



Making it happen

Things you need to know to develop your YFC



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This section contains important information, which together with the essential documents in Section 1 and 2, provide the tools to help you run your club.

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Forming a new club...

If you are thinking about forming a new club in your area, there are a number of factors and procedures to consider:

Identifying the need

- Locate any areas in your county that aren't covered by YFC. One way to do this is to take a county map and draw a circle with a five-mile radius from each club's meeting place.
- Research the areas that fall outside of the circles. Use population statistics from your County Council and identify the number of young people of YFC age living in the area.
- Select a potential area together with the county committee responsible for development. To enable the committee to reach a decision, research will have to be carried out on the numbers of potential members, the availability of meeting places and possible leaders.
- Ask your county officers if there has been a YFC there in the past. Make use of local contacts and county records of past members to find resourceful people who would be willing to support the club.
- Contact your county council and other county voluntary youth organisations to see if they are already working in the area. They may be able to help you find a venue or signpost potential new members. They might offer support, such as providing activities or a youth worker to help with recruitment and programme planning.
- Use the pages in the Source to help you recruit new members and keep them once they have joined.

Ensuring success

- Identify ex-YFC members who are willing to take on the role of club leader or an adult in the community who is willing to support young people – it's possible to access training for them as club leaders could be in the role for up to three years.
- Identify current members or recent ex-YFC members or county officers who are prepared to take on temporary officer posts in the new club for at least 12 months.
- Your County Chairman/ staff member should be help you get your club going.

Advisory committee

An effective and functioning advisory committee provides knowledge and experience and can be a strong link between the club and local community. One of its roles is to promote the new club and recruit members. It's important to remember that the advisory committee is there to advise, not to run the club. Use the advisory committee job description in [Section 1: You've got what it takes](#) to help you. When setting up a committee:

- Identify and contact potential members for example local farmers, business people or parish councillors.
- Explain the aim is to set up a YFC club and how it will work and invite them to form an advisory committee.
- Call a meeting along with leaders and temporary officers to introduce the County officer team, the YFC structure and to establish their roles.





Planning where?

The venue is key to the club's success. When choosing the venue, try to make sure it's central and meets the criteria below:

- Has a large room for activities and meetings
- Has a kitchen area to make drinks
- Has working facilities, eg wifi
- Has access for people with disabilities or wheelchair users
- Has tables and chairs
- Has outdoor lighting and space as it's much nicer to go outside in the summer
- Has storage facilities to save using a car.

Most clubs meet in a village or school hall but in some cases a pub function room is often the only option because they tend to have some, if not all, of these features. Once you have found a venue, check the availability and price.

Planning when?

The day will depend on how often you want to meet, the availability of the hall, volunteers, members and parents. Whilst you can't please everyone, it's worth doing some research before launching the club night to find out which night would be best. You'll also need to decide how often to meet. Some junior clubs meet fortnightly or every first Monday of the month, etc. Setting a time also will depend on the availability of the venue and club leaders, schoolwork and parents. A reasonable time to start is 7pm with an 8.30pm finish.

Planning how?

Decide in advance whether the club will stay open during school holidays as this will make the club programme easier to manage. If members are keen to meet during the summer holidays, run a couple of events, such as a trip to a theme park or an inter-club fun day. If you have separate junior and senior clubs and the junior club meeting happens to fall during half term, ask the senior club to run the meeting to bridge the gap between junior and senior members. Remember, holidays can also provide volunteers a break from running the club.

Working with your county officer team, you will also need to:

- Plan a budget, including hall hire, club programme, membership, insurance and publicity costs.
- Plan the club programme for at least three months, from the initial recruitment evening using the [club programme secretary job description, designing a club programme guide and Section 4: Club Mix](#).
- Ensure the officers, leaders and committee have a set of all the policies and procedures and job descriptions available in [The Source](#).
- Follow the Safeguarding Children and Young People Policy. Decide which officers and leaders need a DBS check and supply references if over 18 years old.
- Find a person who is willing to be a first aider and a person willing to become the health and safety officer and carry out risk assessments.





Marketing

Set the date and venue for an introductory evening and plan the evening carefully. Advertise the evening in local shops, schools, village magazine and anywhere where young people meet in the local area.

First meeting

It's essential that the first meeting is well planned, enjoyable and informal. Invite county officers and members from neighbouring clubs to discuss the opportunities available to members, including club, county, area and national levels. A risk assessment will need to be carried out before the evening begins and you should collect names and emergency contact for members at the start of the evening.

The evening should:

- Include an icebreaker session, so people can get to know each other.
- Introduce club leaders and temporary officers, explaining their roles.
- Explain what YFC does and what its members can achieve, emphasising activities in the programme.
- Use a variety of presentation methods, including displays, talks, demonstrations and interactive activities and games to make the meeting enjoyable. Perhaps hold a BBQ or at least offer refreshments.

Make sure new members receive a club programme and a parental consent form if under 18 years old and tell them the date and venue of the next meeting. Have membership forms ready for them to take away and complete. Be available to chat to parents about YFC at the start and end.

After the first meeting

- Once a group is formed, a meeting can be held to elect officers and a small committee.
- Establish who most of the committee members are. Now is the time to look for a vice-chairman/woman, secretary and treasurer who will be supported by leaders, county officers and staff. You'll need to decide who else should be DBS checked and appoint a health and safety officer and safeguarding officer – ideally someone with experience.
- At this meeting, ensure you complete the notice of formation of a YFC and follow the guidance for Affiliating to the NFYFC found [Section 2: Get what you need.](#)
- Apply for membership cards and ensure members are covered by insurance.
- The county federation should appoint a person to assist the club in its first six months.
- Leaders and temporary officers should attend county committee meetings to stay in touch as well as introduce members to the democratic county structure.
- Apply for a £500 grant from Rural Youth Trust via their website www.ruralyouthtrust.co.uk/apply-to-ryt.





The first two months

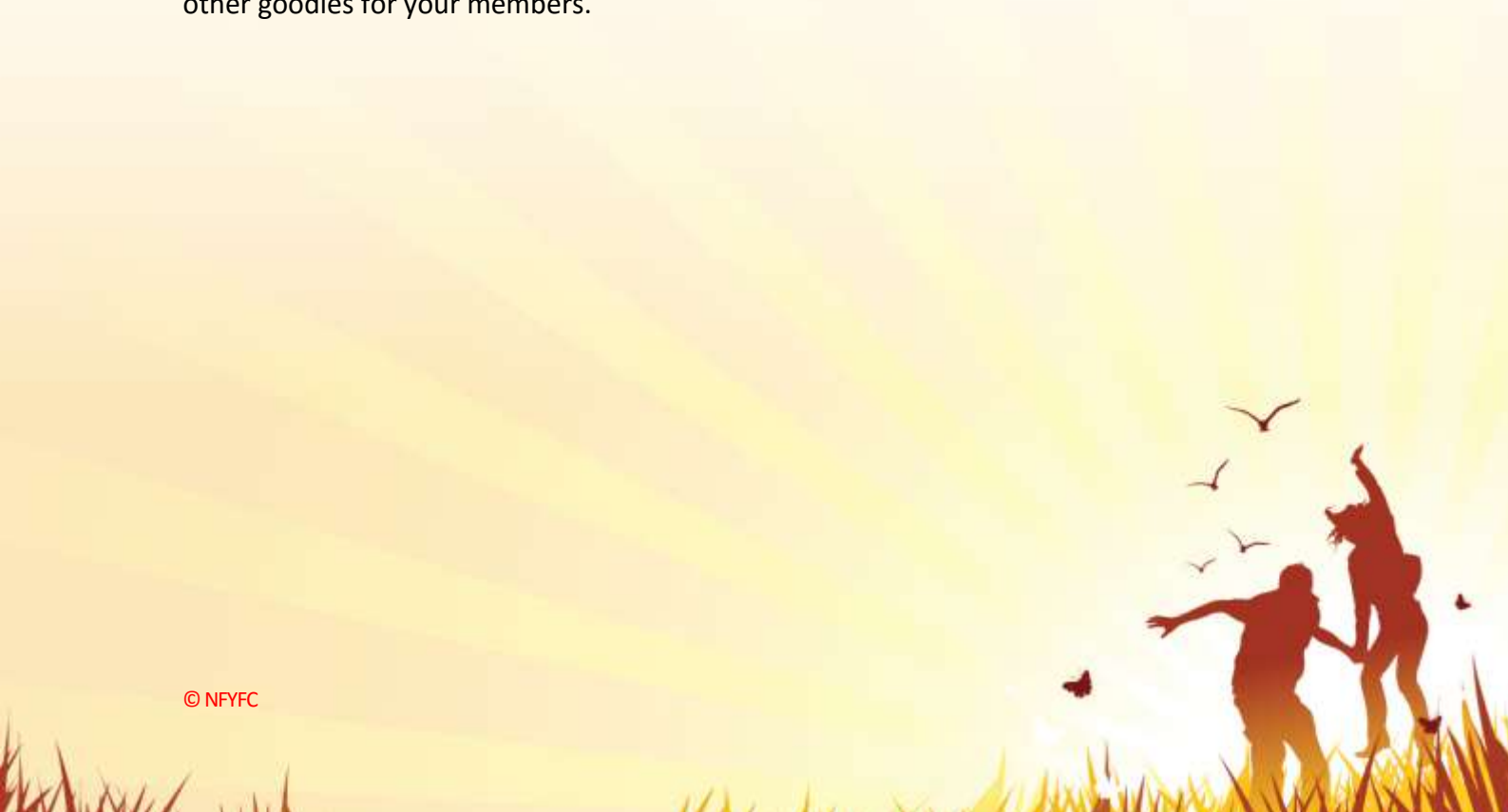
- Hold an ideas session for the club programme and follow up with the first committee meeting to get the club programme together and plan funding. Try to ensure new members have the chance to take initiative and follow up their own ideas.
- The advisory committee should meet after the first two months to assess progress and offer further support.
- Use social media and parish magazines and the local paper to promote your club throughout the year.
- The AGM should be planned at the same time as those of other clubs in the county.
- The constitution should be adopted at its first AGM. One copy is to be kept by the club at the front of the minute book, one sent to county office and another to NFYFC. Once it has been adopted, the club can apply to become affiliated to NFYFC as well as for membership of the county federation.
- It's important to encourage members to gain a group identity. You can do this by entering a competition, socialising as a group and gaining a sense of achievement as a group through learning a new skill, fundraising or undertaking a community project.

County support

- County officers and staff should visit the new club regularly to review its progress and advise where necessary.
- They should try to make sure that new officers are properly trained for when they take over from the temporary officers.

Club supplies

Check out the YFC Club shop on the NFYFC website. Here you can buy a minute book and other goodies for your members.





Volunteering for YFC...

Volunteering for YFC should be an extremely rewarding experience as you've specifically chosen to dedicate your time, expertise and commitment to something that interests you. There are many reasons why you may have chosen to volunteer such as wanting to make a difference, giving something back to your community; or for personal benefits such as making new friends, learning new skills or enhancing a CV.

Did you know that volunteering can also improve mental health and have a positive impact on a range of factors including self-esteem, family relationships, social interaction and quality of life? Research also shows that volunteering reduces the incidence of depression, stress, hospitalisation, pain and psychological distress. (Volunteer England now part of NCVO)

To help you get the best experience from volunteering for YFC, we have put together the following points.

Before you start

- Work out how much time you want/can offer
- Take a look at the different volunteering roles available
- Read the role description and ask someone to clarify anything you are unclear about
- Find out what the expectations are of the job role
- Speak to someone who's previously done the role or who has good knowledge of it
- Look at 'The Source' a manual containing everything you need to know about running a YFC. Available to download www.nfyfc.org.uk or to purchase in hard copy.
- Visit the NfyFC website and county website to find out more about the opportunities available to you to help you in your role.

Be realistic

- Volunteer because you want to. Don't feel pressured into taking on a role you don't want to or can't commit to.
- Doing a good job needs commitment both time and energy - make sure you can make time and want to do it.
- Tell your family and friends that you want to volunteer. You'll need their support and encouragement to help you carry out the role.





Your induction

You should be given an induction into your new role. However, you can take the initiative by following the points listed:

- Make sure that you have a proper handover from the previous post holder
- If possible try and shadow the post holder for a short time to see what they do
- Ask for a copy of the relevant policies, procedures and paperwork that you think you'll might need
- Get to know who you'll be working with, who will be supporting you and who you will be reporting to
- Ask for a support meeting a few weeks into your new role to ask any questions you may have.

Get organised

- Make sure you have everything you need to undertake your role e.g if you are the treasurer make sure you have the books up-to-date and necessary spreadsheets and paperwork.
- Spend time reading and looking through any information you have been given e.g if you are club secretary look through the previous minutes to see how to layout the minutes and how they should be written.
- Ask the club if you can purchase items (within reason) that you need for your role such as A4 folder, cash receipt book, or calendar/diary.
- Make a list of the tasks along with a timeframe for doing them. Workout when you are going to be able to do them? At club meetings, in the evenings, at lunch breaks etc. This will help you plan ahead and manage your time, helping you keep up to date and stay on top of things. Your volunteering should fit into your lifestyle and not take over it.
- Identify any tasks that need assistance from other people, make sure you have their contact details and ask them for help.
- Try not to leave things to the last minute as this can cause unnecessary stress and anxiety.
- If you do find it difficult to manage your time discuss it with either the club officers or perhaps a friend or family member that might be able to offer advice and /or support.





Learning on the job

We aim to make volunteering with YFC a rewarding experience for everyone. Whilst a role description can give you an idea of the role it isn't until you start that you get a true picture of what is involved.

- Make sure you have a support meeting to go through anything you are unsure about.
- If the role is very different to the one you thought you were taking on talk to your club chairman or club leaders.
- Accept any training offered to you as it will help you in your role and make your volunteering experience more rewarding.

Have a good time

Volunteering can be a rewarding experience. If you plan ahead, are organised and stay on top of the role you will get a huge sense of achievement. There may well be times when a role feels challenging but by speaking to others and asking for help you will get the support you need to ensure it feels manageable again. Everyone needs encouragement and support so remember to support your fellow club officers as well.

We really hope that you have a positive learning experience taking on a volunteering role for YFC - putting to use the skills you have as well as helping you acquired new ones.

Good luck!





Recruiting new members...

New members bring fresh ideas and enthusiasm which can often revitalise a club. As the 'Countryside's best kept secret' we need to actively go out and find new members. The following pages will give you helpful tips and advice to boost your membership. Look at your club demographics and decide which age groups to target.

Plan the campaign

Recruiting new members should be an ongoing process throughout the year, but a specific recruitment drive may be necessary to increase your membership figures. Either way, you'll need to plan your campaign. Begin by having a meeting with members to discuss the best ways of recruiting new members and draw up an action plan of how this can be done. Make sure your targets are SMART:

Specific – Write down who you're targeting and what you want to achieve.

Measurable – Outline the goals, so that you can check you've achieved them. For example, you might want to recruit 10 new members and, as most existing members are seniors, these would ideally be five intermediate and five juniors.

Achievable – Make goals challenging yet achievable and ones that involve everyone

Realistic – Always make goals realistic using the time and resources you have available.

Timescale – Set a realistic timeframe to achieve these goals and keep everyone informed.

Attracting new members

There could be lots of young people living in the area that may wish to join YFC but have just not heard about it. How effective are we at promoting the fact that you don't have to be a farmer to join? YFC is an organisation that members are proud to belong to, so it's up to us to tell people about the benefits of belonging to YFC.

To recruit new members as part of a campaign you could consider: online recruitment, social media, newsletters, posters, bring a friend evenings, open evenings, word of mouth, leaflets, display boards, local newspapers, radio and TV. Make all your promotional material fun, colourful and attractive to the public as this will encourage people to attend your club and events. Use the same branding i.e logo on all material as this will become instantly recognisable to local people.

How visible is your online presence?

- Have an attractive and engaging website and check which websites have links to your club's website/Facebook page and that the details are up to date. Decide with your County officers whether to use your county's contact details as the initial point of contact for new member enquiries or set up an email address for your club.
- Search online for things to do in your area to see if YFC appears in the top rankings. Make sure your club's details can be found on local community websites and you have reciprocal links to partner websites.





Social media

Many young people use social networking sites, such as Facebook and Twitter daily. If your club uses these sites, check the privacy settings to see whether the pages are open to the public – you need to be to recruit. If they are, think carefully as to the content of your pages, who can post on the site and decide who has overall responsibility for its content. Your page should include a piece about YFC, a link to your website, a link to the county website and contact details. Keep the YFC Facebook page for YFC business and separate from your personal pages to ensure that personal information is not shared. Whilst Twitter is not a direct recruitment tool, it's important to know that it's being used to advertise YFC even if members don't realise that they're doing it. For example, people who don't follow the club can see what their YFC friends are tweeting: "Got another great YFC club event on tonight #YFCrocks." If members use it wisely to advertise YFC, it could encourage non-members to find out more. If you would like to know more about using social media as part of your recruitment campaign, speak to the Communications Officer at NFYFC for further guidance.

Websites

Many people search online for things to do and clubs to join. Make the most of your website by making sure the homepage is welcoming and engaging for potential new members and not designed exclusively for existing members. Provide a new members' section written especially for people who have no previous knowledge of YFC and include an enquiry form or email address for people to request more information. Try to update the site regularly, so it stays fresh. Finally, if you get an enquiry make sure you respond quickly and are always friendly and welcoming.

Presentations

Recruitment presentations can take place in a variety of settings, such as at schools, events and conferences. It's an ideal opportunity not only to recruit new members, but to publicise your club and YFC. Be sure your presentation is appropriate for the group you are presenting it to. Use the correct language and promote various activities depending on the age group and setting. If it is a small group you could include an activity

When planning your presentation remember to consider:

Introduction – Grab the audience's attention.

Objective – Keep it brief and make the objective of the presentation clear.

Language – Keep it simple, not patronising. Try and add humour where necessary.

Voice – Speak with enthusiasm, rather than with a monotonous tone.

Speed – Vary the speed of the presentation and use pauses where necessary.

Pitch/level – Make it appropriate to the audience.

Audience – Involve the audience and keep them interested. Use eye contact.

Visual aids – Use good quality aids if necessary.

Mannerisms – Try to avoid distracting mannerisms.

Conclusion – Round off well and succinctly.

Handouts – Give out recruitment posters and leaflets at the end.





Posters

When designing a recruitment poster choose a clear typeface and make it eye-catching and colourful. Make use of members' skills, such as IT and drawing. Remember to include the club's name, venue, meeting time and date along with up-to-date contact details. Make sure the main contact, (an over 18 year old) agrees to their details being on the poster and is available to receive enquiries. Give posters to members who can put them up in schools and local shops as well as on parish, village hall, library and doctors' notice-boards. Take down out-of-date posters.

Leaflets

Recruitment leaflets can be used in many different settings. Here are a few helpful hints:

- Computers produce bold, legible designs, but good hand-drawn designs can often look more friendly.
- Keep the design simple if it is going to be photocopied.
- Ensure vital information is included, especially a contact address and phone number.
- Consider the audience and language you use – avoid jargon.
- Ask for feedback on the leaflet from non-members to see what they think.
- Ask other members to proofread the leaflet before you finally print or copy it.
- Save a copy and update when required.

Whether to print or photocopy the leaflets will depend on the budget and the number of copies required. Printing can work out cheaper for large volumes and enhances the quality, particularly of photographs. Be realistic about how many copies are needed and distribute them to shops and services in the local area.

Newsletters

Use a newsletter as part of the recruitment campaign and distribute copies at similar venues to those listed for leaflets. Remember to include:

- An introduction to the club and its aims.
- A feature that will be of interest to new members, such as a round-up of all the activities and competitions that will take place in the coming year or an article from someone who recently joined the club about their first year as a YFC member.
- Diary dates and details of the club programme.
- A slip that can be cut out and returned for enquiries from potential new members.

You could do a leaflet/letter drop posting information through mailboxes in the local area.

Club Programme

Having a printed club programme, which shows the full range of different activities, is a great way to promote YFC and give potential members a flavor of the sorts of things they can get involved with.





Welcoming new members...

YFC thrives as a result of new members joining the organisation each year, bringing fresh ideas, enthusiasm and diversity with them. YFC embraces this.

Before officially joining as a paid-up member, it's common for new members to attend a couple of meetings and then decide whether or not it's for them. Hopefully they will decide it is and at that point decide to join. YFCs have different ways of marking this occasion and it's important to do so.

NFYFC would encourage YFCs to have 'Welcome of new members' on the club's agenda. The chairman/woman can formally introduce the new member(s), stating their name, where they live, where they work or go to school or college. The new member(s) could be invited to talk a little about their interests and what they are looking forward to in YFC, but this is voluntary. This will be officially recorded in the minute book.

Gone are the days when new members are voted in by existing members. It's not constitutional or appropriate because it could be deemed to be discriminatory. It could also potentially cause upset and anxiety for the new member if they don't know any of the existing club members well enough to be voted in and added stress and embarrassment if no one votes them in.

YFC is open to all young people aged between 10 and 26 living or working in rural areas whatever their background and we welcome a diverse membership.



Welcome information for parents...

Welcome to YFC

You've made an excellent decision choosing YFC for your child. These factsheets will provide you with essential information to ensure that they get the most out of their involvement in YFC.

About YFC

YFC provides the opportunity for young people to develop and learn in a fun, safe environment by participating in a diverse and educational club programme, which has been put together by members. YFC is an inclusive organisation and open to any young person between the ages of 10 and 26.

Club officers and the supervision of under-18s.

Meetings are organised and run by members, with the help of club leaders. The club officers, including chairman/woman, vice-chairman/woman, secretary, treasurer, leader are elected annually and have overall responsibility for the club and the activities in which members take part.

At least two of the above officers will be at every club meeting or event as well as taking responsibility for the under-18s present that day or evening. These officers are DBS checked and have had to provide suitability and character references. They are also expected to attend safeguarding training organised through the county federation. In addition, all staff employed by the county federation and NFYFC undergo these same checks.

Club leaders

Together with the club officers, there is a team of adult volunteers who are elected to help support the club with activities, such as fundraising, programme planning and helping members to develop new skills. A club leader is DBS checked, as is any other frequent YFC helper, and has had to provide references.

Club meetings

All members are involved in putting forward ideas for the programme and a nominated few are tasked with the responsibility of organising it. Generally, the programme is planned seasonally to include a mixture of practical hands-on activities, training and competition practice, guest speakers and social events. The club has regular meeting times and for up-to-date information refer to the club programme.

Come in and see what happens if you want to know more or speak to one of the club leaders.





Behaviour and discipline

All members are expected to behave appropriately. Inappropriate behavior that has an impact on other members isn't tolerated. Minor incidents will generally be dealt with by the chairman/woman at his/her discretion, which could simply be a talk with the member. Parents will be contacted if more serious incidents occur, such as bullying or fighting and members involved are under 18. The member(s) could face suspension, depending on the circumstances. Older members, and particularly club officers, are expected to set a good example to younger members.

Additional needs

Whilst YFC welcomes all young people to join, the officer team are not specifically trained to work with young people with additional needs. If your child requires additional help with any activity or has any particular needs, please speak to one of the club officers to arrange how the team can work with you to support your child. For example arranging for a trained sessional worker to support their participation. Where YFC can accommodate additional needs they will aim to do so.

Member obligations

Members are expected to take an active role in activities. We suggest that members:

- Go to club meetings
- Attend and participate in the county rally competitions
- Take part in fundraising and promotional events
- Attend at least two county federation events in the year to promote YFC.

If any member has to miss a meeting due to any other commitments, they should send their apologies for absence to the secretary.

Financial matters

The club's main source of income is its annual subscriptions. This not only covers the basic costs of the club programme, but a certain amount goes to the county federation towards costs incurred running the county programme and employing staff. In addition, an agreed amount will go to NFYFC to contribute towards the programme development carried out by the National Federation. In some cases, the annual subscription covers the cost of insurance, which is provided by NFU Mutual to every member participating in organised and planned events and meetings. There are some clubs that collect the insurance premium separately.

Annual subscriptions are due on 1 September and should be paid promptly. Members must be in receipt of a current membership card to be covered by the insurance. Some events, such as a club disco or a trip may require an additional payment. Costs vary and details will be circulated during meetings and well in advance of the date.





We need you!

Help is needed in many areas and your support is essential if the club is to run as it should. This responsibility should not fall on the heads of a few volunteers, and your child will also benefit from a demonstration of your commitment to the club as well as their own.

Parents are asked to help in any manner they can, such as ensuring that their child arrives on time for meetings, helping out on a club night by setting up tables or perhaps helping to clear up for a week or two. If you wish to help out at a club night or special event, please speak to one of the club officers as you may have to complete a safe recruitment check to ensure the safety of all members.

All parents are asked to be vigilant, bringing their child directly into the building and ensuring a club officer knows that he/she has arrived. We also request that parents collect their child promptly from the meeting venue at the appointed end time.

Concerns

If you have any questions regarding YFC that have not been answered in this information, please do not hesitate to contact any of the club officers. If your child is unhappy with any aspect of the club or has a problem with another member, please let one of the club officers know.

We appreciate your support, time and help encouraging your child to take up the opportunities YFC has to offer.





Parents agreement...

Young Farmers is a voluntary youth organisation for young people in rural areas that depends on volunteers including parents and guardians to help coordinate its activities. We are one of the largest rural youth organisations in the UK dedicated to young people who have a love for agriculture and rural life. Led by young people, for young people, our Young Farmers' Clubs provide their 25,000 members aged 10 to 26 with a unique opportunity to develop skills, work with their local communities, travel abroad, take part in a varied competitions programme and enjoy a dynamic social life.

Young Farmers Clubs' purpose is:

- To advance the education of young members of the public at large in their knowledge of agriculture, crafts, life skills, rural affairs and country life,
- In the interests of the social welfare of such members to provide and promote the provision of facilities for recreation and other leisure time occupations, being facilities which will improve their conditions of life and will assist in the development of their spiritual and mental capacities, self-reliance and individual responsibility so that they may grow to full maturity as individuals and members of the community.

As a voluntary organisation we ask Parents / Guardians to assist us by:

- Supporting the purposes of Young Farmers.
- Working in partnership with the club to ensure your child gets the maximum benefit from being a member of YFC.
- Understanding that the club is run by volunteers of different ages, backgrounds and skill bases.
- Helping your child and others to understand the satisfaction of group work and community spirit – 'you get out, what you put in'.
- Being knowledgeable about the policies and guidelines YFC operates under and encourage your child to know, be familiar with, and follow these rules.
- Respecting volunteers, leaders and judges, their authority and decisions; the rules and regulations under which YFC operates.
- When using YFC social networking sites please respect the code of conduct.
- Help your child to understand that taking part, learning and showing sportsmanship in all competitions, testing situations, disagreements, etc is more important than winning.
- Agreeing to discuss any issues that arise at a suitable time with the club officer team or supporting county federation.
- Enabling us to be a respectful organisation where abuse, hostility or violence is not tolerated.

By working together, YFC will continue to thrive as the hub of the community for rural young people. If you require copies of any policies or guidance please speak to your club officers.





Setting a YFC group agreement...

The best way of setting ground rules is to put together an agreement that the members themselves have come up with. To achieve this, spend part of the session asking members to come up with ground rules and write them on a flip chart. They may need to be prompted and given a few ideas to get started.

Members may suggest rules that are negative sounding during the task. Try to encourage them to change these to positive rules as young people are more likely to abide by positive rules. Once they have been agreed, ask each member to sign the bottom of the sheet. This can then be kept as a record for future use.

Here are a few examples of the ideas that they may come up with:

- Have respect for each other and other people
- Treat people equally and fairly regardless of age, gender, sexual orientation, religion or disability
- Respect the opinions of others
- Challenge discrimination
- Allow people to voice their own opinions
- Listen when others are talking
- Be non-judgemental
- Get involved/participate
- Cooperate with each other
- Give others encouragement
- Be yourself
- Use appropriate language
- Look after one another
- Have respect for property and other people's possessions
- Arrive on time
- Don't eat or drink alcoholic drinks during business part of club meetings
- Keep mobile phones on silent or switch off during meetings
- Enjoy it!

By agreeing rules together, the group will take responsibility for their own behaviour in this way helping to achieve a fun and productive club life.





Online example code of conduct...

Welcome to XXX online forum. This forum is for YFC members to share ideas, keep up-to-date with the latest YFC information, and be involved with XXX Young Farmers' Clubs programmes and activities.

We understand the importance of emerging technologies for our members' education and personal development but recognise that safeguards need to be in place to ensure our members are kept safe at all times.

The code of conduct encourages members to use the forum in a safe and effective way. Please follow the simple code of conduct so that we can all contribute.

- I will use the Forum for YFC related discussions
- I will respect others opinions even if they are different from mine.
- I will be responsible for my behaviour when using the Internet including resources I access and the language I use.
- I will challenge discrimination
- I look forward to making friends from across the county
- I will not give out any personal information such as name, phone number or address.
- I will not send anyone material that could be considered threatening bullying, offensive or illegal.
- I will not deliberately browse, download or upload material that could be considered offensive or illegal. If I accidentally come across any such material I will report it immediately to a member of staff.
- I will not reveal my passwords to anyone
- I will not arrange to meet someone unless without informing someone of my whereabouts
- I understand that all my use of the Internet and other related technologies for the forum will be monitored by XXX
- I understand that these rules are designed to keep me safe and that if they are not followed my parent/ carer may be contacted.
- I understand that cyber bullying will not be tolerated and anti-bullying procedures will be enforced if this occurs.
- We have discussed this policy and (member's name) agrees to above code of conduct.

Parent/ Carer Signature.....

Young Person's Signature.....

Date





Using icebreakers...

Icebreakers or warm-up games are designed to break the ice between members who haven't met before or don't know each other well. They provide an opportunity for members to relax and start to get to know each other. It can be difficult for new members to introduce themselves to others without a little help. Icebreakers are a useful tool to ensure that everyone is included from the start, participates in some way and begins the team-building process. With members ranging from 10 to 26 years old, icebreakers encourage everyone to interact and break down communication barriers.

A well-chosen, well-run icebreaker can be the difference between a club made up of individuals and one whose members are pulling together. In teams, members are encouraged to work together to meet a common goal. Whether they achieve this goal or not is less important as it's about the processes and experiences they have gone through and shared together.

Icebreakers, such as get-to-know-you games, warm-up games and sorting games should be light-hearted and fun. Laughing helps to erase natural boundaries, and club officers and leaders should join in too to become part of the group, rather than sit on the sidelines.

Learning to interact in a fun, light-hearted way is a great first step to discovering how to work together as a group. Icebreakers can be found in [Section 4: The club mix.](#)



Transporting members: responsibilities...

Due to the rurality of our clubs, YFC relies on the goodwill of senior members and volunteers transporting members to and from meetings and events. It is reasonable for clubs and activity organisers to place full responsibility on parents for ensuring appropriate transport arrangements are made. Where parents/carers transport their own children, or make private arrangements with other parents/carers to deliver or collect their children, they are responsible for their children's safety and for the suitability of any travel arrangements.

Private arrangements

Transport arrangements that are made between parents and members outside of YFC (ie when YFC is not providing transport as part of an activity) are a private arrangement outside of the control of the organisation, and are the responsibility of that parent and the person they arrange the transport with who may or may not be a YFC member.

Where YFC is organizing transportation of its younger members and ask or require parents to transport other people's children on the club's behalf the organiser has a responsibility to take reasonable steps to safeguard these young people for whom they have a duty of care.

Before allocating drivers it is worth considering the following two points:

- Firstly, it is not advisable to allow newly qualified drivers to transport other members of the group on behalf of YFC within the first six months of obtaining their licence.
- Secondly, members and volunteers driving regularly on behalf of YFC should be Criminal record (DBS) checked. If the club cannot transport members safely, parents should be asked to transport their own children to an event. Transport is not included in membership.

Vehicles and Drivers

Once the drivers have been identified they need to know their responsibilities. It is the responsibility of the member/volunteer to:

- Hold the appropriate drivers licence
- Ensure their car is well maintained, correctly taxed and MOT'd
- Have the correct insurance and notify their insurers that the vehicle may be used for the transportation of members (refer to Making it happen: Car Insurance)
- Ensure that the number of passengers carried is in accordance with the manufacturer's recommendations / specifications and the number of available seatbelts
- Be in good health, ensuring that any medication does not affect their ability to drive
- Have regular eye-sight checks

The club should check that the above is in place.





Transporting members: the journey...

Points to remember transporting members

- NFYFC encourages volunteers/staff not to take children on journeys alone in their car where this can be avoided. Where this is not possible the younger members should sit in the back of the car.
- When transporting under 18 year old members on behalf of YFC ensure that parents are fully informed of the arrangements and written consent has been given. This includes identify of the driver, who else will be in the car, how long the journey will take and agreed pickup points/home etc. A copy should be held by the driver.
- Members and volunteers responsible for driving young members regularly on behalf of YFC should be criminal record (DBS) checked.
- A person other than the planned driver should talk to the child and parents in advance about transport arrangements to check they are comfortable about the plans.
- You should try to ensure that there is more than one child in the car and, if it's a regular arrangement, alternate which child is dropped off last. Ideally two children would be dropped off at an agreed point such as one of their family homes again alternating if possible.
- U18 year old members should not be dropped off elsewhere at their request without parental consent being obtained first.
- Members and volunteers driving on behalf of YFC should carry the emergency contact details or consent form of the members they are transporting in case of an emergency.
- Never drive under the influence of drink or drugs. (driving ability can also be affected by a medical condition or prescribed/over- the-counter medication)
- Don't use your mobile phone whilst driving and avoid other distractions.
- Don't squeeze too many people into one car.
- Ensure everyone wears a seatbelt. Children under 12 years old or shorter than 135 cms (approx 4ft 5ins), MUST use an appropriate child restraint.
- Drive with care, within the speed limits and don't drive when tired.





Transporting members: the journey...

- Circumstances may arise where the risk of not transporting a under 18 year old member is greater than doing so, for example a member is left at the club without transport and the distance to home is too far or too dangerous to walk. In this case:
 - Make sure their parents/guardians are aware and have given permission that you're taking them in your vehicle and that they know where their child is being picked up from and taken to and are given approximate times.
- Ensure that children are aware of their rights to be safe and that they have someone to turn to or report any concerns they may have.
- Ensure that a log is maintained include pick up/drop off times of passengers.

Once you have reached the drop off point or home of the younger member it is advisable to text another officer so they can make a note of the time you left them. It is good to record this information in the event of an accident or allegation.

In the case of an accident/Incident

- In the case of a road traffic accident, it must be reported by the driver to their own insurance company and passengers must be advised of the name and address of the insurance company if they wish to make a claim.
- The driver should contact the club chairman/leaders to arrange alternative transport or inform them if they will be arriving at their collection/drop off late.
- The parents/guardian must be notified if a hospital visit is required.
- The parents/guardians must be notified if the drop off/pick up will be late and if alternative travel arrangements are required.
- Write an incident report for YFC.





Car seats for younger members

UK Law requires children to use EU approved car seats until they are 12 years old or 135cm tall; this means that some Junior members may still be using “booster seats” when they join YFC.

It is the driver’s responsibility, with the support of the parent, to ensure the correct child car seat is used and is fitted correctly.

There are, however, three exceptions that allow children to travel in the rear of a car and use an adult belt:

- In a taxi, if the correct child restraint is not available
- For a short distance in an unexpected necessity if the right child restraint is not available (this is not intended to cover journeys)
- If a car has 3 seat belts in the rear, and 2 occupied child seats prevent the fitting of a third, a third child may then use an adult belt

The Police are able to issue a £100 fixed penalty notice for drivers who do not comply with these regulations; if the case goes to court the maximum fine is £500.

Drive It Home – Safe driving on rural roads

The majority of YFC members live and work in rural communities, where young drivers are nearly twice as likely to be involved in a collision compared to young urban drivers. Many Young Farmers’ Clubs have lost members in tragic road accidents.

In 2012-13 NFYFC ran the Drive It Home campaign, with an aim to educate members on how to stay safe on rural roads and change attitudes so we all become better drivers.

For ideas on how to help keep your members safe and make rural road safety part of your Club’s ongoing programme check out the Club Mix section of The Source or book your county trainer to come and deliver the ‘Drive it Home’ Curve module.





Transporting members: drivers form...

Example Volunteer Driver's Form

Name of Driver:

Membership No:

Vehicle Make and Model:

- I hereby confirm that I am willing to use my own vehicle for transporting members where this is necessary and approved by the club.
- I accept responsibility for ensuring that the vehicle is in a safe, roadworthy condition and has appropriate insurance cover.
- I confirm that I have a valid driving licence.
- I confirm that I have read the Transporting YFC members under the age of 18 Safely Guidelines.
- I accept that, on request I will supply copies of any relevant documentation (e.g registration document, MOT certificate, driving licence, insurance certificate).
- If I receive any driving convictions I will inform the club officers.

Signature:

Date:





Transporting members: minibuses...

Can I Drive a Minibus?

If you passed your driving test **before 1st January 1997** you should have category D1 on your license (probably marked with a 101 restriction meaning 'not for hire or reward'). This means you can already drive a minibus under 17 seats in a voluntary capacity.

If you passed your driving test **after 1st January 1997** you can still drive a minibus under 17 seats in a voluntary capacity, providing you meet certain conditions:

- You are over the age of 21
- You have had your car (category B) driving license for over 2 years
- You are driving the minibus on a voluntary basis and do not receive any payment
- The minibus is not being used for hire or reward
- The minibus's maximum weight is not more than 3.5 tonnes, or 4.25 tonnes including any specialist equipment for the carriage of disabled passengers
- You must not tow a trailer

Many self-drive car-hire companies and local authorities rent minibuses; however they may also have further requirements for the driver in order to meet their insurance conditions. Before hiring a minibus always check with the hire company that your volunteer is able to drive it!

What is 'Hire or reward'?

'Hire or reward' means the minibus is being used like a taxi, bus or coach in order to make a profit. For example, you could hire a minibus to take YFC members to a competition, and they could split the hire and fuel costs between them. However, you could not hire a minibus to pick up non-members from local villages and charge them a price per person to transport them to your barn dance or disco.

Minibus Driver Training

Volunteers who regularly drive minibuses for YFC are encouraged to undertake MiDAS training. Contrary to popular misconception this is not a test, but is the Minibus Driver Awareness Scheme, usually consisting of a day's training both in the classroom and on the road, covering the practical and safety issues of driving a minibus.

For further information on MiDAS trainers in your area contact the Community Transport Association on 0161 351 1475.

Remember: Driving a minibus full of YFC members is a big responsibility.

If in doubt consider hiring a reputable local coach company, who will also undertake all route planning, have highly trained professional PCV drivers, and will supply you with a copy of their Risk Assessment.





Transporting members: car insurance...

Travelling to meetings and events

If a YFC member uses his or her car to travel to meetings and or events as a representative of his or her YFC Club, County Federation, Area or the National Federation, the motor insurance company may need to know.

Motor insurance companies take differing views of volunteering. Some consider volunteering to be a social activity and hobby and are therefore happy to include volunteering under their category of "Social Use" whilst others view volunteering as a work activity and therefore classify car usage for volunteering as "Business Use".

Insurance companies should not charge any additional premium to customers who "upgrade" to business use. However, being insured under the wrong category can give an insurance company the opportunity to argue its way out of paying out in case of a claim.

Milage allowance

Where mileage allowances are paid to volunteers as reimbursement of travel costs, this may appear to give insurers the appearance of increased formality and therefore "work".

NFYFC does pay, on behalf of County Federations (from the fares pool), a mileage rate to members of Council attending Council meetings. The NFYFC also pays a mileage rate to Chief Stewards of competitions and to those acting as leaders at training events.

We are aware that some County Federations also pay mileage rates to some office holders.

Next steps

- NFYFC recommends that all YFC volunteers/members telephone their respective motor insurance companies to let them know the extent and nature of their use of their vehicle in connection with YFC as a volunteer/member and to discuss and clarify the details of their insurance policy.
- If necessary, volunteers/members subsequently send very brief details to their insurance company in writing and request confirmation of cover in writing.

Employed Staff

It must be noted that all staff employed by the NFYFC or a County Federation, who use their own vehicle to travel to meetings and events, must insure their vehicle for business use. As a matter of best practice, it is suggested that the employer asks to see a copy of the Certificate of Insurance to establish that adequate motor insurance is in place.





Transporting members: car insurance example letter...

Example letter to send to your insurance company

My name
My Street
My town
My postcode

Today's Date

My insurance company name
My insurance company address

Dear Sir/ Madam,

Re: Motor Insurance: My Policy Number

I intend to undertake voluntary work for the charity the [County] Federation of Young Farmers' Clubs. I may, from time to time, use my vehicle to travel to meetings, to carry passengers or to carry out other duties. Where I receive a mileage allowance for these journeys it will be to cover running costs of my vehicle in accordance with Section 1 (4) of the Public Passenger Vehicles Act (1981), which exempts me from both Passenger Service Vehicle and Hackney Carriage / Private Hire Car licensing laws.

I should be grateful if you would confirm my existing policy covers me for such volunteer driving and that my insurance policy contains a clause indemnifying the agencies with which I am a volunteer against third party claims arising out of the use of my vehicle for such voluntary work.

Yours faithfully



Retaining members...

Once you've recruited new members, you need to keep them. Here are some ways to help ensure your members stay.

A good club programme

This is one of the most important ways of retaining members. The club should have a club programme secretary or committee responsible for the programme which is produced yearly or termly. However, all members should contribute to the planning for it to work and be a success. Make sure the programme is all-inclusive and affordable and that everyone has a copy. It is crucial that members are kept informed of arrangements. More information can be found in Section 1: You've got what it takes and Section 2: Get what you need and Section 4: The club mix.

Get everyone involved

Everyone needs to feel valued and the best way to do this is by making sure they're involved. Every member is part of the team and has a role to play. A good team needs a mix of people. For example:

- Leaders who are good at motivating
- Creative types who generate ideas
- Extroverts who have good networks
- Dynamic individuals who thrive on pressure
- Analytical types who can evaluate the usefulness of ideas
- Cooperative team players
- Anyone with a specialist skill
- Hard workers that get things done.

The officers need to recognise the roles that all members play, even if they are not specific.

Keep members motivated

Motivated members generate enthusiasm, energy, commitment and inspiration. The club officers have an important role to play in keeping members motivated and can do so by:

- Being enthusiastic and supportive of members
- Being open to ideas from members
- Ensuring they are friendly and open to all
- Being tolerant and understanding to those in need of help
- Ensuring high standards are maintained and by setting a good example
- Knowing the team and what makes them tick
- Learning to delegate
- Never taking anyone for granted
- Remembering that you are responsible for club activities, so it's essential that members support you.





Learn and achieve

Members need a challenge and also gain sense of achievement when they have reached their goal. YFC provides members with the opportunity to learn and achieve through participating in the wide range of activities and programmes on offer such as the competitions programme, YFC Travel, training and development courses and by taking on responsibility for running the organisation at club, county and national levels. By participating in YFC, which offers members a chance to learn skills that will remain with them for life, members can reach their potential, which can then become the foundations of a future career.

Communicate effectively

There's no point in organising the best programme ever if no one knows about it, so make sure everyone is communicating effectively. This is particularly important when retaining older members or those living away who might not be regular attendees. Communicate to members by:

- Giving members a hard copy of the club programme
- Sending texts to remind members of events and times
- Using social media sites to keep members informed of YFC business
- Creating a telephone tree where the chairman/woman phones the other officers who in turn each phone a group of members
- Sending emails to keep everyone informed of what is going on, as long as everyone checks their inbox regularly. Create an email distribution list of members, but make sure you keep those not on email up-dated too
- Including a diary dates page and bulletin board on the club website. Remember to update them regularly
- Producing a regular newsletter that includes what's on and diary dates. You can also include the club's successes, gossip and jokes and send the newsletter to members who've gone away to college or university to keep them involved, so that when they return they know what's on and what they've missed out on
- Creating leaflets and posters to advertise forthcoming events
- Communicating face to face is always best if you need to explain anything.

Make it fun

Lastly, but most importantly, make it fun. Members will stay involved if it's fun. If the club offers a range of exciting activities, where members get to meet new people across the county and have a great social life, it's more likely that the club will hold on to its members.





Trouble shooting: why members choose to leave:

- **They are not aware of all the opportunities** – Ensure members get the full benefit of their membership by making them aware of all the opportunities that are available to them. These include the [competitions programme](#), [training events](#) and [YFC Travel](#) as well as the opportunity to take part in various [agricultural and rural issues events](#) and discussion groups. There are also schemes available through other organisations that could be of benefit, such the [Duke of Edinburgh's Award](#).
- **They don't understand what's being discussed** – Consider new members when you discuss any YFC matters as they may not understand what's being talked about. Even for members who are not new, it's important to ensure that they understand what is being discussed and feel able to ask if not.
- **They don't understand the commitment involved** – YFCs require a level of commitment and the longer members are involved, the more responsibility they are likely to be asked to take on. When members are asked or volunteer to take on roles, make sure they know what's involved. Don't persuade them to take on a role under false pretences otherwise you may drive them away.
- **They haven't been asked to take part** – Everyone has paid the same annual subscription, so everyone is entitled to the same opportunities or input. Ask everyone if they would like to participate in activities and competitions, even the quiet ones. Try to share out activities and if someone wants to take part, always try to include them.
- **They can't afford the activities** – When putting together the club programme, consider cost. Young people who aren't yet working don't necessarily have the resources to pay for trips on a regular basis. Don't exclude members by having too many expensive activities on the programme. For example, the club could discuss subsidising junior members for some activities.
- **They don't feel part of the organisation** – Keep everyone informed about what's happening. Call those who haven't attended for a few weeks to find out why and let them know what is going on.
- **They aren't valued or thanked** – All members should be valued, whatever their role. Be sure to recognise all members' input, big or small.





Some more reasons why members choose to leave:

- **They aren't sure of their role** – No one can be expected to carry out a role well if they don't know what to do. New club officers will need support. If a club officer is given a task that they haven't done before, they may need some guidance. Contact the club leader or county office to find out what support is available. Be aware that if a new club officer feels isolated in their role and doesn't know who to ask for help, they may leave.
- **They are only given boring jobs** – Be conscious about who does what. Try to divide the jobs up evenly among members.
- **They haven't received training to develop better skills** – Young people like a challenge and also the opportunity to learn new things. There are numerous training opportunities available at club, county and national level. Visit the [NFYFC Skills and Training](#) page for ideas.
- **They've fallen out with friends** – Some members may leave because they've fallen out with their friends or because a relationship ends. Try to discourage cliques, so when fallouts happen there are other people that the friends can talk to. Ensure people know who to talk to if they are having a problem.



Safe use and storage of medicines...

When taking part in YFC activities young people may need to bring medication they are taking, for instance a member may need to bring an inhaler when playing sport. These medicines should be authorised (prescribed by a medical professional) or if they are over the counter drugs their use should be authorised by the parents. Leaders in charge of young people are often referred to as being 'in loco parentis' and have a duty to act as a responsible parent would.

Use of prescribed medicines

Leaders should not administer prescribed medicines. You may supervise the administration of prescribed medicines and record this. Young people should only bring prescribed medicines to an activity if their condition requires it. Young people may be permitted to take responsibility for their own medication e.g. contraceptive pill or asthma inhalers; this should be discussed at the pre-meeting in the case of a YFC trip and asked on the consent form.

Checklist for prescribed medications

- Ensure medicines are properly prescribed with full instructions, including the name of the young person, prescribed dose and expiry date.
- Medicines must be in the original containers supplied by the doctor or pharmacist. Where a young person requires two or more different medicines they should be kept in the original containers.
- There must be appropriate, safe storage e.g. a locked cupboard or box in a secure room where medicines can be stored. Medicines must not be kept in the first aid box.
- Do not store large quantities of medication; young people should only bring sufficient amounts for the session or trip.
- Make sure young people know where their medicine is stored and who has the key, more than one leader should be able to access the storage space.
- Records of all medicines administered, to whom, by whom they are administered and when they are administered must be kept.

If a medicine is considered dangerous and has to be administered with critical dose or timing or needs medical knowledge to administer then it should only be administered by a qualified professional, arrangements will need to be made with parents and members if this is the case. Injections must only be administered by qualified professionals not YFC leaders, some young people are capable of administering their own injections, if they are in a position where they are unable to do this then emergency services should be called.





Over the counter medicines

Over the counter medicines comprises of a wide range of drugs including painkillers, vitamins, herbal medicines, cough and cold remedies. Many of these products have health risks and some can interact with prescribed medications. Young people should discuss all medication with their GP and parents and be honest with leaders about prescribed and over the counter medicines that they are taking.

Young people may bring over the counter medicines on trips, i.e. painkillers for headaches or period pains. Leaders must not provide painkillers or other over the counter medicines to young people and should monitor young people's use of them. Aspirin and paracetamol should not be taken by young people under the age of 16 without doctor's advice. Over the counter drugs should only be used by young people that have been given written permission to do so by parents and this should be highlighted on the consent form.

Over the counter drugs should also be stored in a secure place, under leader observation the young person may take the medicine when requested and this should then be recorded by the leader. Leaders should not give over the counter medicines that belong to them to young people nor should they buy over the counter medicines for them. Leaders have a duty ensure that young people do not give medicine to their peers during a YFC activity or trip.

If travelling abroad you need to consider the legal status of drugs in the country you are visiting as some over the counter medicines available in the UK may be controlled in other countries, where local laws are less stringent than the UK, home laws should prevail.

Self managing medicines

Consideration should be given to the age and maturity of the young person. Young people may be capable of managing their own medication, before an activity or trip leaders should check consent forms and discuss with the members and their parents about their capabilities concerning medicines. Although young people may be capable of taking their own medication on a residential trip all medicines should be held by the leaders in a safe place.

Storage

Locked provision should be available for the safe storage of prescribed and over the counter medicines. Storage of medicines should be discussed with parents and young people before an activity or trip to ensure that they are clear and do not attempt to carry and administer their own medication during activities, unless this has been arranged by prior agreement. The young person and more than one of the leaders should know how to access the medicine in an emergency.





Recording

Records must be kept when any prescribed medicine is taken by a young person during a YFC activity. Appropriate recording systems should be in place and leaders should know how to use them. The recording should cover medication name, expiry date, strength, dose and times taken for each medication for each young person. It should also include a record of missed doses and any wrongly taken medication if this did occur, it should also include up to date notes of over-the-counter medications they are taking. These records should be available to health workers in an emergency situation.

*Leaders refers to club officers, club leaders or those that are appointed responsible people during a YFC activity.





The power of social media...

There are 3.2 billion social media users worldwide and it's the most popular online activity that users engage in. Of these users, 90.4% are millennials, 77.5% are Generation X and 48.2% are Baby Boomers (Emarketer, 2019). On average we're spending 2 hours and 22 minutes on social networks and messaging every day (Globalwebindex, 2018). When used effectively social media can be a great way of interacting with YFC members and promoting the fantastic opportunities available through YFC to potential members.

Facebook

Facebook is the most popular social media channel worldwide and is an effective tool for relaying information to the members from club or county level.

- You can create a Club or County YFC Facebook page through your own personal account, but the best thing to do would be to create a new Facebook account using your YFC email address. Just follow the 'sign up' instructions at www.facebook.com.
- Once you have an account you'll see a 'create a page' option at the bottom of the screen. Select the 'Company, Organisation or Institution' option.
- You will then need to choose a page name e.g. Warwickshire Young Farmers' Club.
- It's really important you complete the 'about' section as this makes it easier for people to find you when they search for the page. Add a link to your website if you have one.
- You can use the YFC logo for your profile picture and any picture you think is relevant and represents your organisation well for the cover photo.
- Your Facebook page is now set up and ready to use!
- Make sure people know your Facebook page exists – put a link on your website, add it to your email signatures, County handbooks, newsletters – anywhere you can think of!

Please note – Do NOT use a Facebook profile to promote your club / county. It is a violation of Facebook's Terms of Service to use a profile for commercial purposes and there will be nothing to stop Facebook from shutting down your account without warning. If you need help changing from a profile to a page contact the NFYFC.

Top tips for using a Facebook page

- Include a paragraph about how the site is monitored and the code of conduct.
- Status/posts – If you post something on your Facebook page, this will appear in the newsfeeds of people who 'like' your page. The more people interact with your posts, by 'liking', 'commenting' or 'sharing' the more likely it is that future posts will appear on their newsfeed - so make sure the posts are interesting, informative and chatty.
- Schedule your posts – monitor your Page's insights (free through Facebook) to see when your followers are most likely to be online. The insights will tell you the most popular times that people are on the platform so schedule posts (using the Publishing Tools available in Facebook) for when you know they are more likely to reach them.
- Monitor your responses – check your page regularly to see the kind of responses you are getting. You never know when someone might write an inappropriate comment! It's also a good idea to set the profanity filter for your page too.
- Get snapping – Uploading pictures to your Facebook page is a great way to get people interacting. Make sure they promote a positive image of YFC.
- Events – You can create and promote events through your Facebook page. You must include this in your event planning and consider the implications.





Twitter

Twitter is an effective channel for engaging with industry and for networking, e.g. contacting sponsors and other rural organisations. Twitter is great for sharing links and directing traffic to your website. It's also good for keeping up to speed with all of the latest news and information.

- You can create an account using your name and email address. When choosing your name enter your Club name e.g. XXX YFC.
- You will then be asked to choose a username. This is unique to you and will be used by other people to chat to you. This can be a shortened version of your Club name e.g. xxxyfc. Remember to keep it short and sweet!
- You now have a Twitter account! Twitter will take you through the steps on how to get started. It will show you how to follow other people and organisations so you can see what they are tweeting about and how to send tweets of your own.
- Make sure you include a picture (e.g. YFC logo) and some information about your Club in your account profile. You can also include a link to your website or the NFYFC website. For example: Warwickshire Federation of Young Farmers' Clubs is the largest rural youth organisation in the County, follow us for all your YFC news and updates.

Top tips for using Twitter

Tweets are short messages that have up to 140 characters and can contain web links and pictures. The tweets that you send can be seen by everyone that follows you and appear in their news feeds.

- Make sure your tweets are concise and relevant and fit your message into one tweet.
- Links – You can link to web pages, blogs, pictures, Facebook – anywhere where people can find out more information. Always make sure you include some text in the tweet as well as the link.
- Hashtags – Hashtags are used to mark keywords or topics in a tweet and are a way of categorising messages. You can search for hashtags such as #yfc or #youngfarmers and see what other people are saying about that topic.
- Retweets – You can 'retweet' (RT) another individual or organisation's tweet so all of your followers can see it too e.g. by retweeting NFYFC tweets. It is also good to add your own comment to a retweet.
- Direct Messages – If you need to send a private message to a follower you can send them a direct message (DM).
- Start a conversation. Twitter is all about engaging with others so look for topics of interest – such as posts from other YFCs or members – and make connections. Show interest in what others are doing and they will be more interested in retweeting or reacting to your posts.
- Dashboard applications – Use websites like Tweetdeck or Hootsuite to use Twitter. They enable you to schedule Tweets to be sent out at the times when you think your followers will be online. They also have built-in link shortening functionalities to help you keep within your character limit and enable you to monitor your notifications, mentions and other hashtags.





Instagram

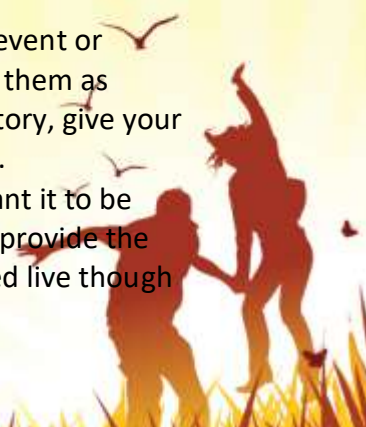
Instagram is an effective channel for promoting key projects and activities – and presenting a gallery of images that showcase the best of your club. As well as your main profile which displays square images or videos, there is also the option to post 24-hour Stories and add videos to IGTV.

- You can create an account using your name and email address or by connecting your Instagram account to your Club's Facebook account.
- Choose the same username as your Facebook Page.
- Instagram will take you through the steps on how to get started but it's similar in format to Facebook in that you can follow other people's accounts and they can see you.
- Make sure you include a picture (e.g. YFC logo) and some information about your Club in your account profile. You can also include a link to your website or the NFYFC website. For example: Warwickshire Federation of Young Farmers' Clubs is the largest rural youth organisation in the County, follow us for all your YFC news and updates.

Top tips for using Instagram

Instagram doesn't provide hyperlinks in your posts so the images you upload and the supporting text need to explain everything. Instagram is all about making an impact with your images and posts – so think about the images you upload and the text you use.

- Use images that grab attention and work well within a 1080px x 1080 px frame.
- Include hashtags – Hashtags are used to mark keywords or topics in a post and are a way of categorising messages. You can search for hashtags such as #yfc or #youngfarmers and see what other people are saying about that topic.
- Re-posting – you can use a third party app to 're-post' other people's Instagram post or if there's a particular post you want to share with your followers, just share it to your Stories. This effectively adds the original post as an attachment and allows others to click on the link to see the post.
- Stories – these are only visible for 24 hours and are a great way of sharing behind the scenes style updates (such as getting ready for your County Rally or practising for a competition). Tag other people in the posts and use hashtags too so the Story is searchable. There's also a library of 'effects' you can add to the post – such as gifs, polls, or backgrounds – to make it all a lot more fun!
- If you want to record a video to add to a Story, you don't have to do this 'live'. Record the video or take the photograph in a portrait mode and then upload to the Stories platform.
- Highlights – If you have a series of Stories that demonstrate a successful event or activity and you want to make them permanently available, you can save them as highlights on your profile. Just tap the heart button in the corner of the story, give your 'highlight' a title and then add all of the Stories you want to this highlight.
- Scheduling – It's harder to schedule posts in Instagram as the creators want it to be about the experience and the moment but platforms such as Buffer now provide the ability for you to schedule posts in advance. Stories still have to be created live though at the moment.





Running safer YFC social events summary

YFC social events generate income that allows the organisation to continue to develop and provide services to young people in rural areas. Social events are managed in a variety of ways across the country and by sharing practice we can ensure our events are organised and coordinated in a safe way.

NFYFC have produced a guidance document called: **Running Safer Social Events in YFC** aimed at helping ensure that clubs and counties plan and hold successful events. The guidance is set out in three sections: Before the event, during the event and after the event and provides information on the following:

Before the event

- | | |
|--|--------------------------|
| • Advertising and promotion | Crowd control |
| • Supervision for U18s | Non members at events |
| • Lower age limits for events | Risk Assessment and TENS |
| • The bar | Security arrangements |
| • Consent forms | Transport to events |
| • Contingency plans for event cancellation | Booking venues |
| • Outside the premises | |

The Event

- | | |
|---|-----------------------------|
| • Members arriving intoxicated | Fraudulent membership cards |
| • Searching members on entry | Managing alcohol |
| • Availability of free water/soft drinks | Drinks promotions |
| • Ejecting members from events | Violence at events |
| • The use of items at events that cause harm | |
| • Checking the condition of the venues before and after the event | |

After the Event

- Camping
- Travel arrangements
- Dealing with repercussions

For a copy of the document please contact your county office. If you require any further advice please contact NFYFC.





Promoting YFC events using social media...

Whilst social media, such as Facebook, is a great way to advertise your YFC events, remember that advertising YFC events publicly means you need to ensure that the events are well organised.

The Licensing Officers of both the local authority and the police watch social media and in the past have stopped an event due to the social media coverage and lack of planning.

Event planning and safety planning is being increasingly scrutinised by the police and local authorities and the event organisers should be sure to have plans documented in the Event Plans and Safety Plans. This to include:-

- Management of U18 year olds including:
 - How parental consent is being sought for 16-17 year olds
 - How the sale of alcohol is being managed e.g wristbanding over and U18 year olds
 - How will the event will manage turning away non member 16-17 year olds, forgotten membership cards etc
 - How the event will manage alcohol consumption of the U18 if they are found to be intoxicated.
- Risk assessments
- Capacity management
- Firstaid, fire alarms, evacuation, muster points etc.
- Licenses for the events
- Security arrangements

NFYFC have produced guidance on 'Running Safe Events' to help you with your planning. If you have any further questions or queries, please contact your county officers or NFYFC.





Statement on Alcohol Awareness Education in YFC...

As a youth organisation catering for 10-26 year olds, Young Farmers' Clubs have a responsibility to ensure that YFC members are offered access to information regarding alcohol awareness and responsible drinking. In addition, by working in partnership with other organisations, YFC can signpost YFC members to local and national organisations who are in a position to help. The following information highlights some of the ways that members access alcohol awareness and support.

Suitable venues

There are some rural Young Farmers' Clubs that use a public house or sports venue as their meeting venue as it is the most accessible to the members. When this is the case, YFCs seek to ensure that the meetings take place in a function room separate to the bar area. Alcohol is not consumed during YFC meetings.

Club Programming

One of the best ways to raise awareness of the potential risks of alcohol is by including a session in the club programme and the club officers are in the best position to decide the format of the meeting. Clubs can choose whether to ask a local organisation or the police to run a session or decide to invite the county training team in to run a workshop for them. A session should be included in the programme every couple of years as a minimum but this may change if issues arise if a number of members are turning 18 years old.

Curve Training

NFYFC has developed two Alcohol Awareness Curve modules called Know Your Limits; one for over 18 year olds and one for 16-18 year old members. The aim of the course is to understand the effects of alcohol on the body and how to enjoy alcohol safely.

During the session members will be able to:

- Identify how much alcohol they are really drinking (over 18)
- List how alcohol affects them as they drink through a typical social occasion (over 18)
- Describe what's happening inside the body as a result of drink
- State how to avoid a Monday morning headline!

Drive It Home, is another Curve module which focuses on Road Safety and includes activities on dangerous driving and the affects of alcohol.

For more information about this module contact your county office for details.





Suitable venues

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Event Organisation

YFC members have the opportunity to take on the responsibility for organising events where alcohol is served. These events allow members to socialise whilst generating revenue to support other YFC activities. Members will learn during the process how to manage events so that their guests can have the best time whilst in a safe and managed environment. It is normally through organising events such as these that members realise the problems that can occur through excessive drinking. Proper planning of events ensures members' wellbeing is safeguarded.

Excessive Drinking

From time to time, some members may cause the club officers problems due to their excessive drinking at YFC social events, which has a negative impact on the club. When this does occur it needs to be tackled with the support of the county team. Whilst we want members to have a good time and enjoy themselves they must be reminded of the code of conduct and the impact that their actions are having on the rest of the membership. If the behaviour becomes unmanageable the member may be prevented from attending further events and sanctions may be applied to their membership. Signposting to organisations that can support our members should be offered.



Substance use and misuse in YFC...

As a youth organisation providing activities for 10-26 year olds, Young Farmers' Clubs have a responsibility to ensure that YFC members are offered access to information regarding substance use and misuse and the health impacts it can have. In addition, by working in partnership with other organisations, YFC can signpost YFC members to local and national organisations who are in a position to offer further specialist help and support.

Informing members

All YFC members should be informed when they join that YFC operates a zero tolerance to illegal drugs therefore they cannot be in possession of, under the influence of, nor consume drugs or psychoactive substances (excluding authorised prescribed medication) at a YFC organised activity.

The potential consequences of breaching this policy e.g temporary or permanent exclusion from YFC activity, should be made clear. Any sessions related to 'ground rules' or 'conditions of attendance' must include this and members should be reminded from time to time throughout the year.

Drugs in YFCs

If you suspect that a member is taking drugs for personal use talk to your Club Officer team. The Club Officer team may either decide to speak to the member or ask County Office for their support. Whilst drugs are not tolerated in YFC we have a duty of care to our members and this includes ensuring that those members are signposted to organisations which can help them understand the impact of taking drugs.

Where a person is found to be using or in possession of drugs at YFC they should be asked to stop, informed and of the policy and the impact this has. The police must be contacted to say that a substance has been found and the incident reported. The police will advise what action to take. If the member is under the age of 18 then the parents/guardians must be contacted. If a member finds any drugs at your meeting venue again report it to the police and seek their advice.

In both circumstances, the police might suggest taking temporary possession and disposing of suspected illegal drugs. In this case the leaders/workers will:

- Ensure that a second adult witness is present throughout;
- Seal the sample in a plastic bag and include details of the date and time of seizure/find and witness present;
- Store it in a safe and secure location with access limited to two senior members of staff;
- Without delay, notify the police, who will collect it, and then store or dispose of it in line with locally agreed protocols. The law does not require the organisation to divulge to the police the name of the person from whom the drugs were taken. Where a person is identified, the police will be required to follow internal procedures;
- Under no circumstances should it be kept on the person or the leader/worker, or removed from the premises unless to take to the police station. The police will advise.
- Record the full details of the incident in the record book/sheet, including the police incident reference number;





- Inform parents/carers unless this would jeopardise the safety of the member.

Where the police are involved, the person may be charged with possessing an illegal substance, whether it is theirs' or not. The penalty will depend on:

- the class and quantity of drug
- where the person and the drugs were found
- the person's personal history (previous crimes, including any previous drug offences)
- other aggravating or mitigating factors

For example, if cannabis is found, the police can issue a warning or an on-the-spot fine of £90.

The member will then be subject to internal disciplinary procedures as detailed in the behaviour policy and the panel will consider whether this is a persistent breach of policy or a first time policy breach. The following measures could form the next set of actions if you have not succeeded in preventing prohibited drug activity:

- Recording warnings, sanctions and directions to stop supply or use on premises in an incident form, and ensuring that these measures are enforced.
- The temporary banning of people repeatedly breaching the NFYFC drug policy.

Dealing or supplying drugs

If anyone is found to be dealing/supplying drugs on the premises whilst at a YFC organised activity, the police should be informed straight away. The member will face immediate temporary suspension whilst the police investigate. The member will face disciplinary procedures as outlined in the Standards of Behaviour policy.

The penalty is likely to be more severe if the person is found to be supplying or dealing drugs. Sharing drugs is also considered supplying. The police will probably charge the person if they suspect them of supplying drugs. The amount of drugs found and whether they have a criminal record will affect their penalty.

Over the counter drugs and prescription drugs

Many people use over the counter and prescription drugs safely and responsibly, but a few may become dependent or addicted to the drugs that were meant to help them. Prescription drugs when misused can become addictive and put the abuser at risk of adverse health effects, including overdose, psychotic conditions and organ damage. It can also affect other areas of life including relationships, employment and school/college life. Where this seems to be the case YFC can signpost the member to professional support.





Club Programming

One of the best ways to raise awareness of the potential risks of substance misuse is by including a session in the club programme and the club officers are in the best position to decide the format of the meeting. Clubs can choose whether to ask a local organisation or the police to run a session. A session should be included in the programme every couple of years as a minimum but this may change if issues arise.

Where to get help

Ask your local NHS Trust for contact details or search online. Other support services include:

- Talk to Frank – a national drug education service Telephone: 0800 77 66 00
- NHS – official website of the National Health Service.
- www.bbc.co.uk/radio1/advice/drink_drugs – information about a range of drugs, their effects and dangers.
- The Mix one of the UK's leading support service for young people. There to help from mental health to money, from homelessness to finding a job, from break-ups to drugs. They offer online support and a free confidential helpline.





Responsible drinking...

This guidance is intended to supplement the “Drugs and Alcohol Policy” to help you decide where alcohol is and is not appropriate within the range of events we hold as an organisation. It is intended to help you make decisions about how you organise your events especially where members under the age of 18 are attending. Please use this document as the basis for discussion.

Each YFC must abide by the laws around alcohol licensing legislation, including underage drinking and we have a duty of care as a youth organisation to set a positive example and provide good advice to our members. We need to set some ground rules for when is acceptable to have a drink?

1. **Formal Meetings** (e.g. Club meeting, County Exec and sub committees).
We recommend that you *do not* drink alcoholic drinks during formal meetings. This can be disruptive, set a misleading impression to guests and be divisive for younger members. Refraining from drinking is even more important when under-18-year-old members are present. Those in a position of responsibility and are role models *must* remain in a competent state to care for members and address incidents and issues should they arise.

2. **Before and after Meetings**
Some YFC members travel a long way to get to meetings and some may not have had time to eat beforehand. Where meetings are held in licensed venues, the Club should aim for a culture whereby those members who wish to have refreshments before the meeting should arrive early enough so they are finished before the start of the meeting.

After a meeting, when the club meeting is formally closed, the club officers need to decide the arrangements for collection/drop off of under-18-year-old-members. If members decide to meet socially after the meeting, parents should be given a choice of whether they collect their children immediately after the formal business meeting or later so long as the club officer team or a senior member agrees to take responsibility for them. U18s **MUST** not drink alcohol and at least one senior member should be responsible for the U18s and refrain from drinking (all senior members should be aware of the example they set and be mindful of peer pressure to consume alcohol). Licence laws or venues may have a minimum age for members that are allowed to stay after a meeting. It is better in many ways for U18s to be included in club events and observing responsible behaviour than feeling shut out.





3. Club Social Event (e.g. Ten Pin Bowling)

During an activity like this it would not be unreasonable for members to drink, provided that U18s don't have access to alcohol, that they're supervised properly and that the adults responsible for the event refrain from consuming alcohol so that they're capable of addressing any issues or incidents that may arise. If you are providing transport we advise you don't consume any alcohol.

4. Club Visit

It is normal not to drink alcohol unless offered by the hosts as a refreshment. If this is the case ask that soft drinks are available for U18s and drivers. The responsible senior members and those driving should refrain from consuming alcohol.

5. Training Event

An over 18's training event should be treated like a formal meeting. Drinking during training would be disruptive and should be discouraged; it may also impede the participant's capacity for learning. If the event is a residential it is acceptable for members to drink in social time outside of the training sessions and formal activity programme. If the training takes place over one day then participants need to be alert and attentive on day two in order to maximize the benefit from the training.

If under 18 year olds are present, adult members must plan appropriate supervision and activities for these members and remember they are role models.

6. Rally / Field Day / Show

Competitors, organisers of activities, judges and stewards at any event should not be consuming alcohol. This would present a very poor and unsafe image of YFC and could often have further Health and Safety implications if members are working around heavy machinery or competing and doing demonstrations.

In any area where YFC is being marketed or promoted (e.g. a publicity stand at a show) refrain from having alcohol as it will present a much better image. Drinking on a stand at a show will only reinforce the perception that YFC is a drinking club, even though we offer much more than just the social side. If you have no official responsibilities at the event and would like to drink alcohol then it would be better to do this in a bar tent and return to the YFC area afterwards. For spectators it will often depend on the situation. Consider having a defined bar area or marquee and only allow alcohol consumption within this area.





7. Residential Trips (when acting as a leader on a trip with U18s)

When acting as a leader on a residential trip it is inappropriate and dangerous to consume alcohol during the programme of activities. It could lead to serious incidents and will impede your ability to lead a group effectively. If a team of leaders are in attendance it may be appropriate to have a 'not on duty' rota between the adults regarding drinking to ensure that some leaders remain responsible for the group if others are consuming alcohol.

Where this is the case alcohol should not be consumed to excess, especially if you are in the company of the entire group. It must be remembered that you are a role model for the U18-year-old-members. If you don't feel like you can take a trip without indulging in alcohol then it may be more suitable not to put yourself forward as a leader.

8. Social Events

Alcohol is a part of society and should be enjoyed in moderation. Consider your own wellbeing and the reputation of YFC. Social events that are solely for U18s should not have alcohol available. At any other social event it is important that members under 18 can be identified (e.g. use wrist bands) and that the law relating to the purchase and consumption of alcohol is upheld.

Further information and support

- Running Safer Events document is available to help you organise events where alcohol and under 18s are present.
- Two Curve workshops that discuss alcohol consumption are available to your club: Know Your Limits and Drive It Home. Contact your county Office for more information about these two courses.





County Youth Forums...

Today, 36% of the YFC membership is made up of members aged 10-17 years old. With such a high percentage of younger members, NFYFC is encouraging county federations to hold youth forums as a way of consulting members on the issues that affect them and to ensure that the younger members' needs are being met through the county programme. Our younger members are the future leaders of YFC and, because of this many young members, County Federations are now working with members at a county level to arrange more events, training and activities aimed specifically for that age group.

So, what is a Youth Forum?

A Youth Forum is a way in which the County can consult with the younger members (aged 10-17) about their views on a variety of issues and it is a way of encouraging them to become involved. It also gives them the opportunity to meet fellow members from different clubs to express and share their opinions whilst discussing relevant issues.

What is the aim of the youth forum?

- To enable the younger voice of the membership to input into the discussion on issues that affect them and to empower them to take responsibility for their own organisation and development whilst providing a safe environment for them to do so.

What is the purpose?

- To ensure that all ages in the membership are equally heard.
- To ensure that young members are encouraged to take an active role in participating in discussions about their county federation on issues that affect them.
- To empower young people to make decisions affecting them.

How could a youth forum work?

Ideally, each club will select 3-4 junior members to represent them. A meeting will be held where the representatives will get to know each other and county officers, take part in a fun activity and then discuss an issues that is relevant to them for example the county rally. This meeting can take place in a variety of settings, for example on the same night as an executive meeting, at an activity weekend or combined with a competition depending on the County's resources. Each county youth forum will be different to meet the needs of the young people. Initially, the county officers may wish to set the agenda, but as time goes on it is hoped that the juniors will want to take ownership of their group.

What are the benefits of a youth forum?

- Enables participation in more events/activities appropriate to the age.
- Increases opportunity to be involved in county programme.
- Provides greater experience in preparation for future roles in YFC.
- Provides an opportunity for members to develop skills to help them in life.
- Provides an opportunity for feedback on recent events so that improvements can be made.





How do I get started?

Consult with the executive committee

Add “county youth forum” to the next executive meeting agenda. Introduce the concept and explain why it is important to ensure the younger members are included. Hold an initial discussion to ascertain whether the club representatives think this is something their members might like to get involved with.

Use your executive committee

Ask club reps to report back at the next club meeting. Encourage them to discuss the benefits and explain that the county executive would really value younger member input. Find out what the members would like to do and what would encourage them to get involved. If no club representative was at the meeting, it would be best if this was done in person if possible by someone they look up to, such as a county officer or fieldworker.

At the next executive meeting

Report back on the findings and establish the next steps. Look at the different options available and consult with staff and club leaders to decide the best approach for the county. You could:

- Hold the forum on the same evening as an exec to help with getting members to the meeting
- Combine it with a competition, event or activity weekend
- Hold a discussion through the county social media channels (logistics are a problem).

Having decided on the best format, you will need to work out the costs. If you need to access funding to cover the costs of organising and running the event, contact your county or NFYFC for further advice.

Set up a small working group

Ask county officers, staff and club leaders to get involved. Ensure that there are not too many ‘older people’ as this may deter young people from speaking openly.

Get going

Start organising it. You need to consider the date, venue, food, transport, consent forms, agenda and number of attendees from each club.

Promote it

It is vitally important to get the promotion of this event correct and get members involved. You may need to offer an incentive to ensure people attend. Think about what would inspire you to attend – food is often a good one!

Run it

Having prepared, you will be ready to run the forum. Good Luck!





After the Meeting

Evaluate it

- It is very important that you evaluate afterwards to find out what the members thought of it, whether they would like another and how it can be improved.

Implement their suggestions

- Having consulted with the members, discuss and implement their ideas at the next executive meeting or relevant sub-committee meeting.

Report back to the juniors

- Report back to the members thanking them for their input and explaining how the county has incorporated their ideas. Some ideas and suggestion may take longer to take effect than others, be honest and open with the group where this is the case as this will help to build trust.





Planning a club exchange...

“We would definitely recommend a club exchange, we have had so much fun, meeting new people and making friends with them has been one of the best highlights. Every club should benefit from this activity.” YFC member - Bryony Berry.

Have you ever thought about organising a YFC club exchange but are unsure where to start? If so then read our top tips to help get you started.

- Decide how many and the age range of members you can host. Decide if the exchange is for over 18s, under 18s or both. If under 18-year-olds are involved there ask your county office or NFYFC for further guidance.
- Decide when you want to host and when you want to visit - pick out a few dates you can host another club, as they might not be able to do the first one that comes to mind.
- When trying to set dates; look for social events in the Club and County - local shows are a good event to visit! Consider working patterns and school holidays, even if the exchange is for over 18's there may be some students keen who might be at university.
- Make sure the dates you pick to host, your members are available, as the club is there to see you and not just the events, shows, farms and business trips you organise for them.
- A weekend exchange is often the right amount of time, not too long that people need to get back to work, and not too short to allow you to get to know each other.
- Put a call out for an exchange club via NFYFC this will reach members from across England and Wales.
- Devise a budget to include travel costs and the costs of activities. Make sure that the cost of activities reasonable - if it is too expensive members may not want to participate in all the activities.
- Research - find out what your exchange club members are interested in and organise a study visit to a local business or farm based on their interests. They will appreciate learning something new and taking it back to their county.
- Think of how the visiting club is going to get around. They might not drive to you, they may have caught a bus or train, so you need to consider transport to different events/trips out. Even if they drive you need to see if they're happy to drive themselves.





- Take the exchangees to a YFC members meeting. Every club runs their club slightly differently – it's a great way to share ideas and best practice.
- Send the visiting club an itinerary or programme, so they know what to bring with them. Make sure they know what kind of accommodation they will be staying in, so it's not a surprise when they get there. Hostel/camping/hotel etc?
- Finally think about food. People have got to eat!
- Swap phone numbers before the event.
- Make friends on social media afterwards.
- Share with NFYFC/Ten26

Example Programme from Kenn Valley YFC Exchange

Friday 23rd January 2018

8:43pm - Tregaron YFC arrive at Exeter St David's train station

9:15pm - Head to Devon YFC's Charity Shop Challenge New Year's Dance

1pm - Head back to the cottage

Saturday 24th January 2018

10am - Head to Troy Stuart's Beef unit

1pm - Lunch time

3-6pm - Pool, Skittles and Darts social with Kenn Valley YFC at Ashcombe Social Club

7:30pm - Bow YFC Comedy and Auction Night and Ploughman's meal

Late - Head into Exeter City for a clubbing night out

Sunday 24th January 2018

10am - Head to Quicke's dairy (also they do cheese production), Nr. Crediton for a farm tour

1:47pm - Tregaron leave via Exeter St Davids train station





Planning an overnight trip...

Going away on a residential is a highlight for many YFC's. They can be brilliant fun, a great way to make friends and build confidence leading to stronger club or county team. Here are a few pointers to help you plan your event.

- **Objectives of the residential:** Firstly decide what the main objectives for holding your residential are. It could be teambuilding, communication or specific learning objectives.
- **Venue:** The choice of venue will depend on cost, range of activities in your programme, time of year, experience of leaders and individual needs.

Outdoor centre: If you decide to stay at an outdoor residential centre, visit the Adventure Activities Licensing Authority (www.hse.gov.uk/aala/index.htm) to search for centres that have been inspected. By contacting the centres, they will be able to provide and confirm the competence/qualifications of the tutors, ratios of young people to leaders, health and safety and risk assessment.

The outdoor residential centre is an easier option as much of the arrangements are taken care of for you. Once you know which activities you will be doing, contact the NFU insurance team to ensure that you will be covered.

After that you will need to consider the rooming requirements:

1. Provide a rooming allocation list prior to the event/campsite plan
2. Decide who is sharing
3. Allocate separate leader rooms/tents

Camping: Camping requires much more preparation, organising and requires additional considerations:

- the campsite
- the WC, shower facilities
- tent space required
- the tents, airbeds, sleeping bags
- allocation of tent buddies
- water supply
- electricity supply
- catering
- food hygiene certificate





- storage of food
- other campers
- emergency facilities
- first aider
- telephone reception
- insurance
- weather: have spare activities up your sleeve if the weather changes.

Camping in the great outdoors provides an exciting adventure for young people if it is done properly. Putting up tents is an adventure in itself!

- **Transport:** Transport is a factor when choosing your venue. If it is close parents might be able to take their children directly to the venue which will save you from having to organise this. Otherwise the club will have to organise this.

You will need to consider:

- How are you going to get to you venue? Own cars, parents drop off?
 - How much will it cost?
 - If you have enough leaders/ volunteers to young people ratio? 1:10 mainstream; 1:6 for those with additional needs.
 - Who has a current mini bus license (if required)?
 - Who will risk assess travel arrangements?
 - Will you use a coach company?
- **Cost:** The cost can be a deciding consideration and it is beneficial to research a number of venues and compare costs. You will need to factor in transport costs and the cost of hiring extra equipment if for example you are camping.

You should consider:

- How much are members willing/able to spend?
 - If the cost stop members from attending?
 - If you are going to subsidise younger members?
 - If you have you explored all the options?
 - If you have you explored potential pots of funding/grants.
- **Programme of activities and preparing for the trip:** Encouraging members to help you choose the activities will guarantee their support and attendance. Try to link the activities to your learning objectives to make sure that you get the most from your visit. Also consider having a variety of activities as not everyone may like heights or water for example. Try to make activities appropriate to the age and ability of the group.





You will need to get the members' activity choices from them:

- Research the cost of activities
 - Assess the accessibility of activities
 - Cater for disability and additional needs (if required)
 - Decide who will run the activities/experience
 - Carryout risk assessments for all the activities or obtain them
 - Provide a kit list for participants.
 - Parents meeting
- **Staff/leaders experience:** Ensure you have enough leaders to safely run the event and have people in reserve in case of illness.
 - **Safeguarding:** YFC takes the safeguarding of our members very seriously and we want to ensure that members are able to participate fully in a safe environment.

Remember to:

- follow the Safeguarding Policy for Children and Young People
 - DBS check all leaders staying overnight or in a regulated activity and obtain references. They should complete an adult consent form too.
 - use parental and photographic consent forms and ensure you have these to hand during your trip.
 - provide information to parents, have system place for informing parents in the case of an emergency.
 - establish a group agreement/behaviour contract and ground rules – made by the group
 - have a policy on drugs and alcohol and strategy for the time away
 - have a sexual health policy and strategy for the time away
- **Health and Safety:** The health and safety of members and leaders is paramount to a successful trip. You want everyone to come home having had a brilliant time with no visits to the A&E department! Planning and preparation are crucial.

You should:

- Visit and risk assess the venue or obtain from the venue.
 - Consider travel arrangements e.g mini bus licenses/coach & bus hire
 - Carryout all risk assessments
 - Manage catering arrangements and dietary requirements
 - Have a strategy for dealing with challenging behaviour.
- **Insurance:** Read through your insurance policy and notify NFU Mutual the activities you would like to do as soon as you have chosen them to ensure that insurance can be arranged.





- **Communication System:** Having a communication system in place helps ensure that everyone including members, leaders and parents are kept in the loop and kept updated with developments.

You will need to:

- Hold a pre-residential meeting with parents to give out details
 - Send letters to parents containing information about time, venue and contact details as well as parental, medial and photographic consent forms, leader contact details
 - Establish communication systems in case of an emergency and for parents.
- **Evaluation:** Evaluating the trip is really important - this is how you find out from the members what they liked/disliked and enjoyed the most. You may need this information for funders to demonstrate if and how the objectives for the trip have been met. It will also help in your review and help in the planning of next year's!

You will need to:

- Decide how you are going to evaluate the trip.
 - Will you review at the end of each day or on the way back home? There are lots of different methods including photos, quotes, feedback forms, stories, show of hands etc.
- **Follow Up:** Delegate where you can and ask members to help with follow up reports and the gathering of information.

Decide who is going to:

- gather photos
 - write a report for Ten26 and local paper
 - organise the event for next year!
- **Other Organisations:** There are lots of organisations who have lots experience in arranging residentials and it is worth contacting them. The following organisations might be able to help you include:
 - Your county youth association
 - Adventure Activities Licensing Authority
 - Tourist Information for the local area.

Finally ask for help. If you would like to run a residential but need some support and guidance either contact your County Office or the Youth Development Officers at NFYFC.





YFC Travel...

Since the dawn of YFC, thousands of young farmers have donned their hiking boots, unearthed their sense of adventure and slapped on the sun cream for the discovery of a lifetime with YFC Travel.

NFYFC offers all members the opportunity to take part in YFC Travel - a unique programme of exciting trips, home stays and working exchanges to destinations around the world. Past discoverers have tackled white water rapids in Canada, helped out in an ice cream factory in Sweden, shorn sheep in New Zealand and built schools in Uganda.

Jetting off with YFC Travel offers a chance to experience another way of life by living it. See new places, make new friends and soak in another culture. It's an adventure that will pay off for the rest of your life. But don't just take our word for it! Learn more about what some of our previous adventurers have experienced through our YFC Travel Presentations.

The YFC Travel programme launches every September and members can apply for a wide range of travel opportunities, including Homestays, Working Scholarships and Team Travel opportunities, not to mention our amazing YFC Ski trip. Club members can also welcome and host Young Farmers from all over the world.

Want to know more about YFC Travel?

NFYFC knows that YFC members are all unique and want different things from their adventures. With this in mind, there is a huge selection of opportunities for you to choose from. To help you decide what option is right for you NFYFC, with support from Tama, has produced the following YFC Travel and Hosting programme guide to answer all your questions. These are available to download from

<http://www.nfyfc.org.uk/TravelwithYFC/yfctravel>

Further information about the trips on offer can found in the Autumn edition of Ten26, on the NFYFC website or from your county office.



Evaluating activities...

Evaluation and feedback is crucial for a dynamic, evolving YFC. It also helps to keep up to date with how members are feeling, to make informed changes and ensure that the club is striving to achieve the best it can for its members.

When evaluating an event, activity or course, consider the following:

- Keep the evaluation short and simple. Don't bombard members with hundreds of questions. Work out what you really want to know and then work out the best way of finding out.
- Use creative evaluative methods that engage members and will provide the feedback that you want and can use.
- Decide what the findings will be used for. If all you want is a pat on the back and some good quotes to promote what you do, then plan it as a public relations exercise. If you want to learn from the process and improve what you do, then plan it as an evaluation exercise.
- Change some of the questions: By asking the same questions, you're always looking at it from the same perspective. Try combining standard questions, which allow you to make comparisons over time, with random questions, which allow you to get feedback from a new perspective.
- After an event or activity in which members have been through a range of experiences, have been communicating in many ways and have been learning at many levels. Paper exercises can be useful, but they should be seen as part of a wider evaluation process.
- A post-activity get-together with members can provide a valuable forum for useful evaluation.

There are a number of different evaluation techniques and it's good to vary them to stop members from getting bored. There are quick and simple evaluation techniques, such as feedback forms, Post-it notes as well as the fun, interactive evaluation techniques, such as the blob tree and bullseye.





Planning a press release...

Writing and releasing an effective press release can help your YFC gain valuable publicity in local, regional and even national press. There are numerous questions that need to be asked before you write a press release:

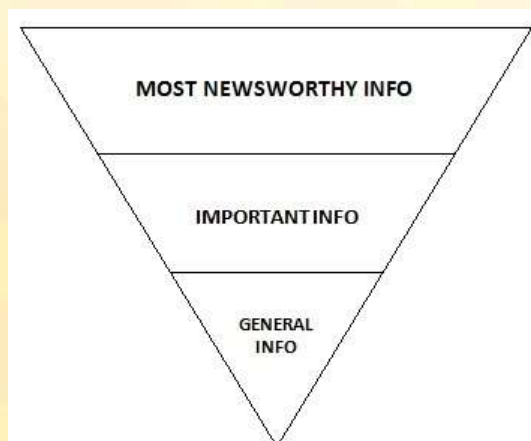
- **The story** – What is the story? What has happened within your club that will grab people's attention? Is it newsworthy? Do you have all of the information available?
- **Human interest** – One of the first things that journalists look for in a story is how it affects their readers. How does your story have an impact on people?
- **The audience** – Who is your story aimed at? Which media outlet would be the most appropriate to send the story to?
- **The press** – What is your relationship like with the press? The stronger the relationship, the more likely your story will be featured. Talk to them as much as possible.

Once you have a story to tell and who to tell it to, you then need to answer the following questions about your news:

- **Who?** Who are the key players — your club? Somebody within your club? Who does your news affect or benefit?
- **What?** What is the story? What is new? What is the hook that will interest the journalist? What angle should you focus on?
- **Why?** Why is this important news — what does it provide that is different?
- **Where?** Where is this happening / is there a geographical angle / is the location relevant?
- **When?** What is the timing of this? Does this add significance?
- **How?** How did this come about?

Constructing your press release

When constructing your press release the most important, eye-catching, information must be at the top, ideally within the title and first paragraph. The journalist will not read beyond the first paragraph if it does not grab his / her attention. Think of inverted pyramid:





Timing

You need to indicate at the top of the release whether it is 'For Immediate Release' or 'Embargoed' and if so, give the relevant date. An embargo does not mean that journalists can't contact you about it. It just means that you are asking them not to use the information before a particular date. There are no legal implications if a journalist breaks an embargo, however doing so can hamper the relationship between the journalist and yourself.

Title

The title should be no more than 10 words long, grab attention and encourage the journalist to read on.

Length & Style

Keep the content as tight as possible and avoid waffle and lengthy explanation. Sentences should be short and punchy (no more than 25 words). The release should be free of jargon and written in an active style.

Paragraphs

All of the important information should be in the first paragraph. The test is whether the story can be understood in its entirety if only the first paragraph was produced. The second paragraph expands on information in the first paragraph, giving a bit more detail. Often, the third paragraph provides a quote from a relevant source that is available for further comment. The fourth paragraph outlines final information, such as referencing websites or social media accounts.

How to end the press release

Finish with the word "Ends" in bold. After "Ends", write "For further information, please contact" and list your details or those of an appointed person. Giving a mobile number to a journalist shows that you are more accessible. If any further points of information are needed, these can go in "Notes to editors" under the contact information.

Photographs

Photos are an extremely useful tool to back up your story. All photos need to be high-resolution (over 300 dpi) - a camera phone is not sufficient. Ensure you have the correct permissions to share images.

Sending the press release

Send your press release by email. To grab the journalist's attention, make the title of the press release the subject of the email. The content should be pasted into the body of the email – not as an attachment. Many journalists have automatic blocks on attachments. Journalists are inundated by emails, so do follow up your emailed press release with a telephone call to check receipt and help sell your story.





Press release checklist...

Here are a few pointers to check through when you have finished your press release.

- Has the press release been proof-read and thoroughly checked for spelling, punctuation and grammar?
- Is the key information that you want to get across in the headline and first paragraph?
- Is the headline clear and no more than 10 words long?
- Does the press release include a quote from someone who is available for further comment?
- Does the press release include relevant facts about the message it is getting across?
- Is the press release free of jargon?
- Are the sentences punchy and short (less than 25 words)?
- Is the tone of the press release written in an active style as opposed to a passive style?
- Has the press release been written with the target publication in mind?
- Does the press release include all of the relevant contact details?
- Have you included a good quality photo (send a low resolution on email but offer a high resolution image for print). A good photo can often mean your story will get more space in the publication.
- Does the copy include a call to action, e.g. a website, telephone number, email address?
- Have you promoted the release on social media and followed up contact with the journalist after sending your release?





Cancelling YFC organised events due to extreme weather conditions...

YFC events require months of planning which can include competing in competitions, training events, attending residentials as well as forming relationships/friendships at social events whilst generating income for the organisation.

Whilst it is rare for events to be cancelled, these guidelines have been produced based on the experience and learning from cancelling large scale events due to extreme weather conditions. These guidelines will help event organisers prepare to make the very difficult decision to cancel or postpone an event due to extremes of weather (such as snow, ice, fog, very hot weather, and ground conditions).

Event organisers will be put under pressure both to cancel and to continue with the event depending on the viewpoints of those affected. For example, due to the topography, geographical area and road networks, one County may be affected substantially more than another making travelling dangerous or impossible. There are no winners or losers in such situations – there will be those that are happy and those that are not whatever the decision. The safety of those involved must be the organisers' priority at all times.

As part of the event preparation the organiser should:-

- Identify who will be the decision makers in the event of a potential crisis. (At an Area level, this could be Area Chair, President, and County Chairs/ staff) The decision makers should be recorded in the event plan, together with contact phone numbers and email addresses. **This document needs to be at hand during the few weeks before the event.** This should also include risk assessments, event booking details, costs and budgets, potential alternative venues and dates.
- Choose and have ready the number of a conference call facility.

Extreme bad weather conditions

- Five days before the event watch and check the detailed weather forecasts and travel information carefully in the geographic area (check these two or three times each day). For County YFCs this means countywide, for YFC Areas and Wales this means across all Counties in the Area or across Wales.
- When a severe weather warning is forecast or if news channels and government agencies start raising the topic of amber or red warnings, alert the decision making group to start considering what to do and arrange a conference call. In the run up to the event you may need to schedule regular telephone conferences e.g morning, afternoon and evening as conditions and circumstances can change.
- When considering what can be done **try to establish alternative dates when the event could take place (remember, this may be at a different venue) – this will ease the decision making process.**

If at this stage the group has identified another date and venue, this could be an easy decision – to postpone the event to a new date and communicate this out.





It is appreciated that this is difficult as the weather can change quickly – snow/ice thaw overnight, or flood waters can disappear very quickly. If not deciding to postpone at that time, plan regular conference calls with the group.

- There are often financial implications to consider – **these must not override safety and welfare, EVER.**

Where Competitions are affected

When competitions are affected you will need to consider:

- Participants
- Parents
- Young drivers
- The Venue (cancellation policy, accessibility, closure)
- Judges (where are they travelling from, will they still travel)
- Stewards (can you reduce the number of stewards required, can they still travel)
- Travel (e.g are bus companies likely to cancel)
- If the event is postponed, you will need to be mindful of the dates of the next round of the competitions and whether it can fit or need to change too.

It is incredibly important to speak to the venue, judges and stewards first – if their situation changes then this could impact whether or not the competition can continue.

When a move to postpone or cancel looks likely, consider who else needs to be included in the call. For example for events where it is manageable the Competition Team leader from every team can join for this call. During the call:

- If one team cannot attend the round due to the weather conditions, then the event must be postponed **OR it can go ahead only if that team agrees that by not being able to attend it will be treated as withdrawn.**

Communicating the decision

- If at all possible, never postpone an event without also announcing the new date and venue. An event that is formally postponed but is without a new date and venue is seen as being cancelled by the YFC community and that can be extremely hard to manage (if this is a YFC competition for example).
- Once the decision has been made, the group will need to decide how this decision will be disseminated. It might be that the group issue a joint statement that is shared on the event page and through the County Federations' social media. Competitions Team Leaders will need to inform their teams and the event organiser will have to liaise with the venues, stewards, judges etc to regarding the decision.





Relaying the decision to cancel social events will often be harder as it usually involves larger numbers of people who may have arranged coach transport and in some cases accommodation. The group will need to consider factors including members deciding to arrive anyway, the response to the cancellation on social media.

No doubt there will be some members, supporters who do not agree or like the decision because they have not been part of the decision making process, however so long as you can justify the decision and the process you have gone through as a group to reach that decision, you will have made the correct choice.

Notes should be made of all the decisions taken.

Cancelling events is a rare occurrence and this information provides basic guidance from which Areas and Counties can develop their own specific protocol. For additional support please contact James Eckley.





Preparing for an online video interview

There are many benefits to on-line interviews: - you don't have to worry about transport, the cost, the time it takes to get there or even getting lost on route. That said, Skype interviews can be quite tricky if you are not used to them. Here are a few top tips for you to consider when preparing for a Skype interview:

1. The very first impression – choosing your online name

Your online name will give the interviewer an immediate impression of you – if it is too jovial it could give out the wrong image. E.g. hangoverjohn isn't great! You could create a new id just for interviews.

2. Check your internet connection

Only agree to an online video interview if you have adequate internet connection. Test it first and Skype a friend to make sure it works well and doesn't hang or lose connection. You could consider using a local library, school, college, county office or friend's house.

3. Prepare your surroundings

Look behind you! That's what your interviewer will see. They don't want to see empty beer cans, overflowing bins and dirty washing. Choose a light, airy and tidy room. De-clutter personal objects so that the interviewer is not distracted. Make sure you tell everyone in your household and put a note on the door when you're on Skype or you might get embarrassing parent syndrome when they burst telling you your tea's ready!

4. Look the part

Tempting as it might be half dressed for the interview from the desk up, remember you may need to get up during the interview – whether it is to adjust the light or check the internet connection it may not be a good look!

Equally the better you dress the more professional you'll feel. Although it is a web-based interview it is still a formal part of the recruitment process.

5. Practice makes Perfect

You'll feel awkward and self-conscious the first few times you practice your interview - where do you look, how loud do you speak and what do you do with your hands. Remember to look at the camera and not the screen. Record a practice run to check your body language including your posture and tone of voice. If you have a willing friend ask them to run through a mock interview and then give you feedback.





6. Stay focused

It is easy for the mind to wander especially if you have your computer/tablet or mobile phone set up next to the window! Be an active listener and make comment every now and then to show you are still engaged with the conversation.

7. Use your initiative

During the interview try not to look down at any notes but you can put up post-it notes around your screen as prompt cards to help you remember key facts.

8. Smile!

You would naturally smile as you enter a room to meet your interviewer but it less natural to do this online. Remember to keep the atmosphere relaxed – smiling can help.

9. Check your timing

Prepare to let the interviewer finish their sentence and allow for a time lag. Sometimes the timing between audio and visual may be a little out.

10. Be yourself

Prepare for the interview as you would a face to face interview. Research your facts and prepare your answers.

Finally Good luck!!





Fundraising guidance: naked calendars...

While NFYFC doesn't support the production of naked calendars, here are some factors to consider as a youth organisation and from a safeguarding perspective.

How it reflects on the club and county federation

- Young people are often negatively portrayed by the press.
- Consider who will see the pictures – parents of potential members, other youth organisations, potential funders, members of the local community or even a wider national and international audience.
- Remember if pictures and names are available on the internet they can potentially be viewed by anyone anywhere in the world.
- What impression does a naked calendar give of a youth organisation and would it encourage parents to send their children to your YFC?
- Could funds be raised in better ways? An alternative YFC calendar focusing on positive images of YFC could potentially raise the same amount of funds.

How it reflects on the individual

- Consider the effect this could have on your own future, including employment and education as many employers Google potential employees.
- Think about the impact a calendar of this nature will have on the younger members of your club who see you as a role model.
- A naked photo shoot may seem a good idea now, but will you feel the same in ten years' time when the pictures are still publically available?
- Consider whether members are producing the calendar for the right reasons: Do some feel pressured by peers to take part?
- Always make sure that the members taking part are over 18 years old.
- Ensure the group has written permission from everybody involved to distribute the calendar.
- Establish who has the rights to the images.
- Confirm where the calendars will be sold and distributed.
- Ensure the group is using a trustworthy photographer.

Naked calendars were originally made popular by the WI who produced a naked calendar, which was photographed discretely with strategically placed props. The calendar was funny because the women in the photographs were not sex symbols. Unfortunately, the YFC naked calendar has taken on a different meaning with some calendars being explicit and verging on soft pornography. Consider your image and the image of your YFC.





Guidance for members on smoking in public areas...

NFYFC has a commitment to enhancing the health and safety and wellbeing of members and recognises the risks that may be caused by breathing second-hand smoke from tobacco products. This guidance is written to help smokers understand that they have an obligation not to put others in a position where they are exposed to this risk.

Second-hand smoke is dangerous for anyone, but children are especially vulnerable, because they breathe more rapidly and have less developed airways, lungs and immune systems. Over 80% of cigarette smoke is invisible and opening windows does not remove its harmful effect.

It is illegal:

- for retailers to sell e-cigarettes or e-liquids to someone under 18
- for adults to buy (or try to buy) tobacco products or e-cigarettes for someone under 18
- to smoke in private vehicles that are carrying someone under 18

Smoking around others:

It is important to remember that the laws around smoking are set up to protect those who do not wish to be affected by second-hand smoke. Therefore if members wish to smoke in a public area, it must be with consideration for others, paying attention to any no smoking signs. All areas open to the public including workplaces are considered smoke free zones where they are enclosed or substantially enclosed.

Enclosed: This is an area with permanent walls and doors without any gaps. Windows and doors aren't classed as gaps. An enclosed structure may be permanent i.e. a building or even a marquee (temporary).

Substantially Enclosed: This would be a structure (with a roof/ceiling) with an opening in the walls where the opening would make up less than half of the area of the total wall space. Again doors and windows are not classed as gaps.

Smoking in private vehicles with under 18s present:

Private vehicles must now be smoke free if they are enclosed. The law applies if there is more than one person present and one of them is under 18. Therefore, please consider the following in any situation concerning a vehicle where under-18-year-old members are present:

Convertibles with the roof fully stowed are classed as not enclosed. Vehicles are still enclosed even whilst sitting in the open doorway, the windows are down or the sunroof is open.





Guidance for members on e-cigarettes (Vaping)...

Why do we need this?

NFYFC has a commitment to enhancing the health and safety and wellbeing of members and recognises the growing use of e-cigarettes, either as an aid to stopping smoking or cutting down on nicotine intake for health or financial reasons.

This guidance is intended to educate and inform members on the subject and to develop an ethos of common sense and courtesy when using e-cigarettes. Whilst it is acknowledged that there are no known risks attributed to second hand inhalation, some people may find vapour from others' electronic cigarettes annoying or distressing.

It is likely that any public buildings and spaces where members are present will already have their own regulation on vaping, but there will be many situations where there will be little or no advice or signage to indicate whether it is permitted within the building, in a designated area or not at all. If in doubt, seek advice from whoever is in charge.

What is an electronic cigarette?

The term "electronic cigarette" (also called e-cigarettes and vaporisers) is a generic one which refers to numerous different products. This can be confusing. Some, but not all electronic cigarettes are designed to look and feel like normal cigarettes. Some produce a vapour, whilst others produce no vapour at all. Crucially it does not contain or burn tobacco and therefore does not create smoke which is a product of combustion.

Is there any harm from second hand smoke?

At present there is no evidence to suggest that there is harm from second-hand vapour to bystanders. Unlike a conventional cigarette nothing burns in an electronic cigarette. As a result they do not produce toxic smoke which is the cause of potential harm to both the smoker and to those exposed to second-hand smoke.

Most electronic cigarettes do produce vapour. This vapour consists largely of propylene glycol which as Public Health England states does not have any adverse effects on the lungs.

What does the law say?

It is illegal:

- for retailers to sell e-cigarettes or e-liquids to someone under 18
- for adults to buy (or try to buy) tobacco products or e-cigarettes for someone under 18





Guidance for members on e-cigarettes (Vaping)...

Important note from Public Health England:

E-cigarette use is not recommended for young people. In the UK protection is in place via prohibitions on the sale of e-cigarettes to under-18s and purchase by adults on behalf of under-18s, and restrictions on advertising. However, because adult smokers use e-cigarettes to quit smoking and stay smoke-free, the products can help reduce children's and young people's exposure to second-hand smoke and smoking role models.

- In developing policies on e-cigarette use in child and youth settings it is appropriate to guard against potential youth uptake, while balancing this with the need to foster an environment where it is easier for adults not to smoke.
- UK data shows little evidence that young people who try e-cigarettes progress to regular use, other than those who had previously smoked. Managers of child and youth settings such as schools have a particular responsibility in managing the risk of youth uptake of e-cigarettes and might want to treat e-cigarettes as they would any other age-restricted product.
- While it is not recommended to allow adults who use or work in child and youth settings to vape in view of children, consider ways to make it easier to vape than to smoke. Approaches might include allowing vaping in a designated adults-only indoor area or allowing vaping but prohibiting smoking in outdoor areas.
While it is preferable for young people neither to smoke nor to vape, when assessing the risks policies should give priority to supporting young people not to smoke.

For further information go to: <https://www.gov.uk/government/publications/use-of-e-cigarettes-in-public-places-and-workplaces>

