

# COMMUNITY IMPACT

**Berkshire Scouts**



Loddon, Pang Valley and  
Reading Central Districts



'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/>



## Loddon 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](mailto: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>



# 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](mailto: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](http://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](mailto: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](http://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](http://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](mailto: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](http://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

- 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](mailto: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](http://www.cwgc.org)



# Camp Mohawk

## The Woodland Centre Trust

For children and young people with special needs

Camp Mohawk is a day centre for children with special needs including those on the Autistic Spectrum, located in beautiful woodland in Wargrave, Berkshire. Throughout the year the centre provides a range of activities, and facilities both inside and outdoors to encourage children and young people with a variety of disabilities to play, socialise and learn. This enables them, their families and friends to relax, learn social skills and develop self-confidence in a positive and uplifting environment that accepts and welcomes them all as individuals.

Web: <http://www.campmohawk.org.uk>

Email: [info@campmohawk.org.uk](mailto:info@campmohawk.org.uk)

Phone: 0118 940 40 45

Facebook: Camp Mohawk

Twitter: @CampMohawk

Speaker Available: Yes

### Background and description of the social issue tackled

Children and young people with special needs can visit Camp Mohawk, along with their families, to enjoy a day out and socialise with other families in a similar position. There are very few leisure facilities, where the often complex needs of these children are met, and services where the whole family is welcome, are very rare. This can result in them all becoming isolated at home, further increasing stress and decreasing quality of life for the whole family. School holidays, can be particularly challenging for families who have a child, or multiple children, with special needs and Camp Mohawk provides a unique support network with understanding, experienced staff.

### Project ideas

#### Activity / Social event –

Run an activity event for socially isolated teenagers with disabilities including High Functioning Autism or Aspergers. With a variety of activities such as board games, table

tennis, pool, craft activities, cooking, listening to music, playing football etc, these events can be great fun and are a brilliant way to break down barriers and make a real difference to a group of young people who often struggle to make friends and build relationships.

**Time:** 1-2 hours

**Location:** Scout Meeting Place, Local Park, Community Venue

**Variations:** Why not run this at a weekend or after school? It could be great to try out a range of different activities – what do you like to do with your friends? You could even make this a regular event – once every month is a good place to start.

### **Assisting with woodland and site maintenance –**

We have a wide range of projects from basic grounds work, moving logs with wheelbarrows (we have 15+) digging brambles etc, to the installation of new wheelchair paths, fencing, play features and information panels

A great way of working with different people in a team and discovering and learning new practical skills. By being on site at Camp Mohawk and seeing the range of adapted facilities, you learn more about how some other young people live, and begin to understand and empathise with the restrictions they experience every day.

**Time:** 1-2 hours

**Location:** On site at Camp Mohawk, Wargrave – transport required as not on public transport route

**Variations:** Different work required depending on seasons and time of year.

**Taster Session for Scouts** – many disabled children & young people may not realise how inclusive scouting can be and wouldn't have considered it as a possibility for themselves. By promoting Scouting For All, or allowing them to experience a regular Scout meeting, you may even encourage them to join.

**Time:** Flexible – 1-2 hours per session plus possible follow up mentoring support on an individual basis if they join.

**Location:** Local Community, Scout Meeting Place

**Variations:** Is your Scout Meeting Place fully accessible? If not, now's the time to see how you can make changes! Possibly befriend a disabled or Autistic young person in your

community or school and see how you can support and help them to participate in a mainstream activity.



## Reading Central 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](mailto:info@ageukberkshire.org.uk)

Phone: 0118 959 4242

Facebook: AgeUK Berks

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**Time:** Dependent upon season and scale

**Location:** Community Allotment/Garden

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



Launchpad, charity helping to prevent homelessness in Reading by providing free, confidential, advice, support and housing.

**Contact**

Web: <http://www.launchpadreading.org.uk/>

Email: [fundraising@launchpadreading.org.uk](mailto:fundraising@launchpadreading.org.uk)

Phone: 0118 929 121

Facebook: [facebook.com/LaunchpadRdg/](https://www.facebook.com/LaunchpadRdg/)

Twitter: @Launchpad\_RDG

Instagram: [instagram.com/launchpadreading/](https://www.instagram.com/launchpadreading/)

Speaker Available: Yes

**Background and description of the social issue tackled**

There are many faces of homelessness from rough sleepers to families crammed in temporary poor quality B&BS or individuals relying on a friend's floor or sofa. They are all without a home of their own. Some people are easy to help; others are very hard to help. Behind every individual there's a hidden story. Launchpad provides three key services to help prevent homelessness in Reading:

- [Housing with support >](#) Clean, safe housing combined with individual, targeted support is the most effective way to get people back on track and making a positive contribution to the community. Support is usually for up to two years and we can house 116 people at any one time.
- [Preventing homelessness >](#) Launchpad supports single parents, families, couples and individuals to stay in their own homes by helping with landlord issues. We also help find appropriate housing for people stuck in unsuitable accommodation, such as families in B&BS.

- [Drop-in >](#) Available to anyone in Reading who needs housing or homelessness-related advice. You could be sleeping on a friend's sofa, not sure how to find accommodation, worried about rent, have landlord problems, need benefit advice or help with drug or alcohol misuse.

## Project Ideas

**Big Sleep Out** – Ever wondered what it would be like to have to rough sleep? This activity brings a hard hitting message in a fun 'Scouty' way. With permission from the local council, find an area in your local community to create a 'cardboard city' – boxes big enough to fit Scouts inside and sleep out for the evening in order to raise awareness of rough sleeping. Why not involve other youth/community groups, MPs/decision makers and make a community awareness raising event of the evening? Be sure to inform the local police station of your plans as they will play a vital role in keeping the event safe and legal.

**Time:** 1-4 hours planning, 1 overnight stay

**Location:** Local Community, Scout Meeting Place, Scout Campsite

**Variations:** If policing/security issues are a worry or permission cannot be obtained why not do this in your Scout meeting place or a Scout campsite? Why not raise funds at the same time – your young people could ask for sponsorship from their family/friends?

**Food for Change Campaign** – Launchpad recently released a statement asking people not to give money to beggars in the street as it is leading to addiction problems and is counteracting the work of their rehabilitation programs. By running a food for change campaign your young people can play a vital role in changing public habits – by getting out and informing people that donating food to beggars is the best way to help, addictions can be stopped and lives changed.

**Time:** 1-2 hours planning, 1-2 hours running an event

**Location:** Scout Meeting Place, Local Community Area

**Variations:** Why not organise a community meal at your Scout meeting place and have your young people source, cook and deliver the food? This could be used to help inform parents and the wider community about homelessness and the importance of healthy, nutritious meals.

**Letters of Hope** – Write uplifting letters to Launchpad's service users containing positive messages and drawings. This is a really quick and easy way to introduce young people to



the issue of homelessness and take simple but effective action.

Receiving a letter from a young person could help someone turn their life around!

**Time:** 30 mins – 1 hour

**Location:** Scout Meeting Place

**Variations:** Why not draw large pictures or write messages of support to be displayed throughout Launchpad's services?

# ReadiFood

## Reading's Food Bank

ReadiFood provide emergency food parcels to people in serious need across Greater Reading.

### Contact

Web: <http://readifood.org.uk>

Email: [amanda@readifood.org.uk](mailto:amanda@readifood.org.uk)

Phone: 0118 9872 672

Facebook: [facebook.com/ReadiFood](https://www.facebook.com/ReadiFood)

Twitter: @FaithReading

Speaker Available: Yes

### Background and description of the social issue tackled

ReadiFood is part of the work undertaken by Faith Christian Group (FCG). FCG has been tackling poverty among the homeless, needy, addicted and deprived people in Greater Reading for over 25 years. We offer support, help and friendship to individuals or families, regardless of their ethnic, religious or moral backgrounds.

Alongside our work with the street homeless people, we have always had contact with those in need across communities in Reading. Most of the requests to ReadiFood for emergency food parcels come to us by way of referral from authorities or agencies e.g., Welfare Rights, Launchpad, local GP, Social Services.

### Current Projects

**Supermarket Weekend Collections** - Monthly weekend collections in-store are supported by volunteers with the co-operation of the supermarket. Waitrose, Tesco and Co-op are

regular supporters. We hugely rely on these collections, but it also helps with public awareness of our day-to-day needs.

**Donation Sorting in the Foodbank** – When food or other items are received at our warehouse, they require sorting by type and date to check they are usable. Many Berkshire Scout groups have visited and sorted donations during their regular weekly meetings.

**Delivery of Emergency Food Parcels** – All emergency food parcels are delivered to client addresses or referral agencies. Two volunteers pack the van with parcels and deliver four days a week to clients.

### **Project Ideas**

**Community Allotment** – Growing food is a great way to help others, and what's more it's great fun! By adopting a community allotment (Or joining one if this is already established in your area) your young people can learn how to grow food and look after land, the food produced can then be donated to Readifood or used as part of a community meal.

**Time:** 1-2 hours ongoing commitment per week (this can be rotated between groups on a linked project)

**Location:** Community Allotment

**Variations:** Why not get other youth/community groups involved? Gardening can be a great way to bridge the generational gap – why not make contact with your local care home to see if the residents want to be involved?

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

**Food For All Event** – Access to good, healthy food is vital for all of us. Running an event in your local community raising awareness of the fact some people do not have access to this resource could help boost donations to Readifood, as well as letting people know that if they are in a position of not having food, help and support is available?

**Time:** 1-2 hours planning, 1-2 hours event

**Location:** Scout Meeting Place, Local Community Area

**Variations:** Why not cook up some food at the event and run a community meal at the same time? This is a great way to learn skills for life, draw in large numbers of people and provide them with a high quality meal.



Daisy's Dream, a charity supporting children with terminally ill family members/children who have faced bereavement.

Web: [www.Daisysdream.org.uk](http://www.Daisysdream.org.uk)

Email: [info@daisysdream.org.uk](mailto:info@daisysdream.org.uk)

Phone 0118 934 2604

Speaker Available: Yes

### **Background and Description of the Social Issue Tackled**

Daisy's Dream support over 700 local children from over 500 families, children whose stories often go unheard, as they struggle to cope with the impact of living with a family member who is terminally ill or who try to cope with the death of someone close to them ( everyday 111 children have to cope with the death of a parent). We provide ongoing support for children and families for as long as they need us, at any stage, regardless of the type of illness or the cause of death.

Each family is allocated a Family Worker who provides individual support to children and families who are then also invited to attend our groups where they can meet others and share their stories. We are totally reliant on fundraising to deliver this unique local service and we would be hugely grateful for any support you can give us – funds raised would go towards funding one of our Family Workers and funding some of our group events, enabling us to be there for any child whenever we are needed.

### **Current projects**

**Events** – Daisy's Dream runs attends several events to raise awareness of the charity and it's work and Scouts could help with planning the event, running activities, collecting donations and helping set up/pack down. Get in touch to find out when/where these events are and how you can help!

### **Project Ideas**

**Awareness Raising:** Bereavement is a huge and life changing thing for a young person to have to deal with – help out by raising awareness of Daisy's Dream in your Scout Meeting Place or at a local community area.

**Time:** 2-4 hours

**Location:** Scout Meeting Place/Local Community

**Variations:** Why not run games and activities and use this event as a tool for growth too!

**Raising funds for bereaved young people:** Daisy's Dream support over 700 children – help do your bit for these young people by raising some vital funds – the more creative the better!

**Time:** 1-2 hours

**Location:** Dependent upon activity

**Variations:** Why not link up with other groups in the district and put on a community event?





# CWGC

Commonwealth War Graves Commission

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You can search for your closest war graves on our website [www.cwgc.org](http://www.cwgc.org)

## Project ideas:

### For 2018:

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- **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](http://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](http://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](mailto: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](http://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
- 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](mailto: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](http://www.cwgc.org)



**The local voice of learning disability**

Reading Mencap provides support services for children and adults with learning disabilities and autism, and their families.

Web: <http://www.readingmencap.org.uk>

Email: [office@readingmencap.org.uk](mailto:office@readingmencap.org.uk)

Phone: 0118 966 2518

Facebook: [readingmencap](https://www.facebook.com/readingmencap)

Twitter: [@ReadingMencap](https://twitter.com/ReadingMencap)

YouTube: <https://www.youtube.com/channel/UCL64leD75qkXXwYWLA07zCA>

Speaker Available: Yes

### **Background and description of the social issue tackled**

Founded in 1962 and affiliated to, but receiving no funding from national Mencap, Reading Mencap supports around 500 people. Our purpose is to improve quality of life for children and adults with learning disabilities and their families. Even in the 21<sup>st</sup> century, people with learning disabilities continue to face barriers to living happy and fulfilled lives. Our holistic range of services exists to help people to overcome these barriers, which range from poverty, ill health and social care issues to hate crime, discrimination and isolation.

We provide a Family Support Service to offer free in-depth information and advice; a range of regular, low-cost or free leisure and social activities for children and adults with learning disabilities; a 'day activity' service at our centre for adults with learning disabilities, which runs for four days a week and focuses on improving health and independence skills; and trips and events for family carers to give them a break and to help build support networks.

## Project ideas

**Drama performance** – Put together a 20-30 minute drama show for our Gateway Club, which is a group of isolated and vulnerable adults over 16 with learning disabilities who meet one evening every week. The group also provides respite for family carers. The performance should be suitable for all ages. Members of the group are often unable to access traditional public performances due to the cost and high levels of anxiety, so the show at Reading Mencap's centre would provide a huge and invaluable source of enjoyment for those who may not feel confident or comfortable elsewhere. Why not make the show interactive? After the performance, you could chat to the group members to find out what the Club means to them.

**Time:** 6 hours

**Location:** Rehearsals at Scout Meeting Place, performance at Reading Mencap, 21 Alexandra Road, Reading

**Decorating post boxes** – Make or decorate cardboard post boxes for collecting used postage stamps, ink cartridges or plastic milk bottle lids. Contact local schools, churches and businesses to ask whether they could have one in their building as recycling stations. This will help to raise awareness of Reading Mencap and we can then turn these items into cash to help run our services for people with learning disabilities and their families.

**Time:** Flexible, depending on how many boxes are decorated

**Location:** Scout Meeting Place

**Cream tea for family carers** – Many people with learning disabilities live with their families even into adulthood as they need a lot of support. These lifelong caring responsibilities can put a huge emotional and financial strain on their parents and relatives. Family carers need regular breaks from caring to keep going. Organise a free cream tea event at Reading Mencap, including designing a poster, approaching local companies or fundraising for the food, and serving the tea on the day itself. The event will enable carers to form friendships with each other and access peer support.

**Time:** 9 hours

**Location:** Reading Mencap, 21 Alexandra Road, Reading

**Awareness-raising leaflet** – Members of the public often don't know what a learning disability is or confuse it with mental health issues. Due to a lack of understanding, people with learning disabilities can be victims of discrimination or worse. Do some research into learning disabilities (perhaps including chatting to some people at Reading Mencap) and then create a myth-busting leaflet, aimed at the public, containing questions and answers



about what a learning disability is or isn't. Then think about where the leaflets could be distributed.

**Time:** 10 hours

**Location:** Scout Meeting Place

**Variations:** If you have time, could you take or send the leaflets to the places you thought they could be useful? Why not take the leaflets to a local event and have a stand there to raise awareness.

## Pang Valley 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](mailto: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>



# 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](mailto: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](http://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](mailto: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](http://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](http://www.cwgc.org)
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### **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](mailto: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](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:

### Loddon

Reading Chronicle – News desk: [news@readingchronicle.co.uk](mailto:news@readingchronicle.co.uk) – Phone: 0118 955 3324

Get Reading – News desk: [getreading@trinitymirror.com](mailto:getreading@trinitymirror.com) – Phone: 0118 918 3000

### Reading Central

Reading Chronicle – News desk: [news@readingchronicle.co.uk](mailto:news@readingchronicle.co.uk) – Phone: 0118 955 3324

Get Reading – News desk: [getreading@trinitymirror.com](mailto:getreading@trinitymirror.com) – Phone: 0118 918 3000

### Pang Valley

Newbury Today – News desk: [newsdesk@newburynews.co.uk](mailto:newsdesk@newburynews.co.uk) – Phone: 0163 588 6632

Newbury Observer – News desk: [news@observergroup.co.uk](mailto: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](mailto: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!*