



THE BOYS' BRIGADE 
> the adventure begins here

Be Bold, Be Strong

Strategic Plan 2021 – 2025

We can be proud of what The Boys' Brigade has achieved in the past, but also what the Brigade is doing today in the midst of some of the most challenging times that we have known.

We can celebrate the impact The Boys' Brigade has had on children and young people and the way it has helped shaped the lives of millions of people throughout the UK, Republic of Ireland and beyond over the last 137 years.

We can give thanks for the passion and dedication of thousands of volunteer leaders who freely give their time and talents to the Brigade to support children and young people to learn, grow and discover.

“The Boys' Brigade has opened up so many opportunities for me... I have learned a lot in the BB, I have grown a lot. I have discovered who I am.”

– Mark, young leader

Although there are reasons to be optimistic about the opportunities that lay ahead of us, there are also significant challenges that need to be faced as well.

In 2019 an independent Strategic Review, conducted by Wren and Greyhound, captured the views, ideas, hopes and ambitions of our members and leaders. A very clear message emerged around the need for the Brigade to focus our efforts and energies on the quality of experience that is offered to our children and young people, ensuring that it is the consistent high standard that we would all wish for. The review has shaped the following five year strategy, as we have reflected upon where we are, and where we want to be by 2025.

The next five years will be undoubtedly be vital for the longer term future of the Brigade. Our plans will require boldness – the new strategy will mean doing things differently, which will not always be easy. Our focus though must be on the children and young people who are part of the Brigade family and those who will join in the years to come. Our strategy and indeed all our work must also be rooted and anchored in our Object, Vision, Mission and Values.

Jonathan Eales
Chief Executive

“Yes, be bold and strong! Banish fear and doubt! For remember, the Lord your God is with you wherever you go.”

– Joshua 1:9

Our Vision, Mission and Values

Our vision

Is that children and young people experience “life to the full” (John 10:10).

Our mission

The Boys' Brigade has faith in young people and provides them with opportunities to **learn**, **grow** and **discover** in a safe, fun and caring environment which is rooted in the Christian faith.

Our organisational values

Faith – We are a Christian youth organisation, and our work is rooted in the Christian faith. We have a hope in Christ as our anchor that sustains us throughout life (Hebrews 6:19).

Caring – The Boys' Brigade is a family. We believe in building loving, caring and inclusive relationships, as well as creating a safe and fun environment that is supportive and nurturing. We are responsive to the needs and aspirations of others regardless of ability, identity or background.

Inspiring – We seek to inspire children and young people, challenging them to live their lives in the fullest sense. We also believe in peoples' abilities to inspire and act as positive role models to others.

Trust – We are honest and trustworthy. We seek to empower children and young people to participate and to lead, believing in their skills, abilities and ideas.





The Brigade's new strategy will focus on achieving **Quality, Growth and Voice**.

The emphasis within the new strategy is firmly on **Quality** – we believe that if we focus on and improve the quality of our work, then this will lead to growth across the organisation and greater opportunities for the voice of our members to be heard and make a difference.

“When The Boys’ Brigade works, it works very well and there is nothing better.”

– Robert, young leader

Quality

We will improve the consistency of experience for children and young people within the Brigade. This will include:

- Defining and managing the quality of experience provided to children and young people
- Supporting our dedicated leaders through training, resources, staff and also introducing a culture of continuous personal development
- Updating core training and establishing a new network of trainers
- Providing high quality programme resources, including the launch of new programmes for the Company and Seniors age groups
- Improving the current support structure for Companies
- Reviewing all categories of leadership in order to ensure their relevance and effectiveness

Growth

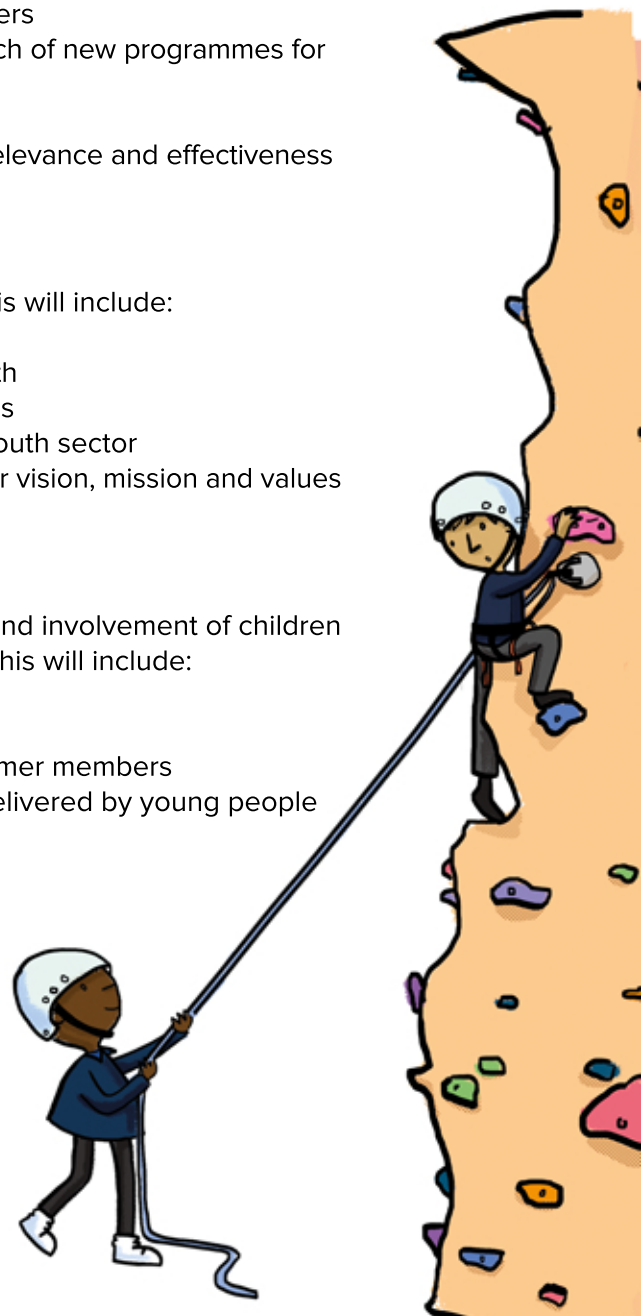
We will stabilise membership numbers over the next five years. This will include:

- Supporting and resourcing Companies that are ready for growth
- Relationship and partnership building with Churches at all levels
- Continuing to work with kindred organisations and the wider youth sector
- Seeking new partnerships, including with funders, who share our vision, mission and values

Voice

We will raise the profile of the Brigade and increase participation and involvement of children and young people in shaping and representing the organisation. This will include:

- Supporting the development of young leader networks
- Developing an alumni membership scheme to engage with former members
- Launching an external facing PR campaign co-designed and delivered by young people





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The Boys' Brigade is a registered Charity in England & Wales (305969) and Scotland (SC038016).

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