



Girlguiding Anglia

Impact report
2025





About Girlguiding Anglia

Girlguiding Anglia is 1 of the 9 countries and regions of Girlguiding, the UK's leading charity for girls and young women. We give girls a space where they can be themselves, try new things, build friendships, and grow in confidence, all within a supportive community led by inspirational volunteers.

Covering Cambridgeshire, Essex, Hertfordshire, Bedfordshire, Lincolnshire South, Norfolk, Oxfordshire, Suffolk, and Buckinghamshire, we support thousands of Rainbows (4-7), Brownies (7-10), Guides (10-14) and Rangers (14-18) across the East of England.

We couldn't do this without thousands of dedicated volunteers. From running weekly meetings to organising life-changing adventures, they bring energy, creativity, and care to every girl's guiding journey.

**Together, we're shaping the future,
1 girl at a time**





Contents

Welcome from our chief commissioner	6
Our strategy 2021–2026	8
Our charitable objects	10
An unrivalled, girl-led experience	13
Rewarding and flexible volunteering	25
An inclusive and impactful organisation	33
A sustainable and efficient organisation	43

Report from our chief commissioner

Welcome to our annual impact report for 2025.

I can't quite believe that another year has passed and I am sitting down to write my report once again. 2025 seems to have flashed by in a blur of fun, friendship and adventure.

The chief's team wanted to meet and reach as many members as possible. It's not easy but we did try and attend as many events as we could and we held our roadshow where we travelled round the region to find out where you, our amazing volunteers, would like to steer the Anglia ship. We held 4 strategy workshops: in Norfolk, Essex, Buckinghamshire and one online. We looked at what we do well and what our priorities should be moving forward.

The strategy is finished after many hours and making final tweaks we were able to approve the strategy at the executive in December. Our strategy for 2026 to 2031 is called For the Girl, Led by Girls. Our young members are the reason we do what we do week in, week out and will continue to be.

In February 2025, we held our Pyjama Party. Over 21,000 members took part in the sleepover and joined us online to renew our promise. What a fabulous event. I am so proud that we achieved such a large event and loved the merchandise – the socks being my favourite!



When I first became chief commissioner, I wanted to get international going again after a bit of a lull following the pandemic. With the support of Chris Skinner (one of my assistant chief commissioners) and Carolyn Hare (volunteer team leader for outdoor and adventure), the international team have done it. We have new processes and policies in place and the first trips have started to happen. Adult members from Anglia have visited Our Chalet in Switzerland and Sangam in India and young members had amazing times in Morocco and the Azores. A huge thank you to the international team, I can't wait to see where Anglia will travel next – the world really is our oyster.



As in 2024, we want Girlguiding to be accessible to all, finance should never be an obstacle. Claire Course (my deputy chief commissioner) ably led the Unit Support Fund panel for a second year and supported units and members around the region to enjoy guiding. We received £41,000 from Girlguiding for this purpose and were so pleased to be able to help and support members.

Towards the end of the year, Claire Course and I revisited the grants that we offer as a region and at the end of the year, we approved a new set of grants so that more members can benefit from adventures near and far. Accessibility is key and to support members with ever increasing travel expenses, we introduced a travel bursary.

So many members were able to join the region events team at Hertfordshire Zoo

and had a fabulous time. It was great to see some fantastic photos of what you all got up to. My assistant chief commissioner, Charlotte Wright, had a wonderful day.



A part of my role is appointing lead volunteers and county commissioners. In 2025, we reviewed how we recruit lead volunteers and how we support our county commissioners. In Anglia, we have 12 wonderful counties who are very ably led by some of the strongest ladies I know. We introduced county conversations to say more about the role and offer a chance for every member to find out what the outgoing county commissioner has achieved during her five-year term of office. We developed our induction and the support we provide when a county commissioner is finishing her role. This is all led by Chris Skinner who looks after our commissioners, provides a listening ear and supports them as they finish their term or as they begin their exciting journey. We have also established an induction which is held in person with me. We look at how the region is structured, how the office can support and the meetings that take place.

During the summer, Claire (who chairs our membership experience committee) looked at how we recruit lead volunteers – an expression of interest. We advertise for roles we have available; all volunteers are free to express their interest and will receive a short phone call from either Claire or I to discuss more about the role and the next steps. We are so pleased with how well this has been received, and we have been able to reach out to so many more volunteers and have successfully recruited to several lead volunteer roles.

Our Girls' Advocate Panel has established itself. They have a chair, Hannah Jeans, who is a trustee and has brought a new depth to our executive meetings. I feel that as a region, we truly listen to our young members ensuring we are girl led, like our strategy says 'For the Girl, Led by Girls'.

At our region conference, we had training on neurodiversity and how we approach this topic. I am so proud of our inclusion team and how hard they are working to support us all. Thank you to Ruby Goold who leads our inclusion team and is supported by Sally Settle (volunteer team leader for membership support).

We now have a new look for our awards forum and panel which is able chaired by Sandra Sayce. Our aim is for more volunteers to be nominated for awards so watch this space as we do our best to make this happen because you are all truly amazing and each and everyone of you deserves an award.

I am surrounded by a team of strong, wonderful members who go out of their way to make guiding happen and to ensure that Girlguiding Anglia remains amazing. Thank you all and here's to another year of fun, friendship and adventure.

Yours in guiding,



Karen Johnson
Chief commissioner.

Our strategy

Together we inspire 2021–2026

Our 5 year goal

Together we will **value, sustain**, and recover 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.

Our key objectives

- Support our volunteers to create exceptional experiences for girls and themselves.
- Trustees will ensure the charity supports and encourages our volunteer and staff teams.
- Together we will strengthen our brand and external reach.
- Trustees will lead the region recovery plan following the pandemic.
- Together we will grow more great guiding.
- We will work as one team across our region to ensure our charity is sustainable.

Our 4 key pillars

An unrivalled, girl led experience

Rewarding and flexible volunteering

An inclusive and impactful organisation

A sustainable and efficient organisation

Our charitable objects and impact goals

Our purpose

Girlguiding enables **girls** and **young women** to develop their potential and to **make a difference** to the world.

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



We have...

41,959 young members

9,525 volunteer members

3,298 units:

837 Rainbow units

1,275 Brownie units

724 Guide units

279 Ranger units

43 joint units

We're everywhere!





An unrivalled, girl-led experience

One of our 4 key pillars is to deliver an **unrivalled, girl-led experience.**

We're aiming to create exceptional experiences for girls and young women where they lead our decision making.

Growing our accessible adventure offer and delivering large-scale events to bring together our community

Anglia's Pyjama Party

What began as a small idea became one of the most magical and memorable events in Girlguiding Anglia's recent history.

Our Pyjama Party brought together 21,000 Rainbows, Brownies, Guides, Rangers, and volunteers across the region to celebrate World Thinking Day in the most joyful way imaginable. For thousands of girls, this was their very first experience of a night away with their guiding friends which is a milestone moment that builds the kind of confidence, independence, and belonging that guiding is all about.

At the heart of making this possible were the hand-curated packs sent to every single participant. Girl packs included a teddy bear t-shirt, toothbrush, bookmark, and the official event badge, while leader packs contained a badge, toothbrush, and a tea bag. But these packs were about so much more than their contents, they were a ready-made toolkit that made it genuinely easy for leaders to plan and run a sleepover with their unit, removing barriers and giving volunteers the confidence to offer girls an experience that many might never have had otherwise.

The Pyjama Party was also a crucial stepping stone for leaders towards achieving their Going Away With licence. By providing a fully planned, supported event with all the resources leaders needed, the Pyjama Party gave volunteers a brilliant opportunity to gain that all-important hands-on experience in a safe and celebratory environment. Every leader who ran a Pyjama Party that night was one step closer to being able to offer their girls even more adventures in the future. For the girls themselves, the impact was enormous. Whether they were toasting marshmallows, learning songs and games from guiding traditions around the world, or simply giggling with their friends, each girl experienced something that went far beyond a regular meeting night. They discovered that guiding connects them to a global community of girls just like them and that the world is full of possibilities when you face it alongside your friends.



Brownie Spectacular

Adventure away from home builds confidence in a different way, and in 2025 Brownie Spectacular gave girls the space to try, learn and grow together.

Across two residential events at Hautbois Activity Centre, 302 Brownies took part in the 2025 Brownie Spectacular, bringing girls together from across the region for a shared adventure experience. These trips gave many girls the chance to spend time away from home, building independence while taking part in outdoor activities and new challenges.

The event created a strong sense of community, with girls meeting others beyond their usual units and forming new friendships. With participants travelling from across multiple counties, it showed how bringing girls together at scale can broaden horizons and strengthen connections across guiding.

By offering residential experiences in a supportive and welcoming environment, Brownie Spectacular helps girls grow in confidence and resilience. It reflects our commitment to giving every girl the chance to try something new, feel part of something bigger and leave with a real sense of achievement.

Hertfordshire Zoo takeover

Adventure on a bigger scale brings girls together, and in 2025 our Hertfordshire Zoo takeover created a shared experience they'll remember for years to come.

In September 2025, over 2,000 girls and volunteers came together for a full-day takeover of Hertfordshire Zoo, transforming it into a space just for guiding. This large-scale event gave girls the chance to try something different, from meeting animals and exploring exhibits to taking part in interactive activities and live entertainment.

The day brought learning and fun together, with animal talks and conservation experiences helping girls connect with the world around them in a meaningful way. At the same time, it strengthened friendships, built confidence and created a powerful sense of belonging across all sections.

By creating an opportunity on this scale, we showed what guiding can offer when we think big while staying rooted in our values. It was a day full of energy, curiosity and shared moments, giving girls the space to explore, try new things and make memories that will stay with them long after the event ended.



Filling gaps in the programme by creating and promoting accessible challenge packs centered around subjects that are important to our members

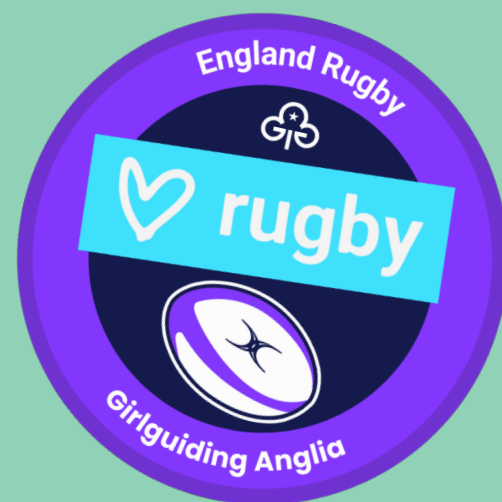


Roaming and Rambling challenge

Our Roaming and Rambling challenge quickly became one of our most popular challenges ever. Written by our 2 incredible walking lead volunteers, the pack encourages our members to get outside, discover their local areas, and help them develop a love of walking. This inclusive challenge was also written with accessibility in mind, making sure to never set a distance or elevation target, and letting participants set realistic and accessible targets for them. With 4 sections within, the challenge encourages our members to up their skills, practice mindfulness, explore somewhere new and head out into nature for an adventurous walk. Over 6300 badges were sold in 2025 meaning 6300+ members got outside, went somewhere new, and enjoyed walking with their unit or families.

Love Rugby challenge

In partnership with England Rugby, our Love Rugby challenge pack gave girls across Anglia the chance to discover that rugby is absolutely a sport for them. Designed around fun, fitness, and inclusion, the pack required no specialist knowledge or equipment, just enthusiasm and a willingness to give it a go. Across 4 sections, members got creative, warmed up, played non-contact ball games, and were encouraged to connect with their local rugby club to take their rugby journey even further. A special message from former Hertfordshire Brownie, and England Red Rose, Helena Rowland made it extra special for members across the region. With 4,081 badges sold in 2025, thousands of girls proved that the pitch is a place where they absolutely belong.



The Wellbeing challenge

Our Wellbeing Challenge was designed to help members explore what it truly means to feel well in body, mind, finances, and the world around them. Written by a dedicated group of volunteers and Queen's Guides, the challenge is as flexible and inclusive as possible, and can be completed individually, as a unit, or even as a family. Starting with the compulsory tea party, a joyful, community-building celebration at the heart of the challenge, members then chose activities across 4 sections: physical, emotional, financial, and environmental wellbeing. From litter picks and bug hotels to gratitude jars and budgeting games, every activity was designed to build skills and confidence that go far beyond the unit meeting place. With 5,517 badges sold in 2025, members across Anglia took a moment to check in with themselves, look after their communities, and discover that wellbeing really is something worth celebrating.



Start up star challenge

In partnership with easyfundraising, our Start up star challenge empowered members to plan, promote, and run a real fundraising event, developing confidence, money skills, and leadership in a way that goes far beyond the programme. Across 3 sections, Start, Build, and Shine, members worked through everything from designing posters and building a budget, to rehearsing their event and tallying up the profits on the night. The compulsory element asked every unit to host a fundraising event of their choice, whether a bake sale, quiz night, talent show, or bingo, putting the power firmly in the hands of the girls themselves. With easyfundraising, supporters can also keep raising free funds for their unit every time they shop online, long after the event is over. Start Up Star is all about showing every girl that she has what it takes to be the entrepreneur of tomorrow.



World Thinking Day 2026 - 100 Years

Our World Thinking Day 2026 activity pack became our most popular challenge ever. Written entirely by five incredible Queen's Guides from across the region, the pack was created to help units celebrate a truly historic milestone: 100 years of World Thinking Day. Designed for all sections from Rainbows to Rangers, the activities encouraged girls to explore what connects guiding across the globe, through campfire singing, friendship bracelets, letter writing, creative storytelling, and so much more. With 23,750 badges sold, this was a moment that brought the entire Girlguiding Anglia community together to reflect on a century of sisterhood, shared values, and the simple but powerful truth that we are all part of one big global family.



Utilising our activity centre to host inclusive and budget-friendly events for all of our sections

Throughout 2025, Hautbois delivered a rich and varied programme of events for Girlguiding Anglia members, welcoming girls and volunteers from across the region. From winter camping challenges to Circus themed spectacles, each event offered members the chance to experience outdoor adventure, develop new skills, and create lasting memories in a supportive and inspiring environment.



In April, 106 Rainbows gathered for the **Spring Egg-stravaganza**, enjoying Easter-themed activities, crafts, and a campfire. In December, 70 Rainbows returned for a magical Christmas day of adventurous activities, festive workshops, and a Christmas disco.



Brownies had the broadest programme on offer. Over 300 girls attended the **Brownie Spectacular** in August across two runs, while autumn brought the much-loved **Bats & Bonfires** event, now in its third year, which drew 215 Brownies across three dates, two of which sold out. The year closed with the **Brownie Christmas Adventure** in December, welcoming 87 girls to a residential weekend of crafts, activities, and Christmas celebrations. Notably, the event was opened to units without a GAW-licensed leader, widening access to residential experiences for girls who might not otherwise have had the opportunity.

Guides and Rangers took on some of the year's most adventurous programming. January's **Winter Wonderland** brought 105 members together across two weekends of winter camping, survival challenges, and evening entertainment. June saw 145 Guides and Rangers take to the brand-new high ropes course at the **Treetop Adventure Day**, with activities running alongside pre-booked slots on the high ropes for a full day of high-adventure fun.

Across all events, Hautbois welcomed members from all counties across Anglia region, reflecting the breadth of its reach and the strength of appetite for high-quality guiding experiences outside of unit meetings.



Reigniting enthusiasm and participation for trips abroad, helping our girls take life-changing trips



In 2025, for the first time since COVID, we were able to take girls beyond our borders and give them the kind of experiences that simply cannot be replicated anywhere else. Two incredible expeditions took place, with 11 girls and 4 leaders heading to **Morocco** and 10 girls and 4 leaders exploring the **Azores**. 25 people in total who came home changed by what they'd seen, done, and felt.

Getting these trips off the ground again was no small feat. Years of disruption, cancelled plans, and disappointed girls made the moment these groups boarded their flights all the more significant. For many of the girls involved, this was their first time travelling abroad independently, their first experience of a truly different culture, and their first chance to form the kind of friendships that only happen when you face the unknown together. The fact that we made it happen matters enormously, not just for the girls who went, but as a signal to every member across the region that international adventure is back, and that their turn could be next.

The girls themselves said it best. One described the trip as a chance to connect with new people through new and different experiences, to see a new culture and try new things. Another spoke of the friendships she made and the memories she will always cherish. One returned proudly reflecting on how well she made friends and the new experiences she'd been brave enough to try, specifically the food. And the message they'd share with any girl considering an international trip? As one put it:

"Grab the opportunity with both hands, the experiences and memories made will last a life time. Not only from the actual activity but also from forming bonds and building confidence"

International trips are about so much more than the destination. They are where girls discover resilience, independence, and a sense of their own place in the wider world. After everything the pandemic took from our young members, getting these adventures started again is one of the things we are most proud of in 2025 and we cannot wait to see where we go next.



Producing merchandise and clothing for members that encourages brand awareness and a feeling of belonging

34,224
Anglia
badges sold

Our retail offering plays an important role in fostering a sense of belonging and shared identity across Girlguiding Anglia's membership. In 2025, the team produced and sold merchandise and clothing that resonated with members at every level, from young members collecting badges to leaders investing in quality branded uniform and Anglia-branded clothing.

Badge sales were a particular highlight, with 34,224 Girlguiding Anglia badges sold across the year. The Nights Away badges proved the most popular with 9,953 sold, followed by Roaming & Rambling (6,319), Wellbeing (5,517), and Rugby (4,081), reflecting the breadth of experiences members are taking part in and recording throughout the region.

700
items of GGA
clothing sold

Alongside badges, 700 items of Anglia clothing were sold, giving members a tangible and wearable connection to their Anglia identity. Event-specific merchandise also proved popular, with 403 Pyjama Party items sold, demonstrating that well-designed, occasion-linked products have a strong appeal.

403
pieces of event
merch sold

The team's commitment to a prompt and personal service has not gone unnoticed. Feedback from members throughout the year spoke warmly of the retail team's efficiency and care, with one leader writing "you are outstandingly efficient" and another thanking the team for being so prompt upon receiving their order. A third simply wrote "THANK YOU! I am so pleased and relieved!!" — a reminder that behind every order is a leader or volunteer.

Together, these figures reflect a retail programme that is not only commercially productive but genuinely valued by the membership it serves.



Celebrating our amazing young members' achievements and making them feel appreciated and seen

Amazing Anglia made a real difference by giving over 70 young women the chance to properly celebrate achievements that couldn't be recognised during the COVID-19 pandemic.

The event brought together recipients of the Queen's Guide Award, Duke of Edinburgh Gold, Commonwealth Award, Anglia Youth Award and the Young Leader Qualification, celebrating a wide range of accomplishments in leadership, service and personal development. By recognising these awards together, it showed the breadth of what girls and young women can achieve through guiding.

It was also about bringing people together. Sharing the day with families, volunteers and peers created a strong sense of community and pride, making the celebration feel truly special.

Most importantly, the event reflected what Girlguiding is all about: building confidence, celebrating every achievement and helping girls feel proud of who they are and what they can go on to do next.

It also gave many girls a moment they'd been waiting a long time for – a chance to be recognised, celebrated and feel seen. That sense of pride and belonging is something they'll carry with them long after the day itself.





Girlguiding Anglia's Girls Advocate Panel (GAP) has quickly established itself as a powerful and meaningful platform for youth voice across the region.

Bringing together passionate young women aged 16–25 from our counties, GAP ensures that the perspectives, experiences and ideas of girls and young women are represented at the heart of regional decision-making.

Embedding youth voice in leadership

GAP's most significant impact is the way it places young people directly into conversations about the future of Girlguiding Anglia. Through regular collaboration, panel members provide insight into regional developments and actively shape a more girl-led organisation. Their involvement helps ensure that strategies, programmes and opportunities remain relevant, inclusive and responsive to the needs of today's members.

Championing inclusion and accessibility

Across the panel, there is a strong shared commitment to making Girlguiding accessible for all. Members advocate for greater inclusion of girls with disabilities, including hidden disabilities, and push for environments where every young person feels supported and able to be themselves. This focus is helping drive awareness, encourage reasonable adjustments, and promote a culture of belonging across the region.

Expanding opportunities for girls and young women

GAP representatives are actively influencing the development of more diverse and engaging opportunities, particularly for girls aged 14+. This includes advocating for:

- Increased outdoor and adventurous activities such as camping, climbing and hiking
- More virtual connections and support for Rangers and young leaders
- Enhanced Inspire programme opportunities
- Broader experiences in areas such as environment, careers and personal development

These contributions are helping to ensure that Girlguiding continues to offer exciting pathways that support growth, confidence and skills for life.



Driving awareness of key issues

Panel members bring attention to issues that matter most to young people today, including mental health, environmental sustainability, and participation in physical activity. By championing these causes, GAP is helping to shape not only programme delivery but also the wider culture and priorities of Girlguiding Anglia.

Building leadership and representation

GAP members themselves are visible role models, demonstrating leadership, advocacy and commitment to service. Many have grown up within Girlguiding and are now giving back by representing their counties and ensuring that a wide range of voices are heard. Their work strengthens pathways for youth leadership and inspires others to step forward and get involved.

Strengthening connection across the region

By aiming to include representatives from every county, GAP is creating a more connected and collaborative regional community. It enables sharing of ideas, experiences and best practice, while ensuring that local perspectives inform regional direction.

The Girls Advocate Panel is helping to transform Girlguiding Anglia into a more inclusive, responsive and youth-led organisation. By amplifying the voices of young women, influencing opportunities and championing key issues, GAP is not only improving the experience of current members but also shaping a stronger, more empowering future for Girlguiding across the region.



Rewarding and flexible volunteering

Our second organisational pillar is to offer rewarding and flexible volunteering.

We want to create a culture where volunteers feel valued, supported and able to give their time in a way that works for them.

Delivering a wide programme of training, learning and development for our leaders to advance skills and ease admin

Great guiding starts with great leaders, and in 2025, we invested seriously in making sure every volunteer across the region had the skills, knowledge, and confidence to give girls the very best experience.

Across the year, we delivered 44 training sessions attended by 704 members, a fantastic reflection of the appetite our volunteers have for growing and developing in their roles. From brand new commissioners finding their feet to experienced leaders improving their skills, our training offer reached people at every stage of their guiding journey.

Our sessions spanned an enormous breadth of topics, recognising that brilliant leadership is about so much more than running a good meeting. Highlights included:

Supporting inclusive and safe guiding

10 Safer Guiding sessions ensured that leaders across the region feel confident keeping girls safe, whilst 2 ABC of Adjustments sessions and 1 Inclusion adviser training equipped volunteers with the practical tools to make their units genuinely welcoming for every member. 2 Four Steps to Recruitment sessions helped leaders grow their units sustainably and with purpose.

Leadership development

18 Leadership Development Programme (LDP) sessions covered everything from managing accounts and effective communication to celebrating every member and doing our best. 8 member training sessions, including the popular 'What is' series, helped members understand and engage with the wider guiding programme.

Supporting new commissioners

2 Commissioner Induction sessions ensured that those stepping into leadership roles across the region felt supported, informed, and ready to make a difference from the very start.

778 YLDP modules completed

44 training sessions in 2025

704 volunteers attended

Investing in young leaders — A dedicated Young Leader training day gave our next generation of volunteers the space to develop their skills and build their confidence. Across the Young Leader Development Plan modules, 778 individual module completions were recorded throughout the year, with a particularly strong final quarter as young leaders made the most of the autumn training calendar. The most popular modules reflected what matters most on the ground, with Delivering Activities, Planning Your Activities, and Connecting Your Community leading the way, showing that our young leaders are focused and motivated to make every meeting count for the girls in their care. The growth from Q1 to Q4 tells its own story: 184 completions in the first quarter rising to 286 in the final quarter, showing that momentum is building and more young leaders than ever are choosing to invest in their own development.

Every training session attended is a direct investment in the girls those leaders serve, and in 2025, that investment was felt right across the region.



Recognising the amazing achievements and dedication of our incredible volunteers

Across 2025, volunteers from every corner of the region showed, once again, that guiding is powered by people who go the extra mile, week in and week out, for the girls in their units, districts, divisions and counties.

This year, we were proud to shine a spotlight on some of those outstanding contributions, celebrating the dedication, creativity, and kindness that sit at the heart of our community.

At the highest level of service, we celebrated 1 Laurel award, recognising exceptional and sustained commitment that has made a lasting difference to guiding in our region. Alongside this, 7 Anglia Brooches were awarded to volunteers whose tireless work, often behind the scenes, keeps units thriving and opportunities flowing for girls. We were also delighted to present 1 Buddy award to a unit that truly embodied teamwork, mutual support, and a welcoming spirit in everything they do.

Recognition did not stop with formal awards. For #VolunteersWeek, we invited Girlguiding Anglia members to nominate volunteers who make an extraordinary difference in everyday ways, and we shared their stories on our social media. These nominations fell into three heartfelt categories: Community Hero, Wellbeing Champion, and Milestone Maker. Engagement was fantastic, with members across the region getting involved to applaud the people who inspire them. In total, we celebrated 10 incredible volunteers in this way, each one a powerful reminder that small acts of kindness and consistency add up to something remarkable.

Every award given and every story shared represents countless hours of planning, listening, encouraging, and showing up. By recognising these amazing volunteers, we are not only thanking them for what they have already done, we are also affirming the values that make guiding so special.

Connecting our volunteers to the world through unforgettable international guiding experiences



In 2025, Girlguiding Anglia's adult international programme gave volunteers the chance to take part in meaningful global experiences, including a trip to Our Chalet World Centre in Switzerland in September and two trips to the Sangam World Centre in India in November. These opportunities connected volunteers directly with the worldwide guiding movement and offered a unique space to learn, reflect and grow.

Taking part in these international experiences helped volunteers build confidence and develop new skills in a completely different environment. At Our Chalet, participants experienced outdoor adventure and international guiding traditions, while at Sangam they engaged with global guiding, cultural exchange and the wider community. Across all trips, volunteers strengthened their leadership, independence and adaptability.

The impact went far beyond the trips themselves. Volunteers returned with fresh ideas, new perspectives and renewed enthusiasm, which they shared across their units and counties. This helped to enrich local guiding, bringing international awareness into everyday programmes and encouraging others to think more broadly about what guiding can offer.

These experiences also created strong and lasting connections. Volunteers built friendships with others in their group and with members of the global guiding community, helping them feel part of something bigger than their local area. This sense of belonging is a key part of what keeps volunteers motivated and engaged.

Importantly, the programme helped raise the profile of international opportunities within Girlguiding Anglia. By seeing what their peers achieved, more volunteers are inspired to step forward, apply and take part in future trips.



Listening to our members to shape a stronger, more connected future across our counties

Throughout 2025, we've spent time getting out into our counties, listening to our members and celebrating the brilliant things happening across the region. From events and visits to strategy workshops and growth planning, we've worked together to understand what's working well and where we can do even better. By bringing volunteers' voices into the heart of our thinking, we're building a clear, shared plan for the future, one that helps us reach more girls, support our members and keep offering the amazing opportunities guiding is known for.

Increasing presence in our counties

As one of the largest Girlguiding regions, we are working hard to bring accessible opportunities to all our counties. 2025 saw the delivery of an amazing takeover event at Hertfordshire Zoo, and an incredible celebration of our fabulous young members' awards at Amazing Anglia in Newmarket, and the Strategy Workshop roadshow in Norfolk, Essex, Buckinghamshire and Cambridgeshire.

We love visiting our sensational counties and seeing all the fantastic work they are doing to offer amazing opportunities and safe spaces for girls. This further enables us to collect feedback about what is going well, and what could be even better.

Strategy workshops

From March to July 2025, we held four strategy workshops across the counties, inviting all members to come and have their say in our 2026-2031 region strategy. The success of our 2021-2026 strategy, Together We Inspire, saw opportunities provided through funding from Generation Green, DCMS, DEFRA and Cost of Living support; successful partnerships with RSPB and Creativity Unbound, and more; fabulous girl experiences like Pyjama Party, Super Rainbows and the recommencement of international trips post-COVID to name but a few.

Our strategy workshops were key to hearing members voices around what has gone well, suggestions for the future, and focused feedback around the four key pillars of our strategy. We met lots of wonderful volunteers who are delivering guiding at grassroots level, as well as those working hard in district, division and county roles. This breadth of information was vital in helping us to shape a strategy for Anglia that looks to address areas that need improvement whilst continuing to deliver the incredible opportunities for girls and members that we are known for.

Thank you to everyone who had a voice, whether in person, through the essential information we gather in our membership experience survey, or through our many feedback channels. We hope you are excited to see the new strategy, 'For the girl, led by girls', launched.

Growth network day

Our region growth network had a superbly productive in-person meeting at Hertfordshire Sports Village in November 2025. All growth coordinators and county commissioners were invited, with space for 5 representatives from each county. We had presentations from volunteers, region staff, and Girlguiding HQ staff that had been involved in the DCMS initiative.

We learned about the recruitment tool, strategies for engaging harder to reach communities, gained further input into the 26-31 strategy and began the development county growth action plans.

The meeting was a huge success, generating vital foundations for our five-year growth project to be launched in 2026 and we know attendees found it useful as the NPS score was 8.75/10.





An inclusive and impactful organisation

Our third pillar is our commitment to being an inclusive and impactful organisation.

Our aim is to make all aspects of our operation as inclusive and accessible as possible whilst maximising the effects of what we do.

Improving our communications accessibility so more of our members feel included and seen

Every member deserves to feel informed, included, and part of the conversation, and in 2025, we took further steps to make that a reality.

One of the most exciting developments was the introduction of challenge packs, available as both a reduced-colour, printer-friendly document and downloadable resource. Whether a leader prefers to print and plan ahead or a member wants to access activities digitally, we've made sure everyone can engage with our programme in the way that works best for them.

We also made a real commitment to making our event information more neurodiverse friendly, because members shouldn't face unnecessary barriers before they have even arrived. Clearer layouts, straightforward language, and accessible formatting mean that members and their families can feel prepared and confident ahead of any event.

Behind the scenes, we've been working on a full website tender, taking a fresh look at how our online home serves our members, volunteers, and families. This is a significant investment in making sure that finding information, accessing resources, and feeling part of Girlguiding Anglia is easier for everyone.

We also welcomed a new PR presence, thanks to the recruitment of a PR and communications assistant, to help us share our stories more widely and in ways that reflect the full diversity of our membership, making sure that every girl can see herself in the guiding we celebrate.

And on social media, we introduced interactive posts with alt text as standard, ensuring that our online community is genuinely open to all. For members who are blind or have visual impairments, this means our social content is no longer something that passes them by.

Together, these steps send a clear message: at Girlguiding Anglia, accessibility isn't an afterthought. It's part of how we do everything.

Making our activity centre more accessible for our members of now and of the future

Adventure should be for everyone, and in 2025, Hautbois took significant steps to make sure that becomes a reality for everyone who visits the centre.

Two important practical improvements were made this year. The introduction of a **wheelchair accessible paddleboard** means that participants who use wheelchairs can now get out on the water alongside their friends, a moment that would previously simply not have been possible. New **stand assist toilet frames** were also installed, ensuring that basic comfort and dignity are in place for members and visitors who need additional support. These might feel like practical changes, but for the girls and families they affect, they are the difference between Hautbois being a place that's truly for them, and one that isn't quite.

Perhaps most excitingly, 2025 saw the creation of a **comprehensive accessibility plan** with a commitment to delivering meaningful change in 2026 and beyond. The plan includes **neurodiversity training for all staff**, ensuring that every young person who visits is met with understanding and confidence. **Larger paddleboards** will be introduced to provide additional stability and support, and a welcome document will be developed specifically for young people who need support with transitions, helping to reduce anxiety and make Hautbois feel safe and familiar before someone even arrives.

A **360 interactive map** of the site will allow members and their families to explore the centre virtually in advance, giving everyone the chance to feel prepared and confident.

Safe space posts around the site will ensure that any young person who feels overwhelmed has a clear, visible place to go. And research is already underway into an **all-terrain wheelchair** and a **hearing loop** – two additions that would open the doors of Hautbois even wider to members who might otherwise face barriers to participation.



Making Inspire feel included in the Girlguiding community and boosting the profile within our membership

In 2025, Inspire reached more members than ever before, growing its community, its visibility, and its presence at the heart of guiding across the region.

The launch of the Inspire hoodies and the first two pathway badges marked a milestone moment, giving members tangible symbols of their identity and progression within the network. The response spoke for itself: 21 hoodies, 37 neckers, and an impressive 290 pathway badges sold, showing just how eagerly members embraced the opportunity to represent their Inspire journey.

The highlight of the summer was Norjam, where the Inspire team engaged with over 1,000 young members and adults across the week. This was a remarkable opportunity to raise the profile of Inspire and show the breadth of what it offers to young women in the region.



September brought another landmark: the first region Inspire weekend, with 20 participants coming together for what promises to be a growing fixture in the Anglia calendar. For those who attended, it was a chance to connect with peers, build confidence, and experience the unique value of the Inspire community in person.

Towards the end of the year, the team posted 2,000 personalised welcome cards to current Inspire members – a human touch that reminded every recipient they are part of something special. The impact was immediate: the Facebook group gained 31 new members Instagram grew by 40 followers, and 12 members reached out directly through the hello@ inbox to find out more about Inspire.





Helping guiding continue in lower IMD areas through sourcing external funding whilst remaining true to our values

Opportunity should never depend on where you live, and in 2025 we took meaningful steps to make sure guiding remains open, accessible and inclusive in every community.

With support from external funding secured through Girlguiding UK, we've been able to stand alongside units in lower IMD areas, where cost can too often be a barrier to joining and staying in guiding. In 2025, 102 units received Unit Support Fund grants, with £40,200 of the £41,000 available distributed, showing both the level of need and how effectively this support has been put to use.

This funding has helped units stay open, welcoming and inclusive. It means girls from communities facing disadvantage can continue to take part in guiding without added financial strain. Grants have reached all of our counties across the region, reflecting our focus on getting support to places where it can make the biggest difference.

Just as importantly, this approach keeps us true to what we stand for. By bringing in national funding rather than passing costs on locally, we've helped keep guiding affordable and accessible. Volunteers can focus on what matters most, giving girls great experiences and opportunities to grow. Together, this ensures that no girl is held back by her circumstances, and that guiding remains open to all.



Building inclusion infrastructure and support for all members across Anglia region

In 2025, the Girlguiding Anglia Inclusion team took meaningful steps to ensure that every member, regardless of ability, background, or need, could experience guiding fully and equally.

A cornerstone of this work was building the region's first dedicated network of Inclusion advisors, giving volunteers a clear, trusted point of contact for inclusion support. The team was fully recruited and actively promoted through newsletters and social media, so no leader had to face a challenge alone. For members, this means that the adults supporting them are better informed, better resourced, and better connected than ever before.

Working in close partnership with Girlguiding HQ, the team helped launch downloadable visual timetables for unit meetings – a practical, immediately usable tool that makes weekly guiding more accessible for neurodiverse members and those with communication differences. Small changes like these can transform a meeting from a source of anxiety into a space where every girl feels included and able to participate.

When December 2025 brought significant policy changes, the Inclusion team stepped forward as a primary support hub for volunteers across the region. Working alongside HQ, they developed clear scripts and compassionate guidance to help leaders navigate sensitive conversations around trans girls' membership with kindness and dignity. This allowed for the protecting of both the wellbeing of affected members and the confidence of volunteers handling difficult situations on the ground.

Supporting every member through practical tools

The team's approach throughout 2025 was grounded in giving volunteers what they need at grass-roots level:

Adjustment plans

Streamlined templates were introduced to help leaders create personalised plans for members with disabilities, ensuring every girl can access the same broad programme as her peers.

Flexible age ranges

Leaders were supported in applying age flexibility for disabled young members, allowing girls to remain in their current section for longer where this better supports their development and transition.

Accessible guiding grants

Financial assistance was managed for members and volunteers requiring additional funding for specialist equipment or support to attend events, removing cost as a barrier to participation.

Inclusion support inbox

A responsive support channel handled real-world requests from leaders, covering everything from religious dietary requirements at camp to neuro-inclusive activity planning, ensuring practical problems got practical answers quickly.

The team also invested in their own development, attending specialist training across the year in race equity, socio-economic inclusion, and neurodiversity. This commitment to learning was reflected internationally when the team lead represented Girlguiding UK at the Overture Diversity Network Meeting in Bucharest, bringing global best practice back to benefit the region's members directly.





A sustainable and efficient organisation

Our fourth and final pillar is to deliver a sustainable and efficient organisation.

We're aiming to sustain and grow our organisation to be able to carry on guiding in Anglia for years to come.

Exploring and delivering new opportunities to promote and raise our profile as well as looking at opportunities for new delivery models

Every girl deserves a place in guiding and in 2025, we invested significantly in making sure more girls than ever could find one.

Through the DCMS Uniformed Youth/Reach project, running from April 2025 to March 2026, we claimed **£96,062.67** of the £96,150.00 available to us, putting almost every penny of that funding to work for girls and volunteers across Anglia. A further **£2,120.00** was secured specifically to support Peer Education and young leader activity, recognising just how vital those programmes are in developing the next generation of leaders.

£96,062

spent on growth and volunteer support

£2,120

additional claimed for Peer Ed and young leaders

Where the money went

Funding was directed across four key areas: staffing, management, training and travel (£68,695.16); online recruitment and promotional materials (£23,700.33); new unit and increased capacity grants (£3,667.18); and the Peer Education and young leader programme (£2,120.00). Every pound was focused on our goal of making guiding more accessible, more visible, and more impactful across the region.

What we achieved

Training the leaders of tomorrow

A Peer Education training day produced 11 newly qualified peer educators and supported one existing educator in gaining a new module. A young leaders training day in Oxfordshire welcomed 20 attendees, giving young women the skills and confidence to lead.

Opening doors in the communities that need us most

Two brand new units opened in areas of high deprivation: a Guides unit in Norfolk and a Rangers unit in Hertfordshire. For the young women in those communities, this isn't just a new unit, it's a space that simply didn't exist for them before.

Planning for the future

A comprehensive five-year growth plan was researched, proposed, and agreed by trustees, giving Girlguiding Anglia a clear and ambitious roadmap for the years ahead.

Putting resources directly into leaders' hands

Young leader development plan booklets were distributed to every young leader in Anglia through county coordinators, removing barriers to qualification. Printed copies of Ready, Set, Lead – a leadership resource for Guides – were provided to every Guide unit in the region to encourage more young members to step up and lead.

Breaking down language barriers

Volunteering and new member information documents were translated into the six most common languages spoken across our region, beyond English, helping parents and potential volunteers from all backgrounds feel genuinely welcome. These resources have already been downloaded 71 times and counting.

Supporting units in areas of deprivation

Subscription grants were made available to units in deprived areas that recruited new volunteers and grew their membership ahead of the 2026 subscription period, making sure financial pressures never get in the way of a girl joining.

Raising our profile

Online awareness and recruitment campaigns ran throughout the year, complemented by a programme of physical PR and recruitment materials tailored specifically for each county. Counties chose what they needed from a curated list, with materials branded to reflect their local identity.

2025 proved that when we invest in the right places, the impact reaches into communities, into schools, into families, and into the lives of girls who now have a place in guiding that didn't exist twelve months ago.

Using digital campaigns to reach new audiences, grow engagement and strengthen awareness of Girlguiding Anglia

International Women’s Day campaign – ‘Empower their futures’

Celebrating girls’ voices and inspiring action, our 2025 International Women’s Day campaign connected with thousands and turned awareness into meaningful engagement.

Running across March 2025, the campaign reached over 64,000 people and generated nearly 190,000 impressions, building strong visibility among new and existing audiences. More importantly, it led to 3,193 visits to our ‘Join us’ page, showing that people were motivated not just to engage with the message but to explore volunteering opportunities.

Engagement was a clear strength, with over 6,900 interactions including shares, comments and clicks. The feed carousel performed particularly well, demonstrating the value of using storytelling to connect audiences with the impact of volunteering and the difference they could make.

This campaign shows how we can turn awareness moments into action. By linking powerful messaging to a clear next step, we encouraged more people to consider volunteering, helping to grow and strengthen guiding for the future.



‘It’s for you too’ campaign

Showing that guiding is for everyone, our ‘It’s for you too’ campaign invited more people to see themselves as volunteers and take their first step to get involved.

Across the month of September, the campaign reached over 215,000 people and delivered more than 447,000 impressions, helping us connect with audiences well beyond our existing network. By directly linking to the ‘Join us’ page, it drove 6,572 link clicks from people exploring volunteering opportunities with Girlguiding.

The campaign messaging focused on breaking down perceptions of who guiding is for, showing that volunteering offers something for everyone, from building confidence to being part of something bigger. This was reflected in strong engagement and efficient performance, with a low cost per click of £0.23, ensuring we reached and motivated as many potential volunteers as possible.

This campaign highlights the impact of clear, inclusive messaging. By helping more people see themselves in guiding and making it easy to take the next step, we are growing a more diverse and representative volunteer base, ensuring more girls can benefit from guiding in their communities



Growing our online community and turning engagement into volunteering action

In 2025, our social media channels across Facebook, Instagram and LinkedIn reached a combined audience of more than 11,000 followers, growing by over 1,000 people across the year. Together, our posts were seen more than 3.3 million times, generating over 178,000 engagements and nearly 100,000 video views.

We published 837 posts across the three platforms, sharing stories of adventure, achievement and belonging from across the region. Our content prompted almost 24,000 reactions, 3,000 comments, nearly 3,000 shares, and more than 17,600 link clicks, connecting people with opportunities to volunteer, take part and get involved with our programme.

Facebook remained our largest and most active channel, accounting for the vast majority of impressions and reaching over 8,000 followers by the end of the year. Instagram continued to grow its engaged community, while LinkedIn helped us reach a professional audience of volunteers, partners and supporters.

Behind every post is a commitment to keeping our community informed, inspired and connected. Whether celebrating a unit's latest adventure, signposting volunteering opportunities or spotlighting the difference guiding makes, our social media channels help bring the Girlguiding Anglia story to life for thousands of people across the region throughout the year.

3,000,000+ impressions



178,000+ engagements



17,600+ link clicks





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