

## Contents

	Page
1. Why change YHA's relationship with Hostelling and Local Groups?	2
2. Affiliation to YHA	5
3. Constitutional changes	6
4. A model constitution	7
5. Good group or club committees	9
6. Changes to Hostelling and Local Group names	10
7. Affiliation to YHA from March 2007 onwards	11
8. Affiliate Membership	12
9. Booking YHA accommodation	13
10. Insurance	15
11. Summary of Civil Liability Insurance Cover for Sports Clubs	16
12. Promotion of YHA Affiliates	18
13. YHA branding	19
14. Promoting your group	20
15. Health and Safety	23
16. Guidance for groups with under 18 year old members	24
17. Further involvement with YHA	26
18. Hostelling and Local Groups Guidance Workshop	28
19. Useful contacts	29
20. YHA Contacts	31

# 1. Why change YHA's relationship with Hostelling and Local Groups?

## Background

In December 2005 the YHA Board of Trustees set up a Task Group to consider the present relationship and legal status that exists between YHA and non-education groups. The Task Group consisted of a team of Trustees, Staff, Local Group Committee members and a Seconded from the Inland Revenue who consulted with Local Groups during 2005.

Hostelling and Local Groups are made up of approximately 4,000 YHA members many of whom have supported YHA for many years and made an important contribution. Although the existing affiliation arrangements for Hostelling and Local Groups date back many years, there is relatively little written into the governing documents of YHA to explain the purpose of affiliate groups or how they should operate. The Groups were given powers to act as YHA's local representatives and remained free to determine their own programmes of activity and control their own funds. As a result the programmes now undertaken by Groups have diverged over time, with variable commitment towards furthering YHA's charitable object. The Task Group therefore set out to ensure that the rights, responsibilities and roles of both YHA and the Groups would be clear in future.

## The Task Groups Findings

Currently, the Board of Trustees is responsible for the Hostelling and Local Groups, as they are written into the Articles of Association and this responsibility extends to how finances are managed and how the Groups conduct their activities. In the past YHA has not monitored Groups to ensure safe practice and appropriate use of YHA assets. There is also significant reputational and financial risk to YHA from the unhindered activities of a Group perceived by the public to be acting as YHA's local representative. The Trustees consider that, without effective monitoring, this burden of responsibility is too great.

Bearing this in mind, the Task Group consulted Charity Commission documentation for guidance on how YHA should manage and monitor its relationship with Hostelling and Local Groups. It found that Hostelling and Local Groups behave in many respects as Local Branches of YHA because they to varying degrees:

- Use YHA's name, logo and charity number
- Do not have an independent charity registration
- Fundraise and carry out activities in furtherance of YHA objectives
- Are perceived as the local presence or representation of YHA
- Receive support from YHA in the form of stationery and publicity.

However, the Task Group also found that the Charity Commission recommends that there should be certain controls and conditions placed upon groups acting as Local Branches, including that they:

- Further the charitable object of the parent charity
- Fundraise in support of the parent charity alone
- Submit accounts in accordance with the parent charity's financial regulations
- Adhere to the operating procedures laid down by the parent charity.

During the Local Groups Conference in March 2006 Groups raised a number of concerns about operating as Local Branches of YHA. In particular Groups highlighted that they:

- Volunteer and fundraise in support of other charities
- Will find it difficult to align their financial year-end with YHA's
- Prefer to set their own programme of activities, rather than stick to YHA's object; and
- Not all groups wish to undertake fundraising and volunteering activities for YHA.

This information backed up the independent findings of the Inland Revenue Seconded Report from 2005.

It was concluded by the Task Group that in order for Hostelling and Local Groups to remain part of YHA they would need to operate as Branches but this would not be possible because of the diverse range of groups and activities involved. A model relationship was therefore needed which would enable Groups to keep operating in the same way AND maintain a link with YHA.

A further consideration concerned how other outdoor groups, carrying out similar activity programmes to Hostelling and Local Groups, would be able to develop a closer relationship with YHA if the only route were to become a Branch of YHA, in particular if they are already Branches of other charities.

### **The change**

The Task Group considered it important to recommend a solution that would enable the following three situations:

- Existing Hostelling and Local Groups could continue to develop their programmes of activity and maintain a relationship with YHA
- YHA was no longer responsible for the activities of affiliates and;
- Other groups, clubs, societies and organisations could more easily become affiliate members to YHA.

YHA has therefore chosen to alter the existing Affiliate Group system to meet these three requirements and the following guide provides information to

Hostelling and Local Groups about the new system and advice on developing your group in future.

## 2. Affiliation to YHA

Affiliation represents a relationship between a group or club and YHA, in which the group or club supports YHA's objectives and wishes to contribute towards the development of YHA's services and policies. In turn YHA values and recognises the commitment of its Affiliates and will provide the following benefits:

- Provide access to free Group Membership for existing Hostelling and Local Groups in the first year (more information in Membership section)
- Host an annual Affiliates Day
- Provide information about YHA and its work, including information on Hostel news and offers of interest
- Consult with Affiliates about YHA policies and services
- List all Affiliates on the YHA website
- Explore potential opportunities to engage with Affiliates following the wider Governance Review.

The new Affiliation system avoids the constrictions of a Branch structure and the requirements this would place YHA and the groups involved. It enables all Affiliates to pursue the activities of interest to their membership and local community and gives free rein to support charities and causes of their choice. There will be no requirement to submit accounts annually to YHA and YHA will not be ultimately responsible for the activities of the clubs. In contrast to the Hostelling and Local Groups system, members of Affiliates do not have to be individual YHA members in addition; only the group or club needs to join YHA.

In order for existing Hostelling and Local Groups to become YHA Affiliates they **may** need to make some changes to their governing documents and how they operate. In particular groups may need to:

- Amend their constitutions to remove any ties to YHA
- Change their name, where it explicitly refers to YHA or youth hostelling
- Change how they refer to their relationship with YHA in publicity material.

This guide provides information to the existing Hostelling and Local Groups about how the new Affiliate system will operate as well as what and how the above changes will need to be made. For some groups there will be more work involved than others and therefore it is recommended that you meet as a group or committee and develop a timetable for making the necessary changes. There is a 'timeline' for changes at the end of this guide to help you.

### 3. Constitutional changes

Many current Hostelling and Local Groups have constitutions that explicitly tie the group's purpose, object and membership to YHA. This will not be necessary from 1<sup>st</sup> March 2007 and, where this applies, groups should develop and adopt a new constitution, which no longer ties them to YHA.

Each group or club that wishes to Affiliate to YHA will need to have a constitution in place, to demonstrate that they are a *bone fide* club or organisation in their own right.

From 1<sup>st</sup> March 2007 YHA will no longer be responsible for groups operating under a constitution that ties them to YHA and therefore it is important that all Hostelling and Local Groups make the necessary changes.

The structure of this new relationship means that Hostelling and Local Groups can explore opportunities to associate with other organisations, if this is of benefit.

## 4. A model constitution

A model constitution is provided below as a guide. Groups are free to include additional sections or expand in certain areas to reflect their own activities and purpose.

### Constitution of <insert name of club or group> <insert date adopted>

#### **1. Name**

The name of the club is “<insert name>”

#### **2. Object**

The object of the club shall be to:

- a) Organise a regular programme of activities
- b) Undertake any other activities in furtherance of the objects of the club

#### **3. Membership**

- a) Membership of the club shall be open to anyone interested in the activities and purpose of the group on application, regardless of sex, age, disability, ethnicity, nationality, sexual orientation, religion or other beliefs
- b) The committee shall maintain a list of members
- c) The committee shall have the right to refuse, expel or suspend any person from the membership of the club at any time without stating a reason. Any such person shall have the right of appeal to the club at an Extraordinary General Meeting called in accordance with clause 5.

#### **4. Annual General Meeting**

- a) An Annual General Meeting of the club shall be held each calendar year. The committee shall give 21 days notice of the date, time and place of the meeting to the club.
- b) The Annual General Meeting shall:
  - i) Receive the statement of accounts
  - ii) Elect a committee to hold office during the period up to the end of the next Annual General Meeting
  - iii) Appoint auditors
  - iv) Discuss any other business in connection with the affairs of the club.

## **5. Extraordinary General Meeting**

- a) An Extraordinary General Meeting of the club may be requested in writing by a quarter of the members of the club, or may be called by the committee.
- b) In either case, the committee shall give at least 21 days notice of the purpose, date, time and place of the meeting to the club.

## **6. Management**

- a) The committee shall comprise a chairperson, secretary, treasurer and such other members that Annual General Meeting agrees from time to time.
- b) The committee may fill vacancies in the membership of the committee, occurring during the year.
- c) The committee shall be responsible for the management of the club.

## **7. Finance**

- a) Funds of the club shall be derived from such sources as determined from time to time by the club at a General Meeting, from which funds allocations shall be made on such bases as may be approved from time to time by the club.
- b) It is deemed to be a term of every contract entered into that the funds of the club are liable only for debts, obligations or engagements incurred or entered into with the approval of the club. The committee of any members of the committee, or by a General Meeting, shall approve allocations from the funds of the club up to such limits as agreed by a General Meeting from time to time.
- c) The treasurer shall maintain a proper record of income and expenditure. The auditors appointed by the Annual General Meeting shall audit these accounts each calendar year.
- d) The funds of the club shall be held only in the name of the club.

## **8. Amendment of constitution**

The constitution may be varied or amended from time to time.

## **9. Dissolution of the club**

- a) The club may be dissolved by a resolution of not less than three-quarters of the members of the club present and voting at a General Meeting of the club called for that purpose.
- b) In the event of the dissolution of the club any assets remaining after all liabilities have been met shall be pass to a registered charity or charities agreed by those members attending and voting at the dissolution meeting.

## 5. Good group or club committees

As a minimum a group or club should elect a Chair, Secretary and Treasurer.

The Chair has responsibility for leading the club and acting as spokesperson and to:

- Ensure that meetings are called and an agenda is set
- Chair meetings
- Ensure that AGMs are called within six weeks of the financial year-end.

The Treasurer has the responsibility to:

- Keep books and accounts up to date
- Arrange for the accounts to be independently audited
- Present the accounts to the AGM
- Ensure that there are at least two signatories for cheque signing.

The Secretary has the responsibility to:

- Keep minutes of the meetings, including the AGM
- Ensure written minutes are available at the next meeting
- Keep records and paperwork relating to the club in good order
- Act as the club's contact person.

There is no need for an upper limit to the number of committee members as a larger committee can stop too much work falling to the same people. In addition to the three core committee roles for clubs who organise events and activities it is useful to elect some additional roles, for example:

**Events officer** – to put together a programme of events, organise accommodation or activities and act as leader during the event.

**Publicity officer** – to ensure the club is well publicised in the area, that publicity materials, including website and leaflets, are kept up to date.

**Health and safety officer** – to research and implement appropriate health, safety and welfare practices for members during club activities.

## 6. Changes to Hostelling and Local Group names

Because Affiliates will no longer be tied to or in any way controlled by YHA, it is not in YHA's, or indeed the existing Hostelling and Local Group's interests to retain a name that ties them to 'YHA' or 'youth hostelling'. In future groups may find that a name that implies a sole purpose could in fact be limiting the appeal of the group to a wider membership.

Approximately 60% of current groups use 'YHA' or 'youth hostelling' in their name. For these groups it is important to consider a new name that adequately reflects the purpose and activities of the group and that will appeal to new members from the local area. If a club needs to change its name, it is important to research what names other clubs operate under in the area to avoid replication.

If a group's main activity remains to meet socially at hostels, the term 'hostelling' can be used in the name, as this is a generic term.

New names should be in operational use from **1<sup>st</sup> March 2007**.

Group Membership Cards for Affiliates will be issued in the new name. To ensure clubs are able to book accommodation for the period after 1<sup>st</sup> March 2007 using this card, it is important for groups to agree on their name as soon as possible and complete the Affiliation Form for 2007-2008. Please refer to the later section on Group Membership Cards and Bookings for more details.

### **Banking**

If a group changes its name, it will also have to make arrangements for changes to be made to bank accounts. The Banking Code allows for groups to change the name of their account without the need to set up a new account. The group Treasurer should complete a data amendment sheet from the account holding branch.

Groups will also need to amend their details on any other external publicity. More information is provided later on branding for YHA Affiliates.

## **7. Affiliation to YHA from March 2007 onwards**

Affiliation to YHA will be on an annual basis starting in March of any given year and running until February the following year (to match YHA's financial year). Affiliation will therefore need to be renewed annually using the YHA Affiliation Form. Details of all Affiliates will be held centrally at YHA's National Office, in the Membership Department, and renewal reminders will be sent annually to the named contact for each group (e.g. Group Secretary) as indicated on the previous year's Affiliation Form. If the named contact for the club or group changes within the year (e.g. following an AGM) the incumbent Secretary should ensure they inform YHA's Membership Department as soon as possible.

In order to affiliate to YHA the current Hostelling and Local Groups need to adopt a name that excludes 'YHA' or 'youth hostelling'. Those groups affected by the name change could operate under their existing name until 28<sup>th</sup> February 2007 and formally convert to the new name from 1<sup>st</sup> March 2007. However in order to re-affiliate to YHA before 1<sup>st</sup> March 2007 they will need to decide on a new name and submit that on their YHA Affiliation Form.

Affiliation is a relationship between a group or club and YHA. There will therefore be no requirement for members of the group or club to be individual members of YHA in addition to their membership of the group or club.

An Affiliate Membership Form is included separately for groups to use.

## 8. Affiliate Membership

Affiliate Membership will be available to groups and clubs who support YHA's objectives and wish to establish a closer relationship with the organisation. However, until March 2007, this will only be available to the current Hostelling and Local Groups.

Affiliate Membership is available to all *bone fide* groups and clubs with more than 5 members.

Affiliate Members will be issued with a YHA Group Membership Card and Number to enable them to book Hostel accommodation and other YHA services. Group Membership in 2006-2007 cost £25.50, but in the first year of the new Affiliate Membership (2007-2008) YHA will waive this fee for Hostelling and Local Groups wishing to affiliate. From 2008 onwards Affiliates will be eligible for a free Group Membership Card, from the second year of affiliation onwards, if they can demonstrate more than 25 overnights at YHA hostels in the previous year.

In addition to being able to use the network of Youth Hostels in England and Wales, Affiliates can use over 4,500 Youth Hostels throughout the world. They will also enjoy exclusive offers and discounts on key attractions, receive discounts on Youth Hostel visits at selected times of the year.

Affiliates will also be invited to take part in an annual gathering and be sent information about YHA, Hostel news and offers of interest. YHA will consult with Affiliates on YHA services and policies.

All Affiliates will be listed on the YHA website, using the contact details provided on the Affiliate Membership Form.

For the period 2007-2008 Hostelling and Local Groups will be issued with valid Group Membership Cards as soon as their completed Affiliate Club membership form is returned and these will be valid until 29<sup>th</sup> February 2008.

**By joining YHA as an Affiliate you and your members are demonstrating your support of YHA's charitable purpose and intention to participate in consultation opportunities with YHA as they arise.**

## **9. Booking YHA accommodation**

### **Changes to terms and conditions**

Bookings made by Hostelling and Local Groups for overnight accommodation up to and including the night of 28<sup>th</sup> February 2007 can be made on the current Hostelling and Local Groups terms and conditions and should therefore be made on the appropriate Hostelling and Local Group Booking Form.

ALL bookings for overnight accommodation from 1<sup>st</sup> March 2007 must be made using the new Group Membership Card and therefore will be under the new terms and conditions.

Where groups have already made bookings for the period after 1<sup>st</sup> March 2007 the terms and conditions of booking and prices agreed will be honoured.

Groups will not be able to make new bookings under the old terms and conditions for any time after 1<sup>st</sup> March 2007. All staff have been informed of the changes to the structure for Hostelling and Local Groups and are therefore aware of the arrangements for booking accommodation.

This is particularly important if the group wishes to make bookings for accommodation for overnights after 1<sup>st</sup> March 2007.

### **Booking accommodation for groups using Group Membership Card**

- 1) Telephone the hostel and make a booking for the chosen dates.
- 2) Depending on how far in advance the booking is, you may be asked for an estimated number of people and the beds are reserved.
- 3) A Booking Form will be posted to the group leader from the hostel concerned (these are not available until you have made the initial booking with the hostel by telephone).
- 4) The Booking Form must be completed in full and returned to the hostel with the relevant deposit (as outlined below) within 2 weeks:
  - More than 6 months prior to the start date, a £1/person deposit
  - More than 8 weeks, but less than 6 months prior to the start date, a 25% deposit of the remaining balance is due
  - Less than 8 weeks prior to the start date, the full balance is due.
- 5) The booking is only confirmed once the deposit AND the Group Booking Form are received at the hostel.
- 6) Failure to confirm the booking within the 2 weeks or to pay in the instalments as laid out above will result in the hostel cancelling the booking.

## Terms and Conditions for Group Bookings

- 1) In order to secure the booking, the appropriate deposit **MUST** be paid in the time stated.
- 2) If payment is overdue, YHA has the right to cancel the booking.
- 3) Group leaders are responsible for the discipline and behaviour of their group. Group leaders are responsible for all damage caused by their action or the actions of those in the group.
- 4) Subject to availability, a group may change a Group booking to a different location or date up to 6 months before their arrival date.
- 5) If, less than 6 months before the group's arrival date, they wish to change a Group booking such a change shall be treated as a cancellation and shall be subject to the standard cancellation charges (outlined below).
- 6) A group booking can decrease its numbers by up to 10% up to 28 days before their arrival, without incurring cancellation fees. Thereafter any additional decreases to group numbers will be subject to the standard cancellation charges. Changes are subject to availability.
- 7) All cancellations are subject to a cancellation charge.
- 8) Cancellation charges where less than 56 days notice is given are set on the sliding scale below. All cancellation charges are calculated from the day written notification is received by YHA.

<b>No. of days notice</b>	<b>Amount you must pay</b>
More than 56 days	£2 per person up to the value of £20
55 – 42 days	30% of the total cost of your stay
41 – 28 days	60% of the total cost of your stay
27 – 15 days	90% of the total cost of your stay
14 days or less	The total cost of your stay

## Central Group Reservations

If a group wishes to book accommodation at more than one hostel, Group Reservations based at National Office in Matlock can help to make the bookings on your behalf. You can contact Group Reservations on:

Telephone: 01629 592637

Fax: 0870 770 6127 (Within UK) (+44) 1629 592627

Email: [groupreservations@yha.org.uk](mailto:groupreservations@yha.org.uk)

## 10. Insurance

Until 28<sup>th</sup> February 2007 all current Hostelling and Local Groups will continue to benefit from the Public Liability insurance offered to them, free of charge, under YHA's general insurance policy.

From 1<sup>st</sup> March 2007, all of the Hostelling and Local Groups will need to have alternative insurance cover in place to operate safely. To assist the Hostelling and Local Groups YHA has negotiated a new insurance package on their behalf because there are significant financial benefits of taking out insurance as a 'group of groups'. In future any new Affiliated groups or clubs will be able to take advantage of this insurance package.

The new insurance policy has been negotiated through Perkins Slade, a large insurance brokers who work on behalf of many of the national governing bodies of sport. The policy itself will be underwritten by Royal Sun Alliance.

The policy has been negotiated based on information collected together about this year's cohort of Hostelling and Local Groups, the number of trips they undertake annually and the range of activities normally undertaken.

**The premium payable for EVERY group member will be £1.30 for the period 2007-2008. The annual premium payable for the group can be calculated as – if a group has 100 members the premium will be £130 in total.**

The policy will cover all of the Affiliate group or club's activities throughout the year, including social activities, meetings, events and outdoor activities. There is no limit to the number of activities and it will also cover groups for worldwide trips. **This insurance is liability protection for the group as a whole and is not personal accident insurance;** therefore group members will still need to take out personal travel insurance to cover them overseas.

Through the new insurance package it will be compulsory for every member of an Affiliate club to be insured and it is recommended that these monies should be collected from the members through the annual membership subscription.

Affiliating groups and clubs will be asked to confirm whether they wish to take advantage of this insurance package on the annual Affiliation Form. Further information, including contact details for Perkins Slade, will be sent to each of the participating groups. YHA will maintain a minimal relationship with Perkins Slade, year on year, to inform them of the number of groups within the scheme. Any queries regarding the specifics of the insurance cover should however be directed to Perkins Slade.

Alternative insurance can be arranged independently and it is not compulsory for Affiliates to take out this package through YHA and Perkins Slade.

## 11. Summary of Civil Liability Insurance Cover for Sports Clubs from Perkins Slade

It is of vital importance that all Sports Organisations protect themselves, their officials, employees, instructors, members and voluntary helpers against the potentially disastrous consequences of legal liability for injury or damage arising out of their actions. Individuals could find themselves held **personally** responsible for court costs and damages awarded, where an action is brought for negligence, and it is essential that adequate Liability Insurance should be in place to protect such situations.

Perkins Slade Ltd has designed a unique Civil Liability insurance policy for the Sports sector, which incorporates into one document the following elements of cover:

### **Public Liability**

Accidental bodily injury to third parties and/or damage to third party property arising out of all sports and social activities held under the auspices of the Organisation.

In addition it includes [a] member to member liability, [b] liability for damage to leased, hired or borrowed premises, [c] indemnity to Principals [e.g., land or property owners], [d] trespass or nuisance, and [e] sudden and accidental pollution.

### **Products Liability**

Accidental bodily injury to third parties and/or damage to third party property arising out of any goods sold or supplied by the Insured.

### **Professional Indemnity**

Loss [financial or otherwise] arising out of Errors and Omissions [e.g. bad advice or failure to act]. This includes coaches and/or instructors liability.

### **Libel and Slander**

Defamation, whether spoken or written, including allegations of abuse.

### **Directors' & Officers' Liability**

Legal Liability protection in respect of mismanagement of the organisation.

Indemnity is only provided to [a] members who are UK residents and [b] to businesses registered in UK.

### **Basis of Cover**

The policy is written on a **claims made basis** which means that a claim will be notified under the Policy in force at the time you first become aware a claim may be made against you, and not at the time of the alleged incident. Therefore, notification of an incident that occurred prior to the start of the policy, but about which you were not aware, will be dealt with under the policy irrespective of the date of the incident. Likewise, should policy cover cease

and a claim subsequently arises from activities undertaken in the past, that claim would be uninsured.

### **Principle Exclusions**

Liability arising out of:

- The ownership, possession or use of any mechanically propelled vehicle, aircraft, hovercraft, or water-borne craft [other than craft less than 3 metres in length with a maximum speed of 7 knots, or hand propelled or sailing craft in inland or territorial waters].
- Product guarantee or recall, necessitating repair or replacement.
- The inability of any computer or computer equipment to recognise a change of date.
- Medical malpractice.
- Trademark name, registered design, copyright or patent risks.
- Financial loss arising from advice, design, or specification where the Insured contracts to manufacture, construct, erect, install or supply materials or equipment.

### **Limit of Indemnity**

The Limit of Indemnity under the policy would be £5,000,000.

## 12. Promotion of YHA Affiliates

YHA will promote Affiliates from two perspectives:

- Publicity to attract new groups and clubs to affiliate to YHA
- Publicity of affiliated groups to attract new members on their behalf.

The YHA website will be redesigned and restructured during winter 2006-2007. Both the opportunity to affiliate and promotion of affiliated groups and clubs will be achieved through the Groups section of the YHA website in future.

Contact details for all Affiliates will be listed on the YHA website in a similar style to the current list of Hostelling and Local Groups. Information collected through the Affiliate Membership Form will be the basis for this listing and therefore groups should ensure they inform YHA if any changes are made within the Membership year from March - February.

Triangle is due to be replaced in 2007 and produced in-house. There will no longer be the opportunity for groups to pay for advertising space, as it will no longer carry advertisements. Triangle will however carry broader information to promote affiliation and affiliates and signpost members to the website to find out more information.

From time to time affiliation and information about affiliates will also be disseminated through YHA's E-news. Registration for E-news is open to anyone with an email address, non-members and members alike.

### 13. YHA branding

Affiliates are able to promote their relationship with YHA and show the ongoing link with the group and YHA. Affiliation to YHA offers the strength and recognition of the YHA brand.

To replace the green triangle of the YHA logo, YHA has produced a formal logo for Affiliates to use on all their publicity materials; on letterheads, leaflets and electronic formats.

**Affiliated to YHA**

This logo clearly links your group to YHA and will be included on the Affiliates page of YHA's website. The logo is available in the following formats:

- For use on material to be printed on a "domestic" printer and then photocopied in 80mm, 25mm and 25mm (small sizes)
- For use electronically (web sites, email etc.) or on material to be printed commercially in 80mm, 25 mm and 25mm (small sizes).

The logos must be used in compliance with the following conditions:

- Only to be used during the period of your group's affiliation - if affiliation lapses the logo must be removed from all materials
- Must not be displayed larger than a maximum of 80mm wide, and never less than 25mm wide
- Must not be re-drawn, altered or distorted
- Can be used in different formats for print and electronically. Any variation of the logo can be used electronically or if you are having your publication printed
- If the logo is to be photocopied, use the black and white logo not the logo with the grey box
- Can be used on any colour background.

For further information contact YHA Communications on 01629 592777.

The logos will be sent in electronic format to every Hostelling and Local Group email address on record. If you do not receive them please contact us at [localgroups@yha.org.uk](mailto:localgroups@yha.org.uk).

## **14. Promoting your group**

Promoting your group is important. You want more members for your group – they will add to the fun and social mix and may bring with them additional skills and connections. Your target audience will almost inevitably be your local community, which is good – local communities offer many low cost communications channels including the local press and local radio. You will be able to get their attention with a little consistent effort and by adopting a brash approach. Here are some ideas:

### **1. Good research pays dividends**

Read your local papers, all of them! Find out what and where they cover and what sections they run. Many local papers run a 'What's On?' section where you can promote your regular meetings. Send in details of where and when your meetings are held.

### **2. Hungry for stories**

Local papers all have one feature in common – plenty of stories about local people, so tell them about the activities and places your group has done and been to recently. How your group has supported or provided a service to the community is always a good angle for a story. This is the kind of thing the local press are interested in - colourful stories about colourful people.

What might be commonplace for you and your group might not be for others – not everyone travels the country at weekends and you could be just what they are looking for! You're a friendly bunch of people, enjoy good social lives and others will want to hear about you and what you are doing.

### **3. Get their attention**

To get their attention you will need a story about an activity you have done or something you plan to do. You can resort to the time honoured approach of a news release (some notes on writing these later). Phone up your local paper and ask for the news desk. Tell them you have a news release you plan to send over and ask if they want it by fax or email. Get the name of the person you speak to and keep a note of it. Names and contacts are important. Once you have sent the release, phone up to make sure it has been received. Later you will need to make sure you are available to answer questions.

### **4. More than a thousand words**

Pictures sell stories. Many of your members have cameras and some of the pictures they produce can accompany your story, sent with the news release or offered if wanted.

### **5. Talk, talk**

Local radio offers another avenue. Listen to your local radio and if a phone-in covers a subject relevant to your group phone in and tell the listeners about your group and where you meet. If a special occasion is coming up – an anniversary for instance or a recruitment drive – make contact with your local radio. You can use the news release approach outlined above. Listen out to

some of the announcers and if any of them sound like they might be sympathetic to your group and their activities phone in and ask to speak to the show's producer. Persuade a member of your group who is confident and articulate to speak on your group's behalf and who can project fun and enthusiasm.

## **6. Paying as the last resort**

You can take out paid advertising in local papers and sometimes there will be an occasion when this is the right approach – as part of a membership drive or for a special meeting.

## **7. Keep talking**

Once you have made contact with your local media keep in touch. Phone them in if you have an interesting story. Local papers want stories about local people and you can make the most of that.

## **Writing press releases**

Press releases are the easiest way of establishing a relationship and contact with local media. They are as simple as that, and it is important to remember that. Don't spend hours agonising over getting the wording precisely right because that's the reporter's job. Any decent paper will re-write whatever you send them in any case. Provided the main thrust of the story is made clear in the first sentence and all the basic facts are covered then your contribution serves its purpose.

Useful tips:

- Always answer the six questions - who, what, where, when, why and how?
- News is people - emphasise the human element interest  
*“Walkers from Matlock are set to embark on a charity trek ...”*  
reads better than  
*“A charity trek will be held next week in the Peak District ...”*
- Be factual
- Keep sentences short
- Use short words and paragraphs
- Put the most important information first
- Cover everything on one A4 sheet. Aim for 300 words maximum. If you need two pages it's too long!
- Provide a photo showing people doing something or indicate if photos can be taken of people being active.
- Provide a relevant quote. Walking group chairman Fred Smith said: “... ”
- Check it makes sense and that your spelling is correct.
- Date the press release.
- At the end type 'ENDS' to show that this is the end of the press release – saves a busy reporter from wondering if there is any further information

- Include your name and contact number to allow for any follow up questions.

### **Inverted Pyramid writing**

This technique is employed by journalists to compile a news story. The most important facts are contained at the top of the pyramid and the least important at the bottom (the tip). This means that if you have written 200 words but the newspaper only has room for 150, the sub-editor can, in theory, simply chop from the tip upwards.

The inverted pyramid uses the following pattern:

**W     WHAT HAS HAPPENED**

The introduction - tell the story in a nutshell with the most important facts included are essential

**H     HOW IT HAPPENED**

The explanation of the background

**A     AMPLIFY EACH POINT**

Build on key facts in order of importance

**T     TIE UP LOOSE ENDS**

This includes least important facts that can be cut without losing the main sense of the story

### **Submitting a Press Release**

It is important to make sure you submit your Release to fit in with the paper's deadlines. For example, weekly papers will most likely need at least a week's notice of an event. Papers published on a Wednesday, for example, will probably have a Monday deadline and work on next week's paper straight away. If your release lands on their desk when the pages are all blank you have a better chance of it being used.

Once your press release is sent out follow it up with a telephone call. This is your chance to start a relationship with a journalist. Journalists thrive on contacts and they will welcome your contact and the information you can give them.

## 15. Health and Safety

As YHA's main purpose is to provide accommodation for people while pursuing leisure interests it is not appropriate for YHA to provide health and safety advice for outdoor activities such as hill walking and cycling. There are however excellent resources available from the relevant sporting associations to help Groups plan safe activities for their members. The following may provide useful information and further links are available at the end of this guide.

### 1) British Mountaineering Club guidance for clubs

<http://www.thebmc.co.uk/thebmc/clubs/guide0.htm>

### 2) Ramblers Association guidance on leading walks and information on Local Groups

<http://www.ramblers.org.uk/info/localgroups/>

<http://www.ramblers.org.uk/volunteer/walks/leading.html>

### 3) Cyclists Touring Club guide to organising cycling events

<http://www.ctc.org.uk/DesktopDefault.aspx?TabID=3548>

**4) Charity and voluntary workers: a guide to health and safety at work** (HSG192) £13.50 from HSE Books. Provides useful advice on carrying out risk assessments and is available from HSE Books for £13.50.

<http://www.hse.gov.uk/pubns/books/charity.htm>

## 16. Guidance for groups with under 18 year old members

YHA has a child protection policy to ensure that young people and children are safe from harm while using YHA accommodation and on YHA activities. This policy guides YHA's decision making in a wide variety of areas including allocating dormitory accommodation and suitability of staff and volunteers.

Affiliates are at liberty to decide whether they accept members under the age of 18, with their parents or without them. Groups who accept children and young people should develop their own child protection policies. Although some groups may decide not to have junior members they may still need a child protection policy if they organise events, which are open to members of the public, including children and young people.

A child protection policy should summarise how the group approaches the issue of safeguarding children and young people from harm and relate to specific practices and procedures that the group follows in its everyday activities. Although the issue of child protection is complex and can appear somewhat overwhelming there are sources of information and advice out there to help.

Every statutory local authority has an **Area Child Protection Committee/Safeguarding Children Board**, which are multi agency groups that ensure children and young people are kept safe and have their needs met. These committees are responsible for the development and distribution of procedures for everyone working with children within their area, including in health care, education and social services. The procedures developed are available to download and could be useful to groups. For example the Derbyshire procedures can be downloaded from the Derbyshire Safeguarding Children Board (previously Derbyshire ACPC) at:

<http://www.derbyshirescb.org.uk/procedures/>

The **NSPCC** is the UK's leading charity specialising in child protection and the prevention of cruelty to children. The website is predominantly geared towards providing advice to parents, children and young people however there is useful information in the Publications sections in particular. The leaflet 'Have Fun: Be Safe' gives parents guidance on the suitability of organisations offering activities for children and young people and will help groups draw up a list of topics for their child protection policy.

<http://www.nspcc.org.uk>  
Child Protection Helpline: 0808 8005000

## **Criminal Records Bureau Checks**

YHA requires that all staff and registered volunteers undertake an enhanced Criminal Records Bureau (CRB) check, which provides a comprehensive history of a person's convictions and disbursements. This enables YHA to assess whether a person is suitable for working with children and young people.

YHA has not undertaken CRB checks for members of Hostelling and Local Groups, as they are not registered YHA volunteers (although some members may also volunteer for YHA in other capacities and have undergone a check).

YHA is a Registered Body, which enables us to sign off completed CRB forms as complete before they are sent off to the Bureau. Due to the nature of our registration with the Bureau it is not possible for YHA to sign off CRB checks for other people or organisations.

The Bureau also operates a system of Umbrella Bodies, which are able to sign off checks for people who are not applying via a Registered Body. For example if you are self-employed and do not have an employer to undertake a check for you.

If groups feel that CRB checks for their committee members and leaders should be part of the group's child protection procedures, they can approach a local Umbrella Body to get the checks done. Details of local Umbrella Bodies are available on the CRB website:

<http://www.crb.gov.uk>

In general it is best practice for organisations to take out their own CRB check for an individual, instead of accepting a copy of a check undertaken by another organisation. However, the Bureau is investigating the possibility of organisations sharing checks and this would make the process simpler and easier for volunteers in local community groups.

## **17. Further involvement with YHA**

### **Coordination of Affiliates**

Previously the Hostelling and Local Groups Committee assisted with the coordination of group's ongoing relationship with YHA, for example arranging the annual conference. This Committee was disbanded following an earlier review of YHA's committee structure and under the new Affiliate Membership system there are no plans to replace this with a similar style committee.

YHA will maintain responsibility for ensuring Affiliates have access to the Civil Liability Insurance, administrate the annual membership renewals and organise the annual Affiliate Day. The exact mechanisms by which YHA consults with Affiliate Members in future have to be agreed, bearing in mind the Communications Strategy recently accepted by the Board of Trustees.

Affiliate groups will in a position to continue with their own networking and communications links through the email groups that have already been established.

### **Governance**

As Affiliate Clubs your groups will no longer have an opportunity to take part in an annual conference and elect representatives to attend YHA's AGM. A motion has been put to the 2006 AGM to amend the Articles of Association accordingly. Some may be aware that no governing documents were ever written for YHA's relationship with Hostelling and Local Groups and therefore the steps required to separate the Groups from YHA are relatively straightforward.

This change to the Articles is the appropriate step to take at this time however Hostelling and Local Group members should not feel that this has taken away their only opportunity to take part in the governance of YHA. It is YHA's clear intention to review how best membership groups can contribute towards governance and this will be achieved by the major governance review underway. This review will recommend an effective governance model for YHA for the future and membership groups have an important role to play.

Group members are also encouraged take part in YHA governance through YHA's Regional Councils. Please contact the Chair from your region for more details:

Northern - Andy Eccleston - 01695 573766, Eccleston8@aol.com

Central - Pat Mckenna – 01603 449910, patmckenna142@tiscali.co.uk

Wales - Robin Pugh - 01633 613457, robinp@btinternet.com

Southern - David Mills - 01473 210797, d.n.mills@btinternet.com

The Councils will be holding their AGMs in October and November and YHA members are welcome to attend. Details of these meetings can be found on YHA's Update pages on the website:

[http://www.yha.org.uk/Join\\_YHA/YHA\\_Updates/Regional\\_Council\\_Meetings.html](http://www.yha.org.uk/Join_YHA/YHA_Updates/Regional_Council_Meetings.html)

## **Volunteering**

In the past some Hostelling and Local Groups have organised work parties at hostels as part of their activity programmes, in some cases developing long-standing relationships with particular hostels. YHA would like to encourage Affiliate Clubs to continue to take part in volunteering opportunities such as work parties in future as this is a very positive contribution that membership groups can make to the organisation.

As Affiliate Clubs will now be separate organisations from YHA there will need to be some subtle changes to the way these work parties are organised in order to ensure adequate insurance cover and risk management.

The Volunteering Task Group has been working on a new Volunteering Strategy for YHA, which includes the development of hostel-based volunteering groups. These groups will be coordinated at the hostel level, based on the work programmes prioritised by hostels managers. These groups will be the means through which Affiliate Groups could maintain a link with particular hostels and groups will be encouraged to advertise work party opportunities openly to enable new partnerships to develop.

From March 2007, until hostel-based volunteer groups are up and running, please contact the Volunteering team at National Office during the planning of your work parties to make sure that all the appropriate planning is completed. You can contact us at:

Email: [volunteers@yha.org.uk](mailto:volunteers@yha.org.uk)  
Telephone: 01629 592562.

## **18. Hostelling and Local Groups Guidance Workshop**

### **YHA Coalport**

**Saturday 4<sup>th</sup> November 2006**

**10am – 4pm (tbc)**

During the meetings of the Groups Task Group, it became apparent that Hostelling and Local Groups might have questions about the changes put in place by YHA to the affiliation system and operating a club separate from YHA. Therefore the Task Group included in its recommendation to the Board of Trustees that YHA host a one day workshop to take Groups through the changes and answer any questions.

Your Group is therefore invited to attend the workshop and it is very much hoped that a representative from your Group will be available to attend, as this is an opportunity to gather together information relevant to the continued running of the Group

The Task Group will be hosting the day with help from other YHA staff and Board members. The workshop will provide Groups with information about the new Affiliate Club system and some guidance on running your Group independently from YHA. The workshop will cover:

- Background to YHA's decision
- New Affiliate Club system
- Changes for some Hostelling and Local Groups
- Group membership cards and booking hostels
- New insurance package on offer
- Advertising and new member recruitment
- Further opportunities within YHA.

The day will be structured as a series of workshops so that small groups can ask more detailed questions than would be possible in a large plenary session.

Included in the day will be refreshments and lunch but unfortunately no accommodation or travel expenses costs can be covered for delegates attending. Accommodation has been set-aside at the hostel for Friday and Saturday night so please specify your requirements as soon as possible and bookings will be made on your behalf. After 10<sup>th</sup> October 2006 the remaining unreserved beds will be opened up for other guests to book.

Please return your Attendance Form as soon as possible.

We look forward to seeing you there.

From 2008 onwards YHA will host a regular Open Event for Affiliate Clubs and you will receive more information about these in due course.

## 19. Useful contacts

### **British Mountaineering Council**

Tel. 0870 0104878

[www.thebmc.co.uk](http://www.thebmc.co.uk)

Information about regional access, crag database, clubs, huts, events and mountain training.

### **Ramblers Association**

Tel. 020 73398500

[www.ramblers.org.uk](http://www.ramblers.org.uk)

Affiliated walking groups, information on running and managing groups, building websites, grants and publicity.

### **British Orienteering Federation**

Tel. 01629 734042

[www.britishorienteering.org.uk](http://www.britishorienteering.org.uk)

### **International Mountain Biking Association**

Tel. 01531 633500

[www.imba-uk.com](http://www.imba-uk.com)

Provides guidance for responsible mountain biking and information on trails.

### **British Cycling Federation**

Tel. 0870 8712000

[www.bcf.uk.comatUK250](http://www.bcf.uk.comatUK250)

### **Cyclists Touring Club**

Tel. 0870 8730060

[www.ctc.org.uk](http://www.ctc.org.uk)

### **The National Council for Voluntary Organisations**

Tel. 0800 2798798

[www.ncvo-vol.org.uk](http://www.ncvo-vol.org.uk)

### **National Association for Voluntary and Community Action**

Tel. 0114 2786636

[www.navca.org.uk](http://www.navca.org.uk)

Information, advice, networking and learning opportunities, support and development services, including funding and partnerships. Each district covered by a branch to provide local information and support.

### **Active Communities - Government Support**

Tel. 020 70354413

[www.communities.homeoffice.gov.uk](http://www.communities.homeoffice.gov.uk)

Supports community groups. Can help with finance, governance, ICT etc.

**Community news**

Tel. 087 01240866

[www.communitynewswire.press.net](http://www.communitynewswire.press.net)

Offers community groups the opportunity to advertise their activities.

**Outdoor solutions**

[www.outdoor-solutions.co.uk](http://www.outdoor-solutions.co.uk)

Free listing of clubs on website for outdoor enthusiasts and professionals.

**Outdoor directory**

[www.the-outdoor-directory.co.uk](http://www.the-outdoor-directory.co.uk)

Free listing of clubs on website for enthusiasts, reciprocal link on club sites in return

**Community Foundations**

Tel. 020 77139326

[www.communityfoundations.org.uk](http://www.communityfoundations.org.uk)

Community foundations are charitable trusts that support all local community causes.

**Criminal Records Bureau**

Tel. 0870 9090811

[www.crb.gov.uk](http://www.crb.gov.uk)

**Health and Safety Executive**

Tel. 0845 3450055

[www.hse.gov.uk](http://www.hse.gov.uk)

**Charities Safety Group**

Tel. 07745 937567

[www.csg.org.uk](http://www.csg.org.uk)

Provides advice and information on promoting high standards of health and safety welfare practice.

## 20. YHA Contacts

Until 1<sup>st</sup> March 2006 Hostelling and Local Groups should make contact with YHA using the same channels as previously.

If Groups wish to change their contact details, either on the website or with YHA in general please contact Katy Martin or Ros Stewart, Volunteer Support Assistants, on 01629 592562 or email [localgroups@yha.org.uk](mailto:localgroups@yha.org.uk). Please also contact Katy or Ros if you have any queries about the arrangements for the Hostelling and Local Groups Guidance Workshop on 4<sup>th</sup> November 2006.

If you have a query about anything specifically relating to the guidance in this Information Pack please contact Crewenna Dymond, Head of Volunteering, on 01629 592758 or [crewennadymond@yha.org.uk](mailto:crewennadymond@yha.org.uk).

If you would like to respond to YHA in general about the changes to the system for Hostelling and Local Groups please direct your enquiry to Chris Boulton, Chairman, YHA (England & Wales) Ltd, Trevelyan House, Dimple Road, Matlock, Derbyshire, DE4 3YH in the first instance.

From 1<sup>st</sup> March 2007 the following contacts will apply:

### **Affiliate membership**

Email: [membership@yha.org.uk](mailto:membership@yha.org.uk)  
Telephone: 01629 592771

### **Group reservations**

Email: [groupreservations@yha.org.uk](mailto:groupreservations@yha.org.uk)  
Telephone: 01629 592637  
Fax: 0870 7706127 (Within UK) (+44) 1629 592627

### **Volunteering**

Email: [volunteers@yha.org.uk](mailto:volunteers@yha.org.uk)  
Telephone: 01628 592562

### **Insurance**

YHA  
Email: [volunteers@yha.org.uk](mailto:volunteers@yha.org.uk)  
Telephone: 01628 592562

Perkins Slade  
Address: 3 Broadway, Broad Street, Birmingham, B15 1BQ  
Telephone: 0121 698 8000  
Fax: 0121 625 9000

## Suggested timeline of steps to meet requirements of new Affiliate system

September 2006 – February 2007

Steps	Sept 06	Oct 06	Nov 06	Dec 06	Jan 07	Feb 07	March 07 onwards
Meet as a group and draw up action plan							
Include any constitutional changes in AGM/EGM, including agree on new name (if necessary)							
Complete and return Affiliate Membership Form							
Attend Guidance workshop							
Make plans for changes to websites and publicity							
Make changes to banking details (if necessary)							
Inform National Office of number of group members (for insurance)							
Operate under new name, constitution and insurance policy from 28 <sup>th</sup> Feb 07							
<b>Booking Accommodation</b>							
Bookings for this period will be accepted under existing H & LGs T&C's							
New bookings for this period must use Group Membership Card							

## Attendance Form Hostelling and Local Groups Guidance Workshop

4th November 2006  
YHA Coalport

<b>Name of Group:</b>		
	<b>Delegate 1</b>	<b>Delegate 2</b>
Name		
Address		
Postcode		
Daytime telephone		
Mobile number		
Email address		
<b>Requirements* (please tick)</b>		
Friday night meal		
Friday night bed		
Saturday breakfast		
Saturday night meal		
Saturday night bed		
Sunday breakfast		
Please indicate any special requirements (inc for Saturday lunch)		

\*All payments on arrival (Saturday lunch and refreshments will be provided)

Joining instructions will be sent to each delegate at their address provided approximately 2 weeks prior to the workshop.

**Please return your completed form by 10<sup>th</sup> October 2006 to:**

Volunteering, YHA (England & Wales), PO Box 6030, FREEPOST DY745  
Trevelyan House, Dimple Road, Matlock, DE6 3XA