

# Growing Orchard Communities

## COMMUNITY ORCHARD TOOLKIT



### Running an Apple Day! – Workshop notes

These notes are from a workshop we did with some of our community orchard groups. There is also another toolkit sheet which accompanies this – Fun ideas for Apple day activities

**First ideas** - One of the first things to think about with your orchard group is what you want from your Apple Day. In other words, what's your objective? To find out your objective try finishing this statement -

#### *At the end of our Apple Day we will have...*

For example:

- used our community links to encourage more people to attend
- used our community links to encourage more people to volunteer
- a list of names and addresses of people who have offered to volunteer
- used the list of new volunteers to encourage active volunteering
- raised awareness about the point of having a community orchard. Why we bother.
- talked more about apples, the history of apples in Devon and the potential for growing trees
- made 150 litres of apple juice and cover the cost of press hire
- engaged with local people and to use our orchard produce
- encouraged volunteers from the wider community and not just a single focus community
- provided more family friendly art or environmental activities to attract people to the event and enjoy the orchard more all year round

### Size and scale

**Where** will you locate? Will the press be taken out? Into town, village green or school. Will people come to you in the orchard?

### Split Events

Hold a harvesting event prior to your Apple Day. Invite people to join you collect apples for pressing. A hook to encourage people to come could be to find out what is growing in the orchard.

### Before Apple Day

A good few months before your Apple Day, link in to existing community groups and networks, including schools and play groups to ask if, and how, they would like to contribute to your Apple Day. Remember that an orchard is about more than just apples.

- Making and selling produce: cake, jam, chutney or craft items (will they keep or donate profits?)
- Running an activity. Eg: Apple games, raffle or Apple Olympics, craft activity, face painting, treasure hunt
- Making decorations: bunting, tree decorations
- Making Peg Fairies or Clay Boggarts to place around the orchard
- An artist in a school can help create a performance by the children, art work, music, stories and writing. Children and families come to your Apple Day and it can fit in to the curriculum
- Invite local choirs or music groups to play

# Growing Orchard Communities

## COMMUNITY ORCHARD TOOLKIT



- Tours or talks from local arboriculturalists, horticulturalists, historians or environmentalists
- Allowing fund raising stalls for other groups or charities to have a stall
- General volunteering, helping with parking and making tea
- Leading a work session

### Budget

Think about and balance your expenses and income.

Some good ideas for fundraisers here [www.better-fundraising-ideas.com/ideas-for-fundraising-activities.html](http://www.better-fundraising-ideas.com/ideas-for-fundraising-activities.html)

### Publicity

It's important to plan this in advance and it really does work. Think about:

**Print** - flyers and posters. Ask local school to include them book bags to take home.

**Social media** - does your group have a Facebook or Twitter account? Use the Growing Orchard Communities Facebook page.

**Word of Mouth** - is known to be the most effective way!

**Apple Day is the ideal time to have a stand for your community orchard**

- Give someone the job of talking about the orchard and signing up interested people.
- Have a list of tasks with their frequency - volunteers could sign up for one job
- Run a competition with a prize as a way to gather names and addresses, e.g. how many apples in the bowl? Where people write ask if they are willing to be contacted by you.
- It needs to be easy to get involved and for people to see what needs doing and how to do it.

### What next? Keeping your community orchard going and volunteers.

When organising any event connected with your orchard it's useful to bear in mind the question - what next? How does this event fit in to our annual programme? What are volunteers signing up for? How are we building, and maintaining, a momentum of activity in the community orchard in ways that we can manage?

### Practical and Permissions

**Health and Safety** - Before the day do a risk assessment in writing. Use one of our templates in the on-line toolkit if you don't have one of your own. Orchard Link has a juicing one on the web page for hiring presses.

**Selling alcohol** - Apple for a TEN - temporary license from your local council. Usually can be done on-line. Do this at least 3 weeks in advance. Current cost at South Hams D.C. (2016) is £21

**Base Point, for** - lost children, arrange for a qualified first aider to be there, locate and write down where the best phone signal is (if in remote area with no, or weak signal)

**Selling food and drink** - will need a food hygiene certificate or an approved selling of food certificate. Check with Environmental Health at the local council to be sure and for up to date information.

**Donations** - Using a 'Donations' system can sometimes get around the need for a selling food certificate. Showing a sign for how the donations are going to be used is a good idea.

**Apple Hygiene** - how is your orchard used? Does it have livestock or allow dogs?

# Growing Orchard Communities

## COMMUNITY ORCHARD TOOLKIT



- Check for recommended time periods for livestock to have been out of the orchard before using apples with the public. (Usually at least 6 weeks before apples collected)
- As a general rule, keep apples to be juiced in a bucket of clean water.

### **Permissions** - do you need permission from a landowner?

- Photography and film permission. The under 16's and vulnerable adults definitely need to consent to their photo being taken or image used. All members of the public should consent to having their photo taken. This is difficult when you want to document a public event, but it is very important to remember.
- Have a basic permission slip available at your orchard info stand or entry point. Template available in the resources section of the Growing Orchard Communities toolkit
- How will you identify people who have said no? A discreet coloured sticker can work

**Child protection** - A DBS certificate (the old CRB check) is needed by anyone who will be alone in the company of children and vulnerable adults. Ensure that everyone and all activities are public and never be alone with a child or vulnerable adult. Even people with DBS certificates, this is good policy. You can get more information about this here

[www.gov.uk/government/organisations/disclosure-and-barring-service](http://www.gov.uk/government/organisations/disclosure-and-barring-service)

**Toilets** - do you need them? They can be expensive. Do you need to supply hand washing gel?

### **Juice Containers and Gluts**

- Milk style containers can be bought. They are cheaper when bought in bulk. Buy them in partnership with other community orchards to keep the cost down.
- Ask people to bring their own containers
- Use the juice on the day
- Serve it warm and spiced
- What to do with waste pulp? Do farmers or stables want it?

### **Logistics on the day.**

Hold informal meetings before the event so that everyone involved knows what's happening and work load can be shared.

- Draw up a volunteer list with designated jobs
- Do a timed plan for the day
- Draw a physical site plan

### **IDEAS FOR APPLE DAY ACTIVITIES. – see resource sheet**

**After Apple Day** - have a de-brief meeting with organisers and volunteers as soon as possible. What worked, what could be improved next time?

Re-visit your objectives. Was it met? How? Why not? What next?

Share your news, pictures and feedback with local newspapers or parish magazines or on Facebook. Pat yourselves on the back!