

HAVE A GROW!

2024 PARTICIPATION PACK

PROUDLY PART
OF THE
MONTH OF
COMMUNITY



www.farmgarden.org.uk

HAVE A GROW DAY!

June 1st - 9th, 2024



Give your growing a boost and invite new faces to your space with our annual celebration of all things community growing!

Have a Grow Day is a nationwide initiative from Social Farms & Gardens taking place on Saturday 1st June - 9th June. We want to help you bring in new visitors, raise funds to support your work, all whilst celebrating the community growing movement happening all over the UK.

This year Have a Grow Day is part of the Month of Community from Eden Project Communities - a time to come together to celebrate everything that makes our communities great.

Have fun, and #haveagrow!

From all the team at SF&G



Social Farms & Gardens is a UK wide charity with more than 3,000 members, supporting communities to farm, garden and grow together.

Social **Farms** & **Gardens** 

YOU HAVE A GROW EVENT



Whether you're a community garden, city farm, school farm, CSA scheme or care farm, or even anything in-between, HAG is a great way to engage your community and shout about what you do.

You know your site and community best, so the type of event you run is up to you. Here are some questions that could help your group decide what yours could look like.

1. What are your aims for Have a Grow?

- Recruiting new volunteers?
- Raising donations/sales?
- Bringing the community together?
- Sharing skills?
- Getting practical jobs done?
- Showing off your space?

2. Planning the basics

- Start and finish times for the event and any workshops?
- Who is on your event team?
- Will you invite any partner groups to be there?
- How will you promote your event?



PLANNING YOUR DAY



Planning an event can be a daunting task, but good preparation makes all the difference to ensuring that things go smoothly on the big day.

We know there's a lot to think about, so we've summarised some of the key areas below. Our [member Facebook group](#) is also a great place to get advice.

1. Marketing your Event

- Make sure you've signed up online so that you appear on our digital UK map.
- Use the hashtag **#haveagrow** on social media and start promoting as soon as possible.
- Use our poster and social media templates.
- Use our template press release to send to your local media contacts. Don't forget local radio stations too!
- Be clear about what people can expect on the day.

2. Managing Risk

- Use our template risk assessment to identify and plan for risk management on the day.
- Check your [insurance](#) before the event to ensure that it is covered by your policy.
- What about the weather? Have a contingency plan ready in the event of bad weather and decide how you will manage numbers in any enclosed spaces.



3. Generating Income

- If you are asking for donations on the day, make sure any containers are clearly labelled and secure.
- If you're going to be taking card payments or online donations, make sure you have registered with a provider well in advance.
- Plant and produce sales are a great way to generate some extra funds. Check out our guide to selling produce [here](#), and think about how you will take payment.
- If you're cash only make sure this is clear in all your marketing so people know to bring it!
- Selling cut flowers can be another popular way to generate income. Read our guide to this [here](#).

4. Site Preparation

- Have a big tidy up! Work as a team and get your space looking spick and span, with any spaces to be used prepped and set up the day before wherever possible.
- Think about what signage you might need, and get this made up in advance. Hand painted signs can look lovely and colourful, but keep them simple and clear so everyone can understand them.
- Tell the story of your group with photos and press clippings displayed on a board.
- Do you need any extra bins and recycling points?



ACTIVITIES



Lots of you will have run events before and have a clear idea of the kinds of activities you'd like to host, but if you're new to community events, or if you'd just like a some more ideas, here are a few suggestions.

1. Garden or Farm Tours

- A great way to introduce people to your space, this can be done either in person in small groups.
- Have live tours leaving at regular intervals and put up a board with timings so that people know when to go
- A tour is a great way for an experienced volunteer to demonstrate their knowledge and passion.
- Consider having a donations bucket after the tour.

2. Kids Activities

- Try teaching some simple crafts like willow weaving or model making with things found in the garden.
- Colouring in and other printable puzzles are an easy win with kids.
- Make paper pots and sow seeds for kids to grow at home.
- Run a treasure hunt to get them exploring the space.

3. Plant Sales

- Get lots of extra seeds sown and labelled earlier in the spring and sell them on the day.
- Give people care instructions and advice to really help them get growing at home.



4. Get Growing!

- Have some easy volunteer jobs prepped and with staff or volunteers ready to supervise. Why not get that new bed dug over, or space weeded? Have plenty of gloves and tools ready for people to use
- It's not too late to plant seeds! Varieties that you can still plant in early June include courgettes, summer squash, maincrop peas, french beans and salad leaves

5. Invite Stallholders

- If you work with local partners, producers or craftspeople, why not invite them to have a stand at your event
- Check with your insurer what liability cover you might need stallholders to have

We recommend the website; [More Human](#) who help community groups to run events.



CROWDFUNDING

If you're aiming to raise money through crowdfunding, then Have a Grow Day can be a great platform through which to let people know about your campaign!

Get specialist resources for gardens, farms and other community growing spaces who are looking to boost their income through crowdfunding with our partnership with Crowdfunder.

Find out more on our [Crowdfunding page](#)



PHOTOGRAPHY



Taking good quality photos at your event is a great way to capture the day, and also gives you a brilliant visual resource to use when talking about your work and promoting future events.

Photographs of identifiable people are classed as sensitive personal data under GDPR guidelines and so need to have consent before they can be stored or used by your organisation. Follow the guidance below to ensure your photos can legally be used.

Use Posters and Stickers

If you're going to take any photos make sure you put up our event photography poster in prominent and visible locations, and also let people know verbally that photography is taking place. A pack of plain stickers will allow you to clearly identify anyone who doesn't want their photo taken.

Ask Permission

Ask people before you take a photo of them. If language barriers or another situation means you aren't sure if they or their consenting adult is happy, don't take the photo.

Store and Share Securely

Store photos in a secure location, alongside a copy of the poster that was displayed. If you send any of your photos to us, use our photo consent form to confirm that they were taken in accordance with this guidance.



AFTER THE EVENT



Events can feel like they happen in a whirlwind of activity and leave your head spinning! Here's a checklist of things to do once your Have a Grow event is finished.

- Get together as a team for a debrief. What went well? What might you do differently next time?
- Make sure that any money you have raised is counted and banked as soon as possible.
- If you have any great photos from the day then we'd love to see them and add them to our HAGD library. Send them to marketing@farmgarden.org.uk along with the photo consent form.
- Check out the **#haveagrow** hashtag online to see what other members got up to around the country.
- And finally, relax! Congratulate yourself on a fantastic day and take a well-earned break. We hope to see you again next year.



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