



Derek Twine (UNITED KINGDOM)

Chief Executive, The Scout Association

Why was it important for your Organization/Association to take a strategic approach to 2007, Scouting's Centenary?

1. We have an ongoing 10-year strategy for growth; in the planning period 2002-2012, 2007 was a mid-way opportunity
2. We wished to support the unique opportunity to consolidate global opportunities for the furtherment of Scouting's unique contributions to 21st Century civil society

What, specifically, did your Organization/Association hope to gain from the Centenary?

1. Membership growth (both youth and volunteer adults)
2. Internal self-esteem
3. External and sustainable support from media, politicians, commercial partners and public

What was the biggest challenge for your Organization/Association posed by the Centenary?

Helping leaders in the organisation to see the "bigger picture" beyond just the events and celebrations

How did your Organization/Association meet this challenge?

Constant communication re-iteration the strategic opportunities in local communities as well as at national level

How did your Organization/Association work to ensure that there was 'something for everyone' in the Centenary year?

We created a very clear and practical youth programme resource for all local units "Join-in-Centenary"
We promoted and supported local activities and events (eg Centenary Camps, Promise Ceremonies, Centenary "Good Turns"
We recruited, trained and supported a national network of Young Spokes Persons and of Media Development Managers

How did your Organization/Association maintain the momentum throughout the year?

In 2006, we devised, published and supported a full monthly plan for use throughout 2007, which included:

- Unit programme activities
- District activities
- National events
- Primary subject for media focus

What do you believe was the greatest achievement in 2007 for Scouting in your country?

GROWTH of the membership, which is sustainable

What is the greatest lesson that your Organization/Association has learned from the work (of the past years) in preparing the Centenary?

To think, plan and work strategically

What advice would you give to other Scouts planning for upcoming national centenaries?

Think, work and plan strategically

What is your fondest memory of 2007?

Renewal Scout Promise at 0800hrs on 1st August 2007

How is your Organization/Association now building on the achievements of the Centenary in 2008?

Converting expressions of interest into new members and new leaders
Renewing and developing media interest, commercial partnerships and political engagements
Thanking and celebrating with leaders, parents and staff
Looking ahead and "Building on success"