



A multi-activity challenge weekends for Scouts, Guides, Explorers, Rangers, Cub and Brownies, taking place at Cirencester Park annually. Run by Gloucestershire Scouting. We are allowed to use the park each year with kind permission from the Bathurst Estate.

EVENT OVERVIEW

Strategy is a large-scale, multi-activity challenge designed for participants aged 10 – 17. The event features 30 activity bases and camping spread across a 3,000-acre site, each offering unique challenges that earn points based on difficulty and complexity.

Teams must plan their routes strategically to maximise points within the time limit, testing physical stamina, teamwork, problem-solving and Scouting skills.

Past challenges have included pioneering, supermarket sweep, nail painting, custard jumping, rock climbing, zorbing, always with new surprises each year.

Strategy+ is an enhanced programme for older participants (Explorers and Rangers), offering additional challenges on Saturday and a separate leaderboard, along with evening entertainment like chocolate fountains, mocktail-making classes and a silent disco.

Evolution provides multi-activity challenges for Cubs and Brownies. A whole weekend activity camp. Imagine 1000 young people, non-stop fun, adventure and activity from Friday to Sunday – something not to miss and definitely to be part of.

The main event is the challenge and adventure day that takes place in the 'Play Area' covering 15 acres of Cirencester Park, split into Hubs.

New in 2025 was Discover and back again following its successful launch.

A whole day of hands-on activities, big discoveries and amazing adventures perfect for Squirrels, Rainbows, Beavers and Brownies.

We start the day with an exciting, high-energy opening ceremony before everyone heads off to explore four different zones with their friends. Lunchtime enables every to sit back and enjoy their packed lunch with entertainers roaming and making everyone laugh. At the end of the afternoon, we all come back together for a fun-packed closing ceremony including laughter and dancing.

Facilities:

We provide full catering, hot water, running warm water wash and toilet facilities, so leaders and participants can enjoy themselves.

Evenings are full of a host of entertainment; there is a disco, talent show and hosts of onstage shenanigans. On the Sunday there is a traditional fayre, skills workshops and giant inflatables.

'The Café' is where we find hot and cold food and drinks to keep everyone going once the main catering has finished; and don't forget the eye watering pick'n'mix display in the Tuckshop.

Event Preparation:

Event preparation commences immediately after the final review of the previous event. Youth voice is imperative and this takes place during the actual event and through feedback surveys after the event. The Directorate team immediately start to focus on what needs improving, new ideas and challenges and who else can join the team of helpers that allow the event to take place.

The event management plan is revisited, risk assessments are all revisited and administration, media and advertising is in full flow.

Site visits are made, some changes to design may take place, all are invited to attend from the main team.

Build week:

10 days before the actual event the 'build team' arrive on site. Marquees are delivered and the site starts to be built. Full catering is provided for the build team during this busy time to allow them to concentrate on the matter in hand. Build means exactly that – take an empty field and provide all the necessary elements to transform it to a fully functional and catered campsite. This includes electricity, water, wi-fi, toilets, bins etc.

ACTUAL WEEKENDS

Strategy & Strategy Plus:

Leaders gain access from 12noon on the Friday to commence putting up tents with participants arriving from around 3.30pm onwards. Nearly 3000 young people and leaders will arrive before 8pm and need to be registered through the administration tent with all helpers also registering and receiving their helper pack. Supper for everyone is provided followed by an evening of entertainment.

Saturday is the main event – everyone undertakes the challenges between 9am and 4pm, walking out to the 'play area' and back. Helpers main every base. Every participant and helper receives a packed lunch to take out with them. Once back they register back in with and have free time until their evening meal and evening entertainment. The Café is open throughout.

Sunday is a morning of presentations, and then the traditional fayre, skills workshops and giant inflatables. Tents come down and following a giant litter pick, participants start to leave the site from around 2pm onwards.

Evolution:

The same format as Strategy but on a slightly smaller scale with 1000+ on site. Once the participants have left for the 'play area' we then prepare for **Discover**.

Again this is fully catered for with evening activities, Sunday traditional fayre and inflatables and the site shop, café and tuck shop available.

Discover:

From 9.30 our youngest members arrive on site. This year we have increased our numbers to 400 young people. We do not cater for these young people, they bring a packed lunch with them, but we do provide coffee for the parents as they arrive and the both the café and the site shop is available to them. Discover participants need to be off site for 4pm when the Evolution participants prepare to walk back.

During all 'walk outs' and 'walk in's' we operate a 'sterile zone' so not traffic can move around site for the safety of all participants.

WHAT ELSE DO WE PROVIDE

Chill Tent – a safe space for those who need 'down time'. Whether adults or young people our inclusion team are available to help people decompress and relax. A quieter space with games, lego, puzzles, reading areas, outside relaxation area and quiet zones.

Medical Tent – we are grateful to ScoutMed for joining us both weekends to provide vehicles and personnel to undertake any first aid requirements, whether on site or out in the 'play area'.

The Site Shop – selling branded and non-branded goods. From a pencil to a hoodie. Available online before the event for pre-ordering and open both weekends with our dedicated shop volunteers.

Car Parking – we have a giant car park in the field adjacent to the site. Manned during drop off and pick up times. Designated routes onto and exiting the site allows the safety of all people on site.

Logistical Team – our dedicated logistical team ensure that all equipment is transported to and from the 'play area' over both weekends. Not an easy task but one that is so necessary.



EVENT DIRECTOR

Role description

Purpose: To lead the design, vision, and execution of the S&E events, through providing strategic leadership and overall direction for the S&E Team, ensuring they deliver high-quality, safe, inspiring and educational experiences aligned with the purpose and principles of Scouting.

To develop, maintain and steward Vision15 - the three-year strategic framework guiding the evolution of S&E events toward Year 15.

The Event Director holds overall accountability for the safe, compliant and financially responsible delivery of all S&E events.

Responsible to: County Lead Volunteer

Responsible for: The S&E Events Team specifically:

- Deputy Event Directors
- Assistant Event Directors
- All Event Leads

Internal contacts:

- Chair of the Board of Trustees
- Programme Team Lead

External contacts:

- Contractors and other Suppliers
- Local Authorities including the SAG (Safety Advisory Committee)
- Local Authorities
- The Scout Association
- The UK Programme Team Large Events Team Lead
- Cirencester Park

Key tasks:

Vision & Strategy

- Set the strategic direction, creative concept and thematic framework for S&E
- Ensure events align with the Purpose, Principles and Method of Scouting
- Maintain oversight of the full event lifecycle: concept, planning, delivery and review
- Lead the development, review and delivery of Vision15
- Ensure succession planning, financial sustainability and programme evolution align with Vision15
- Provide annual progress updates against Vision15 to the County leadership

Leadership & Governance

- Provide overall leadership of the Event Directorate
- Adopt a “helicopter view” management approach during delivery – maintaining awareness of the bigger picture, risk profile, programme balance and participant experience
- Ensure clear delegation of responsibilities across Deputies and Assistant Directors.
- Mentor and develop the Directorate Team
- Develop future leaders within the S&E team to support the S&E events and other County Events
- Ensure there is a positive, inclusive and high-performing leadership culture

Programme & Experience

- Ensure the overall event design reflects the Scout Method (learning by doing, team system, personal progression, community involvement, etc.)
- Ensure programme balance across physical, intellectual, emotional, social and spiritual development.
- Ensure youth voice is embedded in the design and delivery of the events
- Ensure the participant journey is engaging, coherent and purposeful from arrival to departure.

Safety & Compliance

- Ensure a positive safety culture across the events, with proportionate risk management and clear escalation processes that are in line with POR and any other national safety guidance
- Ensure appropriate risk assessments are completed and reviewed
- Maintain oversight of incident management and safeguarding arrangements.
- Ensure appropriate due diligence for all contractors and external providers

Financial & Resource Oversight

- Oversee event budgets in partnership with the AED Finance, and ensure appropriate reporting and governance to the County Trustee Board
- Approve significant expenditure in line with agreed financial controls
- Ensure responsible and transparent use of resources.

Review & Continuous Improvement

- Lead structured post-event review processes
- Ensure continuous improvement across successive events

Time commitment:

- Year-round strategic oversight and planning
- Regular planning meetings in evenings and weekends (including some daytime meetings as required)
- Full attendance at both event weekends
- Attendance during build and take-down (including Monday following Evolution)
- Additional time for stakeholder engagement and Directorate development

