



20:20 VISION
TRANSFORMATION SCOUTING IRELAND

**Architects
of our own
future!**



Dear Scouter

I am happy to report that since I last wrote to you about the transformation process, Vision 20:20 in September 2012, we have just completed the largest consultation of members since the establishment of Scouting Ireland in 2004.

Between September and November 2012 we have consulted nearly 10% of our Adult membership through the six Provincial Conferences and a workshop at the Sea Scouts Conference in Killaloe at the end of November 2012. In addition, many of our youth members have had their say through a series of Youth Provincial Forums completed in November and December 2012 and through the 'Vision for the Future' programme that was considered at their own section gatherings.

I would like to thank all of the Scouts and Scouters that attended and contributed to the conferences and forums and a very special word of thanks to the Provincial Commissioners and their respective teams for making each event such a success and through their hard work, dedication and strong commitment to Vision 20:20, giving such a significant portion of our membership an opportunity to engage with this process and contribute to the future of Scouting Ireland.


Since January 2013, the following has taken place;

1. Transformation Workshop on the role of Spirituality within Scouting led by the Chairperson of the National Spiritual and Religious Advisory Panel, Fr. Dave Kenneally.
2. The National Management Committee took part in a facilitated Transformation Workshop and this built on the work already undertaken at the conferences.
3. A Workshop on Finances around looking at how we finance Scouting from now up to 20:20.
4. A Workshop with the Provincial Commissioners in March.
5. Retail Strategy Workshop with the Directors of the The Scout Shop. The outcome of this workshop will help us determine how we best meet the needs of members, in providing top quality uniform and Scout equipment in the future, which is supplied in the most efficient and customer focused way.

To take place;

1. An update at National Council 2013 in Sligo and following this finalising the Vision 20:20 strategy to ensure that Scouting Ireland will remain one of the leading Youth Organisations in Ireland for many years to come.

Yours in Scouting


Michael John Shinnick
Chief Scout



Where Are We Now In The Vision 20:20 Process?

Between April 2012 and January 2013 we completed the first three Stages of the Transformation - Vision 20:20 Process.

A detailed overview of the key events and outputs of each stage are set out below.



Stages Of Vision 20:20 Completed (April 2012 - January 2013)		
Stage 1: NMC Direction / Guidance (April 2012 - June 2012)	Stage 2: Member Consultation (September 2012 - November 2012)	Stage 3: Bringing Together Outputs (December 2012 - January 2013)
Key Events <ul style="list-style-type: none"> 2 x NMC Workshops 1 x Staff Workshop Outputs <p>A. Exploring The Possibilities</p> <ol style="list-style-type: none"> 1. Considered Vision 20:20; 2. Scouting Experience in 20:20; 3. Structure in 20:20; 4. Building Adult Capability <p>B. Considering The Options</p> <ol style="list-style-type: none"> 1. Building Adult Capability; 2. Structure For Scouting Ireland; 3. Making Change Happen 	Key Events <ul style="list-style-type: none"> 6 x Provincial Conferences 5 x Youth Forums 1 x Sea Scout Conference Outputs <p>Feedback taken on core topics:</p> <ol style="list-style-type: none"> 1. Support Young People 2. Support Adult Volunteers 3. Improve Scouting Experience 4. Support Groups At Local Level 	Key Events <ul style="list-style-type: none"> NMC Workshop NSRAP Workshop Outputs <ol style="list-style-type: none"> 1. NMC Guidance on Key Strategic and Operational Issues. 2. Restatement of the role of Spirituality in Scouting and explored ways to support Young People, Adult Volunteers and Group

Some Key Topics to Emerge

At each of the Provincial Conferences and again at the NSRAP Workshop, Scouters were asked for their feedback as to how we best provide support to the following at local level;

- » Young People
- » Adult Volunteers
- » The Scouting Experience
- » Groups

These topics led to lively discussion and debate and generated 900 different line item responses. These items were then categorised (in order to better understand what the most important key issues and challenges are from the Scouters perspective) as being;

- » issues (258 items)
- » suggested actions (228 items)
- » comments (414 items)

The following are most common topics to emerge:

Most Common Issues To Emerge From Member Consultation			
Rank:	Topic:	Number of Items:	% Of Total Items:
1.	Training	43	16.5%
2.	Communications	30	12.0%
3.	Support - (Adult Volunteers Etc.)	28	11.0%
4.	Structure	26	10.0%
5.	Young People	22	8.5%
6.	Affordability	22	8.5%



Some Key Themes to Emerge

Under each of the headings already identified, a number of key themes are beginning to emerge, which can be summarised as follows:

Rank	Some Key Themes To Emerge: - Topic and Key Themes:
1	Training <ul style="list-style-type: none"> Skills deficit among Leaders in basic Scouting and Adventure Skills. Training needs to be relevant, more exciting, practical (conflict management and special needs training) and outdoor focussed. Better awareness of what training is available, with better adult take up. Need a training effectiveness /impact review, which addresses: Training - Are We Doing It Right? What ONE Programme will the Association have / need to 20:20? Booking system does not work, delays in refunds, move back to Provinces. Need more County support.
2	Communications <ul style="list-style-type: none"> Website difficult to access, too many emails, too many unfocussed meetings. Need for relevant and simpler Communication at all levels (Relevant, Brief and Simple). External image of Scouting may be “unknown”, “old fashioned” “not cool” and “wrong stereo types”?
3	Support (Adult Volunteers Etc) <ul style="list-style-type: none"> Be clear about Leader role, honest about time commitment, avoid Leaders being intimidated by lack of information. Need County support for new Leaders? Need to understand why Adult Volunteers leave Scouting?
4	Structure <ul style="list-style-type: none"> In considering Structure, we need to focus on the critical need to provide practical Group support, as being fundamental to Scouting. Need real (proactive) support from the Counties (local access to support) and County facilities. Provincial (role unclear) and Counties (some too small?) roles need to be clarified?
5	Young People <ul style="list-style-type: none"> Perception that the Association currently does not listen to Young People (decisions taken by Adult Volunteers) and as a Youth Movement, Young People are not empowered? Need to understand why Young People leave Scouting?
6	Affordability <ul style="list-style-type: none"> In the current recession, are some Young People / Adult Volunteers opting out of Scouting or unable to participate in key events because of cost? Need to avoid cost become a hindrance to joining Scouts and participating in events.

Next Steps in Vision 20:20 Process

The next Stages of our Vision 20:20 – Transformation Process will bring us from February 2013 through to Autumn 2013.

Stages Of Vision 20:20 Completed (April 2012 To January 2013)

Stage 4: Development Of Strategy Options (February – March 2013)	Stage 5: Member Feedback on Strategy Options (National Council – April 2013)	Stage 6: Develop Vision 2020 Strategy (May 2013 – July 2013*)	Stage 7: Launch (Autumn 2013*)
Key Events Work with NTPIC and NMC to finalise strategy options (Feb. / Mar 2013) NMC considers strategy options (March 2013)	Key Events Present some of the key findings to National Council delegates and request some further feedback (April 13) Retail Workshop completed with OAS/TSS (April 13)	Key Events Develop Vision 20:20 Strategy, based on National Council consultation and feedback. Consider whether any rule changes are needed which require a Special National Council.	Key Events Launch Of Vision 20:20 Strategy
* The timings suggested in Stages 6 and 7 are provisional, as they are dependent on whether there are any rule changes for the Vision 20:20 Strategy, which require a Special National Council to be called.			

During February and March, I have continued to work with the National Management Committee on developing some strategic options.

At National Council, we will take some additional feedback on our findings using up to date technology that the National Council will be asked to use. This feedback will be considered as I; along with the National Management Committee will determine the strategy for Scouting Ireland to 20:20.

This is an exciting time for Scouting Ireland. We are already placed as one of the leading Youth Work organisations in Ireland and the decisions we make now will ensure we maintain this place and build on what we have achieved already.



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Conclusion

In the weeks and months following National Council, the National Management Committee will be working hard to finalise the Strategy for Scouting Ireland - Vision 20:20. We are aiming to launch Vision 20:20 in the autumn of this year and that point there may be a need to call a special meeting of National Council depending on the level of change needed or desired.

I was heartened at each of the Provincial Conferences at the level of engagement by the membership in this process and I have said publicly that many of the key operational challenges, which have been identified by the membership, are being actioned now and this work will not be halted as we develop Vision 20:20.

When we launch Vision 20:20, an annual implementation plan will be launched in parallel to get the work underway. You can rest assured that we will not be waiting until the year 20:20, to take the required action needed to better serve our Young People, Adult Volunteers, Scout Groups and Communities in Ireland.

Once our Strategy – Vision 20:20 is complete, I will communicate with the membership with a line by line review of the issues raised at each conference, in light of the priorities identified, in our new Strategy.

You have committed to Scouting Ireland by engaging with this process. I now commit to you, that I will lead and work with the National Leadership to make our dream of a relevant Scout Association, placed at the centre of every community a reality.