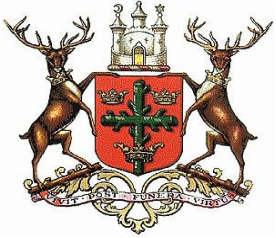


Scouting in the City of Nottingham

Developing the District – a strategy for Growth

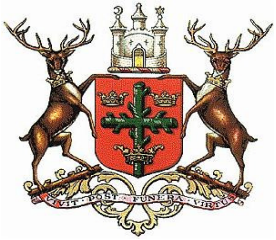
(by Chris Flewitt)



Introduction



- Facts
- Growth Strategy & Tactics
- Management Structure



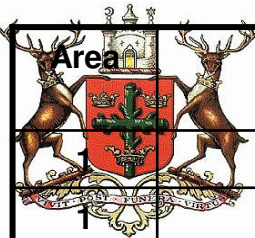
Latest Population By Age (2007 mid year)



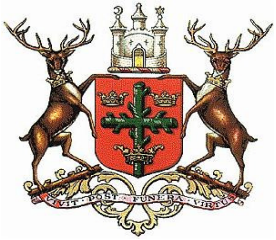
City District Census Jan 2009

• 6 – 7	6035
• 8 – 10 _{1/2}	6900
• 10 _{1/2} – 14 _{1/2}	17460
• 14 _{1/2} – 18 _{1/2}	20330
• 18 _{1/2} – 24	38570
• Total	288700
• 6 – 14 _{1/2}	30395
proportion	10.5%

• Beavers	191	3.2%
• Cubs	312	4.5%
• Scouts	282	1.6%
• Explorer	113	0.6%
• Network	14	0.0%



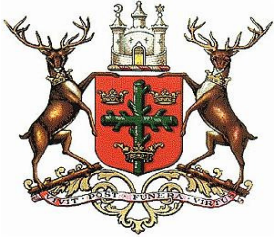
Area	Ward	Population	6-14s	Scout Groups	Scout Membership	% of 6-14's
1	Bulwell	13550	1420	0	0	0%
1	Bulwell Forest	15920	1670	3	81	4.9%
2	Basford	15430	2115	1	31	1.5%
2	Bestwood	16120	1690	1	6	0%
3	Aspley	16590	1740	0	0	0%
3	Bilborough	16350	1715	2	77	4.5%
3	Leen Valley	9940	1045	2	53	5.1%
4	Arboretum	12560	1320	1	49	3.7%
4	Berridge	17680	1855	1	46	2.5%
4	Radford and Park	18330	1925	0	0	0%
5	Mapperley	14200	1490	0	0	0%
5	Sherwood	14750	1550	1	36	2.3%
6	Dales	15290	1605	1	23	1.4%
6	St Anns	15800	1660	0	0	0%
7	Wollaton East & Lenton Abbey	10690	1120	2	66	5.9%
7	Wollaton West	14060	1475	3	201	13.6%
8	Bridge	11330	1190	0	0	0%
8	Dunkirk & Lenton	11530	1210	1	6	0%
9	Clifton North	12750	1340	3	92	6.9%
9	Clifton South	13530	1420	0	0	0%



Growth Strategy



- **Priorities**
 - Management structure
 - Scouting in the community
 - From this will follow
 - Adult recruitment
 - Adult training and retention
 - Followed by
 - Positive focussed behaviour
- **Cultural changes take time**
 - Year 1 impact negligible
 - Real growth will start year 2

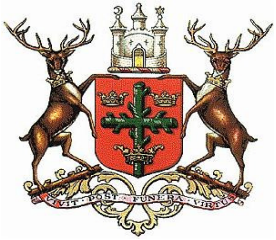


Scouting In The Community

Macro Growth Tactics



- Relationships with area committees and housing associations
- Relationships the Muslim community
- Communities utilising our properties
- Relationships with business
- Relationships with local politicians and councillors
- Relationships with Nottingham Universities



Management Structure City Scout Groups

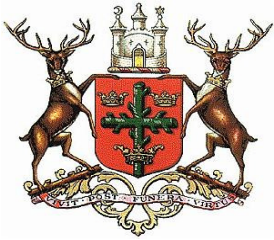


- With GSL

- 102nd (area 1)
- 111th (area 5)
- 113th (area 3)
- 124th (area 7)
- 15th (area 7)
- 1st Clifton (area 9)
- 34th (High School – area 7)
- 35th (area 7)
- 39th (area 3)
- 44th (area 2)
- 45th (area 2)
- 48th (area 1)
- 7th (area 4)
- 75th (area 7) acting
- 88th (area 6)

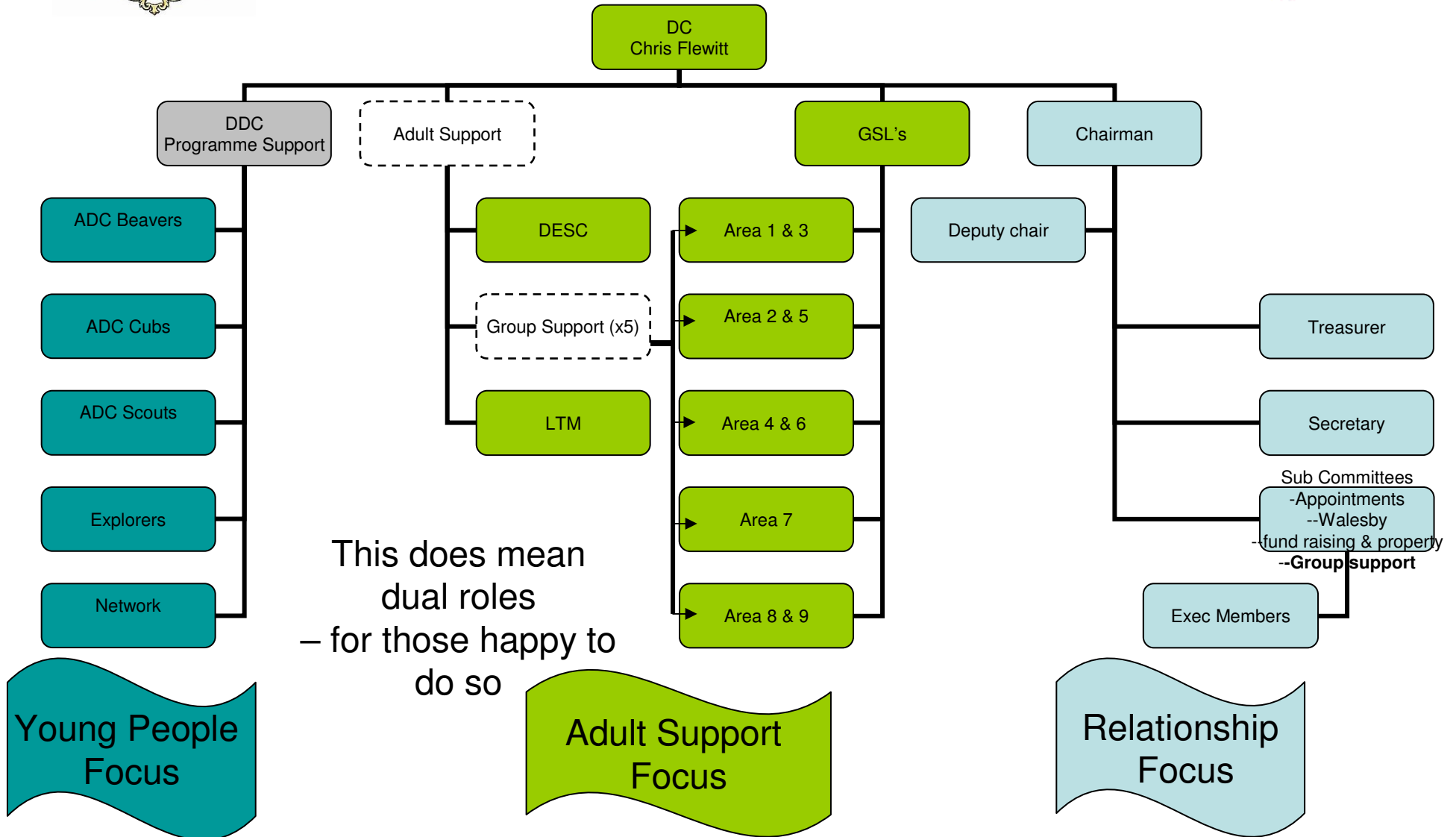
- No GSL

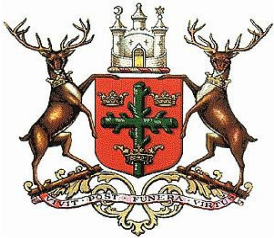
- 1st Silverdale (area 9)
- 1st Wilford (area 9)
- 24th (area 4)
- 28th (area 3)
- 47th (area 8)
- 53rd (area 3)
- 62nd (area 7)
- 64th (area 1)



Organisation Matrix

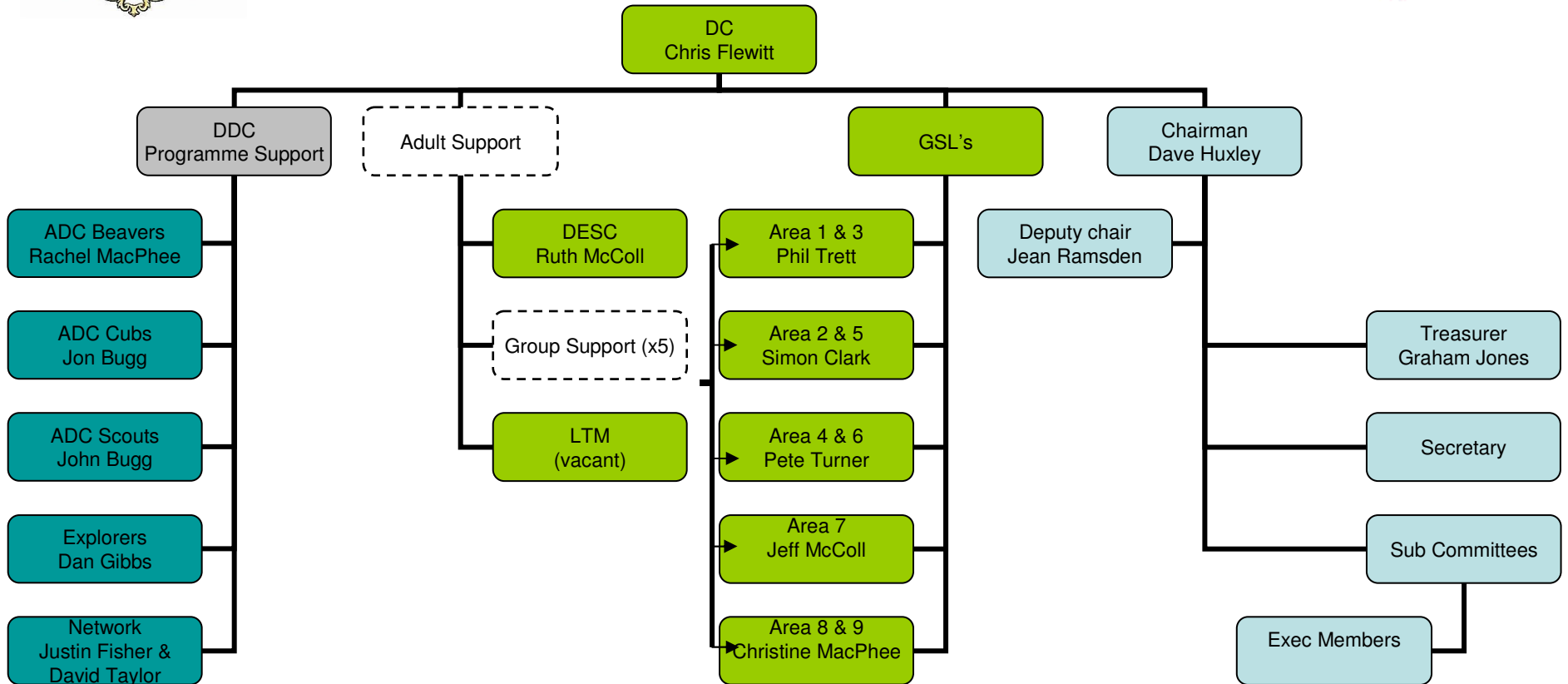
We have to utilise the people we have until we can attract new adult recruits





Organisation Matrix

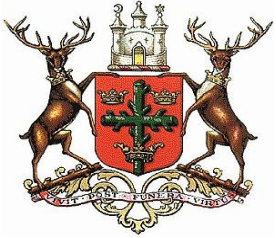
We have to utilise the people we have until we can attract new adult recruits



Young People Focus

Adult Support Focus

Relationship Focus



Conclusion



- Nottingham statistics demonstrate the potential
- Its about focus – the right people doing the right jobs with agreed targets
- Its about teamwork – working together in ensuring significantly more young people get the opportunity of Scouting
- Its about communication – ensuring everybody is aware of the opportunities and achievements