

Growing Guiding in Hampshire West

Welcome!

Welcome to Girlguiding Hampshire West's First County Plan.

We are fortunate that our county is a strong and very active one. We have a tradition of providing high quality Guiding for girls at all levels - whether through their regular unit meetings, through joint events organised by Districts or Divisions or through large-scale county events such as Flame and Showtime.

So why a County Plan? It is important that we don't just sit back on our laurels but keep things under review, building on past successes and introducing new opportunities to make sure that what we offer remains relevant to the needs of today's girls. We can only do this if Guiders throughout the county know what we are trying to achieve, understand their part in it and feel properly supported in their roles. We also need to be clear about our part in delivering Girlguiding UK's objectives - there is no point in us heading off in one direction if, nationally, Guiding is trying to go in a different one! Hopefully, our County Plan will help us to do this.

The Plan is divided into six main sections. These sections take their titles from the six key elements of Girlguiding UK's current strategy and the central flower on the front cover, which illustrates these, has been lifted directly from Girlguiding UK's strategy for the next five years. The petals around the outside show where, as a county team, we feel that Hampshire West needs to focus its efforts in each of these areas. The rest of the Plan explains these priorities in more detail.

For the Plan to work, we need everyone to be involved. That's why, in each section, we have included (in grey shaded ovals) suggestions to help you - whether you are a unit Guider or a member of your District, Division or County team - to play your part. It is important to stress that these are just suggestions. Some of them will not prove to be practical, others will work well for one district but not for another and you may have ideas of your own which will be just as effective in helping to deliver our key objectives (outlined in the white boxes). All we ask is that you take a little time to think about the Plan, to talk it through with other members of your team - perhaps at a district or division meeting - and think about what you could do to make our plans a reality.

Whatever the role you decide to play, it will be important in ensuring that Guiding in Hampshire West continues to go from strength to strength. Thank you for everything you do for Guiding in the county.

Angela Milln
County Commissioner
March 2007

Growing Guiding in Hampshire West

1. Grow the Membership

To ensure that every girl who wants to join Guiding in Hampshire West is able to do so by:

- Supporting Districts with adult recruitment and retention
- Reducing joining lists
- Improving the ratio of adults to girls in existing units
- Opening new units where these are needed

A District obtains supplies of recruitment flyers and posters from Headquarters, distributes these to parents and makes them available in doctors' / dentists' surgeries & other public places

A unit organises a parent & daughter event and takes the opportunity to talk to parents' about how they might support the unit. They start small by encouraging general help before encouraging parents to become unit helpers and then Guiders

Or...?

County working group carries out a skills audit and sets up a database, giving details of support available to units from Trefoil Guild, Supply Guiders & other supporters

County Recruitment Group works with individual Districts to help them think about their local geography, to identify recruitment needs and support them in putting together and carrying out plans to meet these

A Division makes a list of local libraries, shopping centres etc and arranges to set up regular recruitment displays

District commissioners give 'Welcome to Guiding in Hampshire West' booklet to all new Guiders

2. Promote Good Quality Programme Experiences

To improve the county's calendar of events by:

- Reviewing the frequency of large-scale events like Flame to ensure that it takes account of the length of time a girl normally spends in each section
 - Reviewing the range of events offered to ensure that we provide a variety of different kinds of experience (eg. Outdoor, arts-based) for all sections
- Reviewing the number of regular events to create room for new one-off events and for a mixture of county-, division- and district-organised events

3-5 year county events calendar produced so Divisions & Districts are able to plan local events more effectively

Frequency of Rainbow Funtime reduced from once a year to once every two years, creating space for Divisions or Districts to organise their own Rainbow events but ensuring that every girl has an opportunity to attend a county event during her Rainbow lifetime

Advisers' booklet updated & circulated regularly so that Guiders know who to contact for help

County sports events combined into a single sports taster event, keeping the best elements of our traditional events with a more modern feel and reducing the total number of county events

Consideration given to varying dates of regular county events from year to year to avoid regular clashes with local events

Margaret Williams and Dorothy Everett Days changed so that they take place in alternate years, freeing up space in the calendar for other events

Or?...

To ensure that all events and activities include an element of choice for participants

Junior Council works with a group of Rangers to plan a county challenge event

A District organises an Arts day and circulates an application form before the event, offering participants the chance to book for one of three main craft activities

Or?...

Each Division asked to provide two different kinds of activity for a county outdoor challenge event (eg a craft-based activity and a team-building activity). Participating teams given 'on the spot' choice of 'craft' or 'team skills' at each base

To develop better ways of finding out what experiences girls and young women want

Suggestion box made available at county, division and district events to invite girls' ideas for future events/activities

Web forum set up on the county website which could be used to ask girls' opinions about planned events or initiatives

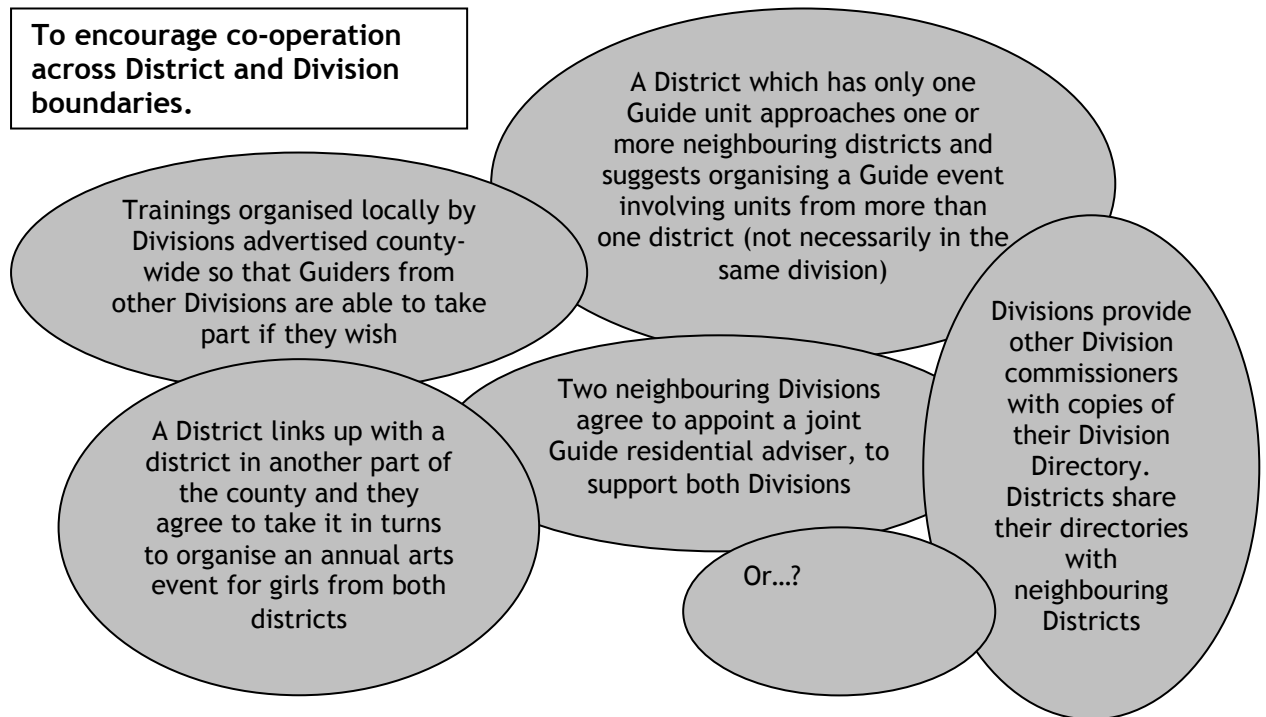
Advisers visit units to collect views through focus groups

Simple evaluation of girls' events introduced at all levels

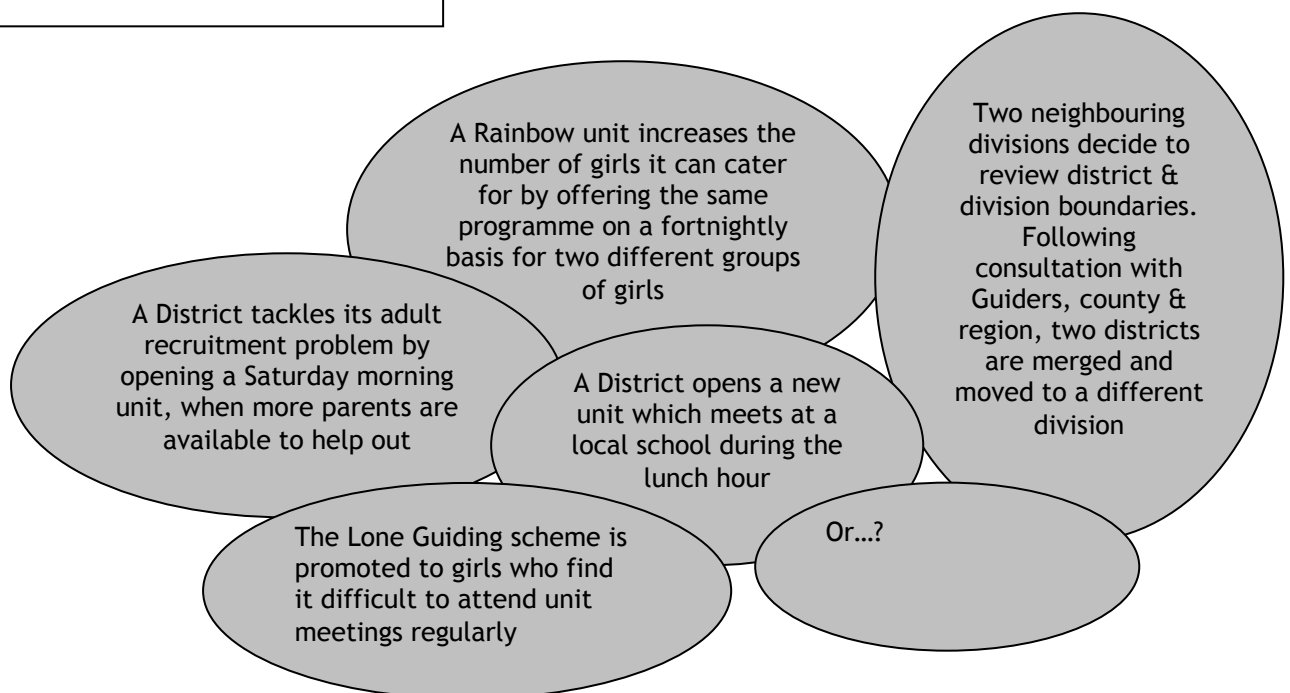
Or?...

3. Promote a Flexible approach

To encourage co-operation across District and Division boundaries.



To encourage a flexible approach to the way Guiding is offered, depending on the needs of each area



4. Streamline Administration

To review administrative roles and procedures to reduce pressure on Guiders and to ensure that Project Streamline can be implemented effectively in the county

County responds to requests from national & regional Streamline team to identify individuals to take on the key roles required for local implementation

Or...?

County & Divisions keep existing administrative roles under review and plan to discontinue these if no longer required following implementation of Project Streamline. This will require careful succession planning for role holders as well as for roles

Application deadlines for events reviewed to make sure Guiders have a realistic amount of time to turn forms around

To improve communication across the county by:

- Improving the website's effectiveness as a tool for promoting Guiding externally
- Enabling and encouraging use of the website to support communication with members
- Enabling and encouraging use of the website to provide resource and activity ideas for units and members
- Developing the website as a forum for sharing ideas and experience
- Reviewing the format and content of the newsletter to make sure that it stays relevant to the needs of today's Guiders
- Making sure that the newsletter complements the website

County Trainers' Group develops a set of easy to deliver programme plans and makes these available to unit Guiders on the website

County advisers trained to update their own pages on the website and encouraged to develop these to communicate developments, events and programme ideas

Website developed to include information on forms, where to find them and how to use them

Individual Guiders set up website account and subscribe to county email newsgroup to make sure they are able to access all available information

'Look and feel' of newsletter reviewed to ensure that it continues to appeal to a wide age range

A Division, District or Unit develops its own website and provides the county web administrator with details so it can be linked from the county site

Event application forms printed in the newsletter once only. Future editions might include reminders, with forms still available on the website

Or?...?

Advisers invited to provide programme ideas for newsletter

5. Challenge Public Perception

To improve the quality of PR in the county by:

- Ensuring that the key Project Perception messages are reflected in press releases, publications and other promotional materials
- Making better use of existing and new promotional materials or events to raise external awareness of Guiding in Hampshire West

A District builds up links with parish magazines and other similar newsletters in their local area & ensures that Guiding activities are regularly featured in these

A unit borrows the county display stands and organises a display in a local school

A Division appoints a PR adviser (not necessarily a Guider) to work with units to identify and make the best of local PR opportunities

Existing publications reviewed to increase the proportion of content written by girls

County produces set of laminated photos to show the variety of local Guiding for display use

A Division changes the format of its AGM and invites parents to give them a better feel of modern Guiding

Or?...

6. Celebrate our Centenary

To ensure a centenary 'experience to remember' for every member in Hampshire West by:

- Organising county events and activities which complement those being organised nationally and regionally and result in an overall programme which includes a mixture of large scale and unit-based activities
- Making sure that that participation in the centenary celebrations is accessible to every member in the county, regardless of her individual circumstances (eg financial, disability etc)

County sets up Centenary planning group, which keeps up to date with national & regional plans, seeks ideas from girls & Guiders and starts to develop county plans

County considers feasibility of offering one or two flagship events (eg. Showtime, three-Hampshires event)

County starts to build up centenary grants fund to provide a source of financial help to ensure that no girl is prevented from playing a full part in centenary activities for financial reasons

A District of Division decides whether they need/are able to provide additional support (eg grants, transport, other practical assistance) to help units take part in centenary

A Unit Guider discusses with her unit which national/regional/county events they want to take part in as a unit, which can be offered to girls on an individual basis & which may not be realistic for them

Some events opened up to former members to enable them to join in our centenary celebrations

Or?...