

Annual Review 2016–2017



• • • • • **Our vision**

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

• **Our mission**

- Empower people to design
- thriving communities across
- Britain, and contribute to
- permaculture worldwide.
-

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Board

Cindy Stott, Graham Wood, James Piers Taylor (Chair), Jenni Lauruol, Philip Blandford (Treasurer), Sandy James.

Staff

- 1 Andy Goldring (CEO), Cara Wilson (Wales), Catherine Marsh (Diploma), Chris Warburton Brown (Research), Dan Hurring (Events), Dan McTiernan (Communications Assistant), Finn Weddle (ScotLAND), Harriet Walsh (Office), Helen White (Finance), Joe Atkinson (IT), Jemma Dixon (Education), Lusi Alderslowe (Children), Naomi van der Velden
- 2
- 4
- 6
- 8 (International), Nicola Bell (Membership/Web), Nigel White (Web Development), Philipp Grunewald (CoLab), Roxy Piper (Strategy Design), Ryan Sandford-Blackburn (Strategic Communications), Sarah Cossom (Digital Communications).
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Welcome from the Board of Trustees

The year in review included the United Kingdom's vote to leave the European Union, a decision that has focused minds on the challenges of sovereignty in these Atlantic islands including many issues pertinent to permaculture practitioners. From food and farming, energy supply and environmental protection, to governance and social equity. Opportunities abound.

In the interregnum between the referendum and departure we entered a period of uncertainty, which alongside the conditions of ongoing austerity have created a difficult funding environment for charities and other organisations. We're grateful for the ongoing support shown by our membership. New and renewing members have made important financial contributions and have been active both field and city designing an abundant world in which we care for the earth, each other and future generations, whilst living within nature's limits. At the same time the Association staff have continued to pursue external funding opportunities that allow us to leverage the work of members to achieve our mission of empowering people to design thriving communities across Britain, and contribute to permaculture worldwide.

In a new era of isolationism the Board are also pleased to see the Association's ongoing engagement with the diversity of international permaculture including collaborations with both

European partners and friends across the globe. Building on the work developed around the International Permaculture Convergence, efforts such as the Permaculture CoLab and PIRN (Permaculture International Research Network) are creating new forms of collaboration addressing global issues. At home there has also been a strengthening of national and regional groups, with both Permaculture Scotland and Paramaethu Cymru growing into significant bodies and a raft of local events and gatherings across all the nations building connections and mutuality.

As an organisation focussed on education and research the Board are also pleased about advances on both fronts. The Children in Permaculture project has made great strides in starting permaculture education early while the Association's moves into online education are creating opportunities to reach new audiences among lifelong learners.

We hear more and more about problems, here we are with solutions.

James Taylor, Chair

2 Our work in numbers

Ambassadors

spread the word about the benefits of permaculture at

10 events

E-bulletin

Over

9,600

people kept up-to-date with monthly news, jobs, events, and courses

Wales

£15000 raised for Paramaethu Connect project

7 regional groups across Wales

350 on regional group email lists

79 regional group meetings

3 working groups: Dysgu (learning); Rootedness and national team of **9**

Governance

3 face to face meetings

9 online meetings

4 policies updated and aims reviewed

Permaculture CoLab

16 participants from

4 countries have tested

5 online working tools, and created

1 framework for international collaboration

LAND Network

81 LAND Centres

32 LAND Learners in England & Scotland

Children

35 attendees across **3** Transnational Project Meetings

19 children and **4** adults from Scotland attended a permaculture school trip to Romania

184,000 visits to website

1194 followers on Facebook

8 case studies written, and

downloaded **1635** times

8,000 downloads of the Survey of Resources

Design courses

17 certified PDCs with

212 new graduates

Website

760,000

visits from

109
countries

Diploma

482 apprentices

33 tutors

60 Diploma registrations

6 accreditations

54 attendees at the
Diploma Gathering

Grow

2130

participants on
GROW 'Soil to Sky'
free online course

Membership

1434 members

of which **16** are businesses

65 are lifetime members

We gained **18** lifetime members

We welcomed

451 new members

Scotland

250+ attendees at the
Permaculture Scotland Gathering

17 projects in the ScotLAND network

268 visitors supported from 'disadvantaged
groups' to ScotLAND Centres through Group Visit
Scheme

3245 visitors, **527** volunteers

and **226** course participants across all
ScotLAND Centres and Learners

1 amazing new ScotLAND
project outreach worker!

Social media

Vibrant conversations on Facebook

21,535 likes

Growing engagement on Twitter

4,075 followers
plus LinkedIn
and Flickr to connect with
a wide audience

Research

959 members of the
Permaculture International
Research Network

Close to **80,000** Permaculture
Research Digest page views

18 partner organisations in the GROW soil
observatory, an EU citizen science project

\$100,000 secured from
the VK Rasmussen Foundation for the
Information for Action on
Climate Change Project

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Improve access to permaculture

Growing Together: Permaculture and addiction recovery

In summer 2016, the Permaculture Association worked with Leeds-based environmental charity and LAND centre, Hyde Park Source and the city's drug and alcohol service, Forward Leeds, to develop a practical permaculture course as part of their sustained recovery programme.

The group applied permaculture techniques to a communal allotment plot, exploring design strategies, principles and ethics as they went.

At the end of the structured programme, participants were invited to consider how they might apply permaculture principles and tools to their addiction recovery journeys.

As the course provides a useful pattern for widening participation in permaculture to marginalised groups, the project has produced a manual for other groups to follow in its footsteps. This is available from Hyde Park Source:

hydeparksourcesource.org/grow-together-manual



Growing together.

Aim 1: Improve access to permaculture

"This new course gets our service users – who have all previously been affected by substance misuse issues but are now fully abstinent – out into the fresh air and back involved in their local community.

You can really see how much it means to the group, how they are simultaneously building confidence and new friendships, having fun, learning brand new skills and already taking real ownership of the project.

Quite simple strategies of using horticulture, permaculture and simply being outdoors working together as a team, can have a profound and positive effect on wellbeing."

Claire Doble, a Sustained Recovery & Detox Volunteer at Forward Leeds, who also supported the project

Key work this year

- Putting education support onto a sustainable footing: This year our main focus in Education has been shifting our support for education activities away from grant funding dependency and onto a more sustainable financial footing. This started with a teachers' meeting in September, where we agreed priorities for the way ahead, and reached an important

milestone in May we appointed a new education coordinator, Jemma Dixon.

- The Certifying Teachers Register (CTR) continues to grow. The register lists people who are approved to issue Permaculture Association PDC certificates. At the end of June 2017 there were over 30 teachers on the register.
- Permaculture Ambassadors project is helping people more effectively share permaculture widely. By sharing skills and creating stronger connections between each other, people are increasingly better equipped to share permaculture with more people.
- National & regional events: 2016–17 saw the return of established regional events, plus new ones. Over 1500 people participated in networking, learning and and having great fun together.
- Website: we launched a new look mobile friendly website to help make our work and the work of our members more widely accessible, plus a new digital map of Diploma Tutors.
- Membership: We welcomed over 450 new members to the network. Created a regional group to cover every area of Wales and supporting them to develop and meet regularly. 7 groups now have around 350 on their mailing lists, with generally around 20 people in their meetings.

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Nurture and grow permaculture networks

“Paramaethu Cymru has covered a lot of ground over the past year, especially in terms of our all being better connected within Wales (though there is still work for us all to do). Having a national co-ordinator has meant that I have been able to put people outside my immediate area in touch with a group or other people near them.

We have started to think together about how the teaching of permaculture could look in Wales in the future.

We have made a great start on raising the permaculture perspective on a national level, including with our group response to the Welsh Assembly’s Rethinking Food consultation.”

Julia Lim, Lampeter Permaculture group member.



Key work this year

Paramaethu Cymru

- Launched a new Educators membership with supporting coordinator and online portal.
- A part time Wales network coordinator, Cara Wilson, was employed for the first time from July 2016. The remit is broad and formed by consultation with the Wales network. An expanded Wales working group have worked on the following:

Aim 2: Nurture and grow permaculture networks

- The 2017 Cymru National Gathering at Tyddyn Teg Community Supported Agriculture farm, with a strong farming and Brexit focus. There were over 30 participants.
- Funding of £15000 has been secured from the big lottery and Postcode Local Trust for the Paramaethu Connect project. It aims to bring resources to groups and projects in each region. It will create learning opportunities, making learning centres more accessible, and create publicity materials to extend volunteers' outreach work.

Permaculture Ambassadors

- Developed an innovative online Permaculture Ambassadors hub, where members can self-manage their learning towards sharing permaculture more effectively. The hub will also host shared publicity resources.
- Permaculture Ambassadors regional gatherings provided networking and learning opportunities for people passionate about sharing permaculture in their localities. The events have provided the opportunity to forge more local connections and create collaborations. 80 people participated in the first round of gatherings. More local events are planned for 2017–18.

Permaculture Scotland Working Group

- Organised another national gathering, with over 250 attendees, notably with a huge number of children.
- Developed the use of sociocracy within the working group and acting as a pioneer for its implementation throughout the Permaculture Association.

ScotLAND

- Two new Learners, one Learner progressed to Centre and tutors provided support through 11 tutorials and 3 assessments; 17 ScotLAND sites overall now.
- 268 people from 'disadvantaged groups' visited ScotLAND Centres through the support of the Group Visit Scheme.
- There were 3245 visitors, 527 volunteers and 226 course participants across all ScotLAND Centres and Learners.



Paramaethu
Cymru
gathering
2017.

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Enhance collaboration within permaculture and related networks



Children in Permaculture Romanian trip.

In May 2017 19 children and 4 adults travelled from Scotland to Romania on a permaculture school trip supported by the Children in Permaculture project.

“The best school trip I have ever been on.”

**John Riley, headteacher,
Gatehouse of Fleet Primary School**



Key work this year

- The Permaculture Association continues to lead the **Children in Permaculture** (CiP) Erasmus+ (European) funded project. Eight case studies about engaging children in permaculture were created and published on the project website. These are being translated into each of the national languages (Romanian, Italian, Slovenian and Czech), and have already been downloaded 1635 times.

Aim 3: Enhance collaboration within permaculture and related networks

- **The People's Food Policy** – co-developed by the Landworkers Alliance, Ecological Land Coop, Centre for Agroecology, Water and Resilience, Global Justice Now and the Permaculture Association – was launched with support from over 80 networks and organisations. Marion Nestle, acclaimed food writer, described it as “one of the best documents I’ve ever seen about food system policy”
Read it at peoplesfoodpolicy.org
- The work to ‘enhance the coherence and effectiveness of local to global permaculture networks’ continued after the International Permaculture Convergence (IPC) in London. The **Next Big Step process has developed its first major project – the Permaculture Collaborative Laboratory (CoLab)**.
- The CoLab has been designed, policies put in place and technology tested to enable online collaboration across permaculture networks. It will launch in late 2017.
- The **International Permaculture Convergence** team in India were supported and given advice based on our own experience of delivering IPCUK.
- The **Friends of IPC** were supported to raise funds for scholars to attend IPC India, with over \$15,000 raised to date.
- A series of presentations and workshops were delivered at the **European Permaculture Convergence** in Bolsena, Italy. A really successful event that brought over 500 people from across Europe.
- We continued to support and engage with the **European Permaculture Network** as part of the coordination team and held a series of bi-monthly online calls.
- Permaculture Association staff attended the third **Ecolise General Assembly** at Amalurra, Basque region, Spain. Ecolise is a European wide network supporting collaboration between permaculture, transition and eco-village networks.
- Co-delivery of the **Growing Together** project, which is providing advice to permaculture and other groups across the UK on community growing and social entrepreneurship.
- The Permaculture Association supported many hundreds of local, national and international collaborations through our website information, public enquiry service and detailed responses to practitioners in over 40 countries.

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Increase knowledge of the benefits of permaculture within society

AIM 4



Discovering permaculture in the heart of the city; Group Visit Scheme enables community to take a tour of Urban Roots, ScotLAND Centre in Glasgow.

Aim 4: Increase knowledge of the benefits of permaculture within society

“Every family said the visit was inspiring and made them want to apply permaculture to their own garden, they also said it had lots of useful practical tips. The children particularly enjoyed the animals.”

Fife Home Educators

Key work this year

- The Permaculture Association contributed as a lead educator to a MOOC (Massive Open Online Course), From Soil to Sky, with 2,130 learners. It included content on regenerative practices and discussions on permaculture.
- Upgraded the main website, July 2016 – this opened up new functionality and has resulted in more users and pageviews on a more accessible and helpful website. We continue to develop our web offering to make best of technological resources available to us, to reach thousands of people.
- The Children in Permaculture survey of resources continues to be downloaded, with over 8,000 downloads in a year. The curriculum, with associated session plans, activities and teaching guidelines were written. Feedback was given from internal and external educators with new drafts created.

- Hundreds of Diploma in Applied Permaculture Design holders and apprentices in the UK and overseas are implementing permaculture design in their homes, workplaces and communities. The Diploma now has 482 apprentices and 33 tutors. 2016–17 saw 60 Diploma registrations and 6 accreditations
- The ScotLAND Group Visit Scheme engaged 268 people on 20 visits to ScotLAND Centres, where visitors learned about permaculture in practice. 99% of overall feedback was positive, with 76% being highly positive, regarding organisation of the visit scheme, friendliness of hosts and quality of information being displayed. All would recommend the group visit scheme.

The majority of feedback highlighted the ease with which the trips were organised, and the applicability of the lessons learned on the trip. Many mentioned utilising their new knowledge in their own outdoor spaces immediately.

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Develop permaculture theory and practice

The GROW launch meeting in Falkland, Scotland, November 2016.



At the start of the year we were focussed on building the Permaculture International Research Network and on the Permaculture Enterprise project. By the year's end the main work had moved to our two new big projects, the European citizen soil observatory GROW and the Information for Action on Climate Change Project. These two projects mark the coming of age of Permaculture Association's research work. Both projects are multi partner international collaborations with a potentially huge global audience.

Alongside these two big projects, we continue to deliver the bread and butter basics of coordinating permaculture research work and researchers, through building the

Permaculture International Research Network, producing the Permaculture Research Digest, responding to all kinds of email enquiries, connecting up researchers, helping students, and supporting interns and volunteers.

"I really enjoyed the [launch] meeting and it was lovely and very helpful to meet the other partners. What great people! You have done an amazing job to keep everyone included – keeping this brilliant team intact – thank you. I am looking forward to working with the team in delivering this inspiring and important project."

Susie Poole, partner in the Information for Action on Climate Change Project.

Key work for the year

- Worked with Kingston University to produce the permaculture enterprise guide website **permaculture-enterprise.org** The website contains tips, simple guides, case studies and advice to those setting up permaculture-inspired businesses, based on our research with permaculture entrepreneurs across the UK.
- Launched the Information for Action on Climate Change project, working with nine partner organisations to build an online database of simple solutions to the problems posed by climate change. The project launch was at Permaculture Association offices in Leeds on 13 June 2017. We hope to have the new database complete and online by the start of 2019.
- Continued to support the Permaculture International Research Network, which now has 949 members globally. Members receive a bi-monthly ebulletin, and we hope to see many new collaborative projects develop from within PIRN, such as the Information for Action project (see above).
- Posted 145 items on the Permaculture Research Digest, which provides summaries of newly published permaculture-related research. All items are hyperlinked to their original sources.

- The GROW project is funded from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 690199.
- Launched the Permaculture Research Briefings, a series of 4-page introductions to topics such as permaculture and disaster relief, natural flood management, and permaculture and community gardens. The first six briefings were initially only shared with Permaculture Association members, but they will soon be placed in the public domain. More briefings will be created soon. A huge thank you to our magnificent intern Rhiannon Leach for designing and researching the briefings.
- Began work as a partner in the GROW Observatory, a European-wide project engaging thousands of growers as citizen scientists. In this project, participants will learn together, using simple tools to better manage soil, while contributing to vital global environmental monitoring. We are hoping for a strong permaculture presence in the project.



The GROW project is funded from the European Union's Horizon 2020 research and innovation programme, under grant agreement No 690199.

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Build an effective and sustainable organisation

“Often in organisations challenging the status quo is frowned upon, but in the Permaculture Association it is positively encouraged! We’re constantly looking for more innovative and effective ways of working and input from all staff is welcomed and valued as part of that process.

Since joining as a staff member in April 2017, the steep learning curve has been eased considerably by colleagues who are always willing to help, however busy they are.

I can honestly say I’ve never worked with such a dedicated, hardworking and knowledgeable bunch of people. It is testament to the team, and great leadership, that the Permaculture Association is the thriving and healthy ecosystem it is. I’m excited to be a part of its future.”

Sarah Cossom, digital communications coordinator.



Leadership is nurtured and supported in every part of the organisation

- The Permaculture Ambassadors project supported members to develop new skills and engage others in permaculture, locally, regionally and nationally.
- The Board of Trustees discussed the gradual adoption of sociocracy across the organisation and Scotland and Wales working groups continued to develop their use of it.
- Members were supported to take leadership positions within working groups, projects and the delivery of events.

Members, beneficiaries and customers are served, valued and engaged through a strong focus on understanding the network and their needs

- Ongoing surveys and dialogue improved our understanding of the network's needs and a series of participatory workshops were held at the national convergence.

Strategy and planning processes are participatory and ongoing

- Members commented and engaged with different areas of our work, and working groups developed plans for Scotland, Wales, Farming, Education and the Diploma.

People are valued and nurtured and able to contribute to our work in many ways

- Hundreds of volunteers were celebrated in many creative ways!

Our processes are well designed and managed and subject to ongoing improvement and innovation

- We continued to work on our open source database and websites to make processes more efficient and responsive to members' needs, including an enhanced event service.
- The shift to an online office and distributed team working progressed well and the Board of Trustees has trialled monthly online meetings.

We focus on learning and manage our information and knowledge effectively

- The Knowledge Base made a big step forwards with \$100,000 secured to develop the next phase of development.

We know when, why and how we are successful and the organisation can be sustained well into the future

- Event surveys consolidated and used to enhance our processes and event offering.
- A trial on measuring our social impact, looking first at the LAND network, has been conducted.
- The Thriving Communities phase 1 project was designed to review the impact of permaculture in disadvantaged communities. Funding has recently been secured to take this forwards.

Financial information

Income **£683,291**

This is an interesting figure in a number of ways. It is bigger than it has ever been and gives some indication of how the Association is expanding its reach and developing its reputation as a successful delivery partner.

Expenditure **£401,188**

This is within the expected range. We have spent unrestricted funds upfront to develop charitable trading activities that enable us to deliver charitable activities whilst they cover most or all of their own costs.

Surplus **£282,103**

This year, there is a surplus of **£316,031** on restricted funds, which will be spent in future years as agreed with each funder. There is a deficit of **£33,928** on unrestricted funds, which is due to upfront costs in increasing revenue neutral charitable activities. We expect to break even and then increase unrestricted reserves in future years.

Balance Sheet

The increase in cash to **£448,952** is due to the receipt of restricted funds before the majority of the expenditure. There has also been a reduction in deferred income.

Conclusion

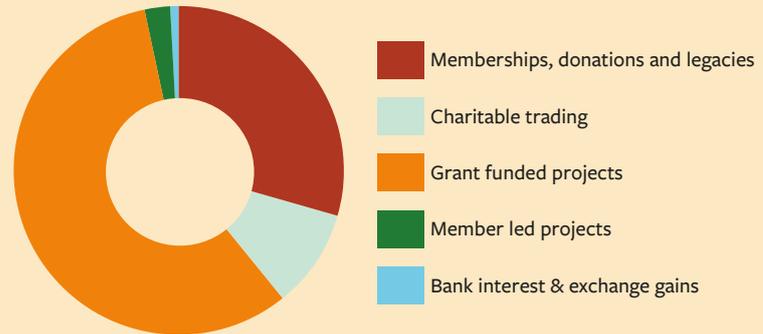
This year's figures show that the Association has been able to build on the experience and reputation gained from hosting the successful IPC. We will continue to monitor our use of unrestricted funds to ensure that our reserves start to increase.

Our accounts are audited by Third Sector Accountancy Ltd, and are available on our website.

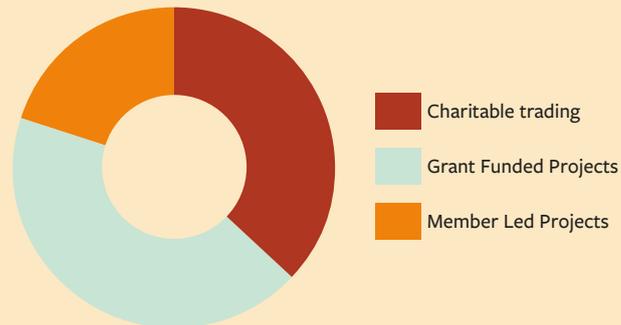
Balance sheet

	£
Current Assets	605,032
Creditors	(156,080)
<hr/>	
	448,952
Unrestricted:	53,890
Restricted:	395,062
<hr/>	
	448,952

Analysis of income



Analysis of Expenditure



Looking ahead

It's a tricky time for planners. Brexit, climate change, shifting politics and the incredible pace of technological development are all contributing to a sense of dislocation, unease and uncertainty about the future. Whilst the Permaculture Association has to negotiate these things too, our core mission is as relevant today as it was in the past.

Now more than ever we need to connect and collaborate with others to embed the principles and proven techniques of ecological design and ethical action into everyday life.

We remain hugely ambitious, cautious and realistic, and enormously grateful to our members, who make most of it happen.

What we want to do

Learning

New online courses, Diploma modules, Open Badges and school programmes, increasing the uptake of existing adult education courses and designing new ones with our educator members. Creating member research opportunities and supporting peer to peer learning. Using our communication channels to engage, inspire and inform.

Networking

Making it easier for people to meet, support, work and learn together. Developing Permaculture Scotland, Paramaethu Cymru, Farming, Education and LAND networks of groups and projects. Enhancing the website to make online networking and identifying member skills and projects much easier. Trialling (online) 'communities of interest' to connect members and nurture new initiatives.

Events

Developing a varied programme of national, regional and specialised events where we can learn and network, build relationships and dream together of the world we want (and are willing to make happen through our collective efforts)! Some of them will be in fields, some in conference centres.

How we want to do it

In interesting, people centred and nature friendly ways. Agile development, online working, smart and transparent information systems and sociocratic organising. Plus good old fashioned listening, laughing and eating together whilst we plan our next activities and celebrate the things that went well and the things that didn't.

Most importantly, we want to do it with more people and new people. The Thriving Communities Phase 1 project will report next year and we will have a much better idea of how to support disadvantaged communities. We want to work more with farmers and land managers, and more people from black and minority ethnic groups, and artists and a whole host of others. To engage so many people, we will need to work in partnership with other organisations, and find ways to support our members to take the initiative and work with each other on projects of mutual interest.

We remain hugely ambitious, cautious and realistic, and enormously grateful to our members, who make most of it happen.

How to contribute



Get involved in the Permaculture Ambassadors project
Spread the word, be creative, learn valuable skills whilst being supported by the Association.



Host an Intro
Introduce others to permaculture. Find open source course materials at permaculture.org.uk/education.



Form a local group
There are vibrant groups and networks with amazing events and people across Britain. Get in touch to find out who is in your area.



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!



Share online
Use social media, blogs, newsletters etc. to share the permaculture message.



Tell a friend
Thank you for telling others about the work we're doing. Share a story about a design or details of one of our projects.

Thanks!

- **To you** and the thousands of other people in the network who have worked together to develop permaculture over the last year – in Britain and all around the world.
- **To our funders and donors** – Awards for All Scotland, Erasmus+ and Horizon 2020 EU programmes, Joseph Rowntree Charitable Trust, Lush Cosmetics, Robertson Trust, Seedbed Trust, V Kann Rasmussen Foundation, and the anonymous donor that helped to fund the Permaculture CoLab.
- **To our many event attendees** – thanks for coming and sharing your skills & knowledge.
- **To our many volunteers** – over 200 people have helped over the year – the equivalent of 6 full time workers! Thanks to the Board of Trustees, event stewards & crew, Permaculture Ambassadors, members of the Education, Diploma, Farming, Research, Knowledge, Scotland and Welsh working groups, and our regular office volunteers.
- **To our wonderful staff team and their families**, our regular contractors, enCircle for web support, dg3 design, and the Hollybush Conservation Centre in Leeds.
- **To the many LAND Centres and LAND Learners** who provide a brilliant way of engaging thousands of people in practical action and learning.
- **To the teachers and Diploma tutors** who inspire, inform and engage many hundreds of students and apprentices.
- **To Permanent Publications** for their ongoing support as media partner.
- **And finally, to all the members** that continue to support the Association in so many ways.

permaculture.org.uk



Horizon 2020
European Union funding
for Research & Innovation

