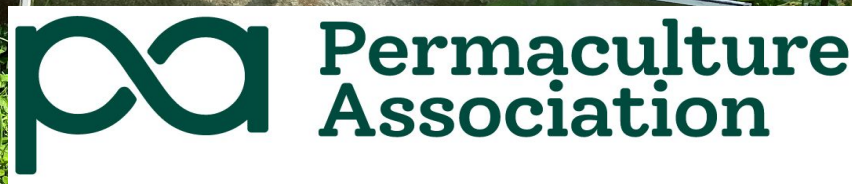


A vibrant garden scene featuring several raised garden beds with various plants and flowers. A red watering can sits on one of the beds. In the background, a wooden house with a moss-covered roof is visible, surrounded by trees and a clear blue sky.

Permaculture Association & Zurich Insurance

Partnership Report 2022-23



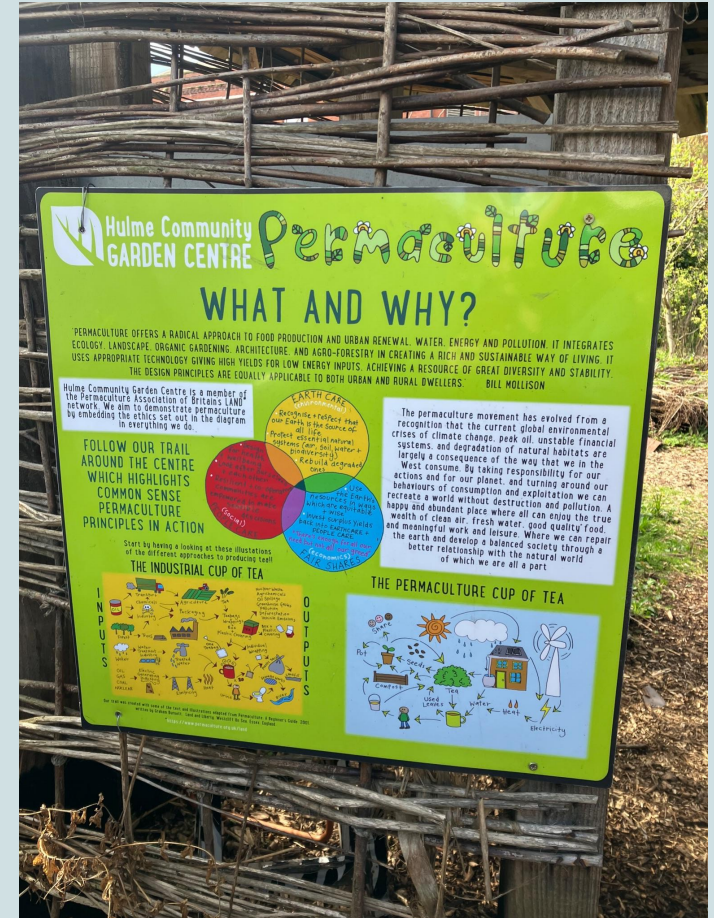
Background

Our Projects and LAND network co-ordinator Kath Baker was appointed in April 2021 to begin mapping the many community projects run by Permaculture Association members, as a means of evidencing the impact that permaculture has on our communities around the UK.

In order to encourage these projects to identify themselves to us, we designed our [Project Support Offer](#), which encourages members to sign up to our Projects and LAND (permaculture demonstration site) network for a package of free additional benefits.

We first contacted Zurich Insurance in June 2021 to discuss the possibility of adding discounted public liability insurance to the support offer, following numerous requests from members for help with accessing quality and affordable project insurance.

In December 2021, we approached Natalie Longhurst from Zurich about sponsoring a programme of masterclasses for our Projects and LAND network, which would serve as a further incentive for new people to join our membership, more people to sign up for the Project Support Offer and to promote our partnership.



Insurance Offer



- Following a meeting with Steve Gettings & Natalie Longhurst from Zurich Insurance and Andy Goldring & Kath Baker from the Permaculture Association in June 2021, we agreed to trial a public liability insurance discount scheme.
- There are currently 662 projects and LAND network members who have signed up for our project support offer. They receive regular newsletters with reminder of the discount scheme.
- Upon signing up for the project support offer, each member is sent an automated letter, detailing Zurich's contact details, a discount code for a 10% saving on Public Liability Insurance and the terms and conditions of the insurance offer.
- Our partnership with Zurich and the discounted Public Liability Insurance offer is listed as one of the top reasons to sign up to our Projects and LAND network and we regularly signpost members towards it in the Permaculture Community Hub, our new online forum and learning platform.

Developing our relationship with Zurich Insurance

- The insurance offer was promoted to our general membership (1800 members) and wider mailing list (10,000 people) through our newsletters, through our Permaculture Association Facebook (40K followers) Instagram (25K followers) and on our popular online blog.
- We also highlighted the insurance discount by offering a free masterclass 'Insuring your Project', run by Steve Gettings from Zurich Insurance in February 2022, to both Permaculture Association members and our wider network. This gave our network an opportunity to ask questions about their own specific insurance needs and to build a relationship with the Zurich team.
- In April 2023, Victoria Ford, a Risk Consultant from Zurich, ran a follow up masterclass about how to conduct risk assessment at a community project. This provided a second invaluable opportunity to grow the relationship between Zurich and the projects network.



Case Study: Scotswood Community Garden



[Scotswood Community Garden](#) is a two acre paradise, based in one of the most deprived areas in the UK, close to the centre of Newcastle Upon Tyne.

Established in 1995, the beautiful organic garden features two and a half acres of forest garden, wildlife ponds, meadows, woodland, sculptures, plus an abundance of fruit and vegetables.

The garden hosts multiple user groups including youth groups of all ages, a dementia friendly gardening group and local schools. They run volunteer days throughout the week and provide training opportunities for people looking to get back into work.

Several enterprises run at the site including Sticky Business Preserves and a thriving plant nursery alongside being a provider of accredited Forest School leadership training programmes.

“Zurich were brilliant from start to finish. They really took the time to understand everything we do and were really personable and easy to work with. Even better we’ve more than halved our insurance costs” **Karen Dobson CEO**

Case Study: Leeds Permaculture Network

Leeds Permaculture Network is a group of people interested in learning about & using permaculture to transform our local environment & living spaces to make a better world for all using nature as our inspiration.

LPN is a focus for all kinds of permaculture activities in Leeds and the surrounding area. Anyone interested in permaculture is welcome to join in or offer new activities for the community.

Activities include permaculture design courses, monthly members socials and work days at various locations in the City.

One of its flagship projects is Bedford Fields Community Forest Garden, an open-access garden demonstrating how forest gardening can be a viable alternative to our food system, based in the heart of Leeds' student area.



“Zurich gave us a really competitive quote and the process was very straightforward. Glad that the Permaculture Association has a clear, recommended insurer now. It gives us confidence.” **Andy Goldring, Network Educator**

Designing the Masterclass Programme



In 2021, we surveyed the membership to find out where the greatest need for support was. We had over 90 responses, with the most common challenges cited as support with accessing funding, recruiting and retaining volunteers, developing financial resilience, effectively promoting project work, courses and events and how to manage and organise a project safely and effectively.

Thanks to a £2000 investment from Zurich, we launched our programme of masterclasses in February 2022, with a carefully curated programme based around these requests. In total we ran 13 masterclasses, with two (Insuring your project and Risk assessing your project) being hosted by members of the Zurich Team and the rest led by network project leaders and industry experts.

Each hour long masterclass included expert guidance and an opportunity for participants to ask questions pertaining to their own project needs.

Masterclass Programme



9/2/22 - [Insuring Your Project](#)

Attendees: 25

Views: 26



9/3/22 - [Designing An Effective Permaculture Project](#)

Attendees: 20

Views: 51



13/4/22 - [Finding the Right Governance Model For your Project](#)

Attendees: 18

Views: 29



11/5/22 - [Developing and Running an Holistic and Nurturing Volunteer Programme](#)

Attendees: 28

Views: 20



8/6/22 - [Writing a Successful Funding Bid](#)

Attendees: 20

Views: 19



13/7/22 - [The ECO-nomics of Permaculture](#)

Attendees: 31

Views: 30



10/8/22- [Running a Successful Event at your Project](#)

Attendees: 20

Views: 11



14/9/22- [Creating and Sharing Project Videos](#)

Attendees: 22

Views: 16



12/10/22- [Telling your Project Stories](#)

Attendees: 17

Views: 29



9/11/22- [Designing an Accessible Therapeutic Garden](#)

Attendees: 30

Views: 15



11/1/23- [Creating a Diverse and Inclusive Project](#)

Attendees: 18

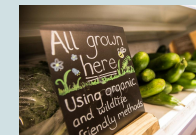
Views: 11



8/3/22- [Risk Assessing your Project](#)

Attendees: 15

Views: 2



12/4/22- [Marketing that Matters](#)

Attendees: 28

Views: 7

Promoting the Masterclasses

Project Masterclass

Running a Successful event at your project



PERMACULTURE ZURICH
Wednesday 10 August
6-7pm on Zoom

- The [full programme](#) was promoted through two blog posts that were shared in all of our media channels and subsequently linked into each Projects and LAND newsletter.
- Each masterclass was promoted in two newsletters to our projects and LAND network, on Facebook (40K Followers) and on Instagram (25K Followers).
- The recordings of the masterclasses were all sent out in a newsletter after each session and have subsequently been added to our members' video library, which has been shared with the whole membership (1800 members).
- The videos will also be embedded into the [iACT Online Toolkit](#), a Permaculture Association Erasmus Plus project, aimed to support the development of permaculture projects and demonstration sites internationally, that will be launched later this year.
- We intend to use the raw footage in future online learning courses. We have also collated a folder of resources to share with the network from the PDF presentations and additional documents provided by the masterclass facilitators.

Project Masterclass

Creating and Sharing Project Videos



PERMACULTURE ZURICH
Wednesday 14 September
6-7pm on Zoom



PERMACULTURE ZURICH
Marketing that Matters
12th April: 6-7pm on Zoom

Project Masterclass

The Eco-nomics of Permaculture



PERMACULTURE ZURICH
Wednesday 13 July
6-7pm on Zoom



PERMACULTURE ZURICH
Risk Assessing Your Project
8th March 6-7pm on Zoom

Impact of the Masterclass Programme



- Nearly 300 members took part in our programme of masterclasses, plus another 260 watched a masterclass video on Youtube after the event took place.
- Participants ranged from really experienced project leaders and permaculture activists to new members who are looking to set up a new project who appreciated being able to talk their ideas through with an expert and potentially avoid some of the common pitfalls of project work.
- Several people attended multiple sessions, which has helped to create a real sense of community and mutual support in our network.
- We conducted a survey of masterclass participants to get feedback on their experience and the impact that the programme has had on their work. Many projects leaders expressed that the masterclass had given them increased confidence, encouraged them to think differently about their work and to implement new practices and strategies.

What our members said about the masterclasses...

Warland Eco-growing

A farm based community, pioneering regenerative and permaculture techniques in Walsden, Lancashire



"We are changing our governance model and ensuring that our project is as inclusive as possible." **Darren Roberts**

Whistlewood Common

10 acres of permaculture designed, community owned land, with multiple stakeholders, in the National Forest, Melbourne, Derbyshire



"It's been great to learn more and get info to take back to my project. Yes we did actively look for better insurance. And it's helped our community garden design" **Katherine Parrish**

What our members said about the masterclasses...

The Fruitful Forest Garden

A perennial edibles plant nursery, outdoor classroom and demonstration forest garden in Aberdour, Fife



"My online marketing and videos are much more effective now." **Carole Egner**

Medicinal Forest Garden Trust

Charity promoting education and research in the sustainable cultivation of healing plants, based in Crediton, Devon



"These classes are useful for a fresh perspective on things I have been doing, and help me to appreciate further resources out there" **Anne Stobart**

What our members said about the masterclasses...

The Seed

Eco- social housing project and forest garden used for outdoor learning with homeschooled children on the outskirts of Dundee



"The Seed is still in its early stages. Being able to attend and to ask questions is so useful." **Karoline Hardt**

Edibles

A 7 acre permaculture smallholding, education centre and market garden based in Marsden, West Yorkshire



"The masterclass gave us motivation to look at how we use social media and made us think a little more about our strategy and approach" **Steve Smith**

Bringing a permaculture perspective into policy



“All evidence suggests the public is more on board with the sustainability agenda than at any other time in the past.”

Andy Goldring, CEO Permaculture Association

- In July 2022, our CEO Andy Goldring did an interview with Zurich Insurance and contributed to the whitepaper [The Sustainability Shift: Places.](#)
- The whitepaper sets out guidance and case studies to support public, charity and voluntary sector organisations step towards a more sustainable future.
- In it Andy talks about earth care, people care and fair shares and how permaculture design is a comprehensive framework for thinking about the whole, rather than parts of the sustainability agenda.
- He also shares how we use this framework to support organisations, projects and individuals to identify a clear pathway to a positive future, to upskill their sustainability credentials and to facilitate practical and social change.

Moving forwards...

- We hope that this marks the beginning of a longstanding and successful collaboration with Zurich Insurance. It has been tremendously valuable to us in terms of creating an even stronger membership offer and being able to offer professional, targeted content to meet the needs of our members.
- We have also really valued the relationship that we have built with Natalie Longhurst through this partnership, and how we have worked flexibly and responsively together to develop this project so that it has added value for both parties.
- Zurich's sustainability commitment and ambition to become one of the most responsible and impactful businesses in the world is a key reason for our partnership and is what gives us confidence to recommend their services to our membership.
- As a nationally renowned leader in regenerative education and practice, we would very much relish the opportunity to further contribute towards supporting Zurich to achieve their sustainability commitment.



Opportunities for further collaboration



- Sponsor the [Festival of Permaculture](#) our annual, national event, showcasing all that is permaculture through a weekend of workshops, talks, music, great food, inspiration and fun.
- Sponsor the development and production of eco friendly signage for permaculture demonstration sites and projects around the UK, detailing the ethics, principles, tools and techniques used in permaculture design.
- Sponsor the production of a professional quality directory detailing the learning opportunities in our network of LAND (permaculture Demonstration)Centres, to be shared with learning institutions to enable permaculture thinking to be embedded into the mainstream curriculum.
- Sponsor an online learning programme, such as our LAND Learner pilot scheme where we will take a cohort of community projects through a permaculture design process over 12 months to become more effective, resilient and to be accredited as official permaculture demonstration sites.
- Sponsor our series of regional skillshare events, where we will bring together project leaders at LAND Centres around the UK to network, create communities of practice, share resources, learn practical skills and to look for collective solutions to common problems.
- Sponsor a future series of masterclasses on new areas of project development, such as working with planners, crowdfunding , conflict resolution and developing resources.

www.permaculture.org.uk
kathryn@permaculture.org.uk

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

