



# Scouts

## **Transforming our Volunteer Experience**

**Andrew Sutherland - Cambridgeshire's BaseCamp - 20 May 2023**

**We want to make volunteering with  
Scouts easier and more fun...**

**...so that we can attract more  
volunteers and our current volunteers  
want to stay**



# Making volunteering easier and more fun is how we reach our North star...



More young people gaining skills for life

Consistently and safely deliver a great programme

Recruit more volunteers and retain current ones

## 2019 – 2023: Intensive Consultation and Volunteer Involvement

**All volunteers  
invited to have  
their say**

Over 5,000 so far

**Members of the  
public**

**Volunteers who've  
left us**

**Early adopter  
counties**

**All UK nations**

**Those we want to  
welcome into  
scouting**

**Process pilots**

**Other  
volunteering  
organisations**

**Young People**

**Wide range of  
backgrounds and  
communities**

**Groups and  
sections**

**Volunteer  
managers**

**System Testers**

**Key insights**



**Many people who want to help their communities don't think about volunteering with Scouts**

**New volunteers find our onboarding frustrating, time consuming and intimidating**

**Learning at the Scouts can be seen as a chore not a choice, at times adding little value.**

**Many volunteers feel overloaded... and many of them leave**

**Volunteers find it hard to get things done and find the help they need**

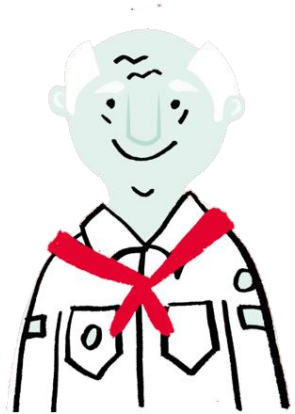
**Volunteers are too busy with important day to day tasks to reflect and think further ahead**

**We don't attract enough volunteers**

**We don't retain enough volunteers**

**We need to fix this**

Listening to our volunteers, young people and more we've identified three key areas for change:



Providing a warmer welcome for everyone

Delivering a more engaging learning experience



Simplifying how we volunteer together

All of which will be supported by easy-to-use digital tools



**How is this being delivered?**

**Leading change locally**

- Each local County/Area/Region (Scotland) has appointed a Transformation Lead
- Transformation Leads will be working with County and District teams in your area to translate the 'big picture' plans and helping to make these work in your local area
- 10 Counties/Areas/Regions (Scotland) have been chosen as Early Adopter areas, these areas will go-live with the changes early to ensure that the transition for everyone is as smooth as possible





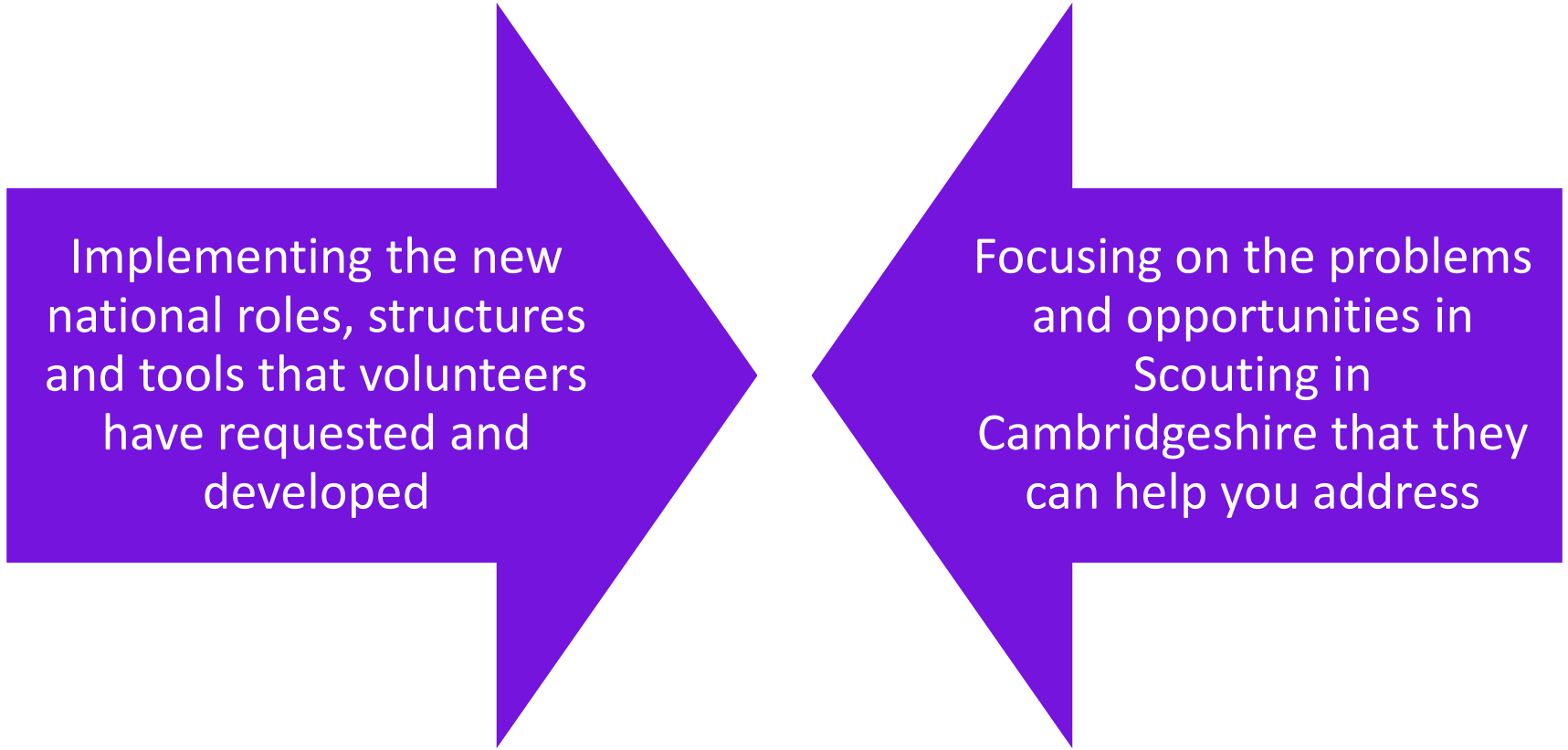


## Leading Change Locally

- The changes will come in an iterative way, building on each other to improve our Volunteer Experience
- There will be a period of adjustment for everyone – Some changes might be more relevant to your role than others
- Imbedding the changes to the way we do things, and the use of new digital systems will take time
- We will continue to invest in improving our volunteer tools over time



**The Sweet Spot**



**How is this being delivered?**



**When will I see the changes?**

