

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



LINKING ENVIRONMENT AND FARMING



www.farmsunday.org

LEAF Open Farm Sunday

20th September 2020

INFORMATION PACK

Together let's showcase British farming



www.farmsunday.org #LOFS20 #OpenFarmSunday

T: @OpenFarmSunday F: LEAFOpenFarmSunday I: @OpenFarmSunday

This information pack will 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/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.

About 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 the public to appreciate and value the important work you do to produce safe, nutritious food and other services, sustainably.

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. The 2019 visitor follow-up survey demonstrates 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 and the positive impact it has on all our lives. It is a truly powerful way for farmers to come together to showcase our industry, to raise the profile of agriculture and build more support for British farming.



Thank you to all our Principal Sponsors:



LEAF Open Farm Sunday 2019 results

365 events on farms across Britain

1 in 5 visitors were visiting a farm for the 1st time

91% visitors learnt something new about farming

25% host farmers took part for the first time



"Our first OFS and a resounding success! The day had a great, relaxed, family vibe. The tractor and trailer tours were a big hit. Plenty to see and lots to do for the children really helped engage the public and bridge the disconnect between farming and the public."

Meg Walters, Lower Hurst Farm, Derbyshire



"With farming and food supply in the news so much over the last 12 months visitors where keen to know more about how we are producing food and looking after soils and the wider environment!"

Nick Down, Yatterdon Estate, Berkshire

"People just love to come to a farm and experience the day-to-day goings on. They're fascinated by the basics - you don't have to tell them everything!"

Colin Dawes, Hilton of Aldie, Kinross



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

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 2019:

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

96% rated the event as very good or excellent.



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.

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

Controlling visitor numbers - tickets

If you want to control visitor numbers, you can use the LEAF Open Farm Sunday online ticketing service. It is a great tool to help manage visitor numbers whether you want 30 or 3000 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.



“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.”

Carolyn Charrington, Treshnish Farm, Isle of Mull

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**.



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 20th September.



FREE resources to promote your 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.

Website entry - all registered events can be promoted on the website - give lots of detail in your event description to attract visitors. 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 resource ordering system and either overprinted or use printed sticky labels to add your event details.

You can also 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.



FREE resources for use on LEAF Open Farm Sunday

LEAF and our sponsors produce a range of resources to use on the day. These can be ordered through the LOFS resource ordering system from 1st March, or direct from suppliers. All registered host farmers will be informed when resources are available.

Displays and activities – posters can be displayed, plus activity sheets and leaflets can be made available for visitors to use on the day or take home. 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.

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

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.



Minimising 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, e.g. 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.

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.

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. Ensure visitors are seated whilst in transit. 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.

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.





Read our case studies

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

Case study: **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

Join us on social media



www.twitter.com/openfarmsunday #LOFS20

Follow us @OpenFarmSunday for all the latest news and let us know what you’re up to for LEAF Open Farm Sunday. Use #LOFS20 in 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.

FAQs

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

Please contact the LEAF Open Farm Sunday team:

Name	Contact details
Annabel Shackleton LOFS Manager [UK]	07912 463151 annabel.shackleton@leafuk.org @annabelOFS
Andy Guy LOFS Co-ordinator	07738 121883 andy@andyguyconsulting.co.uk @andyguy1963
Jeremy Padfield LOFS Co-ordinator	07710 638007 jeremypadfield@aol.com @rebeccajdawes
Jo North LOFS Co-ordinator	07590 413609 girlinwellies27@gmail.com
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Rebecca Dawes LOFS Scotland Co-ordinator	07792 467730 ofsrc.scotland@gmail.com @rebeccajdawes
Jamie McCoy LOFS Wales Co-ordinator	07887 771224 mccoy87@hotmail.co.uk @jamiegorwelfarm

Can I host my event on a different date?

You. 7% of events are held on an alternative day for a wide variety of reasons. We accept registrations from 2 weeks before to 2 weeks after the scheduled event date; your event could be on a Sunday, Saturday, or even mid-week but these are usually private events for a specific group of people, eg. 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, long-term principal sponsors of LEAF Open Farm Sunday including: Arla Foods, Asda, BASF plc, Co-op, Defra, Farmers Weekly, Frontier Agriculture, John Deere, LEAF Marque, Marks and Spencer, The National Farmers' Union, Sainsbury's, Tesco, Waitrose and the Agriculture and Horticulture Development Board.

Register at: www.farmsunday.org

