

COMMUNITY IMPACT



Kennet and

Taceham Hundred Districts

Berkshire Scouts



'Scouts are active citizens of the world, who make a difference whilst partaking in life changing adventure.'



'Our young people are not naïve – they can see issues in society and instead of shying away from them, they want to tackle them head on!'



'Scouting offers activities far beyond that of any other organisation and it's time to shout about them!'



'95% of 12-25 year old Scouts said that improving the lives of others was an important part of Scouting.'



Even better Scouting for even more young people

What is Community Impact?

Community Impact (also referred to as social action) is any action taken in the service of others in order to create positive social change. This includes everything from small scale action, such as regularly taking the bins out for an elderly resident, through to tackling the stigma surrounding mental health through large scale collaborative events (and everything in between!). In short, community impact is anything that makes a positive change within a local, national or international community. Practical, hands on action is most popular with our young people – this helps to develop them personally, whilst benefitting the organisation with whom the young person is participating with/the issue that they are tackling.

Why do a Community Impact Project?

Our young people are not naïve – they can see issues in society and instead of shying away from them, they want to tackle them head on! In fact, 95% of 12-25 year old Scouts said that improving the lives of others was an important part of Scouting.

Involvement in social action has been shown to significantly develop those taking part; with those regularly volunteering feeling more confident, being more resilient and having developed a large array of skills for life. As well as significantly developing those taking part, community impact projects have the potential to bring communities together, break down barriers and genuinely change lives for the better. As well as all of this, undertaking community impact will help your young people achieve an array of badges and top awards such as the Community Impact Staged Activity Badge, Queens Scout Award, Scouts of the World Award and the Duke of Edinburgh's Award.

What is the purpose of this programme pack?

The purpose of this pack is to provide a tailored, Berkshire focused approach to community impact, outlining opportunities for Scouts across Berkshire to get involved in community impact projects – including local and national organisations. Whilst this pack will directly outline potential partners and projects your group could work with and undertake it is important that your young people themselves decide what action will be taken, and whether this is selected directly from this pack or planned individually.

Key Information

- Your young people **MUST** choose the issue to be focused upon and action to be taken
- The project ideas in this report are only a **starting point**; your young people should expand upon them
- Before undertaking a project – **get in touch with the charity** to let them know what you're doing
- **All 5 stages** of the Community Impact Badge (overleaf) **must** be undertaken to achieve the award – using this report can be cited as undertaking stage 1
- Tag @BerkshireScouts on Twitter with what you're up to! This will allow us to see what Community Impact is happening around the county and help us to showcase and reward projects.

Community Impact Staged Activity Badge

Stage 1

How to earn your badge:



1. Identify need. Investigate what issues and challenges exist in your chosen community – it could be local, national or international.
2. Plan action. Decide what issue your section should take action on and what you want to change. Talk to your section about what actions you would like to take.
3. Take action over three months. You should:
 - Spend at least four hours personally taking action on your chosen issue. You can achieve more impact by spreading your time out over a month, instead of doing it all in one go.
 - Involve others in the action. Work in a team with your section and preferably people in the community you are trying to help.
4. Learn and make more change. Discuss what you've learned with your section. Talk about how you have made people's lives better, what you could do to help more people in your chosen community and how taking action has developed you.
5. Tell the world. Help other people to understand why the issue you took action on is important, what you did and how they can help.

Stages 2, 3, 4 of the badge require the same 5 steps to be taken, with the only difference being the amount of time spent undertaking community impact; this ranges from 4-48 hours.

For more information visit: <https://tinyurl.com/y8uwcd8o>

Community Impact and Top Awards

Community Impact forms a vital part of many top awards, including:

World Challenge Award (Beavers, Cubs, Scouts) – Two of the My World Challenge Awards (Beavers), Our World Challenge Award (Cubs) and World Challenge Award (Scouts) are all met by undertaking the Community Impact Staged Activity Badge. The requirements are exactly the same.

Chief Scout's and Queen's Scout Award (Explorers and Network) - Community Impact projects could be used to fulfil the service requirement for these badges (dependent upon timescale).

Duke of Edinburgh Award (Explorers and Network) – The volunteering requirement mirrors that of the Community Impact Staged Activity Badge.

Scouts of the World Award (Network) – The Scouts of the World Award requirements mirror the requirements for the higher stages of the Community Impact Staged Activity Badge and therefore this can be used as a basis for planning the undertaking of the SOWA.

For more information on top awards visit: <http://scouts.org.uk/news/2017/04/badge-support-top-awards/>



Kennet District



Age UK Berkshire, providing health & wellbeing support services for older people across Berkshire to help everyone love later life.

Web: <http://www.ageuk.org.uk/berkshire/>

Email: info@ageukberkshire.org.uk

Phone: 0118 959 4242

Facebook: AgeUK Berks

Twitter: @AgeUKBerks

Instagram: Age UK Berkshire

Speaker Available: Yes

Background and description of the social issue tackled

We're Age UK Berkshire and our goal is to enable older people across the county to love later life. Age is different for everyone and the challenges and demands are different too. We are many things to many people: a source of advice, information, support, companionship and enjoyment. We tackle isolation, loneliness, health and wellbeing and offer information and advice, practical services including help with shopping, help at home and help with practical issues through our handy person service.

Project ideas

Intergenerational Activity Evening – Run an intergenerational activity evening for socially isolated older people, from games to music, craft to dance these evenings can be great fun and are a brilliant way to bridge the generational gap and make a real difference to a group of people.

Time: 1-2 hours

Location: Scout Meeting Place, Local Park, Care Home, Community Venue

Variations: Why not run this on a weekend? It could be great to try out some adapted sports like walking football/tag rugby, croquet or lawn bowls. Why not invite your local MP? Why not make this a regular event – once every month is a good place to start.

Creating Accessible Communities – Often our communities may exclude certain members of society without meaning to do so, for example if buildings are not accessible to those in a wheelchair, mobility scooter or who cannot climb stairs, they are excluding users of these from the service they provide. By getting out and about in the local community you can easily see which buildings/areas are not fully accessible, note these down and write a letter/email to the owner/manager outlining how they could improve accessibility.

Time: Flexible – 1-2 hours out in the community with a further 1-2 hours writing letters/emails to owners/managers as a minimum.

Location: Local Community, Scout Meeting Place

Variations: Is your Scout Meeting Place fully accessible? If not, this is a great place to start!

Digital Café – A digital café is a great way to help get digitally isolated older people safely set up online and allow them access to all the convenient services that the internet provides (internet banking/shopping, social media, email etc.) A café can be anywhere with an internet connection and access to computers and is a great way for your young people to pass on their digital knowledge to others whilst improving theirs too!

Time: 1-2 hours per café (If your café proves popular, consider running it regularly!)

Location: Scout Meeting Place, Local Internet Café, Library

Variations: Why not invite other digitally isolated communities – young people can face just as much digital isolation as older generations. Why not think about running sessions on mobile phones and other modern technology? How about running a suggestion box where café users can suggest next times topic?

Community Gardening/Gardening for Change – Feeling green fingered? Why not adopt a piece of land as a community allotment/garden – most allotment sites have cheap land available. Your young people could then utilise this land for food and flowers, working with clients of AgeUK Berkshire to share tips and advice. This is a great way to bridge the generational gap and do something fun and rewarding all at the same time!

Time: Dependent upon season and scale

Location: Community Allotment/Garden

Variations: Why not donate the produce to a local food bank or run a community meal day where all the ingredients used have been grown on the allotment or sourced locally? Why not involve other youth groups/community organisations to adopt a bigger piece of land and have free community food all year round.

To find your nearest allotment head on over to: <https://www.gov.uk/apply-allotment>



Living Paintings

Web: www.livingpaintings.org

Email: info@livingpaintings.org

Phone: 01635 299771

Twitter: @LivingPaintings

Speaker Available: Yes

Background and description of the social issues tackled

Living Paintings are a national charity whose purpose is to improve the quality of life for blind and partially sighted people by working to end the social and educational isolation that they suffer. We do this by publishing unique Touch to See books that have raised tactile images and a descriptive audio soundtrack. In this way we provide access to images that help children learn to read, support students in school and inspire interests that enable lifelong learning for adults. The books are designed to be shared with sighted friends, family and classmates, to encourage social interaction and reduce the isolation that blind people feel. The books are loaned for free via our postal library. There are currently 14,000 blind and partially sighted children and adults across the UK who benefit from our free service.

Project ideas

Blind tasting – By being blindfolded, your young people can appreciate the challenges facing blind children and adults when performing the day to day tasks that we all take for granted. Blindfolded tasting means that you have to use your other senses to recognize tastes and identify what you are eating. Possible ideas are putting different flavoured crisps in bowls then guessing what they are, or making and eating a sandwich, then pouring a drink.

This project raises awareness of the problems facing blind and partially sighted people. It could also be a fundraising opportunity with everyone donating £1 to Living Paintings. As a funding goal, £60 would enable us to provide our library service to one child for a year.

Time: 1 hour

Location: Scout Meeting Place

Variations: Your young people could sit down together for a blindfolded banquet, with some of the group being blindfolded guests to be served dishes, and others not blindfolded and serving the food. They could switch roles for each course. The blindfolded guests have to say what they think they are eating. It could be a competition to see which group guesses the food correctly and leaves the least mess!

Feel and Say: Split your young people into groups and blindfold one member of each group – get the blindfolded Scout to feel an object (make sure the other members of the team can't see this!) and get them to describe what they feel (without saying what it is). The remaining members of the group then have to try and guess what the object is.

Time: 1-2 hours

Location: Scout Meeting Place

Variations: Why not run this as a competition? The first team to correctly guess 3 object wins. Make sure the blindfolded person changes between each object to ensure everyone gets a go.

Blindfold Assault Course: This game allows you to experience what life can feel like for people with a visual impairment. At your Scout meeting place build a simple assault course (using chairs, tables and other items), then one by one allow Scouts to attempt to reach the other side of the course. The Scouts should be split into teams of 4 with 1 blindfolded and the other 3 helping the blindfolded Scout safely navigate the course. **Make sure the course is safe at all times and won't cause injury.**

Time: 30 minutes

Location: Scout Meeting Place

Variations: Why not get the blindfolded scout to carry an egg on a spoon as they navigate the course – the fastest group to navigate the course without dropping the egg wins!



West Berks Foodbank, charity providing food, information and support for households in crisis.

Web: www.westberks.foodbank.org.uk

Email: info@westberks.foodbank.org.uk

Phone: 07955 626621

Speaker Available: Yes

Background and description of the social issue tackled

We provide 3 days worth of food at a time (10 meals generous provision) for households in food crisis in the local area. We are part of the Trussell Trust network, who audit us. Clients are referred by professionals in their care pathway. Food is donated by local people, and distributed by volunteers. We also provide a listening service to our clients, and signpost them to further support services if necessary. We also provide a cuppa and a shoulder to cry on - many of our clients are deeply ashamed, and in need of help for the first time in their lives - we provide a vital lifeline to help people get back on their feet in a supportive, friendly, non-judgmental environment.

Project ideas

Smarties For Change – Get your young people a small smarties tube each (these can be enjoyed throughout the evening or used as part of a game – why not see which team of young people can pick up the most smarties with chopsticks, moving them from one bowl to the next?) and encourage them to carry out small tasks (take the bins out, wash up etc.) for their family/friends in exchange for 20/50p. Once everyone has collected some money – ask West Berks foodbank what products they are low on – then take your young people to the shops to go and get these items before delivering them. This is a great way to get your young people helping at home and then get them out and about in the local community.

Time: 30 mins to introduce, 1-2 weeks to raise funds, 1-2 hours to shop and deliver foodstuff

Location: Scout Meeting Place, Shops, Homes

Variations: Why not get your young people to explore the local community to find the best price on items required?

Community Donations – West Berks Food Bank has several community donation points across the area – why not help out with the collection?

Time: Variable – contact West Berks Foodbank for details

Location: Local Community Donation Points

Variations: Why not combine this with a treasure hunt? As you move from donation point to donation point try to find things in your local community (how many mannequins in the shop window, what time is the post box collected etc.)



CWGC

Commonwealth War Graves Commission

The CWGC cares for the graves and memorials of 1.7 million servicemen and women who died in the two world wars. We have over 23,000 sites of commemoration found in 154 countries around the world. In 2017, CWGC's centenary year, they have established the Commonwealth War Graves Foundation. The Foundation's work is to engage young people on the legacy and relevance of their work in perpetuity.

Web: <https://www.cwgc.org/>

Email: community@cwgc.org

Facebook: <https://www.facebook.com/commonwealthwargravescommission/>

Twitter: @CWGC

Speaker Available: Yes

Background and description of the social issue tackled

The CWGC in the United Kingdom

You may be surprised to know that the CWGC commemorates more than 300,000 people here in the UK. Their graves can be found in every city, town and village throughout the UK. It is estimated that you are never more than three miles from a CWGC war grave.

You can search for your closest war graves on our website www.cwgc.org

Project ideas:

For 2018:

- **Run a 'WWI Community Digital Archive' Day** – to celebrate the Centenary of the end of WWI. For more information from Jan 2018, please contact: community@cwgc.org
- **Explore and Research WW1/WW2 in your town:** Find out about the casualties commemorated in your local cemetery or area and share your findings on social media at #CWGC, or with your local community.
 - **Tip:** Visit www.cwgc.org and search for your local cemetery. A list of casualties will appear including their service record, personal details and year they died. Download our War Graves App.

- Talk to elderly relatives or visit an Care Home to ask people about their recollections of WWI family history and those who might have served in WWII and collect stories and place them in a Community book or as a verbal history CD.
- Visit a local place of worship which might have a 'Roll of Honour' and investigate the names listed through CWGC's website: www.cwgc.org
- [Investigate the different regiments and rank listed at your local memorial or cemetery](#) and give a presentation about the war graves in your town
- Organise an event to take place at the war graves – it could be an act of remembrance, a historical presentation, a reading of poetry or music, laying a wreath – you could invite local community groups too
- Create an exhibition or remembrance collage about local war graves or servicemen or women – who were they? Where did they travel to? Where were they from?
- Give an assembly or presentation about the servicemen or women you discovered
- Take a lantern or flower to each grave, stand behind the grave and take a photograph of your group or the war graves. Send this to your local newspaper or to community@cwgc.org and we will share it.
- Encourage people to become a CWGFoundation Supporter and take part in volunteering opportunities at CWGC sites.

Visiting and Mapping the war graves:

Scout groups can include a visit to a CWGC site as part of their social action project. Cemeteries and memorials can be found across UK, including in rural areas. You can check if your group meets near a cemetery with war graves by visiting www.cwgc.org and using the database

You could:

- Create a remembrance sculpture or collage from your visit to a CWGC site.
- You can include photographs, writing, objects, and pictures taken on your visit.
- Visit a war grave to clear any litter from around the grave
- Create a biodegradable wreath from vegetation found on your visit to lay at a war grave
- Create poetry or other art about a war grave visited or read the poetry/act of remembrance at a war grave
- Give a tour of the war graves to another group
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Tip: you can let us know you are visiting or get advice and tips, by emailing community@cwgc.org

Resources:

We have worksheets and packs that tell you about the CWGC and our work.

We have a Community Engagement Coordinator for Berkshire region, who can advise and get you started

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Taceham Hundred District



Age UK Berkshire, providing health & wellbeing support services for older people across Berkshire to help everyone love later life.

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Time: Flexible – 1-2 hours out in the community with a further 1-2 hours writing letters/emails to owners/managers as a minimum.

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clients of AgeUK Berkshire to share tips and advice. This is a great way to bridge the generational gap and do something fun and rewarding all at the same time!

Time: Dependent upon season and scale

Location: Community Allotment/Garden

Variations: Why not donate the produce to a local food bank or run a community meal day where all the ingredients used have been grown on the allotment or sourced locally? Why not involve other youth groups/community organisations to adopt a bigger piece of land and have free community food all year round.

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- Talk to elderly relatives or visit an Care Home to ask people about their recollections of WWI family history and those who might have served in WWII and collect stories and place them in a Community book or as a verbal history CD.
- Visit a local place of worship which might have a 'Roll of Honour' and investigate the names listed through CWGC's website: www.cwgc.org
- [Investigate the different regiments and rank listed at your local memorial or cemetery](#) and give a presentation about the war graves in your town
- Organise an event to take place at the war graves – it could be an act of remembrance, a historical presentation, a reading of poetry or music, laying a wreath – you could invite local community groups too
- Create an exhibition or remembrance collage about local war graves or servicemen or women – who were they? Where did they travel to? Where were they from?
- Give an assembly or presentation about the servicemen or women you discovered
- Take a lantern or flower to each grave, stand behind the grave and take a photograph of your group or the war graves. Send this to your local newspaper or to community@cwgc.org and we will share it.
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You could:

- Create a remembrance sculpture or collage from your visit to a CWGC site.
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- Give a tour of the war graves to another group
- Create a map of the war graves in your area – giving directions of the locations of the graves.

Tip: you can let us know you are visiting or get advice and tips, by emailing community@cwgc.org

Resources:

We have worksheets and packs that tell you about the CWGC and our work.

We have a Community Engagement Coordinator for Berkshire region, who can advise and get you started

We have an online database and an App that will help you locate your nearest war graves

www.cwgc.org

Michael Nightingale Fund

In Berkshire, we want our young people to make a positive impact on their communities. The Michael Nightingale Community Fund will provide support to Groups and Units who wish to undertake activities in their local area. We think this would make an excellent discussion topic for a Youth Forum in any section and would fully support the Community Impact Staged Activity Badge.

Why not get your young people to apply now?

The Application should not contain more than 300 words and should include:

- a) The contact details (email, phone) for the person leading the activity
- b) Indication as to how young people are involved in the activity
- c) Details of the activity
- d) A description of what the money will be spent on

Applications for support can be made at any time by email to michaelnightingalefund@berkshirescouts.org.uk

The purpose of the Michael Nightingale Community Fund is to encourage links by members of Berkshire Scouting to reach out to, and work with, the local community that they serve. The fund is available for use as 'pump priming' to get projects started. The themes must remain community-focused, however it could be anything from an intergenerational event to clearing land. The more creative the project, the better!

Publicity – how to get positive coverage

Telling the world about the amazing community impact projects your young people have been up to is a great way to show off Scouting in all its glory which could lead to **growth**, as the traditional image of Scouting as a 'cult like' woggle wearing, short shorts movement is eliminated and a slick new image of Scouts as active citizens of the world who make a difference whilst partaking in life changing adventure is forged.



Publicity Do's and Don'ts

Do:

- Showcase Scouting For All – Scouting is a hugely diverse community that accepts everyone, be sure to show this in any photos posted/shared wherever possible – some people still think that Scouting is just for Christian Boys, by promoting our Scouting For All ethos this misconception can be eliminated
- Display the everyday adventure Scouting has to offer – from archery to raft building, visiting dementia care homes to accessibility audits, Scouting offers activities far beyond that of any other organisation and it's time to shout about them!
- Get in touch with local papers/radio stations – promote events and show off Scouting, if you need any support or further information contact Berkshire Scouts media team: https://www.berkshirescouts.org.uk/contact_us.php?contact=media

Don't:

- Focus heavily on the traditional side of the movement's activities (Parades, Church Service, Marching etc.) - these activities, whilst important to Scouting re-enforce an outdated image and fail to show the everyday fun and adventure on offer
- Publish or share anything that could be easily misconstrued – Some photos can be easily misconstrued by the media, make sure anything that is being shared is sensible and responsible
- Focus on national papers – local papers are a much more efficient way of communicating a message to an area/community!

Top Tips on how to secure publicity in newspapers

- Have an MP/local decision maker present – this never fails to draw the cameras and reporters, especially given the fact local MP's will often promote the fact they are attending a local community event,. You can find out who your local MP is and how to contact them here: <http://www.parliament.uk/mps-lords-and-offices/mps/>
- Do something different – newspapers are used to seeing Scouts planting flowers and maintaining the cleanliness of parks, but chances are they'll never have seen Scouts tackling issues such as mental health, isolation or the generational gap
- Contact your local newspaper before an event/project starts as well as during and after – Twitter can be a great way to do this on the day and will help to secure social media coverage too
- If a reporter doesn't attend an event/project send over your own story! Often newspapers will publish self-written stories that have been checked by an editor

How do I get in touch with my local newspaper?

Below, local newspapers/outlets for each district, along with contact details have been listed, this list is not conclusive so do get in touch with your own local paper if this is more relevant:

Kennet

Newbury Today – News desk: newsdesk@newburynews.co.uk – Phone: 0163 588 6632

Newbury Observer – News desk: news@observergroup.co.uk – Phone: 0123 551 6930

Penny Post – News desk: penny@pennypost.org.uk

Taceham Hundred

Newbury Today – News desk: newsdesk@newburynews.co.uk – Phone: 0163 588 6632

Newbury Observer – News desk: news@observergroup.co.uk – Phone: 0123 551 6930

What is A Million Hands?

A Million Hands is The Scout Associations national community impact campaign aiming to mobilise half a million Scouts to take practical action (AMH is **not** about fundraising) on four of the biggest social issues by 2018. The campaign sees The Scout Association partnering with 6 charities (Alzheimer's Society, Leonard Cheshire Disability, Guide Dogs, Mind, WaterAid and the Canal and River Trust) who provide the expertise enabling Scouts to tackle the 4 national issues:



1. Improving the lives of those affected by **dementia**, supported by Alzheimer's Society, and Alzheimer's Scotland.
2. Improving the lives of those **disabled by society**, supported by Leonard Cheshire Disability and c
3. Improving **mental wellbeing and resilience** of families, Scout Groups and broader society, supported by Mind and the Scottish Association for Mental Health and the Northern Ireland Association for Mental Health.
4. Ensuring everyone, everywhere has **access to clean water and sanitation**, supported by WaterAid

*The Canal and River Trust provide a method by which all of this issues can be tackled via the adoption and upkeep of land/waterways

The project has won acclaim from the media, government and charity sector, winning the 'Best Cross Sector Partnership' at the Charity Times Awards 2016.

To find out more about A Million Hands including: exploring the issues, downloading the resource packs, pledging how many young people will be taking part and to record the action taken head over to: <https://www.amillionhands.org.uk/>

This programme pack has been produced by Jack Abrey (jack.abrey@berkshirescouts.org.uk) on behalf of Berkshire Scouts. Many thanks to all the staff and volunteers at our partner charities for their continued time and effort in helping Scouts change their communities for the better!