

Resource Pack for Girlguiding Midlands

Waste, Water and Me

What and Aims

What

- A 31 page resource pack and cloth badge - providing at least 4 weeks of invaluable Girlguiding activities
- Given to each unit in Nottinghamshire (pilot) and following a successful trial rolled out to Girlguiding Midlands
- 2 aims of the project:
 - To educate and engage customers in a new way – not use existing educational resources and methods but tapping into a group of young people and their families in a industry leading way
 - To help the 800 leaders in Girlguiding Nottinghamshire and potentially 8000 leaders in the Midlands by providing them with a free resource (such resources usually costs £5 to purchase)



Benefits



Severn Trent Water

- Water Industry first
- Clear link to Diversity and Education (STEM)
- Fundraising for Wateraid
- Complimentary to Employee volunteering
- Enabled the local Girlguiding community to directly deliver some of STW important environmental messages, benefiting all concerned.

Girlguiding Midlands

- Supports Regional drive to work more closely with industry
 - Clear alignment with Girlguiding ethos / principles
 - Shows Girlguiding as a progressive organisation
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Now and the Future

To date

- 1950 members of Girlguiding Nottinghamshire have completed the resource (sales of badges made to date)
 - This means that 1950 direct members and their families in Nottinghamshire will have been made more aware of the key messages and this will have potentially helped reduce customer complaints, sewer blockages and increased the number of families using water saving devices.
- £825 raised for Water Aid through badge sales
- Rollout to Girlguiding Midlands being planned

What this has led to:

- Thames Water been developing a similar resource with Girlguiding South East using this pack as a basis for what they have developed
- Yorkshire Water has also shown an interest in developing a similar resource for their customers.
- We have had great support from the Environment Agency and are looking to expand the content of the pack to include their key messages
- Completely scalable and flexible so can also be shared with other youth organisations – Scouting, Boys Brigade etc.,