

Girlguiding North Yorkshire South



Girlguiding
North Yorkshire
South county

www.girlguidingnys.org.uk

STRATEGY DOCUMENT

OCT 2022 –
APR 2025

countysecretary@girlguidingnys.org.uk

@GirlguidingNYS

V3 - March 2023

Our strategy

OCT 2022 –
APR 2025

Our vision

a space for every girl

Our 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

Our values

We are:

FUN

CARING

INCLUSIVE

CHALLENGING

EMPOWERING

CURIOUS

INSPIRING

COURAGEOUS

 **Girlguiding**

North Yorkshire
South county

Exceptional experiences for girls & young women

We will offer fun, accessible, and empowering girl-led experiences across the county by:

Putting our girls and young women at the heart of decision-making at all levels by:

- Introducing a youth forum of members aged 13–18 with representatives from each division to feed into county decisions and influence county events

Providing a range of events across the county, so girls can have fun by:

- Aiming to hold at least one county event for each section (Rainbow, Brownies, Guides / Rangers), that delivers inspiring opportunities not available at unit level
- Ensuring our offering is inclusive, affordable and challenges gender stereotypes.
- Considering the areas highlighted in the Girls' Attitude Survey including mental wellbeing and personal safety

Rewarding volunteer experience

We will support our volunteers and create a fun and rewarding experience for all by:

Thanking, supporting, and listening to our existing volunteers through:

- Thanks and recognition events, acknowledging additional work or special achievements, and giving girls and volunteers a voice
- Nominating individuals for region and national awards, as appropriate

Providing all volunteers with opportunities for learning and development by:

- Producing an annual training calendar
- Facilitating informal sectional 'Airing and Sharing' opportunities
- Encouraging individual volunteers to expand their skills and knowledge

Encouraging one team working by:

- Encouraging and supporting volunteers to meet again socially to discuss local matters
- Reviewing our internal communication structure

Inclusive & impactful

We will welcome all new girls and volunteers and be part of our local communities by:

Supporting the county's membership to be diverse and inclusive through:

- The appointment of county inclusivity adviser(s)
- Building up the advocate network for underrepresented groups

Extending our external reach and engagement by:

- Continuing with attendance at events such as York Pride, Dragonboat Race, fresher's week etc.
- Keeping our website, up to date, fresh and relevant
- Seek additional opportunities to promote Girlguiding within the county

Recruiting and welcoming new volunteers using:

- The vacancy directory and welcome booklet
- York Council for Voluntary Services job vacancy website
- Encouraging existing volunteers to share the responsibility for identifying and welcoming potential volunteers



Sustainable organisation

We will strive to become a sustainable, adaptable organisation that will continue to deliver our objectives by:

Creating a sustainable volunteer structure including:

- Succession planning for key roles in the county
- Encouraging flexibility rather than a traditional structure
- Creating user friendly role descriptions

Creating a sustainable young membership by:

- Supporting stronger transitions between sections and relationships between units
- Reviewing the viability and location of units
- Young members recruitment where required

Creating a financially viable organisation through:

- Having a more granular annual budget with a two-year forward indication of the county subscription levy, and for events
- Reviewing the finance policy annually
- Being mindful of the environmental impact on all of our decisions and activities
- Pursue the appointment of a fundraising officer