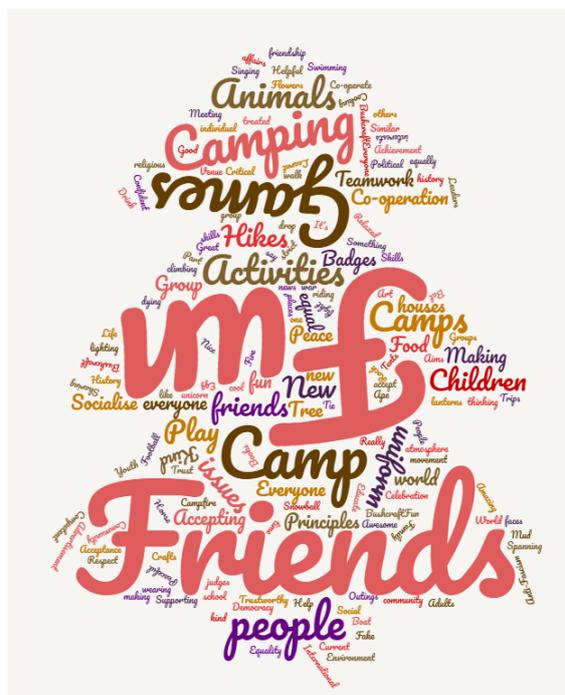


## Strategic Plan 2019-2025

Throughout the year members have been consulted about Woodcraft Folk's next strategic plan.

During Hands In activities (Spring term 2017) children and young people said that they enjoyed camping, engaging with nature and having fun at group. They also strongly suggested that our priorities should be focused on:

- Diversity & inclusion
- Empowerment of young people
- Providing opportunities for young people to come together to take action and camp



During Folk Assembly (Summer term 2017) members added to the suggestions made by young people, recognising the importance of having enough leaders, sustaining existing groups and supporting new groups.

Over the summer these suggestions have been prioritised by members, General Council and staff. The priorities going forward, as we currently see them include:

1. Creating a stronger movement, ensuring we have more inclusive groups led by creative, ambitious and dynamic volunteers.
2. Empowering children and young people, supporting them to engage in decision-making at all ages as well as enabling them to have their voices heard on the issues which matter to them.
3. Increasing inclusion and diversity amongst our groups, as well as proactively reaching out to new communities to expand existing groups and develop new groups.
4. Getting the recognition the movement deserves by becoming better known and understood through effective partnerships and active campaigning.
5. Providing a principled based programme to children and young people based on our aims and principles, but especially providing opportunities to:
  - Take action on issues important to young people
  - Demonstrate international solidarity
  - Camp
  - Engage with nature.

## ***Shared vision***

To help Woodcraft Folk become bigger and better all members need to get behind a shared vision.

Members at every level want to be part of a strong movement, empowering children and young people to speak out and take action on the issues which concern them most in the world.

All members wish for Woodcraft Folk to be sustainable, strong enough to thrive in our second century continuing to work co-operatively and towards a fairer world for all.

## ***Have your say....***

Between now and January 30<sup>th</sup> 2018, we would like all groups, Districts, Centre committees and Regional committees to suggest how they feel together we can make positive change and achieve our shared vision.

Please use the following form to share both what actions your group can take, but also to make suggestions for what you would like to see happen across the movement.

## ***Next steps***

All member suggestions will be shared with General Council in February, sorted and prioritised. A draft plan will then be shared with members in the Summer of 2018, before a final plan is presented to the Annual General Meeting.

For more information or to help prepare the draft plan please contact [Deborah.mccahon@woodcraft.org.uk](mailto:Deborah.mccahon@woodcraft.org.uk)

### ***Why are these priorities important?***

<b><i>Priority</i></b>	<b><i>Why is it important?</i></b>	<b><i>What do we want to change?</i></b>
<b>1. Stronger movement</b>	<p>Woodcraft Folk can only be successful if we have enough leaders who are supported, trained and given the tools and guidance needed to put our aims and principles into practice.</p> <p>Having enough leaders will sustain existing activity and increase our capacity to achieve our goals.</p>	<ul style="list-style-type: none"> <li>• Increase the number of groups and leaders, especially the number of DFs and young kinsfolk leading groups</li> <li>• Equip Districts with the tools and training they need to be sustainable and grow</li> <li>• Raise retention levels of Group Leaders through improved training, support &amp; guidance</li> <li>• Improve engagement in organisational democracy</li> </ul>
<b>2. Empowerment of young people</b>	<p>Woodcraft Folk is a youth organisation, and our activities should reflect the needs and aspirations of young people.</p> <p>Woodcraft Folk wants young people to be an active part of all aspects of the organisation, enabling them to feel part of a movement, to feel valued and to have their opinions heard and acted upon.</p>	<ul style="list-style-type: none"> <li>• Woodcraft Folk to be more outspoken on issues that matter to young people</li> <li>• Empower young people to be who they want to be</li> <li>• Young members to shape the future of the movement by participating in planning and democracy</li> <li>• Empower and equip young people to become effective campaigners and change agents on issues that they feel strongly about</li> </ul>
<b>3. Increased inclusion &amp; diversity</b>	<p>Increasing diversity and inclusion will enable Woodcraft Folk to reach all young people and volunteers who can benefit from our activities.</p> <p>Improved diversity will enable Woodcraft Folk to listen and respond to issues and concerns, ensuring we don't overlook those of under-represented groups.</p>	<ul style="list-style-type: none"> <li>• Support existing groups to better reflect their local community</li> <li>• Develop tools and strategies to reach communities currently under-represented in Woodcraft Folk</li> <li>• Achieve a greater diversity amongst Woodcraft Folk's membership, decision-making bodies and staff</li> <li>• Encouraging participation in social action and campaigning by all groups and communities</li> </ul>

<p><b>4. Recognition</b></p>	<p>Increased recognition of Woodcraft Folk and our activities will enable us to have a greater influence on issues important to our membership.</p> <p>A higher profile would also help us to achieve our priorities e.g. increase membership/groups and support volunteer recruitment</p>	<ul style="list-style-type: none"> <li>• Invest in publicity and promotional material to support groups to grow</li> <li>• Develop purposeful partnerships with like-minded organisations</li> <li>• Get involved in campaigns, locally and nationally</li> <li>• Improve our website and member communication</li> <li>• Make more videos of Woodcraft Folk events</li> </ul>
<p><b>5. Engaging programme</b></p>	<p>Group programme is what Woodcraft Folk does, camps are an important element of our identity – it is what we are famous for!</p> <p>Children and young people want to have fun and feel safe at Woodcraft Folk, whether they are engaging with nature or learning about other cultures.</p> <p>If our programme offer does not inspire young people we will not be able to put our aims and principles into practice, at a time when they seem more important than ever!</p>	<ul style="list-style-type: none"> <li>• Support children, young people and the adults working with them to have fun</li> <li>• Increase number of young people engaging in global issues and international solidarity</li> <li>• Continue to use camping, nature and environmental education as a key focus for delivering our core values</li> <li>• Give children and young people an opportunity to camp annually as a minimum</li> <li>• Achieve education for social change by supporting young people to become leaders, activists and politicians</li> <li>• Camp: Venturer Camp 2019, International Camp 2020, International Camp 2025</li> </ul>

## How?

<b>Priority</b>			
	<i>Locally</i>	<i>Regionally</i>	<i>Nationally</i>
<i>Short term objective</i>			
<i>Medium term objective (By 2020)</i>			
<i>Long term objective (By 2025)</i>			