010.
Ensure appropriate training is available for all Adults.	Assistant Regional Commissioner (Adult Training)	--	25 new adults complete their wood badge within the permitted time of 2 years.	June 2011	
Promote the value of regular review of roles for all adults working in Scouting.	District Commissioners	Deputy District Commissioners (Adult Support)	150 reviews of adults carried out in Districts & Groups.	June 2011	