

Farming Landscapes Toolkit

A guide to running farm events



farming



landscapes

aims to raise awareness of local produce and the link between farming, food and the landscape - what you see and what you eat.

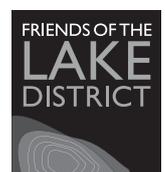
Farming Landscapes Project

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Further copies of this toolkit are available as a pdf on the
Friends of the Lake District website: www.fld.org.uk



Introduction

This toolkit gives guidance on how to run a farm event. It has been produced as part of the Farming Landscapes Project which is a partnership between Friends of the Lake District and the Cumbria Farmer Network. Farming Landscapes aims to raise awareness amongst the public of local produce and the link between farming, food and the landscape – what you see and what you eat.

The toolkit is in two parts - there is advice on what to do to plan a farm event and a set of templates you can use to prepare for the event and to advertise it. **The templates are also provided on a CD and can be downloaded in Word or PDF.**

Volunteers are not essential but there are a variety of tasks that could be carried out by them. A list of organisations that may be able to provide a volunteer is included.

The project results from a successful bid to the Cumbria Fells & Dales and Solway Border & Eden Local Action Groups. It has been delivered

(initially through the Northwest Development Agency) with Defra as the Managing Authority and was part financed by the European Agricultural Fund for Rural Development: Europe investing in rural areas.

Please note that the information provided in this toolkit is correct at time of publication (March 2013). This information is general in nature and it is provided on the understanding that the authors are not providing professional advice. You are responsible for obtaining any appropriate professional advice that you feel is required. Any guidance provided from third parties is included in good faith and links to other websites are provided for convenience and are not an endorsement of material at those sites, or any associated organisation, product or service.



Top tips for a good event...

Plan your route – don't try to cover too much ground. Decide what the aim of the event is and what messages you want to get across (see section below for ideas). Time it and then allow more time to stop and discuss things. What you think is an hour's stroll could take two to three hours allowing for a slower walking pace (there is a good chance you will have people of all ages on the walk), discussion and answering questions. Work out how long it will take and put this on the posters and tell people before you start.

Be realistic – identify five things you want to cover or a few things that you want people to have learnt when they leave. Don't get too technical – keep the language simple.

Wet weather alternative – have a back-up plan if it is pouring with rain.

Jobs – be clear who is going to do what

Keep it personal – people are interested in what you and your family does. They are more likely to remember stories about you and your farming rather than how many hectares of winter barley you have.

Be positive – tell people about the challenges that farming faces and tell how you meet them and how you have adapted. If you get an awkward question, tell people what you do on your farm rather than trying to answer on behalf of the farming industry.

Make it memorable – demonstrations, such as sheep shearing or shepherding, can be a good way to add interest.

Make it relevant – help people make the link between your farm and their fridges. Try to start off from plate to plough, rather than plough to plate, in other words start by making your story relevant to your audiences' lives, rather than starting off by talking about farming.

Displays with posters or props – these can be useful to illustrate a point or entertain people who arrive early.



More detailed advice

Decide the messages you want to get across:

- Livestock – breed, strengths and weaknesses
- Where their food comes from
- Land – type, uses, management, features e.g. ancient trees
- Farming practices – the yearly cycle
- Environmental stewardship – conservation practices
- Financial viability of farming, diversification
- Organic farming – standards, restrictions, regulation
- Biosecurity – what you do to protect the health of their food
- History of farm – vernacular architecture
- Family – generations, challenges facing you
- Action taken to ‘go green’
- What you like about farming
- What you don’t like about farming
- The one thing you would change about farming
- What is the most useful thing people at the event today could do to help farmers.

Structure of a walk if included as part of event:

- For a walk - plan and try out the route beforehand to decide on stops, things to show people and time it, don’t make it too long, about 2 hours is enough
- Be realistic about time and include an option, if possible, to cut short if bad weather. Stick roughly to time as people may be hungry / thirsty / have to get off
- Have an obvious starting point
- Make use of existing paths and tracks
- Avoid steep ground
- Limit the risk of being open to hazards by avoiding the use of vehicles wherever possible
- Make use of vantage points to gather group up and to show the layout of the farm and points of interest. Use these stops to illustrate messages you want to get across / points you want to make
- Think about points of interest relating to your farming enterprises, current farming operations, agri-environment and non-farming enterprises

- Wait until the whole group has arrived / speak to all
- Don’t stay in one place for too long
- Appoint a back-marker to pick-up stragglers
- If someone asks a good question while you are walking wait until you get to a stop and respond when everyone can hear the answer
- Portable props to use at stops can be very useful
- Clear end point e.g. in farmyard or for refreshments – this is a good time / way to get participants to complete a feedback form / give donation
- Avoid rushing off at the end – some people may still have questions and may think that rushing off is rude.

Consider what to do:

- Is there scope for adapting the route in the event of inclement weather or are there points where can shelter from sun, wind or rain!
- Think of escape routes in the event of emergencies and coping with people who want to / have to leave early
- If people arrive early
- If people arrive late
- If 100 people arrive!
- How will you manage the needs of very elderly or disabled participants e.g. identify a dedicated person to help them, use of vehicles
- If dogs are allowed on leads – will your dog(s) also be on leads
- Other groups join the walk e.g. groups of walkers that might be using a bridleway or public footpath through the farm.



More detailed advice

Speaking to a group:

- Be yourself – keep it simple
- Well thought through introduction – describe the farm, its history, how long you've been there, explain briefly what you're planning
- For walk – route, terrain, length (time & distance) and explain to people any key things to be careful of
- Key points you want to get across – what do you want people to really remember after the event
- Remember to speak so all people can hear
- Be conscious of how long talking
- Try to get the feel of the audience / general feeling on how it is going and pitch talk accordingly
- Keep it simple - don't try to give too much detail
- Use of terms - don't assume people know what a tup or a twinter is - people like to leave with extra understanding
- To generate discussion use open questions e.g. 'what do you think of', 'how do you think this is done
- Think of stories to illustrate a point e.g. amusing incidents at auction marts.

Introductions on the day:

- Choose a meeting point to engage with everyone attending and to command attention
- Think of what you want to say, be reasonably brief and avoid being too technical – first impressions count
- Introduce yourself and anyone you have helping you
- Give a brief description of the farm
- Give a brief description of the plan for the day i.e. the route, any activities and demonstrations
- If necessary warn of any hazards and explain about risks from zoonoses.
- Let the group know whether there are any refreshments available and if there is an opportunity to sample and purchase local produce.
- Adapt your language to the needs of your audience
- Invite questions
- Be aware of social and ethical issues affecting the audience e.g. the opinions of vegetarians
- Try to keep eye contact across the group, avoiding homing in on certain individuals or groups of people.

Tricky questions and situations

- Some individuals might want to raise issues in a controversial way, e.g. farm subsidies, animal welfare. Listen calmly to what they say, respect their viewpoint, but you need not agree. Defuse the situation by making a tactful comment and move-on.
- Bad jokes; change the subject and move-on!
- Ailing or dead stock (that may have landed since 'your on the day check'). Explain the reason for the ailment and, if the animals are still alive, what treatment you are giving.

Further reading

LEAF (Linking Environment and Farming) have published a booklet – 'Hosting Walks and Talks – A Farmer's Guide to getting it Right'

www.leafuk.org

Advice on farm events and farm walks can be found at these websites:

Open Farm Sunday
www.farmsunday.org

Farming & Countryside Education (FACE)
www.face-online.org.uk

Visit my Farm
www.visitmyfarm.org



Setting a date & time

Attendance at events can vary because of a number of factors such as publicity, type of event and, in particular, the weather. From a review of past events consider the following when deciding when to hold an event:

- Choose a date between late May and early September
- School holidays and weekends are best
- Avoid weekdays in term time
- Don't have a start-time too early in the morning and avoid lunch time

In addition

- Check if there are any other events that it would be best to avoid
- Check if there are any events it would be useful to coincide with e.g. local walking festival, local food festival – these can mean free extra publicity if you team up with them

Open Farm Sunday

You may want to consider holding an event on Open Farm Sunday. This is a national, annual event promoted by LEAF (Linking Environment and Farming). National and local publicity about Open Farm Sunday events is coordinated by LEAF. The day is chosen nationally, normally in June, so you cannot set it yourself.

Further information can be found at www.farmsunday.org

There is a comprehensive handbook for farmers and access to guidance and resources on a wide range of subjects on the website. There are online workshops in which farmers talk you through what they did on their farms and how they tackled everything from publicity to health and safety.

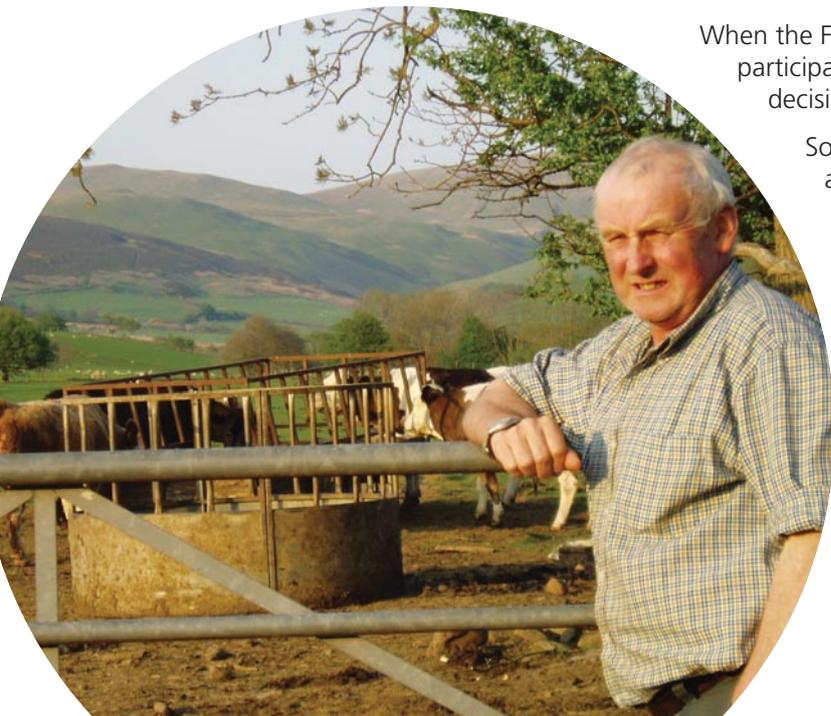
If you register with the website your details will be automatically searchable by anyone looking for a farm visit in your area, unless you opt out.



Publicity

We have found that no one single form of publicity works well on its own. Rather a mix of publicity is needed for any type of event programme. So it is recommended that a mix of low cost options is pursued. These include:

- Posters
- Flyers
- Listings on websites
- Press releases
- Listings in local guides, newspapers, parish magazines and other local newsletters
- Contact with interest groups



When the Farming Landscapes project was running feedback from participants showed that almost two thirds of them made the decision to attend within a week of the event.

So posters and flyers should be circulated and put up about 2 weeks before the event takes place. Listings in newspapers need to go into the edition in the week before the event is going to take place. Deadlines vary so check with the paper concerned.

Frequency and deadlines for local newsletters, parish magazines etc. vary a lot – you'll need to check this locally too.

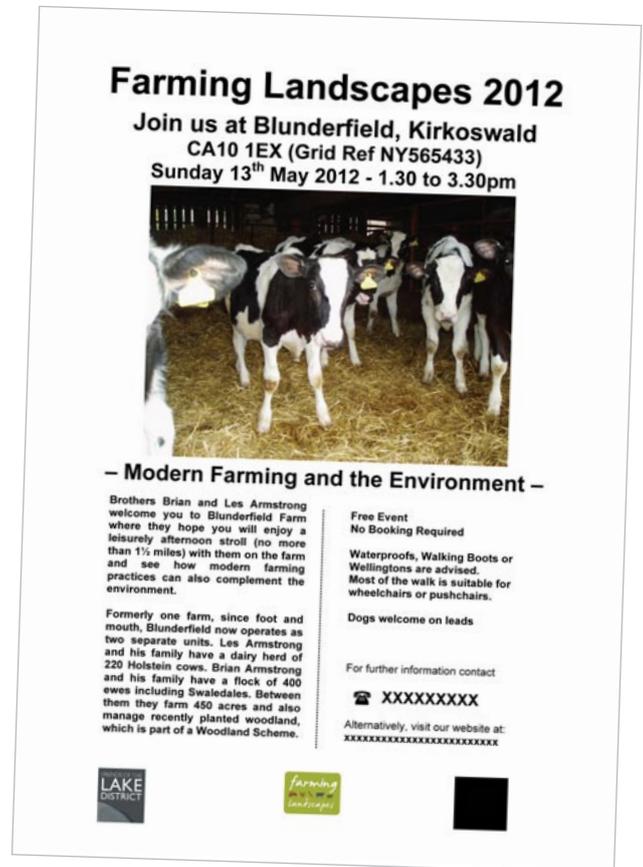
There is advice in this toolkit on content and contacts, but when it comes to local contacts you are best placed to find these out yourself (or with the help of a volunteer).

Posters

The poster should include information on:

- The title of the event and farm
- The date and time of the event
- What are the key 'attractions'
- The location of the event with 6 figure grid ref and postcode (provide directions where appropriate e.g. when not to use postcode with sat nav because it will take you to the wrong location)
- The likely length of the event
- Any restrictions relating to, for example, age, physical mobility, specific health conditions e.g. pregnant women not attending during lambing, suitability for wheelchair users and pushchairs.
- Whether there is any charge e.g. for refreshments. If not make it clear that the event is free and that donations are welcome, stating which cause they are being collected for
- Recommendation of what clothing and footwear would be suitable
- Contact information and website address for further details (where appropriate)

But remember for a poster to attract and hold attention it should not contain too much text – simple and eye-catching is best – and a photograph helps to capture attention.



See the CD in your toolkit for poster templates.

Booking

You will need to decide whether you want people to book in advance to come on the event.

Experience running Farming Landscapes events has shown that booking does not work very well. People don't turn up when they have booked and others turn up even though they have not booked.

If you do decide to ask people to book in advance remember to include clear instructions on how to do this in the publicity material including the poster.



Places to display posters & distribute flyers

If possible laminate posters that are going to be put up outside.

 On and around the farm - the farm gate, in farm shops, even on farm vehicles

 Car parks

 Local shows and festivals

 Tourist information centres (some now apply a fee)

 Other visitor centres e.g. Whinlatter Forest Visitor Centre

 Visitor attractions e.g. Muncaster Castle

 Libraries

 Church notice boards

 Parish notice boards

 Community centres

 GP surgeries

 Primary schools

 Local shops

 Farmers markets and other markets selling local produce

 Post offices

 Local pubs

 Outward bound & activity centres

 Campsites

 Youth Hostels

 Bed & Breakfast providers

 Hotels & Guest Houses

LOCAL GROUPS for which local knowledge is needed to make contact:

- Parish councils for noticeboards, magazines, newsletters
- Womens Institute groups
- Local history groups
- Local civic groups
- Cub, Scout, Brownie & Guide groups
- Local walking groups

Free Listing Websites

These are the websites used by the Farming Landscapes project.

Follow the links and then the instructions you find there, or send an email as noted.

Website	Link URL	Instructions
Allerdale Events	http://www.allerdale.gov.uk/leisure-and-culture/events-in-allerdale.aspx	Add event at bottom of page
Best in Eden	http://www.edenarts.co.uk/events/community/add/	Complete details
Cumberland News	http://www.cumberlandnews.co.uk/features/what_s_on	ian.brogden@cngroup.co.uk
Cumbria Farming Network	http://www.thefarmernetwork.co.uk/news-and-events/farm-visits/	info@TheFarmerNetwork.co.uk
Discover Carlisle	http://www.discovercarlisle.co.uk/lifestyle/events/event-submission.aspx	Complete details
Eden Events	http://www.visiteden.co.uk/index.php/what-s-on/tell-us-about-an-event	Complete details
Farming Landscapes	http://www.fld.org.uk/farming-landscapes-project.html	info@fld.org.uk
Go Lakes	http://www.guestlink.co.uk	Requires Login ID/Password
Lakeland Radio	http://lakelandradio.co.uk/events/add	Complete details
South Lakeland Events	http://www.southlakeland.gov.uk/leisure-and-culture/events/submit-your-event.aspx	Complete details
Visit Cumbria	http://visitcumbria.com/events/event-add.php	Complete details
Westmorland Gazette	http://events.thewestmorlandgazette.co.uk/events/eventadd.asp?ref=wo	Add event at bottom of page
Where Can We Go	http://www.wherecanwego.com/Events/SignIn.aspx?tab=3&sid=	Requires Login ID/Password
Whitehaven News	http://www.whitehavennews.co.uk/features/whats-on	ian.brogden@cngroup.co.uk

All information correct at time of publication, but please note website contacts often change so you may need to check details.

In addition to the websites listed above there may be a local community or parish council website covering your area. You will need to find out locally how to make contact with these.



Sending a press release

A press release is a good way to promote your event. Newspapers may cover the whole story or simply list your event in their events diary. Either way it is a good (and free) advert.

There is no need to use too many words in the press release. The important thing is to give a clear and interesting message about what is happening and provide clear instructions about where and when the event will take place and how people can take part. The media react best when the information provided is succinct, brief and, where possible, attention-grabbing. A press release should have the major purpose and interest of the event in the first sentence or, at least, the first paragraph – column inches and broadcast time are at a premium (except on 'slow news' days), so editors and correspondents must be enthused by the story from the outset, or they may not bother to even read the whole of the press release. If there is anything 'quirky' or the possibility of a good media 'photo opportunity', make the most of this in the press release.

Here are some notes to help you to tailor it to your needs. A sample press release for a farm event is in the template section of this guide.

Title - The title is not too important. The chances are that the paper will choose another title, so just choose something that is not too cryptic and makes it clear what the story is about.

First paragraph – This needs to be direct. If it is not clear from the first paragraph what the story is about then the paper may not publish it and the reader may not read it. Give a short and snappy summary of what your event is about and where it is.

Second paragraph – This gives you a chance to expand on the first paragraph. Is there something unique about your farm, or about what you do? Can you condense your farm history to a couple of sentences? Find something interesting to say which may attract people to your event.

Third paragraph – A quote is always a good thing to put in. It also gives you the chance to introduce yourself. Try and say something positive about what a good time people will have and how they will enjoy it. Avoid controversy.

Fourth paragraph – Finally give the practical details of the event so that now you have shown them how great it's going to be, readers know exactly how they can take part. For example, details of who to contact for further information and any relevant website address/es.

Keep the press release to one side of A4 if you can. Additional information that may be of use to the publication or broadcaster can be included in 'Notes for Editor' at the end of the press release, for example:

- Contact details of someone who will be available both before and during the event to answer any questions
- Broader background information that may be too much to include in the main body of the text
- Copies of supporting documentation (e.g. flyer, leaflet)
- Photograph/s to illustrate the article – need to be of a high resolution, usually files of at least one megabyte in size
- Logo/s of any organisation supporting the event

Once you have written the press release email it to your local paper at least two weeks prior to the event (most newspaper websites have details of editorial contacts). If in doubt it is always worth ringing the paper and asking whether they have received the press release and intend to use it. If you have come up with a sufficiently interesting story the paper may even send a reporter.

You could send the press release to other regional papers, however, experience of past events shows that most participants are local or on holiday in the area, and most papers are interested in people local to them, so newspaper interest in your story is likely to decline with distance.

Contacts for Press Releases & Free Listings

There is a separate note about press releases. For free listings it is likely that information will be abbreviated, so it is important to be brief and include only essential information:

- The title of the event, preferably with some indication of the type of event, e.g. farm walk / traditional hay meadows / farm visit and BBQ
- The date and time of the event
- The location of the event
- Website or contact information for further details

Local News	Contact Details	Area Covered
Cumberland and Westmorland Herald, 14 King Street, Penrith CA11 7AH	01768 862313 mail@cwherald.com	East Cumbria
Cumberland News and News & Star, Dalston Road, Carlisle CA2 5UA	01228 612688 news@cumbrian-newspapers.co.uk	North Cumbria
Keswick Reminder, GW McKane Printers Reliance Works, Keswick CA12 5HS	017687 72140 mckanes-keswick@btinternet.com	Keswick
North West Evening Mail, Abbey Road, Barrow in Furness LA14 5QS	01229 840144 news@nwemail.co.uk	Barrow & Furness
Times and Star, 23 Oxford Street, Workington CA14 2AN	01900 607626 news@timesandstar.co.uk	Allerdale
Westmorland Gazette, 22 Stricklandgate, Kendal LA9 4NE	01539 720555 vicky.goodall@kendal.newsquest.co.uk	South Cumbria
Whitehaven News, 148 Queen Street, Whitehaven CA28 7AZ	01946 595133 andrew.clarke@whitehaven-news.co.uk	Copeland

Magazine	Contact Details	Area Covered
Cumbria and Lake District Magazine, Broughton Hall, Skipton BD23 3AE	01756 701381 editorial@dalesman.co.uk	Cumbria
Cumbria Life, The White House Dalston Road, Carlisle CA2 5UA	01228 612333 nicola.jolly@cnmedia.co.uk	Cumbria

Radio	Contact Details	Area Covered
Bay Radio Limited, PO Box 969 St Georges Quay, Lancaster LA1 3LD	01524 848787 news@thebay.co.uk	Morecambe Bay
BBC Radio Cumbria, Annetwell Street, Carlisle CA3 8BB	01228 592444 receptioncumbria@bbc.co.uk	Cumbria
CFM Radio, PO Box 964, Carlisle CA1 3NG	01228 810444 news@cfmradio.com	Cumbria
Lakeland Radio, Lakeland Food Park, Crook Road, Kendal LA8 8QJ	01539 737380 news@lakelandradio.co.uk	Cumbria

All information correct at time of publication, but please note media contacts often change so you may need to check details.



Health & Safety

A farm can be a hazardous environment, but there are some fairly simple steps you can take to minimise the chances of injury:

Insurance – tell your insurer what you are doing. You need a minimum of £5 million public liability insurance.

Carry out a Risk Assessment – there is a template for completing a risk assessment on which you identify hazards and calculate risks. There is a separate note on risk assessments in this toolkit.

Farmyard – segregate slurry pits, manure heaps and parts of the yard where livestock gather. Clean off partitions and gates. Ensure walkways are clear of tripping hazards such as hoses.

Machinery & equipment – put out of the way, if possible, or securely lock up. Bale spikes should be laid flat on ground or removed.

Dairies – keep areas where public might go washed down and free of faecal matter. If they are going to view milking set aside a clean viewing area for them.

Hazardous areas – these must be identified and precautions taken to stop visitors entering them. Spray stores, veterinary/medicine stores, workshops, fuel tanks and grain stores should be locked up or cordoned off and visitors kept well away. Temporary signs can be used to reinforce cordons. Make sure that people's attention is drawn to any hazards.

Crushing hazards – heavy items stored in the yard could fall over and crush a child, especially if they could be climbed on. Dual wheels and gates are good examples. They don't have to be removed altogether, just made safe, so laying them flat or tying them securely may suffice.

Ponds and open water – ensure your visitors know where they are and ensure area is supervised if they are going to go near it.

Temperamental livestock – try to keep mature, grazing male animals or females with young away from the visitor area. Visitors should not enter animal pens even of docile animals and signage and supervision is important.

Demonstrations – the demonstration area should be clearly marked out with visitors kept well away from moving machinery, sheep shearing electrics etc. You can let visitors sit on a tractor, etc, but static machinery should be supervised.

Contact with animals – segregate animal contact areas from eating areas. Ensure animals have fresh bedding and faecal matter cannot seep onto walking areas.

Tractor and trailer rides – ensure the trailer and towing vehicle are in good working order and are securely coupled together. The trailer must have rails/sides and fixed seating with back supports – bales will do if strapped to the trailer bed. It must also have independent brakes. Ensure passengers remain seated for the ride.

First Aid – you should have a trained first aider at your event and a first aid kit to deal with emergencies.

Hand washing facilities – you must provide hand washing facilities for visitors. You need to explain to visitors that they must wash their hands at the end of the event. You should provide:

- Running water - ideally warm, but for one off events in the summer cold water is acceptable (noted and justified in risk assessment).
- Basins/buckets/troughs of still water are not adequate. You can use flasks of warm water or jerry cans with taps.
- Liquid soap (not hard soap).
- Paper towels (not towelling hand towels).

Warm water encourages your visitors to wash their hands, so you should provide this if possible.

Ideally your visitors must wash their hands for two minutes, so you should have enough basins/taps to allow this.

Encourage visitors to wash their hands thoroughly, pointing them to the facilities. Tell them why this is important and that it isn't just in case they have touched animals. They can pick up germs in other ways too e.g. touching a muddy gate.

Health & Safety

'Preventing or controlling ill health from animal contact at visitor attractions: summary of control measures'

– a copy of this is included on the template CD. It is a summary of 'Preventing or controlling ill health from animal contact at visitor attractions - Industry Code of Practice' which is based on guidance from the Health and Safety Executive (HSE) Agriculture Information Sheet No 23(rev2) 'Preventing or controlling ill health from animal contact at visitor attractions' (AIS23), which has now been withdrawn.

Anti-bacterial gels – these are not a suitable alternative. Infection is carried in dirt, so this must be removed through washing in running water.

Cancellations - under certain circumstances you may decide that the safety or enjoyment of an event is going to be compromised by changed factors e.g. very poor weather conditions. In these cases it may be necessary to cancel, postpone or alter an event.

Participants need to be properly prepared – participants need to be aware that they are responsible for their needs during an event. Ask them to let you know at the start of the event if anyone has a medical condition that might affect them on an event. Check they have waterproofs and suitable footwear, preferably walking boots or wellingtons, and drinking water and sun hats if it's sunny.

Safety is ultimately the responsibility of each participant and in the case of children they are the responsibility of their guardians. Participation is at your discretion. You can reserve the right to refuse to let someone take part if you feel they may compromise their own safety or that of others.

Up-to-date information on health and safety for farm events can be found at these websites:

Open Farm Sunday
www.farmsunday.org

Farming & Countryside Education (FACE)
www.face-online.org.uk

Visit my Farm
www.visitmyfarm.org



Risk Assessment: Steps in Process

A risk assessment should take place and be recorded on a risk assessment form (there is an example with the templates) before the event and then checked on the day of event to ensure nothing has changed that could affect the assessment.

- 1 Look for hazards – a hazard is anything that could reasonably be expected to cause harm e.g. chemicals, machinery, electric fences, slurry pits, sick animals, underfoot conditions.
- 2 Decide who might be harmed.
- 3 Decide how they might be harmed e.g. contact with moving machinery, contact with animals, drowning, slipping on slurry, tripping up.
- 4 Consider the risk - the chance that someone will be harmed by the hazard. You need to think about whether this chance (likelihood) is great or small and how serious (severity) it would be if this happened.
- 5 Then grade the risk - this is likelihood x severity:

Where likelihood is:		and severity is:	
Highly unlikely to ever occur	= 1	Slight inconvenience	= 1
May occur but very rarely	= 2	Minor injury requiring first aid	= 2
Does occur but only rarely	= 3	Medical attention required	= 3
Occurs from time to time	= 4	Major injury leading to hospital	= 4
Likely to occur often	= 5	Fatal or serious injury	= 5
- 6 A score of more than 10 is not acceptable and action must be put in place to reduce the risk. Consider whether the risk can be removed and if not, can it be controlled e.g. avoid female animals with young, keep food and animals separated, close supervision of children, adequate washing facilities provided.
- 7 If the risk cannot be reduced you should not proceed with the activity.
- 8 For scores of 8 to 10 all participants need to be informed of the risk by verbal and / or written warnings e.g. this route takes us down a steep slippery slope, watch out for rocky ground at river bank, warning sign by open water.
- 9 Complete the risk assessment form (an example template is included in this resource pack).
- 10 Ensure that the risk assessment form is signed by the person responsible for the event – this is one of the reasons it is important to tell your insurer what you are doing.

Volunteer Support

Volunteers can provide invaluable support in running a farm event. The sorts of things they can provide help with include:

- **Distributing publicity in local area**
- **Helping plan the route**
- **Undertaking a risk assessment with the farmer**
- **Support on the day such as:**
 - Putting up and taking down direction signs
 - Putting up car parking signs and acting as a marshal
 - Welcoming and directing people as they arrive
 - Introducing the farmer
 - Highlighting health and safety and domestic points e.g. toilets & hand washing
 - Dealing with late-comers
 - If a walk is involved acting as a 'back marker'
 - Prompting questions and discussion
 - Inviting donations and taking care of donation "box / dish"
 - Providing first aid cover (if first aid trained)

Contacts for volunteers & first aid support

The following organisations may be able to help find a volunteer(s) to help you publicise and run the event. Before you contact one of them think about what you want the volunteer to do, both before the day e.g. helping with publicity and on the actual day e.g. providing first aid cover. If you send an e-mail make sure to title it something along the lines 'Volunteer Request'.

Cumbria Farmer Network

01768 868615 info@TheFarmerNetwork.co.uk

Friends of the Lake District

01539 720788 info@fld.org.uk

National Trust

015394 63863 chris.ward@nationaltrust.org.uk

Hadrian's Wall Trust

01434 609700 info@hadrians-wall.org



Farming Landscapes project: Acknowledgements

The Farming Landscapes project supported farm events held across Cumbria over three years from 2010 to 2012. Its aim was to help increase the understanding of the public of the link between farming, food and the landscape.

Below are the people and organisations which helped make the project happen:

Farmers and Volunteers - the project has been a success because of the hard work and effort of the farmers and families who held an event and the volunteers who supported them. Friends of the Lake District would like to thank all those farmers and volunteers who have supported the project and continue to do so. Some of the photos used in this toolkit were provided by the farms for which we give thanks.

Friends of the Lake District is the only charity wholly dedicated to protecting and enhancing the landscape of Cumbria and the Lake District. Since 1934 it has worked to protect and enhance the distinctive qualities of Cumbria's landscape and it continues to work to ensure that it remains an unspoilt and inspirational landscape for generations to come. See www.fld.org.uk for further information.

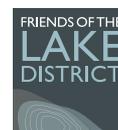
Cumbria Farmer Network is a social enterprise run by farmers for farmers. This not for profit company helps its members keep up to date in their business practices, supports farmer groups and helps its members to educate the public about farming. For more details visit www.thefarmer network.co.uk

Partners on the Farming Landscapes Steering Group – the Lake District National Park Authority, the National Trust, Cumbria Tourism, Natural England and the Westmorland Agricultural Society are thanked for their advice and encouragement.

Local Action Groups - the programme has been funded by the Cumbria Fells & Dales and Solway Border & Eden local action groups. These groups deliver the Rural Development Programme for England, which encompasses a range of grants to stimulate rural development. For further information go to www.fellsanddales.org.uk and www.sbeleader.org.uk.

The Hadfield Trust - the Trust gives grants to charitable organisations in Cumbria. It works particularly to provide help for projects in the fields of social needs, youth and employment, help for older people, the arts and the environment. Find out more at www.hadfieldtrust.org.uk.

The project was delivered (initially through the Northwest Development Agency) with Defra as the Managing Authority and was part financed by the European Agricultural Fund for Rural Development: Europe investing in rural areas.



Templates

The following pages give examples of templates and forms you can use for a farm event. A copy of each is saved on the CD attached to the back cover and can be amended by you for use at any events you run.

1. What needs to be done checklist
2. Press release
3. Poster
4. Flyer
5. Donations – future events or good cause
6. Preventing or controlling ill health from animal contact at visitor attractions: summary of control measures
7. Risk assessment form
8. Emergency procedure card
9. Visitor feedback form
10. Notice – wash your hands
11. Notice – danger do not proceed
12. Direction sign – right (print at A3)
13. Direction sign – left (print at A3)
14. Parking sign – right (print at A3)
15. Parking sign – left (print at A3)
16. Cancellation sign (print at A3)
17. Postponement sign (print at A3)

What needs to be done

1. Sometime before the event

- Set date and time for event
- Decide directions to the farm including use of postcode and grid references and arrange signposting for event
- Consider help required and if you want volunteer support arrange it now
- For a walk - plan and try out the route beforehand to decide on stops, things to show people and how long it will take
- Risk assessment completed for farmstead, meeting point and walk route (could do at same time as planning and trying out route). Any risks should be identified and action taken to avoid them if possible, or to minimise them. All information should be noted on a risk assessment form
- Decide whether or not refreshments will be provided at end of event – refreshments provide a useful end point where last questions can be asked, donations collected and feedback sort
- Complete an emergency procedure card
- Review bio-security e.g. footbath/mats, especially for people who live on farms and those who keep livestock
- Check public liability insurance – tell your insurance company what you are planning
- Posters and flyers created, displayed and distributed
- Add event to free website listing sites
- Produce and distribute a press release if required
- Obtain required materials and equipment and check e.g. directions signs, first aid kit

2. The day before the event

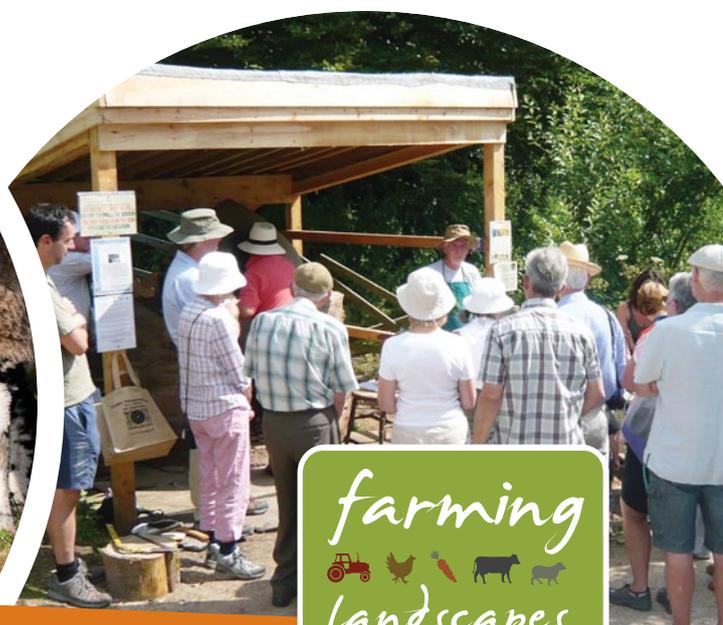
- Check the route for new hazards to be dealt with e.g. damaged stile, muddy/slippery section of path
- If you decide that the safety or enjoyment of an event is going to be compromised by changed factors e.g. very poor weather conditions you can cancel, postpone or alter an event. If you cancel or postpone put up a notice at the farm gate
- Hazardous equipment/areas cordoned off/signposted
- Farmyard and other public areas cleaned/tidied
- Check arranged volunteers will arrive early
- Car parking area clear
- Ensure have all required materials, including scissors and string/drawing pins to put up posters

Continued next page

What needs to be done

3. On the day of the event

- Remember direction signs and car parking signs can take longer to put up than anticipated.
- Information/display boards and direction/parking/toilet signs in place
- Hand-washing facilities in place
- Check bio-security arrangements in place – ensure visitors will be able to clean shoes, pushchair/wheelchair wheels
- Any 'props' in place e.g. at stopping points on the tour route
- Any local produce you are going to offer for sale is on display
- Refreshments in place – if you are asking for donations for this or for a cause, make sure it is clear what you are collecting the donations for
- Demonstrations/activities in place
- Tasks allocated e.g. introductions, housekeeping such as hand-washing, dealing with late-comers, collecting donations, providing refreshments, collecting feedback
- Avoid being distracted by other activities e.g. visits by trade reps and delivery of food supplies
- Avoid the use of farm machinery and vehicles around the farmstead and meeting point
- Ask participants to let you know at the start of the event if anyone has a medical condition that might affect them on an event. Check they have waterproofs and suitable footwear, preferably walking boots or wellingtons, and drinking water and sun hats if it's sunny.
- Safety is ultimately the responsibility of each participant and in the case of children they are the responsibility of their guardians. Participation is at your discretion. You can reserve the right to refuse to let someone take part if you feel they may compromise their own safety or that of others.



Example press release

22 May 2011

Come and see life down on the farm

Sheep shearing, wildlife restoration and a traditional welcome are all on offer this weekend when Green Farm open its doors to the public to host a farm event. Green Farm is a 100 hectare sheep farm in Greendale and the wool from the sheep is made into rugs and carpets on the farm.

This is the second year that Green Farm has welcomed the public to a special event like this, with a similar event being held last year where participants enjoyed a walk around the farm, followed by refreshments in the farmyard. This year there will also be an opportunity to purchase woollen products made on the farm.

'We really enjoy showing people round the farm on these open days', said Mr Green who has run Green Farm since 1995. 'It's great to be able to share the work which I do and explain to people the role which farmers play in looking after the landscape.'

The event at Green Farm starts at 2pm. Well-behaved dogs and children are welcome and there will be refreshments afterwards. To book a place ring 01768 899092.

Ends

Notes for Editors

Photos are available. [if they are] For further information contact Communications officer at Friends of the Lake District on 01539 720788. Email: info@fld.org.uk.

Friends of the Lake District is the only charity wholly dedicated to protecting Cumbria's amazing landscapes for the future. **Friends of the Lake District** represents CPRE in Cumbria.

[Other notes for editors could include notes about a **project** or **other partner** involved, - *which may need to be checked with the partner*]



Poster & Flyers

Farming Landscapes 2012

Join us at Blunderfield, Kirkoswald

CA10 1EX (Grid Ref NY565433)

Sunday 13th May 2012 - 1.30 to 3.30pm



– Modern Farming and the Environment –

Brothers Brian and Les Armstrong welcome you to Blunderfield Farm where they hope you will enjoy a leisurely afternoon stroll (no more than 1½ miles) with them on the farm and see how modern farming practices can also complement the environment.

Formerly one farm, since foot and mouth, Blunderfield now operates as two separate units. Les Armstrong and his family have a dairy herd of 220 Holstein cows. Brian Armstrong and his family have a flock of 400 ewes including Swaledales. Between them they farm 450 acres and also manage recently planted woodland, which is part of a Woodland Scheme.

Free Event
No Booking Required

Waterproofs, Walking Boots or Wellingtons are advised.
Most of the walk is suitable for wheelchairs or pushchairs.

Dogs welcome on leads

For further information contact

 XXXXXXXXXX

Alternatively, visit our website at:
XXXXXXXXXXXXXXXXXXXXXXXXXXXX



Poster (A4) & Flyers (A5)



Donations

Farming Landscapes Events

We hope you have enjoyed today's event. Whilst we have some public funding for publicity and coordination, your host for the day, their helpers and any refreshments you may have enjoyed have all been provided freely by the people involved. We do this so we can improve your understanding of our way of life, the landscape and other local businesses we work with.



Please make a donation, we suggest £3 per adult, which will be used to enable us to continue running the events in the future.



Farming Landscapes Events

We hope you have enjoyed today's event. Whilst we have some public funding for publicity and coordination, your host for the day, their helpers and any refreshments you may have enjoyed have all been provided freely by the people involved. We do this so we can improve your understanding of our way of life, the landscape and other local businesses we work with.



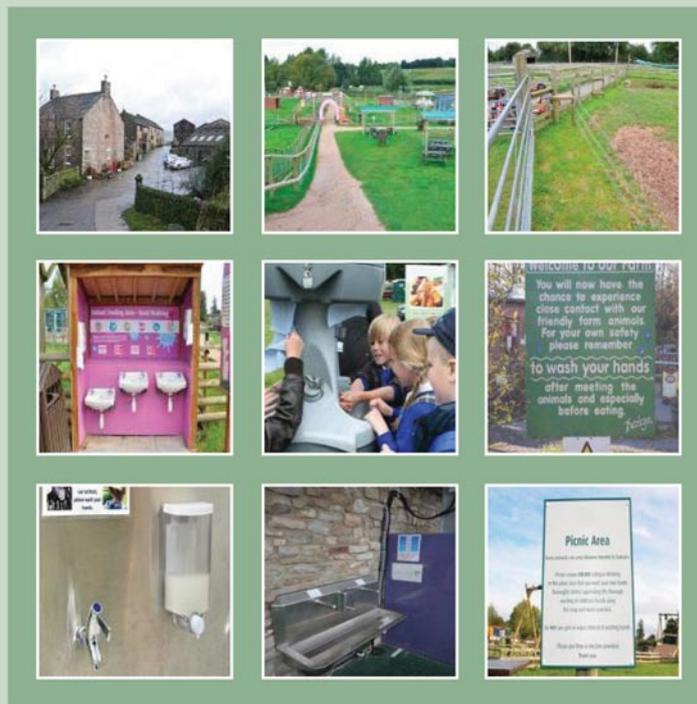
Please make a donation it will be donated to a local charity or good cause.



Preventing or controlling ill health from animal contact at visitor attractions:

Preventing or controlling ill health from animal contact at visitor attractions

Summary of control measures



Version 1 published June 2012

Risk Assessment form

SITE RISK ASSESSMENT FORM

PROJECT	Farming Landscapes	LOCATION		DATE OF EVENT	
FARMER		ACTIVITY		VOLUNTEER(S)	

INTRODUCTION: This risk assessment covers a farm visit and walk. Visitors will be briefed on the general precautions that they need to take to ensure their safety at the start of the visit. A first aid kit will be available and there will be an Emergency Procedure card, which will include phone details. The farm is a working farm rather than an open farm so verbal warnings rather than fixed signs will be used in some instances. Members of the public are responsible for their own safety and this risk assessment highlights areas that may require extra awareness.

NB: The site will be assessed on the day of the event to determine any additional hazards such as extreme weather or a change in ground conditions. These will be noted down and any necessary precautions taken.

Nature of hazard	Severity of outcome	Likelihood	Risk (severity x likelihood)	Current precautions	Evaluation of controls	Further precautions
Uneven and/or slippery surfaces (in general over entire site) EXAMPLE	2	2	4	Visitors advised to wear suitable footwear. Slipper areas covered in	Satisfactory	None
Water (pond, beck, river) EXAMPLE	4					
Steep slopes						
Slurry / silage storage						
Moving vehicles – use of pathways and roads						

Nature of hazard	Severity of outcome	Likelihood	Risk (severity x likelihood)	Current precautions	Evaluation of controls	Further precautions
Farm vehicles & other machinery						
Hazardous materials						
Insects including ticks						
Sharp objects / barbed wire etc.						
E.coli and other zoonotic infections						
Livestock (pregnant women should keep away from lambing ewes)						
Dogs						

Nature of hazard	Severity of outcome	Likelihood	Risk (severity x likelihood)	Current precautions	Evaluation of controls	Further precautions
Additional comments / specific hazards						

Farmer or other person responsible for the event:	
Date of assessment:	
Signed:	
Date:	

Grading Risks (taking into account current precautions)

Severity of outcome
1 Slight inconvenience
2 Minor injury requiring first aid
3 Medical attention required
4 Major injury leading to hospitalisation
5 Fatal or serious injury leading to disability

Risk = Severity x Likelihood

Likelihood of occurrence
1 Highly unlikely to ever occur
2 May occur but very rarely
3 Does occur but only rarely
4 Occurs from time to time
5 Likely to occur often

A score of more than 10 is unacceptable and additional precautions must be put in place to reduce the risk. If the risk cannot be reduced should not proceed with the activity. For scores of more than or equal to 8 all participants need to be informed of the risk e.g. this route takes us down a steep slippery slope, watch out for rocky ground at river bank.

Evaluation of controls: satisfactory or unsatisfactory



Emergency Procedure Card

Emergency Procedure Card Name of Farm

In case of an emergency, please contact the relevant emergency services

Contact at the farm:	
Location including postcode:	
Telephone number at the farm:	
Mobile phone number	
Grid Reference:	
Emergency Services: <ul style="list-style-type: none">• Ambulance• Mountain Rescue• Fire• Police	Phone 999 Please tell the emergency services: Where the trouble is What the trouble is Where you are The number of the phone you are using
Nearest phone to farm walk	
Nearest Hospital with A&E facilities	
Nearest GP surgery	
Volunteer (s)	
First Aid trained person	

Visitor Feedback Form

FARM EVENT FEEDBACK

Date _____
Event _____

How much have you enjoyed the event?

Lots – it was fantastic! It was OK Quite a lot Not really

How would you rate the management and organisation of this event?

Good Satisfactory Poor

Were you happy to give a donation towards the cost of running this event?

Yes No

What 2 things did you like best about the event:

What 2 things did you least like about the event:

How did you hear about today's event?

Poster (where) _____
 Website (which one) _____
 Local newspaper (which one) _____
 Other _____

What have you learnt at this event?

I know more about how food is produced
 I know more about the range of work undertaken by farmers
 I understand more about the benefits to the public of the work of farmers
 I am more aware of how farming and the environment are linked
 I know more about the current challenges farmers face
 I am more aware of the importance of buying local produce
 Other _____

Where do you live (& nearest town if you live in a rural area)?

Will you do anything different because of what you have learnt or discovered today?

Read more on the subject
 Become involved as a volunteer
 Support farmers by buying local produce
 Attend another farm event
 Join a conservation organisation
 Already do most of these
 Other _____

If there is anything else you would like to tell us about this event please use the back of this form.

Notices



**PLEASE WASH
YOUR HANDS**



Notices



**DANGER-
PLEASE DO
NOT PROCEED**



Signs



FARM EVENT



Signs



FARM EVENT



Signs



FARM EVENT - PARKING



Signs



FARM EVENT - PARKING



Signs

**XX XXX EVENT -
CANCELLED**

The farm event at xxxxxxxxxxxx on xxxxxxxx xx
xxxx has been cancelled due to recent adverse
weather conditions – apologies for any
inconvenience caused



Signs

**XX XXX EVENT -
POSTPONED**

The farm event at xxxxxxxxxxxx due to take place on xxxxxx xx xxx has been postponed and will now take place on xxxxxxxx x xxxxxxxxx – apologies for any inconvenience caused



Templates CD



Farming Landscapes Project

Friends of the Lake District, Murley Moss Business Park
Oxenholme Road, Kendal, Cumbria LA9 7SS

Tel: 01539 720788

Email: info@fld.org.uk

Further copies of this toolkit are available as a pdf on the
Friends of the Lake District website: www.fld.org.uk

