



AFCP Annual Forum



**Educating &
Inspiring the Public**



What we do

LEAF's vision...

A world that is farming, eating and living sustainably.

Our mission...

inspiring and enabling sustainable farming that is prosperous, enriches the environment and engages local communities.



IFM delivering sustainable farming



Sustainable farming, delivers a site-specific farming system supporting the integration of the environment, society and farm economic viability over the long term.

LEAF 2012



LEAF's core activities



Facilitating
sustainable farming
knowledge
generation and
exchange



Developing market
opportunities



Engaging & educating
the public & young
people in sustainable
food and farming



Working together...



A shared vision

...to embed knowledge, understanding and appreciation of farming into everyday life.

Our mission

...to positively influence the next generation about agriculture to support farming, food production and the environment, and enhance the understanding and appreciation of everyone. We will do this by delivering inspiring and stimulating opportunities, through education and wider public engagement.

Our priorities...

- To pursue **excellence in education**.
- To **integrate its learning** into pupils' everyday school experience, including the curriculum.
- To provide the **opportunity for every child and young person** to understand, appreciate and learn about its value in their everyday lives and its role in health and well-being, the economy, the environment and rural and urban society.
- To provide **unique and innovative opportunities for everybody** to engage with and experience farming.
- To raise the confidence of all **teachers** to use farming and the countryside as a medium to educate children and young people and equip them for a complex and dynamic world in which they can flourish.
- To support a thriving **British farming and agri-food community** that is proactive in education and wider public engagement.

Strengthening our impact

- Unite and build upon the capability and strengths of LEAF and FACE.
- Lead a collaborative approach within the farming and education industries to improve education in, and appreciation of, agriculture, the environment and food production.
- Continually improve the way we monitor and evaluate our impact.

Working with others

- Building partnerships & driving a confident and visionary approach to build understanding and respect for the farming industry through inspiring educational and public engagement activities.
- These will include Countryside Classroom, CEVAS, Bayer FACE Awards, LEAF Open Farm Sunday, LEAF Marque, Speak Out, LEAF Virtual Farm Walk, schools' resources, training, inspiring projects and identifying novel and effective techniques to improve public understanding and trust in food, farming and the environment.

Education



Education



**Teacher
Engagement**



**Farmer
Engagement**



**Children /
young people
engagement**



Teacher Engagement



Initial Teacher Training:

Links made with a number of
universities

Observation of ITT provision
Chartered College of Teaching
Institute of Education
FACE Annual Conference



Countryside Classroom:

New focus on teachers, teaching
resources, places for schools to
visit



Farmer Engagement

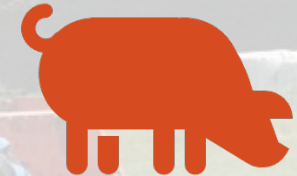


DBS

Sharing of best practice /
activities amongst farmer
members



Annual conference



CEVAS Observation

CPD for Trainers

New CEVAS course

Natural England Review



Teaching of the Welsh Curriculum
Developing, creating and teaching
Business Studies GCSE case studies
STEM events
Pupil Farm Days



Chef on the Farm
Farming Today
Annual Conference



Children /
young people
engagement

Education



RECs Team Meeting



Review and Reflect



CPD for RECs



Job Adverts



Annual Review



Teacher Skills / Links

ITT
Secondary School Focus – Exam Resources
Quality of delivery from RECs
Countryside Classroom
Developing Teacher Advisory Panel
Social Media
VR / Webcam / Drone footage
LOFSDs - Visits



Supporting Farmers

Developing quality of delivery at CEVAS
CEVAS Re-Fresher
#FarmingFriday
LOFSDs Survey
LOFSDs – Hosting / Resources



Increasing understanding for young people

Quality of delivery from RECs
#FarmingFriday
VR / Webcam / Drone footage
LOFSDs - Engagement



LEAF Open Farm School Days



To encourage and enable more school children to visit a farm to gain a better understanding of where their food comes from and the vital work farmers do enhancing the countryside.

To ensure that visits support the delivery of the curriculums in England, Scotland and Wales.

To raise awareness of the range of learning opportunities for schools linking food, farming and the environment.

What support and information would you like to help deliver a successful school visit?

88%

requested activity ideas to deliver a school visit

85%

requested printed materials for school visits (51% strongly and 34% quite relevant)

53%

requested having the opportunity to attend a training event

What do you think are the barriers in organising school visits to your farm?

75%

difficulties engaging schools and teachers in a visit
(39% strongly and 36% quite relevant)

66%

difficulties relating school visits to the curriculum
(24% strongly and 42% quite relevant)



What would encourage you to run a LEAF Open Farm School Days event in June 2018?

63%

sharing
links to local
schools

(25% quite relevant,
38% strongly)

55%

requested support in
communicating at
the appropriate
level to schools and
students

(30% quite,
25% strongly)

67%

support in
understanding
the school
curriculum

(38% quite,
29% strongly)


Public Engagement






LEAF Open Farm Sunday 2017


358
host farmers



272,700
people visited farms
to discover the
world of farming




18%
of visitors
had never
visited a
farm before




58% ↑
Facebook fans

10% ↑
Twitter impressions

7,500
family, friends
and supporters
giving up their
time to give host
farmers a hand


86% 
of visitors
learnt something new

OFS videos were
viewed over
100k times



360k OFS website
hits since
January 2017

700 pieces media coverage pre OFS
including broadcast, print and online



Has it changed the way you think about farming?

Yes 78%

Has it made you appreciate more the work that farmers do?

Yes 89%

Do you feel more connected with the farmers who produce our food?

Yes 86%

Are you more proactive looking for British produce to buy?

Yes 91%

Host Farmers

24%

of LOFS Host Farmers were first time hosts in 2017

27%

LOFS Farmers have hosted at least 5 events

9%

of LOFS Farmers have hosted over 10 times

36%

of LOFS visitors were
under 12

58%

of LOFS visitors were
over 26

6%

of LOFS visitors were
teenagers

Our key demographic is young families.

LOFS Visitors – Why did they come?

48%

wanted to support
British Farming

34%

to find out more about
what farmers do

16%

Educate / entertain
my family

FROM:

Open Farm Sunday
the farming industry's
'annual open day'

TO:

LEAF Open Farm Sunday
The Great British Farm Day





... what does success look like

