

DEVELOPMENT PLAN 2008 - 2013

An action plan to achieve our aims

1. Brigade Culture

Our Aim:

To identify aspects of our culture and traditions that are assisting or inhibiting our progress; to encourage those who wish to work in new ways to feel empowered to do so.

Actions:

1. Commission research among 12 to 14 year olds (whether Brigade members or not) to discover their perceptions of the BB, and take appropriate action on the findings.
2. Research the status of youth work within churches and the perception of the Brigade held by church leaders, using the results to support the 'Engage a Generation' project.
3. Conduct time-limited pilot schemes to new methods of working that are currently outside traditional BB approaches, with the objective of spreading the use of the successful ones.
4. Extend our denominational base and ethos to include a wider definition of 'church' and to communicate more clearly that young people of all faiths and none are welcomed.
5. Ensure that all publicity materials, for both internal and external use, reflect our aspiration to establish a culture centred on young people and best practice in youth work.
6. Be more effective in communication to Companies that we encourage and celebrate a range of styles in delivering the BB mission, achieving this via articles in the Gazette and in face-to-face meetings with staff and volunteers.
7. Partner with other organisations to achieve our aim.

2. Infrastructure and Governance

Our aim:

To develop our infrastructure and governance so that we may succeed in delivering our objectives:

Actions:

1. Review the purpose, terms of reference and work methods of the Brigade Executive and Regional Committees.
2. Promote standards/competencies for committee members and trustees linked with a training and development programme to address any skills gaps.
3. Ensure that those young people who join our committees (or who might join in the future) receive support and mentoring.
4. Ensure that our central administration continues to provide an efficient and supportive service to the Brigade at all levels.
5. Establish and maintain professional and productive relationships with customers and suppliers.

3. Staff and volunteers

Our aim:

To recruit, equip, resource and retain staff and volunteers, enabling them to deliver effective youth and children's work.

Actions:

1. Recruit a network of volunteers who will work with headquarters to deliver new initiatives and promote best practice.
2. Assist churches in recruiting leaders using the experience of other youth organisations.
3. Assist Battalions and Districts to raise funds to recruit and manage development workers.
4. Provide core-working guidelines for these locally employed staff and create a network of them to share experiences and successes.
5. Conduct a skills audit among nationally employed staff and develop a training plan to support the Development Plan targets.
6. Promote and extend the Company Support Scheme to all Battalions.
7. Develop the Company Support Scheme to include a self-assessment audit based on National Occupational Standards, linked to training and development information and opportunities.
8. Establish a 'learning culture' that includes reflective practice for leaders and young people in addition to more formal learning opportunities.
9. Continuously review our resources such as programme packs, events and experiences for children and young people.

4. Faith

Our aim:

To partner churches in assisting young people to explore and experience the Christian faith.

Actions:

1. Develop opportunities for leaders and young people to learn about sharing faith, embrace the Christian Faith and to develop in discipleship.
2. Develop and maintain a resource bank of materials that leaders and young people can use in exploring and experiencing Christianity.
3. Explore the possibility of funding a full-time post at headquarters to deliver the targets set under this aim.

5. Image/reputation/credibility

Our aim:

To invest in our image in order to enhance our reputation and increase our credibility.

Actions:

1. Produce a leaflet for parents.
2. Publish a guide for Companies on working with the media.
3. Produce packs for use at school assemblies.
4. Following the research results in 1.1 review the materials available to help young people market the Brigade to their friends.
5. Create a web library of downloadable photos for company use.
6. Build confidence by publicising good practice in the Gazette.
7. Inspire and raise aspirations by communicating successes.
8. Devise a list of celebrity former members and use them to promote the BB at specific events or fundraising projects.
9. Promote to churches that The Boys' Brigade is part of their outreach mission.

6. Youth and Children's Work Standards

Our aim:

To use youth and children's work standards as the primary tool to improve the quality of experience for young people.

Actions:

1. Develop and promote a resource so that leaders and Companies can review and assess their own practice.
2. Promote a range of learning methods, including the traditional training course, so that leaders can understand and work towards embracing Youth Work and Play Standards.
3. Develop coaching and mentoring as one of the learning methods.
4. Produce training materials for 'Advanced YLT' for leaders wishing to improve their Youth and Children's Work skills, and to explore ways of providing an incentive for Companies whose leaders take the advanced course.
5. Develop a strategy for addressing the issue of race equality and justice, building on the work of the Equal Opportunities Working Group and the Race Equality Group. The strategy will include education opportunities for leaders, staff and young people and also set targets and list positive action.
6. Review the progress of the gender and disability equality work, and take on board those EOWG targets that were not achieved.
7. Improve our record of ensuring young people's participation at all levels of our operation. This will be achieved by the proposed constitutional changes (if accepted), by offering leaders and young people development opportunities and by clarifying what difference we expect participation to make at local, national and international levels.

7. Consultation and Ownership

Our aim:

To ensure as wide an ownership as possible of the initiatives within this plan in order to maximize their effectiveness.

Actions:

1. Launch a large-scale national 'on-the-road' initiative to inform and seek the support of our members in the six areas of activity of the 2008-2013 Development Plan.