

So what is Perception?

Wikipedia

It is the process of getting, interpreting, selecting, and organising sensory information

Oxford Dictionaries

The ability to see, hear, or become aware of something through the senses.

Cambridge English Dictionary:-

A belief or opinion often held by many people and based on how things seem.

Collins Dictionaries

Is the recognition of things using your senses, especially the sense of sight.

Merriam-Webster Dictionary

Is the way you think about or understand someone or something, the ability to understand or notice something easily, or the way that you notice or understand something using one of your senses.

General Clarification

Perception is awareness, comprehension or understanding of something using sight or senses.

Clarification

The Vision:- By 2023 we will have prepared more young people with skills for life, supported by amazing Leaders delivering an inspiring programme. We will be growing, more inclusive, shaped by young people and making a bigger impact in our local communities.

The Pillars of work:- We have a plan of action to increase volunteer support and extend our reach to more young people. This plan of action includes three pillars of work; programme, people and perception.

So how can we challenge perception?

So in essence, we want sustainable growth, to be more inclusive, to be youth led and to influence our local communities. With regards to perception clearly we need to reach out in our communities and especially to our under represented communities, improve our communication skills and brand awareness. Squash those age old preconceived ideas (white middle class male etc) and show that we are an open, diverse and modern organisation offering essential life skills for all young people and further more exciting and flexible volunteering opportunities for all adults alike.

Communication and brand awareness. It is essential that local Scouting harnesses the brand and promotes the same message. Strength in numbers comes to mind – but if everyone promotes the same message and we showcase the very best of Scouting locally awareness will increase. If the quality of our programme improves our membership will increase. If we change the mind-set of our Leaders and allow our young people to influence and control their Scouting we will become youth led. If we engage with our communities and work with our under-represented communities to show the new and modern face of Scouting, without barriers and promoting inclusivity we create and achieve community impact.

The likely benefit from this process is that we can start to identify our ‘movers and shakers’ - support them, value and empower them and hopefully they become our Leaders of the future. We can also introduce the new lifeblood of adults into Scouting to help make our movement more diverse and fully inclusive.

This needs to be championed by everyone involved in Scouting but in particular promoted by our GSL's, Sectional ADC's and Youth Commissioners.

Look for quick wins ! Community impact support days / local partnerships / service projects / engaging with MP's and Local Councillors / Scouting outdoor events / press coverage / Scouting in Schools / collaborations (YOU London) etc., etc.

The core aim must be that Scouting is understood, more visible, trusted, respected and widely seen as playing a key role in society today. We will update our brand and support the promotion of Scouting so that the public better understands the benefits of Scouting, especially #SkillsForLife

This will lead to more young people joining, increased funding, and recruitment of volunteers.