

East Somerset District



'Building the Future'

District Action Plan 2014 - 2018



Our vision: 'Vision East Somerset'

During the next 4-10 years we want Scouting in East Somerset District to be an outstanding experience for every adult & young person who participates. We want to see our diverse District grow, be more accessible and inclusive, have an impact within our wider community and be shaped by the young people who Scout within it. An Outstanding experience:

- **For our adult & young members (6-100+yrs):** This means widening prospects; enriching lives, addressing needs and aspirations; Providing skills for life, encouraging value & educational based living. Enabling all to live life to the full through exciting adventurous programming, making friendships, social inclusion, community responsibility and support, empowering them to help shape Scouting and the wider community.

Introduction 'building for the future'

The action plan identifies the key aims and objectives for the District and how the District team will work with local groups to meet them. East Somerset District has drawn on local intelligence from District Scouters (young and old) and as a result of public consultation sessions and roadshow events throughout 2014. East Somerset District Scouts aims to continue gathering local information throughout the future years and specifically at an annual General Meeting each year.

How you can support us?

As an individual: From volunteering an hour or two a week at your local Scout Group, becoming a donor or leaving us a gift in your will, whatever you choose to give, it will make a huge difference!

As a company: Scouting provides flexible opportunities not only for individuals but also for our corporate partners, from sponsoring events and badges to using our employee volunteering programme. Get in touch to find out more – visit: www.eastsomersetscouts.org.uk

How can we support you?

We will develop skills, make friends and make a difference to the lives of hundreds of young people in your community. As a company you will benefit from working with one of the most trusted organisations in the UK, increased brand awareness and commercial benefits.



Aims & Objects

1) Empowering young people	2) Promoting & valuing volunteering
<ul style="list-style-type: none"> • Virtual Explorer unit (online sign up) • 2 x Youth members of District Executive • Youth forums for all sections (fit for age) • New Youth Commissioner (to work with DC / Transition Team) • District DofE Manager to support & enable youth members with award programme. • Consultation session at all events. • Feedback boards at events: You said... so we did... Board (to show YP that they have been listened to). • Development of youth & adult ambassadors (showcase what our scouters have done?) • District event – youth rep to tour VIP's. 	<ul style="list-style-type: none"> • More promotion of Queen Scout award (achievement) / DofE Awards. • Establish a SAS unit/s within the District. • Establish a District awards board • Survey to establish both adults & youth members views on awards system (data) • Develop a district member recognition award scheme (MAD awards – making a different award from District). Certificates of thanks • Link/ promote our Scouters in outside agency awards – Pride awards / Gold star / town Major awards etc. • Improve communication links from District to GSL / Groups (make sure all are included). • Present Leaders / youth awards at our District events and camps (public recognition).
3) Managing growth & sustainability	4) Leading effectively
<ul style="list-style-type: none"> • Establish District Network • Programmes to improve transition between section (one for each) • Marketing plans & resources for each section (branding / budget needed) • Volunteer (adult) satisfaction survey to obtain baseline data • Increase adult volunteering by 10% • Increase retention by 5% • Increase the number of sections / Groups by 5% by 2017 • Development plans for key district facilities (campsite, scout shop, etc) • Pilot 10% of groups through Scout Association RAG development plans • Establish a new District web site. • Increase the number of TA's in the District. • Increase the number of trainers in District. 	<ul style="list-style-type: none"> • Develop a volunteer appraisal to target and increase personal development needs and aspirations. • Create volunteer tools & resource (Adult programme resources) • Increase number of training advisors by 5% in the District. • Increase training provision in the district by 5% • Marketing & Communication course within District for leaders / youth members • Activity & skills based training in our District • Run first District conference & workshops • Review and update District constitution • Establish DX sub committees & their terms of reference • Establish a new appointments committee
5) Promoting inclusion	6) Community impact
<ul style="list-style-type: none"> • Develop a fund raising & grant information • Establish a hardship fund within the District • Fund raising action plan for district assets / interest (highlighted need) • Working with Regional Development Team complete targeted work on one area of social deprivation by 2017. • Establish training & resources to support greater understanding of DDA requirements • Develop a District wide access audit for District & groups • Faith education tool for groups • Scouting marketing resources to target migrant communities (translations) • Develop total communication training and courses for groups and sections 	<ul style="list-style-type: none"> • Establish community event marketing resources to promote East Somerset. • Highlight and book events and activities for East Somerset Scouts to have presence. • Work with outside agencies to establish partnership programmes (3 by 2016) • Establish a District Active Recruitment Team (DART) for events etc • Promote community impact opportunities, activities and best practise examples on the new web site. • Work with groups to develop group presence online (increased visibility). • Establish District wide access fund (Hardship fund).

Our Action Plan

The East Somerset Scout District Action plan is seen as an adaptable organic plan that not only meets the requirements of our District Strategic aims and objectives but is also reactive to meet the on the ground 'grass roots' demand of the present.

Theme	Detail	Action	Target date	Progress	RAG
Core programme	Development strategy	Submit to District Executive	February 2015	Completed.	
1.a.1	Establish 14-25 commissioner, team & programme	Develop the job role description for the position & interview process. Advertise role both internally & externally to obtain the best candidate.	June 2015	Pete Ward in place after interview (2 x applicants for the role). Complete April '15	
1.a.2.	Establish a District provision for Network	Work with current County Network and District cluster network members to establish a new District wide Network provision.	June 2015	Network Commissioner agreed. Paper being finalised. Complete May '15	
1.a.3.	Programme to improve transition between Scouts & Explorers	14-25 Commissioner to work with team & ADC Scouts to develop programmes and tools to improve transition between the sections	Dec 2015	Programmes being discussed between ADC's	
1.a.4.	Programme to improve transition between Explorers & Network	14-25 Commissioner to work with DESC & network co-ordinator to develop programmes and tools to improve transition. Increase media & promotions of network needed within District.	Dec 2015	14-25 commissioner & network commissioner working on this. District agreed to purchase OSM to manage both.	
1.a.5.	Development of a virtual Explorer YL unit	14-25 Commissioner to work with team & key District Explorer leaders & young people to develop a conceptual idea on how to deliver this new YL resource.	August 2015	Initial discussions with best practise examples from around the country. Currently at idea stage	
1.a.6.	Establish a revitalised Explorer/ Network marketing campaign	14-25 Commissioner to work with marketing team – identify project brief & requirements.	Dec 2015		

Theme	Detail	Action	Target date	Progress	RAG
1.b.1.	Establish innovative youth involvement practise in decision making throughout District	Action to be taken to DX strategy group. Project brief and requirements to be established at meeting	August 2015	Youth Commissioner in place. Team DC to work with YC to develop this further.	Green
1.b.2	Promotion of achievement : Queen Scout Award promotion campaign	14-25 Commissioner to develop a marketing campaign and project to enhance the achievement both within district Scout media and with wider community.	December 2015		Red
1.b.3	Promotion & development of the District DofE programme	Speak with County DofE manager to assist with growing provision in East Somerset	December 2015	Conversation has taken place with County rep. JD is working with DofE programme to booking supervisor & assessor training for leaders with view to growing participation.	Yellow
2.a.1	Develop template example of volunteer appraisals to target personal development needs and aspirations	Investigate option available within Scouting & from other volunteer organisations. See how this can be linked to appointments.	November 2015	Template example completed.	Green
2.a.2	Provide clear and visual information on accessible volunteer tools and resources	Programming TT rep to work with IT & marketing managers to establish both online and hard copy resources	December 2015		Red
2.a.3	Increase adult volunteering by 10%		April 2016	Increase numbers weekly due to positive publicity	Yellow
2.a.4	Increase retention of adult volunteering by 5%		April 2016		Yellow
2.b.1.	Increase the number of Training Advisors in our District by 5%		January 2016		Red
2.b.2.	Increase training provision available in our District by 5%		January 2016		Red

Theme	Detail	Action	Target date	Progress	RAG
2.b.3.	Establish a marketing & communication training course (Youth & adult)		January 2016		Red
2.b.4.	Establish activity & skills based training in our District (first aid/ shooting / water sports, etc)		January 2016	Currently running both District first aid provision & rifle shooting instructor qualifications.	Yellow
2.b.5.	Work with the County to establish increased adult leader training provision in our District by 5% (includes increase County leader trainers)		January 2016		Red
2.c.1.	Establish a Scout Active Support unit for the District		January 2016	JL holding SAS meeting with current units.	Green
2.c.2.	Increase the number of group and activity base Scout Active Support units in the District by 5%	Promotion of guides, information & benefits of doing so to our groups and activity providers. Work with Activity providers such as kayaking, sailing, campsites & shooting to formalise these units.	January 2016	<ul style="list-style-type: none"> • Currently 1 Group Scout Active Support unit in District. • Tedbury Campsite currently establishing a site SAS unit. • 3 new group looking to start 	Green
2.c.3.	Establish a District Awards Board	Establish board.	July'2015	Chairperson agreed, developing committee rep's & role descriptions.	Yellow
2.c.4.	Establish a survey to sample youth & adult membership views on current award system		January 2016	Only contacted Explorers on this at the moment and in not too much detail. More work needed.	Yellow
2.d	Promote, manage & administer the new leader awards programme		January 2016	Awards board close to being in place to manage this.	Yellow
2.e.1	Establish a recruitment manager for the District	Develop the job role description for the position & interview process. Advertise role both internally & externally to obtain the best candidate.	September 2015	Job Descriptions / application forms sent out to interested parties (advertised at meetings and in newsletter).	Yellow

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2.e.2	Establish professional resources for recruitment activities and events		August 2015	HQ grant sent & DX committed budget towards branded resources for marketing (resources are in place)	
2.e.3	Develop a 'Growth plan' for the District		December 2015	TT developing the plan based of RDS data (linked with District schools locations). Progressing	
2.f.	Work with outside agencies to establish partnership for Scouting strategic enhancement (3 new partnerships by 2016)	Promote the new District & its action plan to community organisations and volunteer agency partners. Establish relationship and project where joined up thinking and operations can co-exist.	January 2015	<ul style="list-style-type: none"> Initial conversation with South Somerset District Council & South Somerset Disability Forum on inclusion & access audits (potential project). Homeless project officer (Knightstone HG wants to develop a new partnership programme with Scouts – linked to Community impact & global issues (explorers/network) On-going discussions with South Somerset Volunteer Association on recruitment opportunities & working together. 	
3.a.1	Increase the number of sections in East Somerset by 5% by 2017		January 2017	3 x Explorer units have set up since the new District formed Evercreech, Martock & Barton Explorers & Network unit (District) + 2 sections at the levels.	

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3.a.2	Increase the number of groups in East Somerset by x5% by 2017		January 2017		
3.a.3	Develop a fundraising & grant information for groups		September 2015	Transition manager developing hard copies / web based information.	
3.a.4	Establish a District 'Access fund' for our members	DX to establish an annual budget, fund and application process for groups & individuals to apply.	April 2015	Agreed at DX March 2015. District policy completed and available across East Somerset.	
3.b.1	Establish a District Marketing & communications manager	Advertise roles to the District. Application form & pack provided. List key roles needed for the team. Appointments committee Resources needed for role.	August '15	Advertised roles within the District newsletters. Initial interest for the main manager role as well as support offered for supporting roles such as photography, section marketing, etc.	
3.b.2	Establish a District Marketing & Communications team	Advertise need for support & roles available. Meeting with new manager & prospective supporters. Appointments.	August '15	2 x photographers in place & a newsletter manager. Someone interested in Web manager role. Each ADC has a marketing rep	
3.b.3	Establish a District Marketing & Communications Strategy & action plan		December 2015		
3.c.	Establish a recruitment team for the District (DART)		January 2016		
3.d.1	Establish a District Strategic Manager responsible for District grant applications (linked to strategic projects / infrastructures)		January 2016	DC strategy has taken on this role. (James Divall)	
3.d.2	Establish a fundraising strategy / action plan to support District capital assets & work programmes.		January 2016	JD developing this. Potential HQ funding application for marketing / promotional resources.	

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3.d.3	Establish development plans for key strategic facilities in our District (i.e. Scout shop, kayak centre, Tedbury campsite)	DX strategy group & TT rep to look at developing a project brief for each.	January 2016	Tedbury campsite – developing a plan for the site.	
3.e.	Establish a District adult members recognition award programme	Add this action into the District Awards Board working group plan.	January 2016	Linking in with District Awards board. MAD AWARDS.	
4.a	Hold first District Conference in 2015 (launch Strategy)	TT to discuss a date, format and programme to launch district strategy & consultation findings. Report to be presented to DX before approval and venue bookings.	October 2015	JD investigating venues and dates in October 2015.	
4.b.1	Review & update District constitution (align with Good governance code of volunteering sector 2010 document)	Task for DX	January 2016	Item on the agenda for next District Executive.	
4.b.2	Establish Executive committee sub committees & their terms of reference	DX & TT to establish dates and times of first meetings. Terms of reference to be established.	May 2015	Highlighted finance sub-committee for Executive (JD)	
4.b.3	Establish the system of operations, administration & recording of New District appointments committee		April 2015	TT working towards establishing District wide appointments flexible committee.	
4.c.	In 2015-16 pilot RAG development plan assessments in 10% of District groups to establish how we meet 'Outstanding Scouting' in East Somerset.		January 2016	St.Andrew's (Yeovil), Charlton's, Great Lyde, East Coker and West Coker Scout group all expressed interest in taking part.	

Theme	Detail	Action	Target date	Progress	RAG
5.a.	In 2016-17 pilot a Scouting recruitment /programme project in one of our targeted social deprived Wards in East Somerset.	Connect RDT to discuss project. Potential projects locations could include: Yeovil or Frome town (both area with significant health & social inequalities). Both also highlighted for large growth of population & housing.	December 2016	5 recruitment events are taking place in August & September in Yeovil promoting Scouting.	Yellow
5.b.	Establish links with at least 2 outside organisation to enhance programme delivery & support by 2016-17.	JD to speak to local agencies & local organisations around themes that our young people feel is important to them. How can we make a positive contribution to our community whilst meeting our programme needs and objectives?	December 2017	Partnership working in place with South Somerset Disability Forum around 'Disability awareness badge' & free resources. Carymoor education Centre – Global badgwork being developed. IS2 (knightstone HG – running explorer / network programme linkd to badge work – based on homelessness awareness.	Green
5.c.1	Establish a training resource to support leaders to greater understand DDA requirements in Scouting.		August 2016	Working with South Somerset Disability forum & SSDC equalities officer. SSDF are now visiting our groups	Green
5.c.2	Develop a District wide Access audit of District & Group facilities.	Work with partners to develop an 'in house' assessment tool or look to SLA with outside organisation.	April'2015	SSDC / SSDF offer to access audit Free all Scout halls in SSDC. Need to obtain quote for Mendip council area. All groups in Scout Hall are completed already.	Yellow
5.c.3	Establish District DDA compliance tool kit & resources.		August 2016	Working with South Somerset Disability forum & SSDC equalities officer.	Green
5.c.4	Develop a dedicated District role for equalities & diversity		January 2016		Red

Theme	Detail	Action	Target date	Progress	RAG
5.c.5	Develop a faith education resource for groups & sections	Work with partners to develop a mobile resource for sections.	Nov'2014	Completed	Green
5.d.1	Develop Scouting marketing resources to target & attract migrant communities to engage with Scouting: i.e. translated materials	Research & identify targeted communities in East Somerset. Identify the boundaries to accessing Scouting in the new District.	July'2015	Obtained marketing resources to meet objective from Scout Association Brand Centre. Approval & web site address is needed before completion.	Yellow
5.d.2	Develop 'total communication' resources for our groups & sections		August 2016		Red
6.a.	Web based resources to promote 'community impact' activities & contacts for our sections.		December 2015	Included within Design brief in the new District web Site. DX ok'd web development in April'15. Expected launch sept 2015.	Yellow
6.b.	Web based 'best practise' case studies of the positive impact of East Somerset Scouters in our communities		December 2015	Included within Design brief in the new District web Site. DX ok'd web development in April'15. Expected launch sept 2015.	Yellow
6.c.	Work with partners to establish grow & recruitment programmes in the District (fairs / HR team promotion)	Resources like 'Group in Box' & Executive recruit & retain resources	December 2015	TT working with RDS on targeted group resources. District branded 'Exec recruit & retain' info tool designed and available – complete Play days, community events, freshers fairs and music events already booked.	Green

RED: No action as yet

YELLOW: initial work (progressing)

GREEN: Completed