

Girlguiding North East England Strategy 2025–2030

We will:



Invest in our organisation:

- Increase our membership
- Invest in and develop our staff and trustees
- Develop mutually beneficial external partnerships
- Seek additional funding opportunities
- Develop an attitude of and aptitude for change



Invest in our members:

- Offer refreshed learning and development opportunities
- Create exciting mass participation events
- Communicate with each other and all stakeholders via multiple modern and accessible channels
- Support digital inclusion, stay abreast of technological advancements and use them
- Appreciate, recognise and care for our volunteers



Invest in our reputation:

- Remain compliant with Charity law
- Have assured adherence to Girlguiding policies
- Maintain a robust and sustainable financial position
- Understand and react to our diverse communities
- Embrace a continual improvement ethos
- Be mindful of sustainability in all we do

Our vision is to be the activity of choice for women and girls in North East England

***Please note: we use the terms 'members', 'membership' and 'volunteers' as an interchangeable descriptor**

