

MARCH 2004 £1.80

Guiding

magazine

**Get ahead in the
world of work**

**Disability
Act update**



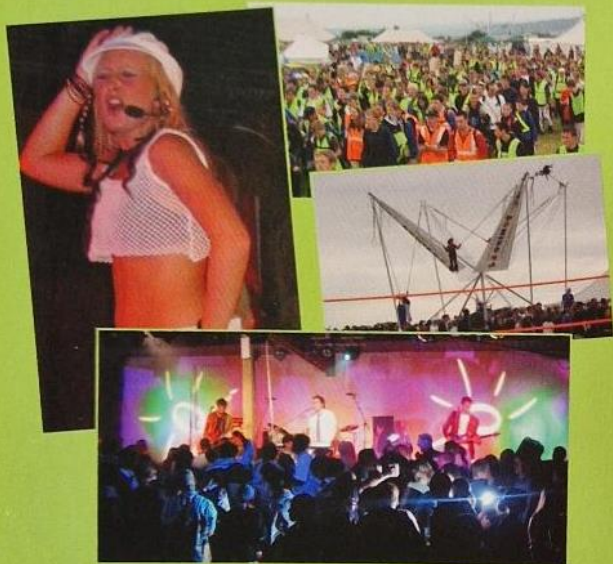
Girlguiding UK

SUN RUN 2004

2ND - 4TH JULY 2004

FOR ALL OLDER MEMBERS OF SCOUTING
AND GUIDING AT THE HOTTEST EVENT
OF THE YEAR!

EXPLORER SCOUTS AND SENIOR SECTION GUIDES (AGED 15
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**FOOTBALL & SPORT
COMPETITIONS**

CLIMBING WALL

ARENA EVENTS

BUNGEE TRAMPOLINE
LOTS MORE!

For more information about these annual events which have become the largest in the Scouting and Guiding movement with thousands of
our members at each weekend, please **CONTACT: Robert Stevens - TEL: (01242) 240736** (24hr voice mail)
FAX: (01242) 240750 EMAIL: info@sr-mc.org - or send a SAE to 212 Hatherley Road, Cheltenham, Glos. GL51 6ET
or visit our website at: **WWW.SR-MC.ORG** VIDEO • HISTORY • BOOK ON-LINE • CREDIT CARD PAYMENT • RULES • ETC
Organised by Scouts and Guides for Scouts and Guides. Registered Charity No. 1021577



Welcome

Welcome to the March issue of *Guiding magazine*. On March 18 it is Take our Daughters to Work Day and to support this special initiative we have included plenty of work-related activities and topics to inspire you. Take our Daughters to Work Day first began ten years ago, providing a useful vehicle for girls to learn more about different careers.

As you will read on page 8, the Disability Discrimination Act 1995 becomes fully effective from October. This may sound a long way off but the act means that we all have a legal obligation to ensure that people with disabilities can access buildings, their work and any services. Quite a responsibility – don't get caught out!

May 20 is another date for the diary as this is when Girlguiding UK's Annual Event will be held at London's Southbank. Open to all adult and Senior Section members, our article on page 6 and 7 will help you to secure your place.

Finally, as your new editor I have been impressed by all the very positive press coverage that Girlguiding UK has received during 2003. Included in this issue is a summary of some of the media coverage. Let's hope that 2004 contains many more positive moments!

Wendy

Wendy Kewley
Editor

ACTIVATE

Get ready for Take our Daughters to Work Day with our special work-themed activities and entertaining games.

Volume 93 Number 3 March 2004 £1.80

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Chair of the Equal Opportunities Commission Julie Mellor discusses issues at work



Marie Noëlle explains the importance of Take our Daughters to Work Day

FRONT COVER

Cover photograph by Laura Ashman

This month's highlights

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Over to you! Plus enter our great giveaway competitions

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NEWS IN BRIEF

GO FOR IT! GUIDES

Please note: the image of the Go For It! Guides card on page 32 of *Guiding Essentials* is not the correct image, see right for how the card actually looks.



ORCHESTRA COURSE

The National Scout and Guide Orchestra will hold its annual course in South West England from **July 25 – August 1**. Following this there will be a tour of Estonia. Application forms are available on the web site at www.scoutbase.org.uk. Click on 'Activities', 'Performance' and 'NSGSO'.

QUEEN'S GUIDE RESIDENTIALS

Places are still available at the following Queen's Guide Residential weekends:

- Paxmede, Surrey, **May 28-31**. Closing date for applications, **April 16**.
- Lorne, Northern Ireland, **August 13-15**. Closing date for applications **June 25**.
- Foxlease, Hampshire, **August 23-26**. Closing date for applications to be confirmed.

For further information or an application form, please email Chris Ridley at ChristineR@girlguiding.org.uk or call **020 7592 1732**.

FEBRUARY ISSUE

Unfortunately, the names of the girls mentioned in *Off to work again*, February's issue, page 11, were the wrong way round. Jennifer Clark, from the 2nd Swanley Guides, spent the day with the Metropolitan Police Press Office and Laura Johnston, from the 4th Wanstead Guides, spent the day at Fulham Ladies Football Club. The photograph showed members of the 4th Wanstead unit, not the 2nd Swanley unit as printed. We apologise for any confusion caused.

ONLINE PRESS OFFICE

Visitors and users of the Girlguiding UK web site can now access the online press office. These pages hold both new and old press releases, Girlguiding UK facts and downloadable photography for the media. Visit the press office at www.girlguiding.org.uk/info/press.

OPPORTUNITIES FOR MEMBERS

MARCH

- **18** Take our Daughters to Work Day (visit the web site at www.girlguiding.org.uk/daughters and see the booklet in December's issue of *Guiding* magazine).

APRIL

- Girlguiding UK Walks for the World is launched (see November's issue, page 19).

MAY

- **20** Annual Event at the Mermaid Theatre, London (see page 9 of this issue).

Development Manager: Adult Support

Commonwealth Headquarters, London

c£25,300 plus benefits

Due to an internal promotion Girlguiding UK has a vacancy for a training and development specialist.

Managing the Adult Support Team within our Guiding Development Department, you will work in partnership with the volunteer chairman of the Adult Support Group to coordinate the review and development of a range of training strategies. This role is key in the provision of appropriate support systems for 70,000 volunteer Adult Leaders through out the UK.

A holder of an Assessors and an Internal Verifiers qualification, you will manage our OCR (Oxford Cambridge and RSA Examinations) Assessment Centre, which currently has around 260 Learning and Development candidates. Experience of working with volunteers and project management is essential, as is experience and knowledge of youth/children's work.

The job involves working during evenings and weekends and travel to other locations outside London.

To apply visit www.girlguiding.org.uk, email hr@girlguiding.org.uk or phone **020 7592 1892**.

Closing date: **March 19, 2004**.



Girlguiding UK



Girlguiding UK is an operating name of The Guide Association:
Incorporated by Royal Charter: registered charity number 306016.

Shop helpers

Blackland Farm Training and Activity Centre

www.girlguiding.org.uk

Shop helpers are required during the 2004 summer at Blackland Farm, a busy Girlguiding UK campsite and activity centre.

Candidates should be 16 years of age or older, enthusiastic and enjoy working with young people. They should also be numerate and current members of Girlguiding UK.

These are voluntary positions. Accommodation is provided, together with a contribution towards food costs. Travel expenses will be paid.

Cover is needed for:

June 28 - July 18 (two helpers per week)

July 19 - August 15 (four helpers per week)

August 16 - August 30 (three helpers per week).

Staff at Blackland Farm would also like to hear from any members who are able to volunteer at other times of the year, in particular **May 30 - June 5**.

For further information contact:

Nicola Sadgrove
Blackland Farm
Grinstead Lane
East Grinstead
West Sussex RH19 4HP
Tel: **01342 810493**
Fax: **01342 811206**
Email: nicolas@girlguiding.org.uk



Girlguiding UK



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The Chief Guide, Jenny Leach, enjoys a fairground ride with one of the Brownies at Funtasia

JOINING IN THE FUN AT FUNTASIA

The Chief Guide, Jenny Leach, joined 3,500 Brownies at a double celebration in January.

The weekend event, called Funtasia, took place at Butlins in Bognor Regis to celebrate the Brownies' 90th birthday and the new Brownie programme.

The fun-packed itinerary included fairground rides, crafts, quizzes, karaoke, entertainment from the Butlins' Red Coats, swimming, crazy golf, football and pop aerobics.

The highlight of the weekend was a ceremony on Saturday at Centre Stage. Brownies took part in a play about the history of the section and girls modelled Brownie uniforms from the past 90 years. The show culminated with 90 girls on the stage — each holding a light to represent a birthday candle. The Chief Guide also presented a framed Funtasia badge to Brownie Leah

Humphrey who came up with the design for the badge.

Eileen Brooks, Guider with the 92nd Goodmayes Brownies, was at the event with her girls. 'The organisation was excellent and the verdict of all those who attended was that they would go again,' she said. 'Thanks to the organisers who spent two years putting together a memorable weekend for the girls.'

The Chief Guide also praised those from London and South East Region who had planned the event. She said: 'Thanks to the hundreds of Leaders and organisers, the Brownies had fun in a completely safe and secure environment.'

Adding that Funtasia was a wonderful weekend for the Brownies, the Chief Guide said, 'There were wall-to-wall smiles wherever I went. It was an ambitious and exciting event — a real Brownie Adventure of the best kind.'

AROUND THE REGIONS

NORTH WEST ENGLAND Members of Girlguiding Fylde South refurbished their centre, with the help of the Prince's Trust and B&Q. Volunteers from the Prince's Trust cleared the overgrown car park and laid new chippings and a local B&Q store donated paint and materials. The girls and Leaders involved benefited from working with another youth charity.

ANGLIA Members of the 1st Cambridge Guides visited BBC Cambridgeshire to see how television and radio programmes are made. The girls talked to the teams involved, watched the presenters in action and read the news 'as live' in the studio.

● Do you have any interesting news from your Country or Region? If so, let us know by writing to the address on page 30.

Best foot forward

An exciting new project which aims to support Guiding both globally and locally will be launched in April. Centred around walking, Girlguiding UK Walks for the World aims to raise half a million pounds over a year. This may sound like a lot, but it works out to be less than £1 per member. The money raised will be divided equally between The World Association of Girl Guides and Girl Scouts (WAGGGS) and Girlguiding UK units.

The initiative will also help girls learn more about the work of WAGGGS and the global dimensions of Guiding.

Look out for your free activity pack in April's issue which will give you more information about taking part and ideas about incorporating fun walking activities into your programme.





ROLE

SUCCESSFUL WOMEN ARE SUPPORTING TAKE OUR DAUGHTERS TO WORK DAY

Why are men still beating women to the top jobs and highest pay when in the classroom girls consistently out-achieve boys? It might be caused by a lack of career knowledge on the girls' behalf and a lack of understanding from employers. Turn to our feature on pages 14 and 15 to find out more.

Meanwhile the aim of Take our Daughters to Work Day (TODTWD), on March 18, is to educate both girls and employers about the opportunities available to women. This year, as in previous years, successful women from a variety of backgrounds are supporting TODTWD.

This year we're raising the profile of TODTWD within the business world. So as well as registering your unit, spread the word at your work place and amongst friends and family. Remember to stress that you do not need to have a daughter, you can take any girl who you think may benefit from the scheme.



Marie Noëlle thinks that TODTWD is a significant initiative

A WISE WOMAN

Marie Noëlle, Director of the WISE Campaign (Women Into Science and Engineering), works with educationalists, employers, government departments, politicians and the media to spread the word about the WISE campaign.

Prior to her work at WISE, Marie was a team leader careers adviser (in charge of a work experience scheme) in both the Royal Borough of Kingston upon Thames and Humberside.

In 1999 she was awarded an MBE for her work in promoting science and engineering to women. The same year she was also the winner of the London Woman of the Year award and was awarded an Honorary Doctorate of Technology by the University of Staffordshire for her work in attracting more women to the engineering profession.

Marie sees TODTWD as an important project. She said, 'WISE is delighted to work with Take our Daughters to Work to give girls and young women the opportunity to experience the world of work and find out more about the excitement of science, engineering and technology.'

ANNUAL EVENT

APPLY NOW FOR YOUR OPPORTUNITY TO ATTEND GIRLGUIDING UK'S ANNUAL EVENT IN 2004

Dance, music and visual presentations from young members will celebrate some of the fantastic achievements of Girlguiding UK during 2003 at this year's annual event. And there may even be an opportunity for audience participation!

Open to all adult and senior section members, this year's annual event will be held at 2.30pm on Thursday May 20 at the Mermaid Conference and Events Centre on London's Southbank.

ENSURE YOUR PLACE

Leaders who attended last year's annual event came away feeling valued, inspired and proud to be part of such a vibrant organisation. So why not get together with

friends and apply for tickets now?

Tickets to the event are limited. For your chance to attend, send your name and contact details (include your daytime phone number), the number of tickets you require and details of any guests with special needs to: Celebration 2004, 17-19 Buckingham Palace Road, London SW1W 0PT. You can also call **020 7834 6242** or send an email to us at: guidingsupportservices2@girlguiding.org.uk.

MAKE A NIGHT OF IT

With the annual event set to finish around 4pm, why not treat yourself and turn your trip into an overnight visit to London? Girlguiding UK can offer members

overnight accommodation and breakfast in a hotel close to Waterloo station, on a first-come, first-served basis. Prices start at £40 for a single room £35 per person for a twin room.

You could even fit in a morning trip to the London Eye (tickets cost £11.50 per person) which is within walking distance of the hotel. The ICANDO centre at CHQ will also be open for visits before the annual event.

If you are interested in the accommodation package, please register your interest when you apply for your tickets. To take advantage of this offer we must receive your application before March 30.

MODELS

YOUNG AND EXPERIENCED

Jessica Howie left school at 16 to work in customer services for an Internet provider. Now aged 25, she's a best-selling author and founder of a teenage web site.

Working in customer services taught Jessica how to communicate with people in the business world. Jobs that followed included working at a PR firm, as a PA, and as a researcher and a journalist for a magazine.

At 19 she worked her way around Australia doing cold calling and waitressing, which she found a humbling experience. 'It teaches you an immense amount when it comes to people skills!' she said.

Returning from travelling she undertook a course in child mentoring, deciding to work specifically with teenage girls to research a book. Six months later Jessica was offered a publishing deal.

'If you are someone who's decided to leave school early, I'd urge you to treat life as your university instead and to learn as much as possible from books, work experience and role models who work in the profession of your choice,' said Jessica.

'That's why Take our Daughters to Work Day is such a great initiative. One of the best ways we can learn is from role models.'



Jessica Howie is a best-selling author and web site founder

LET US KNOW

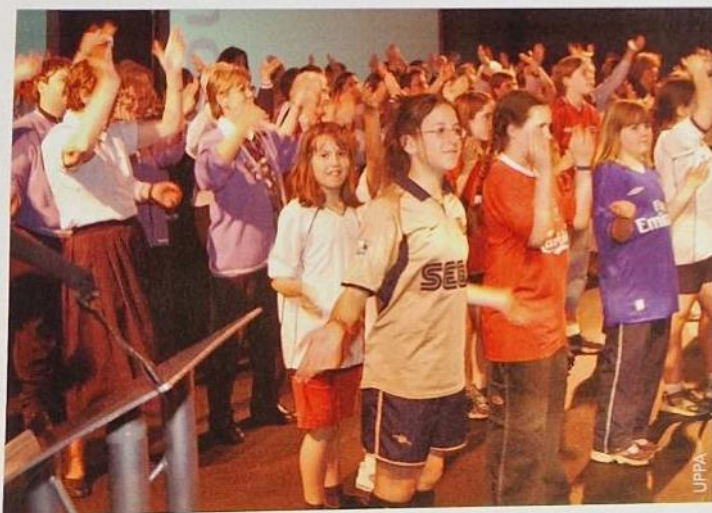
Remember to take lots of photographs of your TODTWD participation and send them to us at the address on page 30. Encourage your units to fill in their feedback cards to send them to us as well.

FULL POTENTIAL

Girlguiding UK's own research *Today's Girl, Tomorrow's Woman*, published in 2000, showed the importance of broader career choices for all girls and young women. This is directly linked to the mission of guiding to enable every girl to fulfil her potential.

2004

Rising to the Challenge



Celebrating guiding at last year's annual event

Guiding magazine March 2004

CELEBRATING GUIDING

What some of the participants and guests at previous annual events have said:

'I came because I like to hear what's going on and it's fun. There aren't many celebrations in guiding and we like to celebrate.'

Jacky Ramsden,
Girlguiding UK Outdoor Activity Adviser

'I wanted to come because being in a guiding show sounded fun.'

Sarah Smith, Guide,
6th Teddington Guides

'I'm looking forward to standing in the spotlight and having fun on stage. This is the best thing I've done in Brownies this year!'

Caitlin, Brownie,
10th Edmonton Brownies

'It makes you feel that you are part of it and you're achieving something.'

Jenny Burcher, Guider,
1st Wexham Guides and 8th Slough Brownies

GET IN ON THE

THIS YEAR'S FULL IMPLEMENTATION OF THE DISABILITY DISCRIMINATION ACT MEANS CHANGES IN GIRLGUIDING UK



Girlguiding UK must make 'reasonable adjustments' to ensure that people with disabilities can gain access to buildings — and also to services

In October this year the Disability Discrimination Act 1995 becomes fully operational. The act covers buildings and other premises, services and employment. This means it is not only accessibility to buildings that is important but accessibility to services — including guiding. The full implementation of the act will affect Girlguiding UK in a number of ways.

Legislation, in respect of services and employment, is already in force. It is the obligations in respect of buildings and other premises that will take effect from October.

While not listing specific disabilities, for the purposes of the act a disabled person has a physical or mental impairment which has a substantial and long-term adverse effect on their ability to carry out normal day-to-day activities.

MEETING OBLIGATIONS

The act puts a legal obligation on Girlguiding UK and its members to make 'reasonable adjustments' to ensure that disabled people can access buildings, employment and services.

Buildings will include those owned by Girlguiding UK or by Regions, Counties, units and outdoor facilities such as camp sites. Some Counties employ administrative staff, and they will be covered by the act.

The services which Girlguiding UK

YOU & ME TOGETHER

IT'S TIME TO GET STARTED ON THE DISABILITY CHALLENGE

By the Disability Challenge Working Group

Your copy of the Girlguiding UK Disability Challenge booklet *You & Me Together* was included with last month's *Guiding* magazine. Have you looked at it yet? It will be a very positive experience for you and your unit.

Some units are already well on their way to completing the challenge. Some have had visits from their local deaf club or a guide dog owner and one unit has invited a wheelchair dance group to perform at one of their meetings.

CHALLENGE YOURSELF

One District played pass the parcel with one arm in a sling as an ice-breaker at the beginning of their meeting. They're now planning a fun day for all sections in the summer based on the disability challenge.

With spring on the way it's time to think

about gardening. Why not encourage your unit members to create a sensory garden near your meeting place or plant herbs and scented flowers in pots? Don't forget that adults can take part in the challenge too.

COMPLETING THE CHALLENGE

The You & Me Together Challenge Badge is available from Trading Service for this year only, order code **25390**, price 50p. There's also a photocopyable certificate at the back of the booklet. Even after the challenge is over the booklet will be a great resource for future ideas and activities.

If you have any queries or would like advice about including members with disabilities, please contact your County Adviser for Members with Disabilities or the Adult Support Team at CHQ on **020 7834 6242**. Alternatively, email AnnM@girlguiding.org.uk.

you & me
together



ACT

By Jacqui Dixon
Girlguiding South West England

provides have been identified as:

- Becoming a member
- Participating in activities
- Accessing information and resources.

REASONABLE ADJUSTMENT

The act does not specifically say what is and what is not reasonable. This is because each instance must be looked at on its own merits, and with regard to the individual circumstances. However, we would expect to carry out many adjustments as a matter of course for example, choosing accessible training venues.

HOW THE ACT AFFECTS YOU

While 94 per cent of changes required under the act have been shown to cost nothing, some adjustments required on the

premises may be expensive. But don't worry if you fall into this category as there are grants available to help you meet the costs. More often than not, it is a flexible approach and the right attitude that will be required.

If your meeting hall already has a ramp you're probably wondering if you need anything else. While each case is different, you need to remember that access is not just about ramps and toilets, or about being aware of different disabilities. It is about making sure that all our members, whatever their ability, can participate fully in guiding activities.

Access is also about removing the barriers which prevent people from getting the right information and from joining in.

HELP AT HAND

Girlguiding UK is producing a comprehensive package to help Commissioners, Trainers, Advisers and unit Guiders understand what they need to do.

For more information about including girls, young women and adults with disabilities in Girlguiding UK, visit the web site at www.girlguiding.org.uk, then go to the Leaders section and click on the link to 'disabilities'.

Alternatively contact Pat Wheatley at CHQ on 020 7834 6242 ext 205, email PatW@girlguiding.org.uk.

Information about buildings will be available on the web site soon.

There will also be more helpful articles in *Guiding* magazine, so keep a look out for these.

DISTANCE LEARNING

MAKE A START — LEARNING AT YOUR LEISURE

By the Positive and Effective
Leadership Group

Included with this month's issue of *Guiding* magazine is the first in a series of three easy to use Distance Learning booklets.

Using the Distance Learning modules means there's no need to attend training sessions as the assignments can be worked through at a time and pace to suit you. This is the first time Girlguiding UK has provided this type of learning opportunity through *Guiding* magazine.

GETTING ANSWERS

Supporting Adults is the first module in the series and will be followed by the *Valuing Good Practice* module in May's issue of *Guiding* magazine and the third and final module, *Challenging Negativity*, which will be in July's issue.

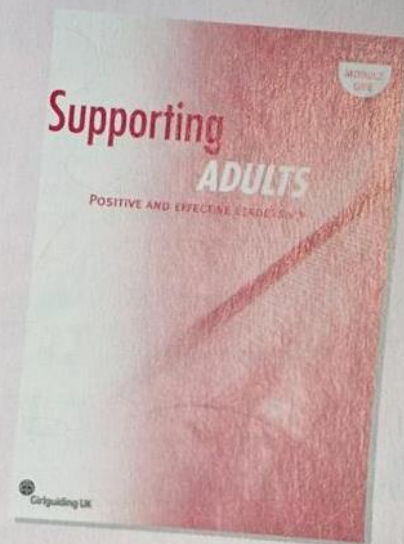
In last month's *Guiding* magazine we

explained how each of the modules works. Just a quick reminder — the answers to the first module will be included at the start of the second module and the answers to the second module will be included in the third module. The answers to the third will be in the August issue of *Guiding* magazine along with details of how to apply for a participation certificate for completing all three modules.

FEEDBACK

You will also have the opportunity to evaluate distance learning and to suggest other topics or themes that you would like to see delivered in this way.

So good luck and remember to let us know how you're progressing. Write to us at the address on page 30.



CENSUS 2004

USE THE INFORMATION FROM THE CENSUS TO HELP GUIDING IN YOUR AREA FLOURISH

By Lynne Chancellor
Census Working Group

You don't have to be a skilled analyst to benefit from the census information. Districts, Divisions and Counties can make the most of the data by asking just a few simple questions. Read on to find out what you should be asking.

WAITING LISTS

Are there any key areas of growth or shrinkage? What are the main causes of these? Is it possible to replicate a unit's or area's successes?

Are there units in your area that have plenty of Leaders and others that are struggling to stay open? Are there any Leaders who would be willing to move to different units?

Are there units in your area that have long waiting lists, while others struggle for members?

RECRUITMENT DRIVE

Have any units or areas run a recruitment drive in the last 12 months? Is this reflected in the census figures yet?

Are there any areas of additional training that need to be planned?

SUCCESSION PLANNING

Do you have any Leaders approaching their 65th birthdays?

Do you have a structured programme in place for promoting the Senior Section to older Guides and the Adult

Leadership Qualification to your existing Senior Section members?

Also, should you be looking for more potential Mentors for the Adult Leadership Qualification?

LET US KNOW

We're always keen to hear from you and any feedback you give us on the 2004 census will be used to help plan the 2005 census. Your ideas for 'best practice' could be used to help others.

If you would like to get in touch, please write to the Membership Development Team at CHQ at the address on page 30 or email the team at: census@girlguiding.org.uk.

OFF FIELD PREPARATION

IT'S TIME TO GET READY FOR THE 2004 GIRLGUIDING UK FOOTBALL FESTIVAL

By Ruth Abram
Football Festival Planning Team



If you've booked your place for the Girlguiding UK Football Festival 2004, August 13 probably seems a long way off. But you'll soon be on your way to Rugby School in Warwickshire, so we've put together some tips to help you get ready for the event. If you haven't booked your place don't worry, there's still time.

GET FIT

If you're not already, you'll need to get in shape for the festival. Try approaching local schools or colleges as they may have someone working for a qualification such as the CSLA (Community Sport Leader Award) who would be willing to lead fitness or football sessions for all your team.

GET KITTED OUT

You'll need a team strip and equipment so if your team doesn't have this, try asking local teams, schools or youth organisations for help. Often they'll have

kits you may be able to borrow, but a team name and a set of matching socks is enough to get training.

GET FUND-RAISING

If you're worried about funds, plan some fund-raising. You could approach local businesses, voluntary services or charities for sponsorships or grants.



SIMON STEPHENS

GET CLUED UP

As an adult there are many ways you could help your team. Why not surprise yourself and complete the Junior Football Organiser qualification?

GET MOBILE

Approach other units in your County to share a coach or minibus and save on transport costs. The teams might even be able to train together as well.

GET MORE INFORMATION

Want to join in the action? Application forms for the Girlguiding UK Football Festival 2004 are available by visiting www.girlguiding.org.uk/football.

Alternatively, you can email the Football Festival Programme Team at Football@girlguiding.org.uk or write to the address on page 30.

All application forms should be received by the end of April 2004.

RECRUITING GIRLS

SOME UNITS DON'T JUST NEED ADULT VOLUNTEERS, THEY NEED GIRLS

The recent focus of the Reach Out and Recruit Working Group has been on recruiting adults. But some of you have told us that you have spaces for girls and would appreciate ideas for recruiting more members. So, using ideas from the *Recruitment Toolkit Part 2*, we've come up with some advice for recruiting girls to your unit.

THINK IT THROUGH

Before you start looking for more girls to join your unit, there are a few things you need to consider:

- Do other units in the area have waiting lists? If they do, you could discuss the possibility of taking some of these girls with your Commissioner and unit Leaders.
- How many girls are you looking to have join (bearing in mind adult to girl ratios); how many girls would you like to start at any one time; and if there are any issues stopping girls from joining (families moving from an area, competition from other local activities, or a lack of guiding knowledge in the area)?

TAKE A FRIEND

This is a variation on the 'bring a friend' meeting, where girls invite people on a trip outside the meeting place. It could be to a place of interest, play, concert or another event instead.

Aside from inviting friends, girls could invite current members in younger sections and non-members such as family and classmates. But don't forget you'll need to have the correct ratio of girls to adults as well as parental permission.

MAKE A STAND

Create a promotional stand or window display on guiding and your unit for a local shop. Stock the stand with leaflets and freebies or provide the shop with the items for staff to put into bags at the till. While making the display keep in mind that your target audience will be shop customers and their families.

Don't forget the more professional the stand looks, the better response you are likely to get. Also, you may have to contact a number of shops before you find one that welcomes this idea.

LEAFLET DROP

Carry out a leaflet drop in areas of your community where guiding is not well represented. Your target audience for the drop will be the local community in general.

Remember to follow the *Safe From Harm* publication. Don't give details of meeting places and times on the leaflets and find a contact to take phone calls. You might be able to get local newsagents to deliver the leaflets for a small fee.

A TASTE

Run a short taster activity session during school time to show non-members what guiding offers. You'll need to approach the school for permission first — explain to the head teacher the benefits of guiding.

During the session wear your badge or guiding wear, know what to do about enquiries from boys or girls of a different age, and take an information pack for each girl and her family.

TAKE IT FURTHER

The *Recruitment Toolkit Part 2* contains further advice on each activity mentioned in the article, as well as other activities for recruiting girls and young women. It is available from the Trading Service, order code **6902**, price £10.



HENRY IDDON



Recruit more girls in to your unit with the help of the *Recruitment Toolkit Part 2*

VALUING YOUNG WOMEN

A NEW PILOT GROUP IS WORKING TO HELP YOUNG GUIDERS

By the Valuing Young Women Pilot Group

What started off as a workshop at the Innovate 2003 forum on the experiences and problems of young Guiders aged 18-30, is now the Valuing Young Women Project.

Set up as a project within the Positive and Effective Leadership Project, Valuing Young Women addresses the issues and life changes facing young Guiders — going to university, starting a career, getting married and having children. Even the transition from Young Leader to Guider can be difficult. Valuing Young Women aims to support young Guiders and to introduce them to opportunities in guiding.

THE NEW PROJECT

Following the Innovate workshop, a questionnaire was posted on the Girlguiding UK web site and also sent to a random sample of young Guiders. Nineteen of the young Guiders who responded to the questionnaire were then invited to Foxlease for a weekend in October 2003. The aim of the weekend was to gain further feedback on being a young Guider and to develop a number of six-month pilot projects to support and value young women in practical ways.

To decide on pilot projects, the Positive and Effective

Leadership group asked Guiders at the weekend how they would solve problems facing young Guiders. Problems such as not being able to attend weekly meetings due to other commitments and recruiting student Guiders. From these discussions six pilot projects were chosen which participants are currently carrying out.

THE PILOTS

Identifying low self-esteem as an issue for young women, one group is developing a training package to make women more confident in their guiding and non-guiding roles.

One of the most frequent comments during the Foxlease weekend was: 'It's so nice to meet other young Guiders, there aren't any in my District'. This led to the development of a trial of Region and County Young Guider Advisers (YGA) to establish a support network for young Guiders. The YGA will arrange social events and provide information on opportunities unique to young Guiders. In conjunction with this scheme, research will be done to identify existing good practice in the support of young Guiders undertaking opportunities or working for qualifications. This will help to define the requirements and role of the Young Guider Adviser.

STUDENTS

Another project under development is to establish closer links with university student unions and the Student Scout and Guide Organisation to attract former Girlguiding UK members and young women new to guiding. Promotional items and information on Girlguiding UK will be provided to a small number of universities to assess the campaign's effectiveness. Another group will also be updating the Girlguiding UK leaflet *Making The Most Of Your Skills* to make it more relevant and appealing to today's young women.

FUTURE DEVELOPMENTS

While we'll be updating you on the Valuing Young Women Project in the April and May issues of *Guiding* magazine, keep a lookout for what your local young Guiders are up to. Young Guiders may lack experience but they rarely lack enthusiasm!

LAURA ASHMAN



The Valuing Young Women Project addresses the issues facing young Guiders

MOVING TO BROWNIES

By Lynda Munro
Girlguiding UK Rainbow Adviser

HELP MAKE THE TRANSITION FROM RAINBOW TO BROWNIE A LITTLE EASIER FOR GIRLS

It's a guiding rite of passage, at the age of seven Rainbows move up to Brownies. It's a move that can be a little daunting. But it needn't be, as Leaders we can prepare the Rainbow for her move to Brownies.

MAKING IT EASY

One of the best ways to make the transition from Rainbow to Brownie easier for girls in your unit is to give the Rainbow an idea of what she can expect in Brownies — what will happen at Brownie meetings and what her Brownie Adventure will include.

A good way to do this is by establishing links with the local Brownie Packs that your Rainbows can join. This could include joint meetings or outings, Leader get-togethers, District events or perhaps visits to Brownies by older Rainbows and vice versa.

DO SOME RESEARCH

As Rainbow Leaders we owe it to our girls to find out as much as possible about the Brownie Pack to which our girls could move. Usually this will be one or two local Packs — don't worry, you're not expected to know everything about every Brownie Pack in your County!

You could find out more by visiting a Brownie meeting and experiencing at first-hand what the new Brownie Adventure is all about and what your Rainbows can expect when they move up. Or you could offer to help out at a Brownie outing, sleep-over or Brownie holiday — an extra pair of hands is always welcome. Asking the Brownie Guiders to visit your unit and teach the Rainbows a new song, game or activity is another good idea.

MOVING ON

When one of your Rainbows is moving on, you should liaise with her new Brownie Guider, passing on the Rainbow's contact details, talking about her likes and dislikes, abilities and general progress in the unit. After receiving the Rainbow's details, the Brownie Guider should send her a Brownie Welcome Card and arrange for a meeting or introduction to her Brownie Buddy.

If you've got a Rainbow who's moving out of the local area, making a few phone calls to the new area could provide information that will help the 'transitory' Rainbow continue in guiding.

GETTING ON THE LIST

Many Brownie Packs have waiting lists and Rainbows should be encouraged to get their names on the list as soon as possible — being a Rainbow does not necessarily mean that the girl will automatically have a place at Brownies.

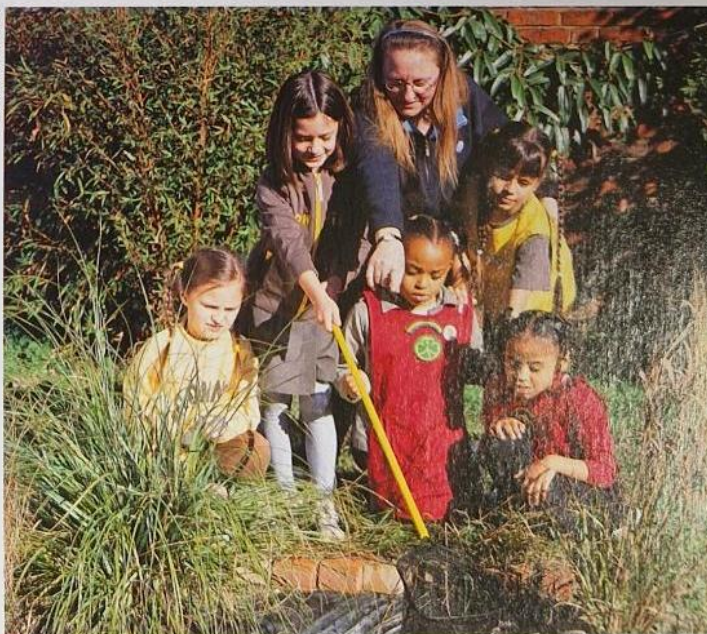
Suggest to parents or carers that they put their daughter's name on the Brownie waiting list when she starts Rainbows and provide parents with the details of local Packs. You could even encourage parents to volunteer and experience guiding for themselves!

INCLUDING EVERYONE

Feedback from the Rainbow Forum and the questionnaire for the development of the new Rainbow Programme suggests that Rainbow Guiders are seeking greater inclusion within the guiding family.

With closer and stronger links to Brownies and the new Brownie Adventure we can build feelings of inclusion and continuity for not just Rainbows — but Leaders as well.

LAURA ASHMAN



Giving your Rainbows an idea of what to expect in Brownies will help make moving up easier

FAIR FOR ALL

THE EQUAL OPPORTUNITIES COMMISSION WANTS TO EVEN THINGS OUT IN THE WORKFORCE BETWEEN THE GIRLS AND THE BOYS

By Julie Mellor
Chair of the Equal
Opportunities Commission

Every year, around the middle of August, the UK's newspapers are filled with pictures of jubilant young women and stories of how once again the girls have outperformed the boys at GCSE and A level. Then concern is voiced at the difference between boys' and girls' academic achievements.

It's a valid concern and we need to examine why there is such a gap. We need an education system that enables both boys and girls to fulfil their potential.

EQUAL DEBATE

Although it's important that the debate about education is not turned into a 'battle of the sexes' story, there's another gap we should be equally concerned about. Despite girls' increasingly impressive academic record they are still worse off once they enter the labour market.

Women earn on average 10 per cent less per week than young men in the 18-20 age group. Currently, young women aged 18-20 in manual jobs earn 18 per cent less a week than men of the same age. On average, women who work full-time earn 18 per cent less an hour than men. For part-time female workers the situation is even bleaker, they earn an astonishing

40 per cent less an hour than men who work full-time. Women are also less likely than men to reach senior positions. At present, women hold less than 10 per cent of the top positions in FTSE 100 companies, the police force, the judiciary and trade unions.

'Girls are worse off once they enter the labour market'

LIMITED CHOICE

One reason for this pay gap is the differences in the kinds of employment that young males and females enter — women work in a far narrower range of jobs than men. Three quarters of working women are still found in just five occupational groups — associate professional and technical (such as nurses); administration and secretarial work; personal services (caring for children or older people); sales and customer service; and non-skilled manual work.

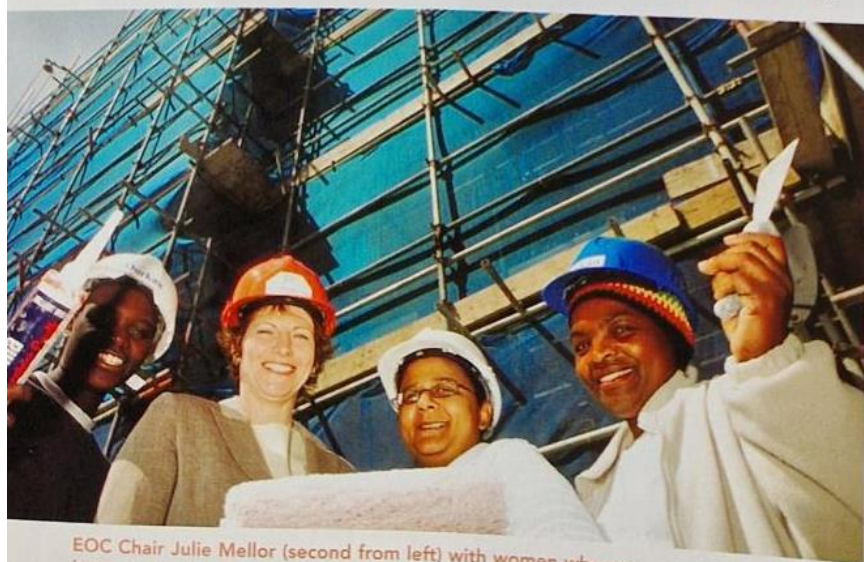
Although women are increasingly moving into law, medicine (female applications for medical school now outnumber male applications) and accountancy, there is no similar movement into science, engineering, ICT (Information and Communication Technologies) and the skilled trades. Add to this the fact that jobs that are classified as 'women's work' command lower wages than 'men's work' — even when they require similar qualifications.

The differences between the choices of females and males who take up a modern apprenticeship, often after taking their GCSEs, is particularly stark. For example, men still account for 99 per cent of modern apprentices in construction and 96 per cent of apprentices in engineering, while 97 per cent of childcare apprentices are women.

JOBS FOR ALL

Last year the Equal Opportunities Commission (EOC) launched No More 'Jobs for the Boys' or 'Jobs for the Girls', an investigation into occupational segregation.

The study is focusing on modern



EOC Chair Julie Mellor (second from left) with women who are being trained to work in the construction industry

apprenticeships in five sectors — construction; plumbing; engineering; ICT; and childcare. It's examining the barriers young people may face when entering certain types of work and exploring the relationship between gender segregation in training and at work, and skills and pay gaps in the UK.

Young people have to make difficult choices about their futures, making decisions about courses and training schemes that will probably shape the rest of their lives. These decisions can be made even tougher if the young person comes up against other people's stereotypical ideas about what sort of work they should do.

Part of the investigation involves gathering evidence from young people, schools, employers and others about the experience of making career choices and the kind of advice and support available. The EOC also wants to hear about women and men's experiences of training or working in a sector dominated by the opposite sex.

One young woman told us how she had been trying to find a plumbing apprenticeship for more than a year. She could not find anyone willing to take her on and was asked several times by employers if she realised she would often be working in the cold, that the hours could be unsociable and the work would involve heavy lifting.

WRONG ASSUMPTIONS

A number of the women who have contacted the EOC have reported being steered towards jobs in teaching and nursing without other options being presented as serious possibilities. These experiences suggest old-fashioned stereotypes about 'men's work' and 'women's work' are still a real barrier for those considering jobs in sectors traditionally dominated by the opposite sex.

'Old-fashioned stereotypes are still a real barrier'

While teaching and nursing are very valuable roles for any young person to aspire to, a common assumption that they should automatically be filled by women is not helpful and probably deters some young men with an interest in this kind of work.

Widening young peoples' choices won't only benefit individuals. There are severe shortages of skilled staff in many sectors, a problem which might be resolved if employers have a larger pool of people to recruit from.

Welcoming the EOC's investigation, Secretary of State for Trade and Industry Patricia Hewitt said, 'The success of our economy depends on our ability to use the talents of all

EQUAL OPPORTUNITIES COMMISSION



Julie Mellor (left) with one of the trainees at the launch of No More 'Jobs for the Boys' or 'Jobs for the Girls'

our people. Yet too many women are still trapped in low-paid, low-skilled jobs.'

BEATING STEREOTYPES

Stereotypes about the value of 'women's work' are one reason for women's lower pay, and this appears to be reinforced by the low income some women undertaking apprenticeships receive.

'The success of our economy depends on our ability to use the talents of all our people'

In 1999 a survey of Training and Enterprise Councils (now the Learning and Skills Councils), highlighted the link between female-dominated modern apprenticeship sectors and low pay. The survey results showed that childcare apprentices were paid less than half (£1.70 per hour) of the rate for apprentices in the male-dominated field of engineering (£3.48 per hour). The EOC's investigation will explore this issue further with a survey to identify how choice and equality are promoted by the system, including rates of pay.

At the end of the EOC's investigation, we'll be publishing recommendations for action on the part of the education system, employers, Government and others to ensure that young people are able to make choices based on their interests and abilities, rather than on old fashioned stereotypes.

The day that no one gives a second thought to the fact that the plumber who turns up on their doorstep is a woman, or the nursery worker they leave their child with is a man, will be the day we know women and men really do have equal choices.

TAKE OUR DAUGHTERS TO WORK DAY

Don't forget to get involved in Take our Daughters to Work Day on Thursday **March 18**. This year is the tenth anniversary of Take our Daughters to Work Day so it is particularly special. To find out more about the initiative, turn to pages 6 and 7 of this magazine or try out the activities in the booklet that came free with December's issue. You can also read more by visiting:

www.girlguiding.org.uk/daughters

We would love to hear what your girls do for Take our Daughters to Work Day. Please write to us at the address on page 30 and let us know.

FURTHER INFORMATION

For more information about the EOC's investigation or if you'd like to give your views and experiences on the subject, visit the EOC's web site: www.eoc.org.uk

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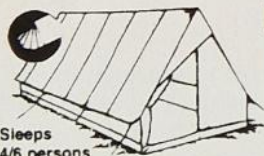


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March 2004

Activate

Are you ready for Take our Daughters to Work Day?

What's hot

Turn to pages 8 and 9 to find out all about this year's exciting Girlguiding UK arts theme.

Called One World — Share It!, it's a great opportunity to explore multi-cultural themes through creativity and performance.

Leaders' note

On pages 12 and 13 you'll find some Easter-themed ideas suitable for younger members.

You'll be pleased to know that they don't involve too much chocolate!

Contents

World of work 2

What shall we be today?

What do you want to be ? 4

Unusual careers

Business brains 6

Try to make a profit

One World — Share It! 8

Exciting arts ideas

Beauty school 10

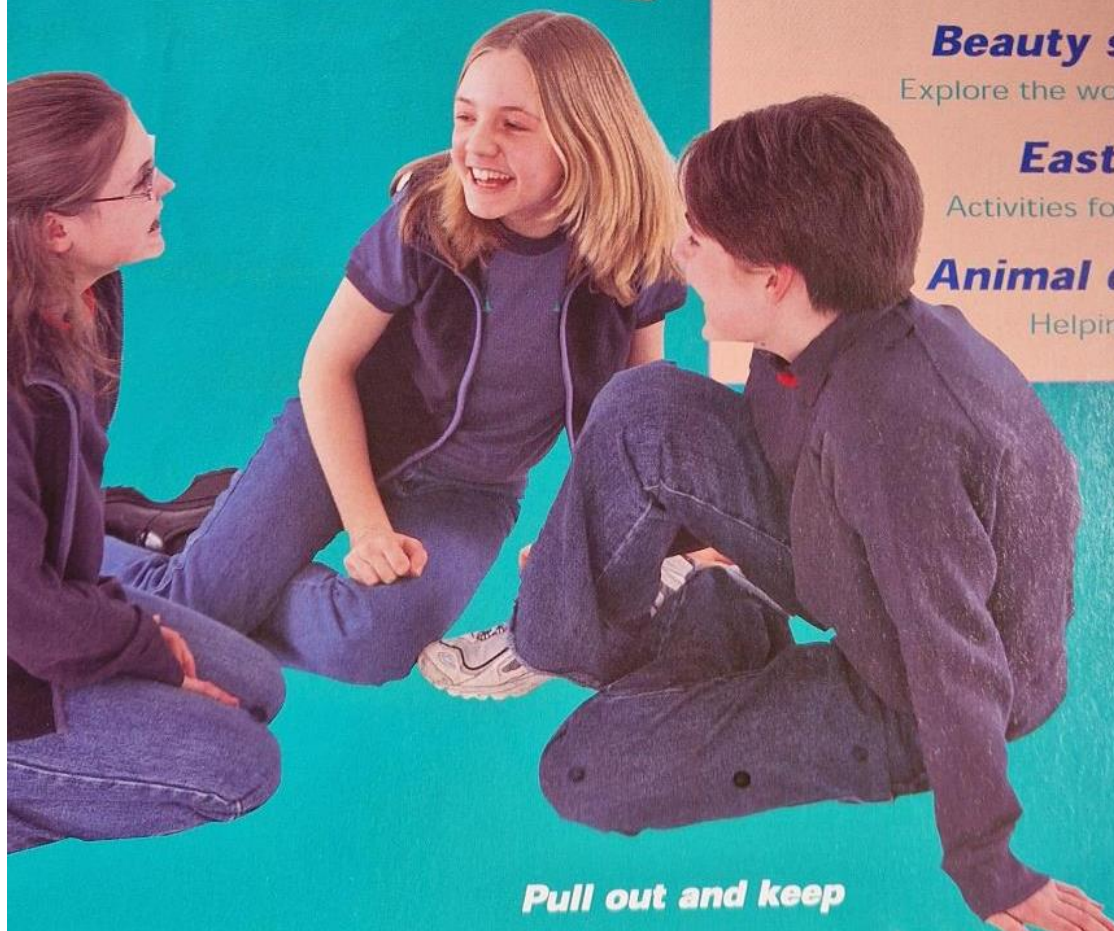
Explore the world of glamour

Easter fun 12

Activities for younger girls

Animal doctor 14

Helping furry friends



Pull out and keep

The working world

Get set for Take our Daughters to Work Day on March 18, with these fun games and activities for everyone

If I were not...

Update the old song *If I Were Not a Brownie* with some new jobs and verses to bring it into the 21st Century.

At the end of each verse, girls should sing the last three lines of each previous verse. We've given you two complete verses and some examples of other jobs that you could use (see *Into extra time* box).

If I were not a Brownie,
Something else I'd like to be
If I were not a Brownie,
An IT expert I would be
You'd hear me all day long
A singing of this song

Re-boot the server
Re-boot the server
Lots of gigabytes!
Re-boot the server
Re-boot the server
Lots of gigabytes!

If I were not a Brownie,
Something else I'd like to be
If I were not a Brownie,
A surgeon I would be
You'd hear me all day long
A singing of this song

Pass the scalpel
Pass the scalpel
This won't hurt a bit!
Pass the scalpel
Pass the scalpel
This won't hurt a bit!

Re-boot the server
Re-boot the server
Lots of gigabytes!

Into extra time

Here are some other possible verses to *If I Were Not a Brownie*. See if you can come up with some of your own.

- If I were not a Brownie,
a plumber I would be
Where's the stopcock?
Where's the stopcock?
Pass me the monkey wrench
- If I were not a Brownie,
a film star I would be
Super show dear
Super show dear
I was so wonderful!

Top tips

- Rainbows can sing *If I Were Not a Rainbow* instead
- Senior Section members could use the song as the basis for a camp fire sketch. Replace the professions with the names of Leaders or celebrities and replace the speech bits with their own catchphrases or an observation!

Into extra time

Make up more verses for the song *If I Were Not a Brownie* using the jobs that the girls mimed in the game *What's my line?*

What's my line?

This guessing game used to be a television show in the 1960s. It wouldn't make very riveting viewing today but it will make a great mime and guessing game for small groups.

Before you start, write lots of different jobs down on individual slips of paper. Fold the slips and put them into a container.

If you have a group of ten or less you can play the game together. If you have more than ten girls, split them into two teams to play.

The girls take it in turns to pick out one of the slips of paper. The girl then mimes the job on the paper to the rest of her team. For example, if she picks out the job 'firefighter', she could mime putting on a helmet, climbing ladders, reeling out a hose and putting a fire out with it!

You can make the jobs harder or easier to mime depending on the age and ability of the girls. Examples of jobs you could include are:

- Librarian
- Footballer
- Gardener
- Checkout operator
- Dentist
- Car mechanic.



What is ist?

Here's a good game for Senior Section members to test their knowledge of peculiar job titles!

All the following words which end in 'ist' describe someone who does a particular job. Write all the words on one set of cards and all the definitions on another set of cards. Alternatively, instead of writing the definition you could draw a simple picture to represent it. Muddle the cards up and ask the girls to match the jobs and definitions together.

A couple of the job titles are very hard but the girls may be able to work them out.

- Ikebanist — a practitioner in the art of Japanese flower arranging
- Pharmacist — someone qualified to dispense medicines
- Vulcanologist — person who studies volcanoes
- Phlebotomist — specialises in taking blood
- Horologist — someone who makes and repairs clocks
- Optometrist — eye examiner and spectacle maker
- Ornithologist — someone who studies birds
- Philatelist — a postage stamp expert
- Funambulist — a tightrope walker
- Horticulturalist — a gardener
- Neurologist — a brain doctor
- Orthodontist — a specialist dentist who treats irregularities in the teeth and jaws.



Make it easier...

Pick out jobs that are more common so that Guides will be able to play the game.



Ideas to go

■ Find out more about Ikebana, the Japanese art of flower arranging. Some colleges offer courses on the subject or you may be able to find someone to visit your unit and demonstrate Ikebana.

■ If anyone in your unit fancies becoming a funambulist (see the game *What is ist?*) they should have a go at the Circus Skills Badge!

■ Let the girls have a look through the *Yellow Pages* to seek out jobs and careers that they may not have thought of before. Visit the Girlguiding UK web site at www.girlguiding.org.uk/daughters for more information.

■ Get Senior Section members to interview people currently working in the field that they would like to get into. They could record the interview on audio or videotape.

Make sure they think about their questions thoroughly beforehand.

■ Hold a fancy dress night where everyone comes to the meeting dressed up as the person she would most like to be when she finishes her education. This could include anything from doctors to pop stars!

I want to be...

Help the girls start thinking about what they would like to be by getting them to fill in the missing words in the following paragraph on a piece of paper (they'll need to put their name on the paper).

My favourite hobby is _____. The subject that I enjoy most at school is _____. If I could work either outdoors or indoors, I would work _____. I think that the best job in the world would be _____.

When everyone has finished, gather up the papers and give them out randomly. Ask each girl to read one out in turn. Can everyone guess who each paper belongs to? Can they suggest any possible future careers for that person?

Leaders' note

You will find lots of information about *Take our Daughters to Work Day* in the booklet that came free with January's *Guiding* magazine.

To help you out some more, there are activities in this month's *Activate* that are connected with the world of work. The activities aren't time dependent and can be used whenever you like — not just around the time of *Take our Daughters to Work Day*.

What do you

Let your girls find out what they would like to do with these fun career tasters

Leaders' note

Tell the girls you are going to have a careers night with a difference!

Set up each of these fun career-themed activities on bases so that small teams of girls can take it in turns to try them out.

Top tips

- Use the cheapest washing-up liquid you can get. It doesn't have to be the concentrated stuff.
- Try finding other things to help you make big bubbles. How about using plastic cookie cutters?
- Carefully bend a wire coat hanger into a star or a square shape instead of a circle. Do the bubbles look any different?
- Try piercing a hole in the bottom of a plastic cup. Dip the wide, open end in bubble mixture and blow through the little hole.

A circus clown?

Fancy being a circus clown? The girls can learn to make giant bubbles that will help them fit the part. This activity should be done outside as it can be very messy!

Put the water and glycerine in the washing-up bowl and mix it well with your hand. Pour in the washing-up liquid and gently mix — but be very careful as you don't want a frothy, bubbly mess! If you do get any froth then scoop it off.

Next pull the longest edge of the coat hanger away from the other two sides. Bend it into a circular shape.

Using the hook of the coat hanger as a handle, dip the wire circle into the bubble mixture. Gently lift it out. You should see that a film of bubble mixture has formed over the circle.

Now slowly move the circle through the air and a big bubble should form. Don't worry if it doesn't work out first time. Girls should keep practising until they get the hang of it.

You will need

- 10 cups of warm water
- 1 cup of washing-up liquid
- 3 tbsps liquid glycerine (available from chemists)
- A wire coat hanger
- Washing-up bowl

Warning

- As with any soapy mixture, if the bubble mixture gets into the eyes flush it out with clean water.
- Glycerine is not a harmful substance. It can be used to help sore throats and as an ingredient in soap and cake icing.

A performance poet?

Some people — though not many — make a living out of writing and reading their poetry to audiences.

For this activity each girl can write a nonsense limerick, or another five-line poem on the subject of 'careers and jobs'.

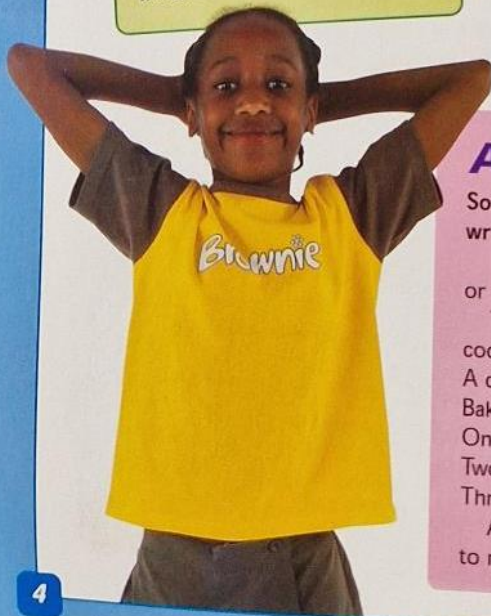
This is an example of a limerick that has the career of cooking as its theme:

A cook from a place called Devizes
Baked cakes in six different sizes,
One for the Queen
Two in smooth buttercream,
Three others won several prizes.

At the end of the meeting the girls should take it in turns to read out their limericks.

You will need

- Paper
- Pens



want to be?

10th year
Take our DAUGHTERS to Work

A famous chef?

Cook up a storm in the kitchen with a quick and easy sweetie recipe.

Melt the chocolate in a bowl over hot water. While it is melting, cut up the marshmallows with scissors and crush the nuts using a rolling pin or the back of a spoon.

At the same time another member of the group can cover a large plate with greaseproof paper.

Stir the marshmallows and nuts into the chocolate. Pour the chocolate mixture onto the plate and spread it out with a knife.

Put it in the fridge (or freezer) to set. When the chocolate is set it can be broken into pieces to share.

You will need

- 225g chocolate cake covering
- 6 large marshmallows
- 50g nuts
- Greaseproof paper
- Plate or baking tray
- scissors
- knife



A TV scientist?

Can you make pepper jump out of salt? Follow the instructions for this scientific experiment to find out how.

As the girls carry out the experiment they should imagine that they are doing it in front of a television camera. Girls could take it in turns to be the director and they may need to do more than one take!

Mix up some salt and pepper on the piece of paper and spread it out. You don't need much, about half a teaspoon of each.

Vigorously rub the barrel of the plastic pen up and down the acrylic material. Hold the pen horizontally over the salt and pepper mixture. You should see the pepper jump out of the salt first and on to the pen barrel.

Why do the girls think this happens?

Rubbing the pen on the material causes a build up of static electricity. The pepper is lighter than the salt and it jumps up on to the pen first.

Static electricity is the crackly noise you can hear when you take acrylic and nylon clothes out of the tumble dryer!

A jewellery designer?

Making jewellery is an accomplished art. Some colleges offer courses in jewellery design. You can even do degree courses in working with precious metals to make jewellery.

However, your unit could have a go at less ambitious jewellery projects with this activity. Each girl has the opportunity to make a simple plaited and beaded bracelet.

Take six lengths of embroidery silk and tie them together at one end with an overhand knot. Tape the knot to the table, this will help you to pull on the plait to get a tight weave.

Divide the silks into three pairs and start to plait. Thread a bead on to one of the silks at regular intervals and carry on plaiting.

When the plait is long enough to go around your wrist, tie another knot. Ask someone to tie the bracelet on to your wrist and then trim off any trailing ends.

You will need

- Embroidery silks cut into 40cm lengths
- Small beads
- Scissors
- Sticky tape

Into extra time

■ Ask the girls if there are any jobs that you haven't covered that they would like to find out more about.

■ Don't forget to get involved in Take our Daughters to Work Day on March 18. For more information refer to the booklet that came free with December's *Guiding* magazine and the article on page 6 of this month's issue — there's still time!

You will need

- Salt
- Pepper
- A piece of paper
- A plastic pen
- Something made of acrylic or nylon, such as a jumper sleeve



Business brains

Dream up a product, market it well and you could end up with a healthy profit!

Big ideas

If anyone in your unit has dreams of starting up their own business empire like Richard Branson, then they'll love this project.

The aim of the project is to create a business that will make a profit from an initial loan of £10. The business must come up with a quality product that can be marketed and sold to family and friends.

This project is most suitable for groups of five to six Senior Section members or Guides. However, younger members could work on a project as a unit. The girls can fund their initial £10 themselves or borrow it. If they do borrow it, the sponsor must receive a copy of the girls' business plan and the loan must be repaid in full at the end of the project.

The business plan can take a shortened form of the four steps that have been outlined in the boxes on this page: The first step; Recipe for success; Packing it in; and Adding it up.



Top tip

Before the girls actually start to make anything, they will need to work through their business plan thoroughly. This will include making a time plan that includes deadlines of the various work that needs to be completed.

Recipe for success

Now the girls have decided what they are going to make, they need to decide what they will need.

Don't think about packaging or costs in detail at this point as this will come later. However, they will need to have a rough idea of the costs involved for ingredients and packaging to make sure they can afford it.

For example, if they want to make sweets they will have to find a suitable recipe and write down all the ingredients they will need. Split the workload up so that everyone has a different hand in making it.

They will also need to write down all the equipment – such as pots and pans – that they will need. If more than one group needs to use a kitchen you should draw up a rota for times when groups can use the cooker, fridge and so on.

The girls will also need to name their product. The name should sound inviting so that people will want to buy it.

The first step

In their groups, the girls must decide who is going to fill each of the following roles:

- Managing Director — the person who keeps order and has the final say if there are any disputes within the team
- Treasurer — the person who looks after the money and keeps detailed records of what is spent and what profits are made
- Secretary — the person who keeps records of all the meetings you have
- Marketing Manager — the person who takes the lead on how the product is packaged and presented
- Production Manager — the person who ensures that all the necessary equipment to make the product is in place and that the end result is a quality product that people will want to buy.

After the girls have decided who will do which job, they must then give lots of thought to what they want to make. For example, boxes of sweets, lavender bags or a beauty product (see page 10 for a milky bath powder recipe).

Packing it in

Whatever product the girls choose to make will need attractive packaging.

What sort of containers will they use? Do they need to start collecting clean jars, boxes and cellophane? Will they need paper plates, cling film or paper doilies? What about ribbon or sticky tape?

The packaging will also need labels to tell people what it is called and what ingredients have been used. For example, if the group is making small boxes of truffles, they should list ingredients in the order of the greatest percentage first. So, if there is more chocolate than anything else in the recipe, that comes first on the list. Girls could also consider if their product is suitable for people such as vegetarians or diabetics.

Decide who is going to make the packaging and if you will need to use a computer to help you design it or print out things such as pictures or labels.



Top tip

Don't forget to think about how the product will be stored. Will it need to be kept in a fridge or an airtight container?



Making it

When the groups have done their planning and preparation they can get on with making their products.

If they are making perishable items, they will need to make them near enough to their sale day so that the items are still fresh.

While they are working, everything will need to be kept neat and tidy and clean. If groups are making food items, remember to follow basic kitchen hygiene rules.

Adding it up

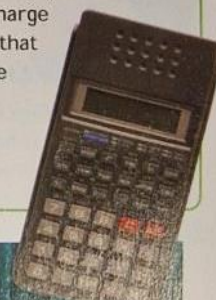
Anyone who hates maths needn't be scared, working out the cost of the project will just go to show that simple maths can be fun!

The girls need to think about all the materials they will need to make their chosen product so that they can write them down in a list. Don't forget to include everything, right down to sticky labels and pens to complete the packaging.

Next to each item listed, write down if it is something that will have to be purchased or something that can be obtained from somewhere else. For example, if they need card to make boxes, maybe someone can bring this from home.

If something has to be purchased, write down how much it will be, where it can be bought and who is going to buy it. Don't forget to shop around for cheaper deals to make the money go further.

Finally, the girls need to decide how much to charge for each product. They need to decide on a price that is cheap enough to encourage people to buy while still giving them an acceptable profit. How many items will they need to sell to break even (make £10) and to double their money (£20)?



Sales pitch

Hold a special sale day when all the groups can try to sell their products to invited family and friends.

Each group can have a stall and make posters and other advertising material to help sell their product. The groups could also put together a display to show what was involved in making their product.

After the sale, each group should think about how successful they were. Did they enjoy the project? If they were to do it again, what would they do differently?





One World -

Share it!

One World — Share It! is Girlguiding UK's arts theme for this year.

The initiative will provide a variety of ideas for fun multicultural activities for all sections to use in their unit programmes. There will also be exciting opportunities for Division and County events.

Remember that this is art for the fun of it, it's not a challenge. The aim of One World — Share It! is for girls to have fun by getting involved, it is not a test!

One World — Share It! has four different sections: Creative arts; Performing arts; Visual arts; and Celebrating arts.

Each section includes a suggested range of multicultural activities but each one is of equal importance and there is no minimum requirement. In next month's *Activate* we will have some great global activities for your unit to try.

Register your interest!

Units can register their interest in One World — Share It! through a form in *Guiding magazine* (see this month's issue for more details). It will also be available on our web site, we'll let you know when.

Every unit that registers will receive a special certificate to say they have taken part. You will also be able to purchase badges, which we would like you to present during One World Week in October (see 'One World Week' box below for details). We will let you know where you can buy the badges and how much they will cost at a later date.

■ There will be more One World — Share It! information in future issues of *Guiding magazine*.

However, if you do have any more questions, please contact your local Arts Adviser or Elizabeth Maytom at CHQ on 020 7834 6242, email ElizabethM@girlguiding.org.uk.



One World Week

One World Week is an annual event and this year it takes place from October 17-24.

One World Week aims to raise awareness about what's going on in the world and inspire action to change things that cause injustice, poverty and degradation. One World Week also celebrates the good things about being part of our world.

■ Find out more by logging on to the web site at www.oneworldweek.org or calling 0118 9394933.

An arty thought

Are you one of those people who sees the word 'art' and reads 'craft'?

In Native American culture art is thoroughly woven into everyday life. In fact, no separate word exists for art in any of the 300 Native American languages.

One World — Share It! aims to promote cultural arts such as dance, theatre and music.

So remember that art doesn't just mean craft and you don't have to make things with paper and glue to take part in and enjoy One World — Share It!.

Creative arts

Here are some ideas for the Creative arts section of One World — Share It!.

■ Textiles: try out a special textile decoration technique, such as batik.

■ Body art and face painting: try mehndi, the Indian art of decorating hands with henna.

■ Nail art: girls could practise on cheap false nails.

■ Hair braiding: instead of braiding into the hair, try making the beaded bracelet featured in 'What do you want to be? A jewellery designer?' on page 15.

Don't knot the bracelet on to your wrist, fix it to a hair grip instead for an instant hair decoration.

■ Needlecraft: have you tried beadwork, knitting, tapestry, blackwork, crochet or crewel work? Many needlecrafts have a rich and diverse heritage in different cultures. Try to find out about some of them.

■ Writing: explore creative writing through traditional stories from around the world.

■ Interior design: look at different design styles around the world. Can you turn a cheap mouse mat into a stylish Turkish rug for your mouse?

■ Jewellery: how important is jewellery throughout the world? Try making a traditional jewellery design from another country.

■ Food: cook an exotic dish from a far away land.



ONE WORLD – SHARE IT!

ONE WORLD – SHARE IT! Is a participative multi-cultural arts programme. To find out more about it, turn to page 8 of *Activate* in this issue. As part of the programme there will be a badge which will be available to everyone who takes part. There is no minimum requirement to gain this badge. In addition, every unit which writes to

CHQ or emails their news will receive a free certificate. The badge will be advertised in *Guiding magazine* and available from the Trading Service later this year to be presented in One World Week October 17-24, 2004. Please register by April 30 using the form below or alternatively visit our web site at www.girlguiding.org.uk.

Name of unit _____

County _____

Rainbows ☐ Brownies ☐ Guides ☐ Senior Section ☐

Will be participating in ONE WORLD-SHARE IT! _____

Approximate number of girls taking part in ONE WORLD – SHARE IT! _____

Guider's contact name: _____

Address _____

Postcode _____

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Share It!

Girlguiding UK's exciting new arts project celebrates and promotes all there is to share in our multicultural global village

Performing arts

There are lots of different forms of performance, have you considered these?

- Story telling: an ancient art in many parts of the world, you can find out more by logging on to: www.scottishstorytellingcentre.co.uk and www.timsheppard.co.uk/story.
- Puppetry: starting with Punch and Judy can you find out more about puppetry and perhaps build your own puppet theatre to perform plays?
- Re-enactments: anyone who enjoys history and dressing up will love taking part in, or watching live scenes, from history. A local attraction such as a country castle may hold re-enactments during the summer. For links to some relevant societies, log on to www.ely.org.uk/react.html.
- Theatre: find out about traditional African theatre at www.irokotheatre.org.uk.
- Dance: explore the world of Indian dance at this web site www.surdhvani.org.uk.



Celebrating arts

Just how can you celebrate art? Here are a few ideas.

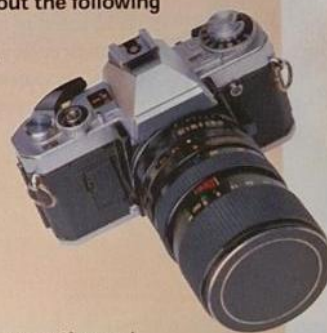
- Find out about festivals in your neighbourhood and around the world. Perhaps you can get involved in a community festival or carnival.
- Think arty. What arty places can you visit and who could you invite to your unit?
- Make music, learn songs and make instruments from around the world.



Visual arts

If you would like to explore the visual arts, find out more about the following mediums:

- Photography
- Sculpture
- Collage
- Painting
- Printing
- Pottery
- Modelling
- Web design
- Fashion
- Calligraphy.



Find out what expertise and exhibitions are available in your local area. Can you visit a sculpture park or a photographer's studio? How about asking the art department of your local college if they can help you?

Girlguiding UK resources

For more ideas to use as part of One World — Share It! take a look at these resources from the current *Guiding Essentials* catalogue:

- *A World of Ideas*, order code **6386**, price £6, page 44.
- *Small World*, order code **6622**, price £5.20, page 44.
- *Music for Fun*, order code **6015**, price £5, page 47.
- The Sangam Sparkle packs 1 and 2 are available from: Friends of SANGAM UK Trading, 26 Goodwin Way, Bromham, Bedford MK43 8JH.

Sangam Sparkle Pack 1 costs £3.50 plus 90p p&p.
Sangam Sparkle Pack 2 costs £5 plus 90p p&p. Cheques should be made payable to Friends of Sangam (UK).

Beauty school

Beauty is big business and offers a range of careers

Salon talk

What sort of beauty services does your local salon offer? Find out what training and qualifications the staff there had to complete in order to do the jobs they do.

Perhaps you could ask the proprietor of your local beauty salon what it is like to run their own business?

When did the proprietor decide that was what they wanted to do? How do they decide what products and services to offer? What are the best and worst things about being your own boss?

Senior Section

There are all sorts of jobs connected to the beauty industry. Senior Section members can find out if their local college offers any special courses. Perhaps the course leader may be prepared to offer you a taster session.

Have you thought about these jobs?

- Hairdresser
- Nail technician
- Aromatherapist
- Make-up artist.

Lotions and potions

Ask the girls to think of all the beauty brands and manufacturers that they can. Which brands would they consider to be the expensive ones and which ones are more affordable?

Try to obtain packaging from an expensive brand of moisturiser and a cheaper one. Look at the colours and quality of the packaging used. Could you tell which was more expensive just by looking at the packaging alone?

Look at the words used on the packaging. Which brand sounds like it will do more for your skin?

Finally, take a look at the lists of ingredients. How similar are they?

Into extra time

■ From soaps to moisturisers, if you're interested in making your own beauty products you might want to read *The Aromatherapy Kitchen* by Nicola Jenkins, published by Search Press.

Special milk bath

Beauty salons usually sell a range of pampering products. You can make these luxurious bath powders to keep or give as a gift. Girls could also make them to sell as part of their 'Business brains' project on page 6.

In a large bowl, mix the powdered milk and the bicarbonate of soda. One girl should keep stirring the mixture while another adds in the essential oil.

The essential oil is for fragrance and while it's not completely necessary, it does make the bath milk extra nice.

When the ingredients are thoroughly mixed, spoon it into the jars. Screw the lids on tight.

If the lids of the jars have a company name or logo on them, they can be covered up with a circle of material cut about 2cm larger than the lid itself. Pop the material on top of the lid and secure it by tying a piece of ribbon around the neck of the jar.

To finish off the beautiful milk bath, the girls will need to make labels. The labels should clearly state the name of the product and a list of the ingredients.

Also, don't forget to say how it should be used — add two or three tablespoons to a warm bath, sit back and relax!

You will need

- 500g powdered milk
- 125g bicarbonate of soda or baking powder
- 5 drops essential oil (such as lavender)
- 3 small, clean jars with screw-top lids (200g size)
- Ribbon, material scraps
- Sticky labels

Warning

Some people, such as pregnant women, cannot use essential oils. Clearly label the jar to indicate what oil has been used.

Top tips

- Bicarbonate of soda can be bought in bulk from some supermarkets, chemists and craft shops
- Instead of using jars, girls could make pretty drawstring bags from remnants of fabric (line them with plastic though so it won't get damp)
- Cut down on costs by making 'single' portions of bath milk. This way you will get more items to sell from each batch of ingredients.

Growing space

If your girls like the outdoors they could consider a career as a gardener



A garden for everyone

Gardening is a great hobby as not only does it involve fresh air and exercise, but also people of all ages and abilities can enjoy it.

Design a garden that could be enjoyed by everyone. It should stimulate each of the five senses — taste, touch, smell, vision and hearing. You will need to think about:

- Access for people of all abilities: investigate what path surfaces would be suitable for people who have mobility problems.
- Smell: which fragrant plants would stimulate the visually impaired and, most importantly, are safe to be touched?
- Vision: which plants grow well together? Do they need special environments to grow in? Use gardening books to help you choose flowers that climb up walls, give good ground coverage or grow into bushes.
- Taste: which herbs are most useful in cooking? How easy are they to grow?
- Hearing: think about the use of water in a garden. Could the girls make a wind chime that would sound good in your garden?

Green fingers

If your girls have ever watched the television programme *Ground Force*, they will know that there's a lot more to gardening than simply growing flowers.

There's also people who:

- Design the gardens
- Physically landscape the earth
- Do the 'hard landscaping' — building patios, pergolas and so on
- Grow trees, shrubs and other plants to sell
- Make garden ornaments and pots
- Grow fruit and vegetables.



You will need

- Eggshells (left over from soft boiled eggs)
- Felt-tipped pens
- Egg boxes
- Cress seeds
- Kitchen roll
- Water

Punk egg head

Make a punk egg and use his hair in an egg sandwich!

Each girl will need a section cut from an egg carton and an eggshell.

Draw a face on a clean eggshell. Tear up some kitchen roll into little strips and wet it. Put the eggshell inside the section of the egg carton. Fill the eggshell about half full with damp paper. Sprinkle some cress seeds on top of the wet paper.

The girls should take their eggs home, keep them in a light place and remember to keep the paper damp. After a few days, 'hair' will start to grow. When the punk egg has a head of lush green hair it can be cut and used in sandwiches.

Cutting it

Learn how to take a cutting or try growing a plant from seed.

Radishes are very easy to grow from seed and are very tasty too. They don't need a lot of space and could easily be grown in a pot.

Girls who have never grown anything before will get a lot of satisfaction from producing something they can eat!

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Easter fun

April 11 is Easter Sunday and we've got some cheep and chick ideas for Rainbows!

Quick chick

Rainbows will enjoy making these chicks for Easter.

Each girl will need one egg cup section from an egg carton. Snip the top edge with scissors to give it a jagged edge.

Dab some glue in the bottom of the cup and pop a cotton wool ball on top. Dab some more glue on top of the first cotton wool ball and stick the second ball on top. Leave this to dry.

Next, cut out a small diamond shape from orange paper to form the beak. Fold it in half and glue to the front of the top cotton wool ball.

Finally, stick on two joggle eyes or two small circles of card.

You will need

- Egg cartons
- Two yellow cotton wool balls for each girl
- Joggle eyes or white card
- Orange paper
- PVA glue
- Scissors

Top tip

If you are using cardboard egg cartons they can be decorated with felt-tipped pens. Polystyrene egg cartons could be decorated with stickers.

Easter sun catchers

A simple stained glass technique makes beautiful Easter sun catchers to hang up in a window.

Each girl will need a large egg shape cut from clear sticky-backed plastic. It should be about 15cm high. Leave the backing paper on for the moment.

Ask the girls to tear up the tissue paper into small pieces, roughly 2cm square.

Now the backing paper can be carefully removed from each egg. The girls then lay squares of tissue paper on the sticky side in a mosaic fashion. Make sure the girls realise that they won't be able to remove the tissue once it has been laid down.

Once an egg is finished, seal the tissue paper side with another piece of clear sticky-backed plastic. Trim the edges so they are neat.

Pierce the top of the egg and loop a piece of thread through so that it can be hung up.

You will need

- Clear sticky-backed plastic
- Tissue paper in lots of different colours
- Scissors
- Needle and thread

Bunny bands

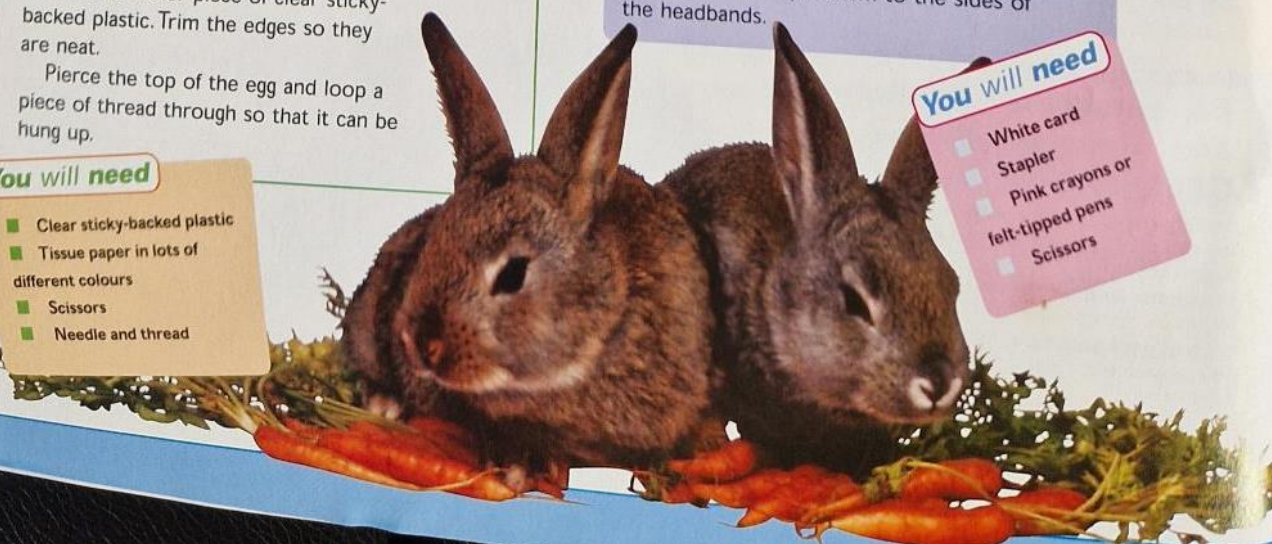
Get the girls to make simple bunny headbands at the start of an Easter-themed meeting. They can then wear them all night!

Cut out strips of card that are long enough to fit around each child's head. Ask each girl to come forward so you can staple the edges of the band together in the right place.

Each girl then needs to colour in two long bunny ears. You can have these already cut out to save time. Colour the centres in pink and then staple them to the sides of the headbands.

You will need

- White card
- Stapler
- Pink crayons or felt-tipped pens
- Scissors



Mini eggs

Of course Easter wouldn't be Easter without chocolate eggs. The ingredients here will make a nice selection of mini eggs for up to 15 girls.

Before the girls start, you will need to knead three or four drops of peppermint essence into the fondant icing.

Melt the chocolate cake covering over a bowl of hot water or follow the packet instructions to melt it in a microwave.

The girls break off small pieces of marzipan or fondant icing and roll them into tiny egg shapes, the same size as the chocolate mini eggs that you can buy. Lay the eggs on a sheet of greaseproof paper.

Some of the eggs can be dipped in chocolate. To do this, carefully spear an egg on a cocktail stick. Dip the egg into the melted chocolate and put it on the greaseproof paper to dry. Remove the stick by pulling it out with the aid of another one.

When all the chocolate has set, each girl can fill a paper bun case with eggs. Make sure they are divided up fairly!

You will need

- 300g packet chocolate cake covering
- A large packet of marzipan (about 500g)
- A large packet of ready-made fondant icing (about 500g)
- Peppermint essence
- Cocktail sticks
- Paper bun cases
- Greaseproof paper or kitchen foil

It's a fact

In the Ukraine, girls make special Easter eggs called pysanky.

These are eggs that are covered in wax patterns and then dipped in a natural vegetable dye, such as beetroot.

Scrape off the wax carefully and this will reveal a beautiful pattern underneath.



Ideas to go

■ Give each girl a paper bowl to decorate as an Easter bonnet. Supply odds and ends such as tissue paper and fabric.

Use thin elastic as a strap to keep the bonnets on the girls' heads and hold your own Easter parade.

■ You can buy polystyrene and papier mâché egg shapes from craft shops. You could give one to each girl to decorate in a fancy way.

As well as decorating them with sequins and sparkles, the eggs could be made into people, bees or bunnies!

■ Boil eggs in beetroot juice to colour the shells bright pink.

■ Finish off your Easter meeting by singing an appropriate song such as *Chick, Chick, Chicken*.

Boxful of ideas

Don't throw your egg cartons away, here are some novel ways to reuse them.

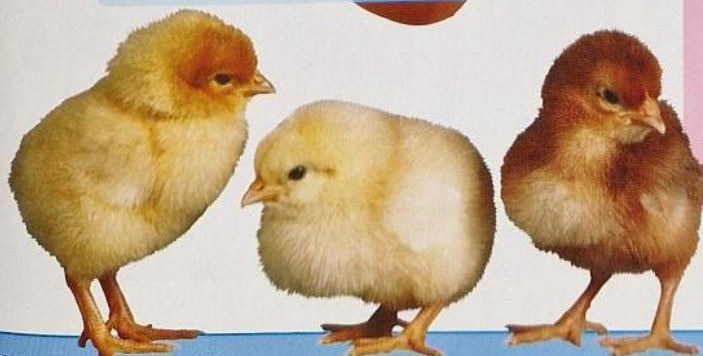
■ Next time you have a stall at a car boot or jumble sale use the bottom of an egg carton as a cash container. The girls can sort the money in the different sections.

■ Do you live near a golf course? Ask the owner if it would be possible for girls to collect lost balls. Package them up into half dozen egg boxes and sell them to raise funds.

■ Use egg cartons to store dice, counters and other pieces that are used for games but are easily lost.

■ Clean out your craft cupboard and use egg cartons to store buttons, sequins, thread and so on.

■ Use an egg carton as a propagator for seeds. Punch a couple of holes in each section. Add a bit of soil into each hole, pop in the seeds and wait for them to grow.



Animal doctor

*Do any of your girls love animals?
If they do perhaps they'd like to be vets!*

Want to be a vet?

Anyone who wants to be a vet needs to have a genuine concern for the health and welfare of animals.

As well as liking animals and being caring, a vet needs to be clever and very good at science to pass the five-year degree course.

Veterinary nurses have to have at least two A-levels in chemistry and biology and pass a four-year degree course!

To find out more about becoming a vet, log on to the Royal Veterinary College's web site at www.rvc.ac.uk.

Top tip

Find out more about working in a veterinary practice by logging on to these web sites:

■ www.caldervets.co.uk is a local veterinary group in Yorkshire

■ www.valevets.co.uk is a group of vets in South West England, their web site includes fact sheets on looking after different pets.

Ideas to go

- Make animal masks from paper plates
- Play 'Pin the snout on the pig'
- Visit an animal rescue home, zoo or a sanctuary to find out how they care for animals and why a vet is important to them
- Animal-loving Guides can take part in Go For It! Animal active, available from Trading Service, order code 6648, price £5.



Animal hospital

Have any of your girls taken an animal to the vet? If anyone in your unit lives on a farm it's likely that they've had the vet out to visit a sick or injured animal.

Ask the girls if they would like to talk about their vet experiences.

It may be possible to arrange a visit to a veterinary practice or to invite a vet or a veterinary nurse to your meeting to talk to you.

Dog and bone

Who will be the first to steal the bone for their team? This is a fun hopping game for groups of ten or more players (you'll need an even number of girls though).

Before you play you will need to tightly roll up a newspaper into a baton. Secure it with sticky tape to make sure it doesn't fall apart. This is the 'bone'.

Divide the girls into two teams, or packs of hungry dogs! The teams stand in parallel lines, about three metres apart. The bone is placed on the floor between the teams. Number each girl in each team from opposite ends.

Call out a number. The two girls with this number must hop to the bone and be the first to pick it up and hop back to her team. Whoever does this successfully wins a point for her team.

However, if the girl with the bone puts two feet on the ground the point passes to the other team instead.

Keep playing until everyone has had at least one turn. The team with the most points wins.



Other animal jobs

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) employs a large number of people who care very deeply about the welfare of animals.

However, vets make up only a small number of the people who are employed by the RSPCA, or who volunteer for them. There are also officers who collect animals who need rehoming plus people who: inspect the conditions animals live in; groom the animals; raise money for the RSPCA and so on. Can you think of other jobs that are animal related?

Remember that if you love animals and want to work with them, it doesn't matter if you don't get the qualifications to be a vet. There are lots of other options available.

Perhaps older girls could start out by getting experience in one of these ways:

- Walking dogs for friends or neighbours
- Helping out at an animal sanctuary
- Working in a stable.



Ollie octopus

This idea was sent in by Rainbow Guider Judith Paxton from Hornchurch in Essex. It's a simple craft that girls can personalise as they wish.

However, Judith does say that it's a good idea to point out to the girls that an octopus does in fact have eight tentacles, not five!

Each girl is going to make an octopus from a woolly glove. Get the girls to ask at home if there are any odd ones that they can bring in, most people have at least one glove that has lost its partner! If you don't have enough woolly gloves, you could use latex ones.

Fill the glove with dry rice or lentils, making sure that it fills all the fingers, thumb and the palm.

Loosely fill the glove all the way up to the part where the cuff joins the palm of the glove. Wrap an elastic band around the cuff so that the rice can't escape.

Place the glove on a table so that the fingers spread out and the cuff is at the top. Each girl can now decorate her octopus.

Stick on a pair of joggle eyes. Girls could complete the face by sewing or sticking on a mouth. Tie a ribbon around the elastic band and add long strands of wool to the cuff to look like hair.

When each girl has finished her octopus, it could be used as a paperweight or as a beanbag to play games with.

You will need

- Odd woolly gloves (one per girl)
- Elastic bands
- Dry rice or lentils
- Joggle eyes
- Ribbons, wool and so on
- Fabric glue

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CAMERA SHY

By Ann Matthews
Project Coordinator, Adult Support

CARE NEEDS TO BE TAKEN WHEN PHOTOGRAPHING AND FILMING OUR MEMBERS

Over the last few years, a number of concerns surrounding photographing and filming children – including Girlguiding UK members – have been raised.

Safety is a big concern, along with the fact that some cultures and faiths consider it offensive to take photographs or make videos, and many people find it an intrusion on their personal space.

There are steps we can take to ensure no one is offended by having their daughter photographed or filmed. The Starting Rainbows, Brownies and Guide leaflets can be used to gain parents' permission to take photographs which will be used within guiding and for publicity purposes. It's also important to ensure adults are happy to have their photos taken.

WHAT TO DO WHERE

- At unit events, if a parent has refused permission for their daughter to be photographed or filmed, encourage other parents to only photograph their daughter and perhaps her special friends. Refer them to the Safe From Harm policy.
- With press photographs, only those with parental permission should be included and the published photo should not give girls' names or details (meeting time and address) of their unit.
- At camps and other large events it is more difficult to ensure that those photographed have parental consent. Raise this issue with parents, reassuring them you will try and ensure their daughter is not named.

Finally, just remember to inform, reassure and encourage parents to allow filming and photography as it gives Girlguiding UK excellent promotional opportunities.



Talk to parents before attending large-scale events – such as the BIG GIG – as it's more difficult to ensure that girls have permission to be photographed at such events

ADULT TRAINING QUALIFICATION

By Kate Fenning

LEARN TO TRAIN OTHER ADULTS WITHIN GIRLGUIDING UK

If you're keen to share your enthusiasm for guiding with your peers, you can learn to train other adult members with the Girlguiding UK Adult Training Qualification.

Participants are supported by a tutor while they gain practical experience in planning and delivering training sessions. This is self-managed and the process can take from 18 months to several years to complete. The qualification is externally accredited by OCR (Oxford, Cambridge and RSA) who also provide NVQ training.

We talked to two recently-qualified Trainers, who are both Leaders, from Scotland, about their experiences with the qualification.

SUPPORT SYSTEM

Margaret Kerr started the Adult Training Qualification a few years ago and finished it last summer.

'I found it easy to spread the written work over a period of time to suit me, and a support system of tutors and assessors encouraged me throughout,' she said.

'I attended training sessions at Netherurd, Girlguiding UK's Training and Activity Centre in Scotland, which gave me the knowledge and support that I needed. I also gained confidence by observing other Trainers in action.

'My only regret is that I didn't start the qualification earlier!'

You can share your enthusiasm for guiding by learning to train other adult members



LAURA ASHMAN

LEARNING AND FUN

Denise McFarlane already had experience as a Trainer when she started work on the qualification.

'Before I started the qualification I was worried that I might not know enough; that I wouldn't be supported and, as I have mild dyslexia, that I might not be able to complete the written work,' she said.

'However, I could work with my tutor by email, phone and post to design, alter and evaluate training programmes. Then, in an all-day session, we put together all the written work for submission.

'The qualification has taken time and effort to complete but it has been fun.

'Seeing adults enjoy my training is a wonderful feeling.'

- For more information visit: www.girlguiding.org.uk, and select 'Leaders in Guiding' and 'Trainers'.

GETTING THE MESSAGE

By Paul Werb
PR Manager, CHQ

EXCELLENT MEDIA COVERAGE MEANT GIRLGUIDING UK KEPT SPREADING THE WORD IN 2003

It was another bumper year for media coverage in 2003, with a staggering 10,000 pieces on Girlguiding UK appearing in 2003! The vast majority of coverage was positive and included national, regional and local media: TV, radio, consumer and trade magazines, web sites and newspapers.

During 2003 everyone in the UK had 3.6 opportunities to read or hear about Girlguiding UK.

If Girlguiding UK had bought all the media space we received, it would have cost us £444,463. As people are generally more likely to read and believe an article than an advert, the PR value was even greater.

We've put together a snapshot of some of the media we were featured in.



BROWNIES FOR BROWNIES

The year started tastily with the launch of Brownies for Brownies cake and biscuit mixes.

We managed to secure good media coverage and readers of *British Baker* and *BBC Good Food* magazines were hopefully pleasantly surprised to be reading about guiding. Coverage: 31 pieces

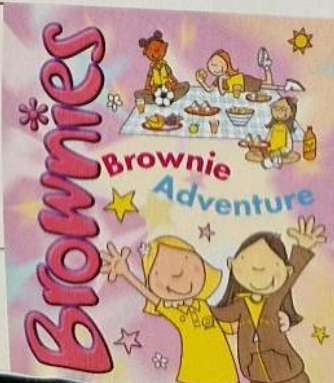
TAKE OUR DAUGHTERS TO WORK

The 2003 TODTW campaign saw the number of Guide units taking part double, the number of organisations taking part increase by a third, and the overall number of girls participating increase to 40,000.

The Department of Trade and Industry and Marks & Spencer's Financial Services provided sponsorship while Tesco produced special sandwich packaging. Coverage: 100 pieces

BROWNIE ADVENTURE

The launch of the new Brownie Adventure had very good national and local coverage, including pieces in *The Guardian*, *Daily Mail* and *The Independent on Sunday*.



THE TIMES

Countess Guide

The Countess of Wessex is to become president of Girlguiding UK, a post previously held by the late Princess Margaret. Her role will include chairing its council and presenting the Queen's Guide Award.

Daily Express Thursday June

THE Countess of Wessex has taken on her most significant-profile royal post yet – taking over from the late Princess Margaret as president of the Girl Guides. The appointment comes, Hickey is intrigued to learn, despite the fact that Sophie has never been a Guide herself. However, "She was a Brownie and really enjoyed it," a spokesman from Girlguiding UK says. Pregnant Sophie, who was chosen because she is "a young modern contemporary woman", is only the fourth president in Girlguiding UK's 93-year history. Hickey wonders if the Be Prepared brigade can earn their embroidery badges rustling her up a



Appointments

Girlguiding UK
The Countess of Wessex is to become the new president of Girlguiding UK. Her role will include chairing the council of Girlguiding UK, presenting members with the Queen's Guide Award, and informal duties. She takes over the presidency following the death of Princess Margaret in February last year. Girlguiding UK, formerly known as the Guide Association, is Britain's largest voluntary organisation for girls and young women, with 620,000 members.

Soph's such a Guiding light

THE Countess of Wessex is the new president of the Girl Guides following the death of Princess Margaret last year. Pregnant Sophie, 38, who was a Brownie as a child, is the fourth president of Girlguiding UK and its 600,000 members.

● The Countess of Wessex is to be the new president of Girlguiding UK, continuing a royal connection with Girl Guides. She takes over from Princess Margaret.

NEW PRESIDENT APPOINTED

We were delighted to announce the appointment of HRH The Countess of Wessex as our new President in June. The Countess of Wessex visited Girlguiding UK's CHQ in October to present Queen's Guides Awards.

The majority of the coverage of both events featured a photo of The Countess of Wessex. Though tending to be news briefs, the announcement of The Countess of Wessex's presidency appeared in six national newspapers.

Combining the announcement of the presidency and the Queen's Guide presentation, we achieved 73 pieces of coverage.



BIG GIG 2003

Selling out in just 90 minutes, BIG GIG 2003 was Wembley Arena's fastest selling show.

BIG GIG media coverage highlights included a full feature on *Top of the Pops*, *GMTV* and a double page spread in *OK!* magazine. Coverage: 63 pieces



ICANDO

Renamed last year, ICANDO (formerly the Heritage Centre) is open to everyone not just Girlguiding UK members. To get this message out we targeted the educational press. Eight trade press pieces were achieved and we featured in: *Schools Visit* magazine, the *Times Education Supplement* and *Primary Times* syndicate.

RECRUITMENT WEEK

Our first-ever week proved a huge success with a record number of calls to CHQ's hotline during the week. In fact, during November, more than 280 adults rang wanting to join — compared to a monthly average of 65!

At CHQ, we focused on supporting three pilot Counties with a paid advertising campaign, as well as media coverage. Generally the media took up the positive message that guiding is so popular with girls that there are waiting lists across the UK.

Coverage: 125 pieces (including a whole page in the *Daily Mail*)

Daily Mail

DOES the thought of becoming Brown Owl make you snigger? Then you're out of touch. It could be the best career move you have ever made.

'People have an image of Guides and Brownies that is rooted in the past, but it's not like that now. It's fun and leaders get as much out of it as the girls,' says Denise King, chief executive of Girlguiding UK.



MEDIA INTEREST

One of the add-on benefits of us proactively raising our profile is that we are being increasingly contacted by media. In 2003 we worked on dozens and dozens of media requests. These included:

- *The Independent on Sunday* (article on profiling Leaders)
- *The Guardian* (article on good parenting)
- *Blue Peter* twice — (one with MENCAP and one with Hampton Court)
- *Catalogue and e-business* magazine (seeking information on new web pages)
- *Young People Now* (several different stories)
- *Professional Fundraising* magazine
- BBC Radio 7 *Big Toe* (a regular feature)
- *Blush* magazine (article on Guides being 'cool')
- *Third Sector* (leading charity magazine, carried a number of articles)
- *Volunteer Action* magazine (published a Leader profile article)

And even... guiding posters in the *Eastenders*' community centre.

THANKS...

A big thank you to the Public Relations Advisers and volunteers who have put so much effort in to raising the profile of guiding. It takes time and hard work, but we are changing and improving the image of guiding.

CULTURE SHOCK

HOW DOES THREE WEEKS ABROAD WITH NINE TEENAGE GIRLS SOUND? TWO GIRLGUIDING UK LEADERS FOUND THE EXPERIENCE PLEASANTLY SURPRISING

By Suzanne Lewin
Guider, Kent West

For most people, just the thought of taking a group of teenagers on a trip to India would be enough to make them break out in a nervous sweat. But for myself and fellow Kent West Guider Verity Hancock, the only sweat we felt when we took nine teenage girls on a trip to the World Association of Girl Guides and Girl Scouts' (WAGGGS) World Centre in India, was brought on by the summer sun as we relaxed by the pool.

BEING PREPARED

Last August we were lucky enough to be chosen to lead the girls on the trip to Sangam. At first glance, a trip like this may seem difficult but we were given some good advice — be prepared! But making sure the girls were as prepared as possible wasn't easy, not when they were spread across the UK and Spain.

We overcame this by sending out regular newsletters to the girls and their parents and we even organised two weekend meetings to plan the details of our trip. These were a chance for us to meet the girls, for the girls to get to know one another, and for us all to enjoy a traditional Indian meal. The meetings also meant that the girls were already starting to work as a team before we even got on the plane.

ACCLIMATISING

The staff at Sangam are fully aware of how much of a culture shock India can be and so take great care to introduce the girls to it gently. Food was a concern but it needn't have been because at Sangam we enjoyed some fabulous Indian cooking. Spices were served separately, and with Western dishes

included most days, the food was enjoyed in large quantities instead of being sniffed at.

A gradual acclimatisation meant the girls had time to explore, gaining confidence with buying food for cooking class, bargaining with market traders for bangles and saris, and directing rickshaw drivers.

Our three weeks in India ended with a camp for 25 children from a local charity. The girls organised and ran all of the activities themselves doing crafts, playing games and even teaching the children to swim. The experience has really touched their lives and the camp was the highlight of their trip.

Our trip wasn't just a chance to experience India through Sangam. We also gained exposure to WAGGGS and its work around the world, which triggered a huge injection of enthusiasm for guiding.

SURPRISE YOURSELF

A trip abroad does require a lot of time and preparation but you don't need to do it alone. We received invaluable support from our region, the International Team at CHQ, and from the staff at Sangam.

If you're at all interested in doing something similar, talk to your International Adviser and see if there is a GAINING (Getting Away INternationally IN Guiding) training session in your area. At this training you can benefit from both the guidance and encouragement of Guiders who are old hands at international travel. Before you know it, you could have a fantastic international experience like we did. Go on, surprise yourself.



● If you are currently thinking of, or planning, a trip abroad and would like help or advice, please contact your local International Adviser.



The camp for local children was the highlight of the girls' trip to India

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PAW 2004

Hertfordshire Scouts presents its annual Patrol activity weekend, to be held over the weekend of 30th April to 3rd May 2004. A full program of fun and activities aimed at Scouts and Guides. Cost of the camp will be £30 per person.

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The camping season is fast approaching and Girlguiding UK's Trading Service is having a spring-clean. Below are some fantastic deals on clothing, equipment and gifts.

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The pack prices of these older style Brownie wear items offer amazing value against the prices on page 30 of the current Guiding Essentials catalogue.



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And we haven't forgotten the Leaders:

- Pack of two older-style **polo shirts** in white or navy at only £10.

Packs are available in the usual sizes while stocks last. Contact the Trading Service for the special order codes.

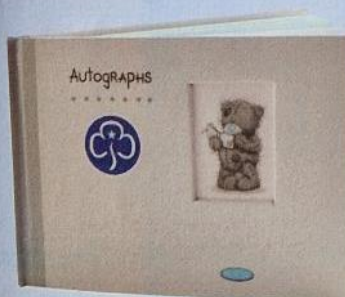
GIFT OFFERS

Make the memories of camp 2004 last forever with these specially-priced 'Me to you' photograph albums, autograph books and two-part 'Friends always' key rings. These are available on the order codes below at special prices:

- Two part 'Friends always' key ring, order code **2411a**, normally £3, now only £1.50



- **Autograph book**, order code **2412a**, normally £3, now only £1.50



- **Photograph album**, order code **2413a**, normally £3, now only £1.50



EQUIPMENT OFFERS

For those practical considerations, there are also some very special offers:

- The best-selling **Vango Venture 500 tent** (see page 23 of the current *Guiding Essentials* catalogue) order code **8019**, available at £10 off the normal selling price of £90, for March only



- The **Vango Astral 350 two-season sleeping bag**, order code **0169**, is being offered minus the VAT – a reduction of 17.5 per cent – for March only. Normally priced at £35, it's now only £29.78



- The **Gelert Explorer rucksack** is also being offered at 'save the VAT' prices for March only
- **Explorer 65-litre rucksack**, order code **8800**, normally £42, now only £35.74
- **Explorer 45-litre rucksack**, order code **8801**, normally £27, now only £22.97
- **Explorer 25-litre rucksack**, order code **8802**, normally £22, now only £18.72

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There are a limited number of specially-priced canvas tents. Call Andrea Mountford on **0161 942 1840** for more details.

HOW TO ORDER

To take advantage of these offers contact the Trading Service. Call **0161 941 2237** or visit the web site at www.guidingessentials.org.uk. Alternatively, call freephone **0800 838 227** for details of your nearest Trading Service depot.

GET SNAPPING

Encourage budding nature photographers in your unit to get snapping and enter the Young Wildlife Photographer of the Year competition 2004.

Participants are encouraged to draw inspiration from the wildlife around them — in parks, hedgerows and even back gardens.

The winner of the Young Wildlife Photographer of the Year will receive £500 in prize money and spend a day with an award-winning wildlife photographer. There will also be prizes for winners in three age categories and runners-up prizes. The closing date for entries is **April 2**.

For more details, call **020 7942 5015** or visit www.nhm.ac.uk/wildphoto.

EASTER ACTIVITIES

Keep busy over the Easter break between **April 5-18** by visiting one of the houses or gardens or some of the countryside the National Trust looks after around England, Wales and Northern Ireland.

There is plenty on offer ranging from seeing newborn lambs at the Old Forestry Yard in Nottinghamshire to pond-dipping trips at Sissinghurst Castle Garden, Kent.

Other activities include story telling and badge making workshops at Tintagel Old Post Office in Cornwall, kite flying at Calke Abbey in Derbyshire and magic shows at Rufford Old Hall in Lancashire.

For more information on activities in your area call **0870 458 4000** or visit www.thenationaltrust.org.uk.

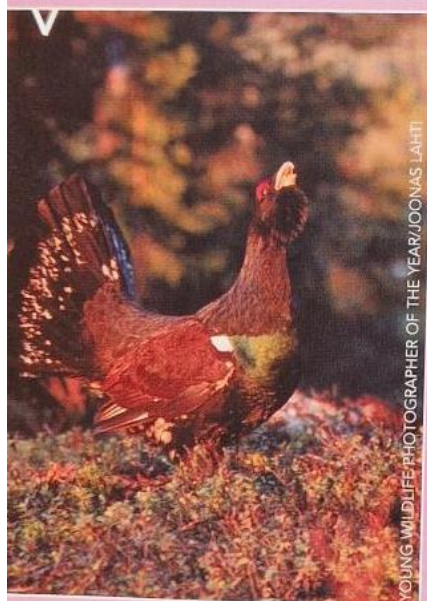
GET A HEAD START

Every summer hundreds of 17-year-olds attend a Headstart summer school course, held at 26 universities across the UK.

Participants design, build and test projects; take part in seminars and lectures; meet young employees from major organisations; and find out about science and engineering degrees and careers or vocational qualifications.

There is also a Dragonfly course for girls in year 10 which aims to help them make informed decisions about their GCSE and A level choices.

Girlguiding UK members can take part in pilot courses this summer. To find out more or to apply for any courses visit www.headstartcourses.org.uk.



SHIP AHOY

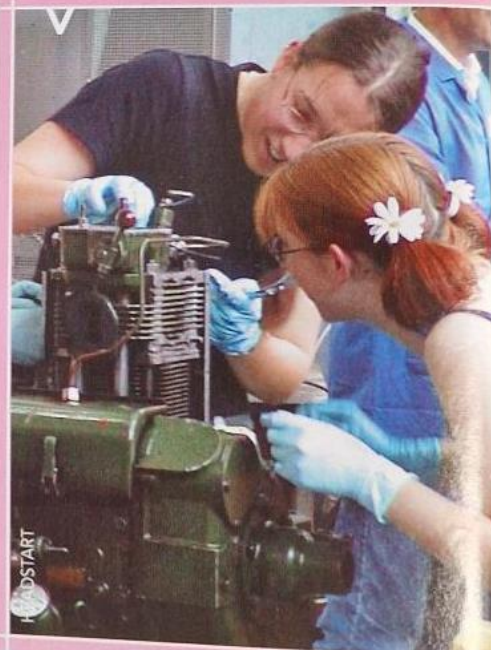
Senior Section members can test their sea legs with The Tall Ships Race, run by the charity Sail Training International.

The race gives young people aged 15-25 experience and training in sailing at sea and encourages international friendship and understanding among the trainees and the communities visited during the races.

The Tall Ships Race 2004 starts on **July 21** in Belgium, goes on to Denmark and Norway and ends on **August 18** in Germany.

Many vessels are travelling from the UK, so participants should be able to sail with them to the start of the race.

For more information visit the web site at www.tallshipspeople.com or email jacci@thetallshipspeople.freemove.co.uk.



CITIZENSHIP AWARDS

If any members of your unit have taken part in projects that promote good citizenship, you could nominate them for a Philip Lawrence Award.

The awards aim to recognise outstanding achievements made by young people aged 11-20, in three areas: combating lawlessness and violence; promoting community safety; and promoting racial harmony.

Winning groups can receive cash awards of up to £1,000 which can be invested in sustaining or developing award-winning activities or projects.

Nominations can be made from now until **September 2004**.

For more details or to request a nomination form call **020 7512 2100** or visit www.kidsclubs.co.uk/philiplawrenceawards



FLOWER POWER

Encourage the girls in your unit to think yellow in March for the Marie Curie Cancer Care Daffodil Campaign.

Throughout the month people across the country will be wearing the charity's daffodil emblem (available in shops throughout the UK) and fund-raising for the charity. Marie Curie provides high quality nursing free to terminally ill people, giving them the choice of dying at home supported by their families.

Suggestions for fund-raising events include holding a fancy dress day or a yellow-themed party. For more ideas check out the Activate section of February 2003's Guiding magazine.

For more information call the daffodil hotline on **0845 601 3107** or visit www.mariecurie.org.uk/daffodil.

ADVENTURE ON

Help your Brownies get ready for Guides with the Adventure On event, at Foxlease between **April 7-9**.

The event, for Brownies with their Leaders, will include lots of indoor and outdoor spy-themed activities, aimed specifically at Brownies aged 9-10.

The event costs £40 for Brownies and £51.80 for their Leaders. This includes all food, accommodation and activities.

For more information and to book, call Anna Thorpe on **023 8028 2638** or email AnnaT@girlguiding.org.uk.

NEW HORIZONS

The relaxing surroundings of Foxlease will host New Horizons, a weekend event for Guiders, Young Leaders and Unit Helpers, between **July 16-18**.

A wide choice of training sessions will be available, along with the chance to find out more about the house and grounds as well as exploring locally.

There will be material appropriate to all sections in almost all sessions. The event costs £63.60 for a single room, £52.80 for a twin room and £50 for a shared room. Some training grants – worth £20 – are available.

For more information please call Christine Davies on **023 8028 2638** or email ChristineD@girlguiding.org.uk.

ICANDO DATE CHANGES

The dates for some activity weekends at ICANDO have changed from those published in October 2003's *Hotline*:

- The Let Loose in London — All Fools Day weekend has been extended from **April 2-3** to **April 2-4**.
- The Go For It! London event, scheduled for **October 23**, will now be held on **October 30**.
- The Let Loose in London — Saints and Sinners weekend has changed from **October 29-31** to **October 22-24**.
- The Rainbow Day — Winter Carnival, scheduled for **November 13-14** has been changed to **November 6-7**.

Brownie balloons for sale!

Packs of ten party balloons are now available from the Trading Service. Priced £1.50 each, the packs include five yellow and five blue balloons and feature the Brownie logo. They will live up any Brownie party or celebration!



Call now on 0161 941 2237

To order your balloons (order code 2229) from the Trading Service or for further information, please contact GUIDING ESSENTIALS on our 24-hour answering service or by fax or email. Fax: **0161 941 6326** Email: tradings@girlguiding.org.uk

Alternatively, shop online and keep up to date with our new products at www.guidingessentials.org.uk. For details of our local depot call freephone **0800 838227**.

WHAT'S ON DIARY

These residential opportunities are open to any Girlguiding UK member — Commissioners, Guiders, Senior Section members, Guides, Brownies and Unit Helpers, as relevant. For more details of the content and cost, please phone/email the appropriate centre.

BRONEIRION

01686 688204

brone@talk21.com

March 12-14

Adventure Outdoor training — Leaders of all sections

March 12-14

First Aid training

May 14-16

Brownie musical adventure

June 25-27

Taste of Guides — Brownies aged 9+

meeting place — Brownie and Guide Guiders

June 11-13

Time out for busy Leaders

BLACKLAND FARM

01342 810493

blackland@girlguiding.org.uk

March 13-14

Girlguiding UK Rock Climbing Training Scheme

May 8-9

BCU 1 & 2 Star Kayak

May 15-16

Try camping — for Leaders and Young Leaders without a warrant

May 29-30

BCU 1 & 2 Star Kayak

June 2-3

BCU 1 & 2 Star Kayak

June 5-6

Girlguiding UK Rock Climbing Scheme, Level 2

HAUTOIS

01603 737357

angliahq@angliaguides.org.uk

March 13-14

Archery GNAS Community Sports Leader Award, weekend 1 — must attend two weekends

March 20-21

Archery GNAS Community Sports Leader Award, weekend 2

March 26-28

Introductory event — introducing the new Rainbow programme

April 2-4

Take our Daughters to Work Day event

May 3-7

Bird watching — open to adults of all ages and abilities

May 7-9

Singing weekend — open to adults of all ages and abilities

May 21-23

Event for Brownie Guiders

WADDOW

01200 423186

waddow@girlguiding.org.uk

March 20

First Response course

March 20-21

Archery GNAS Community Sports Leader Award, weekend 2

March 21

Food Hygiene course

April 9-11

Brownie holiday training for Guiders and up to four Brownies

May 28-30

Taste of Guides for Brownies with their Leaders

June 4-6

Baden-Powell Challenge

FOXLEASE

02380 282638

foxlease@girlguiding.org.uk

April 7-9

Adventure On — older Brownies with their Leader

April 12-15

Easter event — older Guides with younger Senior Section members

May 14-16

Lifeguarding course

June 1-3

Baden-Powell Challenge

June 4-6

Outdoor activities from the

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Contact the Training and Activity Centre for more details.

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NEWS AND VIEWS

Your chance to share a slice of guiding life through letters and photos.

There's a special prize for the best photo and £5 Trading vouchers for other photos we print. Please include an sae so we can return your pictures.

Bubble blower

Holly, from the 1st Salmiya Rainbows, BGIFC Kuwait, had a bubbly time at a recent meeting!



MIKE KEMPTER

STAR PHOTO



MARY SHAW

Fairy tale fun

The 1st Crosscrake Brownies had a fairytale time at a Cinderella-themed meeting. These girls are busy making edible mice.



JANE PATERSON

Sleep tight

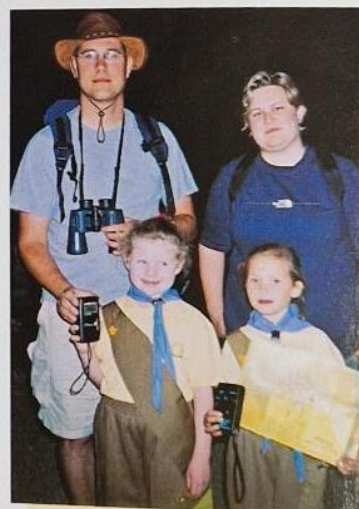
Abigail, from the 10th Chesham Guides, made a bivouac as part of her Baden-Powell Challenge. After a good night's sleep underneath it, she treated herself to bacon butties and a cup of tea made on her Trangia stove.



CATHERINE MILES

American adventure

Ellie from the 3rd Diss Brownies made her Promise while on holiday in America. Her new friend made sure it was an experience she'll never forget.



A WALEFORD

Bat watch

Brownies and Guides from St Albans spent an interesting evening bat watching at local marshes. It was a very special night for Brownies Hannah and Louise (pictured) who both made their Promise during the excursion.

Under the sea

The 1st Otford Rainbows worked hard to make this colourful ocean collage which now has pride of place at their village library.

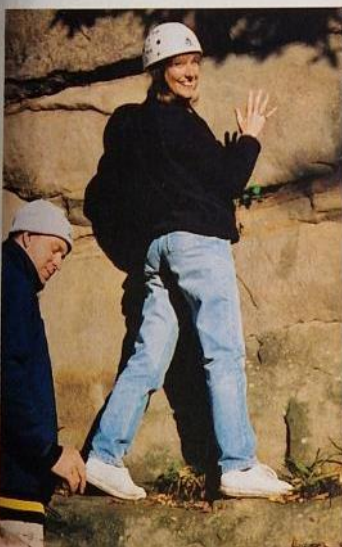


YVONNE HAYES



Waterworks

Guides from West Yorkshire North got very wet during their water weekend 'Soak 'em all! Here's Hannah after sailing on the Reva Reservoir.



JANE EVANS

Rock on!

Assistant Guider Tracy Clark couldn't resist joining in on a rock-climbing trip with the 2nd Swanley Guides.

Star letter

The writer of this month's star letter is Erica Short who wins a Girlguiding UK pen.

Clothing too costly?

I have been an Assistant Brownie Guider since 1990 and have enjoyed every minute with the girls. My only gripe is the cost of the adult wear.

As we are all volunteers and give up many hours for guiding, happily I must add, it seems that we have to pay an awful lot for our guiding wear.

It's nice to keep up with the changes and look smart but with the high prices that is not always possible.

I'd like to know what other Leaders think.

Erica Short
Leader

17th Bury St Edmunds Brownies

Smarten up

I couldn't agree more with Kate Vale's letter in November's *Guiding* magazine. I feel that the guiding uniform has been altered to such an extent that it is no longer a uniform, just a mess. Perhaps this is why we are not attracting the Leaders that we need.

If you see a group of Guides or Brownies these days they just look like a group of girls. There is no impact that they are part of guiding. Surely we want to be known for what we are and need a uniform that is smart and recognisable?

Patricia Lines
Girlguiding LaSER

Don't go back to school

Since reading that 'the National Curriculum is being used as a guide for the new Rainbow activities' (December's issue) I have felt a great sadness for girls currently on Rainbow waiting lists.

I find the current Rainbow programme wonderfully flexible but did not expect to find the new programme grounded in a government-sponsored, artificial and prescriptive curriculum which has been much criticised over the decade that it has been in existence.

It is misguided to try to marry Rainbows and state schooling when guiding should provide much needed respite from the structures of the National Curriculum.

The Rainbow proposal may only be intended to complement the National Curriculum, but I think that it is wrong to

have the National Curriculum in the equation at all. Guiding has a strong, proven and unique history from which to develop. Back to the drawing board — please!

Name and address supplied

● Pat Tiley, chairman of the Guiding Development Committee, replies: The National Curriculum was looked at so that we could develop the Rainbow programme in such a way that it complements, but does not duplicate, the National Curriculum. The same exercise was undertaken with the Brownie Review so that we could be clear as to what girls are doing outside of guiding and ensure that the programme development took into account the educational expectations of the particular age group.

We are certainly not using the National Curriculum as a base for the programme, but in researching five to seven-year-old girls you cannot ignore what they are doing at school.

Christian connection

I was very upset to read the 'Question of faith' letter in January's *Guiding* magazine.

I, too, was very pleased to hear about Brownie Packs for Asian girls opening up in areas around Manchester. I feel that guiding is universal and has no barriers of race, religion or culture. However, I cannot understand why this lady is so against any connection between guiding and Christianity.

The predominant religion in the UK is Christianity and many units have been, and still are, attached to Christian churches. I have been a Guider and a Christian all my adult life and, in my opinion, both groups believe in tolerance and peaceful interaction. Why this antagonism to anything Christian in guiding?

Name and address supplied

A normal life

How I loved to see the back page advert for The British Kidney Patient Association in January's magazine. Like the boy in the advert, my son is waiting for a kidney transplant. He is not as young as this little lad, but nevertheless like him, spends four hours a day, three times a week having dialysis.

The more donor organs there are, means the greater chance for more people to lead a normal life once again.

Lynne Errins
203rd Birmingham Brownies

LETTERS LETTERS LETTERS LETTERS LETTERS LETTERS

GIVEAWAYS

Pamper yourself

We've teamed up with Lily O'Briens



and Universal MusicTV to offer the perfect combination for busy Guiders — luxurious chocolates and the new CD release of Lionel Richie and The Commodores, *The Definitive Collection*.

Each prize will include a box of Lily O'Briens luxury truffles and a tub of Chocolati, individually wrapped honeycomb crispy crunches. Look out for the Lily O'Briens chocolate range in Tesco and Asda stores.

Guiding magazine has 12 sets of prizes, worth £23 each, to give away. Mark your entry *Guiding magazine/Chocs*.

Kids DVDs

Brownies will love *Rugrats Go Wild*, a new movie, released to buy on DVD and VHS on **March 8**.

The story follows the adventures of the Rugrats family as they become shipwrecked on a seemingly deserted tropical island.

The DVD also features a behind-the-scenes programme and interviews with Bruce Willis and Chrissie Hynde, whose voices feature in the film.

Guiding magazine has 15 *Rugrats Go Wild* DVDs, worth £20 each, and 15 soft toy leopards, to give away. Mark your entry *Guiding magazine/Rugrats*.



PARAMOUNT

If you want the chance to win one of our great giveaway prizes, the closing date for entries is **March 29**. Photos, letters and competition entries should all be sent to *Guiding magazine*, 17-19 Buckingham Palace Road, London SW1W 0PT. You can also email guiding@girlguiding.org.uk.

Angelina Ballerina

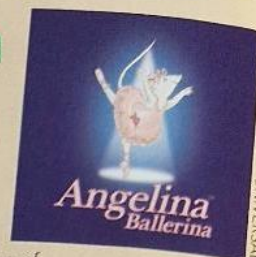
Angelina Ballerina is the star of an award-winning television series based on a cartoon mouse who dreams of becoming a prima ballerina.

The remarkable mouse now features in a new music CD, *Angelina Ballerina Presents Classic Ballet Favourites*.

Angelina introduces each track, describing the story and the characters from some of the world's best-loved ballets,

including *The Nutcracker*, *Swan Lake* and *The Sleeping Beauty*.

Guiding magazine has 20 copies of the CD, worth £15 each, to give away. Mark your entry *Guiding magazine/Angelina*.



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NEW CHALLENGES



RACHEL BAILEY

Seven members of the 22nd (Sandy Lane) Bradford Guides were presented with their Baden-Powell Challenge Awards by District Commissioner Ranj Mistry and County Commissioner Gillian Everade.

The girls have all gone on to a Ranger unit and are now Young Leaders with Rainbow and Brownie units.

BRAVE BROWNIE

Brownie Sarah 'Peg' Davison, from the 3rd Salisbury Pack, was presented with the Star of Merit award for showing great courage during a serious illness.

Despite being very ill, Peg continued going to Brownies, remaining cheerful and taking part in as many events as possible.

She was presented with the Star of Merit at the beginning of a Christingle service.



PAT CLARKSON

SPONSORED SWIM

Guides in Radcliffe took part in a sponsored swimming event as part of the Chief Guide's Surprise Yourself Challenge and to help raise money for people with spinal injuries.



LAURA BARKER

ASPIRE, the charity that organised the event, challenged participants to collectively swim the distance of the English Channel — 22 miles.

The Guides and their Leaders swam 820 lengths over an hour at their local pool and have until December to swim the remaining 588 lengths to complete the challenge.

TIME FOR TEA

Gwen Atherton, Guider and PRA for Cheshire Forest, celebrated her retirement by holding a Mad Hatter's tea party in Warrington's Golden Square precinct.

The precinct features a stone sculpture of characters from *Alice in Wonderland* at the tea party. Attractions at the event included face painting, cake and biscuit stalls and a human chessboard.

As well as celebrating Gwen's retirement, the tea party was held to help recruit new Leaders to carry on her Rainbow and Brownie units.



ALY WHITTAKER

IN APRIL'S **Guiding** magazine

FUN AT FUNTASIA

Join in the celebrations with our report from Funtasia — where 3,500 Brownies met to celebrate the new programme and the section's 90th birthday.

A WORLD AWAY

Find out how one former Ranger is using her guiding skills to study seals on a remote island in Antarctica.



GET CREATIVE

A Commissioners' guide to creating a welcoming atmosphere and new opportunities for members.

Plus all the latest news, your views, and much, much more...

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