



Girls can do anything

Girlguiding's ambition and
strategy 2025 – 2035



About Girlguiding

We're over 300,000 girls from 4 to 18 who come together to laugh, learn and have adventures.

We're 80,000 volunteers who make guiding happen by giving their time, talents and enthusiasm. Our Rainbows, Brownies, Guides and Rangers meet every week in 23,000 groups in every constituency across the UK.

We're her first night away, weekend camping adventures, summer music festivals, emails to her MP about the things she cares about.

We're the badges she collects to capture the journey she's chosen – anything from mindfulness to rock-climbing to crafting to coding. We're a powerful collective voice – led by girls, for girls – changing the world for the better.

We help all girls know they can do anything.

We're Girlguiding.



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Foreword

We're Amplify, Girlguiding's youth steering group. We're a group of 30 girls, 12–18 years old, and we make sure girls' voices are heard.

The challenges facing girls today are far-reaching with challenges such as misogyny and fear of violence as well as a multitude of social media pressures.

The most important things that Girlguiding has given us are friendship in a safe space, opportunities for sports, events, travel and activities, including cooking from scratch and camping, as well as the chance to be surrounded by strong women. We want to promote ambitious, brave and confident young women. We want to preserve Girlguiding, and elevate its reputation, introducing it to more girls. We want people to know how fun and social Girlguiding is.

It is important that older girls' are able to continue with Girlguiding in ways that work for them. We need to ensure that the volunteer experience is enjoyable and supportive. We hope for the future that Girlguiding can help level the playing field by providing opportunities to all girls. Girlguiding is more than just the t-shirt and singing a song; it is inclusive and empowering and has a valid place in today's society.

Our ambition and strategy will make sure all girls know they can do anything.

Written by Francesca Wright,

Amplify member, using words, ideas and passion for Girlguiding provided by all of Amplify



It's difficult being a girl today

The world facing girls today is full of challenges. Girls tell us they're facing an unequal society, harmful gender stereotypes, increased sexism and misogyny, appearance pressures and declining wellbeing. Despite being experts in their own experiences, girls do not always have a say in decisions that affect them. Nor are they always represented in spaces that they could be.

With advancing technology, a climate crisis and lots of uncertainty, it's more important now than ever that we can be there for girls when they need us.

Only 1 in 4 girls feel very confident in their life and only 1 in 4 feel confident about their future.

Girls' Attitudes Survey 2024

With 100+ years of empowering girls and young women, we have proven impact on girls' confidence and wellbeing. We are leaders in youth participation and girls and volunteers tell us they have an inclusive experience.

Our strategy, 'Girls can do anything' aims to double our size to 1 in 10 girls by 2035. We will grow our impact and reach by strengthening and diversifying our offer for girls and volunteers.

- We'll overcome the challenges facing girls today by being led by girls, with our programme's proven impact on girls' confidence and wellbeing and our unique position as the UK's largest youth organisation dedicated to girls.
- We'll evolve our core offer for girls 11+ and give volunteers an experience that works today and for the future, so we can grow Girlguiding.
- We'll work with partners and collaborators to give Girlguiding experiences to girls in communities we don't yet reach, where they are and when they need it the most.

By 2030, we'll reach more girls where they are, building their confidence when they need it the most, so more girls will know they can do anything.



Our vision

An equal world where all girls can make a positive difference, be happy, safe and fulfil their potential

Our strategy **Girls can do anything**

Our ambition

By 2030, we'll reach more girls where they are, building their confidence when they need it most, so more girls will know they can do anything

Our long term aim

By 2035, 1 in 10 girls in the UK will be benefitting from a Girlguiding experience

How we will achieve our ambition

We'll be known for and be impactful in being girl led, building girls' confidence and wellbeing for greater gender equality

We'll evolve the way **girls 11+** experience guiding

We'll create a **volunteering experience** fit for the future

We'll develop **Girlguiding inspired experiences** to reach more girls

We'll embrace working in collaboration and partnership **with others**

Which we will do via our shared goals



Unrivalled experiences for girls, led by girls



Rewarding and flexible volunteering



Inclusive, impactful and visible



Sustainable and efficient organisation

We listened to girls to develop our ambition

We have conducted research with girls, parents and volunteers and listened to their thoughts, experiences, and aspirations. In all, we heard from 35,000 girls and volunteers at all levels of guiding and from non-members too.

We took time together with girls and volunteers to understand our strengths and impact. And to explore what our ambition should be to achieve our vision of an equal world. We identified our challenges now, and the key things that will prevent us from achieving our vision in the future.

Our collaborative approach, rooted in evidence and girls' experiences, has given us a bold ambition. We've chosen key areas to focus on in the next five years, so we'll be better able to respond to the pressures and challenges facing girls today.

“ In 10 years Girlguiding will ensure that girls enjoy self-worth and know that their views and opinions are important.”

Volunteer

“ It provides young people with a voice.”

Ranger

“ I would like more people in the community to know what we actually do.”

Volunteer

“ As teenage girls [emotional/mental wellbeing] is something that we all really definitely struggle with, and something that we need to be reminded of, to feel good about ourselves and be supported by other girls.”

Non-member, aged 15-17

“ Give the girls more power.”

Volunteer

“ ‘It’s helped me to do stuff that I never really knew I could do.’

Brownie

How we'll achieve our ambition

We'll be known for and be impactful in being **girl-led**, building girls' **confidence** and **wellbeing** for greater gender equality

We've made great strides in youth participation, and we still have more to do. 73% of our adult members agree we need to do more to be girl-led.

We know parents are most concerned about their child's mental health, self-esteem and confidence. Similarly we're seeing a need to respond to girls' concerns around the impact and experience of sexism, appearance pressures and safety.

We know from girls, parents and volunteers, what sets us apart is being girl-led and our proven impact on building girls' confidence and wellbeing. We'll build on this across everything we offer to girls. We'll be really clear on how having a safe, girl-led space, facilitated by trusted adults, doing activities that are fun and sometimes challenging, contributes to girls feeling more confident and more able to navigate the world around them.

We know we do these things well. We want the world to know too.

We'll be bolder in our communications and marketing to set us apart from others and shout about our impactful offer which is led and shaped by girls. Our communications will be more led by girls and the things that matter to them.

Girls aged 11-18 in guiding are, on average, **28%** more confident and **15%** happier than UK girls.

Impact and experience survey 2024



We'll evolve the way girls 11+ experience guiding

We know that as girls get older, their negative experience of gender inequality worsens, and the confidence gap between girls and boys widens. Almost 1 in 3 girls and young women aged 11–21 are worried about not being treated fairly or respectfully in the future because they're a girl or woman.



We know girls want a space away from school-like pressures to enjoy themselves and feel supported for now and for their future.

We'll expand the ways in which girls aged 11+ can take part in Girlguiding.

We'll design this with girls in and outside of Girlguiding to make it more attractive, suited to older girls' needs, more flexible and is better connected to girls' future life prospects and interests.

We'll create a volunteering experience fit for the future

We've made a lot of progress to make the process of becoming a volunteer easier. We know that there's still work to be done. We need to meet the needs of our volunteers for years to come, so they can spend more time doing what they love most about guiding.

Volunteers develop girls' confidence, acting as trusted adults and role models for girls.

We'll continue to improve the processes that are essential to volunteers' roles, such as training and keeping everyone safe. A big part of this will include building fit-for-purpose digital tools that help make tasks easier. We'll drive forward a range of improvements, large and small over the next few years, including a new digital service.

We'll have a really clear offer to volunteers about what to expect and what they get from the experience of volunteering for us. We'll promote being flexible in how people volunteer and offer guiding.

We know that volunteers have a positive experience when volunteering fits easily into their lives. We'll show how guiding can be offered flexibly to enable more people to give time in a way that works for them. It also helps us to make a more inclusive space for everyone to give time if they can.

Volunteers will be as free as possible to do what they enjoy most about being in guiding and offer more opportunities to girls.

95% of Girlguiding girls respect their leaders.



We'll develop Girlguiding inspired experiences to reach more girls

Following our diversity and inclusion audit in 2021, we've done a huge amount to build an inclusive culture and prioritise equity, diversity and inclusion. But we know we're not yet representative of girls in the UK today. This is particularly true of girls of colour and from lower socio-economic backgrounds.

We hear from girls, parents and volunteers that they might not feel Girlguiding is a place for them, or that it wouldn't fit in with their lives.

We need to work harder to make Girlguiding accessible to girls and volunteers from all backgrounds. This means adapting to what girls need where they need it, and collaborating with local and national partners to deliver guiding in multiple ways.

“ I feel like if you could try it out in school that would be cool because then at least you're with your friends that you actually know and you can both try it together and maybe you'll feel more comfortable because you know someone there.”

Non-member, aged 11-14



“ She now values more flexibility due to increased schoolwork and social commitments, and she’s looking for activities that support both her mental and physical wellbeing.’

Parent

We want to develop experiences with girls and partners that are inspired by the key elements of Girlguiding. We want to offer girl-led, fun and safe spaces which offer a variety of opportunities to try new things and a shared purpose of gender equality, leading to better confidence and wellbeing. We need to do this in a way which reaches girls in spaces where they are, in ways that make sense for the stage of life they are at. Whether at school, online, in community groups or in health and social care systems.

There are lots of examples of volunteers being incredibly creative with offering experiences to refugees, girls in hospital, girls with parents in prison and during school holidays.

We’ve also trialled offering enrichment activities in schools, one-off workshops for girls and issue-specific courses.

By meeting girls where they are, Girlguiding inspired experiences will contribute to Girlguiding being better known and more visible to girls and potential volunteers, as well as more representative.

These co-created Girlguiding-inspired experiences will be girl-led, designed to build girls’ confidence and help wellbeing. They’ll also be designed to combat gender inequality in a way that’s tailored to local needs.



We'll embrace working in collaboration and partnership with others

We've been fortunate to have worked with some great organisations who've supported our work with girls. We want to continue and build on these partnerships.

To reach girls we currently don't, we'll need to work in partnership with communities, schools and youth organisations who already reach those girls. We have expertise to bring. And we want to work with others to address the issues that girls are facing, tackle barriers to confidence and improve wellbeing.

Our volunteers tell us they want to see more working with local funders, mental health providers, STEM organisations and environmental causes.



“I feel like I’m alone in trying to make a change in the world, especially with climate change and nature. None of the adults who take charge of countries or companies are taking charge of this!”

Girl, aged 7-10

We'll measure our success through our **shared** **goals, by** **2030:**



Let's create unrivalled experiences for girls, led by girls:

More girls and young women will have had a Girlguiding experience which meets their evolving needs, is girl-led and builds their confidence and wellbeing. We'll tackle gender inequality through positive outcomes for girls and society.



Let's develop a rewarding and flexible volunteer experience:

We'll attract more volunteers to our fun and flexible opportunities, so we reach more girls. Slicker processes and digital tools will make volunteering easier.



Let's be more inclusive, impactful and visible, so we're accessible to more girls:

We'll reach girls from all backgrounds and work with partners, communities and schools to be more accessible to girls. We'll be known widely for our impact on girls across the UK.



Let's create a sustainable, efficient organisation:

We'll be sustainable, adaptable and fit for the future. We'll have improved digital capabilities and environmental practices.

Thank you to those who helped us

To develop this ambition, we heard from thousands of girls and volunteers, and also other organisations. From completing surveys and attending consultation meetings, to workshops at events and conferences, and taking part in research and focus groups – we thank everyone who has contributed in every way big and small to this work.



Thank you to:

Every member, girl, parent and volunteer who took the time to feedback via surveys such as our impact and experience survey, strategy survey and more.

Members of Girlguiding's youth steering group Amplify, and the Girlguiding advocates.

Girls and staff from Dixons Allerton and Sixth Academies, Bradford.

The chief guide team and 'thinking group' of senior volunteers, trustees, staff and Girlguiding council members who steered development of the ambition.

Members of Girlguiding's council.

The many commissioners, country and region team colleagues and lead volunteers who took part in strategy sessions at the Leading Together conference.

The young leaders and inspire network members who took part in focus groups.

Our external collaborators and experts across the sector who spoke with us about developing our ambition.

Final word:

“ I like that I can be proud of guiding and feel that I’m continuing that little bit of history that will hopefully see girls in future generations enjoy as well.”

Ranger



Published by Girlguiding

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Registered charity number 306016

Incorporated by Royal Charter 36

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