

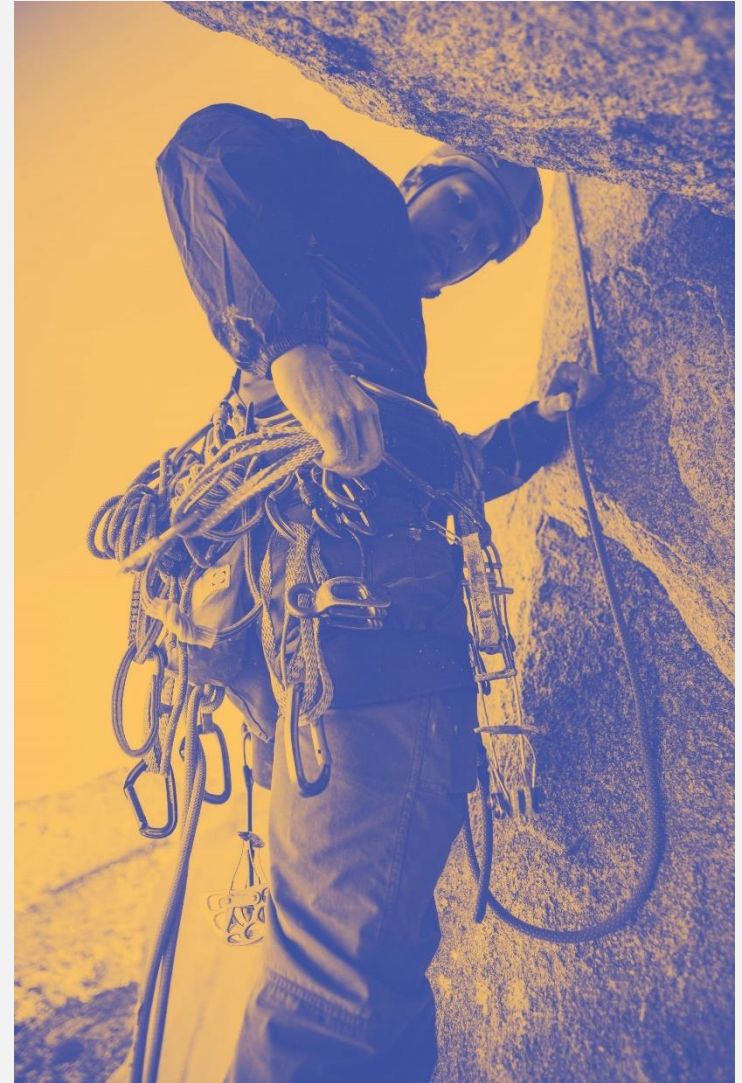


# County Project

**In-depth working with Great London Middlesex West**

# What was the project?

- Current Situation
- Conception
- Strategy



# Objectives



To increase the number of young people starting DofE programmes within GLMW

To increase the number of new starts in GLMW by 10% on last year

To increase knowledge of the DofE within GLMW

To produce a sustainable DofE offer within GLMW

# Concept of Operations

- Meetings
- Regular phone calls
- Resources
- Mythbusting

# Findings

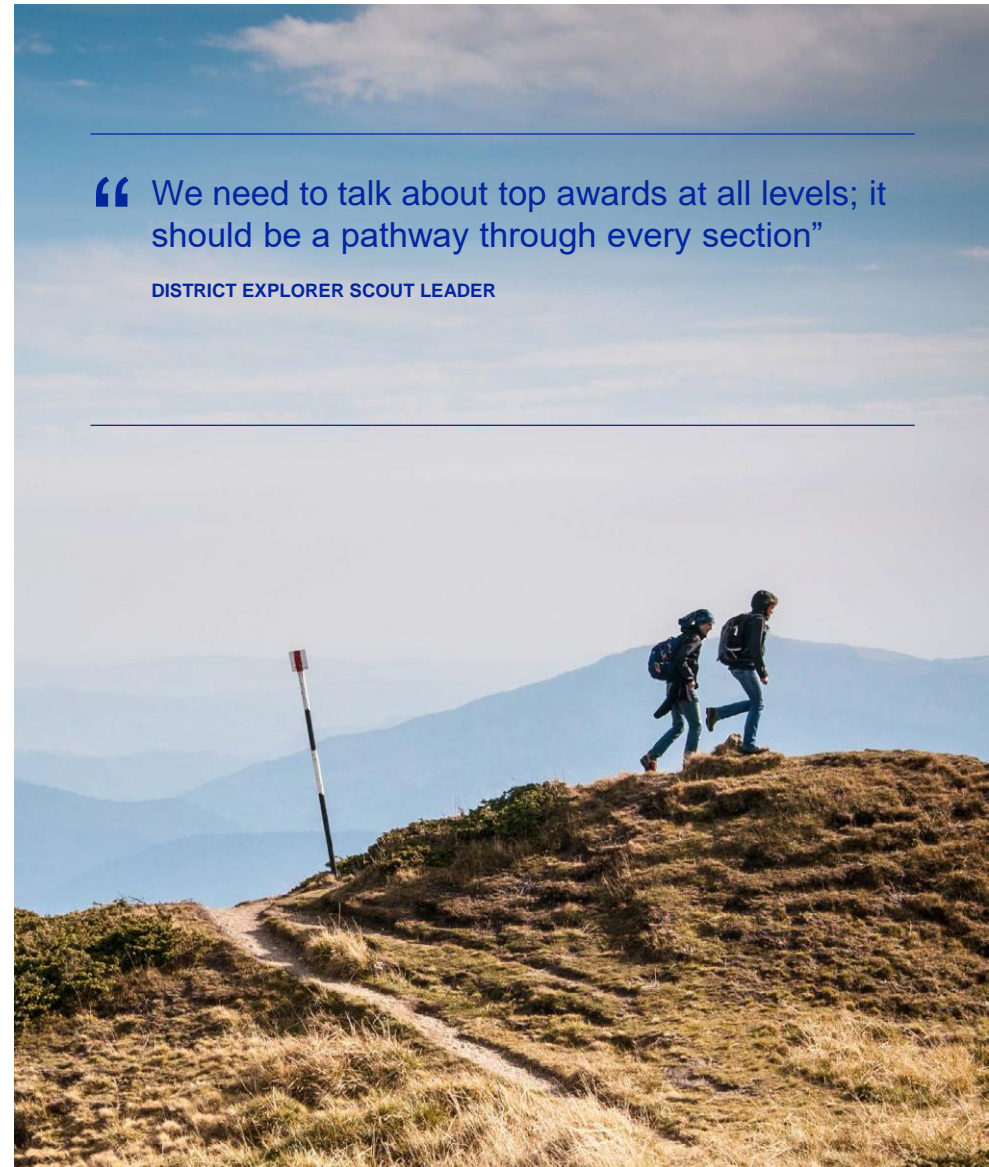
- Information on top awards restricted to those whose role it is.
- Introducing the concept of top awards in the previous section has a big impact on recruitment
- Establishing District contacts is crucial
- Knowledge of resources
- Retention of Scouts rather than moving to Explorers
- Perception is key; refer to #Skillsforlife

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“ We need to talk about top awards at all levels; it should be a pathway through every section”

DISTRICT EXPLORER SCOUT LEADER

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# Recommendations

- Create top awards pathway
- Produce 'Quick Start' guide
- Engage Youth Commissioners or similar as 'Top Award Ambassadors'
- Ensure every section Leader is aware of top awards
- Look at Young Leader programme and how best to support it
- Ensure young people are moved up to Explorers at the correct time
- Celebrate success, including presentation evenings and social media

AS Growth

59%

0

Inactive Leaders

150%

Disadvantage Growth

x3

Units started this year

# Next Steps



- Where do we go from here?
- What support would you like from County/HQ/DofE?
- How can we change the perceptions of Leaders & young people?