

Ambitions	We are bigger and better	We are much better known and understood	We prioritise camping and outdoor adventures	We are open and accessible to all	We empower children and young people to influence WCF and society	We develop and use new and exciting approaches to learning	Internationalism
Aims	1. Maintain the current number of groups 2. Have 3 associate groups 3. Develop a strategy and plan to implement proactive development work 4. Work on and implement a strategy to support groups to ensure a long life 5. Twin and support districts who request help	1. Increase media coverage by at least 100% by 2013 2. Actively engage in public policy debates where we have a specific interest or expertise by 2011 3. Create publicity materials for use by all branches by 2010 4. Clearly define the Woodcraft Folk 'brand' and the 'story' behind it	1. Increase the frequency of regionally and nationally organised camps from 2009 2. Ensure every child and young person has at least 2 outdoor opportunities per year from 2010 3. Improve the range and variety of outdoor opportunities available to members from 2009	1. Ensure all groups reflect their local community by 2013 2. Establish non-traditional methods of engagement with Woodcraft Folk in all Regions and Nations by 2013.	1. Meaningful youth representation at every level of Woodcraft Folk by 2011 2. Actively campaign on one topic/year that is of particular importance to our young people 2009 3. Provide forums for children and young people to contribute to WCF policy by end 2009 4. Use a youth-led QA scheme.	1. Peer education to be used as a standard approach in Woodcraft Folk branches by 2013 2. Create a written ideological basis for Woodcraft Folk educational approaches by 2009 3. Be acknowledged by mainstream educational bodies as a leading provider of alternative education by 2011	Focusing on supporting the elements: a). International solidarity b). Exchanges c). IFM seminars and other educational opportunities d). Development education/world trade etc.

Cross Cutting themes	<p style="text-align: center;">We communicate effectively with each other</p> 1. Provide all members with a choice as to their preferred method of communication by 2009 2. Provide forums within which members can share ideas and experiences by 2010 3. Ensure all local and national documentations is accessible to everyone by end 2009
	<p style="text-align: center;">We have enough money to do what we want</p> 1. Create a rolling three year funding strategy by end of 2008 2. Ensure that at least 80% of central income comes from unrestricted activities by 2013 3. Local branches all able to fund their own activities by 2013 4. All branches to comply with accepted financial procedures by 2009
	<p style="text-align: center;">We provide appropriate training and support for all our volunteers</p> 1. Establish a mentoring system for leaders in at least one Region or Nation by 2011. 2. Each Region and Nation to have sufficient trained trainers to allow all leaders access to training course by 2013 3. Pilot new methods of delivering training in at least three Regions or Nations by 2011 4. Create a knowledge base of resources and other useful information for leaders by 2009
	<p style="text-align: center;">We cooperate with likeminded organisations</p> 1. Every group provides activities for or links with three other organisations working in their area by 2013 2. Key partner organisations at central level are identified by 2009. 3. Develop a system for structured, ongoing and useful dialogue with those partner organisations identified by 2010