

ROVERWAY - FRANCE

3-14 AUGUST 2016

UNITED KINGDOM

SCOUTS

COMMUNICATIONS PACK



BACKGROUND

What is Roverway, why do we have it?

Roverway is an international gathering of young people aged 16-22 in Scouting and Guiding. In Europe these young people are referred to as Rovers (Scouts) and Rangers (Guides). The event is commissioned by the European branch WOSM and WAGGS.

Roverway is an amazing opportunity for young people to have first-hand experience of multiculturalism in action, an opportunity to interact with people from all over Europe and build lasting, international friendships – breaking down stereotypes as well as cultural and geographical boundaries.

Young people have the chance to work in teams, to complete projects that are orientated to helping the community across the host nation. All 4000 people then gather together for a five day celebration of Scouting, Guiding and diverse culture, taking part in incredible activities and adventure!

Roverway 2016 – France

France is hosting the sixth Roverway in August 2016. Young people will start their adventure by completing projects in international teams spread out across all of France. After six days of being 'on the road', all 4000 of the young people attending Roverway will gather at Jambville, 40 miles outside of Paris to spend five days living the Jamboree life, with almost every country from Europe in attendance, as well as from other continents like Hong Kong and Canada.

What role will the United Kingdom play?

The United Kingdom Contingent for Roverway is a joint adventure of The Scout Association and Girlguiding. The United Kingdom will be sending hundreds of Explorer Scouts, Scout Network members, members of The Senior Section of Girlguiding to Roverway, as well as adult volunteers from both organisations who give up their time, and working for free as members of the International Service Team.

Our Participants aged 16-22 are grouped into small teams of between 6 and 8 UK Scouts and Guides. These 'patrols' will join other patrols from other national contingents to form a Tribe.

What is the Roverway programme?

ROAD – across France

- The programme offered during the first half of the event is highly diverse.
- Referred to as the Road, this forms half of the overall Roverway experience.

- Young people will enter France at one of seven different cities. Some examples of the **Road** projects that are taking place all over France include:
 - a. Videography and film production.
 - b. Environmental preservation work.
 - c. Working with local youth groups.
 - d. Behind the scenes at a music festival.
 - e. Assisting with the upkeep of an Activity Centre, for example.
 - f. Exploring a wild island.
 - g. Expeditions: by land and/ or water.

CENTRAL CAMP – Jambville, North West of Paris

- All the Participants from all the 100 Roads will join together on 10 August.
- Two large gatherings to celebrate the Opening and Closing of the Camp. The Closing Ceremony will be taking place under the Eiffel Tower, Paris.
- A festival of culture – a huge celebration of what each country represents.
- The festival is followed by a banquet for all 5000 people.
- An engaging and stimulating programme of activities which will help our young people to consider their impact on the world, how we can cooperate as nations and aid development in a sustainable manner.
- Hundreds of activities that young people can engage with.
- The evening programme is filled with music, stage shows and visits to the several cafes and food houses around Jambville.

How is the Roverway experience empowering members of The Scout Association and Girlguiding?

Our young people are building their own adventures, and have done from the very beginning of the Roverway experience. Our contingent members have been encouraged to plan their own pre and post Roverway events, will plan their own travel route to France and have shaped the Roverway experience by taking part in two pre-Roverway weekends.

Participants are directly shaping their experience of the Roads, by taking part in co-construction with the other Patrols they will be sharing a Road with. They will be making decisions that will directly influence the programme of their Road.

KEY MESSAGES

a. Roverway 2016 – Key Messages:

- Roverway is an international Scout and Guide event which takes place every three/ four years. International is a huge theme within the Scout and Guide programme ensuring that we develop international friendships, encourage peaceful international cooperation and that young people may develop an understanding of each other's culture and beliefs.
- Roverway is a European gathering of 4000 young people aged 16-22 from Scouting and Guiding organisations from across Europe and beyond.
- They are supported by 1000 volunteers from all over Europe which have organised, managed and delivered an incredible experience for young people.
- Explorer Scouts, Scout Network members and members of The Senior Section will join with about 30 other Scouts and Guides from around Europe to engage with local communities whilst completing a project.
- Young people have shaped this experience by being involved with planning the Road project and what they hope to get out of the experience.
- After 6 days of the Road, young people will converge at Jambville, NW of Paris to spend 5 days experiencing an international Jamboree. The **Central Camp** will be a huge celebration of the accomplishments whilst on the Roads, and of the huge array of cultures that are participating in Roverway.

b. The Scout Association – Key Messages:

1. Scouting is the largest mixed youth charity in the UK, offering fun challenge and adventure for young people from all backgrounds aged 6-25.
2. Over 200 activities are offered by Scouting around the UK, made possible by the efforts of 105,000 voluntary adult leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
3. One of the challenges that the Scout Movement faces is finding more volunteers to plug the current gap. At present there are more than 40,000 young people on waiting lists as more and more young people want to experience the adventure of Scouting.
4. The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (20,000) and McDonalds (67,000) put together.

5. Worldwide Scouting has 40 million members both male and female and operates in nearly every country in the world. A quarter of our young people in the UK are girls and almost half of our volunteers are female.

c. Girlguiding – Key Messages:

1. Girlguiding is the leading charity for girls and young women in the UK aged 5 to 25.
2. Thanks to the dedication and support of 100,000 amazing volunteers, Guiding are active in every part of the UK.
3. Girlguiding gives girls and young women a space where they can be themselves, have fun, build friendships, gain life skills and make a positive difference to their lives and their communities.
4. Guiding aims to build girls' confidence and raise their aspirations by giving them the chance to discover their full potential and encourage them to be a force for good.

PATROL COMMUNICATIONS CHAMPION

Here are the minimum expectations of those with a Patrol Communications Champion role:

1. Is incredibly important – we need your story! You will be on the ground and able to create lots of content and images of your Road.
2. In conjunction with your Patrol members create an identity for your Patrol. Ideally, you will have created a badge/ logo to show off your identity.
3. Lead the delivery of social media for your Patrol. Images are vital, and even if you can't share them if you're struggling for internet access, build up a bank of images to share when you do have access.
4. Manage an active Patrol social media account, ideally Twitter.
5. Encourage others in your Patrol to engage with social media for Roverway!

It is really important that all Patrols engage with gathering images and exciting social media content!

TEMPLATE PRESS RELEASE

Using the press release

In the coming days, you may wish to attempt a press release to your local newspaper.

As discussed earlier in this Communications Pack, successful communications and media work is a hugely reliable tool for Scouting and Girlguiding to use in order to spread the message of the good work we do, challenge stereotypes of our organisations and encourage greater numbers of both young members and adult volunteers.

This pack is from a Scouting point of view. If you would like to release a story from a Guiding perspective, please see the Girlguiding version of this pack.

In just [x] days Scouts from [insert town/city] will be heading for European adventure!

- Countdown nears its end for Scouts from [insert town/city] heading to Roverway in France.

Across Europe Scouts are busy preparing for their trip to Roverway – an international experience for young people in Scouting. Amongst them are [names] from [county] who have spent over the last year planning, raising funds and training to take part in the adventure of a lifetime – Roverway, which takes place this summer in France.

With now just a few [days/weeks] to go the excitement is building. [Name] from [Insert name of Unit] said “Preparing for Roverway has been a true journey. There has been a lot planning and hard work. We have had several preparation weekends [Insert other activities as appropriate] where all the Scouts attending Roverway from across the UK took part in training for this adventure. Already we have made new friends and have shared new experiences. I can’t wait to actually get to Roverway with the thousands of Scouts from all over Europe”. Hundreds of UK Scouts have been supported by volunteers, who will also join in the adventure to France.

Chief Scout, Bear Grylls said: *“While lots of people know that Scouting is all about adventure, they often don’t realise that adult volunteers get to do just as much as our young members through their involvement. Roverway is a great example of this. Hundreds of Scouts from across the UK are meeting 5,000 others from around the world and taking part in amazing adventures. That is why I love Scouting so much!”*

Between the opening and closing ceremonies, the young people will have be taking part in community projects and expeditions [Insert Road activities as appropriate] in [insert Road location] small groups with Scouts from other European countries before joining with 5000 other young people for a huge celebration of culture. During their time at Roverway, the Scouts will have the opportunity to engage with hundreds of activities focused on discovering new cultures, the environment, sustainable development and global development issues.

Explorer Scout/ Scout Network member [Name, aged] from [village/town/city] said “This is a real opportunity for me to meet other young people from loads of other countries, to discover things about their culture and traditions and have fun with them. I just can’t wait to get there.”

ENDS

Notes to Editor

- Roverway 2016, France will take place from 3rd - 14th August 2016.
- The main event will be held at Jambville, 40 miles NW of Paris.
- For more information about Roverway 2016 please visit <http://www.roverway2016.org>
- For more information about the UK Team please visit ukcontingent.co.uk/Roverway

About Scouting

- The Scout Association was founded on 1st August 1907.
- Adventure is at the core of Scouting, and the Association passionately believes in helping their members fulfil their full physical, intellectual social and spiritual potentials by working in teams, learning by doing and thinking for themselves.
- Over 200 activities are offered by Scouting around the UK, made possible by the efforts of 105,000 voluntary adult leaders. This has helped make Scouting the largest co-educational youth Movement in the country.
- One of the challenges that the Scout Movement faces is finding more volunteers to plug the current gap. At present there are more than 40,000 young people on waiting lists as more and more young people want to experience the adventure of Scouting. [Insert your county waiting list numbers]
- Adults working in Scouting contribute in excess of 364 million hours of voluntary work each year to their local communities.
- The number of volunteers working for Scouting is bigger than the combined workforces of the BBC (20,000) and McDonalds (67,000) put together.
- Worldwide Scouting has 40 million members both male and female and operates in nearly every country in the world.