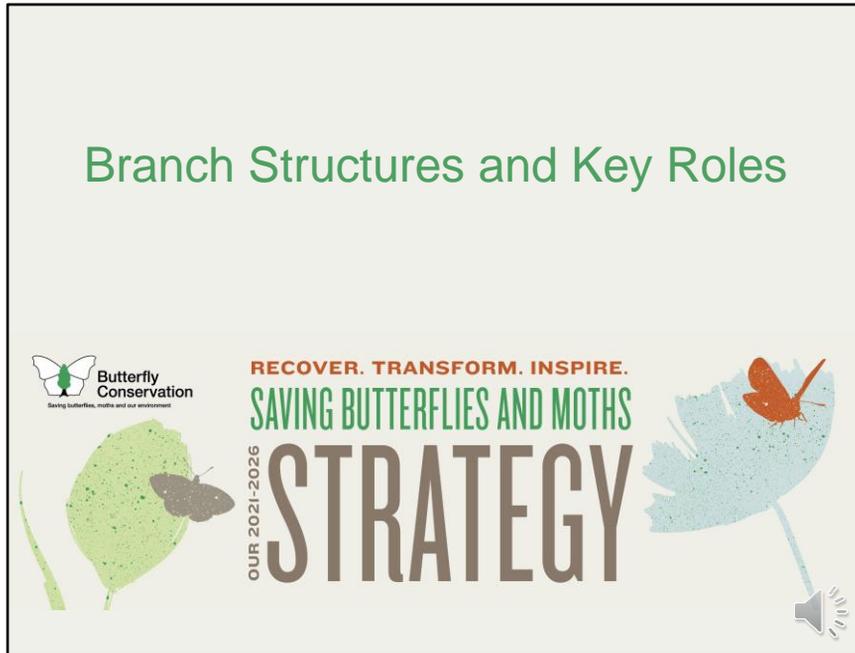


## Branch Structures and Key Roles



Hello, and welcome to this training session on Butterfly Conservation branch structures and key roles

### Learning Goals

By the end of this session, you will:

- Understand how branches are run.
- Know what the key roles are within a branch and what they do.



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### The Branch Network

- UK wide
- Grass roots
- Led by dedicated volunteers
- BC members automatically join local branch
- Hubs of local action



- Our branches cover the whole of the UK. Some follow county boundaries and some cover several counties. In Northern Ireland we have one branch which covers the whole country.
- They were all formed by groups of local volunteers, starting in 1979. They are still entirely led by volunteers, who carry out much of the local action for butterflies and moths. Each branch is run by a committee, whose role it is to ensure that the work of the branch is delivering to Butterfly Conservation's overall strategy and to support local volunteers and members.
- When someone becomes a member of Butterfly Conservation, they automatically join their local branch, which gets a percentage of their subscription to spend on local conservation. There are also volunteers who get involved in branch activities but are not members. In fact, in Scotland in 2021 we established that only 39% of our volunteers are members. Similarly, not all volunteers are involved in their local branch; some volunteer directly with members of staff, but we try and link people in with their branch as much as possible.

- Our branch volunteers are incredibly dedicated. For example, one of our Highland Branch volunteers clocked up a remarkable 271 hours (38.5 days) during 3 months in the summer season of 2021! Though there's no expectation that you match this, of course!
- Branches cover a range of activities, from practical conservation to guided walks and events. They give advice to landowners on how to manage land for the benefit of butterflies and moths and most produce their own newsletter, have a website and social media channels. There is also an established UK network of butterfly and moth recorders which allows us to monitor species trends and understand the impact of factors such as climate change on different species. This network is often closely aligned with, or run by our branches too, so there's always lots going on.

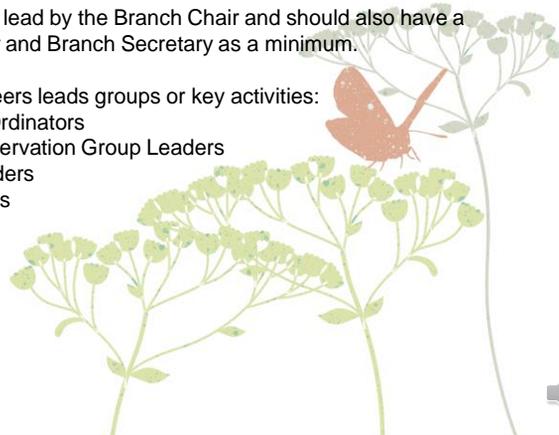
## Branch Structures

Branches are run entirely by volunteers and their work is directed by a committee.

The committee is lead by the Branch Chair and should also have a Branch Treasurer and Branch Secretary as a minimum.

Other key volunteers leads groups or key activities:

- Transect Co-Ordinators
- Practical Conservation Group Leaders
- County Recorders
- Events Leaders



Branches are run entirely by volunteers and their work is directed by a committee.

The committee is lead by the Branch Chair, and should also have a Branch Treasurer and Branch Secretary as a minimum. Many committees have additional people joining them, such as Volunteer Conservation Advisors and volunteers who carry out engagement, communication or publicity work. Some branches also have area co-ordinators who oversee activities in a particular geographic region within the branch area.

In addition, most branches have people in other key roles, who don't always sit on the committee.

For example, Transect Co-Ordinators work with people who walk a transect in the area to make sure their area is well covered, that the walkers know what they're doing and that data gets submitted in time. They also promote butterfly recording, recruit and train new volunteers and can help with setting up new transects. A transect, by the way, is a formal method for recording butterflies and involved walking a set route every week between April and October and recording the butterflies seen. It's one of several ways that people can get involved in butterfly

recording.

Practical Conservation Group Leaders (or you may hear them referred to as Work Party Leaders) plan practical activities which directly benefit butterflies and moths. For example, they might lead volunteers in cutting back scrub on a grassland site, felling trees in a woodland or removing invasive plant species.

Each branch will have at least one County Butterfly Recorder and/or County Moth Recorder working in their area who acts as the focal point for all local butterfly or moth recording, regardless of where the record came from. These people are often closely integrated in the branch structure but sometimes these roles were established outside of branches. Everyone works very closely together though.

Events Leaders help raise awareness of our work by running a stand at a local event, leading walks or running branch events, such as opening a moth trap with members of the public.

We'll have a look at some other key roles on the next slide.

### Other Key Roles

- Health and Safety Co-Ordinator
- Events Co-Ordinator
- Volunteer Conservation Advisor
- Wider Countryside Butterfly Survey Champion
- Engagement and Education Volunteer
- Branch Newsletter Editor
- Media Volunteers / Volunteer Website Administrators



Here are some of the other key roles which are carried out within branches:

Health and Safety Co-Ordinator – this person is responsible for advising the branch on Butterfly Conservation's Health and Safety policies and processes, and how they apply to branch activities.

Events Co-Ordinator – these people plan a series of events to ensure they are aligned with Butterfly Conservation and branch priorities. These events could be a programme of practical conservation work in the winter and guided walks or public events in the summer. Sometimes several people hold this role; one per programme of work.

Our Volunteer Conservation Advisors work with local landowners and communities to provide people with information on how to manage land for butterflies and moths. This could involve working with a local farmer to advise on how they could make their field margins better for butterflies, or advising a local community group on how to create a wild space in a shared garden.

We also have Wider Countryside Butterfly Survey Champions who co-ordinate local

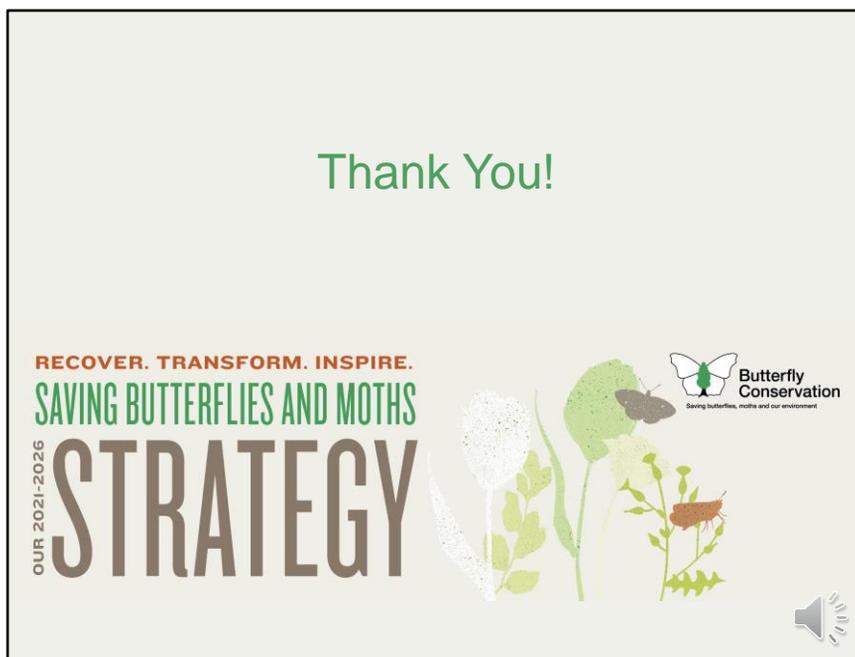
volunteers who participate in a national survey, the Wider Countryside Butterfly Survey. They're often called "WCBS Champions" for short. The WCBS is a survey which takes place across the UK and gives us important data on widespread butterfly species from under-recorded habitats such as farmland, plantation woodland, uplands and urban green spaces.

Our Engagement and Education Volunteers work in schools and the community to raise awareness of our work. They help deliver our engagement and education activities, with the aim of reaching new audiences and broadening our reach.

Most branches will have a Newsletter Editor who helps them communicate with their members. Some have a wider audience for their newsletters but the aim is the same; to let people know about our work, to share opportunities to get involved, such as joining a practical conservation task (or "work party") or guided walk.

Finally, most branches will have volunteers who help maintain a branch website, some pages on the main Butterfly Conservation Website and/or manage our social media channels. They play a really important role in helping us to reach a wider audience and increase awareness of our work.

Thank You!



Thank you for completing this short session on branch structures and key roles. We hope you found it useful. If you have any suggestions for changes to this presentation, please email [branches@butterfly-conservation.org](mailto:branches@butterfly-conservation.org) and we will log them for consideration in the next update.

Thank you!