

# Community Impact Report

This report has been created using the verbatim responses of adults and young people who attended the 2016 #YouShape event in Doncaster, completed an online survey or commented through social media during #YouShape week.

## What would motivate you, and other young people, to get involved with A Million Hands?

- Some further advice on how to help younger members understand that these issues are important to them. This would help ensure all sections could connect with the four issues and in turn would hopefully increase the level of involvement. Younger sections can get bored and leaders struggle to engage them in projects; so ideas for fun, exciting projects both in and out of the meeting place are needed.
- Encourage people to use the resource packs. They are beneficial and make the project easier to engage with. Make sure they include plenty of information about the project to help leaders to understand the entire premise.
- A change of perception. Community Impact and engagement is not a new concept but is often seen one, so people are scared or struggling to engage. This perception needs to be changed to help leaders understand that this is a traditional concept, with a slightly different twist.
- Tangible motivators: The free wristband was good as people had proof that they were involved. To advance it would be good to have a form of certificate of achievement to put on CVs or similar documents. Possibly get a t-shirt or necker when you sign up to promote the links between A Million Hands and the partnership charities. Possibly a badge like the YouShape badge.
- Young people passionate about A Million Hands should be given the support to develop projects in a truly Youth Shaped manner- this is something that the Network Platform will hopefully help facilitate.
- More promotion on public facing platforms, with figures such as the partnership charities and Bear Grylls promoting the work that is currently happening and the impact that it is having.
- There is limited availability for young people to register/get involved as individuals rather than as a group (especially as Explorers and Network members). Keep the process as simple as possible.

<b>Beavers</b>	Create a fun Programme within A Million Hands for Beavers.
<b>Cubs</b>	Younger sections can get bored and leaders struggle to engage them in projects. Create ideas for fun, exciting projects both in and out of the meeting place.
<b>Scouts</b>	We need to explain to Scouts the genuine benefits of what they are getting involved in.
<b>Explorers</b>	Enjoy interactive activities and want to plan their own A Million Hands journey.

<b>Network Members</b>	Would be utilised well in a leadership positions rather than direct participants of A Million Hands. They are best helping local Groups.
<b>Young Leaders</b>	Can get involved by having DCs and CCs on board and having a meeting to discuss group involvement and different support and resource methods.

## How can we encourage Young Leaders to become the driving force behind A Million Hands locally?

- It is difficult to ask Young Leaders to lead fully on A Million Hands projects as it is seen as a serious project that requires some knowledge and experience in the issues. Make A Million Hands(AMH) resources more accessible, useful and understandable to Young Leaders. There is potential for AMH app or e-training.
- It is seen as a long-term project with high levels of commitment, so advice on how this can be broken down and managed would help give Young Leaders confidence.
- Young Leaders should work as an intermediary, to make sure this is kept fun and relevant.
- Make Community Impact part of the Young Leader training- maybe as a mission- especially as it seems a lot of the Young Leaders don't know much about it.
- In order to give some ownership to Young Leaders, they need to plan the Programme and work alongside leaders in every aspect including Community Impact.
- Barriers include: Time commitment, attitude towards Young Leaders, and young people not believing in their own abilities due to a lack of mutual respect.
- There is a lot of value in app-based forums. A general Scout app specifically aimed at Young Leaders would be encouraging.
- Ensure that it is encompassed in the Programme.
- Amalgamate into games.
- Encourage them to realise that the issues are close to home.
- Have realistic conversations so they can understand severity- real emotive conversations let young people know that it is okay to be upset.
- Link to Queen's Scout Award.

## Following the Network re-launch, how can we encourage action from this age group?

- Involve Network with younger sections in a leadership role especially in the younger sections they volunteer with.
- Link in with the Queen's Scout Award and DofE.
- Guidance rather than support; Network members can then support another section.
- Try to encourage a good balance between university life and Scouting; don't use one to escape the other.
- Utilise the Network online platform to its full potential, especially to engage those away from their home towns at university.
- Creating opportunities for individuals, who are not attached to sections or groups, to get involved.
- Creating opportunities across the spectrum from short-term to long-term and from local to national.
- This age range have a full social life and it needs to be easy to find out about and get involved with local Community Impact work. Keep it simple to get involved and have a database of opportunities/placements.
- Greater use of social media from A Million Hands in regards to the Network section, using local examples as case studies to inspire and guide others.
- Push the fact that this is not just about fundraising. It's about working with charities and raising awareness.
- Work closer with the charities involved. For example, Water Aid could provide training opportunities to Network members who would then visit other countries and use the training to make a direct difference.
- Use of virtual badges.
- Flexible projects (in regards to time) organised at a national level but done at a local level (easy to get involved and organise).
- Implement a Community Week like a #YouShape Week.
- Push for work to continue over the summer.
- Have a consistent way of recording involvement that can be used on things like CVs.

# What are the barriers to young people taking part in Community Impact projects (including A Million Hands) and how can we overcome them?

- There are concerns around safeguarding with the traditional 'bob a job' type work, that need to be dispelled within the Association and in the public eye.
- Too much 'one size fits all' .
- The Movement is overwhelmed with what this 'new concept' is, so it pushes back and blocks young people engaging.
- Adults seem to be the blockers as they feel that they don't have enough time. It is seen as yet another thing to get into the Programme.
- We need to change public perception of what Scouts do, people don't understand that we also do social action. It would be good to have more images of people helping others.
- AMH is seen as difficult to deliver in financially poor areas.
- Need better contacts and links locally and information on what can and cannot be done, for example there are a lot of age restrictions in places.
- There could be a role at County level that is responsible and champions Community Impact.
- Looking at local charities, making points of contact and help sections on projects.
- Use a scheme similar to Girlguiding's Peer Mentoring Scheme.

# What do you want Community Impact to look like in 2018?

- Local Community Impact projects should not be looked down on. Small projects can make a big impact locally. Activities such as a beach cleaning and litter picking are important to young people when learning about being proud of where you live. Sometimes the simple activities and projects may not have a massive social change but they are still important and worthwhile.
- There needs to be a stronger emphasis on the links between Youth Shaped Scouting and Community Impact. There are clear parallels but this could be made more obvious. Where it is recognised then it is good, such as young people being able to choose their own projects.
- Community Impact is too often seen as a short-term project over a year rather than as an embedded part of the Programme. Community Impact is a key and core part of what it is to be a Scout. There is consistent feedback from young people saying that it just needs to be seen as a core part of the Programme rather than as a campaign.
- Young people see more of the benefits and there is a greater uptake when there is local autonomy and decision making around which projects and charities to work with.
- There needs to be more partnerships with charities nationally so that there are more options for people to work with. More partnerships to offer more alternatives.
- By 2018 there should be lots of Community Impact projects being shared on social media so that young people and volunteers can use it as inspiration. There needs to be a greater public awareness of Community Impact as it's a great media story. That said, the focus needs to be on quality a Programme rather than just media coverage.
- The creation of resources should be supported and developed by getting people to contribute what they have done locally and then collated and pulled together nationally.
- District Commissioner and County Commissioner roles need to be supported with how they specifically support on Community Impact. What they can do to contribute to its development.
- Having template letters that volunteers can use to ask local charities for support with their chosen topic would be useful.
- Community Impact can define who we are as Scouts to the public. The biggest impact we will have is at a local level in our community.
- Every young person has their say in what project their section is working on.
- Community Impact is everyone's responsibility.

## Conclusion

The overall message is that Community Impact is a core and traditional part of Scouting and this should be the same in 2018. By 2018 young people want Community Impact to be an embedded, normal part of the Programme. There is a general recognition that Community Impact should be fun, easy to get involved with and realistic for people to complete in a reasonable amount of time so young people can see their achievements being recognised. There should be the flexibility and autonomy locally for people to select a project that is locally relevant and significant, rather than feeling like they have to get involved with initiatives such as A Million Hands. By 2018 the majority of Scouts should be aware of Community Impact and will have completed or at least taken part in it.