An Inclusive & Impactful Organisation

We will do all we can to bring Girlguiding to more girls in all communities across the Region, we will;

- Retain and grow our membership
- Work in more diverse communities
- Support a range of social action projects that our members are committed to including Bra Bank and Period Poverty
- Update our branding so that our brand is strong and recognisable

A Sustainable & Efficient Organisation

We want to ensure that the Region is held in high esteem by all and in a strong position for the new Chief Commissioner Team in March 2024, we will do this by;

- Continuing to review our expenditure
- Continuing to look to diversify our income streams
- Working with a number of partners to strengthen our offer

Guiding has given me incredible friendships with a whole range of different people from different ages and backgrounds.

I treasure the fact that every week I have a dedicated time when I know I'll get to perhaps make s'mores or play a daft game or even provide an additional pair of hands for a Brownies night. It allows me to forget whatever stresses I've got going on and just spend time with the other leaders putting on a great experience for the young people who choose to be part of our unit.

Member



Our Goals 2022 & Beyond



February 2022



Legacy As the new Region Chief Team take over in 2024, the Region will be in a strong sustainable position.



Contact Us

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This leaflet summarises our Region goals for 2022 & beyond.

As we move on from the last two challenging years, we reflect on the great things we achieved during this time and now look forward to exciting things to come.

Julie, Kathryn & Emma Region Chief Team

Achievements 2020 & 2021

Despite a difficult couple of years, there have been many achievements to celebrate which we couldn't have done without the support of our members.

THANK YOU!

2020

- Army Takeover Day Adapted and did our best due to Covid-19
- Retained more volunteers than in previous years
- Virtual Guiding
- Zoom Activities
- Facebook Live Events
- Online Trainings
- Boredom Busters Challenge Pack
- Online Conferences
- Focused on Volunteer Well-being

2021

- Celebrated our 50th Birthday by launching a birthday challenge pack and hosted a virtual party
- The Chief Team visited units virtually and face to face where they could
- Thanks and recognition award presentations
- Members were recognised through the Guiding Hero awards
- Partnership work
- Planning for face to face events for 2022

Regionally we will focus on the key objectives detailed on the following pages.

The couple of hours I spend on Zoom every Wednesday evening with Rainbows and Guides are some of the best of my week. I love to feel part of a movement that has refused to let girls down, even if I only play a tiny part in it. Member

North West England Priorities for 2022 & Beyond

We want to align with the priorities for Girlguiding, which are;

Girlguiding Mission and Strategic Priorities

We want to provide unrivalled, fun, accessible and empowering experiences that appeal to more girls and young women. So, everything we do will be inspired and co-created with young members and informed by the needs of all girls. We want to open-up and grow the Girlguiding community, welcoming and benefitting from a wide variety of people. So, we will strengthen our external brand and internal culture, becoming a more inclusive community that can engage and have greater impact on more girls, communicates and wider society.

Through fun, friendship, challenge and adventure we empower girls to find their voice, inspiring them to discover the best in themselves and to make a positive difference in their community!

We want all volunteers to enjoy their time with us. So, we'll create distinct volunteer packages, offer more flexible roles and ways of working, making it easier for volunteers to contribute their time and talents to deliver great guiding for girls. We want to future proof our organization so it can continue to deliver great outcomes for girls. We want to adapt our organizational design - configuring structures, processes, people practices and policies to create an effective organization capable of achieving business strategy. Sustainable & efficient organisation

An inclusive & impactful

organisation

An Unrivalled Girl Led Experience

We will offer a range of opportunities, events and challenge packs for our young members, which will include;

- Developing exciting & fun challenge packs
- · Holding fun and adventurous events
- Planning and holding a range of international opportunities for our members in 2023 and 2024

Rewarding & Flexible Volunteering

We will continue to support our volunteers and work in partnership with counties in order to deliver on making volunteering easier, we will do this by;

- Continuing to develop the administration support role for counties
- Offering trainings and conferences to support volunteers
- Thanking and recognizing our volunteers through awards and celebrations



An unrivalled, girl led

experience