

Code of Practice No. 25 ENGAGEMENT EVENTS

Who is this Code of Practice for?

This Code of Practice is for Butterfly Conservation (BC) staff and volunteers leading engagement events. These events vary in character but can broadly be categorised as:

- Public and community events (e.g., having a stand at a local fair)
- Guided walks (at Butterfly Conservation reserves or other locations)
- Talks
- Educational (e.g., visiting a school, or an informal education setting such as a Scout group)

Event Leaders should ensure they read this Code of Practice and other referenced documents before leading an engagement event.

Any questions or concerns can be directed to the **key contacts** for engagement event leaders:

Megan Lowe Engagement Officer mlowe@butterfly-conservation.org
Kate Merry Head of Engagement kmerry@butterfly-conservation.org

And for Health & Safety queries:

Denise Bell Office Manager/Health & Safety Officer dbell@butterfly-conservation.org

1.0 Insurance

BC staff and volunteers are covered by the organisation's Public Liability and Employer Liability cover (up to £10,000,000). Staff or volunteers leading and supporting the event are covered for injury, damage or loss incurred as a result of the work they are instructed to undertake. In order to ensure cover under the insurance policy all individuals delivering the event must read the [Health & Safety Policy and guidance](#). In addition, Head Office must have a record of the names and contact details of each individual (see Appendix 1: Butterfly Conservation Events Register). Completed forms should be scanned or photographed and sent to the Health & Safety Officer dbell@butterfly-conservation.org. Paper copies can then be destroyed.

A Risk Assessment for the event must also be completed (see section 2.1).

It may be necessary to provide proof of insurance cover when booking stands or pitches at public events. This can be downloaded from Sharepoint here: [Insurance \(sharepoint.com\)](#).

2.0 Health & Safety

2.1 Risk Assessments

A Risk Assessment should be completed for all events. Full guidance on the preparation of a Risk Assessment is available in [Code of Practice 21: Risk Assessment](#). There are also a number of templates available which can be accessed here: [Volunteer Health & Safety | Butterfly Conservation \(butterfly-conservation.org\)](#). A copy of the Risk Assessment should be taken to all events. Upon arrival at the event venue or location, additional risks specific to the site should be added. Event Leaders should ensure that supporting staff and volunteers are aware of the Risk Assessment and its content. At some types of events, it is appropriate to give a health and safety briefing for either your supporting staff and volunteers or for your participants. For example, at the start of your guided walk, participants can be briefed to watch their footing on uneven terrain. At a

talk you are giving you might point out the fire exits. At a public event you might ensure your team know the location of the First Aid tent or the Lost Child meeting point to enable them to direct members of the public.

2.2 Landowner permission

There may be occasions where activities (such as guided walks) are delivered on land that is not under the ownership or management of BC. On these occasions it is important that landowner permission is sought prior to the event. Even on sites where there is free public access, seeking permission is good practice and will ensure a positive relationship between BC and the landowner. It is important that the event leader takes responsibility for the conduct of the group as appropriate e.g. ensuring that people do not stray from rights of way, dogs remain on leads etc.

2.3 First Aid

Engagement events and activities do not always require a qualified first aider. Delivery of activity organised by a third party such as a stand at a local fair or festival, or a talk for a WI group or in a school does not require a First Aid qualification as First Aid provision is the responsibility of the venue or organiser. Should a BC staff member or volunteer suffer an injury at an externally organised event, this should be reported to the organiser. Any claims made relating to the injury should be directed to the organiser.

A First Aid kit is recommended for public events to enable staff and volunteers to self-administer minor First Aid for any minor ailments incurred by themselves.

In some instances, for example a guided walk on a remote BC reserve a BC First Aid trained member of staff or volunteer is required. First Aid training of the appropriate level can be organised on your behalf by the Health & Safety Officer.

Detailed guidance on First Aid training and First Aid kit provision can be found in [Code of Practice 5: First Aid](#).

2.4 Reporting Accidents, Incidents & Near Misses

All accidents, incidents and near misses should be reported to the Health & Safety Officer as soon as they occur. An accident is any event which results in injury, ill health and may also include property damage. An incident is an unexpected event which has not caused an injury (but has the potential to do so) and may also include property damage. A near miss is categorised as something which could have caused an injury but didn't.

You can find a reporting form for accidents, incidents and near misses at this link: [Accident Report Form \(office.com\)](#) which is sent directly to the Health & Safety Officer.

3.0 Safeguarding Children & Vulnerable Adults

It is likely that children and/or vulnerable adults will be present at events, and highly likely at public events. Safeguarding is everyone's responsibility. All staff and volunteers should be aware of BC's [Safeguarding Policy](#) and [Code of Practice](#) and have taken the [Safeguarding Training module](#).

4.0 Promoting campaigns and key messages

Delivering engagement events is a key opportunity to demonstrate our core values, "we are passionate" and "we are inspiring". Our events should also provide opportunities for people to

connect with nature and/or leave feeling inspired to take part in an activity that supports BC's organisational goals. The following activities can support these objectives:

- Sharing your passion and enthusiasm for butterflies and moths through conversation or through a more formal talk/workshop
- Sharing your knowledge of butterflies and moths through conversation or a more formal talk/workshop
- Using resources and/or where appropriate live specimens to prompt conversations about the beauty and importance of butterflies and moths
- Promoting the Big Butterfly Count and/or other recording and monitoring schemes as appropriate for the audience
- Promoting Wild Spaces and encouraging people to pledge to create one or register an existing Wild Space
- Promoting opportunities to volunteer
- Encouraging people to stay in touch with us by signing up to All Aflutter
- Providing simple practical and/or craft activities to engage a younger audience

5.0 Recruiting Members

Membership is a crucial way to ensure regular income to fund BC's work across the UK. Membership subscriptions alone contribute approximately 30% of BC's income each year and it is important we continue to grow our numbers. Recruitment of new members is entirely optional at events but it is useful for staff or volunteers to let people know that BC is a membership organisation. Whilst promoting BC's campaigns and key messages you could perhaps also mention the opportunity to become a member at a discounted price using a promotional code you can provide. If the public has had an enjoyable interaction and feel inspired, it is the perfect opportunity to let them know how they can get involved and help save butterflies and moths. Guidance and support from the Membership Team can be found here [Recruitment \(sharepoint.com\)](#)

6.0 Event promotion and booking

There are a number of means for promoting events to BC members and supporters:

- BC Website 'event search' function
- Newsletters
- Social media accounts
- Press releases
- Targeted marketing such as posters/leaflets in libraries & community centres, local publications etc

Events that require booking can benefit from the use of Eventbrite – a free external event management tool. A [user guide](#) and [training video](#) are available to support use of Eventbrite.

7.0 Equality, Diversity and Inclusion

We believe that the natural world is for everyone – but we recognise that there are a range of barriers that exclude people from enjoying butterflies and moths. We need to provide opportunities for more people, and a wider range of people to get involved with nature, and make sure that the way we work and are perceived is not a barrier in its own right. Staff and volunteers leading or supporting engagement events have a key role in ensuring that everyone feels welcome at

Butterfly Conservation. Training is available here: [Recruiting Volunteers and Widening Participation | Butterfly Conservation \(butterfly-conservation.org\)](#).

We have identified groups of people who are significantly under-represented among BC's audiences. Events that seek to connect with these groups are particularly welcomed and support is available from the [key contacts](#) for staff or volunteers wishing to develop their ideas. The three groups are:

- people under 35 years old,
- people from minority ethnic or mixed ethnic backgrounds,
- people living in urban areas, specifically those who live more than 300m away from accessible greenspace

8.0 Accessing events resources

Our 'One Stop Shop' is our online portal where you can order your own merchandise, branded clothing and publications to support your events. You can also access downloadable files to allow you to manage your own print runs of some documents. To set up an account for the One Stop Shop, staff members should speak to their line manager and volunteers should contact their Branch Chair. Full guidance for volunteers can be found [here](#), and for members of staff, [here](#).

9.0 General Data Protection Regulation (GDPR)

The regulation protects the rights of individuals about whom data is obtained, stored, processed or supplied. The act covers both paper and electronic records.

At an event, personal information may be collected on paper forms, for example when signing people up as members, or when an adult is asked to complete a child photography consent form. These details must be stored securely whilst at the event and upon taking them home or to a BC office. Hard copies should be filed in a secure cabinet or drawer where they cannot be accessed by anyone else. If paperwork can be scanned, it should be saved on a computer or laptop which has an internet security package installed. Access to the computer should be password protected. Please refer to BC's [Data Protection Policy](#) for further detail, and email dataprotection@butterfly-conservation.org if you need any advice or support.

Personal details must not be passed on to third parties, for example to other organisations. You can only pass information on to other staff or volunteers for example the Membership Team at Head Office where you have a completed membership form. Data collected at events must only be used for the purposes it was collected for. For example, if someone filled in a photo consent form – you cannot extract an email address provided on that form and add it to any kind of mailing list to receive communications from BC.

Wherever possible, people should be asked to 'sign up' to mailing lists or to participate in campaigns using their own device (smartphone). QR codes can be generated and made available as posters to aid signposting to BC website pages.

Appendix 1



Butterfly Conservation Events Register

Event name and address:		Date:	
Event objectives and activities:			
Reaching Wider Audiences – <i>is the event specifically designed to connect with audiences we know to be under-represented within BC (people under 35 years old, people from minority ethnic or mixed ethnic backgrounds, people living in urban areas, specifically those who live more than 300m away from accessible greenspace). If yes, please provide some details here:</i>			
Approximate Reach – please tell us approximately how many people you had contact with at your event			
Event Leader:		Mobile:	
First Aider (if applicable):		Mobile:	
Start time on site:		Finish time off site	
Total hours (from registration sheet)		Total persons (from registration sheet)	
Relevant Standard Risk Assessments shared with volunteers (please list numbers)		Relevant Codes of Practice followed and shared with volunteers (please list numbers)	
Additional risks, controls and training / guidance provided:			
Emergency mobile signal? Or nearest landline		Nearest A&E unit:	

Register of volunteers participating in the work party or event.
This ensures BC's insurance provisions apply to all volunteers.

	Name	Address	Emergency contact (name and phone number)	Do you have any health concerns or other factors which affect your ability to take part in this work party/event? Y / N	Are you a member? Y / N	Photo Permission* Y / N	Please provide your email address if you would like to receive news about volunteering opportunities with Butterfly Conservation.	Start time (including travel)	End time (including travel)	Total hours
1										
2										
3										
4										
5										
6										
7										
8										
9										
10										

Butterfly Conservation Codes of Practice (No. 11 & 11.1)

11										
12										
13										
14										
15										
16										
17										
18										
19										
20										
							Total Hours			
							Total no. of volunteers			

By signing into the event or work party, you acknowledge that you have received the relevant risk assessments, training and guidance to safely participate in the event. Please speak to the task leader if you have any concerns about this.

* I give permission for my photo to be taken and used to promote the work of Butterfly Conservation and its volunteers. The parents or guardians of under 18's or vulnerable adults should complete a separate photo permission form.

Guidance: This record of names and addresses is solely for the purpose of registration for insurance cover on this task and will not be used or stored for any other purpose. Exclude persons attending as part of their paid employment, whether staff or contractors. Records to be scanned or photographed and sent to the Health & Safety Officer at Head Office: dbell@butterfly-conservation.org. Other copies should be deleted or destroyed.