

Implementing the Strategic Plan – 2018/19

It has been a year since the strategic plan was published. As part of the annual group registration process, all groups and Districts were asked to share how they have been implementing the strategic plan.

The following is a summary report of actions taken by groups, Districts, Centres, projects and Folk Office to make progress in delivering the ambitions in Woodcraft Folk's [Strategic Plan: Increasing and Widening Participation](#).



Ambition	Groups & Districts	Regions, Nations & Centres
Strengthen local groups and their volunteers	<ul style="list-style-type: none"> Farnham District have doubled in size during 2018 by attending lots of community events and issuing 'free group night' tickets Many Districts described how they invested time in volunteers, such as Waltham Forest who organised a BBQ to build social links and improve communications, Brighthelmstone who have organised social activities for volunteers and Bristol who used the first group night of every term as a volunteer only session. Scotland have co-ordinated a number of skill share events; everything from how to erect a marquee to best group night sessions. 	<ul style="list-style-type: none"> Supported 25 new groups including Nottingham, Ipswich, Bristol, Sheffield, Leeds, St Neots, Kings Lynn, Lochwinnoch, Thetford, Chanctonbury Ring and more Regional/national Gatherings have been held in Wales, Scotland, South East, London, Eastern and Northern regions Delivered leader training in Mach, Kent, Peterborough, Huntingdon, Edinburgh, Glasgow, Stirling, Lockerbrook, Diss & Hackney Delivered adult training in social action and bushcraft alongside activities for young people at an event in Huntingdon First Aid training delivered at Biblins Published a webinar on Inducting and Supporting Volunteers
Empower young people	<ul style="list-style-type: none"> Many Districts described how young people design and deliver their own programme, with young people taking on roles of responsibility such as Camp Chief Supporting young people to represent their group at Annual Gathering, discussing and drafting motions, standing for national committee positions and making campaign requests 	<ul style="list-style-type: none"> Elected a 22 year old as Chair of General Council Elected two Venturers to join Standing Orders Committee Agreed to support 3 youth led campaigns (see below) Participated in the international project Spotlight on YOUth to share best practice in the engagement of young people in service planning

<i>Ambition</i>	<i>Groups & Districts</i>	<i>Regions, Nations & Centres</i>
Empower young people continued...	<ul style="list-style-type: none"> • Edinburgh District members have led the way with the School Strikes Against Climate Change, having stood in the cold on Fridays since January. Later joined by members from Exeter, Cambridge, Bristol, Sheffield, Stirling, Glasgow and Ipswich. 	<ul style="list-style-type: none"> • Active member of the British Youth Council, participating in their AGM and Equalities for All event • Continued to support Venturer Committee and DF Committee • Council of the Smalls was facilitated at London Gathering, replicating the practice of Scotland's Gathering of the Smalls • Funded by #iWill, delivered an activity and a camp in Cambridgeshire to inspire and empower Pioneers to start their own social action projects
Increasing diversity and improving inclusion	<ul style="list-style-type: none"> • Many Districts described outreach sessions, assemblies, Play Outs, including Newham's 24hr taster camp • Exeter reviewed its camp guidelines in response to the updated Trans Inclusion guidelines • Groups in St Neots and Cambridge participated in Time Bank initiative to encourage more volunteers from low-income backgrounds. Volunteers receive credits that can be spent on other family leisure activities in return for volunteering 	<ul style="list-style-type: none"> • Reasonable Adjustment guidance was issued in November 2018 following a webinar sharing best practice • Participated in the international project Partycipation to share best practice in participative and inclusion international exchanges • Ran inclusion training at Eastern Region Gathering 2018 • Included a trans inclusion session at Staff Conference in February 2019 • Updated and expanded trans inclusion guidance including an infographic
Being better known and understood	<ul style="list-style-type: none"> • Many groups shared that they had increased their social media activity in 2018/19, including Exeter who have been advertising on Facebook • Stirling Elfins shared how they produce a slideshow every year to increase understanding of the type and range of activities they do 	<ul style="list-style-type: none"> • Adopted a Comms Strategy for 2018-2020 to revitalised and develop national communications with internal and external audiences • The 'Welcome to Woodcraft Folk' campaign was run from January to March 2019. The campaign film reached 27,000 people. • Published a new guide for new volunteers

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Being better known and understood continued...	<ul style="list-style-type: none"> • Glasgow Kelvingrove have registered with a local children's app, flyering local nurseries and taking part in community events • Circulating flyers to local schools • Kennington District ran craft activities at a local Garden Centres • Volunteers from the Eastern Region ran children's activities at several festivals including Latitude, Folk East and Green Meadows 	<ul style="list-style-type: none"> • Translated leaflets into Polish to reach under-represented communities • Produced new tri-fold leaflets aimed at all ages and volunteers • Produced a new series of posters and banners with key messages • Published webinars on Community Events, Recruiting Adult Volunteers and Digital Tools for Growth, Recruiting Children and Working with Schools and Inclusion and Reasonable Adjustment • In partnership with UCL, we hosted a symposium in September 2018; Education for Social Change; the many histories of Woodcraft Folk
Delivering a values driven programme of activities	<ul style="list-style-type: none"> • Many groups have sessions led by young people, including Brighton & Hove whose Elfins run some of their sessions themselves • Scotland host a 'One World' camp, involving representatives of all Scottish Districts 	<ul style="list-style-type: none"> • Delivered taster opportunities to over 4,000 children and young people • Circulated programme suggestions every six weeks to group leaders • Supported four young leaders to participate in IFM Peer 0.2 Socialist Education train the trainers training • Co-ordination of VCamp, including hosting regional consultation events to ensure young people have shaped the event • School Strike Against Climate Change campaign support • Stop the DSEI Arms Trade Fair campaign • Cabinet Minister for Children campaign • Planning Common Ground which has included engaging Elfins and having two members of the Board lead on youth participation • Age targeted activity weekends organised at Biblins and Lockerbrook

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Delivering a values driven programme of activities continued...		<ul style="list-style-type: none"> • Renewed IFM-SEI membership and actively encouraging members to engage in international projects and seminars • Participated in the IFM-SEI Peacemakers of Tomorrow initiative, contributing to the toolkit and celebrating peace as part of local action on a global scale.

Groups have also shared many stories of activities with partner organisations, including:

- Donations to Food banks
- Litter picks
- Sessions as part of Sustainability Week
- Planted flowers as part of Grow Wild
- Burning of the Clocks annual parade in Brighton
- Lego Show
- Collecting goods for Calais, Care4Calais and other organisations

In addition to the key ambitions above there are a number of underlying ambitions which Woodcraft Folk's staff team have been concentrating on:

<i>Underlying ambition</i>	<i>Action taken</i>
1. To ensure the safety and wellbeing of children and young people who attend our groups, camps and centres	<ul style="list-style-type: none"> • Woodcraft Folk's Safeguarding Policy was updated in November 2018 • Introduction of an on-line tool to collect suitability references • The Members Safeguarding Review Group met in November 2018 and April 2019 to review all safeguarding and child protection issues • Published a new pocket-sized guide to safeguarding as an easy reference tool for leaders • Produced a webinar on Good Practice in Data Management to support groups to meet GDPR requirements • Circulate termly safeguarding updates to Local Safeguarding Officers and District Contacts sharing lessons learnt, policy updates and good practice

<i>Underlying ambition</i>	<i>Action taken</i>
2. To work with like-minded organisations	<ul style="list-style-type: none"> • Shared Amnesty International UK resources and supported their safeguarding practices • Links have been developed with Forest School Camps and plans are in place to develop a collaborative working relationship of referrals and shared training • Partnership links developed with STEM Learning
3. To have enough money to achieve our ambitions	<ul style="list-style-type: none"> • Continued to circulate the weekly funding opportunities newsletter • Recruited a p/t Fundraiser (March 2019) to increase fundraising capacity within the staff team • Recruited a p/t Finance Manager (March 2019) to oversee financial management and systems • Attracted funding from #iwill • Maintained positive relationships with existing funders, submitting reports on time and making sufficient progress against agreed targets • Three Memorandum of Understanding signed with Central England Co-operative Society
4. To communicate effectively	<ul style="list-style-type: none"> • Recruited a p/t Communications Manager (November 2018) to increase comms capacity within the staff team • Increased the frequency of the members newsletter from monthly to fortnightly as part of a commitment to reduce the number of direct emails to individual members • Daily social media posts
5. To be a good employer	<ul style="list-style-type: none"> • Adopted two Staff Representatives • Reinstated the Joint Negotiating Committee • Updated the Terms of Reference for Woodcraft Folk's Staffing Committee • Held a staff conference in February 2019, bringing together representatives of the Centres, Projects and Folk Office teams • Updated staff contracts • Introduced a new online leave management system • Produced a new Staff Handbook