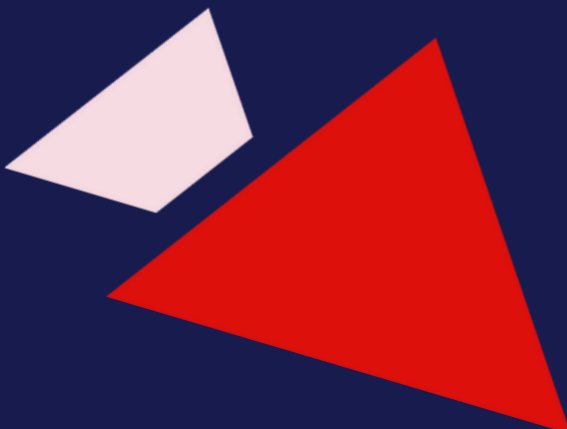




Girlguiding Anglia

Impact report 2023



Our mission

Girlguiding Anglia is dedicated to enabling girls and young women to develop their potential and make a difference in the world. We offer our young members a space where they can be themselves, have fun, build friendships, gain valuable life skills and make a positive difference in their communities.





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Chief's team and highlights



Pictured clockwise from left: Claire Course, Charlotte Bennett, Chris Skinner and Karen Johnson.

Very early on in my role, I interviewed and appointed a great chief's team. My aim is to reach out to each and every one of our members, supporting them all as much as I can, and the only way this is possible is with a fabulous team around me. Claire Course is my deputy chief; and Chris Skinner and Charlotte Bennett are my assistant chiefs. We have all now moulded into our roles and sit on various committees for the region.

One of the first events I took part in as newly appointed chief commissioner and alongside my team, was the launch of our 'Pass it on' recruitment campaign. The event saw members from across the region take part in a sponsored abseil down the side of The Forum in Norwich and I was proud to be the first volunteer to take the plunge. Hanging off the side of the building and pausing with a smile for a photo was, I can say it now, hilarious!

The 'Pass it on' campaign was created to support leaders with recruiting new volunteers and to build brand awareness for Girlguiding in the modern era. We also took the opportunity to thank all of our existing members for the inspirational work they do.

In 2023, we restructured the region staff and volunteer teams to split the delivery team into 3 strands: membership support, outdoor and adventure opportunities, and learning and development. The region staff structure mirrored this, with senior managers joining the member experience committee for clear communication and insight, and so that we can ensure the staff capacity is managed carefully.

At the end of September 2023, the chief's team worked with Rosie Spencer, our region president, to welcome the region vice presidents to Hautbois Activity Centre for lunch. We discussed what they would like to achieve in their roles and how they could support the chief's team. I learnt a lot from their collective experiences and feel excited by the ideas that were born.

October brought my first region conference as chief commissioner. We shared information about the team and looked at our plans for the next 5 years. Top of the agenda was supporting and including all members of the region. The importance of inclusion cannot be underestimated and considering how we include our members will continue to be at the heart of all that we do.

As a team, we're proud of the work we've completed in the region this year. We've built stronger working relationships with volunteers and staff, supporting them do their best in their roles. Our aim as a chief's team is to reach out and support as many members of the region as we can over the coming 4 years. Girlguiding Anglia is a truly amazing and inspirational region to be a part of and lead. I would like to thank all of our volunteers for the wonderful opportunities and adventures they offer our young members on a weekly basis.

You're brilliant... Pass it on.

Governance

The impact we have on the lives of girls is only possible thanks to our volunteers and dedicated staff teams across Anglia.

During 2023, we welcomed our new chief commissioner, Karen Johnson, who brought with her Claire Course, Charlotte Bennett and Chris Skinner as her team. We also increased our number of region volunteers and expanded our number of committee members to support good governance within the region. In quarter 3, we restructured both the delivery volunteer and staff teams to facilitate greater opportunities and communication.

Our robust trustee board brings together a wide range of talent and experience. The diverse knowledge base, Girlguiding insights and life experiences, supports our governance structure to do the best for Girlguiding Anglia and our girls.

Continuing to work in a hybrid fashion ensures we offer inclusive opportunities and have diverse voices at all levels of governance, reaching volunteers who may previously have felt isolated.

County commissioner, "Thank you, I feel so supported by region. I have never felt a question is too big or small and the help has been fantastic across the various teams."

We continue to invest in our teams to ensure their knowledge is current, relatable and they feel empowered to make decisions that support our membership.

Amanda Bayfield, executive manager

Board of trustees

Incoming

Karen Johnson (chief commissioner) – from 1 February 2023

Claire Course (deputy chief commissioner) – from 16 March 2023

Rosemary Jeffery (county commissioner representative) – from 2 December 2023

Outgoing

Tracy Foster (chief commissioner) – until 31 January 2023

Andrea Oughton (deputy chief commissioner) – until 15 March 2023

Claire Course (county commissioner representative) – until 15 March 2023

Karen Keeling (county commissioner representative) – until 2 December 2023

Remaining

Emma Etherington (treasurer)

Pat Pinnington (Girlguiding Anglia member with a region appointment)

Katherine West (county commissioner representative)

Fiona Joines (Girlguiding Anglia member with a region appointment)

Ruth Vaughan (external)

Beth Sim (grassroots leader from Girlguiding Anglia)

Senior management team

Amanda Bayfield, executive manager

David Maidstone, finance manager

Bonnie Dillaway, communications and opportunities manager

Fiona Hunter, centre and estates manager

Rory Howard, activities manager

Lucy Martin, membership support manager

Louise Copley, retail manager

Our strategy

“Together we will value, sustain, recover and celebrate our region by stabilising and empowering our membership, strengthening our brand, and expanding external relationships. Ensuring fun, adventure and opportunity for our members today, tomorrow and in the future.”

In 2021, Girlguiding Anglia launched its 'Together We Inspire' strategy 2021-2026, with 4 key strategic priorities and a main aim to ensure every member of Girlguiding Anglia feels valued and has a sense of belonging to the region.

Members' experience

Ensuring our members have a positive experience, one in which they feel valued, supported, and have opportunities to develop.

Members' voices

Ensuring our engagement with all members, gathering their ideas to influence future direction and shape our vision for the future.

We will listen to each other and ensure girls, young women, adults, volunteers, staff, and parents are all given a voice.

Delivery of guiding

Ensuring each of the key themes of guiding delivery has its own strategic priorities and a robust action plan.

To adopt a one team approach to ensure we have the skills and capacity to deliver good guiding across the Anglia region, by utilising volunteer skills and experience, complemented by an appropriate professional staff team.

Resource and capacity

Ensuring the resources and assets of Girlguiding Anglia continue to be managed in an effective manner, including business activities.



Members' experience

RoYL London

In April 2023, 80 Rangers and young leaders headed to London for an adventure trail exploring places like Girlguiding HQ, Covent Garden, Trafalgar Square, Leicester Square, and Buckingham Palace. They were invited to take part in a Pinning ceremony at Pax Lodge, and to experience the West End, watching performances of Wicked and The Lion King.



This trip was an amazing opportunity for girls to make new friends, build confidence being away from home, and have new experiences. All whilst exploring the capital, and experiencing Girlguiding as a worldwide community.



Pride

Supporting diversity and inclusivity within our membership is incredibly important to us; we want all of our members to feel safe, supported and welcome in Girlguiding Anglia. As part of our inclusivity activities, we support and attend Pride events across the region each year. In 2023, we joined volunteers at Pride events in Chelmsford, Lincoln, Oxford, Southend and Norwich. These events offer us the chance to reach out to our communities and share the message that Girlguiding is a place where all girls can do anything.

Brownies Go Explore

Brownies Go Explore delivered numerous adventures for our Brownies across the region. The challenges encouraged the girls to explore the topics of conservation, out and about, aviation, and landmarks and royals. The pack introduced STEM activities through the conservation and aviation themes, whilst the royals theme allowed girls to celebrate the coronation of King Charles III.

1129 girls took part at events held at Shuttleworth, Colchester Zoo and Hautbois Activity Centre. Through this experience, girls made new friends, learnt new skills and built confidence and independence away from home.

Holding the last event of these adventures at our own Hautbois Activity Centre, enabled us to deliver some exhilarating outdoor activities. We saw 187 Brownies fly down the zipwire, they shot for gold in the archery range, scaled the scary heights of the climbing tower, and learnt new songs around the campfire.



Brownies Go Explore challenge badge sales: 2443

Partnerships

The RSPB and Feel Good in Nature challenge

We've been partners with the RSPB since 2021, creating opportunities for girls to get outside, embrace nature in their communities, and support their own wellbeing.

In 2023, a group of our Queen's Guides candidates working in partnership with the RSPB to develop a challenge pack for all members. The pack, named the Feel Good in Nature challenge, was tested by girls and leaders at RSPB Minsmere, allowing us to gain valuable member insight to shape the final activities.

The Feel Good in Nature challenge is our most successful partnership challenge ever, with over 5000 members across the region getting involved. A massive thank you to the retail team for managing all of the badges.

What's made this challenge so successful?

Findings in Girlguiding's Girls' Attitudes Survey 2023 showed girls have an invested interest in the environment and nature, whilst being concerned about their own wellbeing. By creating a challenge that encourages girls to get outside and look after their wellbeing, whilst getting to embrace their environment, we've tapped into the heart of topics that girls find incredibly important.



Feel Good in Nature challenge badge sales: 4638



Partnerships

UK Parliament Week

Our continued partnership with UK Parliament Week helps leaders to encourage girls to think about topical issues, help them find and use their voice, discover their opinions on different matters, and encourage them to take action.

This year we created a resource to link Girlguiding's programme with key UK Parliament Week topics. 596 Girlguiding Anglia units took part in UK Parliament Week 2023, allowing our girls to learn more and become more aware of the world around them, and how they can use their voice to have a positive impact.

BBC Children in Need

In November 2023, we partnered with Southend United Community and Educational Trust to offer girls a fabulous opportunity to raise money for BBC Children in Need and learn some football skills.

Girls from across the region met and trained with some inspiring female footballers, and were cheered on by Pudsey and Sammy the Shrimp!

The team from Hautbois Activity Centre were on hand to support the day with soft archery and midi fencing. Every girl was also presented with a certificate and an exclusive event badge by chief commissioner, Karen Johnson, before heading home with a pair of tickets to Southend United's home game on Saturday 16 December! The girls who attended the match had the chance to take penalty kicks at half time in front of the home crowd.



Over £4,500 raised
across the region.

More than 25%
of that £4,500 was raised through
our SPOT-acular events with
Southend United Community and
Educational Trust.

Challenge packs

In 2023, we spent time improving the accessibility of our challenge packs, offering more connections to the Girlguiding programme to support our leaders. Because of this:

1859

members were able to take part in our Winter Quest, learning about different cultures and traditions whilst enjoying everything the winter season offers.

1669

members got involved with our Outdoor challenge, exploring the great outdoors, stepping out of their comfort zones and having great guiding experiences.

2111

members took part in our Social Action Challenge, tackling topics such as food poverty, sustainability, loneliness, fundraising and belonging.



Hautbois Activity Centre

2137

Girlguiding members took part in adventurous activities with our amazing team at Hautbois Activity Centre in 2023!



307

Rainbows, Brownies, Guides and Rangers attended our Bats and Bonfires event complete with campfire singing and s'mores, of course!

54

Guides and Rangers braved the elements at our Winter Wonderland at Hautbois Activity Centre event.

45

Brownies came to Hautbois House for a Christmas adventure and left with presents and amazing Girlguiding memories.

892

girls attended district, division or county events and girls came from 10 of the Girlguiding Anglia counties to have fun at Hautbois Activity Centre! There were even some from beyond Anglia's borders, too!

62

Girlguiding members took part in fully-funded residential events, including catering and activities, benefiting from funding we received from the Adventures Away from Home project administered by UK Youth for the Department for Culture Media and Sport.

352

leaders attended Anglia region meetings, trainings and other adult member events at Hautbois Activity Centre.

254

Trefoil Guild members visited Hautbois Activity Centre in 2023 to celebrate the 80th anniversary year of the guild - happy birthday!

Hautbois Activity Centre had an enthusiastic response when they asked what members would like to see delivered at the centre. There was a resounding request for more organised events for Girlguiding young members and more training for leaders. So, in 2024, they are planning many more opportunities, including Hautbois Fest and training for leaders to support them to deliver more activities in their local area.

Members' voices

Together We Inspire and Member Experience surveys

We were delighted to see another growth in the number of volunteer's taking the time to complete our Together we Inspire membership survey at the start of 2023.

This survey allows us to identify key topics of concern for our volunteer's and, with the chief commissioner's team changing, it provided invaluable insight for them as they got to grips with their objectives for their 5 year term.

We shared our new feel Member Experience survey in December 2023, with questions covering the cost of living, volunteer recruitments and the support they would like to see from across the region teams including retail and Hautbois Activity Centre.

All members' call

Once in post our new chief's team were keen to find more opportunities to connect with volunteers and share their plans for the future. We identified that setting up an all member's webinar would be an accessible way for more members to engage with the team, ask questions and hear about upcoming plans.

The webinars were well attended, allowing for valuable feedback to be shared and giving the chief's team some great ideas to consider.



Members' voices

Evaluations

Evaluations of all region projects continue to be a brilliant opportunity to identify learning, share successes and measure impact on our membership.

As Girlguiding Anglia strives to become a more data driven organisation, the voices of all members continue to prove to be invaluable. Key projects such as our recruitment campaign, large scale section events and the region conference are all shaped from members voices.



Social media strategy

We continue to develop ways to connect with members to ensure we listen to their needs and can deliver the support they need.

Our digital channels continue to be a great way to increase both member engagement and build awareness of our organisation with external audiences.

Follow us



Towards the end of 2023, we started to focus on our LinkedIn profile as a way to connect with audiences and reach out to potential partners. This has already led to the development of a partnership with Swoperz, which will launch in 2024. Plus some other great opportunities that we hope to deliver to members in the next few years.

Delivery of guiding

Peer education

We held a peer educator training weekend in October 2023 and trained 7 new peer educators to deliver sessions on our Safe the world topic. We know that girls need to feel safe to thrive so this topic gives members the chance to understand, identify and take action against unsafe behaviours. We now have a team of over 50 peer educators trained to deliver sessions in 3 different topics.

We were able to use over £2000 of the Uniformed Youth Fund to support peer education in our region which will see us train even more peer educators in 2024, create promotional material and reach even more young members with this style of guiding.

Managing our waiting lists

We've been working with Guide and Ranger units that have never recorded a capacity, are over capacity or have a long waiting list. 90 units have revised their capacity and welcomed new girls, meaning we have an amazing 811 new spaces and filled 461 of them. One third of those units are in areas of deprivation which is greater than our 25% target. In 2024 we'll be able to financially support these units and others with their goals to offer more spaces to girls on our waiting list.

To continue to engage girls on our waiting lists, we reached out to them during key projects to offer them the opportunity to getting involved in challenges and earn their first Girlguiding badges. Our Brownies Go Explore challenge engaged 72% of our Brownies waiting list and our Children in Need challenge engaged 65% of our entire waiting list.

In order to welcome more girls, we often need to welcome new volunteers so our 'Pass it on' campaign is helping us do that across the region. In our project areas, we've already welcomed 59 adult volunteers and 16 young volunteers.



You're amazing... Pass it on!

In 2023, in response to feedback from our members in our Together we inspire surveys, we created and launched our volunteer recruitment campaign, Pass it on. Members asked for more support and focus on recruiting volunteers to ease the burden of administration pressures and build resilience at local levels and throughout the organisation.

We joined forces with an external agency, Creativity Unbound, to develop a campaign that would help us recruit volunteers, raise brand awareness, and cherish our existing members, reminding them that they are awesome.

You're awesome... Pass it on!

Our aim has been to build brand awareness for modern Girlguiding across Anglia, reminding people that Girlguiding is still going strong, and to support the local ask for volunteers in our counties across Anglia.

Launch day

On 8 May 2023, we launched our Pass it on campaign with a big fundraising event in Norwich. 50 volunteers courageously took the plunge and abseiled from the top of The Forum, whilst others sang campfire songs, sold cakes, and helped spread the word about Girlguiding.

The event received an amazing reaction from members and the general public and we also raised over £7000 to support the Pass it on campaign, and it's delivery at region and local levels. A massive thank you to everyone who attended, our amazing abseilers who raised so much sponsorship money, and members of the public for getting involved.



Next steps

The next phase of the campaign include:

- Bus and radio campaigns
- Online advertising campaigns
- All member calls to inform our members
- A Promote and Grow challenge
- Unit recruitment packs funded by DCMS
- Website development to support the campaign



You're amazing... Pass it on!

The impact

What impact did this first phase have on our volunteer numbers? Well, volunteer joiners in June 2023 were higher than they'd been in the same month for the last 4 years. And our volunteer leavers were lower in June 2023 than in 2019, 2021 and in 2022!

The impact of the campaign was still showing later in the year. Volunteer joiners in September 2023 recovered to pre-pandemic trends and are higher even than they were in 2019. Plus, volunteer leavers are still lower in September 2023 than they have been in the last 5 years.

You're awesome → **Pass it on**
Volunteer with Girlguiding Anglia



Awards

The Duke of Edinburgh's award

111 members were able to complete their Duke of Edinburgh awards, along the way gaining and developing skills through physical challenges, expeditions and volunteering.



The Queen's Guide award

6 Girlguiding Anglia members achieved the prestigious Queen's Guide award in 2023. This included Jasmine, pictured, who received her award at the top of The Forum, before abseiling down it during the launch day for our Pass it on volunteer recruitment campaign.



Nominated awards

Members of Girlguiding can be nominated by their peers to receive awards at different levels, including national, regional and county.



7 Anglia brooch awards were presented.



1 Anglia youth award was presented.



1 Laurel award was presented.



1 Guiding Star award was presented.

Service awards

We are exceptionally proud of and thankful for the volunteers in Girlguiding Anglia who continue to give girls exceptional experiences. To celebrate their guiding journey, we send out awards on special anniversaries of their time with Girlguiding. In 2023 we celebrated:

561 Girlguiding leaders who have been volunteering for 1 year.

253 Girlguiding leaders who have been volunteering for 3 years.

There are some members who have dedicated an incredible amount of time to volunteering with Girlguiding Anglia. In 2023:

60 Girlguiding leaders were awarded their **40** year service.

5 Girlguiding leaders were awarded their **60** year service.

Learning and development

Safeguarding training

All of our volunteers are required to undertake safeguarding training to support the protection and wellbeing of our young members and their data. Levels 1 and 2 trainings are offered by Girlguiding national, with Girlguiding Anglia providing level 3 training opportunities for members in our region.

696 members completed their A Safe Space level 3 safeguarding training through Girlguiding Anglia, ensuring our units run safely and effectively whilst giving girls amazing experiences.

Supporting our counties

A county staff and support team training day was held at the beginning of 2023 and was followed up throughout the year with a series of online trainings. The content covered ranged from job roles, GO and enquiries, operational processes, branding and GDPR and cyber security.

Trainers

1194 Girlguiding members attended training sessions held by Girlguiding Anglia in 2023, covering topics including adjustment plans, commissioner induction sessions and supporting the delivery of the learning development programme. Our training offers our volunteers opportunities to develop their knowledge and transferrable skills whilst ensuring our units run effectively and safely.

91 training sessions were delivered across the year, either virtually or face-to-face. Continuing to utilise virtual meeting spaces makes training and development opportunities accessible and inclusive for members all across the region. We've worked hard to ensure any learners' additional requirements are met to support their development.



6 new trainers joined the Girlguiding Anglia training team in 2023. Our volunteer trainers do an excellent job of encouraging and developing their peers, supporting them to continue bringing exceptional experiences to our young members.

Resource and capacity

New unit grants

29 units opened with the support of our new unit grants in 2023.

340 new spaces were made available for girls to join the Girlguiding Anglia family because of this.



The Uniformed Youth Fund

The Uniformed Youth Fund is a £15.52 million government programme aiming to support non-military Uniformed Youth Organisations tackle their existing teenager waiting lists in England. Girlguiding secured nearly £2 million of this Fund to help increase our capacity for Guides and Rangers.

In Anglia, we'll use this funding to open and support at least 14 new Guide or Ranger units. We'll recruit and welcome 65 new volunteers and create 270 new spaces in existing Guide or Ranger units. At least 25% of the work that we do will be in areas of deprivation.

So far, we have supported 8 new Guide or Ranger units to open, and worked in tandem with the 'Pass it on' recruitment campaign to bring more volunteers to Guide and Ranger units.

The project will be in place until March 2025, so there's lots more to come.

Fundraising

In 2023, Girlguiding Anglia secured substantial funding through various grant applications, yielding significant positive impacts across our organisation.

The environment and sustainability

£127,000 grant was awarded by the Youth Investment Fund, facilitating the installation of solar panels at Hautbois Activity Centre and the region office. These funds allowed us to markedly reduce our reliance on traditional energy sources, enhancing our sustainability efforts, and cutting costs.

Furthermore, the funds enabled the implementation of energy-efficient measures such as thermal insulating wallpaper, double glazing, and enhanced insulation, effectively reducing our overall energy consumption and dependence on fossil fuels.

Empowering our members

69 girls and 11 leaders from areas of multiple deprivation enjoyed free 2-night residential activity packages, fostering valuable adventure experiences through successful applications to initiatives such as the Adventures Away from Home Fund from UK Youth.

200 free 3-session activity days with Hautbois Activity Centre were offered to girls from areas where young people may be at risk of anti-social behaviour promoting inclusivity and engagement. This was possible due to support from the Million Hours Fund, provided by the Department of Culture, Media, and Sport.



easyfundraising

Our partnership with easyfundraising has enabled units to raise

£5,961 in 2023

Units across Girlguiding Anglia have raised

£14,423

since our partnership began in 2019.

Region shop

The region shop team

The region shop saw an amazing influx of volunteers to support the staff retail team, with a team of 6 volunteers joining them to continuing offering the great customer support the shop has become known for.

In addition, there was cause for celebration when staff member, Sophie, was awarded a distinction upon completion of her level 2 apprenticeship with the retail team.



Through this apprenticeship I've felt supported by my mentor/manager and tutor to learn at my own pace in a way that works best for me. I've gained valuable experience but have also had time to grow in my abilities and confidence.

Sophie



The region shop Facebook page

The retail team launched their Facebook page in March 2023, opening further communication with customers, volunteers and parents about products and services available. The page gained 628 followers across the course of the year.



Badges

We sold 124,332 badges

Girlguiding's rebrand

The Girlguiding rebrand offered opportunities to refresh and reconnect with what our members want from the region shop. From this, we were able to develop new, or refresh existing, products:

- Refreshed with the new brand Anglia leader hoodie, zoodie and bobble hat
- New design nights away badges including 3 and 4 nights away badges
- New brand outdoor challenge badge
- New brand Anglia standard badge
- New brand Anglia necker
- Anglia standard metal badge
- I volunteer for Girlguiding Anglia badge
- Beasts and Banners stage 2 and 3 badges

Environment and sustainability

Environmental developments

In 2023, we took some big strides in supporting the environment and sustainability. Especially at the activity centre, including:

- Rewilding some areas of the site and planting wildlife friendly plants
- Planting around 2,000 native saplings
- Trying to use natural materials wherever possible on site and try to limit waste, including using recycled paper for printing and recycled paper toilet rolls.
- Reducing the use of single use plastics wherever possible, including encouraging all groups to bring refillable water bottles and reusable mugs.
- Installing electric vehicle charging points to encourage greener travel.
- Signing up to halve our carbon footprint by 2030.



Refurbishment developments

We were successful in our application for funding from the Youth Investment Fund refurbishment grant from the Department for Culture Media and Sport. The grant will fund some exciting work which will be carried out in 2024:

- Solar panels with storage batteries for Hautbois House.
- Solar panels with storage batteries for Girlguiding Anglia region office.
- Secondary double glazing at Hautbois House.
- Thermal wall liner for external walls at Hautbois House.
- Improved roof insulation at Hautbois House.
- Conversion of the showers outside the back of the house to staff showers/WCs/staff areas.

We're excited to see how these projects progress in 2024 and can't wait to share the development as it happens.

You're cherished → Thank you!

Thank you to the **12,331** volunteers who enable girls and young women across Anglia to access a safe space, have exceptional experiences, make new friends and build their confidence to make difference in their communities.



Challenges in 2023

Whilst our activity in 2023 made a great impact on our members there were some areas that presented a challenge too.

Brownies Go Explore

We had hoped to add a 4th event to our Brownies Go Explore events, taking girls to London to complete a series of activities whilst navigating their way around the city. Unfortunately due to circumstances out of our control, including rail replacement services and protest marches, we had to cancel this event. However, we did create some resources to allow leaders to pick this activity up with their units at a more convenient time.

Volunteer induction

In this report we've mentioned the growth in numbers of region committee members and volunteers. This is a great way to build the resilience and experience within the governance teams of our organisation, but with it comes the need to support these members with comprehensive inductions and relevant training. The chief's team identified the need for a more robust induction plan for key region volunteers and will look to put this in place on 2024.

Volunteer recruitment

A great challenge as always is the need to recruit more volunteers to deliver our amazing programme to the women of the future. We have thousands of girls on our waiting lists and would love to open more units and create more spaces so they too can join the fun and adventure.

Our region recruitment campaign, 'Pass it on', is having a positive impact by building our brand awareness and encouraging potential volunteers to enquire, but we have a long way to go with this challenge. Each year our executive committee supports the staff team to review the impact of the campaign, to evolve the objectives of it and to ensure it remains fresh and relevant as the needs of the organisation change.

We have an exciting year planned for the campaign in 2024 including a hero video and some fabulous volunteer stories to inspire others to join in.

Cost of living crisis

As with all charities, 2023 has been fraught with the cost of living crisis. Our units, members and their families have struggled with rising costs and needed advice and support to enable them to continue within guiding. Not every unit has been able to stay open, not every member has been able to continue to access all of the great benefits of guiding. Our challenge has been to find funding to support projects and units, to look at opportunities to reduce costs, to find ways to keep guiding accessible for as many members as possible. In 2024 we will continue with our efforts to ensure we can remove as many barriers as possible for those girls and adults wanting to join Girlguiding.

Outdoor and adventure opportunities

We've already had a very exciting start to 2024, celebrating Earth Day with our partners, the RSPB. More new partners are to come, including circular fashion pioneers, Swoperz, and Pleasurewood Hills.

Hautbois Activity Centre will host Hautbois Fest, a Bats and Bonfire Weekend and a Teddy Bears' Picnic, plus lots of outdoor and adventure training.

We're preparing for a region-wide pyjama party and supporting this with all member webinars and an event-specific Facebook page.

Plus we'll continue to support Pride events across the region and launch new challenge packs, including Summer Quest.

Member support

2024 will see more member webinars to communicate updates with our members and to hear their thoughts on upcoming projects. Our training offer will continue to grow and develop, particularly within our commissioner support offer as we use the valuable feedback received in our 2023 survey to shape our plans moving forward. We will also be growing and developing the region's inclusion team to help us reach more of our volunteers in varied and inclusive ways.

We will review our awards and recognition offer and how we can best support local guiding to thank volunteers. As well as cherishing our existing members, we will continue developing our new enquiry process as we welcome new volunteers to the Girlguiding community.

Alongside our regional projects, we will support the Girlguiding national team with the launch of the young leader development programme, the launch of safer guiding, and the trainer development programme.

Growth and sustainability

After the momentum we built in 2023, the charity's trustees are keen to continue investing in volunteer recruitment. We're delighted to be able to continue the project and to support this region investment with external funding. To read more about the plans for the 'Pass it on' campaign moving forward, head over to our website for the full blog: [Pass it on... 1 year on!](#)

Following a successful first year with the Uniformed Youth Fund, in 2024 we'll launch resources developed across 2023, reach out to our members at more events, and develop guiding opportunities in areas which have previously not offered any guiding experiences in the community. We'll also explore future plans to take the guiding ethos to more girls in different ways.

Financial information

Although we seek income from other sources including Hautbois Activity Centre, retail, and grants and donations, the annual subscription is vital to keep guiding going in Anglia. It pays for a range of services and supports both girls and volunteers.



Financial information

Support for girls and volunteers – £7.19

Programme – exceptional experiences for members, challenge resources and badges, international offer, Queen's Guide award, Duke of Edinburgh award, and archivists

Learning and development – trainers, development of trainers, compliance, commissioner support, CRM support, and equality, diversity and inclusion

Marketing and communications – internal and external communications, creative content and digital platform management, brand awareness, and partnerships

Growth and retention – engage and welcome new volunteers, awards and recognition, member support, transitions between sections and Girlguiding Inspire.

Effective charity management – £4.09

Developing and delivering the Girlguiding Anglia strategy

Governance of Girlguiding Anglia

Making finance and compliance of the charity, including account auditing

HR services and health and safety

Hautbois and estate

Data and insight

Keeping girls and volunteers safe – £0.70

Insurance

Legal advice

Safeguarding

Data protection

Giving girls a voice – £0.52

Peer education

UK Parliament Week

Membership surveys

Pride events

To read more on the financial aspects of Girlguiding Anglia, head over to girlguiding-anglia.org.uk/download-category/annual-reports-policies-and-reports where you can find our annual reports.

