



WE DISCOVER, WE GROW

Girlguiding

South West England

Girlguiding South West England Strategy 2022-2024





We are delighted to share with you the Girlguiding South West England strategy for 2022-2024.

This strategy is ambitious, reflecting on the challenges of the past few years but with optimism and excitement as we look to a future as an organisation that truly makes a significant difference to the lives of girls and young women across South West England.

We have shared conversations across the Region with girls, young women and volunteers over the last year to inform this strategy. For 2022-2024 we present the key objectives, which as a Region we feel is most important to achieve whilst continuing to provide the support, activities and events which occur every year. We have been inspired by our members aspirations, have listened and reflected on the challenges faced and are positive that every member will find something in this strategy which resonates and will help us to deliver on a brilliant guiding experience for all.

We provide over 43,000 girls and young women with the chance to come together for fun, friendship, adventure and life-enhancing opportunities. We have always been an organisation that changes as the lives of girls and young women change, ensuring we what they need for their futures. Our strategy sets out our aspirations for delivering exceptional experiences for girls but key to this is ensuring we increase the voice and participation that girls and young women have within our Region to deliver what they most need.

Nothing can be achieved without the inspirational 13,000 volunteers across the Region who dedicate their time every single week. The lives of our volunteers are also changing and our strategy details the ways we will enhance the support we provide to empower our volunteers and ensure volunteering is a rewarding and fun experience for all.

Underpinning all our objectives is our commitment to diversity and inclusion and this will be an exciting and key focus of work. Through all we do over the next three years we will shout out, raise our profile and celebrate our members and the impact that they have within their local communities, at a regional and national level and even internationally.

As we have done as a Region, we encourage you to also look at the four strategic themes and think about the needs and what local action you might want to take in each area. We know with your support and by working together we can achieve, thrive and grow as an organisation from 2022 and beyond.

Laura Cottey, Chief Commissioner
Julie Brown, Executive Manager
The Chief Commissioner Team



About us

Girlguiding South West England

is one of the nine Countries and Regions of Girlguiding, delivering the aims and objectives of Girlguiding, the UK's leading charity for girls and young women.

Guiding is offered to Rainbow, Brownie, Guide and Ranger units throughout Girlguiding South West England Region's 16 Guiding Counties and Islands.

We share Girlguiding's vision, mission, and values:

Vision

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

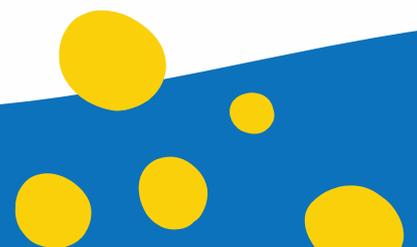
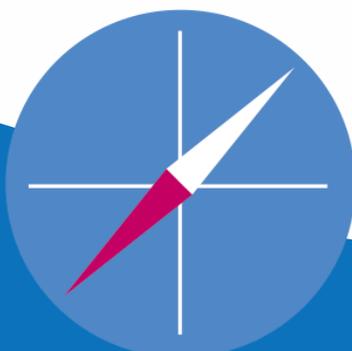
Mission

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 are caring, challenging, fun, empowering, inclusive, and inspiring.

"Girlguiding South West England has undertaken a strategy development process for the Region, reflecting the Girlguiding strategy of Today, Tomorrow, Together to meet the needs of our members as we recover following the impact of the COVID-19 pandemic."

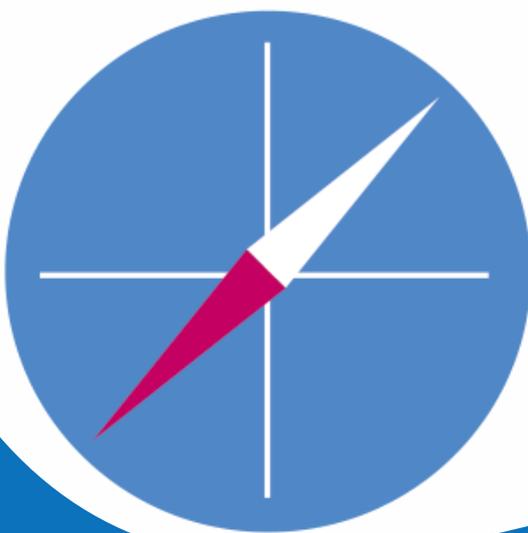


Vision

"Our Region will be caring and welcoming; where every volunteer is supported and exceptional inclusive experiences are offered. Our membership will be empowered to thrive and be impactful within our communities and together we will recover and grow. "

We will achieve our vision through four strategic priorities:

- We will offer unrivalled girl-led experiences across the Region through a blended and inclusive approach.
- We will ensure that we offer every volunteer a rewarding, fun and enjoyable experience in our Region.
- We will be a welcoming, inclusive organisation where we proudly celebrate the achievements of our members and where every girl, young woman and potential volunteer that wants to join us is able to.
- We will be an organisation that is sustainable, future proofed and able to achieve the delivery of our strategic aims.



Exceptional Experiences for Girls

Girlguiding South West England will offer unrivalled girl-led experiences across the Region through a blended and inclusive approach

From 2022-2024 we want to:

- Increase the opportunities to participate in outdoor experiences for girls and young women
- Provide a number of large-scale events for girls and young women to come together across the Region
- Provide a range of international experiences for all, including 'at home'
- Develop a youth voice and participation plan
- Increase the availability of experiences for 14-18 year olds
- Work with our Counties and Islands to increase the provision of exceptional girl experiences across the Region
- Ensure our volunteers have the training and support to provide exceptional experiences for girls and young women

Rewarding Volunteering

Girlguiding South West England will ensure that we offer every volunteer a rewarding, fun and enjoyable experience in our Region

From 2022-2024 we want to:

- Ensure recovery and sustainability at all levels of Girlguiding South West England resulting from the impact of the COVID-19 pandemic
- Develop the Inspire network
- Provide high-quality learning and development for volunteers
- Provide a range of experiences and opportunities for volunteers across the Region
- Empower volunteers to give them confidence in their roles and to broaden their volunteering experience
- Promote and support flexible volunteering opportunities

Inclusive and Impactful

Girlguiding South West England will be a welcoming, inclusive organisation where we proudly celebrate the achievements of our members and where every girl, young women and potential volunteer that wants to join us can

From 2022-2024 we want to:

- Promote and support our members to enable an inclusive culture and celebrate diversity across Girlguiding South West England
- Ensure all elements of the Girlguiding South West England offer is inclusive and welcoming to all
- Develop our Inclusion team and network
- Understand the inclusion and diversity focus areas and opportunities within Girlguiding South West England
- Grow our external reach and engagement
- Reach out to welcome in new members
- Support sustainability of our membership
- Develop our communications to meet the needs of our members
- Celebrate and thank all our members
- Facilitate the opportunities for our members to have impact; locally, regionally and nationally

A Sustainable Organisation

Girlguiding South West England will be an organisation that is sustainable, future proofed and able to achieve the delivery of our strategic aims

From 2022-2024 we want to:

- Review our financial processes and funding sources
- Ensure staff and volunteer roles within Girlguiding South West are enjoyable, fulfilling and impactful
- Support the Girlguiding organisational strategy through the ways of working together process
- Take measures to reduce the environmental impact of our core business, activities, opportunities, and events and increase our environmental sustainability



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