



District Governor's Newsletter

District Governor 2012/2013 Rob Brown



RAPPING WITH WAYNE

August can be a quiet month for some clubs but, having visited six clubs during this period, I know that it is far from a rest month. I continue to emphasise that Lions and clubs are the heavyweights in our organization as you alone serve our communities. This is most evident in club visits, to the extent that I do wonder how, in some low member number clubs, all the service work is achieved. I am in regular contact with Vice DG's Dave and Carole so I am aware that they are reporting the same for their visits. Congratulations to you all on your achievements to date; please keep up the good work.

There can be no more important education subject than English. Literacy skills are crucial to pupils' learning for all subjects, yet too many pupils fall behind in their literacy early on. In most cases, if they can't read securely at seven, they struggle to catch up as they progress through their careers. One in five children do not achieve the expected literacy levels by the end of primary school- 100,000 pupils last year- rising to one in three pupils from disadvantaged backgrounds. One in seven adults, as many as five million people, lack basic literacy skills.

When International President Wayne Madden introduced the "Reading Action Program" (RAP), my immediate reaction was that it would apply to children in third world countries, perhaps to a few but not many in the UK. How wrong I was! The above paragraph shows statements from Ofsted; I find them amazing. The RAP is a call to action for every Lions club to organize service projects and activities that underscore the importance of reading, and address specific needs related to illiteracy within their own community. District Officer Glenys Sanders, chair of the Youth Team, will be expanding on RAP in our next newsletter; do please give

thought to how your club can help in your community, and let DO Glenys and DO Beverley (PR) know what action you are taking.



October is our Sight month, with the actual World Sight Day being Thursday Oct 11th.

What is your club planning for your community? A blind-folded walk for the town mayor and possibly the newspaper editor (which usually guarantees publicity) or visiting a school to show children how difficult it is to complete normal day-to-day activities without full vision. Simply giving out Sight leaflets in your town centre raises both awareness of sight issues and your club's profile. Please report your activities to DO Beverley (PR), together with relevant photos.

Most Zone chairs will have held their first meeting by now; these are open to all club members but it is important that particularly club presidents and also secretaries attend. It is an opportunity to develop the zone team, to discuss experiences between clubs and learn from other Lions, both the good and not so good encounters. Remember that your club gains strength by acting as a team, and this can be enhanced by being part of your zone team.

I thank clubs for the welcome that you have given to Dave, Carole and me during our visits. We are there as part of the district team, and that team exists to support you and your club. Please make use of any district officer; usually we can help and have a positive input in some way.

Rob

Together in a World of Service



Environmental News

As Environment Officer I thought it only fair to wet your appetite for such matters with a quirky and unusual environmental thought or snippet for each month. Little did I know that the inspiration for my first piece of 'news' would come from none other than Lions David Durrington and Ken Topping, whilst sharing a table with them at our District Handover. Seeking ideas for an innovative project I eagerly sought their advice. Imagine my surprise, disbelief and incredulity when they suggested that I look no further than the Welsh Sheep Poo Paper Company! You can only imagine my thoughts and the ensuing conversation! I live in Wales and have never heard of it before. They both reassured me that it did.....so throwing caution to the wind, I went online to investigate. Lo and behold there it was, bringing a whole new meaning to the expression 'Where there is muck, there is money'!

<http://www.creativepaperwales.co.uk/index.aspx>

The website outlines how paper is made from recyclable materials, including plants and sheep poo! Bespoke items can also be made (let me at this point say watch this space??!!!). It makes an interesting read (truly!!) and actually has a serious message to convey.

As for our District I have two clubs that I would like to commend to you for their environmental work.

Over several years the Lions Clubs of Llandudno and Conwy Estuary have been involved with local primary schools in a Keep Our School Tidy project. Regular visits are made to the schools to see what the children have been doing to keep their playgrounds and gardens tidy and what environmental projects they have adopted.

The schools are awarded stars for their achievements. Towards the end of the school year the club president visits the schools and presents them with a prize cheque of money which will go towards an environmental project at the school.

I believe this to be a good, easily managed, community project that is not only environmental but provides an "in" with the schools for other projects and the Lions are known to the children in those areas. This may be a project that other clubs would wish to adopt.

I encourage all Lions to *Reduce - Reuse - Recycle* and would be interested to hear of other environmental projects within the district.

Teresa Nickson

**YOUR CLUB COULD BE HELPING TO FILL THIS SPACE, SEND IN YOUR NEWS.
LET THE REST OF THE DISTRICT KNOW WHAT YOU ARE DOING.**



St Luke's Phoenix Project supported by Vale Royal Lions

The Vale Royal Lions Club is delighted to support St Luke's Hospice to further its unique Phoenix Project to help young local people through very difficult times.

The Phoenix Project provides a bereavement support group for young people aged 6 to 17, who have experienced the death through illness of someone important to them. It helps them to understand loss and change, in a safe and friendly environment where young people can feel accepted and secure.

The project relies on donations to be able to continue to provide this vital service and to develop it further to become a model for other hospices to copy.

Sally Kerr of the St Luke's Hospice Phoenix Project is pictured receiving a donation of £1000 from Stan Randall of the Vale Royal Lions Club at its Club meeting on 7 August.



Youth Exchange visitors to Zone 8

Zone 8 Clubs Host Youth Exchange Guests

Once again, Clubs from Zone 8 have successfully hosted a group of young overseas guests for 10 days prior to their joining MD105 International Youth Camp, held this year in Liverpool. The group of girls comprised Alie from USA and Anna from Sweden, hosted by Rick and Pam Talbot in Gnosall; Aino from Finland, hosted by Carole Hodgkinson and Edward Godden in Stoke; Lea from Germany and Tamara from Georgia, hosted by Pauline and Bill Hodgkinson also in Stoke and Natascha from Switzerland and Natsuko from Japan, hosted by Dave and Chris Handley in Stone. During their visit the girls were able to meet several local Lions and take part in a number of joint activities and day trips.

For anyone who has not considered hosting a Youth Exchange visitor, why not think about it for next year? The youngsters all speak English and are selected by their local Lions Clubs to be ambassadors of their own countries. They are keen to learn about the British way of life and our culture and, in return, give their host families an insight into to growing up and living in another country. Attending the Youth Camp also provides them with the opportunity of mixing with young people from many nationalities – a total of 28 countries were represented in Liverpool this year.

One of the Lions Clubs International Purposes is 'to promote and foster a spirit of understanding among the peoples of the world' and it would be difficult to find a better, or more enjoyable, way of achieving this.



The photograph shows the six children with, (from the left - Lion Dave Butterworth presenting a cheque for £300 to Mags, Lion George Tavener (our revered piper), Mags Whiting, Lion Bill Spencer, and Lion Pat Brady.

Stockport helps Chernobyl Children

Once again the kindly folk of Stockport dipped into their pockets and supported a local children's charity. Pictured are six Belarusian children, all recovering from serious genetic diseases, who have been invited along with their mothers, to spend a recuperative holiday in our area. For the last seventeen years Chernobyl Children's Project (UK) has brought children away from their nuclear contaminated homeland of Belarus to stay with host families. For many years Romiley, Marple & District Lion's Club have helped the charity to finance part of their airfares and are pictured here presenting trustee Mags Whiting with a cheque for £300. George the Piper who is one of the Lions, came along to give them a rousing send off.

The excited youngsters are about to travel to Llandudno to see the sea, for the very first time, travelling on a coach partly funded by the drivers and staff of Bullock's Coaches, Cheadle. After an unusually sunny day the Belarusian children and their mothers were treated to a meal in Llandudno funded by the Llandudno Lion's Club. "The support given by the Lion's Club has become an important part of our charity's work" says Mags.

Anyone interested in supporting this charity please contact Mags on 01457 865805.



News from Clubs & District

What is prickly, spiky and 65 years old ?

Answers on a postcard please.



OLYMPIC FACT

Lions are in more countries than appeared at the 2012 Olympics (204 competing countries), Bhutan was the 210th country to join the Lions Family at the last International Convention.

An Interesting Prospect!!

IPP Sam Alcock with Alsager Lions latest possible new member. It is believed the candidate pictured with Sam will be able to make a positive contribution to the club, once a couple of "attitude issues" have been resolved. The club is very excited about the future and are positive that the latest member, once he has settled into his new home, will bring a smile to people's faces and help us raise more money for "Good Causes."

Lions Club of Llandudno work with Venue Cymru on joint Fund Raising



The Lions Club of Llandudno and the Venue Cymru Fund Raising Team will be taking part in a sponsored swim on Monday 5th November at the Llandudno Swimming Centre. Members of both organisations are taking part in the swim. Lion President George Gilpin said "I would like to thank the manager of the swimming centre for allowing us to have this event in November." This fund raising event is being held to raise money for a big charity weekend which is being staged in Venue Cymru in March 2013. The Spring Event will have a full program of entertainment to suit everyone from keep fit and Zumba in the morning through to cabaret and a male voice choir. The proceeds will be shared between the Lions and Venue Cymru's fund raising team. This is a splendid example of Lions working in partnership with other local groups, an example to be followed.

WARNING: CHEADLE LIONS ARE PLANNING A FABULOUS MAGGOT RACE FOR 7TH SEPT



PR Corner

HQ has some very exciting news on the PR Front. They are to employ a Marketing & PR Coordinator on a Part Time Basis. They will be proactive and reactive to all PR opportunities. For example – contact all the major supermarket chains to develop a good working relationship so that when there is a disaster they will ring someone up and ask for time in the shop to fund raise. When COG agree to a piece of equipment to be used on such occasions then this can be put into as many shops as possible to show how the Lions are helping the people affected by the disaster. This person will be required to build up contacts with the Press and act as the link to the Chair of Council on press related issues. All day to day development and purchases of corporate style material and stationery will be handled by this person also. We will also

employ a M & PR Consultant (*time purchased on an as and when basis*) who will put together the M&PR Strategic Plan with the Chair for approval by COG. A more detailed action plan will then be drawn up and agreed by the M&PR Group. We are able to afford this as one member of staff has retired and our fabulous webmaster Lion Dave Allen ,by putting our MD website in shipshape fashion has saved Lions a fortune in changing the way the website is run. Talking about the website there will be some great changes in our website from September, details will follow. I have had 3 clubs interested in Lion Suits this is the last call to see if anyone else wants one. Take a look at the previous Newsletter to find details.

Bev Stanyer Chair Public Relations :

Thoughts from the Editor's Chair.

I know I am going to annoy people but here goes, these are my personal opinions.

I sat down on Saturday night to start putting the Newsletter together, wondering how I was going to sort through the mountain of emails. Considering that this publication is about the most exciting and worthwhile service organisation in the world I must say that I have never been so bored. I can see now why professional journalists are driven to drink. Remembering that the things I get for inclusion are quite often based on pieces that are presented to local newspapers for inclusion, I understand why not much gets published. Faced with a mass of

information which is competing for limited space, any piece sent for publication must have a **difference** it must make the journalist smile, laugh or cry. It must be something that will appeal to the public. Journalists and newsletter editors are all working to tight deadlines, so they are going to include those pieces that catch their eye and those pieces that can be included without too much work. Give them an eye catching headline, even if they are not going to use it, the headline will make them read your piece.

Know what you want to say and say it; keep it simple, no jargon. Write it as if you were talking directly to someone. You can be sure; if I find the piece uninteresting (and I care about Lions) the journalist will be similarly affected.

Editor



Showing youngsters how to make their mark

Anton is the eldest (chronologically senior) Alsager Lion, about 85, AND HE does his best to help raise money but his legs and hearing are not so good these days. However he wanted to take on the Peace Garden and it just shows that no matter how old you are, you can still do your bit to help raise the profile of Lions International. Footnote, he was ever so pleased to see his picture in the local newspaper.



AA to the rescue at Lions Day on Wheels

Telford Lions held their eighteenth 'Lions Day on Wheels' on 8th July 2012 in Wellington. This family fun day is themed around classic cars and motorcycles, - among those who came to show off their special vehicles were the Automobile Association who brought everything from an old motorbike and sidecar to a new 4 by 4. At the end of the day this came in very useful as a lorry got stuck on the field and was towed off by two of the AA vehicles. Vehicles of all shapes and sizes were on show with the oldest from the 1920s and the newest on the dealers stand not even registered yet. The emergency services were all present and very popular as children had a chance to get inside police cars, an ambulance and a fire engine.

The day officially began at 11:00 am when Town Crier Percy Simmons called everyone to order for the Mayor of Wellington, Councillor Frank Burns, to formally open the event. He then toured the stands with Lion President Jean Wordsworth on her first official duty as President. The day actually began around 7.00 a.m. when club members and helpers turned up to set up barriers, gazebos etc -to be rewarded later by a very welcome cooked breakfast provided by Lions Carole Williams and Elsie Waters. After the very wet start to the month everyone had their fingers crossed for a fine day - it worked as the sun shone all day



and the crowds turned out to enjoy themselves.

As well as the cars there were around 60 stalls selling a wide range of products -the introduction of a farmers market meant that much of it was edible!! There were donkey rides, a fairground and a circus workshop for the children. While in the arena there was a great selection of music and dancing, with a chance to try out Zumba dancing for the energetic.

Lion President Jean Wordsworth said: "Each year we enjoy bringing this event to the local community where friends and family can enjoy a 'fun' day out together. We think our community has the most amazingly generous people willing to give to those in need. Lions Day on Wheels provides us with a chance to thank the local community for their generosity and kindness throughout the year. We all have a great fun day and raise even more for good causes."

FLINT BEAR THE TORCH



Members of Flint & District Lions Club and their partners were given the opportunity to follow up their Flint 2012 Olympic Host Night by posing with the Paralympic Torch during the Paralympic Torch Experience.

With the Paralympic Torch Relay only days away, Sainsbury's customers have the opportunity of seeing

the torch up-close as it goes on a special tour across the UK. On Saturday 18th August, the torch visited the Flint branch of Sainsbury's, where Flint & District Lions Club can often be found raising money. The stop at Flint was one of 61 locations across the UK.

620 torches will be used in the 24 hour relay which takes place from Stoke Mandeville in Aylesbury, the home of the Paralympic Movement, to the Olympic Park in Stratford, London on Tuesday 28th and Wednesday 29th August.

Members of Flint & District, who recently hosted District 105BS Convention in Mold, with an Olympic theme, were out in force supporting the superstore's Olympic initiative.



District Governor Travels September & October 2012

Contacts

DG Lion Rob Brown:-

mrapp@talktalk.net

1st VDG Lion Dave Handley:-

davidhandley41@yahoo.co.uk

2nd VDG Lion Carole Hodgkinson :-

carole.hodgkinson@virginmedia.com

Important Note to Clubs

regarding DGT Visits

If any of these dates are not suitable then please contact the Officer due to visit your club as soon as possible.

The list opposite was prepared at the beginning of June 2012 and some clubs may have changed their dates since the initial list was prepared. (**NB** Tracking the movements of 3 DGT Officers has proved much more difficult than just the DG. - Editor)

Visit	Club	Visited by
03/09/2012	City of Bangor	DG Rob Brown
03/09/2012	Pwllheli	1VDG Dave Handley
03/09/2012	Wrekin	2VDG Carole Hodgkinson
04/09/2012	Llandudno	1VDG Dave Handley
04/09/2012	Newport	2VDG Carole Hodgkinson
05/09/2012	Helsby & Frodsham	DG Rob Brown
10/09/2012	Birkenhead	DG Rob Brown
10/09/2012	Lichfield	1VDG Dave Handley
11/09/2012	Romily & Marple	1VDG Dave Handley
11/09/2012	Whitchurch	2VDG Carole Hodgkinson
12/09/2012	Middle Marches	DG Rob Brown
12/09/2012	Stone	1VDG Dave Handley
17/09/2012	Tamworth	1VDG Dave Handley
17/09/2012	Macclesfield	2VDG Carole Hodgkinson
17/09/2012	Wilmslow	DG Rob Brown
18/09/2012	Burton-on-Trent	DG Rob Brown
25/09/2012	Hednesford Branch	1VDG Dave Handley
26/09/2012	Knutsford & District	DG Rob Brown
27/09/2012	Stockton Heath	1VDG Dave Handley
27/09/2012	Uttoxeter	DG Rob Brown
01/10/2012	Malpas	DG Rob Brown
16/10/2012	Cheadle	DG Rob Brown
18/10/2012	Alsager	DG Rob Brown

REDEDICATION SERVICE REMINDER

Just a reminder that we have the annual Rededication Service at St Johns Church in Hartford, Northwich on Sunday Sept. 16th 2012, commencing at 2.30pm. It is a short service followed by refreshments, and is an enjoyable social event, an opportunity to meet and chat with other Lions. DG Rob hopes that you can attend; please let him know by email by latest Sept 9th, to assist catering plans. Full details are in the August Newsletter.

BERYL SAYS THANKS

PDG Beryl would like to thank everyone who contributed to her present. She assures us that it will help her along the next rung of the technology ladder, when she buys a Kindle, or Ipad or something like that, (All very clever and sophisticated if you ask me. Editor)



Welcome New Members

Name	Club	
Alsager	Andrew	Cartwright
Buckley & Mold	Cliff	Bull
Buckley & Mold	Geoffrey	Darkins
Malpas	Kristy	Faulkner
Malpas	Billy	Norgan
West Kirby	Donald	Corper
West Kirby	Marjorie	McCarthy

Visiting Lion
Latest Results



2012-2013

At 23rd August

Club	Points
Stoke on Trent	133
Stone	96
Telford	76
Flint	72
Newcastle Under Lyme	63
Little Orme	53
Leek	38
Tamworth	38
Beaumaris	36
Cannock	27

LIONS' CELEBRATION EVENING



Helsby and Frodsham Lions and guests enjoyed a chance of a lifetime at their Celebration Evening when they met not one but two Olympic Torch Bearers. Although Joe Beswick and Lucy Doherty had not done their runs locally, it was an opportunity that could not be missed. Joe has been involved with the organisation of Helsby Running Club for over 50 years and is still very spry at the tender age of 81. Lucy is hoping to represent Team GB in the Commonwealth Games in 2014 and the Olympics in Rio in 2016 in the Backstroke Swimming events. HFLC has helped to fund her training. Her competition swimming costumes cost £300 and last for just 55 minutes in competition

swimming. The travelling costs are immense.

DG Rob Brown made presentations of "Young Leaders in Service" Gold Certificates to Stephen Peach and Joseph Smith. They had both served 100 hours in service to their community. They were joined by Tom Stockton who had already received his certificate in a presentation at Helsby High School, where all 3 had been pupils. It was great that their parents were present to enjoy the evening. The evening was a good PR event.

The copy deadline for the next issues of the DG's newsletter 23rd Sept & 22nd Oct

Newsletter Contact is:- bsnewsletter@lions105bs.org.uk