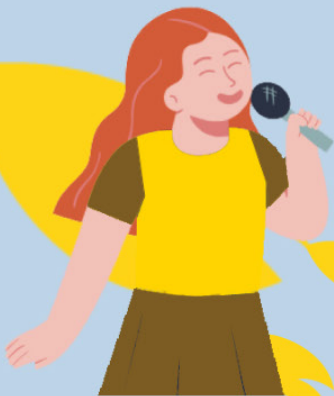




# Girlguiding Anglia

# IMPACT STORY

## 2022



# Together We Inspire

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### About Girlguiding Anglia

We are a region of Girlguiding, working in partnership with our 12 guiding counties to deliver Girlguiding's programme, plus additional opportunities and activities that enable our members to have fun, learn new skills, and feel empowered to make a difference.

Girlguiding Anglia has over 50,000 members across more than 3,500 units.

We are 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.

### An introduction from our chief commissioner, Tracy Foster



I am delighted to welcome you to our 2022 impact report and begin with a big thank you to all our staff and members here at Girlguiding Anglia.

While the impact of the pandemic is apparent, guiding in Anglia has certainly bounced back this year and our activities, events and opportunities highlight the special place and impact Girlguiding can have.

We are in the second year of our Together We Inspire strategy, and we have continued focusing on our members' experiences and voices throughout our delivery of guiding over the last year, such as:

- Our 2022 section event, Super Rainbows, a Rainbow event in a box!
- The Platinum Jubilee celebrations across the counties and with us here at the region. We were lucky enough to have nineteen of our members represent us at the Platinum Jubilee pageant. Sadly, we also saw the passing of our patron Queen Elizabeth II, which affected so many of our members.
- Our successful partnership with RSPB, which has been popular across all age groups in our membership.

You will be able to discover more as you read further about all the opportunities and adventure we have offered to our members.

Finally, this is my last report as region chief and as part of my farewell, we launched a chief's challenge towards the end of 2022. I have now welcomed Karen Johnson, who has taken over the wonderful role of chief commissioner for Girlguiding Anglia.

Thank you again to everyone for all the continued support, dedication, and commitment to Girlguiding.

Tracy Foster

### Girlguiding Anglia's Together We Inspire strategy 2021 - 2026

'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.



Girlguiding exists to help girls and young women find their voice and build skills and confidence - inspiring them to discover the best in themselves and empower them to make a positive difference in their community.

Throughout 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 the One Team approach to ensure we have the skills and capacity to deliver good guiding across the Anglia region, by maximising the utilisation of volunteer skills and experience, complemented by an appropriate professional staff team.

#### Resources and capacity

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







# Members' experience

## Volunteers' week

We took the opportunity to ask our members about themselves in the lead up to volunteers' week so we could offer them a personalised 'thank you' for everything they do. This included; a video montage of members' photos, a word cloud of all of their guiding names, a video message from chief commissioner, Tracy Foster on Thank You day, and a video message from our peer education lead volunteers looking ahead to the future of the region and the hope they have for what we can all achieve.

## Pride

We were delighted to see our region represented at Essex North East, Lincolnshire South, Norfolk and Oxfordshire Pride events. Attendance at these exciting events reinforces the message that we are for all girls and support the LGBTQ+ community.



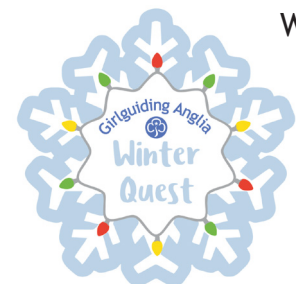
## Chief's challenge

To celebrate our outgoing chief commissioner team, we launched the Shine Bright chief's

challenge. The themes were: our guiding family, the environment and the world around us, our communities, discovery, and fun and friendship. Over 2400 members have taken part, earning their Shine Bright badge.

## Winter Quest

Over 1000 members took part in Winter Quest - a flexible and inclusive challenge celebrating amongst other things Hannukah and Yule / Winter Solstice. The pack was downloaded 2216 times and our retail shop sold over 1000 badges.



## Impact Highlight: Super Rainbows 2022



In 2022, Girlguiding Anglia set out on a mission to remind Rainbows that they are super and can do anything. The project idea was an event in a box, delivering everything that a unit would need to run an exciting event, even if the country went back into a COVID lockdown.

Due to the accessibility of the Super Rainbow box, over 4750 girls got involved. This is the highest number of Rainbows recorded taking part in a region section event. Even units in Girlguiding Scotland and Sweden placed orders for the event boxes!

We used the quest as a countdown to Christmas on our social media platforms and saw great engagement - one member commented daily to share what they had been doing to complete the quest.

## Partners

Our partners presented fantastic opportunities for our members last year.

## Easyfundraising

We began working closely with easyfundraising in October of 2019. 2022 saw 62 Girlguiding Anglia units join easyfundraising and over 200 new leaders, parents and friends signed up to support them. Units continue to use easyfundraising to raise money for their girls to great effect, with our top raising unit now over £800 better off!

10th Ely Rainbows have raised £302 and leader, Polly, shared, "We're taking our Rainbows to the cinema and paid for our hall rent! It's so easy, just do it!"



The team also opened orders to parents of Rainbows on the waiting list. This was the first time an offer like this was made, with a brilliant response of over 250 boxes ordered, allowing prospective Rainbows to get a taste of Girlguiding and earn their first badge.

We also, for the first time, set up an event-specific Facebook page to engage leaders and support effective communication between the volunteer team and grassroots leaders.



## UK parliament week

Our continued partnership with UK parliament week allows us opportunities across the region to encourage girls to speak out and learn how they can make change. Our support resource for leaders was downloaded over 1100 times, showing how important members' voice is.

## RSPB

RSPB Rainham was our biggest regional in-person event last year. We welcomed Rainbows and Brownies to join us on a sunny day at the reserve. The day was filled with amazing activities and leaders gave phenomenal feedback on social media. The day captured outdoor fun and guiding with a focus on the importance of protecting nature.

'1st Queensway Rainbows and friends had a wonderful time, thank you to the RSPB volunteers who, with their enthusiasm, inspired the girls'.

## Thanks and recognition

**457** members started their leadership qualification in 2022 and received supporting emails as they started their learning.



**491** new unit helpers started in 2022 and received an email welcoming them to the region with helpful links and contact details should they have any questions or concerns.

**253** volunteers completed their LQ, receiving a thank you card, a badge and a leaflet with ideas, opportunities and useful information.

**467** Young Leaders received a card, a badge and an opportunities leaflet in 2022.



Over 660 volunteers received a 1-year service badge from 2021 to end of 2022; over 360 volunteers received a 3-year badge in 2022.

Thank you certificates were created for members to use for young members, volunteers or non-members when they just wanted to say thank you. Allocations for thank you certificates and badges were provided to county awards representatives free of charge with more able to be ordered. In 2022, nearly 300 were awarded.

A commissioner welcome and support pack was sent out to volunteers within 3 months of them taking on a commissioner support role. Developed by our commissioner support and membership support volunteers this will continue to develop as a resource.







# Members' voices

## Promote and grow network

In 2022, we brought the marketing and communication specialist volunteers and growth and retention specialist volunteers together from across Anglia as a permanent working group. Their shared objective is to positively promote Girlguiding Anglia to support the growth of our membership. Working together, the teams focus on brand awareness, supporting enquiries with warm welcomes, and improving retention through a programme of thanks and recognition. All of this is having an impact on the sustainability of Girlguiding within our region.

We had our first Promote and Grow conference in September, on the agenda was social media training and an engagement workshop delivered by the Kaizen Partnership. The teams also looked at county and regional membership data provided by our data and insight officer. This allowed the teams to work on local action plans for the coming year.

Since the conference, our marketing and communications team have created shared spaces on Canva and Teams templates to help support work within counties. Further to this, our four steps to recruitment success training has been developed and delivered for grassroots members.

## Transitions project

Following feedback from county growth and retention coordinators for an easy to use and accessible suite of resources, we created a project to develop transitions support across Anglia. We used the opportunity to also create an element 4 opportunity for Queen's Guides candidates, following feedback and success with this in 2021. The resources were completed in 2022 and, following testing, will launch to all in 2023.

## Impact Highlight: Celebrating our patron in 2022

### Platinum Jubilee

During the celebrations of the Platinum Jubilee, Helen Green, at Girlguiding Norfolk county's Archive Resource Centre (ARC), featured on the BBC, interviewed about the Queen's historical connection with Girlguiding. The filming took place in Stalham, Norfolk, with Rainbows, Guides and Rangers from local units in attendance.

### Jubilee beacon lighting

We were lucky enough to host one of the 70 beacons that were given to Girlguiding to celebrate the Jubilee. The beacon was lit at the home of Girlguiding Anglia, Hautbois Activity Centre, and we celebrated alongside members from across the region with fireworks, food and fun.

### The passing of our patron

With the sad passing of our late patron Her Majesty Queen Elizabeth II, we were quick to respond with our support for the family and to pay our respects.

## Response to the Ukrainian crisis

Many units across the region welcomed refugees from Ukraine, with girls and parents invited to attend and connect with their new community. In July, we released artwork for refugee day which our volunteers asked to be turned into a badge - we obliged and opened pre-orders for the badge with a bilingual leaflet alongside it in November.

By the end of 2022, over 150 badges had been pre-ordered via the Girlguiding Anglia region shop. We also had the Girlguiding



At region and county level we implemented a social media blackout, sharing the message: 'It is with profound sadness that we at Girlguiding have learned today of the death of our Patron, Her Majesty the Queen. Our deepest sympathies are with the Royal Family at this very sad time.'

Our members were given the opportunity to share their memories and stories of Queen Elizabeth II, many also volunteered to support Girlguiding's involvement in the funeral proceedings. Region members paid their respects in many ways, from visiting Sandringham to lay flowers, to queueing for many hours to see Queen Elizabeth II laying in state.

For more information on Girlguiding Anglia's experience following the passing of our Patron, including photographs, interviews and press coverage, please visit our website.

Our retail team has been able to support the region with sales of the commemorative badges released by Girlguiding throughout 2022.



7431 Queen's Jubilee badges

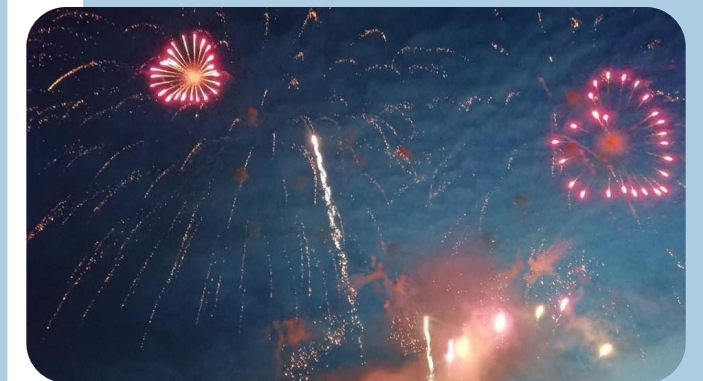


3521 Jubilee fun badges



2621 Queen's commemorative woven badges

promises translated into Ukrainian and have been able to share these with units across the region, and with the national team, so Ukrainian members can make their promises and become Girlguiding members.







# Delivery of guiding

## Our training team in 2022

### Trainers' conference April 2022

After several years of virtual training, our trainers were ready to experience all of the benefits of a physical event. Alongside trainers from Girlguiding Midlands, 35 of our trainers took part in a weekend that delivered a richer and more diverse experience. We also welcomed an additional Girlguiding region, who led a series of training sessions. The event certainly revived our hardworking and dedicated training team, with one trainer sharing:

'Thank you to the team who organised this. It was energising and inspiring.'

### Trainer recruitment

To support our small, but ambitious, training team, we targeted trainer recruitment at members with training experience in their professional lives.

£3000 of funding was secured to specifically recruit first response trainers and we'll continue this project into 2023. We created a recruitment video to answer the question, could you be a trainer? Quotes from our trainers included;

'Never a dull moment. Every session is unique.'

In addition, region roles were made more accessible, with more short-term projects that are clear on expectations, time commitments and outputs. This was done to promote volunteer wellbeing and support volunteer/life balance.

### Supporting national developments

In 2022, we were particularly proud of our involvement in developing our CRM system, GO, and Girlguiding's new learning platform. We piloted the new platform for a number of different types of training sessions and, through feedback, we've influenced changes that will have a great impact on our members.

## Impact highlight: Together we inspire

Almost 400 of our volunteers responded to our first region Together We Inspire membership survey. They shared how they'd celebrated the 50th birthday of Girlguiding Anglia, and also their thoughts and ideas on future projects. We were most interested in how they thought we could support them to deliver great guiding experiences.

The survey was shared in various ways, from a slider on the homepage of the region website, to the newsletter, across social media and in our email footer. We also included a QR code for the questionnaire on our World Thinking Day postcards, over 3000 of which were sent out to all our units - we found this was the most inclusive way to reach our members, as we still have many who don't use social media

## Volunteer training opportunities

### Commissioner training opportunities

We've offered more training sessions in 2022 than any other year with over 150 sessions! Our regular programme of commissioner induction sessions continued, and we held a face-to-face commissioner conference for the first time since spring 2020. Our involvement in trialing the new learning platform to book training sessions brings us 1 step closer to having a single space for all our members' training needs.

GO training for commissioners in 2022 was very popular and will feature in our plans for training in 2023.

### Safeguarding training

Our trainers delivered safe space level 3 to 1396 people in 2022. Using the new learning platform significantly reduced staff time spent on each training - saving money and allowing us to offer more sessions each month for the rest of the year.

or have access to a computer.

To respond to the data we collected, we ran a series of posts on social media in the countdown to the Easter holidays, with the theme 'you said, we heard'. Doing this allowed us to demonstrate to our members that their voices had been heard and we were using what they had shared to inform future projects and decisions.



### Peer education

Our peer educator team has grown from 16 to 34 in 2022, with training for them held in February and November.

Georgina, who attended the training, said: 'I would recommend training to become a peer educator as it is a wonderful way to engage with lots of young people and volunteers whilst making a positive difference within your own county.'

These weekends empower young members to deliver activities and training to explore important topics with Brownies, Guides and Rangers. We reached 457 young members this year and, with a stronger peer educator team, we're looking forward to reaching out to a greater number of girls in 2023.

## Welcoming new leaders

We delivered 4 leader in training courses to support new leaders in completing their leadership qualification. It was lovely to see attendees sharing their stories on their WhatsApp group and we were so proud when course attendee, Michelle, made her promise at an event with den building and s'mores.

## Duke of Edinburgh and walking opportunities

In 2022, we offered a level 2 walking training to support Duke of Edinburgh candidates when planning their expeditions. We supported 70 members to achieve their Duke of Edinburgh awards: 41 Bronze, 21 Silver and 8 Gold. A group of members who completed their gold level were invited to travel to Windsor for an awards presentation.

Charlotte, Girlguiding Anglia member, who completed her gold Duke of Edinburgh award, said: 'Over the past 6 years, completing my Duke of Edinburgh award has pushed me to engage in new opportunities and learn new skills, which I would not have discovered otherwise. Be it through developing leadership skills, volunteering weekly in unit sessions, or finding myself navigating in torrential rain at the top of a mountain with a group of strangers, (who have now become some of my closest friends), it has been an amazing journey.'





## Resource and capacity

### Trustees and region lead volunteers

In November 2022, recruitment began for our new region chief commissioner's team, led by Girlguiding's chief guide, Amanda Medler. Current chief commissioner, Tracy Foster, and deputy chief commissioner, Andrea Oughton, step down from their roles in March 2023, after a 5-year term. Applicants attended a day of interviews - one with a panel of senior region volunteers and the second with a youth volunteer panel. Additional interviews took place with Amanda Medler before the successful applicant, Karen Johnson, was selected.

During 2022, volunteers were recruited, as per our governance structures, to fill ongoing vacancies. A new finance treasurer and finance committee members were recruited and, for the first time, an external trustee joined our executive board to increase our diversity and skills base. We also welcomed new members to the HR committee and Hautbois committee.

### Region photoshoot

In May, we invited girls and leaders from across our region to visit Hautbois Activity Centre to take part in a day full of activities, allowing us to capture the fun and adventure of Girlguiding. These new images enabled us to create a GDPR compliant photo bank for use by the region and our counties' marketing and communication teams.



### Impact highlight: Region and counties one team

Every year we hold a region conference as an opportunity for our chief commissioner to bring everyone together to review resources, analyse data, promote informed decision-making, and facilitate a one-team with volunteers and staff.

2022's region conference, Anglia shines bright, took place in October. A strong focus for the day was to reflect on the turbulent years of 2020/21, but also to move forward with the messaging: be brave/be bold. The conference focused heavily on strategic planning, including challenges and upcoming opportunities.

A few sessions focused on capturing feedback from attendees, whilst aligning thoughts and reminding attendees of Girlguiding Anglia's Together We Inspire strategy. Comments were considered and later used when producing the 2023 business plans. There was a further session on grants, which included 2022 funding and looking ahead to 2023.

### Investing in our teams

Training remained a focus for our staff and volunteer teams, with an ever-increasing variety of mandatory and optional courses on offer. We encouraged our staff teams to look at free learning and development opportunities that would benefit them in their roles and enhance their skillset and knowledge. The training was delivered by a range of providers both internal and external.

Courses completed included; mental health first aid, emergency first aid at work, safeguarding, and GDPR and cyber security.

Other training also delivered included; food hygiene, race equality, menopause, water activity training, and level 3 ILM leadership

### County support

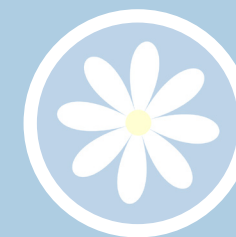
2022 saw the recruitment a county administrator, fully supported and managed by the region team. By the end of 2022, three counties had signed up to 7 hours of administrative support each week. Both the region and counties saw huge benefits from this role being centralised.

We have been working to support counties with graphics and artwork to ensure brand consistency at all levels in Anglia region. This included the introduction of both photo and graphics image banks, and an expansion of an area on the website for resources to support counties and grassroots with PR and recruitment stands.

There was a fantastic uptake of the resources in quarter 4 and we imagine higher download numbers moving forward into 2023 as units, divisions and counties attend more events where these resources will be vital. We are always moving towards better brand awareness and making Girlguiding Anglia a more sustainable area of Girlguiding, and supporting our counties to do the same.

and management.

One level 3 retail apprenticeship commenced in spring 2022, to a young worker who had joined us on the Kickstart government incentive. The apprenticeship standard is delivered through a Norfolk provider.



## Environment

### Region office bats

We continue to accommodate and protect our resident bats at the region office in Coltishall. We have hosted 3 different breeds of bats in our roof storage area over the last few years and look forward to seeing them continue to thrive in our space.

### PR materials

We are increasingly focused on creating PR materials made sustainably from recycled materials. This includes orders of pencils which were made from recycled CD cases, and branded wristbands made from recycled plastic bottles. By doing this, we are making an impact on minimising the use of raw materials in the creation of these products.

### Plastic-free mailouts

Mailouts went plastic free in 2022 and we're working with our suppliers so that our orders from them can be plastic free as well.

### Girlguiding Anglia region shop

The retail team continue to reuse free packaging as much as possible, while also moving to the use of compostable bags.







# Retail

Continued to support members with programme support and quick turnaround of orders

## Total gross sales

2022 = £228,225K  
2021 = £176,642K  
Increase = approx. 30%

## Website gross sales

2022 = £88,692K  
2021 = £74,165K  
2022 = 65,754 online items purchased



## Official Uniform sales:

2022 - 2238  
2021 - 1739

1658 customers placed a shop order on the website in 2022 of which:  
503 shopped with us more than once  
17 shopped with us more than 10 times

## Royal Mail click and drop

- 1st and 2nd class mail
- Direct link to website orders via WooCommerce
- Free labels provided
- Professional labelling
- Tracking available
- Automated invoicing
- Benefits for the whole region staff team



Anglia members wear:  
2022 - 550  
2021 - 393

## 2022 top 10 retail sellers

- 7431 Queen's Jubilee badges
- 3952 1 night away badges
- 3685 2 nights away badges
- 3521 Jubilee fun badges
- 2621 Queen's commemorative woven badges
- 2040 Brownie promise badges
- 2023 Remembrance badges
- 1989 World Thinking day 2022 badges
- 1857 Brownie promise certificates
- 1776 Outdoor challenge badges

Total badge sales in 2022 (quantity) = 126,590  
Total items sold (quantity) = 168,553

## New products for 2022

30 & 40 nights away badges



Winter Quest badge

Chief's Challenge badge

Warm Welcome badge



"Parcel was received yesterday, thank you so much for all your help and the quick despatch of my order, I really do appreciate it, good customer service seems hard to come by these days but you nailed it"

Regular Facebook posts and features in the Signpost newsletter to let members know of new products



Apple and Google pay were implemented in the shop in 2022



# Hautbois Activity Centre

## A record-breaking year

2022 saw a record-breaking summer: July had the highest income, bringing in more than the winter months combined!

## Activity participation figures

2021: 27,354  
2022: 45,485

## Final bookings income for 2022

£806,583

## Number of Girlguiding members on site throughout 2022

6190 - a third of all visitors to Hautbois in 2022 were Girlguiding members

## Time to celebrate!

The largest Girlguiding event of the year at the centre was, of course, the lighting of the beacon for Queen Elizabeth II's Platinum Jubilee. Hautbois Activity Centre was selected on behalf of Girlguiding Anglia to host 1 of the 70 Girlguiding beacons to celebrate the Jubilee. The event was a huge success, with over 500 people, both Girlguiding Anglia members and non members, coming together to celebrate with fireworks, food and fun.

## Spending time in the great outdoors

In 2022, the Hautbois Activity Centre ran an open day event exclusively for Girlguiding Anglia staff. Promoting staff wellbeing and providing an insight into the opportunities Hautbois Activity Centre provides. The feedback from the teams was excellent and helped to build relationships across the organisation.

## Estate updates

As well as all the regular ongoing maintenance and improvements to the estate, we have been re-wilding some areas of the estate, planting hundreds of trees and creating new hedgerows, encouraging our water meadow to revert to its natural state - working with nature rather than against it.

Broadland district council confirmed a grant of up to £5000 to support work on the Holy Trinity church roof and repointing the gables. Allowing the church to be water and wind tight, giving a space to shelter.

## Activity updates

Many of the activity areas on site underwent updates and improvements, including the zipwire, monkey climbing, bridge building, pond dipping, and crate stacking. The nightline course in particular, has seen an update which includes improved obstacles. The team has also developed a new on-site version of their search and rescue activity for younger age groups.

## Generation Green

Over 100 adult members took part in outdoor training sessions at Hautbois funded by Generation Green. This included, canoeing, paddleboarding, archery, outdoor first aid, campfires and much more. Giving our members the confidence to pass their newly acquired expertise on to thousands of girls.

Alongside the activity areas themselves, documents for the centre's pond dipping, 90 challenge, initiative tests and junior orienteering have been updated and transferred to non-paper based resources for durability.

## On the road to net zero

Hautbois Activity Centre is on the road to net zero. Having reviewed their current carbon footprint, they are now developing a carbon reduction pathway and action plan.

## Coming in 2023

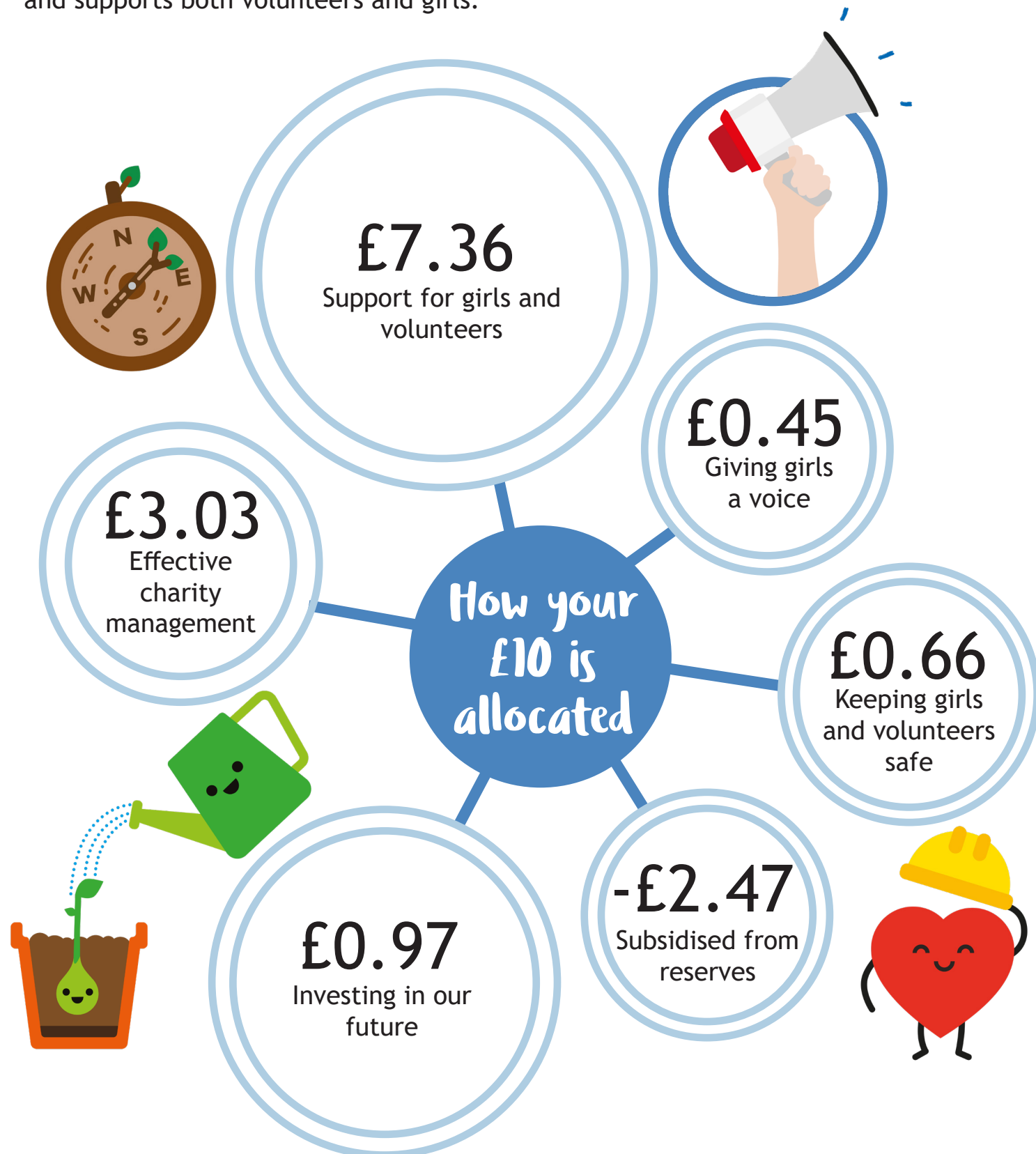
There are many great opportunities coming up for the activity centre, with the introduction of a new activity, midi-fencing, plus plans to make the centre even more accessible. Hautbois Activity Centre will also host 1 of Girlguiding Anglia's Brownies GO explore events, bringing exciting adventure opportunities to Brownies across the region.



# Finance

## Girlguiding Anglia subscription: £10.00

This funding is vital to keep guiding going in Anglia, it pays for a range of services and supports both volunteers and girls.



### Girlguiding Anglia support for girls and volunteers - £7.36

- Programme - exceptional experiences for members, challenge resources and badges, international offer, Queen's Guide award, Duke of Edinburgh award, and archivists
- Learning and development - training, 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 - £3.03

- Developing and delivering the Girlguiding Anglia strategy
- Governance of Girlguiding Anglia
- Making finances and compliance of charity including account auditing
- HR services and health and safety
- Hautbois and estate
- Data and insight

### Keeping girls and volunteers safe - 66p

- Insurance
- Legal advice
- Safeguarding
- Data protection

### Giving girls a voice - 45p

- 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/resources/annual-reports-policies-and-reports](http://girlguiding-anglia.org.uk/resources/annual-reports-policies-and-reports) where you can find our annual reports.







# Summary and what's next for Girlguiding Anglia

## Summary

In 2022, Girlguiding Anglia moved forward from pandemic recovery to a focus on stability and supporting our volunteers to continue to provide exceptional experiences for our girls.

Diversity, inclusion and belonging alongside environmental impact and members' voices were placed firmly on the trustees' agenda.

Region resources and projects returned to being more face-to-face focused and encouraged leaders to be confident in getting back to pre-pandemic activity. However, to ensure we remained inclusive and accessible to all members, online provisions were still made.

The region worked hard to sustain our existing members, whilst working on plans to deliver a region-wide recruitment campaign in 2023.

Data and insight has remained vital in ensuring our trustees and committees make informed and effective decisions in terms of future planning and budgets.

Hautbois Activity Centre had a record breaking year, with bookings year-round and the joy of two successful events held for both Girlguiding groups and the general public. Visitors have commented how wonderful it is to be back.

2022 was full of fun and adventure, with opportunities for our members to find new friendships, and have exceptional experiences.

## So what's next?

2023 will see Girlguiding Anglia focus on sustainability, managing the change in leadership, valuing our members, and recruiting new volunteers to support our amazing existing members.

Exciting opportunities for members in 2023, include:

- Girlguiding's national rebrand
- Welcoming the new region chief commissioner's team
- The launch of our recruitment campaign, Pass It On, on 8 May at The Forum, Norwich
- Our RSPB partnership challenge pack: Feel Good in Nature
- Pride celebrations
- Brownies GO explore events and challenge pack
- RoYL London residential trip for Rangers and Young Leaders
- Hautbois Activity Centre open days
- Promote and grow conferences and challenge
- Great big year of fundraising initiative beginning Autumn term
- Training and development opportunities

2023 holds some incredible opportunities to build on public relations, brand awareness and the charity's sustainability, and we can't wait to get stuck in. As always, we will be having plenty of adventures, finding new friendships, and having exceptional experiences whilst welcoming new volunteers and young members into the Girlguiding Anglia family.

Look out on our website and social media channels to keep up with the stories as they unfold and join us for next year's impact report to see all the highlights of what will be an amazing year for Girlguiding Anglia.



# Governance

## Girlguiding Anglia board of trustees

Tracy Foster, chief commissioner and chair of trustees

Andrea Oughton, deputy chief commissioner

Emma Etherington, treasurer (since October 2022)

Katherine West, county commissioner representative (Suffolk)

Claire Course, county commissioner representative (Cambridgeshire East)

Karen Keeling, county commissioner representative (Bedfordshire)

Beth Sim, grassroots member from Anglia region (since October 2022)

Pat Pinnington, member with region appointment

Fiona Joines, member with region appointment

Ruth Vaughan, external trustee (since October 2022)

## Girlguiding Anglia senior management team

Amanda Bayfield, executive manager

David Maidstone, finance manager

Fiona Hunter, estates and activity centre manager

Bonnie Dillaway, operations manager

Louise Copley, retail manager

