



ONE TEAM – OUR YEAR AHEAD

MSSC
MARINE SOCIETY & SEA CADETS

1 April 2017 to 31 March 2018

Welcome

We are a charity that is delivering real, lasting and life changing benefits for young people and seafarers – helping them to get to where they want to be by building self-belief and confidence through a sense of belonging and community.

Our commitment to transforming these lives is fuelled by your dedication and passion. Our focus this year is on maximising our impact and supporting you. And the investment we are making in our staff and volunteers will drive this.

By working together as one team we make the greatest impact on our beneficiaries.

Martin J Coles

CEO

Maximising impact – our key goals for 2017

For young people we will:

Make the Sea Cadet Experience consistent, accessible and inspiring

- Develop new, engaging teaching methods to help volunteers deliver inspiring cadet training modules
- Launch five Marine Engineering Pods with a further two in build
- Capture delivery of the Sea Cadet Experience through our unit review process
- Aim to integrate NCS into the Sea Cadet Experience
- Complete our refresh of the Royal Marines Cadets training

Enhance the Sea Cadet Experience and evidencing the impact we make

- Offer social action programmes via NCS and Duke of Edinburgh community projects
- Build an evidence base from which we can show the impact we're making and help increase supporter and media engagement
- Raise Duke of Edinburgh Award uptake to 15%
- Raise BTEC Level 1 uptake to 75% and Level 2 to 35%
- Work with RN to ensure recognition of Sea Cadet prior learning.

Ensure what we do is relevant and connects with young people as we listen to them, helping them to shape their Sea Cadets

- Deliver an online Sea Cadet portal to help cadets connect, learn and engage
- Encourage everyone to take part in our Sea Cadet Corps survey – your views count
- We want cadets to get involved more by setting up and taking part in cadet forums at all levels: unit, UMT, district, area and national.

Grow Sea Cadets so that we can reach more young people with the Sea Cadet Experience

- Grow cadet and volunteer numbers plus launch four units through the Cadet Expansion Programme
- Develop an outreach programme to help us connect with new young people.

—2018

For seafarers we will:

Meet the learning needs of seafarers for the 21st Century by clarifying our learning offer

- Develop our IFAN work helping global seafarers develop their career potential
- Develop coming ashore learning helping seafarers make a successful transition.

Grow crew libraries and book sales, with a fully non-return book service

- Grow our crew libraries by 15%
- Grow the book shop by 10%.

For volunteers we will:

Make sure we have the right volunteers well supported and trained so they can deliver a great Sea Cadet Experience – always recognising great effort and commitment

- Introduce our new volunteer competence framework
- Review volunteer training support in line with the Sea Cadet Experience
- Ensure our entry processes better recognise prior learning
- Launch a centralised welcome pack for new joiners (cadets, volunteers and parents)
- Create two volunteer cadet well being ambassadors for each area – a total of 12 new roles
- Deliver three e-learning modules.

“Sea Cadets is building a group of young people who believe they can change the world through their own efforts, who understand that you have to work as a team to be successful.”

**A parent at Sea Cadets
Clapton & Hackney Unit**

Delivering support – we will:

Establish practices that help develop our charity's culture and cement our goals, increase employee engagement and strive for higher performance

- Help employees communicate better by offering internal comms support and introduce a staff intranet
- Improve ways of working, embed our values, drive equality, diversity and inclusion throughout the charity.

Invest in our support services promoting innovation, improvement and development

- Launch a refreshed unit constitution and affiliation agreement
- Working in partnership with Barnado's ensuring our safeguarding practices are always in tune and up to date
- Our How to Guides for volunteers will help them deliver even greater cadet training.

Raise the charity's profile with fundraising income increased

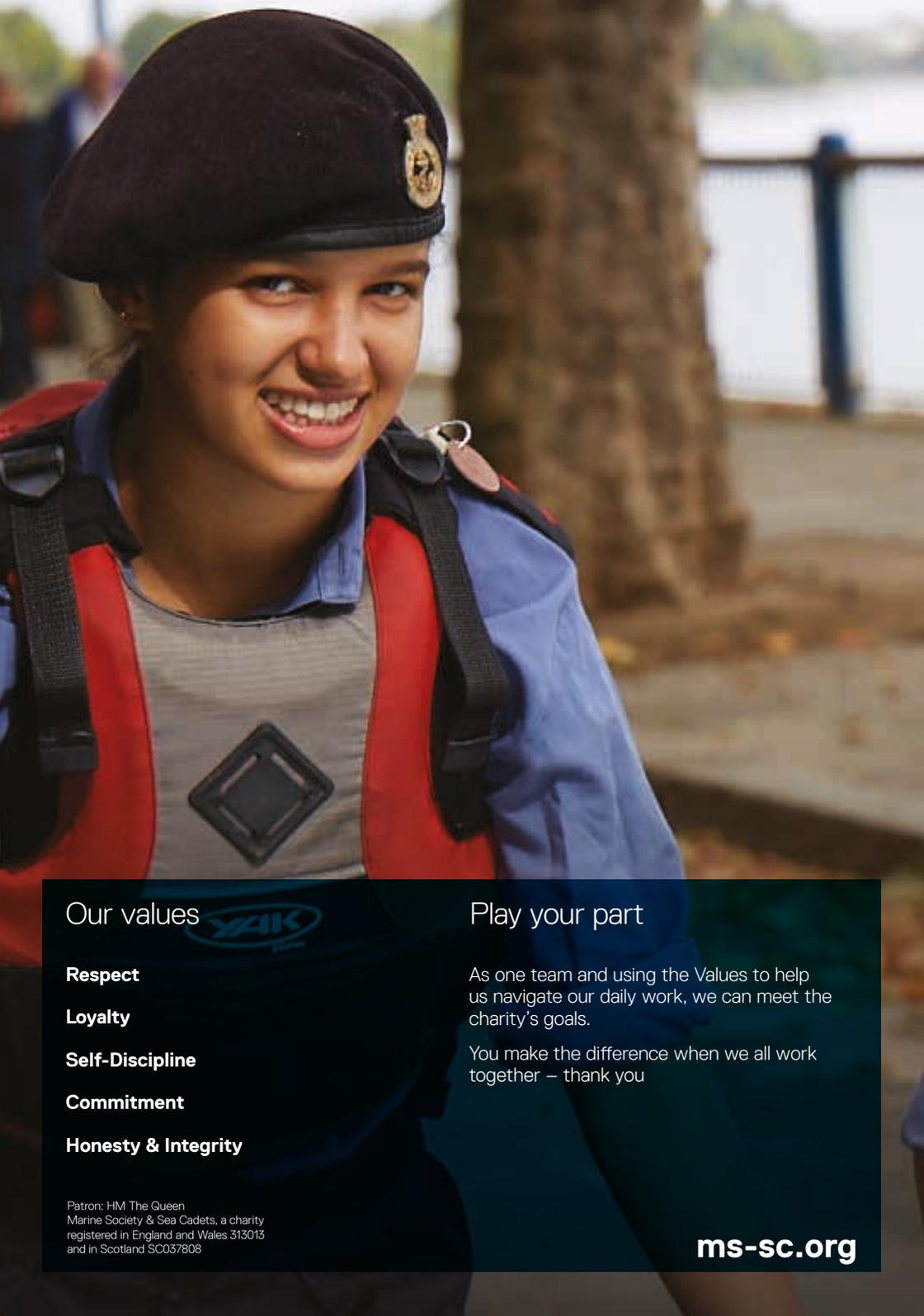
- Increase fundraising by promoting the impact and introduce new ways to support us
- Keep a focus on legacy and help the charity and its members to talk about it confidently
- Build on statutory funding (£1.62m) and Trusts & Foundations (£1.225m) income
- Drive individual giving and events fundraising (£0.25m) by launching a new lottery, second raffle plus deliver a fundraising gala dinner and a challenge events programme.
- Help units with fundraising advice.

Invest in our facilities, supporting upgrades, new builds and new equipment

- Redevelop Port Edgar boat station
- Get North West and Midlands boat stations ready for build
- Deliver two new offshore yachts
- Make sure units can access property advice and maintenance grants helping them deliver more for cadets
- Roll out 165 RS Quests.

“The free Maths@Sea course helped and now that I've got my Certificate of Competency I've had lots of job opportunities. It would have been very difficult to achieve this without the Marine Society – I have a great future in the Super Yacht industry.”

Dave Tremayne, Slater scholarship awardee



Our values



Respect

Loyalty

Self-Discipline

Commitment

Honesty & Integrity

Play your part

As one team and using the Values to help us navigate our daily work, we can meet the charity's goals.

You make the difference when we all work together – thank you

Patron: HM The Queen
Marine Society & Sea Cadets, a charity
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and in Scotland SC037808

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