

A RELEVANT GROUP

Key Aim 1: The public will perceive Scouting within the Group as a relevant pastime for adults and young people.

Objective:

By 2010:
Appointment of a Group Media Development Manager.

Key Aim 2: The Group will be recognised as part of the corporate organisation.

Objectives:

By 2009:
Produce strategy to ensure regular press coverage.

By 2009:
Review communications to remove acronyms.

By 2009:
Implement Group website.

By 2009:
Review our use of stationery to ensure is "on brand".

By 2010:
Review the way we communicate with parents and outside organisations.

Key Aim 3: The Group will ensure that it is grounded in the local community and responds to its needs.

Objectives:

By 2011:
Participation on Area 21 and other Hainault based organisations.

By 2010:
Active participations in local community work.

By 2012:
Local community representation on the Executive.

