

THE GAMBIA SCOUTS ASSOCIATION



STRATEGIC PLAN

2018-2021

Executive summary

About TGSA (introduction)

The Gambia Scouts Association is an educational, voluntary, and non-political movement for young people open to all without distinction of origin, race, creed, tribe and gender. Our Vision is to create a better world through scouting activities while our Mission is to educate young people to play a constructive role in society. The Scouting Movement was started by Lord Baden Powell on 1st August 1907 in Brown Sea Island in England. In the Gambia, the Scout Movement began in 1921.

The principles of Scouting are the laws and beliefs which represent an ideal vision of society and a code of conduct for all its members. They are in three categories: Duty to God, Duty to others and Duty to self

The Association is established by an **Act of Parliament** the Boy Scouts Act, CAP 51:02 Volume 7 Revised Laws of The Gambia (2009) is the largest youth organization in the Gambia catering for young people between the ages **3-35 years and beyond** with a membership of **over 15,564 (2017)** scouts and adult leaders in 2017.

It has grown to be a dynamic Youth Movement in the Gambia today and continues molding and impacting the lives of the young people. It has maintained, improved and upgraded relevant structures and infrastructure so as to facilitate the delivery of quality Scouting.

The Association aims at developing the youth at their formative ages so that they become responsible citizens through social, physical, intellectual, character and spiritual development. Leaders respond to it directly by helping young people define their personal values and ethics as they act and then reflect upon their actions. This "action learning" is an unmatched way to enhance value development.

Scouting has stood the test of time. It is therefore worth venturing to:

- Instill positive values such as belief in God and good citizenship
- Promote Personal hygiene and general health
- Advocate for sustainable Environmental protection.
- Avoid risky behavior (i.e. campaign against drug abuse etc).
- Promote self-development

Vision

By 2021 Scouting will be the Gambia's leading educational youth movement enabling 25,000 young people to be active citizens creating positive change in their communities based on shared values.

Mission

To contribute to the education of young people, through a value system based on the Scout Promise and Law, to help build a better world where people are self-fulfilled as individuals and play a constructive role in society.

Core Values

As scouts we are guided by these values:

- **Integrity** - We act with integrity; we are honest, trustworthy and loyal.
- **Respect** - We have self-respect and respect for others.
- **Care** - We support others and take care of the world in which we live.
- **Belief** - We explore our faiths, beliefs and attitudes.

Message from the Chief Scout

Scouting is an educational youth movement which promotes individual development as in physical, intellectual, emotional, social, spiritual and character. In the Gambia, young people constitute 64% of the country's population. As such the movement has a bulky work to reach out to these young people and address their needs. The Association has always put into practice and achieving youth Involvement, Adolescents thus active support for young Girls and boys, women and men thus joint participation by means of equality of opportunity regardless gender.

Our former Scouts are also social workers, teachers and parents: the people who make society work. Scouts are all around you. You will know them by their values: cooperation, respect and integrity that they learnt when they were young. When they memorized the Scout Promise, they were not just joining a youth club, they were choosing a code which many would follow throughout their lives. They were making a choice to live a meaningful life, full of fun, adventure and friendship and to put others before themselves.

This strategy sets out a plan to make Scouting available to the next generation of young people. Today we have more than 15,000 youth members. By 2020 we want to bring Scouting to at least twenty five thousand young people and attract enough volunteers to help us do this. Scouting is more relevant today than ever and has the ability to transform lives by contributing to growth and development of their communities. We want to extend our reach even further so every young person in the Gambia has the opportunity to experience Scouting. We are open to all regardless of faith, gender, ethnic, and race or social background. In fact Scouting is valued most and has its biggest impact in the most deprived parts of the country.

Achieving our goals and realizing our vision will only be possible if we focus on clear goals – to make Scouting a Movement that is **growing, inclusive, shaped by young people** and **making a positive impact in our communities**. This will not always be easy and we cannot do it alone. We need to look wider and work in partnership with a broader variety of individuals and organizations.

There is plenty of work to do, but we are tackling our challenges head on. We are improving our meeting places including our headquarters, giving our leaders the best possible training and making Scouting safer than ever. Most of all we are listening to young people. They are at the heart of Scouting and they are the ones who have the hope, the talent and the ideas that one day will change the world.

Join us on this journey, help us achieve our vision. Together we can do justice to the legacy of the thousands of Scouts who have gone before us and who were proud to say that they did their best.

Message from Chief Commissioner

Scouting is a program that is valued by Gambians. The youth membership of The Gambia Scouts has grown for more than nine (9) decades. Our organization is now at a critical point where we are in the position to choose a more ambitious growth path - growth in terms of the opportunities we provide and the number of young people that grasp them. The reason that Scouting should grow is

that our purpose is to develop young people. To fulfill this purpose we need to make sure that the Scouting program is available and attractive to all young people in The Gambia so that all young Gambians can create a better world through Scouting.

This means doing some things differently. It means continuously improving the program we deliver, providing better support to Scout Groups where Scouting happens, engaging proactively with local communities and schools and helping them to start new Scout Groups.

This strategy will guide our work to achieve our ambitions. It also outlines where we need assistance from communities and all levels of government, specifically to ensure that Scouting has the facilities to provide the Scouting program in new communities.

EDUCATIONAL METHODS

Youth Programme

Goal

To have a relevant, vibrant and attractive youth programme

Objectives

1. To equip young people with life skills.
2. To develop Youth Programme delivery reference materials.
3. To impact the communities positively through Scouts actions and interventions.

Activities

1. Conduct 24 patrol leaders trainings nationwide in 3 years
2. Development of the youth programme
3. Development and production of 1000 youth programme manuals
4. Programme dissemination in at least 80% of the districts
5. Develop and disseminate Youth programme policy
6. Develop and disseminate Safe from harm policy
7. Integrating at least 2 World Programmes into the NSO youth programme

Adults in Scouting

Goal

Competent and motivated adults supporting the delivery of Scouting

Objectives

1. To enhance the capacities of the adults in Scouting
2. To develop supportive policy frameworks for adults

Activities

1. Conduct 15 Basic Leader Trainings targeting 450 leaders
2. Conduct 2 advanced wood badge trainings for at least 90 Leaders
3. Conduct 1 Assistant Leader Trainers (ALT) course for at least 30 selected leaders
4. Conduct 1 Leader Trainers (LT) Course for at least 20 selected leaders
5. Conduct 1 middle level management training for at least 60 selected district and regional leaders
6. Conduct 1 top level management training for at least 15 members of the National Scout Council and Executive Committee
7. Develop and disseminate Adults in Scouting policy

YOUTH ENGAGEMENT

Goal

Empowering young people to play active role in decision making at all levels of the NSO

Objectives

1. To ensure youth representation in decision making organs of the NSO
2. To develop supportive frameworks for youth engagement

Activities

1. Develop and disseminate a youth involvement strategy
2. Conduct 1 National Youth Forum
3. Conduct youth forums in at least 20 districts
4. Conduct youth forums in at least 4 regions
5. Develop and disseminate NSO youth forum guidelines

SOCIAL IMPACT

Goal

Increased Scouting's social impact in the communities.

Objectives

1. To contribute to the development of the community through Scout method
2. To contribute to the conservation of our natural environment: nature, wild life and climate change mitigation.
3. To measure and document Scouting social impact

Activities

1. Sensitization on illegal migration to at least 5000 Scouts
2. Planting of at least 6000 trees to boost the national forest cover
3. Sensitizing at least 15000 Scouts and community members about the effect of bush burning
4. Training at least 360 Scouts on fire fighting
5. Specialised trainings on project management, social impact assessment, Monitoring and evaluation for at least 180 selected leaders and Scouts
6. Conducting an assessment on the social impact of Scouting
7. Set up an emergency response and disaster management teams
8. Conduct sensitisation on drug abuse
9. Conduct road safety campaign
10. Upgrading the standard of our skill institutions
11. Promotion of sports and recreation among young people

DIVERSITY AND INCLUSION AND MEMBERSHIP GROWTH

Diversity and Inclusion

Goal

Making Scouting available to the different segments of the society

Objectives

1. To make Scouting accessible to people living in difficult circumstances
2. To promote more female participation in Scouting and leadership

Activities

1. Creating 3 Scout troops in the schools of differently abled people

2. Establishing 3 Scouts troops in prisons and in children homes
3. Introducing Scouting to tertiary institutions
4. Recruiting and providing training support to at least 150 more female leaders
5. Diversify skills offered at the Scout training centres

Growth

Goal

Sustainable growth and development of Scouting in the Gambia.

Objectives

Qualitative and quantitative membership growth

Activities

1. Membership growth from the current 15,564 to 25,000 members
2. Development and implementation of the NSO's growth strategy

GOVERNANCE

Goal

Better structuring of the Gambia Scout Association

Objectives

1. To streamline the operations of TGSA at all levels
2. To develop the different policies and procedures to guide the operations of TGSA.

Activities

1. Developing POR and the different policies that govern the NSO.
2. Rolling out a uniform reporting system.
3. Submission of annual WOSM reporting package including census, narrative and financial report.
4. Conducting induction training for various leadership positions and roles
5. Ensuring regular internal and external audits of both finance and assets
6. Develop a proposal document for the Building of Headquarters premises
7. Creating an inventory of all the NSO's assets
8. Setting up a functional Headquarters
9. Turning the NSO properties into income generating activities

COMMUNICATIONS AND EXTERNAL RELATIONS

Communications

Goal

Improving internal communications.

Objectives

To streamline the flow of information within the TGSA structures.

Activities

1. Develop and disseminate a Communications and External Relations strategy
2. Setting up an effective communications unit
3. Conducting Communication training to 62 Scout Public Relations Officers.
4. Launching of a website, Face book page, E-mail, Twitter and WhatsApp group to share the Scouting stories and initiatives.
5. Publication of a quarterly online magazine.
6. Register the Scout logo as an intellectual property right
7. Develop a brand manual

External Relations

Goal

Foster good local and international relationship
Re-building the good image of TGSA

Objectives

To establish strategic partnerships and to maintain good working relationships with partners to promote the growth and development of Scouting in TGSA.

Activities

1. Launching of a website, Face book page, E-mail and Twitter,
2. TV & Radio talk shows (Scouting Banta-ba)
3. Conducting a stakeholders' analysis
4. Develop at least 3 strategic partnerships

EVENTS

Goal

Attaining learning experiences through Scout events

Objectives

1. To organise high quality national events
2. To participate in regional and global events

Activities

1. Organising National Summer camp 2018
2. 3rd World Scout Education Congress 2019
3. Organizing the Centenary Jamboree 2021
4. Organising Annual National Scout Day
5. Celebrating the Founder's Day
6. Holding the Africa Scout Day
7. Participation in the West Africa zonal conferences 2019 and 2020
8. Hosting the West Africa zonal conference 2021
9. Participation in the 17th Africa Scout Conference and 8th Africa Scout Youth forum
10. Participation in the 8th Africa Scout Jamboree
11. Participation in the 24th World Scout Jamboree
12. Participate in the 15th World scout youth forum and 42nd world scout conference 2020
13. Participate in the world scout moot 2021

