



Girlguiding

London and
South East England

Our Strategy

2022 – 2027

Our vision, mission and values

Girlguiding London and South East England (LaSER) is one of the ten 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 through Rainbow, Brownie, Guide and Ranger units throughout Girlguiding LaSER's 19 guiding counties covering Sussex, Surrey, Kent and London.

We share Girlguiding's 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 LaSER has undertaken a strategy development process for the region, reflecting the Girlguiding strategy of 'Today, Tomorrow, Together' to meet the needs of our members in today's society.

Our Vision

Our region will be a diverse, supportive and connected community that offers exceptional experiences to girls and young women. Our membership will be empowered and inclusive and we will be a leading organisation for girls, young women and volunteers in London and the South East of England.

We will achieve our vision through four strategic priorities:

- We will offer exceptional experiences for girls
- We will ensure that the volunteer experience is rewarding
- We will be a welcoming and inclusive organisation that makes a positive impact on individuals and communities across our region
- We will be a sustainable organisation, that is fit for purpose

Exceptional experiences for girls

Girlguiding LaSER will offer Exceptional Experiences for Girls

Connecting with others

We will achieve this by:

- Providing opportunities for region events where young members are able to meet with others beyond their unit including different areas and sections
- Providing new/novel opportunities and experiences for girls through the development of our partnerships and ambassadors programme

Supporting the development of girls and young women

We will achieve this by:

- Providing opportunities for self-development including in a range of areas through our region offer and support for Duke of Edinburgh Award, Queens Guide Award, Peer Education, Hive, Champions, Inspire and Young Leader qualification.
- Providing the opportunity of international trips with increased accessibility and facilitating the development of personal travel skills, sustainable travel and international guiding

Rewarding and flexible volunteering

Girlguiding LaSER will ensure that the volunteering experience is rewarding

Supporting the learning and development of our volunteers

We will achieve this by:

- Providing training and support to ensure volunteers have the knowledge and confidence to deliver opportunities to girls across the region and to feel that they have good opportunities for their own self-development. This will include a range of accessible training opportunities on both a remote and a face-to-face basis.
- Focusing on recruitment and retention of trainers across the region by:
 - Exploring new opportunities for recruiting trainers within the region, to include links to the region Peer Education programme.
 - Delivering conferences and workshops for the region's Trainer community including learning and development and networking opportunities.
- Supporting the launch of the Girlguiding Leader Development Programme.
- Providing volunteers with outdoor experience training opportunities.
- Providing commissioners with a programme of opportunities to develop their knowledge and skills to enable them to carry out their roles with confidence.

Ensuring a rewarding volunteer experience

We will achieve this by:

- Raising awareness of and ensuring support is available for flexible volunteering roles.
- Developing strategies to reduce the demands on volunteers so that they can deliver high quality experiences for girls in a way that is also rewarding for volunteers.
- Building awareness and a sense of belonging / connection for all volunteers to our region.
- Developing a region 'thanks and recognition' strategy, to include the recruitment of a lead volunteer with specific responsibility in this area.

Inclusive and impactful

Girlguiding LaSER is an organisation of choice in our communities and is welcoming, inclusive and open to every girl, young woman and potential volunteer who wishes to join.

Our membership is representative of our communities

We will achieve this by:

- Supporting units to engage and be connected with their local communities
- Mapping our provision, identifying areas for potential growth and enablers to support this

Promote and support our members to enable an inclusive culture

We will achieve this by:

- Supporting the Girlguiding Diversity and Inclusion Plan
- Promoting learning and development opportunities to support volunteers to develop an inclusive culture

Ensure all elements of the LaSER offer is inclusive and welcoming to all

We will achieve this by:

- Review of region funding/cost of events and grant provision to support accessibility
- Review and consider accessibility at all stages of planning region events
- Appointment of Girlguiding LaSER Inclusion lead volunteer to support county advisers and link with HQ

Develop our communications to meet the needs of our members

We will achieve this by:

- Review of current provision, current needs (including accessibility) and opportunities to enable information to be shared in a timely manner
- Promote inclusion and our diverse membership in our communications

Develop and facilitate opportunities for our members to have an impact locally, regionally and nationally

We will achieve this by:

- Support the development and growth of LaSER Champions, Hive, Peer Education and ambassadors
- Seek a partnership/collaboration that would enable members of Girlguiding LaSER to come together to make a difference

Support the sustainability of our membership

We will achieve this by:

- Supporting and facilitating the use of 'Our Plan' data to help areas to understand their local information and how this can help with local recruitment and planning
- Promoting the importance of 'enquiry conversion' and 'transitions', identifying barriers to this and sharing alternative ways of providing opportunities

A sustainable organisation

Girlguiding LaSER is a sustainable organisation, that is fit for purpose

Getting the basics right

We will achieve this by:

- Developing effective and easy two-way communication routes
- Developing and embedding clear and robust governance, processes and policies
- Providing visible decision making
- Promoting the value and impact of our region, increasing our visibility
- Continuing to support counties to provide girl and volunteer experiences
- Implementing Girlguiding "Ways of Working Together", conducting our required roles and responsibilities
- Developing effective succession planning and transfer of knowledge

Financial sustainability

We will achieve this by:

- Reviewing and improving our planning and budgets ensuring best value for money
- Broadening income sources to support delivery of our aims and business plans to enhance experiences for members
- Continuing to support our counties through grants, support and membership growth

Environmental sustainability

We will achieve this by:

- Considering and taking active steps to reduce the environmental impact in our supply chain
- Considering and taking active steps to reduce the environmental impact of our activities and events
- Providing support and opportunities to members for activities and events with an environmental focus



Measuring our success

We will determine the success of our strategy by:

- 1 Developing a set of quantitative and qualitative key measurements
- 2 Providing regular reviews against these metrics, and reviewing and amending plans to achieve our goals
- 3 Reporting our achievements and learning from our successes and challenges