



the brain injury association

Headway North Cumbria

www.headwaynorthcumbria.org.uk

**HEADWAY NORTH CUMBRIA
CODE OF CONDUCT FOR PROFESSIONALS, THEIR EMPLOYEES,
VOLUNTEERS AND ASSOCIATES INVOLVED WITH HEADWAY NORTH
CUMBRIA**

INTRODUCTION

1. The public has high expectations of voluntary organisations and the manner in which they conduct themselves. Maintaining public confidence requires voluntary organisations to be completely independent, exemplary in their conduct and to act at all times in the interests of their beneficiaries
2. Headway groups and branches depend to a considerable extent on volunteers from a wide variety of professional backgrounds to help them achieve their aim of supporting brain injury survivors and their families and carers. Their expertise - whether clinical, legal, financial or business - is invaluable.
3. Volunteers offer their time and expertise to Headway for a number of reasons. Some have a personal connection with brain injury, being either a survivor or a relative of someone who has a brain injury. Others are professionals with a working knowledge and understanding of brain injury who want to support a worthy cause.
4. Charities must operate in a manner in which they avoid any actual or perceived impropriety. They must also conduct themselves in a manner, which does not bring the organisation into disrepute.
5. To avoid potential difficulties for all parties, Headway UK has introduced a Code of Conduct for Professionals. This Code of Conduct has been adopted by Headway North Cumbria and is laid out in this document

AIM OF THE CODE OF CONDUCT

6. This Code of Conduct aims to promote high standards of integrity in the way that professionals conduct themselves in their involvement with Headway North Cumbria, so as to avoid possible misunderstandings.

APPLICABILITY

7. This Code of Conduct applies to all professionals, their employees, volunteers and associates who are involved in any way with Headway North Cumbria. This includes, but is not limited to, all those serving as members of the Headway North Cumbria Management Committee and those within the Branch's pool of volunteers.

8. Professionals covered by this code include, but are not limited to:

- Case Managers
- Care Agency staff
- Health counsellors
- Occupational therapists
- Nurses
- Psychologists
- Physiotherapists
- Speech therapists
- Support workers

9. Any professional that is not directly associated with Headway North Cumbria but whose participation in the Branch's activities might be considered to represent or reflect on Headway North Cumbria will also be expected to behave in accordance with this Code of Conduct. Examples of these include, but are not limited to, guest speakers, visiting professional agencies/individuals, support workers of Headway North Cumbria members.

CODE OF CONDUCT

10. Professionals¹ involved with Headway North Cumbria should:

- a. avoid any actual or reasonably perceived impropriety.
- b. not conduct themselves in a manner that could reasonably be regarded as bringing the Branch, or Headway UK, into disrepute.
- c. not allow situations to occur where the independence of Headway as a charity is compromised.
- d. not recommend or endorse any particular third-party supplier of brain injury related services to members/carers or others seeking advice from Headway. Members/carers/others seeking advice from Headway on suitable

¹ In this context "professionals" refers to anyone described within the Applicability section of this Code of Conduct.

firms/suppliers should be encouraged to seek independent advice, for example from the Headway UK website.

- e. not directly handle enquiries about the professional services provided by themselves or the company/firm/organisation they work for or are associated with.
- f. not act as an intermediary in securing professional services on behalf of members/carers/others seeking advice from Headway. In promoting independence and choice Headway UK and affiliated charities believe that members/carers/others seeking advice from Headway should seek this advice independently.
- g. not permit any branch service (to include but not limited to, telephone helplines, hospital visiting services or outreach services) to be controlled or staffed by employees, volunteers or associates of a company / firm / organisation to which the professional is connected.
- h. ensure that no member of the committee, volunteer or other person associated of Headway North Cumbria, receives a fee for the introduction of a client to a firm of lawyers or for other professional services.
- i. always act in the best interests of Headway North Cumbria.
- j. not look to use involvement in/with Headway North Cumbria as a means of promoting a professional service.
- k. not gain any direct financial or other material benefits for themselves or their employers, volunteers or associates as a result of involvement with Headway North Cumbria.
- l. pay particular attention to the need to resolve conflicts of interests that arise by; declaring them; withdrawing where appropriate; resolving the conflict in favour of Headway North Cumbria.
- m. be mindful of their role and avoid acting in a manner that could embarrass the charity or its members. In particular, they must not engage in any sexual activity with a service user or take advantage of a service user for political, professional, financial or other personal gain. Such conduct shall be treated as an abuse of trust and shall be subject to the sanctions set out in paragraph 12.
- n. avoid any situation in which their interests conflict with those of their client, and when necessary, should ensure that the client receives

independent advice which will allow them to weigh up matters and exercise their own free will.

o. ensure that the group or branch observes the correct procedures set out in this code when approached by members/carers/others for advice about personal injury lawyers or other professional services. For example, and where appropriate, members/carers/others should be encouraged to utilise the Headway UK directories for residential rehabilitation units and personal injury lawyers.

p. not take any action that may compromise the independence of Headway North Cumbria by the inappropriate or unreasonable use of company/organisation logos on letterheads, marketing materials or other publications - either in print, online or for electronic distribution. Any company/organisation logos used on such materials as part of a sponsorship agreement should be clearly marked with the words "supported by" to clearly highlight the independence of the Charity.

PROCEDURE FOR DEALING WITH A BREACH OF THE HEADWAY CODE OF CONDUCT FOR PROFESSIONALS

11. In the event that it is considered that there has been a breach of this Code of Conduct the following procedure will apply:

a. Details of any alleged breach of the Code of Conduct should be notified to the Chief Executive of Headway UK.

b. The Chief Executive (or his appointee) will fully investigate the allegation and report back to a panel appointed by the Board of Headway UK.

c. If it is felt that there is a case to answer the Panel will consider the matter at a meeting convened for that purpose. At each stage the subject of the alleged breach will be given the opportunity to answer the complaint.

d. An appeal against the decision of the Panel must be made within 21 days of the notification of the decision and will be heard by the Executive Committee of Headway UK whose decision will be final.

SANCTIONS

12. The sanctions available to the Board of Headway UK for a breach of the Headway Code of Conduct for Professionals are as follows:



- a. Headway branches or members of its management committee found to be in breach of the Code of Conduct will be dealt with through the procedure laid down in section 6 (1) (b)² or 7 (7)³ of the Branch Constitution.
- b. Professionals acting as members of the management committee or volunteers, that the panel conclude have breached the Code of Conduct may be subject to one of the following sanctions:
 - (1) Censure the employing organisation or individual and warn it/them as to their future conduct.
 - (2) Suspend the individual from membership of the branch.
 - (3) Permanently exclude the individual from membership of the branch.

RELATED HEADWAY NORTH CUMBRIA POLICIES AND POROCEDURES

Safeguarding Policy.
Volunteer Code of Conduct.

² The Activities of the Branch shall be subject to the control of the Trustees who shall have the power to dismiss a Branch Executive Committee if, in the opinion of the Trustees, the Branch Executive Committee is not conducting the affairs of the Branch in the best interests of the Charity

³ The trustees may expel from the Charity any Member or Non-Voting Member (as the case may be) whose conduct is such as shall in its opinion be injurious to the character and/or reputation of the Charity or the interest of other members.