Annual Review
July 2017 - June 2018

The Permaculture Association is a company (05908919) and registered charity (1116699 and SC041695).
Permaculture Association

The Permaculture Association (Britain) is working to bring about radical positive change. We are a strong and successful network of committed thinkers and doers using powerful ecological design tools to regenerate our homes, communities and landscapes.

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Appreciations
The Annual Review includes a section on appreciations throughout the document. We get a lot done because we get a lot of support. We would also like in particular to appreciate the work of the Board of Trustees who have done a sterling job this year, Permanent Publications who have helped us in many different ways throughout the year, all of our members, and the families and supporters of all of our staff, who help make it possible for us to show up and give our best work each day. Thank you all!

Full financial accounts and trustees report
You can read the full accounts with the report that is sent to the Charity Commission and Companies House here.
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Welcome and overview

Our vision: An abundant world in which we care for the earth, each other and future generations, whilst living within nature’s limits.

2017-18 saw the Permaculture Association responding creatively to big changes in our society, politics, and environment. By fostering unprecedented levels of collaboration, both with partner organisations and within our own membership, we are continuing to contribute towards a positive future for our planet and society. As chair I’m privileged to introduce my view of our achievements this year.

Amid the complexity and uncertainty of Brexit and austerity, the Permaculture Association and a many other organisations have recognised that it is only through collaboration that we can move forward. This has been exemplified this year by two projects in particular; CTRLshift and the GROW project.

In CTRLshift we have joined with our partners to describe a radical vision for a positive future. Through the GROW Observatory, the collaborative team are aiming to engage the public with their environment and demonstrate scientifically how different approaches to land management can affect soil health. Across these two projects we are building resilient and productive systems in both our food production and our society.

Within our own network; a survey critically reviewed our mission and aims; over a third of our membership responded. This represents an incredible member involvement in our strategic process and is testament to our member-led approach in delivering our aims.

I take it as a very positive sign that, as well as supporting our need to celebrate our significant achievements as a movement, our membership were united around two new goals: bringing permaculture to wider audiences, both through incorporation into schools and through contributing to national policy discussions. It’s great to know that between CTRLshift and the Children and Youth in permaculture projects we are already moving in both of these directions.

All of this work has been achieved by a staff team and volunteer network worthy of much praise and celebration. In particular I would like to thank Joe Atkinson, who left the staff this year, and to celebrate the performance of all of our staff whilst our CEO, Andy Goldring, took some well deserved leave after the International Permaculture Convergence in India.

Sandy James, Chair, Board of Trustees.
Finances

Summary
Income £286,348
Expenditure (£389,216)
Deficit (£102,868)

The accounts for this year show a deficit of £102,868 from £286,348 income and £389,216 expenditure. This deficit is largely on restricted funds (£98,364 deficit), which is a result of starting to spend the large surplus in the last financial year of £282,103. This is good news - money we previously received for multi year projects is being spent as planned.

Balance Sheet
Current assets £489,196
Creditors (£151,529)

£337,667

Unrestricted £49,892
Restricted £287,775

£337,667
Children in Permaculture

Children in Permaculture (CiP) is an Erasmus+ funded project of international cooperation bringing together educators (from different organisations, educational settings and countries) in order to cross-fertilise, share and synthesise ideas.

Through this project we have developed, tested, adapted and implemented best practices in engaging children in permaculture through creating various resources including an online platform, research paper, case studies, short films, curriculum, 800+ activities and a manual for engaging children in permaculture. These are all available on www.childreninpermaculture.com

Achievements

This year we have achieved a great deal! We wrote a book entitled ‘Earth Care, People Care and Fair Share in Education: The Children in Permaculture Manual’, which is in five languages, and has been overwhelmingly welcomed and commended by people as diverse as Richard Louv (author of Last Child in the Woods), Carolyn Nuttall (author of Outdoor Classrooms), many school teachers and parents.

We held a training course for educators in Gatehouse of Fleet school in Scotland, in which trainees learnt and shared their skills in engaging children in permaculture. This prepared them to train teachers, as we did in two inspiring training courses for teachers in Scotland.

The project’s grand finale was a two day conference in Prague, Czech Republic, with over 150 people from around Europe, engaging educators and children in workshops, song, and learning. This highly successful event was the first ever Children in Permaculture conference and we plan to have the next one in London, July 2019.

Reflections

As the project draws to a close we have taken time to reflect and evaluate. Juliet Robertson, a keynote speaker at our conference, said that of all the European projects she has witnessed, this is the best use of EU funding she has seen!

We laughed, cried, celebrated, tussled, learnt, shared, and even danced together over so many Skype calls! The results are amazing, we cooperated well, and we plan to continue working together into the future - delivering training courses, meeting, learning and sharing.

Appreciations

Thanks to the EU, Erasmus+, and all the people involved in making this extraordinary project happen.
GROW Observatory

The GROW Observatory is a European Union Horizon 2020 project engaging thousands of growers as citizen scientists. In this project, participants learn together, using simple tools to better manage soil, while contributing to vital global environmental monitoring.

Members of the GROW Team at the European Commission periodic review in Brussels.

Achievements

We contributed to a review of regenerative growing practices to support information included in the forthcoming GROW smartphone app. The review work will form the basis of a review paper outlining key knowledge gaps in small-scale regenerative growing practices. We have also been supporting engagement in the 9 GROW Places across Europe who are using soil sensors to monitor soil moisture and help with the global challenge of climate change adaptation.

We were a lead educator on a re-run of a free online course: ‘From Soil to Sky’ (4388 participants) and on a new course: Living Soils, Growing Food (3129 participants).

GROW Experimenters plots and harvest shared via Instagram.

The Great GROW Experiment - Polycultures vs Monocultures asked participants to compare three crops grown together in a polyculture with the same three crops grown as monocultures with the aim to improve understanding of if, how, and where regenerative growing
practices work at the smaller (non-mechanised) scale. 209 people signed up to the experiment, data collection is ongoing with results due to be communicated in an online course From Data to Action in November 2018. Participants were invited to monthly online meet-ups; attendance numbers were low (averaging 4) but featured engaging discussion with one regular attending live from their allotment.

Reflections

There is great potential for online learning to empower citizen scientists to experiment in their growing space and at the same time increase the evidence base for regenerative practices. The experiment start in May was too late for many people to join as they had already purchased seeds and planned growing, an earlier start date in 2019 is planned. A clearer data entry path and participants being able to see and have feedback on results in form of visualisations and advice is also needed.

Appreciations

Thanks to the rest of the GROW Consortium and especially the local communities and citizen scientists taking part.

This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 690199.
Thriving Communities

The Thriving Communities project is helping communities access the significant benefits of permaculture livelihoods and to build communities through cohesion, health, wellbeing, social integration and training.

We estimate that at least 150 permaculture projects are working with disadvantaged communities, with some projects dating back to the early 1990s. The first phase of the Thriving Communities project has gathered evidence of how permaculture is being used successfully with, and by, asylum seekers and refugees, adults with mental and physical health difficulties, adults after stroke and those with dementia, adults with addiction difficulties and isolated communities with poor infrastructure.

Achievements

An online survey in early 2018 attracted 118 respondents. The survey included a spread of respondents across England and Wales, with a few in Scotland. The distribution of the survey and respondents is likely not reflective of the work currently taking place in Scotland and Northern Ireland and this could be followed up on.

10% of people reached have been involved in permaculture for less than 10 years whilst 30% have been involved for more than 10 years.

We also conducted a series of 9 case studies, showcased at a day-long gathering as part of the national permaculture convergence, September 2018.

Asam, Laura and Abdul having a tea break at Horton Community Farm 2016.
Refugees taking a tea break at The Grange, Cressingham.

Reflections

What we have learned from the report is that permaculture is being successfully used to bring about real and significant change by people living and working in disadvantaged communities in a wide variety of settings; rural and urban, supporting people with physical and mental health difficulties, peer-led as well as working with councils, through practical ‘hands-on’ and theoretical work.

One woman taking a permaculture-inspired course with Headway Cambridgeshire after experiencing a stroke, had the following to say:

“If it wasn’t for the support I have received I would have given up. I have gained a greater appreciation of the word HOPE since I have done the course. I have discovered that once you choose HOPE, anything is possible.”

Appreciations

The Permaculture Association successfully applied to the Lottery’s Awards for All programme which has funded the first year of the Thriving Communities project.

We appreciate the time and effort that those working in these ways have contributed. In particular, we are grateful to all those who’ve taken the time to speak with us, during busy schedules to share the value of the work they are doing, to share their thoughts, words, pictures, experiences and photographs.

We appreciate the breadth and depth of this work; people supporting each other through the metaphors of permaculture to garden themselves into better health, creating permaculture gardens, food systems and organizations that engage people at the edges and margins of society; to broaden our perspectives and to continue to develop better communities and a better society, building on and expanding the experiences of those who are living at the margins.
Permaculture Ambassadors

The Permaculture Ambassadors project is helping people share permaculture more widely.

Achievements

The second Ambassadors Conference enabled participants to develop skills to better share permaculture, while networking with others; 100% said they would ‘recommend the conference to a friend’ in a post-event survey.

We have supported members to hold a total of 18 local gatherings, where people have shared knowledge and good practice of practical solutions and permaculture design - people are better connected.

The #WeLoveLiving campaign celebrates why #WeLoveLiving with a series of simple, low-cost actions to make a positive change in the world. A set of print resources has been created for members and partners to distribute, which includes eight postcards and two posters, supported by a social media campaign and 200 limited edition Seedball giveaways.
Reflections

Our members are typically involved in many projects and their time is precious. As this project has gone on, we’ve seen the real value in taking the lead, working with a small number of people to create resources that support others to make sharing permaculture easier.

We will be carrying out an internal review of the past two years’ work, gathering feedback from members and others. From there, we’ll plan and resource a new phase, which will continue to provide support where it’s needed most.

Appreciations

The Permaculture Ambassadors project has benefited from grant funding from the Joseph Rowntree Sustainable Future programme, since July 2016. This has enabled us to provide support to people that are sharing permaculture with others. We know there are thousands of people around the country sharing permaculture and practical solutions.

A big round of applause to those members that took a step forward, organised local events and are gathering a network of people local to them in order to design more thriving spaces and communities. We hope this project and our future work will make it easier to spread permaculture more widely.

#WeLoveLiving resources. Photo: Sam Smithson.
52 Climate Actions

52 Climate Actions is a website foregrounding the many solutions to climate change used by the permaculture community. The project is a collaboration between 9 organisations, led by the Permaculture Association. Its goals are:

1. To help people understand their personal power in tackling climate change;
2. To collate permaculture based solutions to climate change;
3. To promote these solutions;
4. To inspire action through;
5. To contribute to mitigation, adaptation and sequestration.

The 52 Climate Actions team meeting at Napier University Permaculture Garden, Edinburgh, in February. Left to Right: Nigel White (Permaculture Association), Callum Egan (Napier University) and Niusia Winczewska (SpiritLab Designs).

Achievements

All 9 project partners met in Leeds in June 2017 to launch the project. We selected 52 actions, one for each week of the year. All take the verb/noun format, e.g. ‘make compost’, ‘ride your bike’, putting the emphasis on taking action, not just information.

We are developing the actions as a deck of cards, with each card linked to an in-depth supporting website. Our final major decision was to focus only on the Global North. Future versions could focus on the Global South, on businesses and on children.

Graphic Designer Niusia Winczewska has developed a series of striking designs for both cards and webpages. Her initial designs were tested with potential users in March and proved popular.
One of the simple icons developed for the project.

Reflections

The first stage of the project runs until 30 June 2019. In year 2 we will:

1. Create the text for 52 cards and web pages.
2. Support these with scientific references and learning resources.
3. Complete the graphic design of all elements.
4. Create webpages on the background to climate change.
5. Launch a fully functioning web platform.
6. Test the web platform with users.

We are already applying for funding for stage 2 of the project, which will focus on marketing the 52 Climate Actions cards and website.

You can read the halfway project report by clicking the link at the bottom of the project information page.

Appreciations

Thanks to all the amazing members of the 52 Climate Actions team who have worked so hard to deliver this amazing project. And a massive thank you to the VK Rasmussen Foundation for the £75,000 grant that made it possible.
Education

For the past 14 months that I've worked as education network coordinator, it's been a steep learning curve getting to know the various education networks in the UK and internationally.

Achievements

In September 2018 - launch of the first edition of the Permaculture Course Prospectus. This will help better communicate permaculture and the ways to learn it, to a wider audience.

The international Educators' membership has provided a strong culture of ‘integrate rather than segregate’ - Educators are sharing essential resources, communicating regularly and providing quality and varied education - it's an active education network - Thank you to all the educators who are sharing and supporting each other!

The Education Working Group and I have been working on plans for curriculum building to make permaculture more mainstream - this past year has seen the development of excellent resources for children's education through the work of Children in Permaculture (CiP) and this is something we plan to develop more next year.

Reflections

In the past year I have been focused on how to reach out to more people with permaculture and what the barriers are to education. Reference to online courses has been added to our Permaculture Design Course core curriculum, as we move towards our goals of a more accessible and inclusive education model. For everyone to see permaculture in practice and truly experience the strong culture, I think it's necessary to focus on enlivening our LAND network and developing more varied and inclusive ways for people to learn and connect with permaculture - we'll be working to resource a new phase of this work.

Appreciations

It's been fantastic working so closely with the Education Working Group - who have supported me in clarifying the curriculum, learning how to communicate with the wider audience of potential students and developing a strong international educators network through the ‘educators membership’. Thank you to the volunteers
on the Education Working Group and the many educators working to support more people do more permaculture!
Diploma in Applied Permaculture Design

The Diploma in Applied Permaculture Design is the next step after the Permaculture Design Course and is a course of self-directed learning. During the Diploma, apprentices prepare a portfolio of ten designs that demonstrate their ability to apply permaculture ethics and principles and show competence at using a range of design methods, tools and skills.

Achievements

The seventh Diploma Gathering was held in Conwy in November 2017. Nearly 60 apprentices and tutors gathered to enjoy a varied programme of workshops, informal catch-ups, and, most importantly, to witness and celebrate an accreditation.

Reflections

While registration numbers have steadily increased, only three apprentices accredited in 2017-2018. We need to do more to keep apprentices motivated and demonstrate more effectively that the Diploma doesn't have to be a series of onerous design write-ups.

It is hoped that planned activities such as improved communications (namely a regular bulletin/check in from the Association with practical help and guidance), a useful and interesting standalone Diploma website and a searchable online library of designs will go some way to helping apprentices feel more engaged and accredit their Diploma.

Appreciations

A massive thank you to the Diploma Working Group volunteers and their countless hours spent supporting the Association staff in the maintenance and development of the Diploma system. Thanks also to all the Diploma Gathering attendees who make the event such a success.
Membership

We could not do the work we do without the support of our growing network of members. Not only do we support members in a host of ways, members also drive forward projects and all the local work.

Achievements

This year we welcomed 359 new members to the network, two of which were new Lifetime members, reaching a total of 1503 members at the end of June 2018.

We launched a new Educators membership, reviewed our vision, mission and aims, and asked members to prioritise and comment on our existing services and activities.

Reflections

The surveys (which are still being analysed) already indicate that members are highly ambitious and are looking for the Permaculture Association to take a leading role in the re-imagining of our society! The scope of the task is truly enormous: transform agriculture to be agro-ecological and biodiverse; get permaculture into mainstream education from primary to university; support a shift to a new economic model. To get anywhere near our ambitions, we will need to find creative ways to collaborate across our networks and involve members deeply in the work that needs to be done.

Appreciations

Once again many thanks to our truly amazing network, both the long term pioneers with incredible knowledge and projects, and all our new members with passion and enthusiasm to get involved and make a difference.
Paramaethu Cymru

Paramaethu Cymru is the strategic network of the Permaculture Association in Wales. It has been developing step by step over the last decade and has taken big steps over the last few years with the dedicated support of Cara, the Paramaethu Cymru network coordinator.

Achievements

Since September 2017, we have been running the one year £15,000 Paramaethu Connect project funded by Awards for All and the Postcode Local Trust. We have also opened a bank account with Triodos and appointed job-share volunteer treasurers. Other new volunteers include a translation team, website and Dysgu circle coordinator. Following a sociocracy training, we have rearranged our teams into circles.

Connect - We built a great programme of 13 Open Days to permaculture projects across Wales. These were a brilliant opportunity for regional networking and we have gained new members. Each project was given £500 for an open day to improve site access:

1. Anglesey, the Old Rectory
2. Gwynedd, Bangor Forest Garden
3. Gwynedd, Tyddyn Teg CSA box scheme
4. Gwynedd, Henbant
5. Swansea Gower, Ty Enfys Retreat
6. Carmarthenshire, Heartwood
7. Carmarthenshire, Dyfed Permaculture Trust,
8. Pembrokeshire, Lammas
9. Pembrokeshire, Spiritwood
10. Neath, Rheolr Community Gardens
11. Powys, Ashfields Community Enterprises (annual gathering)
12. Cardiff, Global Gardens project with asylum seekers.

Training - We ran a sociocracy weekend training and social in March at Denmark Farm. 20 people attended. We also paid tutors a contribution to attend open days.

Events kit - We have a standard kits for each regional group, which is helping them to represent Paramaethu Cymru at events.
Dyfed Permaculture Trust open day.

Social Justice - We budgeted £1,000 to support volunteers and help disadvantaged people to attend our events. This was hard to spend initially. Thanks to our Thriving Communities project, I made contact with Global Gardens in Cardiff working with refugees. They have become members, run an introduction to permaculture course and plan an overnight trip to two west Wales projects.

Bank account and treasurers - We hope to use this account for some modest direct fundraising and donations at events.

Reflections

After 2017 successful fundraising, we decided to go for a larger programme. The Connect project has taken a lot more coordination time than anticipated and one large bid has been achieved so far.

The team has become stronger because of limited staff capacity but also suffered, so the gathering did not have high numbers (it broke even due to Connect support). 10 hours coordinator time is not sufficient to support the network and run a project/s.

We still struggle with capacity and need the website to be easier to operate for members. We have prioritised these areas and now have more dedicated resource to the website and are hopeful for our fundraising plans.
Appreciations

Bangor forest garden open day.

Hooray for the enthusiasm and hard work of volunteers – coordinating, website, Facebook and Twitter, treasurer, design, running the gathering, training and open days, giving talks. Fantastic amounts of networking achieved with the training weekend and open days this year.

The volunteer team has reached new levels of ambition and capacity, with new energetic and experienced volunteers on board.
Permaculture Scotland

Let’s permaculture Scotland! We have been doing this through meeting regularly, organising events, attending other people’s events, responding to government consultations, and coordinating the ScotLAND project.

Achievements

The events team exceeded expectations this year! We held a brilliant event at Craigtoun Country Park, St Andrews, which was attended by over 170 people and made enough money to reimburse volunteers for their travel expenses throughout the coming year. The event was a collaboration with Transition St Andrews University, who did an amazing job on the ground working with local students and others. To build for this event we held a potluck Burns planning party in January, which was instrumental in engaging local people.

In addition, Permaculture Scotland volunteers attended at least 8 other events, leading workshops, talks or stalls, including: the Scottish Green Party conference, Learning for Sustainability events, Edinburgh Eco Fair, Scottish smallholders conference, Knockengorroch Festival and Eden Festival.

We have been coordinating the ScotLAND project, which has welcomed over 19,000 visits to Centres and Learners, including 325 visitors from hard to reach/disadvantaged communities.

Reflections

As different volunteers have come and gone from the Permaculture Scotland working group, we have appreciated using sociocracy as the guiding framework for our work. It speeds up processes and the minutes spreadsheets in a ‘cloud’ makes it much easier to search and find relevant information.

At Craigtoun Country Park, St Andrews.

Appreciations

Thank you to all members of Permaculture Scotland, especially those who help to promote permaculture through talking to people about it, attending events (including the national gathering), and supporting us to achieve our vision of ‘an abundant world in which
we care for the Earth, each other and future generations, whilst living within nature’s limits."
Supported projects: International Permaculture Education Network, Mother Nature, Youth in Permaculture, Gardens of Sanctuary, People’s Food Policy and others

A group session, with other Lush Spring Prize winners. Photo: Lush Spring Prize.

The Permaculture Association has a well established process and flexible framework for enabling and supporting members to take projects forwards.

Sometimes we just act as a responsible body to process funds with light touch management, sometimes we help take on staff and directly help to manage the project.

Achievements

This year we have supported:

- International scholars to attend the International Permaculture Convergence in India via a £4,000 gift from surplus generated at the International Convergence we hosted in 2015.

- Gardens of Sanctuary. CEO project development support for an initiative generated by member Ben Margolis, and now taken forward with Cities of Sanctuary and Social Farms and Gardens UK (formerly Federation of City Farms and Community Gardens).

- Mother Nature: a European partnership to look at support for new parents to learn about and use permaculture in their parenting. Led by Looby Macnamara.

- The Youth in Permaculture project: a series of smaller EU funded programmes to bring young people together to help co-design a youth permaculture network. Led by Charlie Gray.

- International Permaculture Education Network: an initiative first born at the 2015 International Permaculture Convergence, London. We supported them to apply to the
Lush Spring Prize and they secured £20,000 to take work forwards. Led by Steve Charter and Lachlan McKenzie.

• OrganicLea to secure another round of funds towards their volunteer support programme.

• The Himalaya Permaculture Group to secure further funds towards their work, which marks 25 years of support for projects in Nepal. Long term work led by Chris Evans.

• The Marda Permaculture Farm to secure donations from members in the UK towards helping their permaculture farm in Palestine.

• PermEzone to secure funds and donations for their work with Kenyan farmers.

• The People's Food Policy group to process donations, manage accounts, host online meetings as well as being active contributors as partners within the group.

Reflection and appreciations

We greatly value the passion and commitment shown by members to take forward projects in the UK and internationally. We are working to ensure that we can better support more member led action in future.
Events

Our events programme this year has been concentrated around several larger events. The first was CTRLshift. Since then, we’ve been working on developing a new, more radical permaculture convergence.

Working alongside the Permaculture Ambassadors project, we’ve also been able to get out to a lot more events than usual, ensuring the Permaculture Association was visible across the UK this year.

Achievements

- Our biggest achievement and primary focus was the CTRLshift Summit 2018 in Wigan. 149 attendees from over 90 organisations involved in civil society. 40+ Partner organisations. We co-founded the event and was the lead organisation, providing the administrative, financial and project management resources.

- We have managed to maintain momentum with CTRLshift and we are now planning a follow up event in March 2019 - the day we leave the EU (if we do). Read more about CTRLshift below.

- We took the National Permaculture Convergence into urban Hulme in Manchester. The aim is to celebrate and explore the radical changes taking place within cities and other urban environments, one of the places permaculture can be most relevant to.

- We also enjoyed attending the Oxford Real Farming Conference in January, increasing our presence there significantly, and a number of other high profile events.

![Biochar gathering, organised by members as part of the Permaculture Ambassadors project.](image)

Reflections

- There's been several new regional and local events, which we’re delighted to support with our bookings service. These include the Eastern Regional Gathering and a large number of gatherings supported by the Permaculture Ambassadors project, ranging from Sunderland in the North East down to Exeter in the South West. This ties in with our ambition for there to be annual or bi-annual regional gatherings all over the UK each year.
CTRLshift has seen us explore the idea of an ‘ecosystem of events’ for the first time. The approach is to mutually support the events of others working for social change and acting as partners of CTRLshift. We see this as a way to expand our events impact without need of significantly increased resources.

Appreciations

Thanks to the CTRLshift supporters, all of our many event participants, event organisers, workshop leaders, stewards and crew.

CTRLshift 2018 partners
Web and communications

Our suite of websites is constantly being developed and improved upon. Our websites:
- www.permaculture.org.uk
- blog.permaculture.org.uk
- knowledgebase.permaculture.org.uk
- scotland.permaculture.org.uk
- wales.permaculture.org.uk
- international.permaculture.org.uk

Achievements

- This year we built functionality for our members to cross promote their events and courses across the www, Wales and Scotland sites. Around 1,300 events, courses, jobs and opportunities were listed on our website by our members!
- We developed the new Permaculture Ambassadors portal to support people to develop relevant skills to share the benefits of permaculture.
- The Educators portal was also launched to support the teaching network.
- 116,500 users visited our main site 2017-18.
- Conducted a comprehensive review of our communications channels, making updates to formats and practice.

Reflections

Our suite of websites continues to develop and grow to serve members and across the UK and beyond to learn from, meet and support each other. We’re making it easier for members to promote their courses and events locally across the UK site and Wales and Scotland sites.

We have big plans for the next phase of our web development including providing easier ways for members to connect based on their interests and livelihoods.

We have conducted a review of all our communication channels, using data and best practice to update templates and format. We’re working hard to present permaculture and the organisation in a clear and professional manner. Things are changing fast and there is growing support for the approach that we have been pioneering for the last 35 years. It’s important that we’re seen as a credible and coherent organisation and network that can deliver the solutions that are needed now more than ever.

We’ve lots of learning to help continually improve our communications, ensuring members are well informed and served, and improving access to permaculture to a wider audience.
A sample of our new look.

Appreciations

Many thanks to our fantastic team of website volunteers and to Darren Woods and our hosts/support company - enCircle. Thank you to Dan McTiernan for embarking on the journey of reviewing and redesigning our brand.
LAND:

Learning and Network Demonstration

The Learning And Network Demonstration (LAND) Project is a network of sites verified by a team of permaculture tutors as delivering or working towards an excellent standard of demonstration. These sites currently include, but are not limited to suburban gardens, smallholdings, farms, forest gardens and sustainable buildings. Sites are set up to show permaculture in practice in a safe, accessible and inspiring way.

We have 26 ScotLAND Centres and Learner Centres. In England, the network persists as it has done for some years, without funding yet boasting an impressive 100+ Centres. Wales has never had an active LAND Project but benefits instead from Paramaethu Connect.

Achievements

In the last two years of ScotLAND we have:

- Welcomed 19,662 people visitors, volunteers and course attendees.
- Embraced 325 visitors from hard to reach/disadvantaged groups enabled through the Group Visit Scheme.
- Grown as a network include 13 new Learners, 2 of which have already progressed to being Centres.

- Represented Permaculture Scotland at at least 22 events around the country.

By the end of September 2019, we hope to have made possible:

- Repeat and surpass the previous achievements.
- A subsidised Permaculture Design Course taking place in a remote northern location to enable greater geographical spread of the network.
- An alternative application stream which enables applicants to join ScotLAND without needing to hold a Permaculture Design Certificate, through an Assessment of Prior Learning framework.

Reflections

After a bit of tweaking of the application process, we had a great many applications come in! This would indicate that there are plenty of practitioners out there looking to join the network. So, with some more publicity and the creation of an alternative application process we are hopeful for an even larger demonstration network.

Our ScotLAND group visit scheme, however, has proved rather a struggle to coordinate for various reasons. We have made changes this coming year, to apply the grant per-person rather than
per-group, and will be directing people to another relevant grant made possible through the Scottish Government.

Appreciations

LAND is actively growing in Scotland thanks to funding from Robertson Trust, Seedbed Trust and Awards for All (Big Lottery).

We would like to thank all of the Learners and Centres for your prolonged commitment to the network, and all that you bring to it. The fact that the size of each individual project varies from 0.05 to 240 acres, from Penzance to London to the Isle of Skye, is a testament to permaculture’s ability to be appropriate at many and varying scales.

You’re the only sites in the UK formally recognised for your demonstration of permaculture design and principles, putting you at the forefront of a powerful movement, impressive changemakers in your own right.
CTRLshift

CTRLshift: An Emergency Summit for Change launched with the intention of producing a groundbreaking event that had aims of:

- Bringing together visionary organisations and individuals to create a powerful coherent voice and a collective action plan for radical, positive change in the UK.
- Combining our organisations’ talents and visions to begin to shift control over our democracy, economy and environment, from Westminster and multinational corporations, to people and communities across Britain.
- Creating a strong, organised, vocal alliance through which we will have an unprecedented opportunity to help shape the massive changes the UK faces in a post-Brexit, social and ecological time of crisis.
- Seizing this moment to help radically redesign all our futures for the better.

It was an ambitious and exciting project from the beginning with the intention of launching something significantly different than other projects we have engaged in. CTRLshift moved our work into the realms of economy, politics and a multitude of other sectors, as we and others sought to learn to collaborate better and address our habits of ‘silo’ working. The event was billed as an Emergency Summit, recognising that the time for change is now.

Achievements

The event was held in Wigan, March 27-29 2018. Headlines from it include:

- 149 attendees.
- 90 organisations present.
- 40+ signed up partners across diverse sectors.
- A series of structured conversations and open space sessions that allowed us to share information and plans for how we might work together around a series of ‘cardinal questions’, i.e. those issues that if unlocked could allow breakthroughs that would lead to an increase in our potential – e.g. land access.
- Many new relationships and connections between attendees, leading to new initiatives for their networks.
- A number of emerging projects related to taking the whole process forwards, with many people stepping forwards to help develop the CTRLshift process in the coming year.

Since March, the focus has been on the transformation of CTRLshift from an event into an alliance for ‘taking control of our future’. We’re working with other partners on funding bids, on developing a ‘business plan’ for the movement, on building working groups addressing priorities raised at the first event and looking forward to
our second summit at the end of March 2019, timed to coincide with the planned Brexit date.

Reflections

CTRLshift’s ambitions are huge with the opportunity to put permaculture right into the heart of a wider debate on the future of the country and the systems which govern it.

Though it’s small steps so far, there is every reason to believe that what is being created can contribute to the unfurling discussion and charge it with a sense of urgency.

As the scale of the social, political, economic and environmental challenges becomes ever more apparent, we need a way to collaborate with each other. CTRLshift is one initiative trying to create that space.

Participants at CTRLshift. Photo: Lorraine Ishak, shared under CC BY-NC-SA.

Appreciations

Huge gratitude to all the volunteers and those who supported CTRLshift with funding, including the Network for Social Change, Seedbed Trust, Shared Assets and Solidarity Economy Association.

Also to those who co-produced the event from the start – The Alternative UK, REconomy Totnes, Billinge and Orrell in Transition and many more.
Permaculture Collaborative Laboratory

The permaculture collaborative laboratory (CoLab) is an international project led by volunteers from around the globe. It aims to increase the effectiveness and coherence of the permaculture movement by supporting people to collaborate from local to global scales.

The CoLab offers enabling digital spaces, training, and practical support and nurtures the emergence of permaculture enterprises and leadership initiatives in a wide range of areas.

Achievements

A lot of effort has gone into building the capacity of the CoLab network to communicate, coordinate, and collaborate. We are growing our capacity to support each other and further networks in the movement.

The formal leadership group, the CoLab stewardship circle, has evolved to become self-reliant. This is crucial as it enables the CoLab to become resilient and to continue beyond formal support (through funded roles). On that basis, we have started to assess and re-work the processes and digital technologies we have been trialling for the last 12 months. We are diving into developing a more permanent website, collaborative tools, and processes.

We have made significant progress in our application of sociocracy as a way of organising and governing the CoLab and are offering formal training to people involved in this work. A great way to show gratitude for the time people have been willing to gift this initiative.

Reflections

Keeping momentum in a volunteer run initiative is difficult to do and difficult to support. This is the case for all enterprises but is particularly true for those that are (and are likely to remain) fairly abstract for most people. Goals such as effectiveness and
coherence in the movement are lofty in comparison to a raised bed in my own garden. The latter offers a tangible outcome, it imprints itself visually and rather permanently in our life and makes an immediate difference to what we can do, achieve, and produce. Being conscious of such differences nurtures patience and modesty but also enables one to sustain a steady but meaningful degree of engagement.

Appreciations

Among all those people that supported the CoLab (and the prior Next Big Step project) that we appreciated greatly, is one person that stood out. Naomi, thank you so much for all the time you have invested in this initiative.

Thank you also to Lachlan who has been volunteering his time for a quite a while now. Another shout out ought to go to Andrew, who has managed to maintain a steady commitment to the aims of the CoLab, for longer than most others. The continuity this brings is essential to our initiative making a difference.
Into the future - where next?

It’s an understatement to say that the future is looking uncertain. Global risk registers are all indicating that risks are increasing in scale and likelihood with many already playing out.

The world is already struggling to cope with the highest number of refugees since World War 2, extreme weather events are killing thousands of people and reducing harvests, and the natural world is under huge pressure with biodiversity declining at alarming rates in many marine and terrestrial ecosystems. Climate change models have consistently underestimated the speed and depth of change with many records being broken in the last six months, decades before impacts were anticipated in even recent scientific assessments. It would be irresponsible for the Permaculture Association not to be honest in its assessment. We are in grave danger.

At the same time, initiatives within permaculture and allied networks are developing and delivering ever more comprehensive, holistic and effective projects that address these risks, meet human needs and help to regenerate the natural world.

Our capacity to create a fair society that works in harmony with nature, has never been greater. Public awareness of the problems has never been higher. There is potential and need for a huge societal shift over the next few years. The values, principles and design solutions that permaculture has been testing and promoting since 1978, are a vital part of that shift.

Strategy review

Given the escalating crisis we are having a deep review of our current work and honing a new strategy. We are placing this within a long-term perspective (2019-2050) in order to give real focus to our current action. Look at the stats, and it’s clear that we need to prepare for a climate catastrophe. The strategy will be published in early 2019, and whilst not yet finished, some clear themes are emerging:

- **Consolidating:** honing core services and using the 35 years of work and resources in new and creative ways. Use and build on what we have now.

- **Building networks:** Improving our engagement with members and volunteers - enhancing feedback loops between staff and wider network, supporting local groups, nodes and hubs. Strengthening our links and relationships with the wider ‘ecosystem of change’.

- **Accelerating learning:** increasing our learning offer - use the Diploma and educator network to develop new courses and online learning, educator support, children’s education, guides for practical actions that can be undertaken by householders, community groups, farmers and more, with a focus on resilience and regeneration.

- **Communicating:** A big push on communications and outreach, including increasing the diversity of people involved - BAME groups, Local Government officers, other NGOs,
academics. Making sure they can access our resources and participate in our networks.

- **Leading:** Permaculture Association offering leadership - a change in tone. We increasingly know that permaculture is working and can contribute to solving the big challenges of our time. Telling the world what we think, not just factual information about what is happening.

When big change happens, it's important to stay open to learning, responsive and flexible, so the strategy will be a framework that can be referred to and updated, setting out key principles and intentions. Its being designed to be accessible to all partners and members, and to focus our collective talents and resources towards helping people adapt to a rapidly changing world.

We can't do it on our own, so we have really focussed on listening to members, so that our strategy reflects our collective intentions, and creates clear ways that everyone can get involved.
Get involved

Connect with your local permaculture network
There are vibrant groups and networks with amazing events and people across Britain. Get in touch to find out who is in your area. www.permaculture.org.uk/about/connect

Give to the Friends of Permaculture Scheme
Donate to this scheme at www.permaculture.org.uk/friends and help to support permaculture projects who are doing great work in deprived areas of the UK.

Give someone a gift membership
A great gift for someone you know or love. If all of members introduced just one new person we could strengthen our network and raise permaculture awareness significantly! www.permaculture.org.uk/gift-membership

Do a Permaculture Course, register for the Diploma
This is a great way to develop your own interest and skills in permaculture. The Diploma is the next step and will benefit you and the wider network. www.permaculture.org.uk/about/learn

Run a stall at a local event or host a regional convergence
We can provide you with the leaflets, books and encouragement to have an inspiring presence at local event. Why not plan a local convergence? We can support you. www.permaculture.org.uk/events

Leave a legacy, give as you live, payroll giving
Consider how you can make an extra contribution to support our work. www.permaculture.org.uk/donate

Become a Permaculture Ambassador
Spread the word, be creative, learn valuable skills whilst being supported by the Association and part of an ambassador's network. www.permaculture.org.uk/ambassador

Support a developing permaculture project
£150 pays for one of our expert permaculture tutors to provide intensive support for an emerging project. www.permaculture.org.uk/donate

Join a working group, volunteer at the office, give us your views
The Scotland, Wales, Farming, Diploma, Education, LAND, Membership, Knowledge, Research working groups and Board of Trustees would be delighted to hear from you. www.permaculture.org.uk/contact