





# WHO WE ARE

**We're Ouseburn Farm – a working farm, popular visitor attraction and vibrant green space in the heart of the city, where everyone's welcome and entry is always free.**

We also provide work experience and friendship for vulnerable people and teach children and young people how to look after their environment. Our farmyard, gardens and visitor centre attract 30,000 people every year, with 95% coming from the Newcastle area.

It all began over 40 years ago, when parents from Byker took over a plot of land on the site where the Farm is now. They wanted their children to have access to nature, to grow their own food and take care of animals. We promote those values today by giving the people of our city the opportunity to care for nature, for each other and themselves through engagement with farm life.



# WE'RE A PLACE FOR GROWING

We provide training and work experience to adults with learning disabilities and difficulties, which has a huge impact on their lives. Over **50 TRAINEES** come regularly to work in all areas of the Farm, including animal care, horticulture, kitchen and café, and also take part in arts and crafts. We also run a workshop nearby in Byker, which gives socially excluded adults practical experience and skills.

The Farm's learning programme is also popular with local primary schools.

**LAST YEAR, WE TAUGHT 1,670 CHILDREN FROM 50 DIFFERENT SCHOOLS WHERE FOOD COMES FROM AND INSPIRED THEM TO RESPECT AND TAKE CARE OF THE NATURAL WORLD.**

Through our work, we enrich the lives of everyone that walks through our gates, protect the city's green space and wider environment.



OUSEBURN FARM  
BUSINESS PARTNERS

# EMPOWERING VULNERABLE ADULTS

Draft findings from our social impact study show an astonishing social return on investment from our programmes with adults with learning disabilities and difficulties. For every £1 put into our programmes, we generate £12.95 in social value.

If you asked our trainees why we have this impact, they'd say it's because they feel safe, valued and supported and are 'part of the Ouseburn Farm family'. They come to the Farm for skills and work experience, but leave at the end of the day with much more – friendship, something to look forward to the week after, a sense of purpose and belonging, and a feeling that they really matter.<sup>1</sup>

<sup>1</sup>Draft Social Impact Study

# CASE STUDY ONE: FARM TRAINEE, BEN.

**Ben joined Ouseburn Farm as a trainee in October 2018, working in the café and kitchen, and taking part in animal care on the farmyard. Ben loves working at the Farm, and his parents have seen a big change in him and the family as a result.**

Ben has global dyspraxia, which means he's often unsteady on his feet and communicates mostly with sign and sounds. When he was 22, he successfully completed his studies and started the next stage of his life. Unfortunately though, opportunities didn't come Ben's way. His dad, Craig, noticed Ben was becoming isolated, and spending more time at home. Ben's parents grasped the nettle and started looking for opportunities for him. After visiting a number of places, Ben and his family were introduced to Ouseburn Farm, and they knew straight away this was the place for him. The staff at the Farm were the first people to chat directly to Ben and recognised his talents and potential.

Ben's a massive football fan, and a Newcastle United season ticket holder. Before working with the Farm, Ben would always want to be the very first in the stadium, as crowds made him very uncomfortable. But recently, he's been keen to arrive with other fans, making connections with those who regularly sit close by and now takes the time to take a wander around for refreshments.

In terms of home life, Craig and his family have seen major changes in Ben's routines and communication. He's a lot more relaxed and talkative, wanting to join the family for meals so he can tell them about his day. He's even started to help out at home, by setting the table for dinner without being asked. Craig has highlighted that Ben is growing into a lovely young man, and because they can see how happy he is at the Farm, the family feel that a huge weight has been lifted from their shoulders. Craig's also seen an improvement in Ben's balance, where he no longer needs to link arms with someone when walking. He's also started to go swimming with his mum, which he would never have done in the past, and is making great strides. Ben now expresses himself and communicates much more confidently.





# TACKLING CHILD POVERTY

The majority of our visitors come from within the city, and many of those from communities neighbouring the Farm, where there are high levels of social and economic deprivation.

We know that families in these areas find it difficult to travel far in their leisure time and pay for their experiences. Free access to enriching experiences and opportunities close to home like those at the Farm is therefore especially important for children in these communities. And never more so than during the school holidays when free activities and experiences can help to reduce learning loss while they're away from school. We work with local and national partners such as StreetGames to target our free holiday activities at those who will most benefit.



# CHAMPIONS OF NATURE

**We have a deep connection with plants and animals, so access to nature is essential for the human spirit.**

According to the Department of Health and leading mental health charities like Mind, spending time outdoors boosts your well-being. The Farm offers both of these experiences in a single place, and so supports the mental and emotional health of our city.

Protecting natural environments in our city like the Ouseburn Valley wildlife corridor is also important for our economic well-being. For cities to thrive in the global economy, they need to be lively and attractive places with plenty of green space where people want to live, work and study. The Ouseburn Valley has been recognised several times in national media as a unique and vibrant urban community and 'the pumping heart of the North East's creative economy'.<sup>2</sup>

The Farm plays a role in keeping up this reputation while our work with local school children encourages the next generation to value and protect the environment and keep our city thriving.

<sup>2</sup>[theguardian.com/money/2018/jun/08/lets-move-to-ouseburn-newcastle-upon-tynes-shoreditch-creative](https://theguardian.com/money/2018/jun/08/lets-move-to-ouseburn-newcastle-upon-tynes-shoreditch-creative)



# HOW YOU CAN HELP

**As you can see, we're not your typical farm, or a typical provider of education, training and employability. But something happens when you bring these things together, and maybe that's why our results aren't typical either.**

But these amazing results cost money. Our plants and animals need lots of water to thrive. The ovens are constantly firing, so they can cook all of the sausage rolls and delicious treats to serve in our café. It's difficult for us to cover all of these core costs from the money we make as a Farm, and grant funding is an increasingly crowded landscape. So, we're asking businesses like you to help us.

You can help us carry on educating minds, nurturing personalities, making hearts feel like they belong, and sustaining the things that really matter. When you become one of our partners, you and your business share in the joy of Farm life. This in turn will enhance your employees' well-being, and give your business the brand awareness it deserves for helping such a worthwhile charity.

There are many ways you can do this, and the possibilities are endless, so get in touch if you've got an idea.



# BECOME A BUSINESS PARTNER OF THE FARM

Our Business Partners invest an annual fee into the Farm through one of three tiers, which keeps our doors open, enriches the experiences of our trainees and school groups, and gets them rewards and benefits in return.

# WHAT YOUR BUSINESS GETS IN RETURN



By supporting the Farm, we'll share with our 30,000 annual Farm visitors and 13,000 followers on social media your business' great values, kindness and generosity. You also have access to a range of fantastic opportunities and experiences.

Here's a flavour of what you get in each tier:

## **Bronze Tier**

- An evening feeding our baby lambs
- Access to our well-being days
- Seasonal volunteering opportunities
- Shout-outs about your business on socials
- Shout-outs about your business at the Farm
- Free hire of a meeting or workshop space
- Selected discounts on hire throughout the year
- Invites to seasonal Business Partner events

## **Silver Tier**

- All of the benefits of the Bronze Tier, as well as:
- Animal sponsorship for your business
- A place at our team-building activity day
- A free breakfast or evening hire of our visitor centre
- An extra volunteering and well-being day

## **Gold Tier**

- All of the benefits of the Bronze and Silver Tier, plus:
- Sponsorship of an animal pen
- Extra brand awareness opportunities at the Farm
- An extra volunteering day
- Free tickets to public events
- Extra private evening events with our animals
- Animal petting at your workplace during lunch breaks
- Working with us on bespoke CSR projects for your business

## **Seasonal Extras (Gold Tier Business Partners only)**

If you want to go the extra mile for Ouseburn Farm, speak to us about upgrading your package for a season. We'll make your Seasonal Extras package bespoke to your business to get you the extra exposure in your chosen season.





## CASE STUDY TWO: DRUMMOND CENTRAL

Drummond Central is one of the largest creative and digital agencies in the North East, and has been a loyal supporter of the Farm for a number of years. In 2017, when the Farm was threatened with closure, they offered to part-fund the deficit for three years, and led a Crowdfunder campaign with an ambitious target to raise £30,000 for the Farm in just one month. The campaign attracted interest from the likes of celebrity, Barbara Windsor, and exceeded its target by almost 20%. Alongside helping keep the Farm's doors open, DC offers free creative support, which has improved the resilience and sustainability of the Farm.

This year, they're focusing their talents on fundraising again, as well as launching the Farm's first social impact study. They've also added to their support by becoming a Business Partner, which has opened up some new areas for collaboration. This includes free tickets to our events, a green space to host meetings and events, projects for their School of DC interns at the Farm and the opportunity to use the Farm and its resources.

## CASE STUDY THREE: BY THE RIVER BREW CO.

By The River Brew Co. was one of the first to sign up as a Business Partner. They were attracted to the Farm by the values they share and the endless opportunities to work together. Whether it's sourcing ingredients from our garden for their brews, hosting quirky staff parties at the Farm, or rewarding their team with team-building and well-being days at the Farm.

Their support for Ouseburn Farm offers them activities to get involved with throughout the year, such as feeding lambs and bringing animals to their venue for some farmyard fun.

As a business that's brought a new lease of life to Gateshead Quayside with its creative container community, it's likewise keen to support a charity that adds to the thriving urban centre in the region.



**BY THE  
RIVER  
BREW CO**



## CASE STUDY FOUR: NORTH OF ENGLAND P&I ASSOCIATION

To celebrate its 150th birthday, marine insurers, North of England P&I Association, established the North 150 charitable fund. Ouseburn Farm was delighted to be one of the chosen causes, and they gifted the Farm £5,000 in 2018 and again in 2019. Their volunteering support has also been transformative in its own ways too. It has provided us with manpower and resources for tasks and projects that would be difficult for the Farm team to complete alone, and has provided a unique team-building opportunity for the company's employees. Feedback from the team showed that not only did they enjoy the day, but it also emphasised the huge impact their employer's donation makes.

"For me, this is what the CSR volunteering is all about. Choosing a project that has a real sense of purpose in the community. Raising money is important, but volunteering on a regular basis gives a sense of commitment and partnership. Given the amount Ouseburn Farm does for the community as a whole, this is the most satisfying and worthwhile project I have worked on. I would be more than happy to volunteer again."

"Well, what can I say about yesterday – absolutely loved it. We had a really strong team who pushed through to ensure we got all the work completed, but still had fun feeding the lambs and walking the goats, Robson and Jerome, as well as holding a beautiful little chick. Lunch was very nice indeed – prepared on-site, so nice and fresh and it was nice to sit and have a chat with not only the North staff, but those from the Farm too."

Volunteering has also enabled the two organisations to get to know each other better, leading to new proposals for partnership working. The Farm is to be included in the itinerary for overseas delegations visiting North's offices, so they can highlight their responsible business activities. They can also be introduced to farmyard animals such as sheep, which are rarely seen in parts of the world where sheep farming is uncommon.

North employees also ran in the Great North Run 2019 and were the first ever business representatives to run on the charity's behalf.



## CASE STUDY FIVE: THE CLUNY – OUSEBURN FARM AID

The Cluny is one of the North East's best live music venues, attracting talent from all over the globe to its stages. As long-time neighbours and fans of the Farm, they'd been raising funds for us through collection tins on their bars. But in 2017, they decided to step up their support and created an all-day music festival called Ouseburn Farm Aid.

Drawing on their strengths in event management and influence in the music industry, they called out to regional musicians and bands to perform and raise funds for a much-loved local cause. The festival is quirky, unique and offers something for everyone. It's been a huge success and is now a firm fixture in the North East festival calendar.

2019 saw a record-breaking Ouseburn Farm Aid, and it also became a two-day event, with the second day including ticketed family activities in the farmyard and gardens. The Cluny also decided to host their popular Rubber Duck Race during Farm Aid, with all proceeds going to the Farm.

As a thank you to The Cluny staff for their efforts, the Farm hosted a private lamb feeding evening, where they could meet the animals and learn more about how their hard work would make a difference.



## CASE STUDY SIX: THE LASH LOUNGE

The Lash Lounge is a great example of a local business that approached us asking how they could be involved in the Farm. They were enthusiastic about becoming a Business Supporter and were confident they could achieve the monthly £10 minimum fundraising commitment.

They came armed with lots of ideas that suited their business and customers, such as offering free treatments as raffle prizes. They also play host to one of our collection tins, which was full within the first two weeks. In addition, they've offered their services doing face painting and glitter tattoos for donations at Farm events. In 2019, they raised over £80 at Farm Aid.

The Farm offers support with fundraising ideas and shares supporters' successes on social media to recognise their tremendous contributions. The Lash Lounge shows what can be achieved when businesses harness their customer base to support the Farm.





## CHARITY OF THE YEAR

In 2019, we were chosen as the 'Charity of the Year' for John Lewis and Sainsbury's. If you're interested in choosing us for your business, we're always happy to present the work we do in Charity of the Year applications.

## BECOME A BUSINESS SUPPORTER

Our Business Supporters come in a variety of shapes and sizes. They support the Farm through donations, fundraising and also manpower from their staff to get big jobs done at the Farm. For every £1 spent on our volunteers, we create £5 of social value, so this investment of time has a huge impact too. Together, their efforts help us to continue providing enriching experiences for our visitors and beneficiaries.

The minimum pledge we ask for is £10 per month, but many businesses raise or donate much more, and we're proud of the strong relationships we've nurtured with all our partners, whatever the size of their contribution. If you choose to fundraise for us, we can help you with tips and ideas, as well as branded materials. So whether you're a seasoned pro or a complete newbie – please get in touch.

## OTHER WAYS YOU CAN HELP

Every little bit of support helps, and there are plenty of other ways you can get involved. Hire one of our spaces for your event, pay for a team-building day at the Farm, or join us in one of our many fundraising challenge events. The list is endless, so get your business involved in keeping your Farm growing.



# KEEP YOUR FARM GROWING

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[ouseburnfarm.org.uk](http://ouseburnfarm.org.uk)

Charity Commission No. 1142593

# WHAT YOUR BUSINESS GETS IN RETURN



By supporting the Farm, we'll share with our 30,000 annual Farm visitors and 13,000 followers on social media your business' great values, kindness and generosity. You also have access to a range of fantastic opportunities and experiences.

Here's a flavour of what you get in each tier:

## Silver Tier

- An evening feeding our baby lambs
- Access to our well-being days
- Seasonal volunteering opportunities
- Shout-outs about your business on socials
- Shout-outs about your business at the Farm
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## Gold Tier

- All of the benefits of the Silver Tier, plus:
- Sponsorship of an animal pen
- Extra brand awareness opportunities at the Farm
- An extra volunteering day
- Free tickets to public events
- Extra private evening events with our animals
- Animal petting at your workplace during lunch breaks
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## Seasonal Extras (Gold Tier Business Partners only)

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