



LINKING ENVIRONMENT AND FARMING



www.farmsunday.org

LEAF Open Farm Sunday

INFORMATION PACK

9th June 2019



LEAF Open Farm Sunday Information Pack

This information pack is designed to help you take the first steps in planning a LEAF Open Farm Sunday event. When you're ready, register your event at www.farmsunday.org.

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Thank you to all our sponsors



LEAF Open Farm Sunday is managed by LEAF (Linking Environment And Farming)
Tel: 024 7641 3911 Email: enquiries@leafuk.org Website: www.leafuk.org

Registered company: 3035047 Charity no: 1045781

About LEAF Open Farm Sunday

LEAF Open Farm Sunday is the farming industry's annual open day. A day for farmers to welcome the public onto their farm to discover real farming at first hand. Whether you host a simple farm walk for a few people or a full open day, large or small, every event matters reconnecting the public with farming, food production and the countryside.

Managed by LEAF (Linking Environment And Farming), the campaign unites the whole industry to showcase all the goods and services that farming delivers and the positive impact it has on all our lives. Join the hundreds of farmers across the UK who will be sharing the pride we all feel in *our* industry. Together it is a truly powerful way to raise the profile of our industry and build public trust and support in farming.

The essentials

We want all events to be informative and safe. The minimum requirements are to:

- Showcase to visitors good farming practices, how farming impacts on our lives and how you manage our natural resources
- You must inform your insurance company that you are opening for LEAF Open Farm Sunday and have a minimum of £5 million public liability insurance cover
- Complete a health and safety risk assessment – LEAF provides a useful template to follow
- Ensure that health and safety arrangements are in place and adhered to by everyone
- Provide adequate hand washing facilities, especially if you have livestock at your event

Please ensure you understand these requirements. If you have any questions or concerns contact Melanie McCarthy or Annabel Shackleton at LEAF: 024 7641 3911 openfarmsunday@leafuk.org.

Visitors

LEAF Open Farm Sunday appeals to a wide range of people, young and old, from both rural and urban areas. The majority are families with children aged 6 to 16 years who come to support British farming and learn about what farmers do.

In 2018:

20% of visitors had never visited a farm before - so what you consider 'every day' activities, are a whole new world to many visitors!

90% of visitors learnt something new.

81% rated the event as excellent.



Getting started

It is up to you to decide on the size and type of event to organise. It can be as simple or elaborate as you like. Good planning will help to ensure that you, your helpers and your visitors have an enjoyable and successful event. Here are some key points to consider.

Size and type of event

First decide the size and type of event you want to organise. Here is a rough guide:

Size	Visitor numbers	Options
Small	<i>typically up to 50 visitors</i>	<ul style="list-style-type: none">• A invitation only private event for a select group e.g. neighbours, friends, a local interest group, church congregation or the parish council. You can limit numbers and target who you invite.• Restrict visitor numbers with a ticket only event using the LEAF Open Farm Sunday online ticketing system.
Medium	<i>50 to 250 visitors</i>	<ul style="list-style-type: none">• This size of event could be for your village, neighbouring parishes, local school children and their families.• You could open for tours of your farm at set times or open for several hours.• The online ticketing service can be used to book for tours at set times
Large	<i>more than 250 visitors</i>	<ul style="list-style-type: none">• To host a large 'open' event you will need to carry out plenty of promotional activity to attract the numbers you are hoping for.• Open your farm for several hours. Plan your event well in advance.
Huge!	<i>1000+ visitors</i>	<ul style="list-style-type: none">• Some events are becoming mini county shows with a whole range of activities, but at the heart of all of them is sharing the farming story and giving visitors the chance to experience being on a farm for a few hours.• The online ticketing service can be used to manage the flow of visitors throughout the event with timed tickets

Controlling visitor numbers

The LEAF Open Farm Sunday online ticketing service is a great tool to help manage visitor numbers whether you want 50 or 5000 visitors! You can limit the amount of tickets available to restrict numbers and offer timed tickets to manage the flow of visitors throughout your event. By using the ticketing service you will have an email address for visitors so you can email them reminders about your event, what they can expect, what clothing is suitable to wear, whether refreshments are available, etc, and most importantly, health and safety information.



Other things to consider

Visitors: Who do you want to come? Neighbours, villagers or will your event be open to everyone? If you want to limit numbers or control the flow of visitors consider asking visitors to book in advance using LEAF Open Farm Sunday online ticketing system.

When: You choose the opening times for your event. Morning events tend to attract fewer visitors.

Where: Decide which areas of the farm visitors can see and what to avoid – where are the hazards on the farm? e.g. stored chemicals, unfenced holes, fast running water, steep drops between ground levels, etc. A pond is a hazard: some farmers will prohibit access, others will organise supervised pond dipping assessing the risks and putting in place suitable controls. Start with a map of your farm marking up areas of interest and hazards. If you plan to offer refreshments or have a picnic area, make sure these are not located next to livestock and that suitable hand washing facilities are provided.

Type of event: Each LEAF Open Farm Sunday event is unique, ranging from a simple farm walk to a full open day. What will be the focus of your event? How and who will tell the farming story? There has been a 'beer and poetry farm walk' which focussed on farming and food. You could invite your church to worship on the farm, followed by a guided tour and refreshments.

Format: Are you happy for visitors to walk freely around the farm or do you want them to be guided along a route? For larger events, farmers organise engaging activities, machinery displays and refreshments in the farm yard and may have tractor and trailer rides, guided farm walks or self-guided farm trails for visitors to follow. Have a welcome point to inform visitors what is happening, where and when. Consider giving visitors a simple photocopied map or event programme to help them plan their visit.



Access: The access to your farm will dictate which parts visitors can get to. If the entrance is down a single track road, consider setting up a one way system or helpers with walkie talkies directing traffic.

Helpers: Even for small events it is a good idea to have helpers on the day so you have time to enjoy the experience. If you plan to have animal contact areas, you will need plenty of helpers, especially to supervise hand washing. Plus helpers for car parking, serving refreshments and welcoming visitors. Collaborate with neighbouring farmers, Young Farmers Clubs, your agronomist, vet, feed merchant, machinery dealer, the WI or Scouts (it may help towards their community badge). Book them early. Remind them periodically. Make sure they are properly trained for their jobs and understand the risks and control measures that are in place. Look after them on the day – and thank them!

Toilets: Think about hiring portaloos – 1 or 2 toilets for 400 people should be sufficient.

Hand washing: If you have livestock, recently had livestock, and/or are serving food at your event, you must provide the correct hand washing facilities and ensure visitors wash their hands thoroughly, especially after touching animals, and before eating.



The essentials are:

- **running water** - NOT a bowl or bucket of still water; it may be cold water
- **liquid soap** and **paper towels**.

See page 12 for details.

Consider setting up barriers to mark a route so that all visitors pass hand washing facilities on leaving an animal contact zone. Many farmers set up temporary hand washing facilities which are stored and reused each year. Ensure children can reach the taps.

Parking: Where will visitors park? Will you have an overflow car park? Will it flood? The field must be free of livestock for three weeks prior to use as a car park to avoid contamination with diseases.

Refreshments: In the UK, food handlers do not have to hold a food hygiene certificate to prepare or sell food at one-off community events. However, food handlers need to have knowledge of the basic principles of food hygiene. You must follow the Food Standards Agency (FSA) advice online here www.food.gov.uk/business-industry/food-hygiene. We recommend anyone handling food at your event watches the FSA's 10 short food safety coaching videos (each approx 1 minute long): www.food.gov.uk/business-industry/food-hygiene/training. Where food is served and areas for picnics must be well away from animals and have been free from livestock for 3 weeks prior to your event. Ensure visitors wash their hands before eating. You can download from the website, print and display handwashing signs.

Disabled facilities: You do not have to provide dedicated facilities, but if you can accommodate visitors in wheelchairs or with limited mobility please tick the 'disabled access' box in your event registration. If your farm is not suitable, remember to mention this in your event description on the website.

Wet weather plan: Consider a wet weather plan. Do you have barns which can be used for activities? Mention this in your publicity and in your event description on the website, e.g. *"If it rains the event will still go ahead with many activities under cover. Please ensure you wear appropriate clothing for the weather conditions."*





Licences: Some events require you to obtain a licence from the local authority, depending on the nature of activities and size e.g. if your event involves a farmer's market, live music, selling alcohol, will have over 500 people at any one time or may cause traffic problems. Check with your local council.

Smoking: If you are going to allow smoking on the farm, provide a designated area for smokers.

Money matters: The majority of LEAF Open Farm Sunday events are free of charge. We do not envisage an entry fee. However, if you have a charity that is close to your heart, would like to raise funds for LEAF (charity no. 1045781), or wish to generate income to cover costs, then either ask for donations or charge for specific activities such as tractor and trailer rides. Please ensure any charges are clear in your event description at www.farmsunday.org and on posters.

Sponsorship: Some farmers secure sponsorship from local businesses to cover event costs. Please ensure it is clear that sponsorship is for your specific event and not national LEAF Open Farm Sunday sponsorship.

Cancelling your event: If you have to cancel your event please contact LEAF (024 7641 3911) and amend your website entry as soon as possible. For larger events consider requesting a local radio announcement. The LEAF office will be open to 12 noon on Sunday 10th June



What activities should I organise?

A key part of your event will be communicating your farming story in an engaging way – the more interactive, the more memorable it will be. The activities you provide should convey the top three messages you would like your visitors to go home with.

Make the link – help people make the link between what you produce and how it impacts on their lives, what they see on the supermarket shelves and how crops are used for fuel, clothing, cosmetics, manufacturing, building materials, etc. Start with what they know and work back.

Keep it simple – don't overload visitors with information.

Make it memorable – taking part in 'hands on' activities will help visitors remember their day.

Engage the senses – help visitors to engage all their senses taking time to look, listen, touch, smell and taste their way round! Visitors could taste your produce, feel a fleece, run their hands through buckets of grains and listen to the birds.

Involve schools

Before your event you could suggest that local school children work on a project about your farm, make scarecrows or organise a painting competition. Display their work at your event and announce competition winners on Open Farm Sunday. This will encourage the children and their families to come to your event.

Ask the farmer pen!

One way to ensure your visitors get their questions answered is to have a pen set out - not for livestock - but for a farmer! Get help from neighbouring farmers, set up a rota and have a farmer in the pen throughout your event.

Inspiration at www.farmsunday.org

The website has lots more activity ideas, including a link to LEAF's Farm Walks and Talks booklet: www.farmsunday.org/open-my-farm/activity-ideas

View the 'Making it Memorable' webinar video: www.farmsunday.org/open-my-farm/bitesize-webinars

Activity ideas

Participation activities:

- Sit in a tractor or combine harvester
- Collect eggs
- Dig up vegetables
- Dig up and investigate the soil; count worms
- Grind grains into flour, crush rapeseed into oil
- Set up a nature trail, farm safari, bug hunt or treasure hunt
- Supervise pond dipping
- Feeding lambs or herd the sheep
- Guess the weight/cost
- Run a mock auction
- Organise a quiz eg. guess which products come from which plant; guess which footprint, food and poo belongs to which animal!
- Shake cream into butter
- Bread making or sausage making
- Set up a welly wanging competition

Demonstration activities:

- Sheep shearing or foot trimming
- Milking demonstrations
- Pregnancy diagnosis of sheep and cattle
- Silage making
- Machinery demonstration
- Display how much food animals eat in a day
- Dry stone walling
- Bee keeping
- Dig a soil pit to explore plant roots and soil
- Cookery demonstrations.

Creative activities:

- Seed planting or plant a potato.
- Build a bug hotel or wormery investigations
- Spinning and weaving
- Painting a farming mural on the barn wall
- Make scarecrows
- Den building
- Colouring in or animal mask making

How do I present my farming story?

There are many ways to share your farming story. Last year 63% of host farmers offered guided farm tours, 49% set up self-guided walks and 49% offered tractor and trailer rides.

Involve others – you can't do everything! Team up with neighbouring farmers, contractors, suppliers, your agronomist, vet or conservation adviser to present during farm tours. It shows visitors the breadth of knowledge, skills and career opportunities across the farming industry.

Farm tours – are a great way to give visitors an insight into what you do. An enthusiastic presenter will provide an informative and memorable tour.

Tailor your tour – choose a route suitable for your visitors. Don't make it too long. A 'Malteser Safari' is far more appealing than a 'farm walk round a field of barley'. LEAF's FREE booklet 'Farm Walks and Talks' has lots of ideas to keep children engaged.

Be prepared – plan your route taking into account the time available, distance and weather. Prepare props to illustrate points, such as equipment or produce (e.g. bread or a bag of Maltesers), and fascinating facts. Practice the route and time it.

Livestock – holding or stroking an animal is a very special experience to offer. If you don't have livestock you could invite a neighbouring farmer to bring some - but it is not essential.

Livestock pens – in addition to good animal welfare (food, water, etc), the essentials are:

- set up a clean pen with clean fencing
- deep, clean bedding (no faeces)
- suitable hand washing facilities for visitors
- supervise the area and animal petting
- helpers must be fully briefed and ensure that visitors wash their hands on leaving the area.

www.farmingismagic.co.uk – has lots of videos and top tips with clever and memorable phrases, stories and activities to help you present your farming story.

LEAF's Information boards – these weather resistant A4 size boards cover a range of topics and can be a permanent feature on your farm. For more information and to buy some boards, go to:

<https://leafuk.org/farming/resources/leaf-farm-boards>



LEAF's Farm Trail – LEAF has developed a farm trail which delivers some simple farming messages based on the principles of LEAF's Integrated Farm Management. The trail broadly covers all farm enterprises and is suitable for families and school children. Download the artwork at

www.farmsunday.org/open-my-farm.

Displays – consider setting up displays to help tell your farming story e.g. pot up some crops from your fields, have buckets of grain and loaves of bread or breakfast cereal to illustrate the farm to fork story. Posters, activity sheets and other resources will be available to order from LEAF, on 1st March, and our sponsors. See the resources web page at www.farmsunday.org/open-my-farm.



How should I promote my event?

LEAF manages a widespread media campaign to get national and regional publicity which encourages people to go to **www.farmsunday.org** to find their closest farm to visit. The success of each event however, is down to you and how you promote your event locally.

Tailor your publicity – to attract the number of visitors you want. For small events invite a select group of people. For medium sized events use the free flyers, posters and roadside banners, and promote your event in parish magazines, school newsletters and to local clubs. For larger events you will need to carry out plenty of promotional activity including using social media, contacting your local newspapers and radio station.

Promotion top tips

- Make sure you do enough – as a general rule invite twice as many people as you want.
- Use the free promotional resources (poster, flyer and postcard) and over print with your event details or use printed sticky labels.

Website entry - If you are planning an invitation only event check that your event is NOT displayed on the website. Search for your farm at: www.farmsunday.org/visit-a-farm For 'open' events, give lots of detail in your event description to attract visitors. Check your entry is correct. You can login and edit your entry at any time.

LEAF Open Farm Sunday logo – download it from www.farmsunday.org/open-my-farm/useful-resources Promote your event using the LEAF Open Farm Sunday logo on your own and other websites, and use it on social media channels.

Word of mouth – you could arrange to speak at your local school's assembly or to a local club. You could promote your event at a local supermarket – some farmers set up a display or park a tractor in the car park and hand out leaflets. Also a vintage tractor ride around the village on the day, or the day before, with a large LEAF Open Farm Sunday sign will attract people's attention.

FREE promotional resources

LEAF produces a range of resources to help you promote your event. Some items are designed for you to overprint your event details. If you are planning to distribute lots, consider asking a local printer to overprint your event details for you.

To order items - at www.farmsunday.org, log in and click on 'resources' in the left column.

Packages - There are three packages of resources for small, medium or large events, or you can order items separately. These include:

Flyers A5 – on the front there is a small space to overprint your event details or stick on printed labels; the back is blank. Ask local primary schools to put a leaflet in each child's book bag. Put flyers in local shops, hand out to neighbours and local groups.

Posters A4 – add your event details and put them up in local shops, libraries, supermarkets, noticeboards and footpaths.

Postcards A6 – use these as invitation cards to invite your friends and neighbours to your event.

Road-side banner 2.4m x 90cm (8' x 3') – for larger events, put a banner up next to busy roads or outside the farm entrance two or three weeks before the big day. Order stick-on numbers with this year's date. There is room to personalise your banner with more details.



Join us on social media



www.twitter.com/openfarmsunday #OFS19

Follow us @OpenFarmSunday for all the latest news and let us know what you're up to for LEAF Open Farm Sunday. Use #OFS19 in all your tweets!



www.facebook.com/LEAFOpenFarmSunday

Like us on Facebook for regular updates and discussion, then share your experiences and pictures. Join our private Facebook group for host farmers for ideas and support.



www.youtube.com/openfarmsunday

Check out our YouTube channel for the latest videos and recorded webinars for host farmers. If you have a video of your own, pre LEAF Open Farm Sunday or of the event itself, tag it with 'LEAF Open Farm Sunday' and we'll add it to our play list.



Read our case studies

www.farmsunday.org/open-my-farm/case-studies

Jamie McCoy, Gorwel Farm, Wales

For Jamie, a big part of deciding to take part in LEAF Open Farm Sunday was to connect with her local community. Although they live in a rural area, many people are unaware of what goes on in the fields around them. Without a village shop or pub, there is no natural place for people to convene. So, LEAF Open Farm Sunday was a great opportunity for her and her partner to create an event for the whole community and bring them closer to farming.

"Our local community now know us, we're no longer those people just sitting in the tractor! They have an understanding of what we do..."

Read Jamie's full case study at: farmsunday.org/open-my-farm/case-studies/jamie-mccoy-gorwel-farm

Is my farm safe for visitors?

Health and safety is important, but it should not overshadow your day. Before your event you must assess what risks there may be to your visitors and take appropriate action – this protects you and your visitors, and is often common sense.

Carrying out a risk assessment

You must complete a risk assessment for your LEAF Open Farm Sunday event before it takes place. LEAF has developed a generic risk assessment you can use which must be tailored to your individual farm and event activities.

As the **host farmer** you should be reviewing hazards on an on-going basis and employing risk assessment techniques as good business practice.

A **friend** or **neighbour** can help, as hazards are more likely to be spotted by a fresh pair of eyes - especially if you do not regularly open to visitors.

Terminology

A **hazard** is anything that may cause harm (for example a slurry lagoon).

Risk is the likelihood that somebody will be harmed by the hazard (the risk of slipping on some slurry). Is the chance of risk high or low and how serious it would be if this happened?

Risk control measures are precautions to make an incident less likely to occur and/or the results less severe (e.g. put up a barrier to prevent access to the slurry lagoon).

Risk assessment involves five steps:

1. Identify the hazards
2. Consider how people might be harmed
3. Evaluate the risks and decide whether the existing risk control measures are adequate or whether more should be done
4. Record your findings and implement them
5. Review your assessment and update if as necessary.

In brief

Decide what can cause injury or ill health on your farm and do something about it.

The process

Identify the hazards:

- What hazards are the visitors likely to face?
- What kinds of behaviour will increase the risk?
- Which hazards pose a significant risk if they are not managed?
- How can these risks be controlled?
- Might these measures create other hazards?

Assess the risk:

- How serious is the risk? (i.e. The potential injury or consequence.)
- What might increase the severity of injury? (e.g. running, the age of the person.)
- Who and how many are exposed to the risk?
- How likely is it to occur? (Previous accidents/incidents and the frequency of exposure to the hazard.)

Controlling the risk:

- Can the risk be avoided or minimised? Is the activity necessary? Are warnings provided – written, verbal?
- Can the hazard be eliminated, avoided or substituted?
- Is the use of personal protective equipment indicated where risk remains?
- Many on-farm accidents happen due to contact with vehicles of all kinds. Moving vehicles and pedestrians must therefore be segregated.

Insurance – you must tell your insurer what you are doing in advance of your event. Most companies will not charge a premium (especially if your event is free to enter). You need a minimum of **£5 million public liability insurance** for LEAF Open Farm Sunday. For school visits £10 million is needed.

How can I minimise the chance of injury?

A farm can be a hazardous environment, but there are some fairly simple steps you can take to minimise the chances of injury. Use a map of your farm to plan a route avoiding hazards. Inform visitors on arrival or give them a map of your event indicating potential hazards.

Plan the route – decide which parts of the farm visitors will be able to access. Avoid cluttered areas, very uneven ground and other hazards. Keep visitors away from moving vehicles.

Signage and supervision – are necessary in areas where you have identified a potential hazard and to keep visitors to your planned route. Clearly mark-up areas not intended for public access. Brief helpers well before the event starts - ensure they know the risks and control measures, and what to do in case of an emergency.

Hazardous areas – these must be identified and precautions taken to stop visitors entering them. Spray stores, veterinary medicine stores, workshops, slurry pits should be locked up/ cordoned off and visitors kept well away. Assess the hazards posed by a grain store – deep bins, whether full or empty, are no-go areas.

Crushing hazards – heavy items stored in the yard could fall over and crush a child, especially if they could be climbed on, e.g. dual wheels and gates. Either remove the hazard or make safe by lying them flat or tying them securely.

Machinery and demonstrations – clearly mark out demonstration areas ensuring visitors are kept well away from moving machinery. Procedures using hazardous substances should not take place during the event. You can let visitors sit on a tractor, but static machinery should be supervised. Watch for spikes, sharp edges on combines and cultivation equipment, and consider if they need to be removed or cordoned off.

First Aid – you should have a trained first aider at your event and a first aid kit for emergencies. First aid cover needs to be proportionate to the size of your event so, for larger events consider booking the British Red Cross, St Johns Ambulance or St Andrews First Aid.

Tractor and trailer rides – a trailer must have:

- independent brakes
- secure rails with sides filled in e.g. with weld mesh, plus a kick board
- fixed seating (bales will do if strapped securely to the trailer bed).

The tractor and trailer must be in good working order and be securely coupled together. The driver should be mature and competent, having undergone adequate training. Never allow visitors to travel in the cab, stand on the towbar or sit on the railings. Read the HSE guidance *Carrying passengers on farm trailers (AIS 36rev1)*: www.hse.gov.uk/pubns/ais36.pdf.

The requirements for road use of trailers carrying passengers are much more onerous and further advice should be obtained.

Livestock – mature, grazing male animals and females with young, are likely to be the most temperamental and cause problems. Interaction with docile animals is safer.

Key potential hazards

- Static machinery should be supervised or locked - do not leave keys in vehicles.
- Ladders should be put away; fixed ladders should be boarded up.
- Watch out for tripping hazards – uneven concrete, areas slippery when wet.
- Spray sheds, workshops and slurry pits are strict no-go areas.
- Pond/open water – put up signs and either keep visitors away or supervise the area.
- Fuel tanks should be securely locked.
- Risk of infection from livestock.

What precautions are needed if I have livestock?

If you have or recently had livestock you must take precautions to prevent visitors becoming ill through diseases such as *E. coli* O157 and Cryptosporidiosis. Hand washing facilities, signage and supervision are essential. Hand gels are NO substitute to hand washing.

All animals naturally carry a range of micro-organisms, some of which can be transmitted to humans and may cause ill health. It should be assumed all livestock carry these microorganisms (whether animals are healthy or sick).

People can become infected through consuming contaminated food or drink, direct contact with contaminated animals, or by contact with an environment contaminated with animal faeces e.g. dirty fencing; run-off on floors. Implementing the right control measures will reduce the risk of infection from contact with animals.

The **industry code of practice**: *'Preventing or controlling ill health from animal contact at visitor attractions'* (revised March 2015) applies to farmers opening on LEAF Open Farm Sunday. It provides sensible, practical and proportionate guidance to help you comply with the law and keep visitors safe. **You are strongly advised to read the Industry Code of Practice**, download it at: www.visitmyfarm.org > Health and Safety.

Hand washing facilities

You MUST provide hand washing facilities:

- **Clean running water** - cold water is acceptable (NOT bowls/buckets/troughs of still water)
- **Liquid soap** (NOT hard soap)
- **Paper towels** (NOT towelling hand towels).

Anti-bacterial gels and wet wipes are **NO substitute** for hand washing and should not be used as visitors think they are adequate. Don't forget to have low sinks accessible for children (or a step).

Promote the need for visitors to take personal responsibility for themselves and family when on the farm.

Animal contact essentials

- You **MUST** provide hand washing facilities with running water, liquid soap and paper towels.
- Anti-bacterial gels are **NOT** a suitable alternative to hand washing facilities.
- Supervise animal contact areas and remind visitors to wash their hands.
- Animal contact areas must be segregated from eating areas.
- Ensure animals have fresh, clean bedding.
- Walkways must be clean, free of soiled bedding and faecal seepage.
- Cordon off muck heaps and mucky areas.
- Keep the viewing area in milking parlours clean.
- Clean off partitions and gates.
- Ensure visitors can clean off shoes, pushchair wheels, etc before leaving your farm.

Signage – Good clear, visible signage is needed to ensure visitors are aware of the risks associated with animal contact and to remind them to keep clean and wash their hands. LEAF has produced signs to download and display, available at www.farmsunday.org/open-my-farm



Departing - as visitors leave your event, provide a tap and brushes for them to wash muck off boots, shoes, pushchair wheels and wheelchairs, plus a reminder to once again wash their hands.

Planning animal contact areas

Enclosures – set up temporary enclosures for livestock using plenty of fresh, clean bedding. Put kick boards up to stop animal bedding protruding onto areas where visitors may stand. Do not overcrowd animals.

General layout – Livestock and animal contact areas must not be adjacent to designated eating areas. Hand washing facilities need to be as close to as possible to livestock enclosures. Use barriers to mark a route past livestock pens with a clear entrance and exit, and position hand washing facilities at the exit.



Supervision – Enclosures with animals should be supervised by an experienced helper/staff. Advise visitors of the potential risk of disease transmission, especially for pregnant women.

Outline rules regarding animal contact:

- Do NOT allow visitors to kiss animals, nor for animals to lick visitors!
- No smoking or eating in animal contact areas
- Keep fingers away from your mouth and face after petting animals
- Wash your hands with soap and running water straight after touching animals
- Throw away food and drink that drops on the floor; dropped dummies and toys need to be sterilised/washed
- Pregnant ladies should avoid all contact with farm animals and their droppings.
- Remind visitors of the importance of hand washing immediately after animal petting and before eating.

How clean should my farm be?

You should make every effort to ensure that your farm is as clean and tidy as possible. You need to assess your farm for the risk to visitors so they are not exposed to faeces or run-off.

Key points to consider

Layout – farm animals, including poultry, are forbidden from visitor eating areas which should be fenced from livestock to prevent contact. Cordon off parts of the yard where livestock gather, such as collecting yards and prevent access to these areas, as well as manure heaps and slurry pits.

Walkways – clear the routes you want visitors to use. Put kick boards up to stop animal bedding protruding onto areas where visitors may stand.

In the field – if you have a nature trail that passes through a field containing livestock, you should signpost visitors to hand washing facilities on exit. Do not allow picnics in these fields.

Picnic areas - please take these precautions:

- Keep farm animals off the fields for at least three weeks prior to use.
- Remove any visible droppings, ideally at the beginning of the period.
- Mow the grass, keep it short and remove the clippings before the fields are used.
- Keep farm animals off fields during use.
- Always wash hands before eating, drinking and smoking.
- Eating packed lunches and food in a shed that has been used for animal housing is not acceptable unless it has been thoroughly washed out and disinfected.

Dairies – where you are conducting tours of a dairy, keep public areas washed down and free of faecal matter. In herringbone parlours you could consider having one side as a clean viewing gallery with cows milked on the other side.

What about biosecurity?

Getting together with other farmers to hold a joint LEAF Open Farm Sunday event is a great idea. Some farmers invite neighbours to bring their livestock to add variety to an event. On the day just under 20% of visitors go to more than one farm. Biosecurity measures need to be in place to protect against the entry and spread of diseases.

On-farm biosecurity measures

- Visiting stock must be kept physically separate from other stock and ideally in areas not normally used for housing livestock. Areas used must be thoroughly cleaned and disinfected, using a Defra approved product (such as FAM 30 or Virkon), before and after they are used.
- On LEAF Open Farm Sunday, foot dips should be placed so that visitors pass through them between visiting animals from different sites.
- Some visitors go to more than one farm on the day, so we recommend foot baths are placed at the entrance for visitors to pass through. Have a hose and brush available to wash your farm dirt off after the visit.
- If visitors are able to touch or handle animals, washing facilities must be provided, not only to ensure human safety, but to reduce the risk of cross-infection between groups of stock.

Visitors and biosecurity

Inform visitors – it is well worth explaining biosecurity measures to your visitors as they probably will not realise that they are there to protect the health of the livestock and humans. Make it part of the event and any talk to visitors.

Pregnant women – be aware that pregnant women visiting a farm where sheep, cows or goats are giving birth may risk their own health, and that of their unborn child, from infections these animals can carry.

Zoonoses and vaccinated livestock – ensure you and your team are aware of *E coli* risks and other diseases we can catch from animals *see page 12*. If animals have been vaccinated within the last 8 weeks they will be infectious, therefore do not allow visitors to touch them.

For up to date information go to:
www.gov.uk/guidance/controlling-disease-in-farm-animals#biosecurity-and-disease-control

Animal movement

There are strict requirements that control the identification, tracing and movements of your livestock - which apply even if you have just one animal. The regulations that apply depend on the livestock that you keep. For information on moving your livestock and to comply with current regulations go to:

<https://www.gov.uk/guidance/report-and-record-cattle-movements>

<https://www.gov.uk/guidance/pig-keepers-report-and-record-movements-to-or-from-your-holding>

<https://www.gov.uk/guidance/sheep-and-goat-keepers-how-to-report-animal-movements>

- All movements must be recorded.
- Check the Defra website for the current status regarding any movement restrictions for disease control e.g. bluetongue zones.

The golden rule is:
'clean in, clean off'

- Don't bring onto or take off the farm any vehicle, equipment or clothing contaminated with animal excreta - other than the inside of vehicles or protective clothing taken off the site for disposal or laundering.
- Don't leave the animal area without cleaning any contamination from your clothes.
- Don't leave the animal area without cleansing and disinfecting your boots.

What security measures should I take?

Ensuring your farm remains secure from visitors is an important part of LEAF Open Farm Sunday. Your visitors are there to learn about your farm – they do not need free access to see inside your house.

LEAF Open Farm Sunday should be enjoyable for you as much as the visitors. If security is a concern, remember you can organise a private event with a select group of visitors. This allows you to keep a record of who attends, also publicity can be kept to a minimum, avoiding attracting attention to your farm.

Security covers three main areas:

- **Personal security** - look after yourself, your family and your helpers
- **Home security** – so you don't have any unwelcome intruders in your home
- **Farm security** – to ensure nothing is stolen or damaged

Security precautions

There are a number of precautions we encourage host farmers to take:

- Keep house doors locked, windows closed, keys out of sight
- Make sure you have lots of helpers to check that everyone is OK during the event
- Keep workshop doors closed and expensive tools out of sight – avoid opening these doors during the event so that visitors do not see how to access areas and what could be stolen
- Remove keys – certainly do not leave them in machinery, doors, etc
- Take an inventory of main items on display in the parts of your farm open to the public, so these can be quickly and easily checked off post-event
- If you see anyone suspicious you could take photographs (remember to put photo consent signs up saying photographs will be taken at this event – available from the resources page at www.farmsunday.org)
- Record the car registration number, make and model of any suspicious people.



Final preparations

Here are a few other points to consider to help your event run smoothly.

Signage – put up clear signs to guide your visitors. If you have set times for activities, put up signs to mark where and when they take place. If there is more than one entrance mark them clearly. LEAF has produced some signs for you to download from www.farmsunday.org.



Photos – if you plan to take photographs and/or videos, you must ensure you have permission from your visitors (especially if photographing children). You can do this by displaying 'consent posters' at the entrances to your event and in the car park. You can download the poster from the resources section at www.farmsunday.org.

A place to meet and greet – try to have a welcome point near the entrance so you can inform your visitors what is organised, the plan for your event and provide essential health and safety information. You could produce leaflets with a map plus event, H&S, photo/video consent information and a message, info and/or a large sign with this information and a map.



Briefing helpers – make sure your helpers are fully briefed on what is planned, where, when and what their specific role is. Please ensure they know about health and safety issues, in particular the need to direct visitors to hand washing facilities if they have been in livestock contact areas. For larger events ensure that access routes are kept clear without obstructions so there is always room for emergency vehicles should they be required. Make sure helpers know who to contact and how, just in case there are any questions or issues which need sorting.

Wet weather plan – don't forget to have a 'Plan B' for bad weather. Inevitably, poor weather will mean fewer visitors so you will need less parking, less help and fewer refreshments.

Visitor numbers – please try to record/estimate the number of visitors you have. Some farmers give all their visitors an LEAF Open Farm Sunday sticker, then count the blank sheets to work out the total, or use a hand held tally counter.

Feedback – one of the strengths of LEAF Open Farm Sunday is the feedback we receive from visitors. Visitor feedback forms are available to order with your FREE resources. Alternatively visitors can fill in the online survey. Please encourage your visitors to complete them, and send forms back to the LEAF office.

How did it go? – Please email photos of your event ASAP to openfarmsunday@leafuk.org. LEAF is also keen to hear from you. After your event please inform LEAF of your visitor numbers – the industry trade press are always keen to print visitor numbers straight after LEAF Open Farm Sunday. You will also be emailed a link to the online host farmer survey for you to tell us about your event and how it went – this is really important to help shape LEAF Open Farm Sunday for future years. Make a note of what went right and wrong for your own purposes too, so you can do even better next time

LEAF Open Farm Sunday Regional Co-ordinators

For all questions relating to your event please contact your Regional Co-ordinator. If you need to edit your website entry or have a question about resources, please contact the LEAF office: telephone 024 7641 3911 or email: openfarmsunday@leafuk.org

Region	Counties	Name	Contact
East Midlands and East of England	Northamptonshire, Leicestershire, Lincolnshire, Nottinghamshire, Derbyshire Bedfordshire, Cambridgeshire, Essex, Norfolk, Suffolk	Andy Guy	07738 121883 andy@andyguyconsulting.co.uk
Scotland	All Scotland	Rebecca Dawes	07792 467730 ofsrc.scotland@gmail.com
South East	Hampshire, Berkshire, Oxon, Buckinghamshire, Surrey, Sussex, Hertfordshire, Kent	Jo North	07590 413609 girlinwellies27@gmail.com
South West	Cornwall, Devon, Somerset, Dorset, Avon, Wiltshire, Gloucestershire	Jeremy Padfield	07710 638007 jeremypadfield@aol.com
West Midlands	Herefordshire, Warwickshire, Worcestershire, Shropshire, Staffordshire	Philip Gorringe	01981 500391 pwg@lowerblakemere.co.uk
Wales	All Wales	Jamie McCoy	07887 771224 mccoy87@hotmail.co.uk
North of England	Cheshire, Greater Manchester, Mersey, Lancashire; Yorkshire and Humber; Northumberland, Durham, Tyne and Wear, Cumbria	TBC – Contact LEAF	024 7641 3911 openfarmsunday@leafuk.org



Visitor feedback



"We decided to go to the local farm after seeing the roadside banners. If I am being honest I was expecting to see a couple of cows and a tractor chugging around a muddy field. How wrong could I be? From the Scouts that directed us to the farmers who were happy to talk about the animals they reared and the crops they grew it was a day to remember. The kids didn't stop talking about what they had seen - from sheep being sheared to deer being butchered it was a visit I am glad we took a chance on."

"It was a great day spent getting to know a bit more about farming, I only live down the road from this farm and never knew how vast it was and how much work goes into keeping the farm running smoothly. Added bonus of good food, cute farm animals and a lovely trailer ride through the farm made today a perfect way to spend my Sunday."



"The farm tour was fantastic. A really informative visit that taught not only children but adults too, giving a good insight into the daily and annual cycle of dairy farming."



"It was such a lovely day out and we all learnt something new! We didn't realise how technology had changed when it comes to milking cows and the information stored on the tag round their neck! Absolutely amazing! My son loved it and wants to go again."

"A really great day. Relaxed atmosphere. I was most impressed with how farmers from other farms around the area offered their time and expertise too."

"Not just a few hours of fresh country air, it's amazing how much you can learn about the challenges faced by modern farmers and the technology and environmental management systems being used to maximise food protection whilst protecting the environment."

"Wonderful day spent on a working farm and especially nice to see the whole community sharing in the farm's open day."



Farmer feedback

"This year we explored more farm-to-fork processes than ever! From sheep shearing to wool spinning, milking parlour demos to tanker tours to sampling yoghurts, crop talks to machinery displays and porridge sampling! We had questions a-plenty. All our wonderful supporters who gave their time and energy are keen to come back again next year and make it even bigger and better... bring on OFS 2019!"



"Last year we started small, this year blew us away! We had a sheepshearing demo, pet lambs, pygmy goats, a see-through beehive, cows, spinning and knitting and loads of resources for small people and simple fun games. Some of the questions asked are mind boggling. Also, one tip if you have a tractor for them to climb in, disconnect the horn! Roll on 2019!"



"We had a fantastic day! It was great to team up with our neighbouring farm with their large herd of milking goats so we could offer visitors an additional tour of their farm and milking parlour which was a huge hit. It was great to chat to those who visited, and we had some great feedback; a favourite being that a 4 year old boy had gone to nursery the next day and was telling his friends and teachers all about the wheat in his biscuits! Job done!"

"We are a local veg box scheme and we open our polytunnels and packing shed every year to visitors during Open Farm Sunday. The opportunity to visit is always warmly welcomed by those who attend. Everyone is genuinely interested in what and how we grow, often taking tips back for veg-growing in their own gardens! We get asked lots of questions which is brilliant, and the OFS literature is a great way for people to take away information about farming that they might not otherwise have had access to."

"We had just over 380 very happy visitors who enjoyed seeing the process of dairy farming from a new born calf through to a milking demonstration. There were many opportunities for people to stroke the animals and take selfies. Our nutritional advisor did a fantastic display explaining how to feed a dairy cow; visitors had the opportunity to go on a tractor and trailer ride to see the cows at pasture, a field of red clover and listen to the farmer explain about the importance of grass land management."



Join LEAF

(Linking Environment And Farming)

LEAF Open Farm Sunday is managed by LEAF (Linking Environment And Farming), the leading organisation delivering more sustainable farming and food. LEAF membership helps farmers improve their environmental and business performance and take pride in producing great food while protecting and enhancing the countryside. The support of our members helps us to run initiatives such as LEAF Open Farm Sunday and LEAF Open Farm School Days.

Join LEAF and progress towards a more sustainable future. We help our members to farm more sustainably through our membership tools and services:

- The LEAF Sustainable Farming Review
- LEAF Demonstration Farms and LEAF Innovation Centres
- The LEAF Marque certification scheme
- The Integrated Farm Management Bulletin
- Access to our online Information Centre

Join online at www.leafuk.org



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