



# Strategic Plan 2020-2025



# INTRODUCTION

The Duke of Edinburgh's International Award, Bermuda, has been running for over fifty years in Bermuda. It is provided free of charge to approximately 230 boys and girls between the ages of 12 - 24 years from across the island. The Award is the world's leading youth achievement award, which fills a much needed gap in the education system by offering out-of-the-classroom experiential learning opportunities.

The Award is unique because it encourages young people to learn new skills, get physically active, volunteer within their communities and discover a sense of adventure outside the classroom. Each of the 4 sections, Skill Development, Physical Recreation, Service and the Adventurous Journey, are "SMART" goal driven, reviewed and assessed regularly.

In a world-wide survey commissioned by the International Award Foundation in 2018, the results showed that classroom learning alone is not enough to prepare young people for the world. The Award framework provides a blueprint for successfully investing in human capital, specifically strengthening resilience, promoting global prosperity and helping the most vulnerable by partnering with young people and their communities. Through a tried and tested non-formal education and learning framework, the Award enables young people in Bermuda to be ready for the world.



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**#WORLD  
READY**





## MISSION

The Mission of the Award is to promote the Award in Bermuda, to provide the programme, and to preserve the quality so that it is sustainable and continues to be delivered in a manner that is relevant to the aspirations of each participant.

## VISION

The Vision for the Duke of Edinburgh's International Award Bermuda is to be the programme of choice for any young person in Bermuda and available to all who wish to participate.

# THE PROGRAMME

With support from an adult mentor, participants personally design their programme, choose suitable activities for Voluntary Service, Physical Recreation and Skill Development and take part in each activity for a minimum of 1 hour a week for 3 to 18 months depending on their level. The participants also have to engage in an Adventurous Journey, in which they have to work as a team to complete.

The Award also offers the Bermuda Bridge Award (BBA) for public middle school students aged 12 – 13. The BBA is designed for public middle school students of all abilities, including those in Functional Academics Programme, to work together to complete various group activities based on the four sections of the Award including: Skill Development, Voluntary Service and Physical Recreation.





# PURPOSE

A significant amount of work and effort was expended by many people in formulating the Bermuda NAA 2017-2020 Strategic Plan and the one prior to that. The plan was comprehensive and the main objectives and strategic aims remain just as relevant.

The purpose of the Bermuda NAA's 2020-2025 Strategic Plan is to refine the key pillars and objectives in which the Award is operating today and over the next five years. There are four main pillars which the Bermuda NAA uses to define individual strategic objectives:

SUSTAINABILITY

GROWTH

REPUTATION

AWARD EXPERIENCE & IMPACT

The Strategic Plan will be used to increase sustainability, growth, reputation and participant experience and impact.



# SUSTAINABILITY

- Increase the succession rate between the three Award Levels 3-5% over the next 5 years.
- Ensure appropriate financial capacity to support the Bermuda National Award Authorities's (NAA) existing operations and the continued expansion of the Award in Bermuda.
- Ensure effective financial controls, budgetary processes, and audited accounts are maintained. Create a reliable and flexible funding stream that allows the Award programme to achieve its aims.
- Ensure statutory requirements are met and licenses and certifications are maintained.
- Ensure the highest standards of operation are observed by the Bermuda NAA to ensure compliance with all laws, regulations and its IAF license; and ensure the maintenance of complete, accurate and clear records of its operations are kept.
- Continue to improve governance, reporting both 'within' the Bermuda NAA and widely across its sponsors, donors and partners to ensure accountability, transparency and sustainability.

# GROWTH

- Ensure Award Centers receive the correct degree of training/support/supervision from Bermuda NAA to ensure the Award is consistently delivered in accordance with the various Award standards.
- Expand and deepen the Bermuda NAA's reach and engagement with the following target groups:
  - Youth aged 14 to 24, both existing and potential Award participants;
  - Like-minded youth orientated organizations
  - Award achievers and Alumni.





# REPUTATION

- Increase the number of Approved Activities Providers (AAPs) in their efforts to establish and maintain partnerships and support engagement of Award Groups to help broaden the reputation of the Award.
- Build upon and develop The Award's existing excellent reputation in Bermuda and ensure that all current and potential stakeholders understand the principles, value and impact of the Award.
- Recognise, thank and reward stakeholders for their commitment and efforts supporting young people involved in the Award.
- Sustain a programme that inspires Award volunteers with direction and insights by making sure the Vision, Mission, Values and Principles are known and followed.

# AWARD EXPERIENCE & IMPACT

- Increase knowledge about the Award and opportunities for participation in the AJ section (both for Award participants and volunteers).
- Ensure equality of opportunity for all young people to be involved in the Award by removing physical, emotional and financial barriers.
- Increase organizational capacity by investing in the learning and development of Bermuda NAA staff and volunteers.





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