

FLOWERS FROM THE FARM

Supporting British Flower Farmers

Flowers from the Farm – Volunteer Policy

1. Introduction

Flowers from the Farm (FftF) is a not-for-profit trade association run by its members for its members. The organisation is run by volunteer members, each running their own businesses alongside their role in FftF. They are supported by contractors providing managerial, marketing, membership, administration, IT, financial and PR support, but the organisation has no employees.

2. Purpose

This Volunteer Policy outlines FftF's commitment to ensuring all volunteers feel valued, included, and respected in every aspect of our organisation.

Volunteers are invaluable to FftF as they enable our trade association to do work which would not otherwise be possible. They contribute skills and knowledge and give their time in order to help run our organisation, promote British flowers and foster collaboration among members. This policy ensures our volunteer experience reflects the values of professionalism, kindness, and respect that define our community.

3. Scope

This policy applies to all volunteers who contribute their skills and time to FftF's activities and is inclusive of but not limited to the following roles:

- Members who help in the running of FftF, including regional co-ordinators, board members, steering committee, members of task & finish groups, members who organise the newsletter and Instagram.
- Members who organise FftF stands or displays at shows (e.g. RHS, county, agricultural or flower shows), conferences (e.g. FftF, Fleurex, Groundswell) or other events at which FftF decides to have a presence.
- Members who help to promote British flowers under the FftF brand, e.g. during British Flowers Week.
- Non-member volunteers who volunteer their time to help FftF.

While FftF is primarily a volunteer-run organisation, this policy is also relevant to contractors and paid staff who interact with volunteers on a daily basis.

4. The relationship between FftF and volunteers

The relationship between FftF and volunteers is bound by mutual trust, support and reliability. The relationship is based on the principle that volunteers help run or promote FftF without expectation of financial reward*.

No enforceable contracts of employment exist between volunteers and FftF.

*The exception is board members who are entitled to claim a quarterly stipend of £250 if they have attended 80% of Board meetings and are delivering their objectives. For this reason, Board members have signed an agreement with FftF.

5. Applying for a volunteer role

As a professional trade association run primarily by volunteers, FftF must ensure that volunteers have the necessary skills and experience to conduct the roles they fulfil. For these roles a job description will be provided and interviews may be conducted. Volunteers will be shortlisted and selected based on their suitability for the role.

When applying for a volunteer role with FftF, members should consider the following:

- Do you have the skills and experience requested in the role description?
- Can you travel to the meetings or project?
- Can you commit to the time required for the role or project, including travel time?
- Can you adhere to FftF's core ethical principles and [Ways of Working Policy](#)?

6. Core ethical principles

Please refer to FftF's [Ways of Working Policy](#) which states that members will always act in line with our core ethical principles and explains each of these principles in more detail.

- Integrity
- Respect
- Fairness
- Members
- Law abidance
- Accountability

7. Responsibility

Flowers from the Farm is committed to creating an environment where every volunteer:

- Feels welcomed, supported and appreciated.

- Is treated with fairness, dignity and respect.
- Is treated with courtesy, kindness and professionalism.
- Has the opportunity to participate in and contribute to the project they have volunteered for and does not give up their time unnecessarily.
- Is valued for the skills and experience that they bring to the organisation.
- Harassment, discrimination, exclusion or bullying of any kind will not be tolerated.

To foster a positive and productive volunteering environment, all volunteers should:

- Be reliable, honest and accountable.
- Be prepared to commit time and take responsibility for delivering the project / activity they have volunteered to support.
- Only commit to projects and actions they can reasonably expect to deliver within the required timescale.
- Make every effort to attend relevant meetings, complete actions from those meetings and to deliver on agreed priorities.
- Discuss any issues as soon as possible with the project lead in order to find a suitable solution.
- If they can no longer act as a volunteer, make every effort to give sufficient notice of leaving the role and, where possible, try to find a replacement.

8. Confidentiality and data protection

- Volunteers must protect sensitive information related to FftF and its customers, adhering to data protection regulations.
- Volunteers must not disclose confidential information and may be required to sign and Non Disclosure Agreement.

9. Gifts and hospitality

- Volunteers should only accept gifts and hospitality within reasonable limits and never in excess of £30. They should inform compliancelead@flowersfromthefarm.co.uk of any significant gifts received.
- Volunteers must not engage in any form of bribery or corruption, including offering or accepting improper inducements to influence business decisions.

10. Inclusion and equity

- Volunteering opportunities are open to all members regardless of background, gender, age, race, ability, sexual orientation, religion, region or any other difference.

- We aim to ensure flexibility and accessibility so that volunteers from all regions of our community can participate.

11. Communication and engagement

- Organisers will gather contact details for all volunteers at the start of a project and explain how they will be contacted (e.g. WhatsApp, Teams, Email)
- Volunteers will receive clear communication about their roles and appropriate guidance to allow them to fulfil their roles effectively.
- Constructive feedback will be provided to help volunteers learn and feel confident in their contributions.
- After the event volunteers will be invited to share feedback, ideas, or concerns with the volunteer organiser.

12. Social Media

Members are encouraged to share their experience of volunteering with FftF on their social media. If doing so, members should adhere to the following FftF social media guidelines:

- Do not disclose confidential information about FftF
- Posts must not breach GDPR. Members should ensure they have the permission of anyone appearing in a photo to share the image.
- Do not breach copyright laws. Always ensure they have permission to use an image or a quote before sharing another's work. They must also credit or tag the original creator.
- Be honest about their contribution as a volunteer and always be respectful to other members and volunteers.

13. Recognition and appreciation

- Volunteers should be thanked both personally and publicly by the member organising the volunteering opportunity.
- The level of appreciation shown should be appropriate to the amount of time and effort contributed, the scale and profile of the project organised, the expertise shared with other members and the sense of community engagement fostered.
- Where appropriate, members' businesses should be included in Instagram highlights and members should be thanked on the Facebook forum and by email.
- It is important to demonstrate appreciation fairly for all volunteers and to ensure all volunteers feel equally valued.

14. Approval

This Ways of Working Policy was approved by the Board of Directors on: 14/4/26

Next review date: 30/4/28

Signature of Director: *H Ward*

Name of Director: Heather Ward

Date: 22/4/26

Volunteer Charter (to be signed by all volunteers for each project / role)

As a volunteer for Flowers from the Farm, I will:

- ✓ Take responsibility for delivering the project
- ✓ Aim to bring solutions not problems
- ✓ Contribute constructively
- ✓ Be supportive of other volunteers
- ✓ Complete my actions on time
- ✓ Do my share of the work
- ✓ Be clear and upfront about how much I am able to contribute
- ✓ Attend meetings (or let the group leader know in advance if I can't)

Signed:

On (date):