

IMPACT REPORT 2020



Girlguiding Anglia

Girlguiding Anglia Board of Trustees

Tracy Foster - Chief Commissioner and Chair of Trustees

Andrea Oughton - Deputy Chief Commissioner

Isobel Johnson - Adult Leader Trustee

Laura Ludlow - Adult Leader Trustee

Debbie Docherty - Member with Region Appointment

Helen Pope - County Commissioner Representative

Angela Peel - County Commissioner Representative

Sandra Richardson - Region Treasurer

Julie Richards - Member with Region Appointment

Julia Winstanley - County Commissioner Representative

Maxine Jones - Member with Region Appointment

Sue Howe - Interim Chair of Finance Committee (until 30 April 2019)

Region Senior Management Team

David Maidstone - Region Finance Manager

Fiona Hunter - Estates & Activity Centre Manager

Bonnie Dillaway - Marketing, Communications and Events Manager

Louise Copley - Retail Manager

About Girlguiding Anglia

Girlguiding Anglia is a region of Girlguiding, the UK's leading charity for girls and young women.

Within our 12 guiding counties we have approximately 70,000 members across almost 3,800 units.

In line with Girlguiding's strategy 'Being our Best', Girlguiding Anglia committed to building on our foundations to enable us to grow our membership and empower even more girls to find their voice, discover the best in themselves and make a positive difference in their community.

Being our best focussed on 4 key areas:-



EXCELLENCE

We will improve the excellence of our programme offer and delivery.



ACCESS

We will work together to ensure that more girls from all backgrounds benefit from what we do.



VOICE

We will listen to girls and promote their voices.



CAPACITY

We will work collaboratively to improve our processes and decision making.

EXCELLENCE



We will improve the excellence of our programme offer and delivery

A team of experienced lead volunteers worked collaboratively with our staff team to deliver a successful Guide event, Supanova, at PGL Caythorpe. Almost 800 members experienced the adventure and fun of the weekend where we were also able to launch our new region partnership with the Royal Astronomical Society (RAS).



under the guidance of our international lead volunteer and her team, almost 70 members visited 5 countries, including Mexico, Switzerland and Romania, on region trips.

To support members on county, district, division and unit trips we awarded almost 90 international bursaries, totalling £19,638, to ensure they could take part in an international experience.

In April 2019 we launched our partnership with Macmillan Cancer Support, offering our members the opportunity to take part in various fundraising activities within their communities to raise money and awareness for this vital charity. With 6 different challenge badges there is something for



everyone, ensuring the partnership is inclusive and relevant to all members. The partnership will end in April 2020, so far, our amazing members have raised over £30,000 equating to over 1000 Macmillan nursing hours.

We launched our 2020 partnership with the Royal Astronomical Society (RAS) at the Supanova weekend in November. We were lucky enough to welcome 4 RAS Fellows who interacted with our members

encouraging them to take on the region RAS challenge. This resulted in over 2000 downloads of the challenge from our website to date.

What our members think:



“From the beginning to the end it had been a real journey of discovery! Plans are already being discussed for another trip to Our Chalet for my local Guide units as this is just the beginning of my international travels with Girlguiding.” - Dawn from Bedfordshire, trip to Our Chalet, first time trip leader



We will work together to ensure that more girls from all backgrounds benefit from what we do.

Region delivered a growing guiding day for all counties, encouraging them to share best practice, have focussed time to develop their own action plans and give an opportunity for national, region and county teams to understand current challenges and successes.



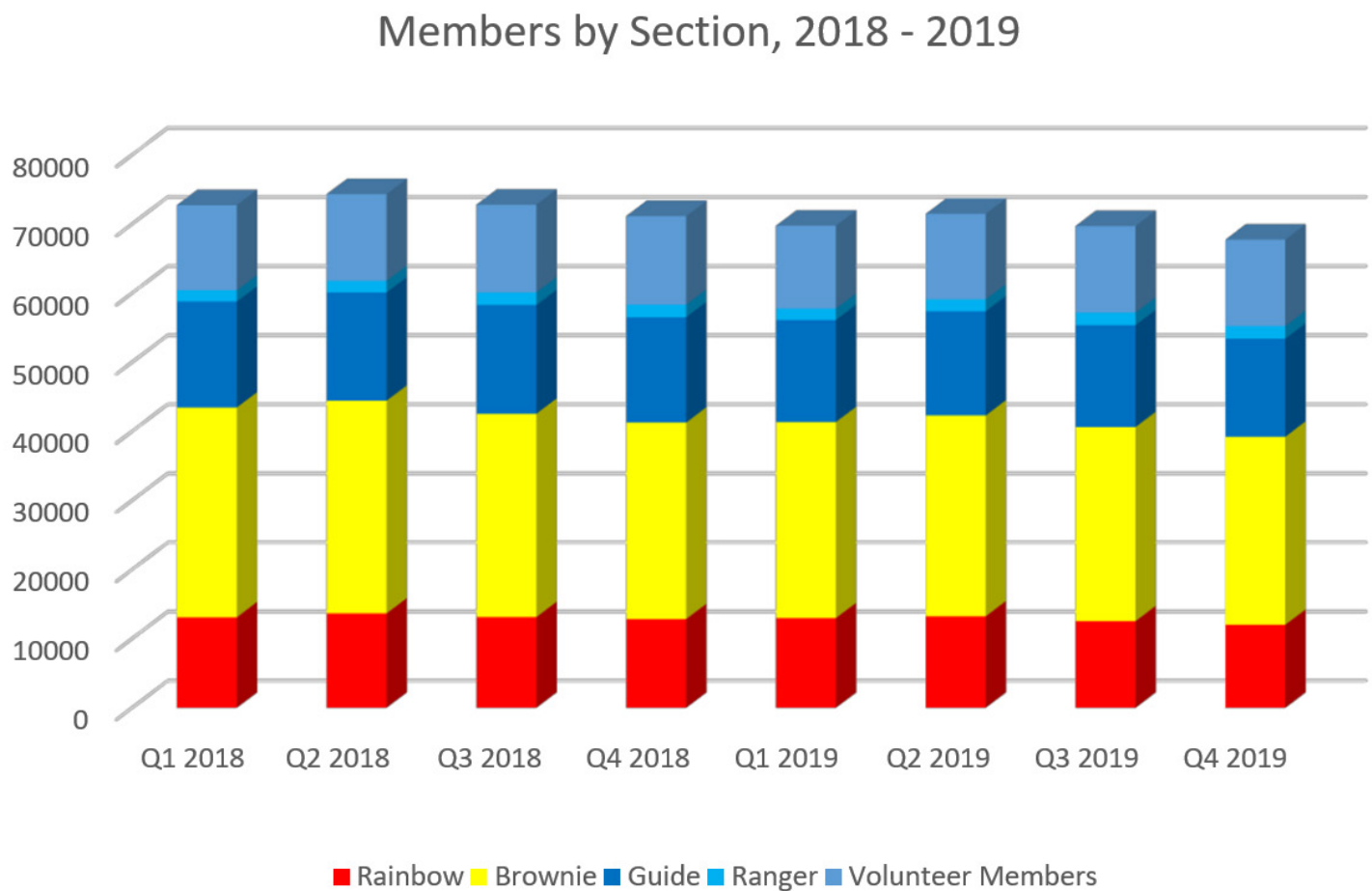
We continued to support our 12 counties by developing a Growth and Retention Working Group, empowering them to take control of their own growth action plans.

The region data and impact officer promoted the benefits of counties becoming more data driven and ensured that relevant data was available when needed in a format that was user friendly and suitable to the audience.



was given to 27 new units who applied for the Starting a New Unit Grant. This enabled us to offer an additional 300 girls a place in Girlguiding Anglia.

Membership by section: -



Our membership support teams at region and county levels have developed a network to ensure enquiries are managed more efficiently, resulting in easier access to guiding. Over 400 enquires were received and supported by region office alone during 2019.

The region invested in promotional material including placards and banners so our members could take part in 5 Pride events across Anglia during 2019, an additional 2 events compared to 2018.



Girlguiding Anglia has developed a marketing & communications network, working collaboratively with counties to ensure they feel supported in engaging with existing and potential members.



We will listen to girls and promote their voices

2019 saw the launch of Girlguiding's Future Girl campaign, with a week's focus at the end of

September, #FutureGirlActs. The theme for 2019 was planet protectors. Our members engaged on social media throughout the week sharing their #PlasticPromise and photographs of their related activities. As a region we have committed to using less single use plastic, including the use of disposable cups at all our meetings and conferences. Members are supporting this initiative by bringing their own travel mugs and following suit at a local level too.

Thousands of girls in our region signed up to take part in the Future Girl campaign and made their own #PlasticPromise.

One of our young leaders, Vicky, used our involvement in Parliament Week 2019 as a platform to have her say about standardising recycling opportunities across her county. This linked to her passion about the Future Girl campaign and also her Action for Change project.



She created a video which we were able to promote on the region Facebook page giving her more coverage and reaching more of our membership.



743 Units from across our region signed up to Parliament Week 2019 which ran from 16-22 November 2019. This allowed our members the opportunity to engage with local MP's, practise their debating skills and share what's important to them.

On Sunday 29 September 2019 our region held an event at ICANDO to celebrate the successes of our 2018 Action for Change cohort. During the celebrations we heard from participants and their network coaches about the opportunities and projects they had taken part in. Region Chief Commissioner, Tracy Foster and Deputy Chief Commissioner, Andrea Oughton, were both in attendance to join in the celebrations. They were both inspired by the social action projects the girls had undertaken and presented everyone that had taken part with their project badges. Tracy Foster commented “You are amazing and inspiring young people, who have made a great impact for change with the projects you have chosen”.

Our trustee board approved a region digital strategy that is currently being aligned to the new national and region 2020+ strategy. This will form our action plan on how Anglia will engage with more of our members, attract new members and shout about the amazing opportunities available in guiding.



We will work collaboratively to improve our processes and decision making.

As part of an ongoing 3-year commitment to our membership, £1 per member was given to our counties in 2019 to support them with their own learning and development needs.

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A Safe Space training continued throughout the year. We ran 7 Safe Space trainings for 110 participants earning 220 levels of Safe Space training for our key volunteers.

We registered 95 members for Duke of Edinburgh Awards and 84 members completed a DofE award during the year. One member also shared her experiences via a blog on the DofE website, inspiring others by discussing the obstacles she had overcome to achieve her award.



21 leaders in training attended our Leadership qualification weekend at Hautbois, giving them a great start in their volunteer journey. This is something we hope to repeat in 2020.

To support the commissioners in our region, a dedicated lead volunteer for commissioner support was appointed. A Commissioner's Conference will be held in February 2020 with a focus on 'leading and empowering awesome people'.

In October we hosted our annual region weekend for trustees and lead volunteers to support the development of the new region strategy. It was a great opportunity for our members and senior managers to come together in a one team approach; planning towards our future and promoting our 'together we inspire' culture.



Several data protection focussed events took place in 2019 enabling us to engage, support and inform county commissioners and county office staff with the fundamentals of data security and management. We hope to continue this guidance through 2020 to give members confidence with new working practices.

RETAIL Girlguiding Anglia's retail team have been very busy during the past year supporting our

Supported Girlguiding's Future Girl campaign, supplying members with over 4100 Future Girl badges.

Supported Girlguiding Anglia's hugely successful partnership with Macmillan 2019 - members bought a total of 9010 Macmillan challenge badges! The most popular Macmillan badge was World's Biggest Coffee Morning selling over 3000.



Promoted the new Girlguiding Poppy badges to support the British Legion's Poppy Appeal - they were met with great excitement by our members who couldn't wait to get their hands on 3687 cloth badges and 956 metal ones - well done everyone who joined in.

Provided help and support for our leaders to deliver exciting unit meetings - during 2019 demand for the Girlguiding programme resources continued to grow. The most popular interest badge overall was the Brownie Baking badge - my goodness, think of all that cake!!!

Held a very popular competition to design a new Girlguiding Anglia Ranger hoodie, won by Amy, from Melbourn District Senior Section.



HAUTBOIS ACTIVITY CENTRE

Girlguiding Anglia is fortunate to have its own Training and Activity Centre, that not only provides amazing and fun experiences for Girlguiding members, but also hosts other uniformed organisations, youth groups, schools and corporate groups.

In 2019, 38% of all Hautbois users were from guiding, the largest user group of the centre.

Hautbois hosted 8398 visitors in total in 2019, who were able to access the wide range of thrilling outdoor activities, team building challenges and various camping and accommodation options on offer.

We have a dedicated and qualified team delivering opportunities for everyone to develop their confidence, form strong teams, challenge themselves and improve their capacity to solve problems.

Hautbois Fun Facts and Figures 2019:

- The crate stacking tower collapsed more than 1,000 times
- There were over 11,000 zips down the zip wire - even more than in 2018
- There were nearly 5,000 paddling trips on the River Bure by canoe, kayak, katakanu and stand-up paddle boards
- 2662 children and young people built rafts and bridges on the water - probably 2661 fell in!
- 28,523 individual activities took place at Hautbois in 2019

To find out more visit the Hautbois website: www.hautbois.org.uk

THE FIGURES

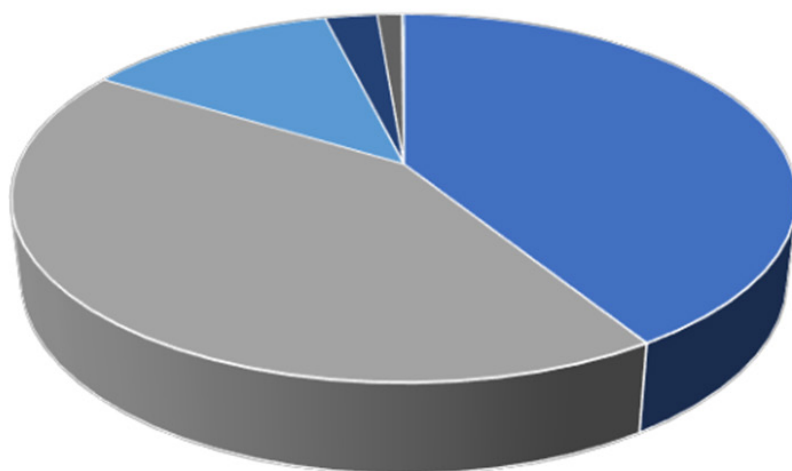
Region income and expenditure 2019

Income



Subscriptions	£663,642
Trading / Activity Centre	£687,753
Events	£200,017
Donations, Legacies and Grants	£41,680
Investments	£19,355
Other	£1,739

2019 Income £1,614,186



■ Subscriptions

■ Events

■ Investments

■ Trading / Activity Centre

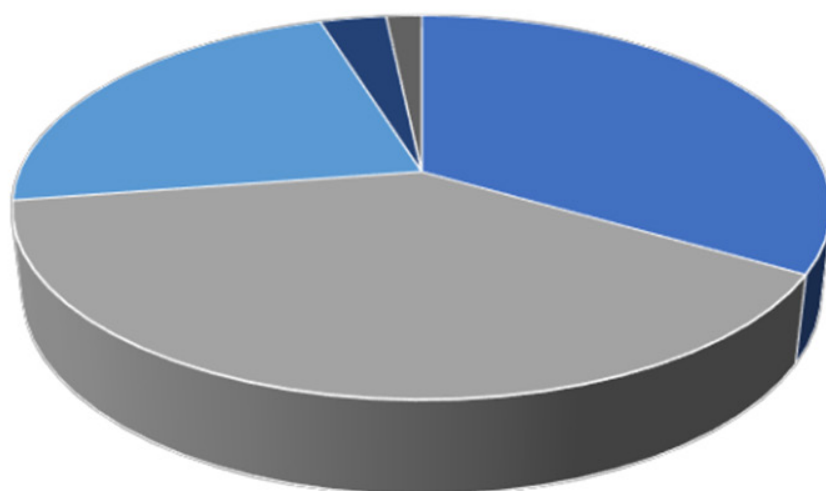
■ Donations, Legacies and Grants

■ Other

Expenditure

Supporting Guiding in the Region	£556,536
Trading / Activity Centre	£653,365
Charity Governance	£376,339
Maintaining all our assets	£52,158
Developing Guiding	£27,998

2019 Expenditure £1,666,396



- Supporting Guiding in the Region
- Trading / Activity Centre
- Charity Governance
- Maintaining all our assets
- Developing Guiding

LOOKING TO 2020

The Anglia Region has lots to look forward to in 2020. Delivering exciting activities and events to our young members and volunteers as well as looking ahead to 2021 and beyond.

- Before this impact report was finalised, the Covid-19 pandemic and the following lock down affected all planned guiding activity for 2020 as face to face meetings were suspended.
- Girlguiding Anglia is reviewing all activities and events to make decisions on what can and will be rescheduled.
- Girlguiding Anglia's trustees are working with the region's lead volunteers to redesign Anglia's programme offer and its delivery, ensuring leaders and all members feel supported throughout 2020 and beyond.



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