



Farms for Schools

FFS aims to ensure that school trips to farms are safe, enjoyable and educationally worthwhile. All FFS members meet the required standards in the provision of facilities and educational resources for farm visits.

The Royal Agricultural College in Cirencester provided an excellent venue for this year's conference. It was clear from the distinguished people we attracted to the conference, from Government Ministers to the Deputy Chief Vet, that the work of FFS members is respected and valued.

Our aim is to ensure that we not only stay in the minds of the decision makers, but that our voice is heard even more!

In the last year we are delighted to welcome 13 new members. We will continue to work with all our members and other organisations to ensure their work in opening up farms, which provide essential venues for outdoor education to take place, is recognised.



Thank you!

Thank you to all of you who have supported us with fundraising events, grants and individual donations. We simply could not survive without the tremendous support so many people offer our work. Rest assured, we will continue to drive every penny we can into getting children, parents and teachers out into the wonderful countryside of Great Britain.



Summary Financial Information Year ended 31 March 2008

	2008 £	2007 £
Incoming resources		
Voluntary income (donations)	340,271	239,872
Activities for generating funds	17,943	47,325
Investment income	827	-
Income from charitable activities	53,881	59,947
TOTAL	£412,922	£347,144

Resources expended

Costs of generating donations	20,548	29,949
Fundraising costs	8,884	4,296
Charitable activities inc. event costs	325,684	282,534
Governance costs	3,450	4,000
TOTAL	£358,566	£320,779



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EDUCATION

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CFE REGISTERED OFFICE

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REGIONAL OFFICE, SOUTH EAST

South of England Agricultural Society, Ardingly,
Haywards Heath, West Sussex, RH17 6TL

TRUSTEES:

Lord James Percy (Chairman) | Bill Andrewes
The Duke of Bedford | David Eckersley
Dermot Daly | Mikey Elliot | Colin Gee
Harry Henderson | Jean Howman
The Hon J E Greenall | The Countess Peel
Simon Roberts | Andrew Shaw
George Seligman | Mike Tones
Harriet Jodelka



Inspiration



Education



Information



The CFE bringing the countryside alive

Annual Report 2007/8

~ Chairman's Statement ~



The mission of the CFE is a simple one. It is to educate, inform and inspire children, parents and teachers so that they can enjoy and appreciate the countryside whilst having a greater understanding of the wide range of issues surrounding it.

The CFE acts as a link to a national infrastructure whereby teachers and their pupils can visit and study skilled workers in their workplace. Using extra resource facilities available through the CFE, the knowledge gained can be taken back to the classroom to enhance the school curriculum.

In looking back over the last year, I am proud of the progress we have made in creating a level of financial stability that we have not seen in the past. Operating in a crowded charity market place, small charities are liable to be at the mercy of the overall economic climate and subject to severe competition for limited funds. We have developed a robust and sound financial model that has enabled us to build up to a position where we can start to secure reserves equivalent to three months' operating costs.

Financial stability is vital if we are to ensure the sustainability of our work. Children, parents and teachers need to know that we will be around not just this year, but long into the future, offering high quality, safe and enjoyable outdoor classroom experiences. This year, along with our Farms for Schools members, we have reached over 330,000 children. We have supported more farms than ever before to expand their educational provision. We have delivered some of the largest countryside

educational activities in the country: we held "Countryside Live" events in Leeds and London and worked with the South of England Agricultural Society on a similar event at Ardingly. Over 10,000 children attended these three events alone.

Part of our ability to make the most of every penny donated to us is that we keep a small, but immensely committed staff team who each year consistently give far more than is asked of them in their job descriptions. The CFE owes a great deal to their hard work and enthusiasm. Their ability to achieve so much with limited resources means that we can truly claim to be big enough to have a national impact and small enough to care personally about each activity and every donor who supports us.

We have been immensely proud to host The Fiona Barker Memorial Fund. Fiona was tragically killed in a car accident in 2006. Her commitment and passion for the countryside meant that she was a great supporter of our work. Following her death her family established a fund to help connect children, teachers and parents with the countryside around them. To date almost £30,000 has been raised by the fund and a proportion of this was used during the course of this year to offer children across the country free places at all of our estate days.

The CFE has been served well over the years by passionate and committed Trustees who devote considerable time and energy to the cause of countryside education. Sam Whitbread is one such man, his association with the charity going back to its first conception. Sam retired at the end of 2007 and I would like to take this opportunity to thank him for his tremendous support and indeed thank all of my fellow Trustees for the service they give. During the year we were fortunate to recruit three new Trustees, David Eckersley, Dermot Daly and Johnny Greenall. With backgrounds

in business and countryside management, they bring a diverse range of talents and expertise to the Board, which will ensure our continued good governance and progress.

To ensure progress it is vital for an organisation to have the vision and drive to reach new achievements. The Board regularly reviews its rolling 5-year strategy along with its organisational Risk Assessment and Memorandum & Articles. The Board is confident that during the course of the current year we can achieve the following objectives:

- A 20% increase in visits by children, parents and teachers
- A 10% increase in host farms and estates
- Continued financial stability
- New online resource development incorporating new media
- Continued partnership working to ensure increased service delivery
- Extend our work into Scotland

Our continued success and growth is due to many factors, not least the tremendous support we receive from individuals, charitable trusts, schools, parents, teachers, farmers, estate owners and, of course, the children themselves. Whether that is through financial support or giving their time, energy and enthusiasm to our work, I know that we could not continue without it. To all of our stakeholders I would like to offer my sincere thanks for all that they have helped us achieve.

I am very proud to chair an organisation that keeps its objectives simple and keeps its promise to its donors to deliver real value for money, at all times, keeping our beneficiaries at the heart of everything that we do.

Lord James Percy

The CFE continues to follow a simple and straightforward aim of getting as many children out into the countryside as possible. A class of 30, or 4000 children over two days, we aim to cater for all requirements, but always following guiding principles:

Inspiration

Town and Country; Christian and Muslim; Black and White; Young and Old. None of these distinctions matter at our events.

The work of The CFE offers a unique and innovative way to ensure education, understanding and a spirit of community that will last long into the future.

Our events are both educational and enjoyable. Children and adults absorb and retain more information when the learning experience is an interesting and fun one.

Education

CFE events act as a catalyst to encourage parents and teachers to use the countryside more in their own teaching by providing them with specific resources and support and signposting the work of other relevant organisations.

Children leave our events wanting to learn more and we use external evaluation to measure the impact of the event on the children's, teachers' and parent helpers' understanding of countryside issues.

Information

The content of these events is constantly updated to take advantage of key issues of concern such as promoting healthy eating and animal welfare. Fresh food-tasting sessions are used to open children's minds to what they can do to aid their own health and that of those around them.

