

Growing Rich with Nature:

A Farmer's Story of Success

Resource Pack for Screening Hosts

This resource is for anyone who is planning to host a screening of Growing Rich with Nature in their local community. To help you host your screening, it includes:

- About Growing Rich with Nature - a Farmer's Story of Success.
- Suggested Event Outline
- Technical Requirements
- Hosting Suggestions
- Making Your Event Accessible
- Suggestions for Communicating Your Event
- Templates for running and communicating your event
- Frequently Asked Questions
- Costs to consider
- Getting in Touch

About Growing Rich with Nature

This project grew out of a meeting of minds and the coming together of some members of Darlington Friends of the Earth, Issy, Paul and Kendra, with a Landscape Gardener, Emma, a local Farmer, Simon, and a Livestock and Land Management consultant, Christopher. We had a shared passion for the quality of the soil, for the health of humans and animals, and were grieving the loss of biodiversity, the desertification of many parts of the world, and the devastation to our waterways due to the increasing use of pesticides, herbicides and fertilisers. We were aware that farmers were struggling with rising prices and that the land was an amazing resource, that if managed well could capture carbon, feed families, and allow farmers to flourish.

So we engaged Matt to capture Simon's journey, and together we developed the concept of following a year in the life of Simon Hare. Simon had been farming organically and using the principles of Pasture for Life with his herd of beef cattle for several years. We brought Richie in with his drone to capture some amazing footage from above and the team visited the farm at different points in the year. We interviewed a few experts in the field to add some depth to the concepts Simon was introducing as he talked us through his journey. We had a great time doing it - a dream team - and we learned a lot from each other in the process.

All this was made possible through most of the team donating their time. We are grateful too to Arts Council England and Friends of the Earth for the grants that helped make this project possible.

Event Outline

We suggest setting aside around 2 hours for your event. This could include:

Duration	Activity
15 minutes	**Arrivals and welcome** Allow some time for your audience to arrive, register and get a cup of tea and if you are providing it, some cake or biscuits. Once you are ready to begin, provide a welcome to your audience that includes: ● who you - the hosts - are ● what the event will include ● a short introduction to growing Rich with Nature. The background to the project in the 'About' section above should help you to do this.
30 minutes	**Film screening**

	(The film is approximately 30 minutes long)
15-20 minutes	**Informal discussions** We have created a sheet with a few questions to help facilitate informal discussions after watching the film. You will find this 'Focused Conversation Prompt Sheet' in the 'Templates' section below. After the film is finished, hand out the question sheets and some pens to your audience. Invite members of the audience to turn to those on their right and left to share their initial responses to the film, using the questions on the sheet as a starting point for the discussion. Some people will be grateful for the prompts and others will be happy to ignore the sheet. There is no one size fits all. Our purpose is to allow people some expression should they wish, and to encourage them to conceptualise the questions they would like answers to. They can also stretch or go to the toilet. These sheets are for people to take away with them, and so you can encourage people to make a note of anything that was particularly useful or important for them, or to gather the contact details of people they might like to stay in touch with. As hosts, we suggest being attentive to the conversation and energy levels in the room so that - when it feels like conversations are naturally coming to a conclusion - you can move the event along.
(up to) 1 hour	**Facilitated Q&A** We suggest inviting a local farmer (or farmers) who is already on their own journey towards regenerative farming to take questions from the audience on the realities of regenerative farming in practice. We also suggest inviting those in the room to contribute their own expertise to the discussion to create a participatory environment. We have found no shortage of interest, or questions, but the facilitator may want to have a question or two up their sleeve to get things going if it goes quiet. If possible they could wrap with a final question to each panellist, "What is one thing you would encourage any farmer considering moving towards a more regenerative way of farming to do as a first step?"

Technical requirements

We appreciate technical needs are different across different venues. The guidelines provided below are our recommendations for a venue that can seat 40-50 people.

For the film:

- 1 x Full HD Projector (16x9) and power lead
- 1 x HDMI cable
- 1 x media player or laptop
- 2 x powered speakers (ideally at least 100 decibels)
- Audio cables to connect your speakers to your projector (this will depend on the speakers you are using)
- 1 x projector screen (80” or larger)

For the discussion and hosting:

- 1 x PA system
- 2 x wireless microphones (one for your speaker(s) and facilitator, and one for the audience).
- Printed A4 ‘A focused conversation’ discussion sheets
- Coloured card and pens

Hosting suggestions

People: We recommend working with a small group to help make your event go as smoothly as possible.

- 1 x facilitator - to determine how the room is set up
- 1 x technician - to test all the equipment prior to the start of the session.
- 3 - 6 x additional people to help with moving chairs at the beginning and end, put the kettles on and prepare refreshments, greet and sign-in attendees, help hand out question sheets after the film, and move the microphone between attendees during the Q&A.

Hospitality: To help people feel welcome and keep conversation flowing, we think it’s nice to offer your attendees a warm drink and something sweet on arrival and at the end of the event. Please consider a range of dietary needs (for example, non-dairy and gluten free alternatives).

Seating: To create the conditions for conversation, we suggest setting up amphitheatre or cabaret style seating for the event, with chairs roughly pointing towards the screen.

Lighting: If your venue has some control over lighting, we suggest keeping your lights bright for arrival, switched off during the film, and a little dimmer for the informal conversations and Q&A. If people are lingering too long and you need to clear away and vacate the building you can put them back up full!!

Making your event accessible:

We want this film to reach as many people as possible, and ask event hosts to consider what accessibility support they are in a position to offer.

For example, are you planning to host the event in a venue with step-free access and accessible toilets? If not, could you?

Could you support the costs for a sign interpreter or a translator if one of your attendees requires this to take part?

When you tell people about your event, please be clear about what you can (and can't) offer so that people know what to expect.

Communicating your event:

In the 'Templates' section below, you will find templates you can adapt to create an event page on Eventbrite (or any other event organising platform) and for a press release.

If you share the details with us, we will add your event to our Facebook page.

We suggest that in addition to communicating within your organisation you find local farming groups and environmental groups who can help publicise the event, alongside emailing local politicians and parish councils.

Templates:

For the event itself:

- ‘A Focused Conversation’ prompt sheet: https://docs.google.com/document/d/1d5GJsVgTUhVGlsx4otWHdswr9G5y8t3A1mlOy-0ly1c/edit?usp=sharing

  The purpose of this ‘Focused Conversation’ sheet is to allow some time for reflection and to encourage the audience to consider what questions they would like to ask the panel. It can act as a guide to break the ice where people are talking to someone they may not know.

- Sign in sheet: https://docs.google.com/document/d/1orsNC4x-0bBlv5zJjD8IPcB8PWFSI8gMoQlNt0B2mMA/edit?usp=sharing

For promoting your event (please edit what we have provided to fit your particular event):

- Text for creating an event on Eventbrite: https://docs.google.com/document/d/1gNtA_cu_d3IX5iK9I9SCeev_kRiA3_z2HeygDUSykh8/edit?usp=sharing

- Text for a press release: https://docs.google.com/document/d/1zGpP54kzwNbiXciitD2txiTxHwpRXwLOF56scxKuixc/edit?usp=sharing

- Images you can use to promote your event: https://drive.google.com/drive/folders/1uT06ANYNs_g-_nbH1d6NUHSjpGXJ_70b?usp=sharing

Frequently Asked Questions

This section will grow over time, in response to the questions asked at our screenings. After your event, please share any questions and answers that came up during the Q&A that you think would be useful for others to hear to help us grow this part of the resource.

How was the tree planting on the farm funded? For Simon, this was through the Woodland Trust.

What was the biggest barrier when changing from an intensive to a regenerative farming system? For Simon, it was what he wanted to do and the learnings he had all just made sense that that was the right way for him to manage the land and animals. One area at the start he felt could be a challenge, was growing grass without artificial fertiliser but with continued improvement in grazing management and soil health this hasn’t been a significant problem.

How many years or growing seasons did it take to notice a change in the ground? For Simon, the time depended on the particular field - some responded very quickly and he saw changes within 2-3 years, whereas some have taken 5-6 years or a little bit longer, and this depended on the 'starting point' of the field.

What hasn't gone well or has caused you worries? The financial side was the biggest worry to begin with, but at the time Simon transitioned to organic, there was support from the government to make the transition, and he worked out the costs beforehand.

How does your beef get to market? For Simon, a third goes to a local organic farm shop, and the rest goes through an organic scheme.

Is there a place for pigs in regenerative farming? For Simon, yes, but the winters are a bit harder. One audience member commented that they had good success with grazing pigs on bracken.

Costs to consider

Screening Costs: While there is not a charge to you for screening our film, we are supporting the distribution of this film on a voluntary basis and donations will help our efforts in sharing this work far and wide if you are in a position to do so. This includes things like running our own events, building a website and marketing the film, offering advice to others who are hosting screenings, and expanding our resources.

We suggest charging a small ticket fee of £3-6 to encourage those who sign up to your screening to attend and to help cover your costs.

As a contribution to our work, we operate on a solidarity model:

- for organisations who receive funding or income, we ask for a small contribution of £50
- for volunteer groups, we only ask for a proportion of your ticket fees if you are in a position do so after you have covered other associated costs (for example, hiring a village hall for the event). We suggest a donation of £20, or 30% of the income after expenditure.

Venue Costs: For the hire of a local hall to host your screening

Hospitality: For teas, coffees and some biscuits and cakes

Accessibility: To support individual access requirements (such as BSL interpretation)

Getting in Touch

If you would like to take the next steps towards hosting your event, please contact growingrichwithnature@gmail.com