

# COMMUNITY IMPACT

**Berkshire Scouts**



Maidenhead, Slough, and  
Windsor and Eton 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/>



## Maidenhead 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>



Maidenhead Waterways Group, a community led charity restoring the derelict waterways that run through the centre of Maidenhead.

Web: [www.maidenheadwaterways.org](http://www.maidenheadwaterways.org)

Email: [contactus@maidenheadwaterways.org](mailto:contactus@maidenheadwaterways.org)

Facebook: Maidenhead Waterways (MW)

Speaker Available: Yes, on site visits

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

Established in 2006, MW is working in partnership with RBWM to restore the neglected and overgrown town centre York Stream and Moor Cut channels into a navigable waterway that links with the main River Thames. The 2Km long waterway 'Ring' is being created as a key part of the Area Action Plan adopted in 2011 to rejuvenate Maidenhead town centre, with new waterside areas providing a focus and catalyst for the major developments planned, in effect .... "Bringing the Thames into town". The design approach is very much... "It's for all of us", with all forms of active and passive enjoyment of the water being encouraged. The restored waterway will provide a wildlife corridor through the town centre that is accessible to all, with new and uprated paths that link to the wider footpath network.

### **Current Projects**

**Stream Clearance** – MW and other volunteer groups are focused on a long term flow measurement and groundwater monitoring programme and on stream clearance work in the feeder channels to improve the flow. The Bray Cut channel that connects the 'Ring' to the Thames at Bray Marina is also severely overgrown. MW volunteers are aiming to



commence the clearance of the area to allow canoeists and other small craft to access the town centre from the Thames, passing through a beautiful and quiet waterway that runs through open country and has abundant wildlife. Scouts would be involved in clearing overgrown areas and helping keep the stream flow up by removing rubbish, weeds and underwater obstructions from the stream - see <https://youtu.be/sIDvi5xQe2A> - for a flavour of the kind of activities involved (not suitable for Beavers/Cubs)

## Project ideas

**Adopt a mile** – Why not adopt a mile of waterway? This is a great way to undertake sustainable, long term environmental social action. As well as keeping the land and waterway clean and tidy, there is the opportunity to improve it by constructing canoe launching facilities, creating wildlife habitats, rest areas etc. This adopted mile can be customised (following approval from MH) to suit your groups water based activities – your young people will love the fact they played a role in creating an area they use!

**Time:** A few hours every month – ongoing commitment

**Location:** Local waterway and accompanying land

**Variations:** Why not adopt a longer stretch by linking up with other groups in the district?

**Bulb Planting** – With the waterways being rejuvenated it's important to make the area look as attractive as possible to draw in the public and a wide array of vital wildlife such as bees and butterflies.

**Time:** 1-2 hours per planting session (annually, in autumn)

**Location:** Local waterway and accompanying land

**Variations:** Why not create the Fleur-de-lis (Scout logo) using seasonal flowers? Why not write your groups name in seasonal flowers to promote the work of your young people?

**Bird/Bat Boxes** – Many of the UK's native bird/bat populations are declining in numbers due to development and reduction of habitats. Your young people could create bird/bat boxes in your Scout meeting place before placing them around a local waterway.

**Time:** 2-5 hours to construct (split over several session nights), 1-2 hours to place. Note that bat boxes have to be placed quite high up so may need special assistance.

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

**Variations:** Why not run a competition between groups/individuals – the best designed bird/bat box as voted for by the young people wins a small prize?

Instructions on how to build a bird/bat box can be found at:

<https://ww2.rspb.org.uk/get-involved/activities/give-nature-a-home-in-your-garden/garden-activities/buildabatbox/>

<https://www.rspb.org.uk/birds-and-wildlife/read-and-learn/helping-birds/nestboxes/smallbirds/making.aspx>



# 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)





Foodshare Maidenhead is a registered charity whose aims are to help people in and around Maidenhead who are unable to feed themselves and their families properly.

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

Email: [volunteer@foodshare.today](mailto:volunteer@foodshare.today)

Phone: 07570 811829

Speaker Available: Yes

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

Foodshare supports people who are in a state of food insecurity, meaning they may not know where their next meal will come from, which is the situation for the street homeless, or at least don't know if they will have sufficient food to last through a week, a state in which an increasing number of people and families find themselves. We do that by operating a food bank, and by providing meals on 3 evenings a week. It's not simply about feeding people; many of the people we support are in difficult circumstances so we try to offer a welcoming environment and take time to have a conversation and guide them to other organisations and agencies that may be able to help them.

### **Project ideas**

**Maintaining Foodshare** – A lot of food flows into and out of Foodshare every month – every now and then the stock needs re-organising, sorting, checking and the food bank requires cleaning. Get in touch with Foodshare Maidenhead to see if Scouts could help the next time this is required!

**Time:** 2-3 hours

**Location:** Foodshare Maidenhead

**Variations:** Why not bring along some donations of your own to add?

**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?

**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 Foodshare, 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.



## Bisham Barn Owl Nest Box

**Web:** <http://bishambarnowlgroup.blogspot.co.uk/>

**Email:** [mikethefrith@aol.com](mailto:mikethefrith@aol.com)

**Phone:** 01628 483 803

**Speaker Available:** Yes

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

Wildlife is on the decline, with the expansion of concrete jungles, increased fragmentation of habitats and reduction in prey species almost all of the UK's native wildlife is showing some signs of decline/stress. That's where Bisham Barn Owl Nest Box come in!

Bisham Barn Owl Nest Box are a volunteer partner group of Bisham Barn Owl Group. By supplying and installing owl boxes at very competitive prices (See, 'Giving Wildlife a Home'), they provide a home for many species of owl and other birds.

Their work has led to a significant increase in barn owl, swift, insect and bat numbers around Marlow and beyond and the group has received significant support and praise from a number of charities and individuals including PM Theresa May.

### **Current Projects:**

**Installing Owl Boxes:** BBONB design and build boxes all year round, occasionally Scouts may be needed to help install these in the local area – get in touch with BBOG to see how you can help!

## Project ideas

**Owl Walks:** Owls are generally nocturnal and are often found hunting prey late at night – why not take your Scouts on an evening hike to see if you can spot any? Get in touch with BBONB who may be able to give you some insider knowledge on the best routes to take to spot one.

**Time:** 1-2 hours

**Location:** Local area

**Variations:** Why not incorporate this as part of an activity walk with points scored for snapping a photo of an owl?

**Giving Nature a Voice:** Nature can't speak for itself so why not help to give it a voice! By running an awareness day in your local community you could help safeguard species and promote a fightback. At your event you could advocate a whole host of things such as: promoting the benefits of cutting a hedgehog hole in fences, putting out some bird feeders, building a bird/bat box, not dropping litter (especially the plastic used to hold cans together) and making sure to plant an array of species to attract bees, insects and birds.

**Time:** 3-5 Hours

**Location:** Local Community Space (Park, Courtyard etc.)

**Variations:** Why not raise money at the event and use this to purchase some Bird, Bat or Hedgehog boxes from BBONB?

**Giving Wildlife a Home:** BBONB can supply bird/bat/insect boxes at high quality and low cost. These can either be purchased in completed or kit form – why not purchase some kits and get your young people to help build them? All kits come complete with full instructions and can be completed easily with a little supervision. After this your Scouts could install these boxes and monitor them to see if they are being used.

**Time:** 2-3 hours

**Location:** Scout Meeting Place

**Variation:** Why not start by adding boxes to your Scout Meeting Place or a Local Scout Campsite? Why not see which Scout/team can design the best box using paints and other materials to customise the kit?

## Slough 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>



**“The foodbank was there when we really needed it, it was an absolute lifeline.”**

**Web:** <https://slough.foodbank.org.uk/>

**Email:** [office@slough.foodbank.org.uk](mailto:office@slough.foodbank.org.uk)

**Phone:** [01753 550303](tel:01753 550303)

**Speaker Available:** Yes

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

We don't think anyone in our community should have to face going hungry. That's why we provide three days' nutritionally balanced, emergency food and support to local people in crisis who are referred to us. We are part of a nationwide network of foodbanks, supported by The Trussell Trust, working to combat poverty and hunger across the UK. Our foodbank is a project founded by local churches, working together towards stopping hunger in our local area.

### **HOW FOODBANKS WORK**

Providing emergency food to people in crisis.

Every day people in the UK go hungry for reasons ranging from redundancy to receiving an unexpected bill on a low income. A simple box of food makes a big difference, with foodbanks helping prevent crime, housing loss, family breakdown and mental health problems.



Since opening we have supplied 3 day, non-perishable food parcels to almost 20,000 people, including almost 7000 children. Our latest statistics show that over 3000 parcels of non-perishable food and other basic essentials have been distributed, each year, in the last 4 years. Over 36.5 tonnes of food was distributed in the last financial year.

## Project Ideas

### Supermarket Weekend Collections–

**Time:** 9 – 5pm, Thursday 30<sup>th</sup> November and Friday/Saturday 1<sup>st</sup>/2<sup>nd</sup> December

**Location:** Tesco Extra, Wellington Street, Slough, SL1 1XW

**Variations:** Usually 2 hour periods per group throughout the collection days. Why not ask if your group can help sort the collected donations?

**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 Slough 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?

**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 Slough foodbank, 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.





**Burnham Health Promotion Trust**  
**"Promoting good health in the Burnham community"**

*Burnham is located across the 'border' in Buckinghamshire, however has been selected due to its close proximity to Slough district and 'open to all activities'*

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

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

Phone: 01628 661441

Facebook: <https://www.facebook.com/Burnham.Health.Promotion.Trust/>

Speaker Available: Yes

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

**Burnham Health Promotion Trust (BHPT) is a charity** that initiates, develops and supports a wide variety of projects, activities and services, all related to improving health and well-being in the Burnham community. Regular activities include free or subsidised exercise classes, a carers' support group, an intergenerational project and an older people's club as well as one off events such as Sports and Activities Days. We like to work in partnership with other organisations that share our vision for a happy, healthy, active Burnham.

### **Project ideas**

**Burnham Sports and Activities Day and "Marathon Challenge"** - Following on from the success of our first Sports and Activities Day in July 2017 we are looking to make this an annual event. But one thing we learnt was that we needed more practical help, both before the event with publicity and on the day with all aspects of setting up the Park, managing activities through the day and clearing up afterwards.

**Time:** Approx. 8 hours on the day and a few hours in the weeks leading up to the event

**Location:** Burnham Park

**Variations:** You could also enter a team in the "Marathon Challenge" and use it as a fundraising opportunity to support a charity of your choice.

**Intergenerational Entertainment/Activity Event** – Run an entertainment/activity event for older people. This could be in an afternoon or evening and could include quizzes, games, music and dance. Events like this can be great fun for everyone and are a brilliant way to bridge the generation gap and make a real difference to a group of older people who may otherwise have very little contact with young people.

**Time:** 1-2 hours per event plus planning/preparation time

**Location:** Residential Care Home, Community Venue

**Variations:** There are several care homes in Burnham and so you could develop a themed entertainment/activity programme which you could take into a different home each month. You would then find out what worked well and what was not so popular and develop your event accordingly. You could plan an event particularly for people with dementia.



# 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
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**Resources:**

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

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## Windsor and Eton 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>



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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:

### Maidenhead

Maidenhead Advertiser – News desk: [news@baylismedia.co.uk](mailto:news@baylismedia.co.uk) – Phone: 0162 868 0680

### Slough

Slough Observer – News desk: [newsroomslough@berksmedia.co.uk](mailto:newsroomslough@berksmedia.co.uk) – Phone: 0175 362 7222

### Windsor & Eton

Windsor Express – News desk: [news@baylismedia.co.uk](mailto:news@baylismedia.co.uk) – Phone: 0162 868 0680

## 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!*