



Girlguiding Ulster Satisfaction Survey results

April 2023



Girlguiding Ulster has 1457 adult volunteers, 515 units, 67 Districts and 9 Counties across Northern Ireland. Girl membership is 5984.

Satisfaction Ratings across EA defined areas

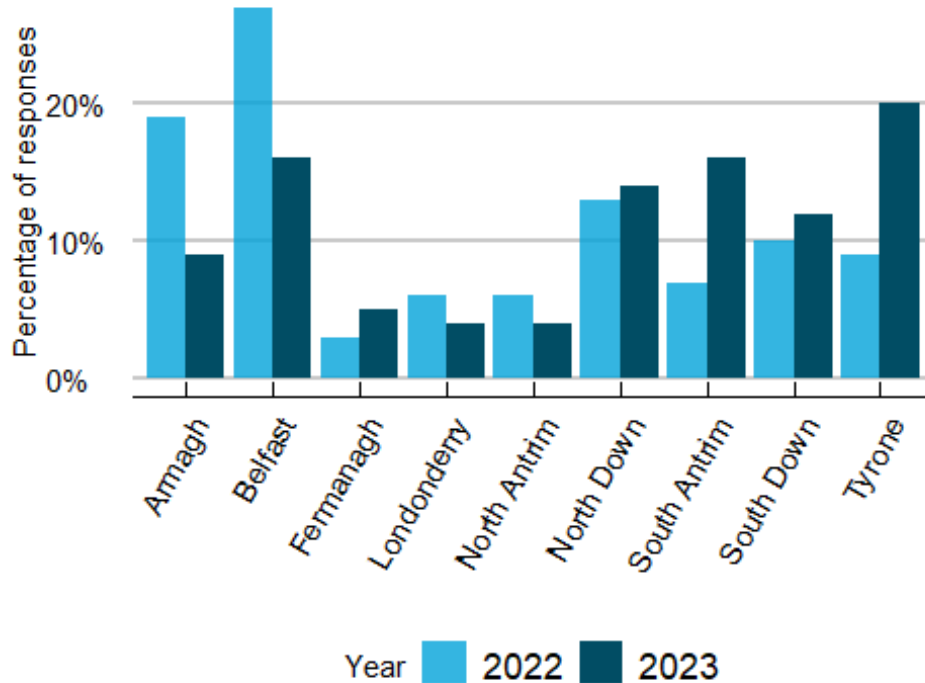
The Education Authority funding has been awarded to Regional Strategic Organisations who can show that they have achieved a minimum of 80% satisfaction in the following areas;

Safeguarding & Child and Adult Protection Support,
Quality Assurance Support,
Support to Measure and Evaluate Youth Work Outcomes Support,
Workforce Development Support,
Governance Support,
Representation and Collaboration Support, Curriculum Support,
Membership Services Provided

In order to measure satisfaction rates in these areas a survey was designed, developed and piloted to a number of Girlguiding Ulster volunteers in January 2022. The results and feedback from the pilot allowed us to amend the survey to ensure greater feedback and clarity from members.

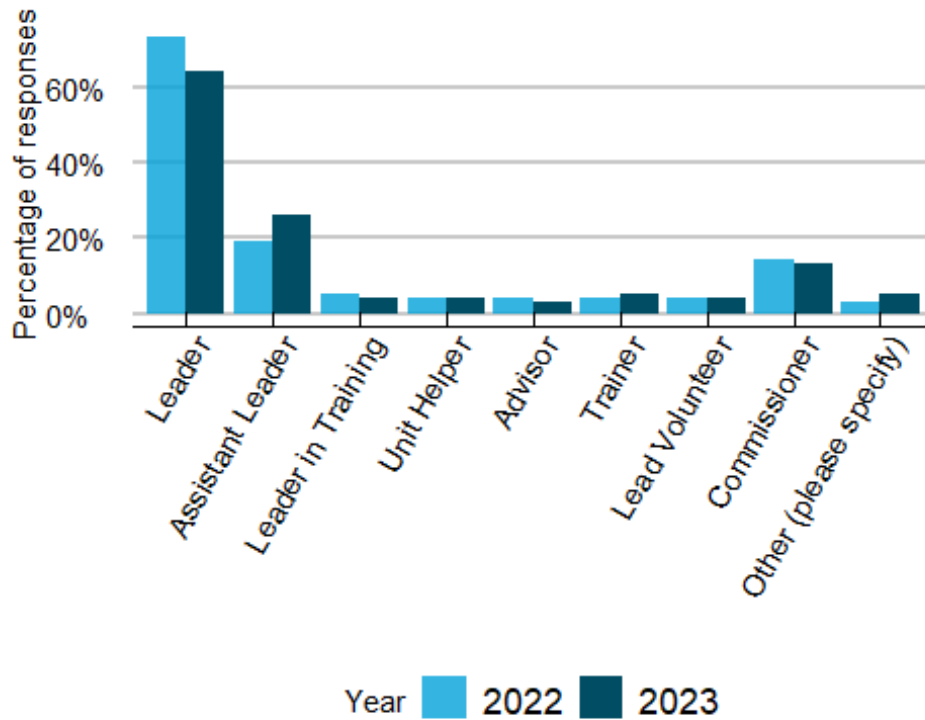
A further satisfaction survey was then circulated in January 2023 with some additional questions from last years. This year the survey monkey was circulated via an e-newsletter to all volunteer leaders and promoted via social media with a three-week turnaround for responses.

These results were then analysed and comparisons made with the results from last year. Compared to 2022, we received 187 responses (114 in 2022), with South Antrim and Tyrone more represented, when in 2022 the majority of responses came from Belfast and Armagh.

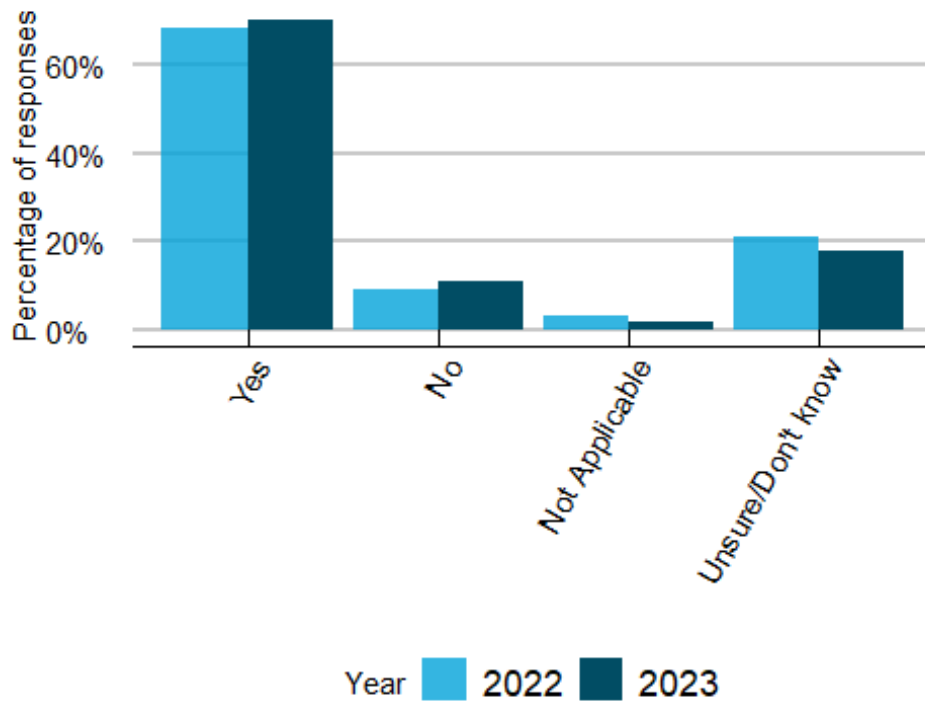


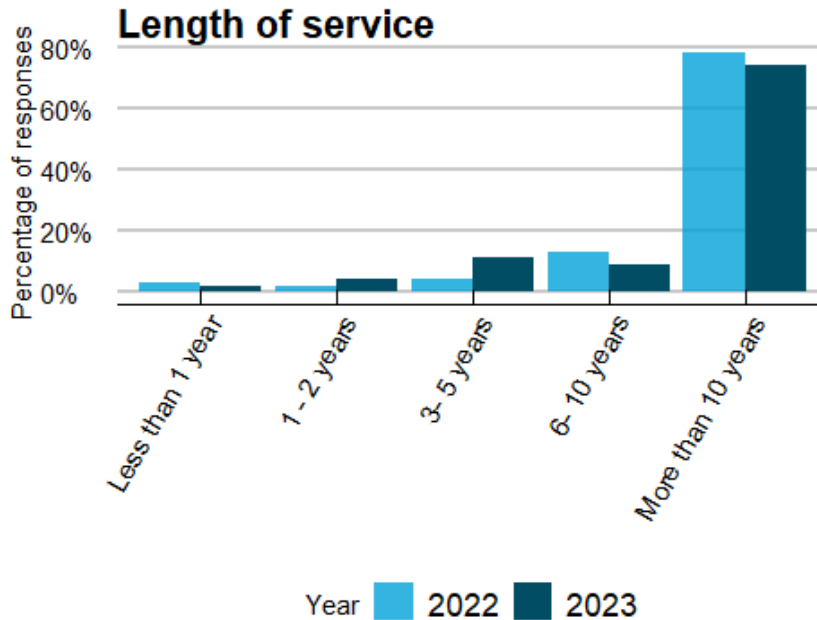
Distribution of responses over counties

Most of the responses were from volunteers who have a leadership role, and volunteering in EA registered units. Interestingly fewer respondents were unsure whether their unit was registered with the EA compared to 2022, when this question was first asked.



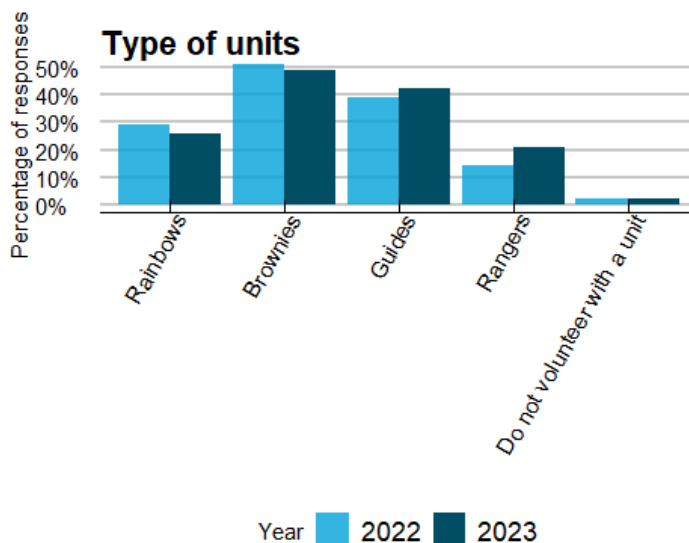
EA Registration





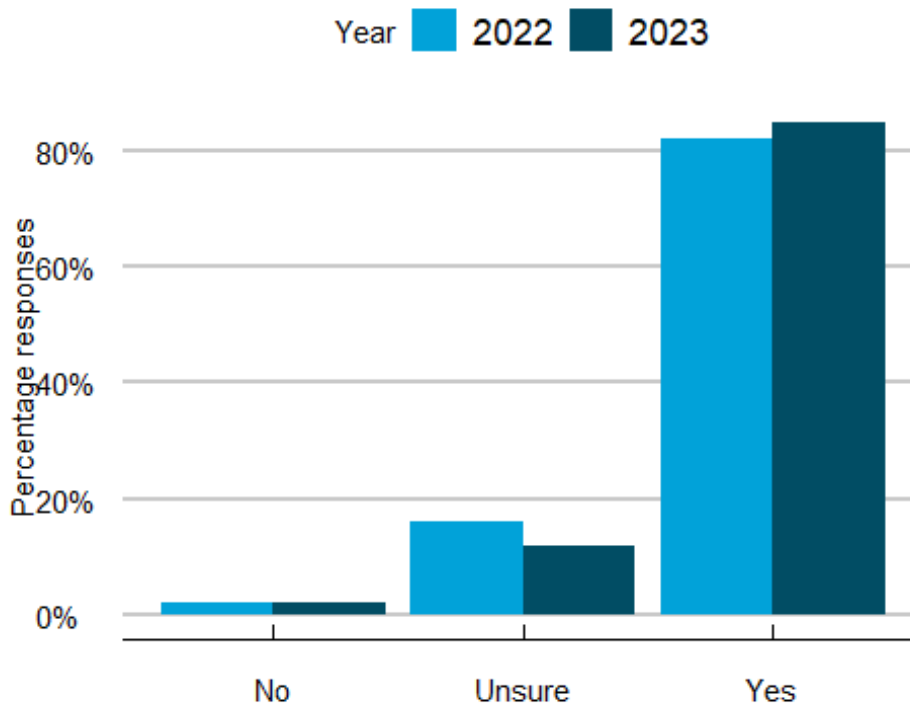
Most members who responded to the survey have volunteered with GGU for a long-time (more than 10 years) and therefore are more likely to continue in the future.

They also mainly volunteer across Rainbows, Brownies and Guides units. In 2023, each member volunteered in 1.4 units on average (slightly more than in 2022 - 1.34).



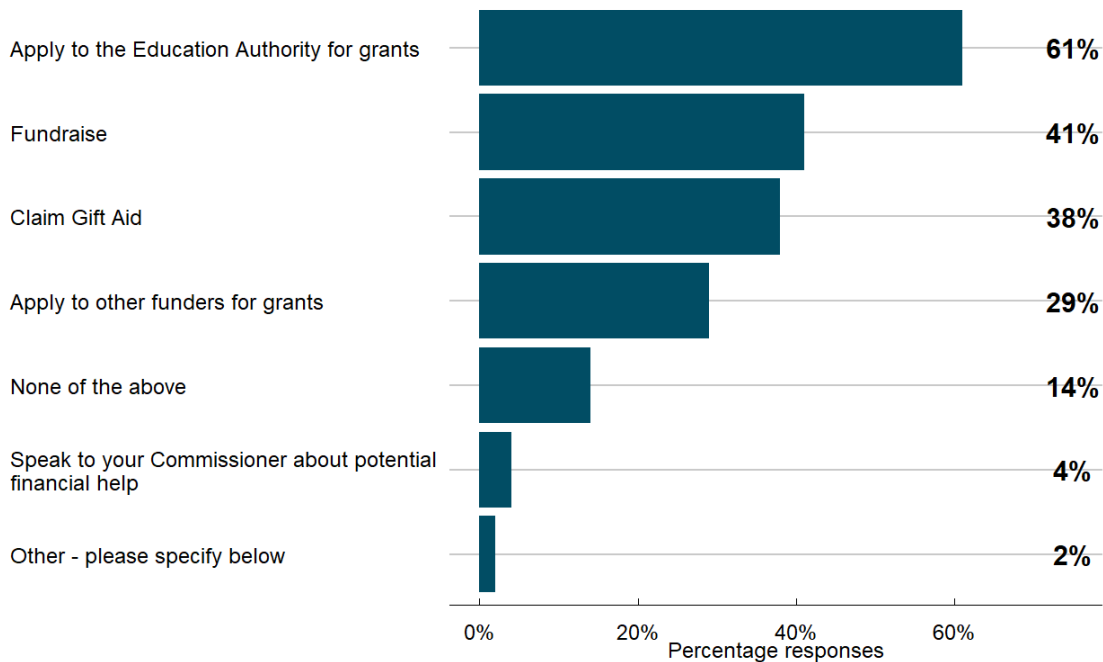


Volunteering next year



There has been a small increase in the proportion of respondents who are planning to continue volunteering next year (85.33% vs. 82.46% in 2022). The main challenges to volunteering are paperwork, lack of funding, subs increasing, lack of leaders, too time-consuming and not fun anymore.

Some of the units have already started to put in place a number of activities to help with costs and finances.



In terms of other fundraising avenues mentioned, there were:

- Asda green token giving
- Lorne walk
- Support from Church

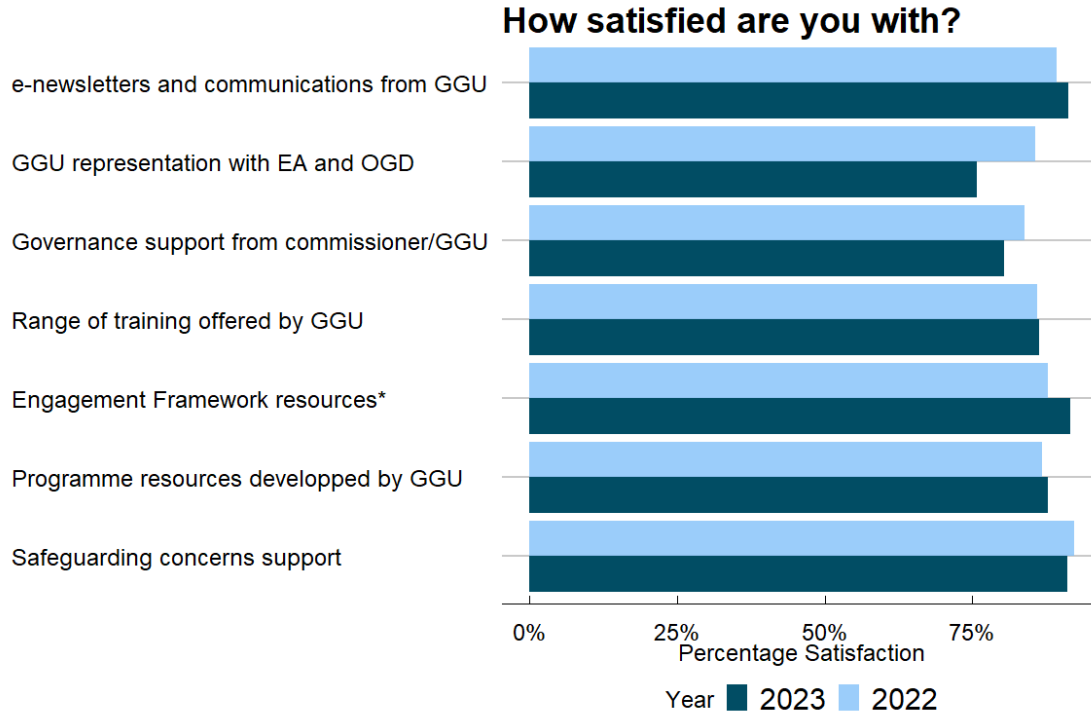
The rise in memberships fees was also mentioned, with suggestions to develop hardship funds to support struggling parents, as well as running some county-wide or HQ-led fundraising campaigns.

Hopefully the introduction of the hardship fund monies across Counties has helped to alleviate some of these concerns.

The Lorne Walk figures for this year are very disappointing and perhaps other forms of fundraising need to be looked at.



Measuring satisfaction of our members



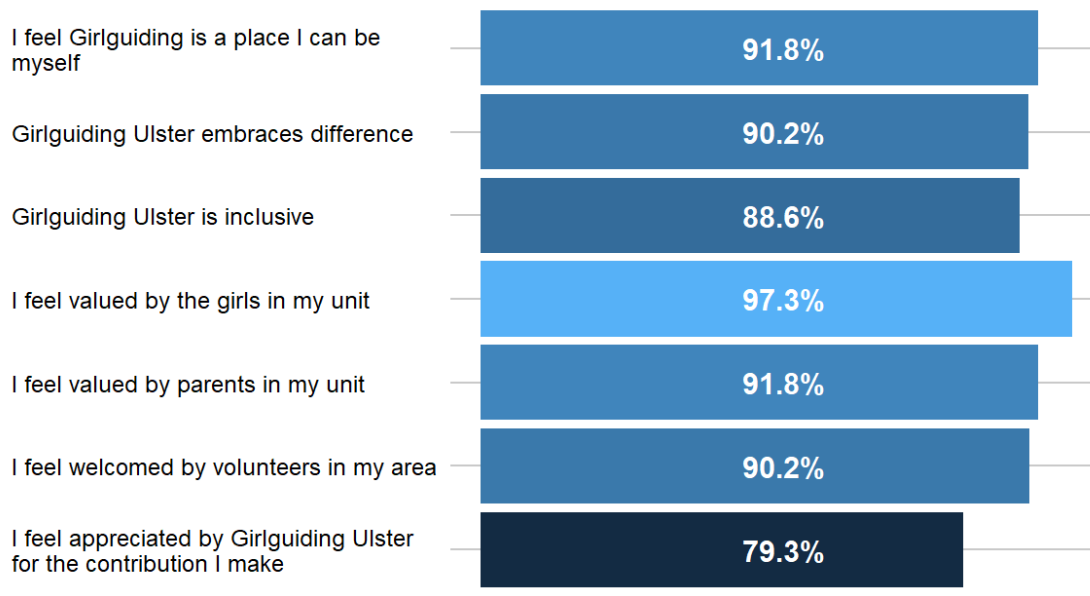
Change in percentage satisfaction from 2022

How satisfied are you with?	2023 percentage satisfaction (%)	Change in percentage satisfaction (%)
Safeguarding concerns support	91	-1.18
Programme resources developed by GGU	88	1.07
Engagement Framework resources*	92	3.83
Range of training offered by GGU	86	0.45
Governance support from commissioner/GGU	80	-3.32
GGU representation with EA and OGD	80	-5.88
e-newsletters and communications from GGU	91	1.88



Overall, across most categories, our volunteers are very satisfied by the support and resources provided by GGU.

This year GGU also asked their volunteers how included and valued they felt in their role.



It is worth noting that GGU is recognised for fostering an inclusive culture by the members, with volunteers feeling valued by the girls and their parents.

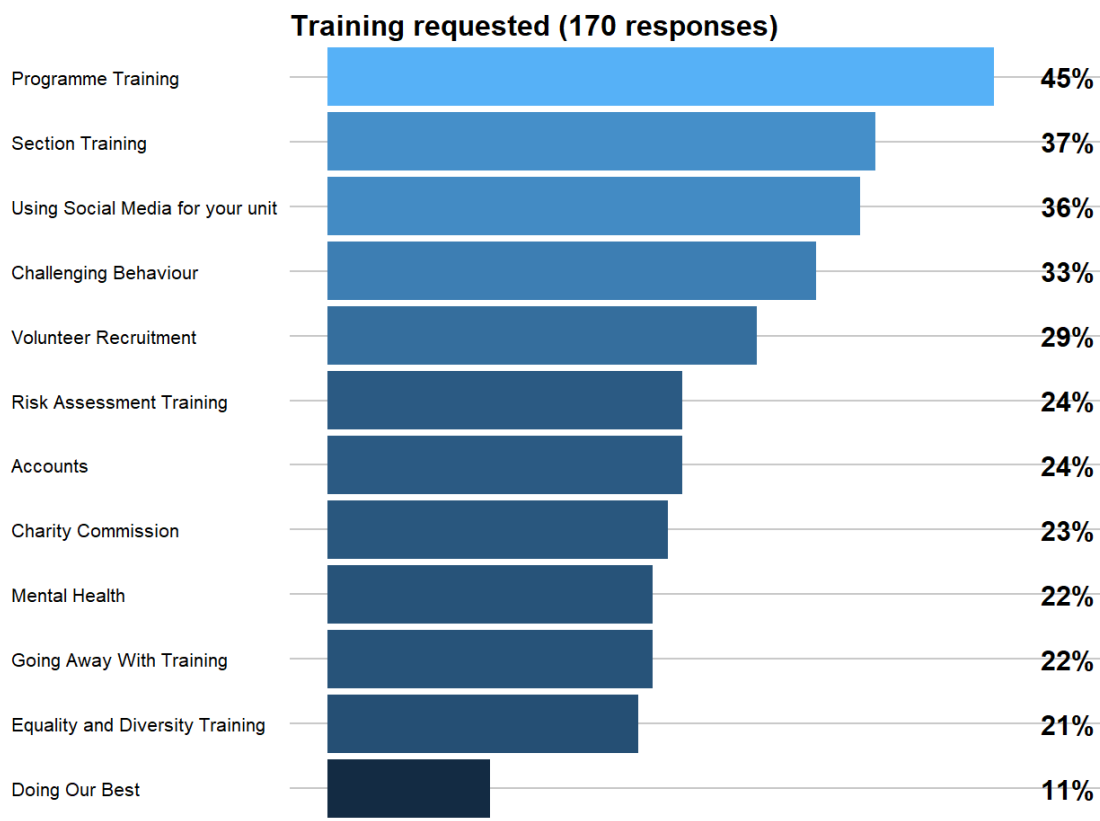
Girlguiding could, however, possibly do more to make members appreciated for the contribution they make to the organisation. Looking at the free text comments, considering how and where district meetings and events are organised could improve that aspect, as well as recognising that leaders are volunteers, and the extra work that goes into organising meetings (not just time spent on the night or at the event itself). It is hoped that much of this will be addressed through the GREAT project and other future initiatives which are in the pipeline..

Many volunteers expressed how much they enjoyed working with the girls, they described the differences that they make to girls, the fun and



friendship that guiding gives them, some describe that they are addicted and that they love the ethos of guiding.

Training opportunities

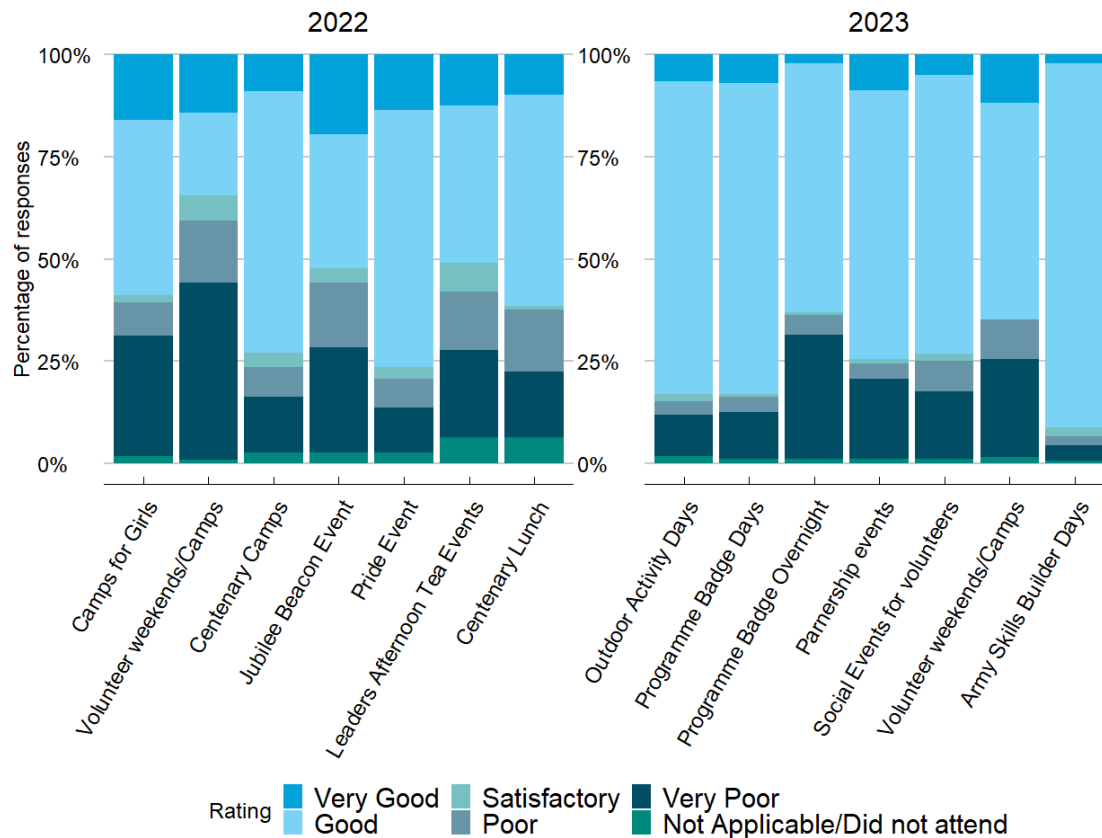


These responses then inform the training needs for the organisation. Programme training, social media training, new Leadership Development training, CCNI and Accounts training will all be held during the Autumn and Winter training sessions 2023-2024.



Events

Across all events run in 2022, satisfaction rating improved compared to the previous year, with all events being judged mainly good or very good.



The main comments under this heading were that transport costs have increased and this makes it difficult to attend events held at Lorne/ Belfast area.

This was also raised in the previous survey in 2022 and as a result one of the Guide Army days was held on Limavady and one of the UK Parliament events was held in Craigavon, unfortunately neither of these events were fully booked. The Leaders Centenary lunch was held in Cookstown and



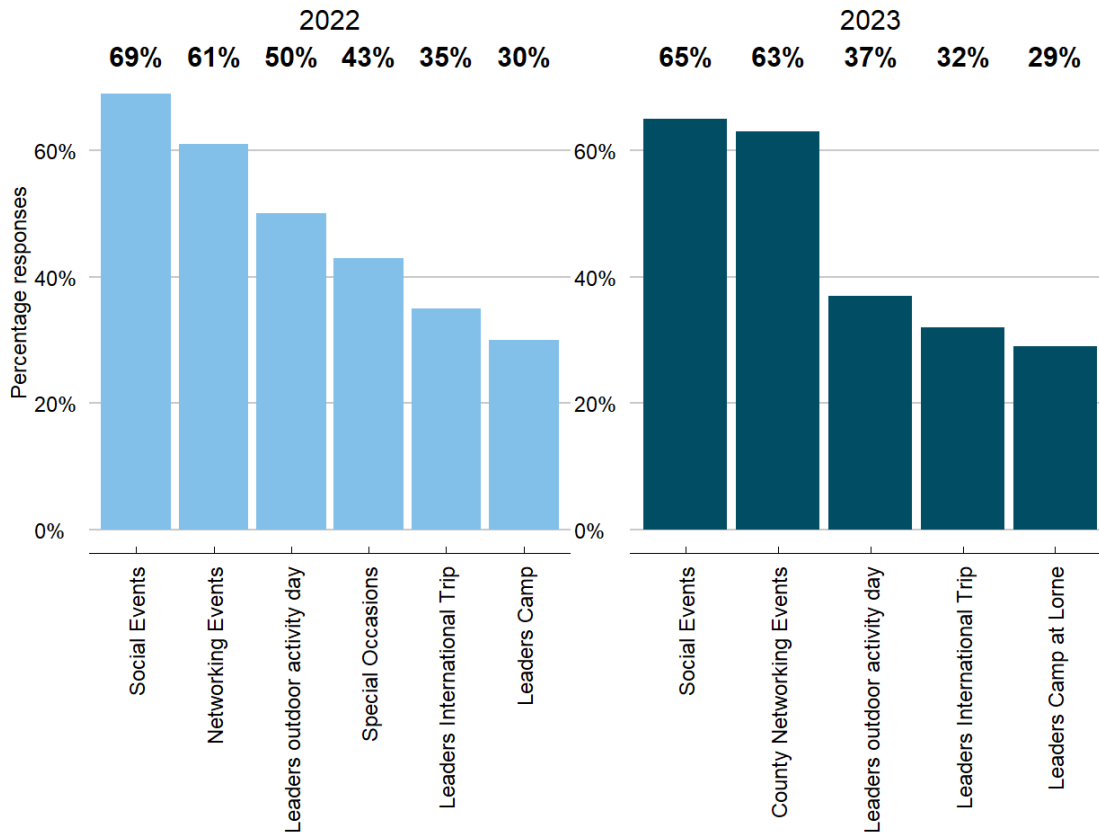
after months of publicizing in e-newsletters and on social media this eventually topped 200 attendees.

In 2023, a further Army day will be held in Limavady and two UK Parliament events will be held outside of Belfast in Craigavon and Londonderry. There is potential for a partnership with the Geopark in Fermanagh which will hopefully see two day events held there in the Autumn.

Events for leaders

For the second year, members have asked for more social events and networking events for leaders, with camps for leaders appealing to less than a third of respondents.

Interestingly though when all members were individually invited to GREAT events in their Counties the turn out of volunteers was very low. However, those who attended appeared to enjoy the opportunity to network and socialise with others especially when they had not seen each other for a long time.



Event for girls

In 2022, volunteers expressed that they would like to see outdoor activity days, programme themed/badge days and partnership events (such as with the army cadets). This was reflected with those events in 2022 having the largest satisfaction rating. The same three types of events are still the ones that members would still most like to see in the coming year.

On the other hand, all weekend events (badged weekends) are in lower demand, and events targeted at old groups (Rangers and young leaders) such as a Prom, have only been requested by less than a quarter of respondents.



Girlguiding Ulster name

A majority, 68.36%, of respondents are also clear that they do not wish to see the changing of Girlguiding Ulster's name, both because they are attached to the name but also from the point of view of costs that will result from the rebranding at a time when a lot of families struggle with general cost of living.

General Comments

Some volunteers were negative about Go and that GGU/Lorne are not able to help with their queries – unfortunately this is not something that GGU are able to support as all system queries need to go to membershipsystems@girlguiding.org.uk

Some volunteers stated that there was either no DC in their area or no DC meetings or communications – this will hopefully be picked up through the GREAT project.

The new Learning Development Platform will offer more access to mandatory training so this should provide more flexibility.

Perhaps need to give more information on what the subs pays for at GGU and GGUK and help with more access to fundraising, grant opportunities etc. It is hoped that many more units will apply to the Education Authority for local grant funding.