



Ethical Policy

Name of the organisation:	Birdline UK Ltd.
Governing Body:	The Board of Directors of Birdline U.K. Ltd.
Registered Charity Numbers:	1125030 (England) & SC043288 (Scotland)
Registered Company Number:	05925887
Registered Address:	Birdline U.K. Ltd. International House, 12 Constance Street, London, E16 2DQ
General Email:	Enquiries2@birdline.org.uk
Directors Email:	Directors@birdline.org.uk
Version:	V1
Date Approved:	17.02.2020

Contents

Contents.....	1
1. Mission Statement	2
2. Introduction	2
3. Ethical Principles	2
4. Ethical Procedures	3
5. Ethical Guardianship	3
6. Ethical Income Generation and Development.....	4
7. Responsibility	5
8. Contact Details	5
Appendix 1: Seven Principles of Public Life	6

1. Mission Statement

Birdline's mission is to educate people in the best practices of bird care & husbandry, and to provide a refuge to every orphaned, unwanted, found or injured parrot which the charity has the means to care for.

2. Introduction

- 2.1 Birdline Parrot Rescue operates across England, Scotland and Wales to rescue, rehabilitate and rehome parrots and to raise standards in parrot care. Birdline is a not for profit organisation with charitable status. As such Birdline recognises it has an ethical responsibility to:
- a. provide the best care possible for the birds, whilst in the care of volunteers, safe houses or foster homes;
 - b. to promote and educate members and the public, in the best practices of bird husbandry;
 - c. to abide by general ethical principles related to the charity and animal care;
- 2.2 This policy sets out the standards of conduct that are expected from all Birdline's representatives, including its trustees / directors and volunteers.
- 2.3 This policy takes into account the *Seven Principles of Public Life* (Nolan Committee; March 1996). In addition, this document is supplemented by Birdline's *charitable scheme, Memorandum and Articles of Association, Avian Care Charter, Volunteer Agreement, Equal Opportunities* and other relevant policies.

3. Ethical Principles

- 3.1 As a charity, Birdline has a duty to the public to be transparent and accountable, and always to act in the best interest of the birds in its care, its members and the organisation as a whole.
- 3.2 Birdline recognises it is not possible to predict every situation in which its representatives may find themselves. Of paramount importance is the simple principle that:

No individual should use his or her position in the organisation for personal gain or to benefit another at the expense of Birdline, its mission, its reputation, or the public which it serves, nor should any individual act in a way that could be reasonably seen by others as compromising the independence and integrity of Birdline.

- 3.3 Where conflicts of interest arise – actual, potential, or perceived – the duty of all Birdline representatives to act at all times in the best interests of Birdline must not be compromised. Birdline expects all representatives to:
- a. conduct themselves in accordance with all applicable national and international laws and regulations;
 - b. act with honesty and integrity, and never knowingly or recklessly mislead any person;
 - c. protect the confidential information of Birdline at all times;
 - d. be impartial, for example to:
 - i. declare and make known any personal interests,
 - ii. not give or receive any inducements which could, or could be seen to be in conflict with the interests of the organisation,
 - iii. not provide any services that could or could be seen to be in conflict with the interests of Birdline, and
 - iv. not accept any hospitality or other form of gift or reward which could be seen as an inducement.

4. Ethical Procedures

- 4.1 In furtherance to these principles, all directors / trustees and volunteers, advisors and advocates must make known to the Chairman of the Board any:
- a. actual, potential or perceived conflict between their own and Birdline's interests;
 - b. actual, potential or perceived pecuniary interests of theirs or of any member of their close family, which may, or may be perceived to be, in conflict with the interests of Birdline; and
 - c. actual, potential, or perceived conflicts between the interests of Birdline and those of any relevant private entity.
- 4.2 Birdline will maintain registers of interests for all Directors, and senior volunteers of the organisation.

5. Ethical Guardianship

- 5.1 As a charitable trust, Birdline must behave as the ethical guardian of the birds in its care and other assets which it owns.
- 5.2 All those who work for or represent Birdline must:
- a. avoid behaviour that could be construed as asserting personal ownership or control of birds, equipment or funds;
 - b. ensure Items are retained at whichever location provides the best balance of care, context, security, and access;

- a. balance the duty of caring for the birds with that of providing appropriate services to its members;
- b. sustain the financial viability of the organisation;
- c. fulfil all the organisation's guardianship responsibilities in respect not only of the birds, but also of all other resources (for example, bequests or endowments), which, in explicit or moral terms, it holds in trust for the benefit of the public;
- d. treat the birds and their equipment e.g. cages, play stands) as non-negotiable assets in financial affairs including to refuse to sell, mortgage or offer them as security for a loan.

5.3 Birdline must regularly review, publish and adhere to its ethical, environment, volunteer and other relevant policies. These policies address issues of best practice in bird husbandry, volunteer management and charitable guardianship and have relevance to overriding, institutional aims.

6. Ethical Income Generation and Development

6.1 Income Generation and Development includes (but is not limited to) the raising of funds through donations, philanthropy, and sponsorship.

6.2 Consistent with the principles outlined in Section 2.2 above, Birdline will not accept funds in circumstances when:

- a. the donation is made anonymously, through an intermediary who is not prepared to identify the donor to anyone at Birdline;
- b. the donor has acted, or is believed to have acted, illegally in the acquisition of funds, for example when funds are tainted through being the proceeds of criminal conduct; and
- c. the donation is dependent upon the fulfilment of unacceptable conditions applied by the donor. These might include interference in the management of Birdline or the decisions of its rescue and rehoming directors.

6.3 In addition Birdline will not raise or accept funds through any means or methods where, in the judgment of the Board of Directors, so doing would significantly damage the effective operation of Birdline in delivering its mission, whether because such acceptance:

- i. would harm Birdlines relationship with other benefactors, partners, visitors or stakeholders,
- ii. would create unacceptable conflicts of interest,
- iii. would materially damage the reputation of Birdline,
- iv. would lead to a demonstrable net decline in the assets of Birdline,
- v. is in direct conflict with the ethical principles outlined in section 1.1,

- vi. would detrimentally affect the ability of Birdline to fulfil its mission in any other way than is mentioned.

7. Responsibility

- 7.1 Overall responsibility for the implementations, monitoring and review of the policy and procedures lies with the Board of Directors. Implementation and adherence to this policy is the responsibility of all volunteers within the organisation.
- 7.2 The policy will be reviewed at least annually and any identified corrective measures will be adopted as part of the policy.

8. Contact Details

- 8.1 Any queries in relation to this Volunteer Policy may be directed to the Directors by email at directors@birdline.org.uk or by post to the registered address: Birdline U.K. Ltd., International House, 12 Constance Street, London, E16 2DQ

Appendix 1: Seven Principles of Public Life

1. Selflessness

Holders of public office should take decisions solely in terms of the public interest. They should not do so in order to gain financial or other material benefits for themselves, their family or their friends.

2. Integrity

Holders of public office should not place themselves under any financial or other obligation to outside individuals or organisations that might influence them in the performance of their official duties.

3. Objectivity

In carrying out public business, including making public appointments, awarding contracts, or recommending individuals for rewards and benefits, holders of public office should make choices based on merit.

4. Accountability

Holders of public office are accountable for their decisions and actions to the public and must submit themselves to whatever scrutiny is appropriate to their office.

5. Openness

Holders of public office should be as open as possible about all the decisions and actions they take. They should give reasons for their decisions and restrict information only when the wider public interest clearly demands.

6. Honesty

Holders of public office have a duty to declare any private interests relating to their public duties and to take steps to resolve any conflicts arising in any way that protects the public interest.

7. Leadership

Holders of public office should promote and support these principles by leadership and example.