



# InSite

April.  
2010

Issue 006  
Page 1 of 13

Newsletter of the ASGC

Welcome to your sixth edition of Insite. Plenty of news and hopefully, some useful information. Please feel free to comment or send in articles for inclusion in future issues.  
Bill Hindley – Editor.

## In this issue:-

Editorial.

Chairman's report. Pg.1

Job Vacancy Pg.2

Web site questions. Pd 2

LoTC Pg. 3

LoTC. Pg 4

Schools marketing. Pg 5

A Canny Crack. Pg.5

Jan. Committee mtg. Notes. Pg 6

Campfires. Pg.7

Campfires (Cont'd) Pg.8

Data Protection Act. Pg.9

Trainning courses. Pg. 10

More Training Courses. Pg.11

Web site Hits. Pg. 11

The Outdoor Show Pg.12

Your Web Site Pg.12

Scoutbase. Pg.13

Conference 2010. P13

Logo update. Pg 13

Final Canny Crack. Pg 13

## Chairman's Report.

Kia ora,

The weather has finally taken a turn for the better, and with it, the influx of guests all eager to sample the delights of your site. If your like me its a busy time preparing the site, sorting out the problems that have occurred over the winter and starting to cut that grass!

The members of the committee have been busy as well, with the conference at Foxlease well in their sights, preparation is now well in hand. The committee at their January meeting have looked at the format of the conference, and have come up with some ideas for streamlining things and giving you more. Details will be released in due course. New pamphlets promoting the association are all but ready, and a new member drive is underway both to recruit new members and to bring back old friends into the fold.

We need to start thinking about new committee members now. The position of the Chair will be vacant after the conference. A new shadow Secretary is needed, as well as all the elected positions. The search for the Chair starts now, and I would be very keen to hear from anyone who wishes to be considered. This is your chance to put your energy into the association and make it hum!

The committee and myself wish you an excellent season!

Haere Ra

John

## Your committee is:

Chairman – John Carruthers

Secretary - Colin Tilbrook

Treasurer – Mark Thomson

Health & Safety – John Carruthers

Website/ICT – Pete Sturgess

Training – Nigel Ruse

Human Resources Co-ordinator –

Wendy Hughes

Young People's Representative –

Michael Smith

Newsletter editor - Bill Hindley

Member – Peter Richardson

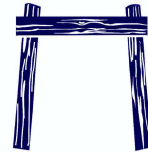
Member – Gemma Forman

## Job Vacancy

### Deputy Centre Manager Belchamps scout Centre

[www.belchamps.co.uk](http://www.belchamps.co.uk)

Salary up to £16K. 2 bedroom bungalow mobile home



Belchamps Scout centre, one of the most progressive Scout and Guide centres in the Country is looking to recruit a deputy manager.

The successful candidate will assist the centre manager in the day to day running of the site, large events, supervision of staff and management of activities. You'll be joining us at an exciting time as we are moving into the next stage of the refurbishment and development plan for the site.

You will be educated to A level standard or equivalent, you will hold at least 2 Activity authorisations, you will have some experience at working at an activity centre or sports facility and you will be willing to work unsociable hours and to live on site. Duties include day to day management of staff and facilities, instructing in activities, project management, and event management.

To apply please send a detailed CV and cover letter to The Centre manager, Belchamps Scout Centre, Holyoak Lane, Essex, SS5 4JD or e-mail [centremanager@belchamps.co.uk](mailto:centremanager@belchamps.co.uk) or call Nigel Ruse on 01702 562690 for an informal discussion about the position. Closing date 23<sup>rd</sup> April 2010 interviews to take place in the week commencing 26<sup>th</sup> April 2010

### **ASGC Web Site - Questions**

1. Have you updated your site or centres details?
2. Have you paid and not updated your own web page?
3. Do you know how to update your web page?
4. Would you like to know how to add pictures to your page?
5. Are there any other people on you site who would like to receive email copies of InSite and other information?

If the answer to any of these questions is YES or NO go to page.12

## LOtC – (Learning Outside the Classroom)

Following on from the very informative talk by AAA at the 2009 conference, the ASGC has the opportunity to link up with AAA to create our own scheme for the Learning Outside the Classroom quality badge. We are currently in discussions with AAA to set this scheme up.

The quality badge is nationally recognised by schools and LEAs for outdoor activity centres to show that they meet the minimum standards. If you do any work at all with local schools then the quality badge will be a must have award in the next 2 to 3 years.

As it stands having the quality badge means that you will avoid lots of paperwork with any Lea of any school visiting you.

By having our own scheme we can tailor the requirements to what is needed and what is relevant to a Scout and Guide centre.

The ASGC committee proposes to go ahead with this scheme this summer so that centres can be assessed this summer and have the award in place for next year.

We are looking for 10 centres that are willing to loan £350 each to get the scheme underway. This will be repaid to them as more centres join the scheme.

Could you let us know if you are interested in becoming one of the first centres to be assessed or have any questions or feedback ASAP by e-mailing [training@asgc.org.uk](mailto:training@asgc.org.uk)

### FAQ's

1. How much will it cost my Centre? Yet to be confirmed it is expected to be considerably less than if you go direct.
2. How much would it cost my centre if we go direct to the AAA? £750 for a one off fee to join the scheme which includes 1<sup>st</sup> year's assessment, plus £330 to £400 for a further assessment every 2 years and the £150 annual renewal fee.
3. I only do a bit of schools work, and we've never needed the quality badge in the past. Why should I apply? Because LEAs (Local Education Authorities) are tightening up and will be, very soon, insisting on the quality badge as a minimum standard from all centres used by schools in their area.
4. What gets assessed? Your risk assessments, and SOPs, lesson plans and list of instructors. Basically you have to have all your activities documented and then the assessor will come in for a 1 day assessment and make sure you actually do what you say you do. It's going to be worth it even if you only take Scouts and Guides at your centre, as it demonstrates that you have a robust safety system in place.
5. How long will the assessment take? You have to complete a questionnaire and provide some documentation, then that's followed up by a further 1 day assessment.
6. What happens if I fail the assessment? You will be given advice and help to fix the problem areas and will have to apply for a new assessment.
7. We would like to be one of the first centres to be assessed and would consider helping start the scheme by loaning £350 to the ASGC to start the scheme what do we do now? Just let the committee know your interest by e-mailing [training@asgc.org.uk](mailto:training@asgc.org.uk)

### Assessors

We will require a team of assessors from within the ASGC to do the assessments. Assessors must hold at least 2 NGB activity qualifications and have a broad knowledge of all others. Assessors will also have to be able to follow a set scheme, with attention to detail. Applications will be considered by the ASGC committee and we hope to have assessors strategically placed across the country so that we have someone in most areas. Assessors will be required to complete a 1 day classroom based training course. Assessors would be expected to be either a Manager or deputy manager or a senior activity Instructor or similar. Assessors will be paid a set fee per assessment to be decided by the ASGC committee. If you are interested in becoming an assessor please e-mail [training@asgc.org.uk](mailto:training@asgc.org.uk) with a few details of your position and activity qualifications and knowledge.

Please feedback your questions asp to [training@asgc.org.uk](mailto:training@asgc.org.uk) so that I can have a detailed proposal ready for the next ASGC committee meeting.

Thanks - Nigel Ruse (Training rep. at the ASGC)

## Adventure Activity Associates Newsletter

# Adventuremark and the Learning Outside the Classroom Quality Badge

### Latest updates:

- The Adventure Activity Industry Advisory Committee (AAIAC) confirms that for 2010 Adventuremark will be available free of charge to providers who gain the Learning Outside the Classroom (LOtC) Badge
- New on-line application form for Adventuremark and the LOtC Badge
- AAIAC confirms support for the Badge and details plans for involving stakeholders in consultation

At its January 2010 meeting AAIAC unanimously affirmed its commitment to continuing and developing the adventure activity accreditation schemes for which it is the awarding body for:

- *Adventuremark;*
- *The LOtC adventurous activities quality badge.*

Where appropriate it will seek to do this by harmonising the two schemes yet retaining the freedom for providers to gain Adventuremark alone.

AAIAC will now lead the way in developing a complementary continuum of accreditation schemes across the adventure activity industry. This will encompass statutory and non-statutory accreditation and all age groups not just those within the current statutory framework.

This will enable equality of standards for all users irrespective of age, activity or location. AAIAC will work harmoniously with other stakeholders in these fields and will invite their active participation. AAIAC wishes to start this work with a view to having viable suggestions in time for the forthcoming review of statutory licensing.

- Outdoor Education Advisory Panel (OEAP) confirms support for the LOtC Badge

**In 2009 the new scheme of Quality Badges for LOtC providers was launched. The Learning Outside the Classroom (LOtC) Quality Badge provides, for the first time, a national accreditation combining the essential elements of provision – learning and safety – into one easily recognisable and trusted Quality Badge for all types of Learning Outside the Classroom provider organizations.**

THE SCHOOLS MARKETING COMPANY  
ARE PLEASED TO ANNOUNCE THE LAUNCH OF...

...**TEACHER@CONTACT®** - a brand new emailing service to  
NAMED INDIVIDUAL TEACHERS' EMAIL ADDRESSES

Teacher@Contact® reaches NAMED, INDIVIDUAL TEACHERS EMAILS AT SCHOOLS

**Everybody has been asking about the availability of NAMED INDIVIDUAL TEACHERS' EMAIL ADDRESSES AT PRIMARY & SECONDARY SCHOOLS THROUGHOUT THE UK.**

Now, through our incentivised programme for Teachers and staff within schools, we have gathered these individual Teachers emails in significant numbers and are able to offer an email marketing service directly to these prime contacts.

Click to view [Subjects, Numbers & Costs](#) or [Available Campaign Sending Dates](#)

**Testing has shown that communicating with relevant subject or management contacts by email direct to their own work email address, wherever possible, has a significant, positive effect on Open Rates and Click Throughs.**

**TEACHER@CONTACT® also goes one step further than this. We incentivise teachers through an innovative new programme to receive, open and read our clients email marketing communications...giving your message the BEST chance of grabbing teachers' attention.**

**As part of the commitment we have given to school staff, and to maximize response for YOU, we will be limiting the numbers of emails we send to individual subject teachers and management/support staff – so book/reserve your campaign in now AND MAKE SURE YOU DON'T MISS OUT.**

Click to view [Subjects, Numbers & Costs](#) or [Available Campaign Sending Dates](#)

(please forward this email to colleagues who may also be interested in this new service)

**To book your next email campaign in – together with detailed counts, costs and availability simply [email us](#), or call Veronica Over or Andrew Morgan on 020 8530 7801**

## A few Canny Cracks – courtesy of Colin McKay

In camp, nothing beats a cold dip before breakfast except no cold dip before breakfast.

You will probably find that your truest friend in Scouting is the one who likes you despite your achievements.

One of the things I have learnt as a Sea Scout is that the bloke who rocks the boat is never the one at the helm.

The Scouter who lives in the past has one thing going for him – it's cheaper.

Remarked by a Warden leaving a conference session: "It had a surprise ending. Just as I thought it would never end, it did"

Notes from Committee meeting held on 27<sup>th</sup> January 2010

Apologies from Peter Richardson.

HR – William Chadwick, our retained technical adviser, gets about 10 enquires per year from members.

LoTC (Learning outside The Classroom ) The committee were very keen to develop this relatively new initiative for our campsites and centres. Bryn from Blacklands Farm had agreed to assist with assessors and Nigel Ruse to pursue on behalf of the ASGC.

H & S – Role of Rob Butler as the ASGC H & S technical adviser was discussed and John will contact Doug as to our position and update committee members.

Young People – Most enquires were re job opportunities. Mike Smith agreed to email people regarding how the ASGC might get more young people involved with our work. Emma Forman suggested a YP committee be set up.

IT – The web site had been updated with a new look.

Conference – Income £5760 Expenditure £5598 Surplus £162

The committee discussed the format for the 2010 conference

( Foxlease Sat.4<sup>th</sup> & Sun 5<sup>th</sup> December 2010)

The general feeling was to slow things down, allow more networking (chatting), and spread out over two days. Have the AGM on Saturday morning. Arrange for an after dinner speaker who has some sense of humour. Fri. evening to be a further networking option. Trade show to be longer. Future venues to be assessed and potential hosts are given a list of requirements to meet the needs of the ASGC. Suggestions 2010 sessions: - Website design, hedge laying, practical skills, event management, HR (Human Resource/staff matters), practical tree work, Grass management, Drainage, fishery management.

**(2010 Conference Programme – See separate report.)**

Membership – Committee decided to amend the rather hurried and not too thought out free membership 'deal' arranged at the 2009 conference. After discussion it was agreed the any site or centre that had never been a member of the ASGC would get full FREE membership for one year only and any site or centre that had lapsed paid up membership for two years or more would get full FREE membership for one year. Bill Hindley would conduct a 'Join the ASGC' campaign in the summer after having given the majority of existing members time to pay up.

Constitution – It was agreed to look at several changes and recommendations to be put to members before 2010 AGM for voting.

Advertising – John Carruthers to investigate costings', appearances and regularity of advertising in Scouting and Guiding magazines.

Travelling it was agreed to increase mileage rate to 30p per mile for committee members getting to meetings.

Exhibitions – We were committed to the Outdoor Show for 2010. General feeling was that we should concentrate more on needs of members rather than exhibitions and shows. The effectiveness of the Outdoor Show would be assessed, before making a firm decision for 2011. It was thought that attending the Gilwell reunion was worthwhile.

Logo – Requires updating due to changes in Scouting and Girlguiding logos.

Badge logo also requires updating – Bill Hindley to investigate cheaper production methods.

Next full meeting to be at Foxlease in September.

## Campfires (By the editor)

In this article the construction and programme for traditional campfires is discussed and suggestions given.

Today it appears that the campfire sing-along is a dying art. I would suggest that to our visitors, many expect a Saturday night sing song when visiting a Scout or Girlguiding venue.

Here are a few pointers to success;

1. Start 15mins. After the advertised time. There will always be latecomers who will only disrupt the proceedings when taking seats. i.e Advertised start 7:45 actual 8:00pm.
2. Light the fire 5 mins. before you start singing, guests like to see the fire lighting, hopefully.
3. If possible get a younger member of the audience to strike the match and light it.
4. If you are the campfire leader, always build the fire yourself or leave it to someone you trust implicitly.
5. Always add a small amount of 'BP Spirit' to the starter fire, at least one hour before lighting.

(This will prevent the smell of burning paraffin wafting amongst the crowd and saying "They cheated and used paraffin.") Never use petrol, thinners, acetone, methylated spirit, or diesel fuel (It just will not light), all the previous will just flare up dangerously. If you do not have any paraffin then 'white spirit' will do, even though it's more expensive. There is nothing worse or more embarrassing than a campfire that does not light

6. Have a programme of songs you are going to sing and written down. Popular lively songs to start with. Keep the songs simple with plenty of actions. Repetitive songs are easy to sing a long with. Do not introduce new songs by repeating the words over and over again, very loudly and then introducing the melody, and then reminding the audience of the words once again. Just go with it and if they don't join in it is not a song for next week! End the campfire with two softer songs to slow things down and create an atmosphere. Intersperse sing along with action songs. Do not have any consecutive stand up songs. Remember who your audience is and select appropriate songs. Cub Scouts and Brownies have different tastes to Explorer scouts, Rangers and adults. If necessary mix them up to cater for all ages. Do not try and be clever by demonstrating how clever you are with intricate action songs that nobody, apart from you, can follow.
7. Always state at the beginning that Scout & Guide songs have many different tunes and versions. For the sake of harmony and respect ask the audience to please stick to the version being demonstrated by the campfire leaders.
8. The programme of songs should **NEVER** last more than 60 minutes. (It's about 3 mins. per song to give you a clue.)
9. Try and have other helpers, who you know and trust, to break up the monotony of your own style and voice.
10. **Do not permit unknown** volunteers to perform the 'stunt of the year' in front of YOUR invited guests, who will usually proceed to embarrass and bore you, and everyone else for a very long time and finally some unsuspecting Brownie who gets a face full of water or other material that she really didn't want.
11. When singing, face the audience, look up, smile, move around, and wave your arms about in time with the rhythm. Above all be loud and smile again.
12. **Never**, ever, be afraid to stop the proceedings when; participants continue to shout out very loudly their own version of your song, misbehave in any way, talk loudly when you are introducing the next item, do their own actions. **STOP**, ask them to conform or leave the arena. Generally you will get the support of the rest of the audience.
13. **WARNING** – If you have a large District camp on site who will attend your campfire. Make sure the adult Leaders are distributed amongst the young people and not sitting in a line on the back row. They can then administer control if necessary.

Campfires (Cont'd)

There are many ways to construct a campfire but here is my favourite.

It is known as the 'Friendship' fire. Do not know the real reason for its name, but I was told it is because the embers fall from the top and meet up with those at the bottom in friendship. If anyone else knows a better explanation – please contact the editor.

One of the main attractions for constructing this type of fire is that it lights from the top and burns downwards. It also starts off soft and lightly and gets brighter as it burns down. A useful aspect as the evening sun lowers over the horizon and darkness falls. Finally, if constructed, correctly of well seasoned timber it should end up as embers for the end of the sing a long - (60 mins. MAX.).



A real fire - lighting

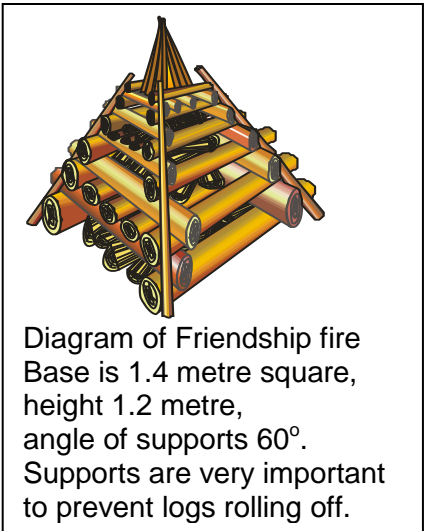
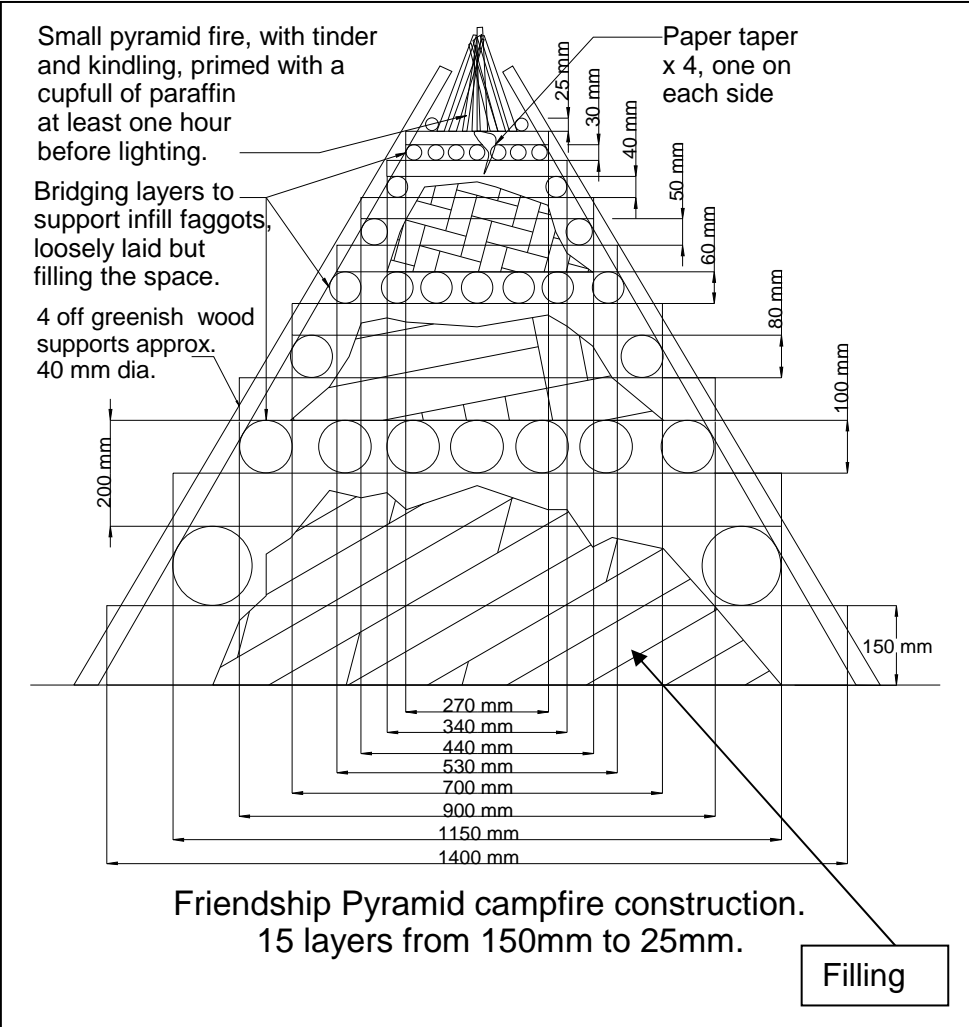


Diagram of Friendship fire  
Base is 1.4 metre square,  
height 1.2 metre,  
angle of supports 60°. Supports are very important to prevent logs rolling off.



With the aid of a chainsaw, this how a pallet campfire may look like a traditional pyramid fire. 30 mins burn.



Friendship Pyramid campfire construction.  
15 layers from 150mm to 25mm.

Filling

Technical details

Although there is probably some 2<sup>nd</sup> order differential equation to work out the lengths of timber for each layer?

I do not know it. Here is a basic guide for an 8 layer pyramid with bottom layer 150mm dia. & top 25mm.

Note each layer consists of identical levels; i.e there is 4 off each length cut. All dim's. in mm.

Layer	Dia.	Length
1	150	1400
2	100	1150
3	80	900
4	60	700
5	50	530
6	40	440
7	30	340
8	25	270

Note all above lengths are approximate and may very well be wrong.

### Data protection Act and Child Protection

Extract from a newspaper.

It was one of those bumper ceremonies where they induct several babies at once. The three families were unknown to each other, but were casting shy smiles across the pews when the vicar coughed into his clip-on microphone.

"Before we begin," he said, drumming his fingers together in the prayer position, "a little technical matter. Please don't take photographs during the ceremony. It's against the Child Protection Act. In case you accidentally get someone else's child in the background."

As we frowned in bafflement, he attempted to explain: "It's all this digital manipulation you can do these days..."

There was no more smiling after that: only incredulous silence. What should have been a celebration of innocence had been invaded by the most sordid of spectres.

As each baby, resplendent in white lace, received the blessings of Christ, all I could think was: is it really possible to fashion something so vile from an out-of-focus shot of someone else's infant dressed up like a frothy lavatory-roll cover?

Afterwards, I rang the Home Office. They assured me that there is no law against taking photographs of other people's children, provided you do not harass or harm them.

Next, I rang the Health and Safety Executive, where a long-suffering press officer confirmed this. "It's the sort of mad idea that over-zealous managers are always making up," he told me sorrowfully. "And we get the blame."

No doubt those managers would say they were just doing what parents want. But there are many like me, who detest this culture of suspicion - and who believe that, far from keeping pederasts at bay, it magnifies their corrupting influence beyond all proportion.

We ought to make ourselves heard, instead of grumbling from the sidelines while the hysterics win the day. We ought to, at least, start tapping on shoulders.

#### Editors comment

I spent a long time researching this issue over the content in the ASGC's new advertising leaflet. It appears that, to date, as long as the photo is, i.e. it does not include people's names and venue, (no date, time, place) at which the picture was taken then it does not contravene the Data Protection Act. Likewise if the picture is taken on private land, and with the owners permission it also does not contravene the Act. Pictures taken in a public place are also outside the Act. However, as there are still some unresolved (Court rulings) regarding the legality of photographing and publishing pictures of young people, it is therefore advisable to state, somewhere in brochures, event programmes etc. that photos may be taken for advertising and marketing purposes only during the event. I think the keyword is 'publishing'. It is a sad fact that there are cases where families have split up and one partner has taken a child away to a place where they do not wish the other partner to find. By innocently publishing a recognisable photo of that child at an event, stating date time and place, may give a clue as to the location of that child. Therefore not only should the child be anonymous but also the location.

## Training Courses at ASGC Centres 2010

Dates		Venue	Region	Cost	Contact Email & Tel.	Notes
From	To	Archery (GNAS Tutors Diploma)				
Inc.	2/10/10	3/10/10	Broadstone Warren	South East	£205	enquiries@broadstonewarren.org.uk 01342 822573
	9/10/10	10/10/10				
Inc.	15/5/10	16/5/10	Belchamps	South East	£180	nigel@belchamps.co.uk 01702 562690
	22/5/10	23/5/10				
Inc.	20/11/10	21/11/10	Fordell firs	Scot.	£200	warden@fordellfirs.org.uk 01383 419073
	27/11/10	28/11/10				
Inc.	24/7/10	25/7/10	Blackland Farm	South East	£260	blackland@girlguiding.org.uk 01342 810493
	31/7/10	1/8/10				
Inc.	2/10/10	3/10/10	Blackland Farm	South East	£260	blackland@girlguiding.org.uk 01342 810493
	9/10/10	10/10/10				
Inc.	27/11/10	28/11/10	Thriftwood	South East	From £160	thriftwood@btinternet.com 01277 212784
	4/12/10	5/12/10				
Inc.	8/5/10	9/5/10	Frylands Wood	South East	£160	frylandswood@hotmail.com 0208 6571154
	15/5/10	16/5/10				
Inc.	16/10/10	17/10/10	Frylands Wood	South East	£160	frylandswood@hotmail.com 0208 6571154
	23/10/10	24/10/10				
	17/9/10	20/9/10	Waddow Hall	North West	?	waddow@girlguiding.org.uk 01200 423186

## Guide Level 1 Training

	6/11/10	7/11/10	Blackland Farm	South East	£100	blackland@girlguiding.org.uk 01342 810493	Residential
	Oct.	Oct.	Broadstone Warren	South East	£60	enquiries@broadstonewarren.org.uk 01342 822573	
	06-Nov	07-Nov	Fordell Firs	Scot.	£100	warden@fordellfirs.org.uk 01383 412704	Indoor accommodation
	20/8/10	22/8/10	Waddow Hall	North West		waddow@girlguiding.org.uk 01200 423186	

## Fencing NGB Award

	3/6/10	4/6/10	Belchamps	South East	£75	nigel@belchamps.co.uk 01702 562690	Non Residential Lunch included
--	--------	--------	-----------	------------	-----	------------------------------------	--------------------------------

## NSRA Tutors Diploma

	8/5/10	9/5/10	Belchamps	South East	£50	nigel@belchamps.co.uk 01702 562690	Non Residential
	30/10/10	31/10/10	Thriftwood	South East	From £160	thriftwood@btinternet.com 01277 212784	Non Residential. Camping available. Bring own lunch
	15/10/10	16/10/10	Broadstone Warren	South East	£60	enquiries@broadstonewarren.org.uk 01342 822573	

## Training Courses at ASGC Centres 2010 (Cont'd)

## Food Safety

5/6/10	Waddow Hall	North West		waddow@girlguiding.org.uk 01200 423186	
--------	-------------	------------	--	---	--

## First Aid

13-Nov	14-Nov	Broadstone Warren	South East	£60	enquiries@broadstonewarren.org.uk 01342 822573	
02-Oct		Blackland Farm	South East	£50	blackland@girlguiding.org.uk 01342 810493	
09-Oct		Blackland Farm	South East	£50	blackland@girlguiding.org.uk 01342 810493	

## BCU (one star)

23-May	Blackland Farm	South East	£50	blackland@girlguiding.org.uk 01342 810493	
27-Jun					

## BCU (two star)

22-Aug	Blackland Farm	South East	£50	blackland@girlguiding.org.uk 01342 810493	
26-Sep					

## RYA &amp; BCU &amp; Scout Permit Assessment Weekend

01-Oct	03-Oct	Moor Crag Gt Tower	North West	?	countyoffice@westlanchashir escouts.org.uk 01995 61336	
--------	--------	--------------------	------------	---	---	--

## Rodent Control

April ?		Thriftwood	South East	£60	thriftwood@btinternet.com 01277 212784	1 day course. Bring lunch
---------	--	------------	------------	-----	---	------------------------------

## Abrasive Wheels

May?		Thriftwood	South East	£60	thriftwood@btinternet.com 01277 212784	Half Day
------	--	------------	------------	-----	---	----------

If you would like your site or centres courses advertised that email to:- training@asgc.org.uk  
Looking for training providers? Google - Eastern Training Alliance.  
Or search 'Training' in your area. ie training north east and you will be inundated with allsorts of courses.

### Hits and Things

Ladies and gentlemen it occurs to me that, as members of the ASGC, our main attraction to customers is our web site. The following graph regarding the Outdoor Show and interest from potential customers may be of interest.

However, if we are to attract customers from all organisations to our sites and centres then we must make them aware of the ASGC and what it can do for them.

We have already mentioned a new advertising leaflet and there will be a forthcoming 'Join' the ASGC campaign later this year.

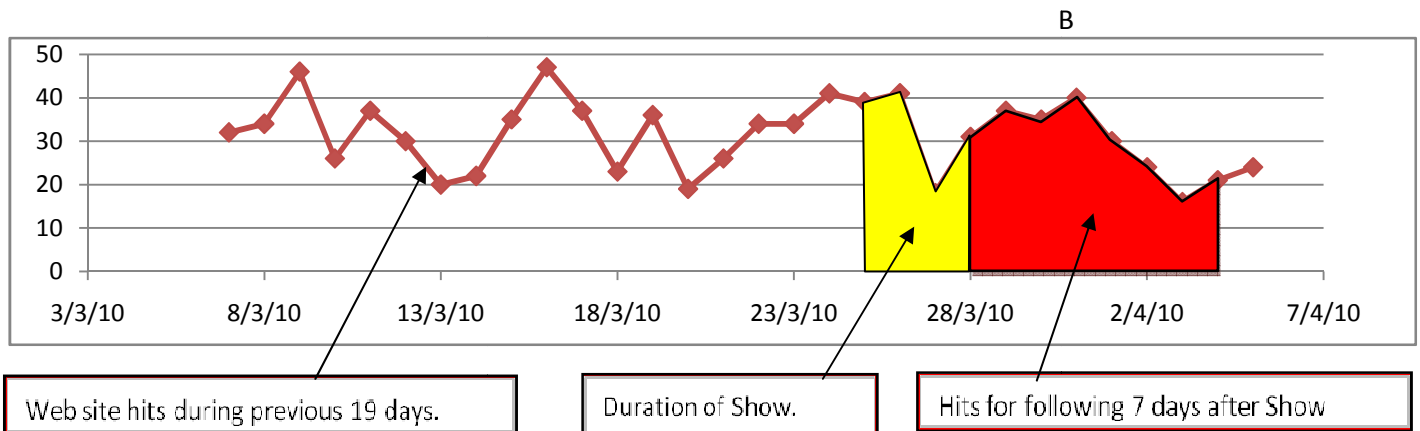
**To this end I would like all members to participate in a 'HITS' day.**

Therefore I propose that on Sat 23<sup>rd</sup> April every ASGC member logs on to [www.asgc.org.uk](http://www.asgc.org.uk) as many times as they can. This will then enable our Web master to produce a graph demonstrating the huge increase in visits, the magnitude of which is bound to impress potential visitors as to the power of the ASGC web site, as well as to new members.

**We will send a reminder email nearer the date. Please help us to help you.**

## The Outdoor Show

Below is a graph of the number of visits to the ASGC web site, both during and after the Show. We leave it up to you determine how worthwhile this venture is. Please email your comments to [asgccommitte.org.uk](mailto:asgccommitte.org.uk)



Web site hits during previous 19 days.

Duration of Show.

Hits for following 7 days after Show

**Full report of the show is forthcoming**

## Your Web Site

Answers from Page – 2

1. Yes or No.
2. Yes or No.
3. If No – go to [www.asgc.org.uk](http://www.asgc.org.uk) Click on Members Area ;In Username type asgc In Password type e47qw (No Space!) You should now be in Registered Members page. You have a choice of:-  
 Subscribing to email list. (You can therefore add other members of staff or Committee members to this list.)  
 Renew membership  
 Update your entry
4. To add photos of your site/centre email to [web@asgc.org.uk](mailto:web@asgc.org.uk) one,two or a max. 3 jpg files (300dpi resolution) and Pete will add. (Seemple!)
5. If Yes goto [www.asgc.org.uk/newsletter.htm](http://www.asgc.org.uk/newsletter.htm)

## More about your Web Site

**New feature added;**

**Conference facility – If you offer conferencing then go to update and tick the box.**

**Messaging Facility – Leave notes for others to read.**

**Reviews – Get customers to post a review of your site or centre for others to read.**

**You do however have to let customers know were to go to post a review.**

**To this end your committee have produced an advertising leaflet. This informs potential customers of what ASGC members sites and centres have to offer. A pdf file of this leaflet will be posted on the Web site in conjunction with this edition of InSite. Take a look, you can print some off yourself if you have a borderless facility on your printer, or you can email the editor and he will post as many copies as will fit in a 2<sup>nd</sup> class envelope. You can then display these in reception for people to take away and read. They can make good firelighters, if nothing else!**

**Let us know if you feel this is money well spent.**

**For our customers one of the main things the ASGC has to offer is it's web site**

**LET THEM KNOW – [www.asgc.org.uk](http://www.asgc.org.uk)**

### Scoutbase

Have you updated your entry in the campsite directory?

It is still very popular amongst leaders although it does not contain the info of the ASGC web site.

It does however have a link to [www.asgc.org.uk](http://www.asgc.org.uk)

It is very simple and now changes are implemented very promptly.

(Ed – comment “There can be nothing more off putting for a potential customer than to visit a web site and then finding that it was last updated 5 years ago. It does not smack of efficiency and it makes one unwilling to visit, or even enquire about coming.)

Log on to [www.scoutbase.org.uk](http://www.scoutbase.org.uk) and email the editor [camping-ed@scoutbase.org.uk](mailto:camping-ed@scoutbase.org.uk)

### Conference 2010

You should already be aware that it to be held at Foxlease Guide site in Hampshire  
Dates – again 3<sup>rd</sup>/4<sup>th</sup> – 5<sup>th</sup> December 2010

We would like to hear from members regarding the proposed changes in timings etc.

Do you have any suggestions for session or workshop material?

Have you any recommendations for suppliers to attend the Trade show (now all afternoon and free of charges.)?

If you have anything to contribute to any of the above please email - [committee@asgc.org.uk](mailto:committee@asgc.org.uk)

Following changes to both the Scout Association and Girlguiding uk logos we have updated the ASGC logo to reflect these changes.



**New ASGC logo**

The jpg file (asgclogo.jpg) may be located on the asgc web site associated with this Newsletter. Please incorporate the new logo in your web sites and letter headings as soon as possible. If you require it in any other format please contact the editor. It is designed in Corel draw. Version 4. Email [editor@asgc.org.uk](mailto:editor@asgc.org.uk)

If you have anything you might like to have published in the next newsletter in July then please forward the text to the [newsletter@asgc.org.uk](mailto:newsletter@asgc.org.uk) He will almost certainly publish.

### A Final Canny Crack

Most of us will never do great things but we can all do small things in a big way.

### A very old Crack

You can lead a horse to water, but you cannot make it drink.