



Girlguiding Cheshire Forest County Strategy 2021-2025


Reflect, Refresh, Reconnect

Building on Girlguiding's Strategy 2020
Today, tomorrow, together

Introduction

Girlguiding exists to help girls and young women find their voice and build skills and confidence - inspiring them to discover the best in themselves and empower them to make a positive difference in their community.

Through adventure, friendship and fun **Girlguiding Cheshire Forest** empowers nearly 3000 girls and young women to do their best and face the challenges of growing up today to make a positive difference in their community, whilst supporting nearly 900 volunteers to help them achieve those goals.



'It's helping me try new things that I wouldn't be able to try anywhere else.'

Guide

Listening to each other

Girlguiding's strategy was drafted following consultation with 50,000 members of our community - girls, volunteers, staff, parents and partners in 2018 and 2019

26,000 girls took part in the strategy unit meeting activities

19,000 people took part in online research

1,000 people from outside Girlguiding worked with YouGov to give their feedback

In Cheshire Forest the new County Commissioner team held meetings in December, January and February with:

- Division Commissioners (and attended Division meetings)
- District Commissioners
- Trainers based in the County
- County Advisers and Co-ordinators

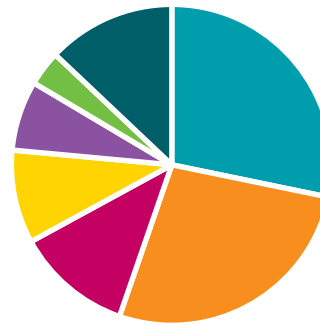
We had three drop in meet and greet sessions, open to all volunteers, and conducted a survey that every volunteer in the county was invited to complete (45 responses)

Thank you so much to everyone who took the time to engage.

Cheshire Forest Feedback

What 3 things are working well?

Number of responses



- Pettypool / Shop / Father Christmas (24)
- Trainings / Events (pre-covid) (23)
- 1st Response training (10)
- Forest News (8)
- Communications (6)
- Friendship (3)
- Others - inc safety, enjoyment, trips, sharing, CCs support, etc (11)

Cheshire Forest Feedback

What 3 things could be improved?

Number of responses



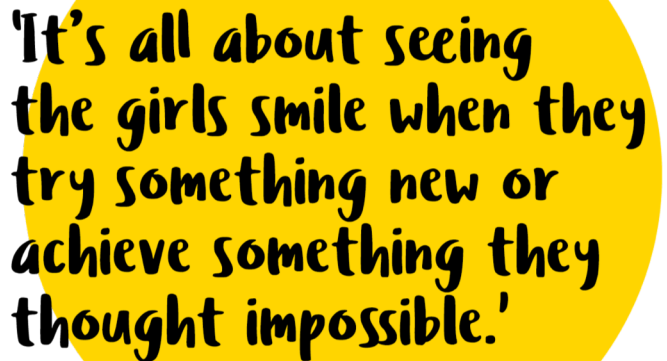
- Communications - at all levels (20)
- Support, recognition and wellbeing events for volunteers (17)
- Events and training (planning, notice, not all at Pettypool, inc those who have offered to help) (13)
- Morale, inclusion and sense of pride in the County (8)
- Website (4)
- Stucture, post filled, stability, responsive exec (9)
- Others (recruitent, mentors, international, paid support) (4)

What could the County do to help you?

- Communication / prompts replies / not just by emails
- More / full complement of commissioners (who respond)
- County structure and support systems
- More mentors and trainers
- Volunteer networking opportunities
- Volunteer recognition (long service awards)
- More volunteers
- More varied trainings / notice for trainings
- Support for DofE and Queens Guide
- New people / new ideas
- More diversity/ inclusion in County team
- First response - more courses in more venues
- Rainbows are not just an 'add on'
- District / Division engagement and meetings
- Timely notification of events and minutes of meetings
- Guiding is adventurous
- Website / needs constantly updating
- Support for Leaders in Training
- Sharing ideas

What could you do to help the County?

- Help in Brownie / Rainbow Adviser role
- What is needed?
- I don't have time to do more
- Concentrating on my unit is enough
- Provide constructive feedback via District meetings
- Provide help at events / county events x 10
- Become a mentor
- Share ideas
- Becoming a trainer x 2
- I do multiple roles as it is
- Become part of a District team (but not all the responsibility)



'It's all about seeing the girls smile when they try something new or achieve something they thought impossible.'

Volunteer

Shared goals for Girlguiding

Girlguiding's research found three key themes. We've built our goals around these, and we're excited to share them with you here.



**Exceptional
experiences
for girls**



**Rewarding
volunteer
experience**



**Inclusive and
impactful**

Let's create exceptional experiences for girls and young women

We want to offer experiences so fun, accessible and empowering that they inspire more girls, young women and volunteers to join than ever before.

So, we're going to keep putting girls at the centre of everything we do. Every decision we make, big or small, should be led by our girls and young women.



Exceptional experiences for girls



Continue to develop our award-winning programme and the unique Girlguiding experience

Led by girls

Encourage new friendships

In Cheshire Forest we will do this through:

- Programme led training days
- Programme led County days
- Programme/ Section advisors
- County badges
- Seek feedback from girls
- ‘Youth’ exec
- Online events

Let's develop a rewarding volunteer experience

We want volunteering to be flexible so it's easier for people to give their time. So, we're going to create opportunities that fit around people's lives.

This will give more people the opportunity to share their talents and deliver great guiding to reach more girls and young women.



Rewarding volunteer experience



**Better support for
volunteers**

**Recruiting and welcoming
volunteers**

Flexible volunteering

Learning for today

- Volunteer support advisor- Jessica Burke
- Mentors and training for new roles/ anyone who wants one!
- Districts and division roles filled
- Welcome pack; induction, training and support throughout LIT/ other qualifications
- Support to find roles to suit circumstance; more people doing smaller roles
- Online and in person training with targeted content following needs analysis and feedback
- Recognition - county celebration day; celebrate individual life events or achievements; nominations for awards
- Website updates
- Support volunteers to use digital systems

Let's be more inclusive and make a bigger impact

We want Girlguiding to have an even bigger impact and influence on local communities and across the UK.

So we're going to find fresh and exciting ways to welcome new girls and volunteers to make sure our community develops to reflect the world around us. We're going to make more people better aware of Girlguiding by proudly telling the world about our amazing achievements and hero girls' voices.



Inclusive and impactful



Grow the number of people
who know about Girlguiding

Show our impact

Open to all girls

Making an impact together

- Public vs private social media
- Expand PR team to engage all media
- Recruitment drive to follow Covid-19; training and support for leaders at all levels
- Appoint inclusions team (disability; additional needs; less represented backgrounds)
- Financial support
- Creating links with less represented communities
- Future Girl (represented at county events?)
- More local inclusion into Forest News
- Encourage feedback

And let's get the basics right

The best way to do brilliant things, is by getting the basics right. We're going to build solid foundations, including:

Strong structures and processes

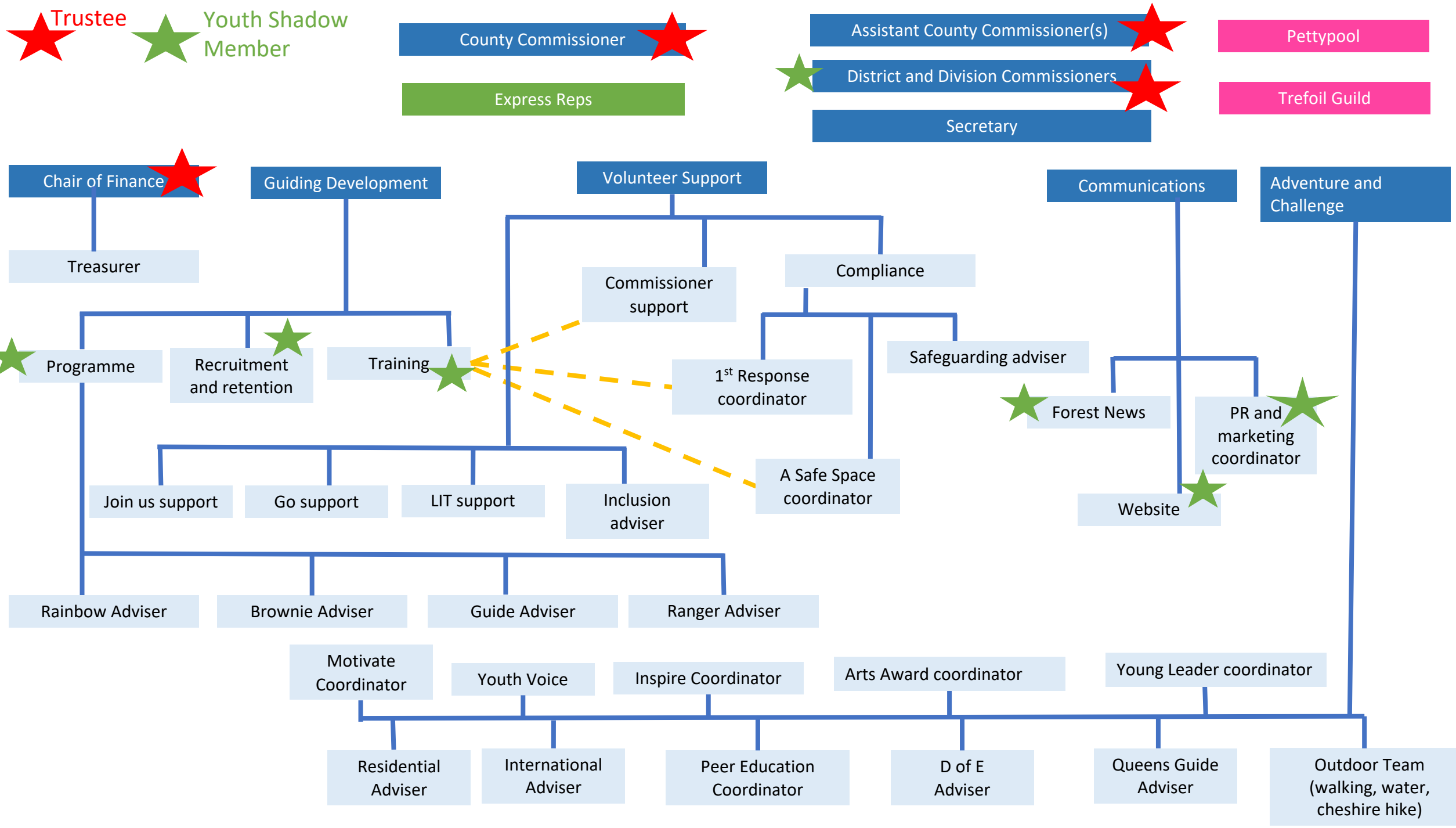
- County strategy review
- County structure and role descriptions
- County level processes that are documented (ops manual / ways of working)
- Compliance (ASS, 1st Response, Finance, Safeguarding...)
- Succession planning

Empowering girls to lead the way

- Youth Exec
- Inspire
- Motivate
- Peer Educators
- Young Leaders

New ways of working

- New county structure - 4 ACCs
- Stronger information sharing via website



Initial County Plan

- District / Division roles
 - January - September 2021
- County structure / roles
 - April - December 2021
- Recruit youth members to county roles
 - June - December 2021
- Improved communications
 - December 2020 onwards
- Financial compliance
 - September 2021 - March 2022
- Recruitment
 - September 2021 onwards

Initial County Plan

		2021											2022			
		Jan		Mar		May		Jul		Sep		Nov		Jan		Mar
District / Division roles																
County structures / roles																
Recruit youth members to county roles																
Improved communication																
Financial compliance																
Recruitment																

Thank you

In the words of one of our leaders
(Janet Grant):

*Guiding is a movement so we can't
stand still*