

Calling
all farmers,
smallholders and crofters
Open your farm gates and help the public
understand and value the work you do



LINKING ENVIRONMENT AND FARMING



www.farmsunday.org

LEAF Open Farm Sunday 27th June 2021

LEAF *Online* Farm Sunday
28th March 2021 • 26th September 2021

INFORMATION PACK



www.farmsunday.org #LOFS21

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Over recent months there has been a surge in interest in the countryside, nature, food provenance, sustainably sourced food and cooking from scratch. There is the appetite amongst society to listen and learn about the world of farming. Together we can feed these hungry minds, dispel myths, and make a positive impact on visitors, farmers who take part and the whole industry.

In 2020 LEAF Open Farm Sunday took to our screens and broadcast across social media live virtual farm tours, videos, photos and farming stories. It was such a success that LEAF Open Farm Sunday activities have expanded to include both on-farm and online events, to keep the public engaged and connected with farmers throughout the year.

This information pack outlines how farmers can get involved and will help you take the first steps in planning a LEAF Open Farm Sunday event.

When you are ready, register your LOFS event at:

www.farmsunday.org/Open-My-Farm

Once registered, you will receive a handbook and be able to access FREE resources to help you plan, promote and run your event.

Key dates

LEAF Open Farm Sunday, 27th June 2021 – our fifteenth anniversary LOFS. We are encouraging farmers across the British Isles to open their farm gates, follow social distancing regulations, and welcome visitors onto farms to find out about the world of farming.

LEAF Online Farm Sunday, 28th March 2021 & 26th September 2021 – two Sundays packed with virtual farm tours, videos, photos and farming stories broadcast across social media to give the public an insight into different farm enterprises - all in a day!

More virtual farm visits, the first Sunday of each month – broadcast live on Facebook, featuring a different farmer each month throughout the year.

Join in the conversations on social media using #LOFS21

Facebook: /LEAFOpenFarmSunday

Twitter: @OpenFarmSunday

Instagram: @OpenFarmSunday

LEAF Open Farm Sunday

LEAF Open Farm Sunday is the farming industry's annual open day. It's a great opportunity for farmers to welcome the public onto their farm to discover real farming at first hand. Hosting an event helps people to appreciate and value the important work you do to produce safe, nutritious food, sustainably, to high standards, whilst enhancing the natural environment.

Whether you host a simple farm walk for a few people or a full open day, large or small, every event matters, connecting people with farming, food production and the countryside. The 2019 visitor follow-up survey shows the positive and lasting impact LEAF Open Farm Sunday has:

97% of visitors said that it had made them appreciate more the work that farmers do

85% reported that it had changed the way they think about farming

93% said they feel more connected with the farmers who produce our food.

Managed by LEAF (Linking Environment And Farming), the campaign unites the whole industry to showcase all the goods and services that farming delivers. It is a truly powerful way for farmers to come together to shine a spotlight on our industry, raise the profile of agriculture and build more support for British farming.



Thank you to all our Principal Sponsors:



LEAF Online Farm Sunday

2020 was the year LOFS went virtual, and something that's here to stay! We're hosting more LIVE virtual farm tours at various points throughout the year – with two afternoons action packed with activity from farmers across the UK and further afield, alongside a virtual visit the first Sunday of every month.

It's a great way of showcasing farming to the public, offering a wider audience the chance to see what you do up close and personal, offering a sneak peek into those areas of the farm the public might not be able to visit during an on-farm event, for various reasons.

Does this sound like something that would complement your on-farm event in June?
Get in touch!



LEAF Online Farm Sunday 2020 impacts:

40% new audiences – people who had not visited an LOFS event before

1.7 million impressions on social media

84% of viewers voted the virtual farm tours as excellent

279,000 video views

29 Facebook live virtual farm tours and talks



“What a great day, so much diversity and abundance of character. Awesome day thanks for inviting us along!”

“It was incredibly rewarding and great to know so many people engaged with our farm story.”

Get involved!

The event you organise 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, safe and successful event. Here are some key points to consider.

Size and type of event

You decide what type of event you would like to run and for how many visitors. Check Covid-safe regulations in your area and plan for good social distancing.

- **Small event, for up to 50 people** – an invitation only farm walk or tour; control visitor numbers using our LOFS ticketing service.
- **Medium event, for 51-250 visitors** – showcase your farm to the local community; organise tours at set times; open for several hours.
- **Large event for 250+ people** – this would need plenty of promotion to attract the numbers you are hoping for; be well prepared and open for several hours.

If you're planning to organise an event for **more than 1000 visitors**, it's important that the farming story is at the heart of the event. Use the LOFS online ticketing service to help manage the flow of visitors during your event.

Who visits?

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.

20% of visitors in 2019, had never visited a farm before - so what you consider 'every day' activities, are a whole new world to many visitors!



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
- Ensure health and safety arrangements are in place and adhered to by everyone
- All farms need to operate some form of booking system for visitors – the LOFS Trybooking system is free to use
- Provide adequate hand washing facilities, especially if you have livestock.

The LEAF Open Farm Sunday Handbook has further details. If you have any questions or concerns contact Annabel Shackleton, LEAF: 024 7641 3911 openfarmsunday@leafuk.org

Controlling visitor numbers - tickets

This year all host farmers need to use some form of booking system. The LEAF Open Farm Sunday ticketing service in partnership with Trybooking is a great tool and free to use. You will be able to contact with visitors if plans need to change, set expectations, and give advice on suitable clothing/footwear, refreshments, etc, and most importantly, give health and safety information - so everyone knows about your farm and Covid-safe regulations. You can limit tickets to restrict numbers and offer timed tickets to manage the flow of visitors throughout your event.



“Combining a farm walk with local food seems to be an attractive mix! Our Open Farm Sunday event was also part of the Mull and Iona Food Trail ‘Moveable Feasts’: a guided farm walk at 11:30am ending with a picnic on the meadows at 1pm. We had about 40 visitors – a mix of locals and tourists which was good. They all seemed to really enjoy it.”

Carolyne Charrington, Treshnish Farm, Isle of Mull

Things to consider

- Visitors:** Who do you want to come to your event? Is it open to everyone, have you only got a limited number of slots, or do you just want local people attending? The LOFS ticketing system is useful if you want to limit numbers or keep track of guests.
- When:** Your event can be at any time of day - morning events tend to attract fewer visitors.
- Where:** Be selective about where visitors can go when they visit your farm – hazardous places such as chemical stores, slurry pits, change in ground levels etc. should be fenced off or avoided. Some hazards can prove an asset, such as a pond with supervised pond-dipping activities. Start with a map of the farm so you can easily identify areas that are not suitable for the public.
- 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?
- 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, and may have tractor and trailer rides, guided farm walks or self-guided farm trails for visitors to follow.



- Access:** The access to your farm will dictate which parts visitors can get to. A single-track road may need helpers directing traffic or set up a one-way system.
- Helpers:** Even for small events it is good to have helpers on the day so you have time to enjoy the experience too! If you have animal contact areas, you will need extra helpers to supervise hand washing.
- Toilets:** Think about hiring portaloos – 1 or 2 toilets for every 400 people should be sufficient.
- Parking:** Where will visitors park? The area must be free of livestock for three weeks prior to use as a car park to avoid contamination with diseases.
- 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.”*

Disabled facilities: 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.

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. Area where food is served and designated 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.



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

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.

Money matters: The majority of LEAF Open Farm Sunday events are free of charge. 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. Charges may not exceed £5 and need to be clearly displayed on any advertisement/in your event description.

Cancelling your event: To cancel your event contact LEAF (024 7641 3911) and amend your website entry ASAP.



Minimising the chance of injury

A farm can be a hazardous environment, but there are simple steps you can take to minimise the chances of injury. Health & Safety information is supplied in the farmer handbook which you will receive once your event is registered.

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.

Hand washing essentials

Hand washing facilities must include:

- **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).

DO NOT PROVIDE ANTI-BACTERIAL GELS

Anti-bacterial gels and wet wipes are **NO substitute** for hand washing and should not be provided as visitors think they are adequate.



Signage and supervision - Clearly mark-up areas not intended for public access. Brief helpers before the event starts - ensure they know the risks and control measures, and what to do in case of an emergency.

Livestock – If you have or recently had livestock you must take precautions to prevent visitors becoming ill. Hand washing facilities, signage and supervision are essential. Hand gels are NOT a substitute for hand washing.

People can become infected by 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.



Tractor and trailer rides – If you're offering tractor and trailer rides, the 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). *See full HSE Guidance.*

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 farm and your event – a copy is given in your farmer Handbook.



FREE resources for your LEAF Open Farm Sunday event

A wide range of resources are available to registered host farmers to promote your event and to use on the day - all available from the 'online shop' which opens in April.

Website entry - all registered events can be promoted on the website. If you are planning an invitation only event, tick the box so that your event is NOT displayed on the website. You can login and edit your event entry at any time.

Promotional resources – LEAF designs a range of LOFS branded materials to help you promote your event. The A4 poster, A5 flyer and A6 postcards can be ordered free of charge from the online shop and either overprinted or use printed sticky labels to add your event details.

You can order one free gate banner and purchase extra banners. Other promotional resources include a range of digital graphics to promote your event on your social media channels. For larger events you are welcome to adapt and use our template press release.

Each registered event will also be able to order one branded polo shirt free of charge; additional short can be purchased.

Signs – LEAF has produced various signs you can download and display from video and photo consent signs through to directional arrows, car park and toilet signs.

Displays and activities – posters, activity sheets and leaflets can be ordered free of charge. LEAF's booklet 'Farm Walks and Talks' has lots of ideas to keep children engaged at events and can be downloaded free of charge from the website.





FAQ's

I would like to talk through my event with someone, who can I speak with?

Please contact a member of the LEAF Open Farm Sunday team:

Name	Contact details
Annabel Shackleton LOFS Manager [UK]	07912 463 151 Annabel.Shackleton@leafuk.org @annabelOFS
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Can I host my event on a different date?

Yes! 7% of events are held on an alternative day for a wide variety of reasons. We accept registrations from the last week of May through to the end of June; your event could be on a Sunday, Saturday, or even mid-week but these are usually private events for a specific group of people, e.g. WI, politicians, etc. Register as usual at www.farmsunday.org and when it asks for the date of your event input the alternative date.

How much does it cost to register?

There is NO fee to register your event and once registered you can access lots of free resources to help you promote your event and for use on the day. This is thanks to the wonderful principal sponsors of LEAF Open Farm Sunday including: AHDB, Arla Foods, Asda, BASF plc, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, Kellogg's, LEAF Marque, The National Farmers' Union, Sainsbury's, Tesco and Waitrose.

Register your event at www.farmsunday.org

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