



Place to belong

Our Strategy to 2035

Scouts 





We listened to 28,000 people





How young people shaped our strategy





- Over 500 Scouts aged 10–24 years attended the 4 UK Youth Forum events plus 1,000 aged 4–24 took part in self-led activities.
- Priorities were safety, outdoor activities, life skills, youth leadership, mental well-being, community impact, and attracting new members.
- Looking ahead to 2035, their goals were:
 - developing awards and life skills
 - promoting inclusivity and accessibility
 - expanding youth-led initiatives
 - encouraging growth
 - fostering stronger connections.
- Our young people wanted safe, judgement free-spaces supported by trusted, well trained volunteers.





Focus on getting three things right

1. Deliver a high-quality programme
2. Make volunteering sustainable and fulfilling
3. Simplify support around both and everything else improves





Why now?

There is a crisis, not just of mental health and loneliness among young people, but of anxiety about the future too. That's why young people need a place to belong more than ever.



Nearly half (44%) of young people surveyed aged 11-18 regularly feel lonely.*



53% of young people say they're worried about their mental wellbeing.*

45% worry about their physical wellbeing.*

63% are worried about finding a job.*

“

Though the digital world offers endless connections, sometimes I feel a strange, quiet loneliness. What really stings is the lack of places to just be. Outside of school, there isn't much for my mates and I to do in person. We need spaces to just hang out, make friends, and frankly, just have some fun... that in-person community factor is lost.

”

– Young person from Hastings*



“

When young people feel like they've got a place they belong, they act like they belong.

”

– Young person from Newcastle*



*The Children's Society's Good Childhood Report (from a survey, including 2,000 UK children and young people aged 10 to 17).

*DCMS Youth Matters: State of the Nation report 2025, from a survey of 25,000 young people.





How Scouts changes lives

Why



Young people join...

From all backgrounds seeking a place to belong, friendship and connection. They're welcomed into:

- Squirrels
- Beavers
- Cubs
- Scouts
- Explorers
- Network

How



Experience...

Our Programme for 4-24 year olds

- Fun
- Friendship
- Adventure
- Teamwork
- Helping others
- A global community
- Volunteering
- Belonging

Supported by...

Brilliant volunteers

Our Values of Integrity, Respect, Care, Belief and Cooperation

Our impact

Gain...

A place to belong

Skills for life

Become...

Happier, kinder, more connected, empathetic, resilient, more employable

Active citizens

Inspiring volunteers

Contribute to...

Closer Communities

A kinder, more cohesive society



Place to belong **Shaping the next nine years**



Scouts 



Place to belong: **Our Strategy to 2035**

Our Vision

To empower more young people through adventure, teamwork and shared values, to take the lead on making a positive difference in the world.

Our Purpose

To actively engage and support young people in their personal development, empowering them to make a positive contribution to society.

Our Pillars

Programme

Delivering an adventurous and inclusive Programme.

Volunteering

Supporting our volunteers

Our Outcomes

By 2035 we will have:

1. A growing and inclusive movement
2. More young people gaining skills and leading change
3. Volunteers who feel confident, supported and valued
4. Stronger and better connected communities
5. A safe, inclusive and sustainable movement

Our Values Integrity, Respect, Care, Belief, Cooperation





Our Vision

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Our Purpose

To actively engage and support young people in their personal development, empowering them to make a positive contribution to society.





Our Pillars

Pillar 1

Delivering an adventurous and inclusive Programme

When young people experience belonging, they're more likely to grow, participate and stay engaged. An inclusive Programme rooted in the outdoors, filled with adventure and grounded in community, connects young people locally and globally, offering them experiences that enable them to thrive.

Pillar 2

Supporting our volunteers

Our volunteers are brilliant, and we need more of them - well trained, confident and supported - to bring our Vision to life. When our leaders feel prepared and motivated, they're better able to empower young people to take the lead.





By 2035 we'll have...

Our Outcomes

1. A growing and inclusive movement

Scouts is welcoming more young people and adults, especially from communities underrepresented in our movement. We offer a safe, inclusive space where everyone feels they belong. Growth is meaningful and sustained, reaching new communities, retaining members and reflecting the diversity of society.





By 2035 we'll have...

Our Outcomes

2. More young people gaining skills for life and leading change

Every young person in Scouts is building the skills, character and confidence they need to thrive. Through adventurous experiences, global awareness and meaningful opportunities to lead, they develop a strong sense of identity and purpose. Young people are not just shaped by Scouts; they are shaping it.





By 2035 we'll have...

Our Outcomes

3. Volunteers who feel confident, supported and valued

We attract and retain more volunteers by making the experience inclusive and rewarding. They feel equipped and confident to contribute in flexible, fulfilling ways. Volunteering in Scouts strengthens their own personal growth, builds community and supports long-term affinity with the movement.





By 2035 we'll have...

Our Outcomes

4. Stronger and better connected communities

Scouts plays a visible and positive role in communities across the UK. Locally, Scouts builds bridges between people of different backgrounds, promotes civic engagement and creates spaces where everyone can belong and make a difference. Through local action, Scouts contributes to a more compassionate and cohesive society.





By 2035 we'll have...

Our Outcomes

5. A safe, inclusive and sustainable movement

Scouts is built on strong, stable foundations. It is safe for every member, actively inclusive and resilient by design. With careful planning, good governance and sound resource management, we adapt to change and deliver consistently well.





The path ahead: Shaping the next nine years



To turn strategy into delivery we have three plans. These will take us on a journey through the nine-year life of the strategy.

Our focus 2026-2029

Programme

To safely deliver a fun, relevant and inclusive programme for all.

Volunteering

To improve volunteering, making sure our people feel valued, supported and motivated.

Support

To be a growing, sustainable and effective movement.





**Our focus for the
next three years**

- **Programme**
- **Volunteering**
- **Support**



Scouts 



Programme
The experience
young people have



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Volunteering
that fits around
people's lives



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Support **Removing** **friction**





Programme in Merseyside 2026-2029

1. By 31st August 2029 we will have launched Squirrels “Go Nutty” and A Beaver specific event as new bi-annual events, converted Wingding into a Cub-only event, completed and actioned a review of the Scout section large event provision and fully integrated Mersey Moot into the county’s large event family. With progress tracked via annual milestones for attendance/participation and stakeholder feedback.
2. By 31st August 2029 we will increase top award attainment across all sections from our current 2026 census data to meet the baseline national target for each award (average 15% increase), through a quality programme support offer and rolling programme of county-run programme refresh events, with progress measured quarterly using OSM data at a county level.
3. By 31st August 2029 we will have embedded a close working partnership between the Kings Scout Award Lead and DofE Team, delivered a full rebrand and refresh of county DofE provision and increased DofE registration and completions by 15% with progress tracked via eDofE.
4. By 31st August 2029 we will increase the proportion of eligible Explorer Scout and Network members achieving the Kings Scout Award from 2% to 10% (the national minimum benchmark), through a county-led sign up and support process with progress tracked via OSM data
5. By 31st August 2029 we will have implemented the national Young Leader training programme county-wide and secured partnerships access to the BTEC learning programme through neighbouring counties, with 75% of active young leaders trained and 10% accredited via BEC, tracked through county records.





Volunteer Development in Merseyside 2026-2029

1. By 31st August 2029 we will have reinstated termly District Sub-Team Lead meetings for every section, providing and informal space for peer learning and best practice sharing, with attendance and feedback reviewed annually to confirm value and inform any refinements.
2. By 31st August 2029 we will have refreshed the county-level role induction and onboarding pathway, ensuring 100% of new county appointees. And all current appointee's, follow a consistent, supported process from appointment onwards with feedback reviewed and 6 and 12 months to confirm effectiveness
3. By 31st August 2029 we will have fully embedded Ignite Merseyside, Ignite Programme and Ignite Minis as core annual fixtures in the county volunteer development programme, achieving 10% year on year attendance growth and 75% positive feedback with impact tracked through booking data and post event surveys.
4. By 31st August 2029 we will have launched an Ignite Trustees session for Chairs and Treasurers as part of the Ignite programme, achieving 50% attendance from Chairs/Treasurers and 75% positive feedback on governance confidence, with the session established as a recurring fixture.



Support in Merseyside 2026-2029

1. By 31st August 2026 we will have completed a full review of Martyn's Law Compliance, Event Medical, Event Traffic Management and large event planning arrangements, issuing an updated framework and event management plan template, with 100% of high priority actions closed and confirmed for all county run large events.
2. By 31st August 2027 we will have recruited a Growth and Communities Officer, formalised the Operations and Support Coordinators cover role for Tawd Vale administration functions and completed a full business continuity review across all operations.
3. By 31st August 2029 we will have completed a county sustainability review, embedded and agreed action plan into standard operation, with 75% of planned actions delivered.





One movement
Shared direction,
local action

Scouts 



**This is a strategy for young people,
shaped by young people.**

