

Developing Scouting – a case study

Scout Area/County:	Greater London South West Scout County
Scout District (if appropriate)	n/a
Scout Group (if appropriate)	n/a
Project Contact	Jo Launchbury
Title of above person	A.C.C (Development) & County Development Officer
Project Name	GLSW Development Project Specific Project Title <i>'Join the adventure'</i>
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Project start date	Specific Project Planning: from July 2005
Project finish date (if complete)	Project Implementation: 18 th March 2006
Grant provided to project (Please detail source & amount)	No additional funding for this specific project. Funded from within main project funding. DGB Proposed total grant between Dec. 2004 to Nov. 2007 = £35,000. Balance funded entirely by GLSW
We agree that contents of this case study may be shared with others in Scouting considering operating a similar project (Please indicate preference)	Agree / Disagree

Overall purpose of project:

The County strategy, 'Thinking Differently about GLSW', provides a detailed plan for the growth and development of Scouting within GLSW. This plan enables the County Team, County Executive, the Districts and the Development Project to work together towards the overall aims of the County and the Scout Association.

Working to the key action points set out in 'Thinking Differently' the Project will focus primarily on four main objectives within this current funding period (until end of 2007).

These objectives are to:

- work with District Development Teams to recruit 100 additional adults
- increase membership in the County Scout Network by 30%
- increase Explorer Scout membership within the County by 20%
- set up and support two new sustainable BMEC Groups in the County

Specific Project Purpose

To recruit more adults in a County wide recruitment event with each District running bases, supported by the County Team. Using HQ resources and specific local (GLSW) resources produced and funded by the County Development Project.

1. Please name the volunteers who were involved in the Project Management team, including their roles.

Project Steering Group	
Chairman	Tony Edwards
County Commissioner	Roger Hurrion
Budget and Finance	Hallam Carter-Pegg
Employment Issues	Angela Sailing
County Team Representative	Nigel Steward
District Commissioner Representative	Bob Prescott
Network Member	Simon Keen
HQ Support, Field Development Officer	Martyn Milner

2. Please give details of any paid staff the project employed, with an outline of their role(s).

Ian Newbery, Project Manager:

Consultancy role: overseeing week to week management of the project.

Jo Launchbury, A.C.C. (Development) & County Development Officer

Full time role, working with Groups, Districts, County Team and outside organisations, such as schools, in all aspects of development work.

3. Please detail the **overall** income/expenditure of the project (Year by year, if appropriate)

Income

Not applicable – funded from within main project budget

Expenditure

HQ Resources	223.76
Lead Forms	193.88
Promotional key rings	955.28
A2 Publicity posters	339.69
Guardian/Surrey Comet newspaper advert	1,210.00
Hire of training venues	37.90
<u>Total</u>	<u>£2,960.51</u>

Staff costs (time) and Sundries such as stationery, postage, in house printing etc. funded from within main budget

4. The body of your report

Join the adventure

Concept

June 2005. One of the key action points in the county strategy, 'Thinking Differently about GLSW' is the recruitment of more adults. Over the last five years the Development Project has worked with Groups and Districts across the county to support adult recruitment. However, a county wide initiative has never been attempted so a decision was made to put the concept of a county wide event out for consultation in the county.

Consultation

The CC, County Team, County Executive, DCs, District and Development Teams and responsible individuals were contacted with an outline proposal for a county wide event to be held in Spring 2006.

Planning

As the feedback from the consultation process was positive, the Project put together a basic plan for the event and circulated it across the county. Districts were encouraged to run a small number of high quality recruitment bases across the county on the 18th March 2006 at shopping and leisure centres which would be supported by the County team and using resources that were provided by the County.

Once that information had been circulated, the detailed planning began with drawing up a list of resources and needed, and setting up training and briefing sessions for adults. The outline details were circulated at length around the county to ensure the maximum awareness and buy in among the volunteers.

Resources (HQ)

A decision was made in the early stage of the planning to use the standard HQ resources i.e. adults recruitment and youth recruitment flyers. This ensured the corporate 'brand' and message was in keeping with HQ. The MDU was also booked and arrangements were made for one of the District in GLSW to host the unit for the day at the local IKEA store.

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Publicity

To gain the maximum media coverage the local free press were contacted regarding the event. Whilst they were initially receptive, it proved extremely difficult to get coverage into the papers. Local radio and TV stations were also contacted but again it proved difficult to gain coverage for the event.

The project decided to run quarter page full colour advertisements in the local 'Guardian' series of papers in the issues covering the whole of GLSW and in the Surrey Comet (which is on sale rather than a free paper). Although we know of only one adult recruited directly as a result of the advertisement, it also gave details of the web site and it we did start to receive enquiries about local adult volunteer and youth places via our web site.

Resources (specially designed, GLSW)

In addition to the HQ resources supplied to Districts the county also provided 'freebie' promotional 'Join the adventure' key-rings with the county website address on them.

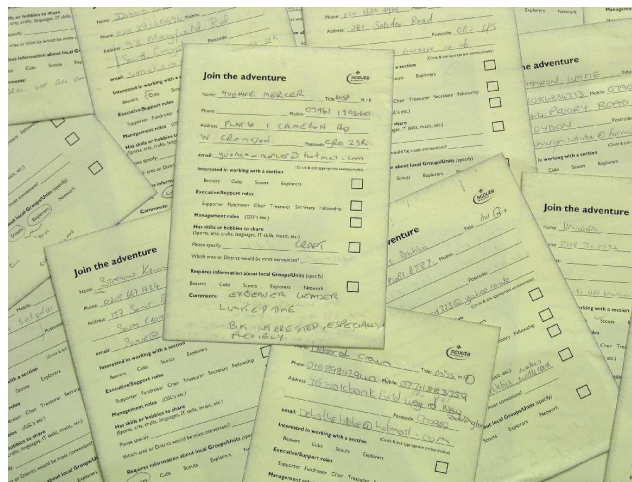


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Each District was supplied a large quantity of A2 specially designed promotional posters to display in advance and use at base on the day. The design of these posters allowed an A5 size white area which enabled each District to customise the posters locally using a template and A5 computer labels provided.

Lead forms were supplied to each District to speed up the process of taking enquiry details. These were printed on in 2-copy sets on NCR (no carbon required) paper which made an instant copy of each enquiry taken which could then be returned to the development project for monitoring and evaluation.



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In addition to the other resources the Project also provided three sets of 'Guidance notes' to help Districts prepare for the event. These were in the style of an HQ fact sheet and were 'Adults on bases', 'Induction of new adults' and 'Managing the leads'.

Training

In addition to the 'Guidance notes' the Project organised and ran two briefing/training sessions for adults involved. These were open to all adults who had either already made a commitment to participate in the event or who wanted to know more about the event. These were run in Sutton and Richmond on different nights of the week a week apart and adults from any District could attend either or both sessions if they wished.

Join the adventure - on the day

As many Districts had opted for outside bases the weather played a big part of the day's events. On the whole it was dry which was fortunate; however it was extremely cold and very windy which made standing on bases for several hours work for the more hardy adults and young people



Join the adventure in windy Malden

Bases across the County were as follows:

Croydon: Valley Park, IKEA – Plus the HQ Mobile Display Unit (MDU)
Whitgift Centre, North End
Crystal Palace Football Ground. Match day insert in programme, big screen advert and announcement

W & W: Wimbledon, Morrisons (The Piazza)

RUT: Hampton, Sainsbury's Plus 'Youth Café Bus' on site AM
Old Deer Car Park, Twickenham Road, plus 'Youth Café bus' on site PM
Twickenham - Tesco,
Teddington Lock Foot bridge

RK: Surbiton, Victoria Road
Tolworth Broadway
New Malden, High Street
Kingston, Main Street and Market Square Climbing Tower
Hook, Hook Rd/Clayton Rd

Sutton: Worcester Park
Malden, Old Malden
Sutton High Street
Wallington Square

MDU

This unit is an excellent tool for promoting Scouting; unfortunately we experienced a number of set-up problems with the unit on the day, although we were eventually able to overcome these difficulties. IKEA seemed to be a good place to use the Unit, however the cold windy day meant people were less inclined to stand and talk and we had to monitor the climbing wall with view to closing it if necessary, due to the high winds.



Trying to bump start the MDU from a fork lift at IKEA

Base visits & County support

Members of the County team were out on the ground on the 18th March travelling round the County visiting bases and speaking to Leaders and adults on them. This not only meant the team members could see the variety of bases on offer but enable adults on bases to discuss the event with County team members during the actually event.

Follow up leads

Immediately following the event, copies of all the leads taken were passed back to the Development Project. Those for other Districts in GLSW were passed on to the appropriate District. Out of County leads were sent on to the relevant CC. Each District was encouraged to follow up their leads within 14 days of the event and help on this process was given at the training and briefing sessions and in the 'Guidance notes' specially produced for this event.

Evaluation

'Join the adventure' was reviewed at the County all sections meeting in May 2006 and in detail by the Project Manager and LDO. Overall the event was considered to be a worthwhile exercise. Lessons were learned regarding outdoor bases and the type of activities that attract the public to bases. It was felt that some adults involved were inadequately briefed by their Districts, and that some Districts had not given sufficient thought to planning the event. Information regarding the open training and briefing session got caught up in the cascade system. It was also agreed that more young people (Explorers) on bases and a greater emphasis on the Scouting brand and logo would have been beneficial.