

2020 Luton Scouts Media Team AGM Report

The sad passing of Peter Sutherst, meant a need to reassess how Media Team continues
To present positive articles and images of young people enjoying exciting activities.

Section Leaders Paul Oakley, YSP's Emily Baker and Stephen Avis joined Stuart Else, Helen Halsey, David Colclough, Mark Chamberlain, Ray Aldous, Helen Mann and myself.

Emily and Stephen head a team of YSP's looking at new approaches to Social Media activities which support website and Facebook activities. The YSP course has enjoyed varying levels of success, creating a better understanding of media activity, and it's important for the future of Scouting across Luton. Changes in approach have enabled participants to be involved in the areas where they feel more comfortable, be it in Group, Unit, District and Town. Young people have successfully written articles and taken pictures which have been published in local papers, Luton Scout Website and Facebook.

Emily Baker is a member of the HQ Community Impact group, which is responsible for the Million Hands project and has spoken to MP's and others in the Speakers Rooms in Parliament. She is also a voting delegate the British Youth Council representing UK scouting.

The Luton Scout Website development continues to enable non Scouting people to find local Scouting, with an average of 20 plus enquiries a month. We continue to look at how the website can support the membership by making it the starting point to find answers to questions, look at Scouting activities, campsites, training, international activities and find historical information.

Communication of activities, dates, waiting lists and other changes remains a challenge.
Positive information creates a positive portrayal of Scouting in the eyes of both the public and the membership.

I would like to thank members of the Media Team, YSP's and groups for their hard work in projecting Scouting in a positive way.

Gerald Law
Luton Scout Media Manager