Promoting Work and Recruiting Volunteers for Local Action Groups

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Introducing Ourselves

- We utilise volunteers to manage the invasive species Floating pennywort in partnership.
- Working within the angling and paddling community to improve biosecurity, invasive awareness and help with environmental issues.
Social Media

- Through our organisations social media we publicise our events before hand to recruit volunteers.

- Also sharing successes following the events through social media. With coverage on regional and national Angling Trust and British Canoeing social media channels, ultimately receiving thousands of views.

- Reaching out into local groups on Facebook has been a valuable source of volunteers.
Blogs, newsletters and articles

- Writing blogs has been a resource for promoting our work.

- Blogs we have written have been posted on British Canoeing, NNSS newsletter. Additionally Coverage of events plus INNS awareness raising have appeared in the Angling Trusts “The Angler“ magazine and the Angling press have all helped volunteer numbers to grow.

- Promoting our work and raising awareness via the GB NNSS web site.
Collaboration

- We can’t do any of this alone!

- Through working with other groups your work can be publicised and find more volunteers

- Local INNS groups, catchment groups can be opportunities to meet organisations to collaborate with.

- For volunteers to get involved its important to stress just what Floating Pennywort or indeed any INNS can do to the environment and biodiversity.

- Direct contact with interested parties can bring them and their peers on board.
Presentations and Talks

- Talks can be useful to promote your work, showing off your successes.

- They can also be useful in teaching other people about invasive species, potentially sparking new interest in your group.

- Attending and raising awareness at public events can help muster volunteers.
Put simply, VBS works by empowering anglers, acting as ‘eyes and ears’...gathering information which when processed forms intelligence......lifeblood for effective enforcement.

We then reassure by educating, working together with partners, obtaining good enforcement outcomes and importantly, publishing such activity to get the message out.

Because.........The fear of detection = Reduced offending rates.

700 + VBS members in England, all recruited/trained/managed by the Angling Trust. Application form on our website – anglingtrust.net

Work closely with the EA fisheries teams/ Police and post patrols on a secure reporting website.

Volunteer Bailiffs are a fantastic resource and are often keen to get involved with Pennywort removal, their knowledge of a locations interested parties is often second to none.
Helping volunteer groups to become proactive is key to their ongoing involvement.

Bringing about a certain ownership.

Funding streams such as the Angling improvement fund can encourage their future involvement and help bring about a riddance rather than a maintenance culture, giving groups their own equipment and training to continue INNS removal.
Videos

Angling Trust

British Canoeing

THE JOY OF VOLUNTEERING
Floating Pennywort removal on the River Wey
Thank you for listening!

Any Questions?

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