

# Shaping the Future

## Meeting Analysis and Moving Forward

### To Increase Membership

Action	Method	Responsibility	Target Date
Establish links and engage with local schools.	Make connections and build relationships that will enable communications to be sent to parents or arrange visits. Emphasis made on using current recruits and ministers to help promote where possible. Establish links with local PTA groups or other relevant organizations.	Company	Sept 2018
Produce Publicity Materials/ Video	Produce and supply companies with a variety of modern materials showcasing what the BB has to offer. This should include mixed faith, boys and girls promoting inclusiveness. Improve knowledge of OBM resources available for companies to use to improve communications with parents.	Battalion/ National	Oct 2019
Produce map to highlight areas of strength and weakness in provision across the Battalion.	Map should indicate BB companies (and membership numbers) It should also indicate where other youth organizations exist, gaps in provision can then be identified.	Battalion	Oct 2018
Promote Multi-Ethnic Campaign	Establish partnerships with other churches/ faiths to promote multi-ethnic campaign. Participate in other ethnicities events.	Company/ Battalion	Ongoing
To improve parental perceptions of the BB	Emphasize core values, personal development, activities and opportunities. (First impressions count)	Battalion/ Company	Ongoing
Consult members on program of activities	Verbal Q/A; Questionnaires	Company	Sep 2018
Develop a plan for company mergers and liaison, to improve service for youths	Consider the potential for closer links/ mergers with smaller companies and highlight areas where new companies could be created. Office should hold information of leaders willing to give an extra hand to struggling companies on special occasions.	Company/ Battalion	Dec 2018

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<p>Consider the inclusion of girls in brigade activities</p>	<p>All Companies should evaluate whether there is a need for girls to be included. Develop a plan if necessary.</p> <p>Create working relationships with girl groups within the church that can be used for promotion, particularly in schools. Create relationships that could help share resources.</p> <p>Review terminology used in documentation sent from HQ to companies, to ensure “inclusiveness” by gender</p>	<p>Company/ Battalion</p>	<p>Dec 2018</p>
<p>Increase company visibility at local level</p>	<p>Participate in community events such as Gala days, Fairs etc and host other fundraising events. Have a bigger presence on social media and explore the possibility of radio. Undertake joint activities with other companies/ groups through the church and community.</p> <p>Improve and update battalion website for easier use.</p>	<p>Company  Battalion</p>	<p>Ongoing</p>
<p>Develop and support a flexible model of youth involvement in the brigade</p>	<p>Examine the potential for the creation of single and joint sex companies. Discuss with the companies based on local evaluation</p>	<p>Battalion</p>	<p>Ongoing</p>
<p>Offer members more opportunities to take responsibility</p>	<p>Ensure decision making includes youth views</p>	<p>Company</p>	<p>Ongoing</p>
<p>Devise more varied programs</p>	<p>Increase liaison with other companies and the battalion, Increase range of badgework offered Introduce more adventurous activities eg climbing, kayaking, sailing Run more ‘family nights’ eg race night, Burns night</p>	<p>Company / Battalion</p>	<p>Ongoing</p>
<p>Consider more residential opportunities including expeditions</p>	<p>Examine a range of residential providers. Explore the potential for a Battalion residential, especially to support smaller companies..</p>	<p>Company / Battalion</p>	<p>Dec 2018</p>

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### To Improve Communication/ Building Relationships

Action	Method	Responsibility	Target Date
Raise profile of the BB with key stakeholders	Establish a list of positive role models who could be considered influential in supporting the organisation. Make contact as appropriate.	Company/ Battalion/ National	Ongoing
Develop new ways of engaging with and empowering leaders	Use a variety of meeting formats & venues to ensure direct involvement in planning ahead. Review use of electronic communication to ensure the information generates interest.	Battalion	Ongoing
Improve communication links with all leaders.	Establish the best means of communicating directly with each leader. Ensure new leaders are included in this process.	Battalion	October 2018
Develop and expand a central store of resources and contacts	Highlight the potential for storing & sharing resources using OBM. Each company should provide details of at least 1 successful activity/event to add to this resource. Information on external providers with specific skillsets will be held on the battalion website, taking account of data protection issues. Companies should actively contribute to this.	Battalion	Ongoing
Clarify procedures for 'online ordering' and pick up from store	Communication from office to follow	Office	Complete
Consider store opening hours to improve accessibility	Communication from office to follow	Office	Complete

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### To Recruit More Leaders

Action	Method	Responsibility	Target Date
Develop succession plans within companies	Arrange discussions to include all leaders. Consider initial opportunities for young leaders with younger sections.	Company	Dec 2018
Offer potential leaders more responsibility, ensuring empowerment and personal development	Further develop YLN activities and responsibilities. Improve communication around YLN.	Battalion/ Company	ongoing
Advertise leadership opportunities at University and Colleges (highlight CVs)	Establish links with the establishments, in particular focus on courses that have direct bearing with youth development and wellbeing.	Battalion	Key points in academic session
Use high profile sports/ Business personalities in awareness campaign.	Pinpoint key personalities who are high profile enough to get noticed and arrange discussions at national level.	Battalion/ National	Summer 2019
Visit secondary schools with aim of recruiting volunteers from DofE etc	Establish links with the schools who run relevant senior school programmes eg DofE and create point of contact for ongoing discussions. Recognise potential for Saltire Awards.	Battalion/ Company	Fit with school calendar
Increase presence at local events/ retail outlets	Place particular emphasis in promoting leadership opportunities.	Company	ongoing
Engage youths through consultation on company development	Ensure youths are involved in planning and evaluation of events.	Company	ongoing