

A photograph of an orchard with large trees and green grass. Two sheep are visible in the field. The text is overlaid on the top right of the image.

# Protecting Our Orchard Heritage

A good practice guide for managing orchard projects



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Photographs by Ida Fabrizio unless otherwise stated.



Peaches at Otter Farm, Devon  
Photo: Mark Diacono

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Edited by Kath Dalmeny and Jeanette Longfield

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Table setting at Common Ground's Apple Source Book launch at Petersham Nurseries

# Take nothing for granted

foreword by Sue Clifford & Angela King, Common Ground

How has it taken us so long to value places that can do it all? The formality of a traditional orchard is beguiling, not least as it ages and the trees lean and sigh and become more generous to wild residents who busy themselves inadvertently making an ecosystem work, whilst human 'owners' fret and fiddle to keep 'productivity' up.

What if we were to distinguish productivity as a breadth of richness, not only as the number of fruits that we might pick?

An old orchard achieves all those things that any collection of trees can offer, from workable wood to shelter and shade. Where continuity has encouraged accumulation the ecology is breathtaking: 1,868 species have been documented in just 5.39 hectares of apple and plum orchards on Bowcastle farm in Worcestershire,\* and the survey team knew they had undercounted.

But orchards not only offer rich habitats, they inhabit our lives, flaunt the seasons, colour the land, hold history and geography in their gaze, haunt our memory, stir stories from our lips, nourish us and quench our thirst, fuel our fortunes, offer stages for our festive moods, classrooms for our learning and tranquil corners in which to savour life.

And they are all different. Some are blatant in their divergence - the 60 foot cherry grids near Faversham could not deviate more from the anarchic

and squat cobnut plats a few miles to the west on the ragstone of Kent. The damson trees spreading along the hedgerows of Shropshire or beside the stone walls of Westmorland's Lyth Valley demonstrate creative thinking for a tree that does not pay its way every year. Farm orchards of the Welsh Marches and of the Yorkshire Moors still harbour old local varieties. The cider plantations of Herefordshire are more orderly than their cousins in Somerset and Devon and the low rows of apple trees of Kent and Essex present dwarf queues in comparison with the multiple candlesticks that Bramleys make around Wisbech in Cambridgeshire. Individual perry pears may have stood vigil over ten generations of villagers in Gloucestershire whilst cycles of fifteen to twenty years might see trees coming and going in the Garden of England. New elder trees are being planted, walnut and chestnut are spreading and apricot, peach, olive and almond are appearing.

This is local distinctiveness, it murmurs in ten thousand ways how our forbears learned to give and take according to place. A creation of culture with nature, local distinctiveness continues to evolve. There is every reason to give due deference to the meaning and identity that it presents, to the detail and patina that are its emblems. Know what you have and why it is there. And there is point in challenging it in an informed way. Explore the dynamics and change things for the better.

This is the beginning of an orchard revival, and it is up to us to make it happen. We need fresh fruit, locally grown. We need to share more with the bees, birds, bats, beetles, butterflies and badgers. We deserve better everyday surroundings which feed our need for meaning as well as survival. Orchards holding the suburbs together, orchards at the heart of the village, fruit trees in smallholdings colonising the green belt, espaliered trees along the walls of the city, roofs sprouting with coppiced nut trees, fruit farms in parks, linear orchards along waterways and railways, wild fruit in the hedgerows.

We are all a part of an unwitting experiment - huge in its dynamics, terrifying in its potential. Climate change is altering everything actually and politically. To help us and our wild friends adapt we must fortify our knowledge and recognise our reliance on nature. Orchards of tall trees are a wise way of sharing the land - a positive gift to those who follow.

Common Ground began campaigning on orchards in 1988, invented Apple Day in 1990 and Community Orchards in 1992. Their websites are [www.england-in-particular.info](http://www.england-in-particular.info) and [www.commonground.org.uk](http://www.commonground.org.uk). A list of their key publications is at the end of Appendix 3.

\* Malcolm J Smart and Rosemary A. Winnall (Eds.), The biodiversity of three traditional orchards within the Wyre Forest SSSI in Worcestershire: a survey by the Wyre Forest Study Group. English Nature Report No 707, 2006





Leominster Morris dancers' hats at The 'Big Apple' weekend in Much Marcle, Herefordshire



# 1 Introduction

**Orchards have long been a distinctive and much-valued aspect of our culture and landscape. However, the past 50 years have seen an alarmingly rapid decline of orchards - particularly smaller and traditional orchards - in the UK.**

## Traditional orchards are under threat

The orchard heritage organisation Common Ground calculates that, since 1950, nearly two thirds of England's orchard area has been destroyed. In some counties, the tally is even more striking - Devon has lost 90% and Kent over 80% since the 1960s. This is largely attributed to land development for other uses such as housing, the lack of legal protection for orchards, and commercial pressures on farmers to produce more profitable crops, alongside competition from cheap imports. Loss of smaller orchards has meant more intensive production in the orchards that remain, growing fewer varieties for processors and for the ever more concentrated retail market, with supermarkets increasingly demanding a year-round supply of cheap, cosmetically 'perfect' fruit in a narrow range of varieties. A shift towards such concentrated production, in turn, reduces the ability of orchards to support the diverse range of wildlife that in the past made orchards their home.

## How can orchard projects help reverse this trend?

Orchards are like many-faceted jewels that connect us to our heritage, a plethora of wildlife and fruit varieties, and wonderful opportunities to enjoy traditional agricultural landscapes and customs. Managed appropriately, even in a time of highly competitive food marketing, orchards can bring economic benefits to local communities, especially when they build on distinctive characteristics and provenance to build customer interest and support.

Research for this good practice guide revealed that traditional and smaller orchards can be restored and conserved, but this needs considerable enthusiasm, community and other support, and not least, creativity. We can also learn from other European countries such as France, Italy, Spain and Germany, where vineyards, olive groves and fruit and nut orchards are still important and prominent aspects of the landscape, culture, gastronomy and economy, and receive legal and marketing support from regional and national authorities.

In the UK, there are signs of a resurgence in interest in locally grown and heritage varieties of orchard fruits - some of this driven by the renaissance of farmers' markets over the past decade, and has resulted in an increasing interest in provenance marketing through mainstream

supermarkets. However, as a supermarket survey by the environmental campaign group Friends of the Earth noted in 2005, at the height of the British season, the majority of apples on sale (around two thirds) were still imported.<sup>1</sup>

Such observations make the work of orchard projects and orchard heritage organisations such as Common Ground all the more important. Common Ground has kept the flame of support for orchards alive, introducing Apple Day eighteen years ago to promote celebrations of indigenous fruit across the country. In the past 15 years, many voluntary orchard groups have started across the UK and in 2005 Natural England proposed that because of their rich wildlife and rapid decline, traditional orchards should be a priority for conservation action in the UK's Biodiversity Action Plan. This welcome status was achieved in August 2007. At a European level, orchard farmers can also apply for financial support in return for complying with stewardship principles of environmental protection under the Common Agricultural Policy.

Other organisations have also recognised the need to protect orchards as valuable amenity areas for local communities and rich sites for wildlife. Management of many traditional orchards has been taken on by local wildlife trusts, as well as by land-based organisations such as the National Trust. In recognition of the importance of orchard heritage, the Heritage Lottery fund has in recent years also funded several orchard projects, and some counties now have orchard conservation and grant schemes.



Blenheim Orange apples in Surrey

## Background to the Orchard Co-operation Project

Creation of this good practice guide was funded by Leader+, which is a European Union initiative for assisting rural communities in improving quality of life and economic prosperity in their local area.<sup>2</sup> Leader+ is financially supported in England by the UK government's Department for the Environment, Food and Rural Affairs (Defra). Funding is directed into local action through Local Action Groups and Leader+ staff usually work in county councils around the country.

The Leader+ programme set out to encourage integrated and innovative ways to achieve sustainable development and:

- Enhance natural and cultural heritage
- Reinforce the economic environment, to contribute to job creation
- Improve the organisational abilities of communities

These can all be readily achieved by protecting and enhancing orchards, but a meeting of Local Action Groups in England identified common problems affecting the orchard industry. A co-operation project was instigated to devise ways to overcome these problems, to record and spread good practice and act as a catalyst for further local action.

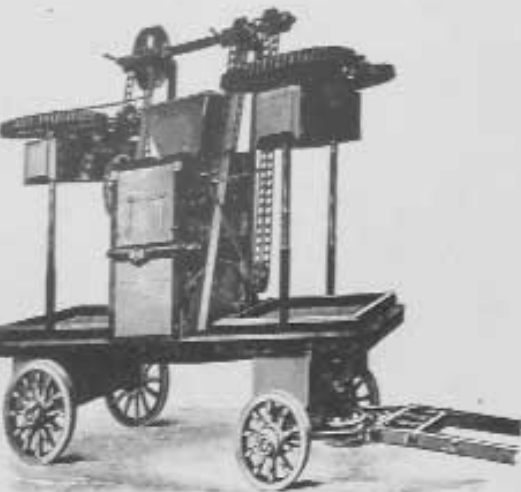
During 2006 and 2007 Sustain; the alliance for better food and farming worked with Leader+ to develop an Orchard Co-operation Project to bring together experience from sustainably managing orchards in six Leader+ areas: Herefordshire Rivers; Somerset Levels & Moors; Teignbridge; North West Devon; Mid Kent Downs; and Cumbria Fells & Dales.

At the local level, Leader+ funds and supports traditional orchards conservation as part of the local landscape and economy, to be valued and enjoyed by local people. At a national level, Sustain has facilitated networking between local projects to promote mutual support and learning. This has been undertaken through meetings, visiting orchard projects and events around the country and providing updates through newsletters and a website. (See: [www.sustainweb.org/orchards](http://www.sustainweb.org/orchards)).

The Orchard Co-operation Project culminated in production of this good practice guide for orchard project management. Its purpose is to help current and future orchard projects, supporting practitioners and local communities in enhancing and protecting orchards. It focuses on setting up and running orchard projects, giving practical advice on project-management issues such as setting objectives, fundraising, good communications and measuring successes, and finally explores possible challenges for the future. It draws on many successful examples of Leader+ and similar projects, and other orchard-related activities around the UK and elsewhere. We hope that this good practice guide will inform and inspire orchard enthusiasts everywhere, to take practical action to conserve our orchard heritage for the enjoyment of generations to come.

1 Friends of the Earth media briefing, November 2005, 'Britain's supermarkets still not supporting native apples', see: [http://chelus.foe.co.uk/resource/media\\_briefing/applesurvey.pdf](http://chelus.foe.co.uk/resource/media_briefing/applesurvey.pdf)

2 The Leader+ website is at: [www.ukleader.org.uk](http://www.ukleader.org.uk)



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## 2 Finding out more about your orchard

**Before undertaking an orchard project, a good starting point is to spend time collecting information about your orchard, the surrounding area and likely supporters. This can help you to understand the opportunities unique to your area, and help you to decide what you would like your orchard project to achieve. Collecting and presenting information in a way that gets people interested can also help you to attract project partners and other support, gain positive local media coverage, and provide the basis of, for example, a funding application, a project plan, or displays for local educational and community events.**

Background research for orchards includes finding out about, for example:

- Where orchards are (or were) in an area and what communities, organisations, businesses and farms surround them or are connected with them.
- Orchard history, heritage and cultural activities.
- Landscape and biodiversity, including information about what types of wildlife - plants, animals and insects - thrive (or would be likely to thrive given the right encouragement) on the site; and the diversity of types of fruit or other crops that the orchard can produce.
- Any legal or other support orchards may have, for example existing statutory and non-statutory designations in an area, Biodiversity Action Plans, and local authority priorities and planning policies.
- Current information about the uses and value of the orchard, including historical, economic, social and environmental aspects.
- Likely supporters of activities to use, value, promote and protect the orchard.

Finding out more about your orchard is a creative process drawing on information from a wide variety of people and sources. You may have to follow up many different leads to piece together background information and to find the details most useful to your work. Below is a range of ideas and advice drawing upon the experience of existing and recent orchard projects around the country. As your project progresses you will also need to measure its success in reaching its objectives, which usually include aspects of wildlife conservation, community use and landscape preservation. Having a good baseline of information at the start will enable you to show what your project has achieved. See Chapter 4 for more information on measuring success.

# Discovering the **heritage** of Mid Kent Downs orchards

The 'Orchards for Everyone' project in the Mid Kent Downs has a strong focus on local orchard heritage. The project has the advantage of being near Tynham, where the first large scale commercial orchards in the UK began, planted by Richard Harris - fruiterer to King Henry VIII. The project has also led to genealogy research, with old names of wealthy land-owning families dating back to the 1500s. Researchers found the Internet very useful for looking up old surnames associated with orchard owners, which in turn threw up information on the history of family titles, land ownership and land management.

Project researchers uncovered a story of how a local cherry farmer gave money to King James I in exchange for a knighthood and family crest (which included three cherry trees in the design). Some children at the local school carry the same surname, and the area still has traditional cherry orchards. One of the orchards involved has a mixture of very old remnant trees and newly planted trees, as well as a 1940s air raid shelter from World War II, all of which provide interesting features for visitors, illustrating different eras of an orchard's life.



Ripe cherries in the Mid Kent Downs

# Orchard history, heritage and culture

## The importance of history and heritage

A traditional orchard can be a rich repository of local heritage - historical, cultural and natural. Collecting and communicating information about this heritage can help people to understand the value of an orchard and guide the approach taken to orchard management. Finding out about orchard heritage can cover familiar territory such as traditional celebrations. But it can also cover heritage themes that may not be as familiar to people who use orchards, such as soil types, plant species and distinctive fruit varieties specific to certain areas. A focus on orchard heritage can also help people to understand how fruit growing has been an important part of cultural and community life. Research into the heritage of an orchard can reveal:

- What types of fruit were grown and where.
- Traditional and distinctive celebrations of orchard produce, whether in song, stories or distinctive local recipes.
- Unique features of the orchard and its surrounding area that are worthy of being recorded, conserved and celebrated in their own right.
- Useful material for teaching history and raising awareness of the value of traditional orchards.
- Insights into historical landscape, social and family histories, old farming cultures, food history and archaeology.

## Orchard heritage and how to research it

Researching the heritage of your orchard can take you down many fascinating avenues. You might like to start with some questions, to help you plan your research, for example:

- What orchard products is your area known for? Cider- or perry-making, with apple and pear orchards; or was jam-making the focus, with plums, cherries or damsons?
- How was the fruit sold and used? Was the fruit or cider traded, used by the community or bartered? How was the fruit used if it wasn't for commercial purposes?
- What festivals and customs were established?
- How did orchards play a part in people's lives?
- What are the old recipes? Are any still used?

Heritage research reported by orchard projects around the country highlight insights into the importance of fruit-growing for local economies. Cumbria, for example, was once a thriving damson growing area where much of the fruit was sold to jam factories. Pershore in Worcestershire was also once a famous plum growing area and many old plum varieties can still be found there. In Somerset, Devon and Dorset, cider orchards were once a major part of the local economy. Such insights have helped contemporary orchards to reclaim their historical roots and plan tree-planting and product development to re-awaken interest in their local and gastronomic heritage.

Orchard projects that have delved into the history of their orchards report that the following resources are helpful:

- The **Symondsburry Apple project** has lots of useful instructions for researching orchard history, presented on its heritage project

Apples grown for cropping originated in the Middle East more than 4,000 years ago and fruit and vines have been grown in the UK since Roman occupation. The Romans brought the apple variety Decio with them, as well as cherries, and orchard cultivation became a small but important feature of UK food production for hundreds of years. Fruit varieties were boosted by the arrival of European landowners, especially after the Norman Conquest, the newly arrived farmers having a strong tradition of apple-growing and cider-making. They introduced many apple varieties to Britain, including the Pearmain and Costard. With disruptions of war, plague and repeated droughts in the 13th and 14th centuries, however, orchard cultivation went into decline. It was not until the time of Henry VIII that orchard fortunes were reversed. He instructed his fruiterer, Richard Harris, to begin importing fruit trees from France. Harris planted a model orchard at Teynham, Kent which distributed trees to other growers, and commercial and domestic fruit growing expanded rapidly across the country. With a penchant for collecting, naming and breeding, 19th century horticulturalists established the National Fruit Collections, whose first home was at Chiswick. Varieties of fruit featured in the great exhibitions towards the end of the 19th century. Today, the Brogdale Horticultural Trust<sup>3</sup> in Kent now houses the National Fruit Collection - more than 3,500 varieties, and the largest collection of apple varieties in the world (more than 2,300 dessert, culinary and cider apples). The collection also contains 550 pear varieties, 350 of plum, 220 of cherry, and 320 varieties of bush fruits, as well as smaller collections of nuts and vines - all grown in 150 acres of orchards.

*Adapted from 'Apple Facts' information sheet, Institute of Food Research (see: [www.ifr.ac.uk/Public/FoodInfoSheets/applefacts.html](http://www.ifr.ac.uk/Public/FoodInfoSheets/applefacts.html))*

<sup>3</sup> The website of the Brogdale Horticultural Trust is at: [www.brogdale.org.uk](http://www.brogdale.org.uk)



25/1  
PEASGOOD'S  
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76/77

How did  
apple  
orchards  
become an  
important part  
of our  
heritage?



website. See: [www.appleproject.org.uk](http://www.appleproject.org.uk). As for mapping (see page 15), use **county records, old censuses and parish records**. Local history centres, libraries, colleges and museums can also help, especially with old photographs.

- **Personal experiences and memories** can be a rich vein of information so recording people's reminiscences can be very valuable. The Mid Kent Downs Orchards For Everyone project held a successful 'I Remember' Day in one of their orchards where conversations were recorded with older members of the local community who shared childhood stories and could point out where orchards used to be in the area. The event was also attended by local people who originally planted some of the orchards sixty years previously. Guidance on conducting interviews about the history of orchards is at: [www.appleproject.org.uk/Heritage\\_Orchard/exploring\\_archives.htm](http://www.appleproject.org.uk/Heritage_Orchard/exploring_archives.htm).
- **Local History Centres** (or family history centres), often at a county or borough library, hold local archive information and tithe maps. **Local landowners or estate managers** may also have records going back hundreds of years. The Internet is increasingly useful for tracking down landowner names and area history.
- There is a wealth of orchard history in books and articles, and many organisations with enthusiasm for orchards publish links and lists which can be found via the **Brogdale Horticultural Trust** ([www.brogdaleonline.co.uk](http://www.brogdaleonline.co.uk)) and at the **Royal Horticultural Society (RHS)** libraries in London and at Wisley in Surrey ([www.rhs.org.uk/learning/library/](http://www.rhs.org.uk/learning/library/)).
- Information about apple customs and celebrations can be found on the **Common Ground** website ([www.commonground.org.uk/appleday/a-pubs.html](http://www.commonground.org.uk/appleday/a-pubs.html)).

## Orchards and archaeology

Traditional orchards can be important archaeological sites due to their exclusion from mainstream farming over the past 50 or more years. During this period industrial agricultural methods have disturbed soil and archaeological traces in a large proportion of crop land. By contrast, many old orchards have remnants of the medieval 'ridge and furrow' ploughing method, which was an important feature of historical landscapes.

Such archaeological heritage can make a good case for orchards to be preserved, managed and given public support - for example, given funding for site conservation, including signage and fencing, and integration into local education activities. Working with a local museum can help to attract expert support and provide useful opportunities to promote the orchard for its historical value.

Understanding the significance of archaeological heritage in orchards can be important for how an orchard is managed, to avoid disturbing valuable historical evidence - whether this be buried artefacts or the shape of the landscape itself. According to Neil Rimmington of Herefordshire's Archaeology Unit, for example, "*It is recommended that tree planting occurs in the location of old tree hollows within significant sites such as Scheduled Monuments and settlement sites so that new root disturbance to archaeology is limited. Tree planting on Scheduled Monuments requires Scheduled Monument Consent.*"

# Orchards, wildlife and crop diversity

*Had our forebears set out to create havens for wildlife, they could hardly have bettered traditional orchards. Nature revels in the sheer variety of these places.*

Gail Vines

Common Ground's Apple Source Book (2007)

Wildlife conservation and preservation of old fruit varieties provide strong motivation for many orchards and orchard projects. They can also generate useful financial, local and policy support. It is important to recognise that your orchard project could have significant effects, both positive and negative, on wildlife and on the continued existence of local fruit varieties and rare breeds of livestock. Different project objectives can affect the likelihood of you being able to conserve wildlife and heritage fruit varieties and to benefit from marketing opportunities associated with these. For example, does the project ensure that traditional orchards with veteran trees are conserved? Are you planning to manage the orchard with traditional methods and no chemicals? Will you be working towards organic certification? Or is the orchard better suited to being a modern bush plantation aiming mainly for mass production and high yields?

## Wildlife

Traditional orchards can be rich in different species of plants, insects and animals. Being aware of these natural assets can help orchard projects contribute to the local planning priorities of the local authority, and demonstrate how

supporting orchard conservation can help other organisations to meet their conservation objectives. (See Natural England's Technical Information Notes TIN020 on Orchards and Wildlife: <http://naturalengland.twoten.com/NaturalEnglandShop/>).

It is also vital for people running orchard projects to understand what types of activity and management are suitable for helping to conserve orchard wildlife, and which are not. For example, over-grazing by livestock or horses and ponies, clearing dead trees, or people trampling on fragile plants or fungi during orchard events can damage wildlife. However, some livestock grazing can be beneficial where it prevents scrub from swamping the fruit trees and keeps orchard grasslands suitable for wildflowers.

The severe losses in orchard habitat over recent years and the rich wildlife that traditional orchards contain has led to traditional orchards being recognised as a national priority for conservation action under the UK's Biodiversity Action Plan (See appendix 2). Some counties and other areas also have Local Biodiversity Action Plans that cover traditional orchards. Several species that are themselves national priorities in the UK BAP are found in traditional orchards. One example is the noble chafer beetle (*Gnorimus nobilis*), which is almost confined to this habitat.

- Check the **local area Biodiversity Action Plan (BAP)** or **Habitat Action Plan (HAP)** in the area. The website of the **UK Biodiversity Action Plan** gives links to reports, data, guidance notes; as well as species, habitat and local action plans, see: [www.ukbap.org.uk](http://www.ukbap.org.uk).
- **Undertake a wildlife survey**, or work with a specialist wildlife organisation to do so (such as the People's Trust for Endangered Species,<sup>4</sup> or your local wildlife trust<sup>5</sup>). This can help an

orchard to gain conservation status. Knowing what you have got, how this has changed over time, and the effects of your activities on wildlife populations, are all important in helping you to develop your work. Wildlife surveys can also be a useful opportunity to involve volunteers and school pupils in productive and valuable work and to develop educational materials.

- Practical guidance on biodiversity surveys and **planning for biodiversity management** is available from the Institute of Environmental Management and Assessment.<sup>6</sup>
- Local **natural history societies and universities** may have information already collected from local surveys. These can provide a useful contemporary or historic perspective.

An example of a survey showing the great wealth of different species that live in traditional orchards was conducted in 2004 by the Wye Forest Study Group, for English Nature (now Natural England). A total of 1,868 species of wild plants and animals were recorded.<sup>7</sup> The Herefordshire Orchard Community Evaluation Project also included biodiversity surveys in each of the six orchards that participated. Wildlife experts discovered rare species both in the remnant and bush orchards. Further information is in the case study on page 82.

## Crop diversity

As well as diversity in wildlife, there is also the important issue of diversity in crop varieties and methods of production. Traditional orchards may be a repository of rare fruit varieties, and may play a role in conserving rare breeds of livestock.

Historical research may show you what fruit varieties grew in a particular area, which ones are

still being used, and which ones have been lost. Becoming familiar with characteristic local varieties will help an orchard project to decide which varieties to plant and save for the future and can also provide useful ideas for recipes and distinctive marketing. Such research has been central to the work of orchard projects such as the Marcher Apple Network, Gloucestershire Orchard Group, East of England Apples and Orchard project, Somerset Orchard Link and Cumbria Orchard Link (see appendix 3 for contact details).

Identifying distinctive local varieties of fruit can lead, in turn, to further useful research. For example, you may need to plan for different trees being 'in season' at different times of the year, affecting picking plans and marketing. Before deciding what to plant, you may also need to take advice on what type of soil is best for your chosen varieties. Tree management methods and fruit storage properties may differ, and you may wish to undertake some market research on the preferences of local consumers for different types and varieties of fruit or fruit juice. All these can help to generate interest in the orchard and its products, as outlined in other chapters of this guidance.

4 Information about the PTES Traditional Orchards Survey project, with a sample survey pack, can be found at: [www.ptes.org/work/TraditionalOrchardsproject.html](http://www.ptes.org/work/TraditionalOrchardsproject.html)

5 To find your local Wildlife Trust see [www.wildlifetrusts.org](http://www.wildlifetrusts.org)

6 IEMA (November 2007) The business of biodiversity: A guide to its management in organisations. See: [www.ukbap.org.uk/library/BusinessBiodiversityPractitionersGuide.pdf](http://www.ukbap.org.uk/library/BusinessBiodiversityPractitionersGuide.pdf)

7 Smart, M.J.; Winnall, R.A., 2006. The biodiversity of three traditional orchards within the Wyre Forest SSSI in Worcestershire: a survey by the Wyre Forest Study Group. English Nature Research Reports: 707

- Livestock, sometimes including rare breeds, are often used to graze traditional orchards. Rare breeds can enhance the heritage and landscape character of your project in their own right. However, it is important to remember that livestock can cause problems, both to orchard trees and grasslands if not carefully managed. Advice notes on livestock in orchards can be found on Natural England's Technical Advice Notes (TIN018 and TIN20) <http://naturalengland.twoten.com/NaturalEnglandShop/>
- The Grazing Animals Project offers information and advice on conservation grazing in the UK. They also have a very lively 'Nibblers' discussion forum, see: [www.grazinganimalsproject.org.uk](http://www.grazinganimalsproject.org.uk).
- The Rare Breeds Survival Trust is a conservation charity working to restore Britain's native livestock breeds to their rightful place in our countryside, see: [www.rbst.org.uk](http://www.rbst.org.uk).

This good practice guide does not deal with detailed practical advice on orchard management for wildlife and conservation of agricultural biodiversity. There are many organisations already specialising in this type of advice, such as the Natural England's Technical Advice Notes mentioned above.

*Appendix 3 at the end of this guide has a list of publications and links for advice on practical orchard management for wildlife and conservation.*

## The landscape

*The traditional standard orchards of England, primarily apple but also including pear, plum and cherry, are historically one of the defining characteristics of the English landscape. In the past practically every farm had at least a small orchard to supply the needs of the farm and its workers. Traditional orchards are still distinctive features in the landscape character of many areas, particularly in large areas in the counties of Kent, Somerset, Herefordshire, Gloucestershire and Worcestershire. These areas reflect the historical concentration of orcharding, although this should not detract from the landscape importance of remaining traditional standard orchards across all parts of England.*

James Petts  
Senior Specialist, Natural England

## The significance of orchards

What gives a locality its sense of place? What makes it different from its neighbouring area? And what conditions should be set for any new development? These are the sorts of questions that are the concern of many different organisations working on conservation in the UK. Natural England, for example, is the UK government agency that has the responsibility for conserving and enhancing biodiversity, landscapes and wildlife in rural, urban, coastal and marine



areas. Natural England defines ‘landscape character’ as “a distinct, recognisable and consistent pattern of elements in the landscape that makes one landscape different from another, rather than better or worse”. Landscape character is what makes an area unique.

Landscape Character Assessment (LCA) is a method to identify what makes a place unique, and provides a way for local communities and other stakeholders to contribute towards decisions that affect their local surroundings. Orchards can form an important feature of a character assessment of an area, with assessments often being carried out by local authorities. Being officially recognised in this way can help an orchard to find its place in local planning priorities. For further details, see: [www.landscapecharacter.org.uk](http://www.landscapecharacter.org.uk).

## Protecting orchards from development

Although sometimes arcane, protection plans, local planning policies and ‘statutory designations’ can be useful for protecting and promoting orchards. A statutory designation means a definition has been applied to an area or tree giving it special legal protection, or identifying it as an area of special scientific or landscape importance. Non-statutory designations can also provide opportunities for generating support and encouraging conservation.

Unfortunately, statutory protection of traditional orchards is very limited. There are a few orchards that are within ‘Sites of Special Scientific Interest’ (SSSIs), or protected by Tree Protection Orders (TPOs), but probably amounting to less than 200 hectares in England. The current Environmental Impact Assessment Regulations (related to

agricultural intensification) do not cover traditional orchards. On a more positive note, traditional orchards have been recognised by the European Union as of environmental value and eligible for Single Payment under the Common Agricultural Policy, in contrast to intensive orchards. Incentives under agri-environment scheme options are available in England, Wales and Northern Ireland, with an estimated 3,000 hectares of traditional orchards under agreement in these schemes.<sup>8</sup>

Information about statutory and non-statutory designations in your area can usually be obtained in the first instance from local authorities.

Statutory designations of relevance to traditional orchards include:

- SSSI (Site of Special Scientific Interest) - see: [www.defra.gov.uk/wildlife-countryside/ewd/ssi/ssi-code.pdf](http://www.defra.gov.uk/wildlife-countryside/ewd/ssi/ssi-code.pdf).
- National Parks and Area of Outstanding Natural Beauty (AONB) - see: [www.aonb.org.uk](http://www.aonb.org.uk) and [www.nationalparks.gov.uk](http://www.nationalparks.gov.uk).
- Tree Protection Orders (TPOs) - see: [www.the-tree.org.uk/ActionEnvironment/protectingtrees.htm](http://www.the-tree.org.uk/ActionEnvironment/protectingtrees.htm).
- Scheduled ancient monuments - see: [www.english-heritage.org.uk](http://www.english-heritage.org.uk), [www.historic-scotland.gov.uk/ancientmonuments](http://www.historic-scotland.gov.uk/ancientmonuments) or [www.cadw.wales.gov.uk](http://www.cadw.wales.gov.uk).

Such designations can be used as a means to protect traditional orchards from inappropriate development or individual established trees from being felled.

<sup>8</sup> This paragraph is an extract from the Biodiversity Reporting and Information Group report on the Species and Habitat Review: Report to the UK Biodiversity Partnership, June 2007. See: [www.ukbap.org.uk/library/BRIG/SHRW/SpeciesandHabitatReviewReport2007.pdf](http://www.ukbap.org.uk/library/BRIG/SHRW/SpeciesandHabitatReviewReport2007.pdf)



Non-statutory designations relevant to orchards include:

- County Wildlife Sites - most district authorities have information about County Wildlife Sites. A useful summary is on the Cambridgeshire website: [www.cambridgeshire.gov.uk/environment/countryside/natureconservation/designatedsites/CWS.htm](http://www.cambridgeshire.gov.uk/environment/countryside/natureconservation/designatedsites/CWS.htm).
- Areas defined as of high landscape value by local authorities.<sup>9</sup>

Land entered into agri-environment agreements through Environmental Stewardship is not designated but includes traditional orchards managed to retain their conservation value, see: [www.defra.gov.uk/erdp/schemes/es/default.htm](http://www.defra.gov.uk/erdp/schemes/es/default.htm).

Local planning authorities usually have information on planning policies in an area, and any plans for future development. They should be able to provide information on current or forthcoming building or development activities that might affect the orchard project. In return the orchard project can inform them of the value and importance of orchards in the project area.

Your local area Biodiversity Action Plan (BAP) or Habitat Action Plan (HAP), including any HAP dealing specifically with traditional orchards, is likely to include useful information about local priorities and sites considered to be important for wildlife, which may well include traditional orchards. The website of the UK Biodiversity Action Plan gives links to reports, data, guidance notes, and species, habitat and local action plans, see: [www.ukbap.org.uk](http://www.ukbap.org.uk). Your local wildlife trust will also be able to help you to find such material. For local contact details, see: [www.wildlifetrusts.org](http://www.wildlifetrusts.org).

*See appendix 3 at the end of this guide for links to more information.*

## Orchard mapping

Mapping is often undertaken prior to or as part of an orchard project, to identify orchards in a particular area, or where they used to be. Information can be collected simply as descriptions. Alternatively, information can be presented as a map to give a picture of the orchard, its surrounding area and its relationship and value to local people, organisations and activities. Mapping can include useful information such as fruit varieties, areas rich in wildlife, and areas of historical or archaeological importance. A map could also show nearby communities, organisations, businesses and farms that may be interested in the future of the orchard.

### Why is mapping important?

Mapping is a valuable process to collect and present information about your orchard. Existing orchard projects say that mapping has helped them:

- Identify the most appropriate locations for restoration, replanting or new orchards.
- Find out about how easy it is to gain access to the orchard.
- Find out what grew well in the past, and the fruit varieties that are likely to thrive, support wildlife and provide strong marketing opportunities.
- Determine how many orchards have been lost in an area and how many old orchards remain, helping to present a case for conservation and the importance of surviving or new orchards.

<sup>9</sup> The environment department at your local authority should be able to help you with this information. For a brief description of landscape designations, see: [www.macaulay.ac.uk/ccw/task-two/designations.html](http://www.macaulay.ac.uk/ccw/task-two/designations.html)

# Mapping important wildlife habitats

With support from Natural England, the People's Trust for Endangered Species (PTES) has embarked on a project to create an orchard inventory in several counties of England (Gloucestershire, Herefordshire, Worcestershire, Cambridgeshire, Essex, Kent, Devon, Somerset and Cumbria). It hopes to locate the remaining traditional orchards in order to maintain and preserve unique and special habitats, especially those that support the endangered noble chafer beetle, as well as birds, bats, lichens and fungi. It will also encourage traditional methods of orchard management and raise the profile of locally grown fruit. PTES is drawing on the work of local groups and volunteer surveyors, and using data from aerial photographs, identifying the distinctive look of orchards from above. (Full case study, page 20).

Note that some record centres charge for information. Access to data may therefore need to be negotiated, explaining the public-interest focus and value of projects supporting traditional orchards. PTES will document the information they gather for future use and hope that the work can be extended in future to cover the whole of the UK. For further information, see: [www.ptes.org.uk/work/TraditionalOrchardsproject.html](http://www.ptes.org.uk/work/TraditionalOrchardsproject.html)  
For details of noble chafer beetles, see: [www.ptes.org.uk/work/baps/noble-chafer.html](http://www.ptes.org.uk/work/baps/noble-chafer.html)

# Mapping orchard heritage

As part of its Heritage Year 2004 project, the Symondsburry Apple Project in Dorset collected a host of useful information about the county, and has presented this on a website to help others who wish to research local orchard heritage. This includes a 'six step guide' to orchard mapping, with principles that can be applied anywhere. See: [www.appleproject.org.uk/Heritage\\_Orchard/exploring\\_archives.htm](http://www.appleproject.org.uk/Heritage_Orchard/exploring_archives.htm)

The project produced an information booklet; 'Dorset Orchards: Research-Restore-Replant' and is available (for a donation to cover postage). It provides "tried and tested research methods and new ways of exploring and celebrating our natural heritage". Contact details are in the above website.

A further link is to 'How to research your parish for Orchards' by orchard poet James Crowden, who was involved with the project. It gives useful information on how to interpret historical information and measurements. See: [www.appleproject.org.uk/Heritage\\_Orchard/downloads/research-orchards.pdf](http://www.appleproject.org.uk/Heritage_Orchard/downloads/research-orchards.pdf)





- Highlight possible sites to find old fruit varieties or places of importance for history, archaeology or wildlife.
- Communicate the value of an orchard in a way that helps people understand the value and significance of an orchard and captures their imagination.

## Useful mapping advice

The following have been found to be helpful by a number of projects:

- **Talking to local people** is a good starting point, to identify likely themes and areas for further research.
- Research, mapping projects or inventories may have already been undertaken by other orchard groups, universities, conservation organisations, historical societies or the local authority. **Make contact with existing projects** to find out what has already been done and what research currently exists - whether it be specifically about orchards, or more generally about agriculture, local history, cultural events or wildlife. Find out whether this information can be shared and reproduced to help support your orchard project.
- **Modern maps:** recent Ordnance Survey maps, local authority maps (County or Parish maps) in large scale are widely sold, and may also be available in local libraries and online. The England in Particular website run by Common Ground has county-by-county information in its online Gazetteer.<sup>10</sup> Aerial photographs can also be useful to identify likely or otherwise hidden areas; in many areas of the UK, flying enthusiasts take and sell such photographs, and can usually be found through a web search. Online aerial photographs are also accessible via <http://maps.live.com/> and <http://maps.google.co.uk>.
- **Historical maps:** detailed tithe maps,<sup>11</sup> old parish maps, census records and previous Ordnance Survey maps, may be available from historical centres, county archives, local councils, local history societies and libraries. Where an orchard was once part of a larger estate, there may be historical and current estate maps available. National organisations may also have useful historical images and data, such as the National Mapping Programme of English Heritage,<sup>12</sup> the Maps Collection of the British Library,<sup>13</sup> the UK Archives Network<sup>14</sup> and the Victoria County History project of the Institute of Historical Research.<sup>15</sup>
- **A combination of different maps** - historical and modern - can also provide insights. Presenting information in a way that shows

10 The England in Particular gazetteer web page is at: [www.england-in-particular.info/gazetteer/gz-index.html](http://www.england-in-particular.info/gazetteer/gz-index.html)

11 Tithe maps were prepared under the Tithe Commutation Act in the 1830s to record all lands liable for payment of a tithe. They are usually very detailed, with owner/occupier, land use and acreage information. Parish copies are generally held at county record offices, with the Tithe Commissioners' copy held at the National Archives (formerly the Public Record Office at Kew), see: [www.nationalarchives.gov.uk](http://www.nationalarchives.gov.uk)

12 For information on English Heritage's National Mapping Programme, see: [www.english-heritage.org.uk/server/show/nav.1186](http://www.english-heritage.org.uk/server/show/nav.1186) - for regional information and links to English Heritage's Aerial Survey project, see: [www.english-heritage.org.uk/server/show/conWebDoc.4213](http://www.english-heritage.org.uk/server/show/conWebDoc.4213)

13 Historical Ordnance Survey maps are available to view in the Map Collections of the British Library in London, see: [www.bl.uk/maps](http://www.bl.uk/maps) page at: [www.bl.uk/collections/maps.html](http://www.bl.uk/collections/maps.html)

14 The Access to Archives (A2A) project forms part of the UK Archives Network, with an online database of archives held locally in England and Wales and dating from the 8th century to the present day - providing access to over 10 million records held in over 400 local record offices. See: [www.a2a.org.uk](http://www.a2a.org.uk)

15 Founded in 1899 and originally dedicated to Queen Victoria, the Victoria County History project is an encyclopaedic record of England's places and people from earliest times to the present day. See: [www.victoriacountyhistory.ac.uk](http://www.victoriacountyhistory.ac.uk)



historical changes (for example, with an acetate or tracing-paper overlay map showing historical information) can be a useful way to interpret changes over time.

- Complement the background research with **your own survey and map** of the orchard site, which can show agricultural, geographical, scientific, and community or historical information. It could also be presented in large scale and show unique details such as the number and type of trees, buildings and areas of special wildlife or historical interest. You can download a Traditional Orchard survey pack (focusing on wildlife) from the People's Trust for Endangered Species: [www.ptes.org.uk/work/TraditionalOrchardsproject.html](http://www.ptes.org.uk/work/TraditionalOrchardsproject.html)

Additional advice on mapping, drawn from recent orchard projects, includes the following:

- It is helpful to make information accessible to others, to get them interested in your research, and to present it in an attractive way.
- When collecting historical data, try to use more than one historical source, possibly with information from different years, to compare and confirm information.
- Keeping a detailed note of your sources of information is also important.
- Mapping for an orchard project could also include identifying local schools, community groups, producers, farmers, local shops, restaurants, pubs, craftsmen, community groups and others. Such contacts may prove helpful in many ways, for example if the orchard project wishes to gain local support, find a market for fruit, run celebratory and community events or get involved in educational activities. Such project ideas are discussed in other chapters of this guide.

'Cherry Joe' at Hollybank orchard in the Mid Kent Downs.



# The financial value of orchard products

How to market orchard products is dealt with in a separate chapter. However, it is worth considering here what research you might need if you plan to sell fruit from your orchard. Initial research might include identifying possible economic uses of fruit, possible market outlets, organisations that might help the orchard project with business advice and introductions to local retailers and caterers, and a review of the skills that your orchard project might need to build this market. Research into marketing opportunities might include:

- **Uses of the fruit:** Fruit can simply be sold as it is, for eating or storing. However, basic or more complex processing can create an added value product that can generate more income and more interest from consumers. For example, fruit can be used in drinks (juice, cider, perry, plum wine), desserts (syrups, ice cream, pies, tarts, cakes, yogurts), preserves (compotes, jams, chutneys) or as an ingredient for healthy snacks (e.g. dried and mixed with other dried fruits and nuts).
- **Market research:** Consumer surveys demonstrate a growing demand for local, organic, seasonal and healthy food. Such insights affect product development options and marketing choices. Specialist organisations that support the development of markets for local food may be able to help you with this information, such as the Regional Food Groups<sup>16</sup> or Food Links organisations.<sup>17</sup>

- **Existing outlets:** What markets are there for the products in your local area? Restaurants, shops, vegetable box schemes, pubs, local markets and farmers' markets, farm shops, food co-ops and local healthy eating initiatives (often focusing on increasing fruit and vegetable consumption) may prove useful outlets for orchard produce.
- **Other orchard products:** Orchards can produce more than just fruit. Several existing orchard projects have built income from selling hay, wood and mistletoe. Some rent out grassland beneath the trees for livestock grazing. Some trade through a café or tea garden, or offer opportunities for tourism and educational events, such as guided walks to look at fruit varieties and wildlife.

*For further information about developing opportunities to enhance the economic value of your orchard, see Chapter 3 and the section: 'Creating a thriving local economy'.*

16 A list of Regional Food Groups is available at: [www.foodfrombritain.com/buyersguide/Regional\\_guide\\_Useful\\_Links.asp](http://www.foodfrombritain.com/buyersguide/Regional_guide_Useful_Links.asp)

17 For a list of local and regional Food Links organisations, see: [www.foodlinks-uk.org](http://www.foodlinks-uk.org)



# The People's Trust for Endangered Species Traditional Orchard Project

## Background

The People's Trust for Endangered Species (PTES) is a charity that supports and funds a range of projects to ensure a future for many endangered species and their habitats throughout the world. With support from Natural England, in 2006, they embarked on an impressive two year project to conduct a survey of traditional orchards in England.

## Aims

This project aims to produce an inventory of orchards in England to support the noble chafer BAP. The noble chafer is a species of beetle which is restricted almost entirely to traditional orchard habitats. The project also aims to support the establishment of a new Habitat Action Plan for Traditional Orchards. The HAP

Noble chafer beetles, which are a BAP (Biodiversity Action Plan) species, are restricted almost entirely to traditional orchard habitats. They are large, iridescent green beetles that emerge for a few weeks in the summer and lay eggs in decaying wood. Their presence can be detected by larval frass, which is composed of tiny pellets, and is the result of the larvae feeding on decaying wood. Noble chafer beetles are a flagship species which represent hundreds of other species that are dependent upon the dead and decaying wood habitats found in the old fruit trees of traditional orchards.

Photo: Matt Smith

status was recently confirmed by Defra, and will also offer information of relevance to other BAP species including birds, bats, lichens and fungi. They hope to raise awareness to maintain and preserve this unique and special habitat, whilst encouraging the more traditional methods of orchard management and raising the profile of locally grown fruits.

## Activities

PTES selected eight counties to include in its survey (Essex, Cambridgeshire, Kent, Gloucestershire, Worcestershire, Devon, Cumbria and Herefordshire), with a view to increase it to nine if they include Somerset. The ambitious project is restricted by time and funding and so the counties were selected on the basis of having either current or historic records of the noble chafer beetle.

Prior to the Traditional Orchard Project, orchard mapping had only been undertaken at a local level. This project has included collating the existing information gathered from record centres, Parish Councils and Local Authority bodies, adding to it with information relating to the condition of the orchards and filling in gaps where no data exists. The work undertaken will

be essential for establishing a new Habitat Action Plan for Traditional Orchards, which was finally agreed as a national Priority Habitat by the Government in August 2007.

The first step for PTES was to identify and map orchards using aerial photographs and Ordnance Survey maps. Then volunteers, either individuals or local orchard or wildlife groups, were recruited to gather data from the sites. The survey takes into account the species, number, age, and condition of the fruit trees and the management techniques employed, such as sheep grazing.

In conjunction with the surveying, leaflets about traditional management techniques have been written and distributed to orchard owners and workshops have been held. PTES has also attended Apple Days, county shows and promoted its work in the form of newsletters, on its website, and on national radio. By working with local orchard groups, wildlife trusts, parish councils and agricultural colleges, the orchards will have an ongoing team to ensure their future.

## Evaluation

At the time of writing, the project had so far identified over 10,000

orchards and was at the stage of digitising the survey information received from volunteers, to be presented as a map and database. They have also produced a leaflet for orchard owners, which is a guide to wildlife and management in Traditional Orchards. As a result of this work, a new record for the noble chafer beetle has been discovered in Kent where there was an absence of recording for 60 years, and in Weston's organic cider orchards in Herefordshire. The database is also being used by Natural England to target owners with information about Stewardship Schemes.

## Future

The scope and depth of PTES's work are limited by time and funding availability. However, by digitising the information, PTES is creating a database, which can be extended to cover all UK counties in the future. The information will be accessible to record centres, BAP projects, orchard groups, wildlife trusts and other interested parties.

## Contact

Anita Burroughs  
e: [anita@ptes.org](mailto:anita@ptes.org)  
w: [www.ptes.org](http://www.ptes.org)



Orchard tools at the Horsley  
Orchard Project near Stroud.  
Photo by Shirley Armstrong





# 3 Exploiting the many benefits of orchards

Your motivation for running an orchard project is likely to be simply that you wish a treasured orchard to thrive forever. However, projects may choose very different ways of achieving this. For example, you might want to market orchard products and run a fruit juice business, integrate orchard-related activities into school teaching, get official protection from housing development for orchard wildlife, or host community events. In short traditional orchards can provide many different benefits, thereby generating support from a wide range of groups in the community.

We have presented activities that highlight these benefits under headings for convenience drawing heavily on the tried-and-tested advice of real projects. Where appropriate there is also commentary on challenges and hurdles, with suggestions for how to overcome them.

However, you do not need to compartmentalise your activities. Any activity can have multiple benefits. For example, running local fruit festivals can help to bring the community together, revive local customs, introduce children to their orchard history, promote traditional recipes, create employment and training opportunities, generate local media coverage for a local orchards campaign and promote orchard products and generate income. The many inspiring examples and ideas presented in this chapter are from projects around the UK and Europe, including those supported by Leader+. The wonderful thing about orchards is that there is such a huge wealth of 'fruitful' opportunities to draw upon!

## Educational activities

Orchards offer a wide range of opportunities for running educational activities, courses and other events such as the following.

### Running courses to promote orchard skills

With the decline of traditional orchards comes the decline of traditional skills, for both commercial and domestic fruit production, and to manage orchard areas for wildlife. Loss of orchards and skills can also mean a decline in the public's appreciation of the value of traditional orchards and older fruit varieties. One of the main objectives in many orchard projects is to help revive skills and enthusiasm, teach new techniques, and inspire interest in the wider community - especially to help generate support, build a network and recruit volunteers. Running courses can also be a useful way of receiving fee income or attracting funding, since many charities and other organisations are interested in investing in educational projects.

Research for this good practice guide revealed many examples of orchards and orchard projects running training courses in orchard management - often as one-day or shorter workshops. These covered a very wide range of popular themes, such as creating an orchard; organic fruit growing; formal and restorative pruning; budding and grafting; wildlife preservation; fruit identification; juicing, and cider-making. The following notes give guidance from other orchard projects on useful questions to address when designing your own courses.

# Health & Safety

It is important to pay due attention to health and safety before running an event, especially if courses may involve inexperienced people using sharp tools, often in orchards in remote places. Orchard projects are advised to consider the following issues before running courses:

- Undertake a risk assessment for each course. This is simply an assessment of what could cause harm and what precautions you need to take to reduce the risk, or to be ready to act if harm occurs. Precautions can be as simple as having someone with First Aid training on site during a course, asking participants if they have any special needs, or might involve clearing dangerous branches or undergrowth before a site visit.
- Take out public liability insurance. This should cover you in case accidents happen. The insurance company should also be able to help with advice on risk assessments and precautions. British Trust for Conservation Volunteers (BTCV) is able to offer community groups competitive rates if they become members of their community network (It costs £35 to become a member). See: [www2.btcv.org.uk/display/groupinsurance](http://www2.btcv.org.uk/display/groupinsurance).
- For advice on risk assessments and insurance, see the report 'Living with Risk: Risk management and insurance advice for the voluntary and community sector', published by the Association of British Insurers: [www.abi.org.uk/BookShop/ResearchReports/VCS%20booklet%20Aug%2005.pdf](http://www.abi.org.uk/BookShop/ResearchReports/VCS%20booklet%20Aug%2005.pdf). For agricultural health and safety and risk assessment advice see: [www.hse.gov.uk/agriculture](http://www.hse.gov.uk/agriculture).
- Invest in personal protective equipment for risky activities, and advise participants in advance of suitable and unsuitable clothing, i.e. removing jewelry and wearing stout footwear, sensible clothing, hard hats, safety goggles, depending on the seasonal weather conditions and activities.
- Consider supplying your own tools to be sure that safe equipment will be used.
- Avoid using ladders; take sensible precautions where ladders are used. See the Health and Safety Executive website for all you need to know about the Work at Height Regulations: [www.hse.gov.uk/falls](http://www.hse.gov.uk/falls).
- Limit the number of spaces on the course to an appropriate level for the number of trainers and assistants present.

- **What skills are needed in your area, and who is your audience?** Do some research. Are the likely candidates for your courses interested beginners who have just a few domestic trees to manage, or are they more likely to be orchard owners or managers who need more specialist skills development? These might include, for example, new techniques (e.g. organic methods of pest control), managing orchards for biodiversity, European agri-environment scheme rules or options for animal grazing.
- **Courses for orchard volunteers.** Their main interests may be tree maintenance, wildlife identification and project management skills, which could be offered for free as an incentive to volunteer - especially if they are to manage the orchard in the long term. Most course participants will enjoy a mixture of 'talking' and 'doing', hearing from experts, but also getting the opportunity to do some practical work.
- **Are you best placed to offer the training?** If specialist skills are needed, you may need to request or pay for expert input, or refer enquirers to other courses. These are run by horticultural colleges - and others, such as the Brogdale National Fruit Collection ([www.brogdale.org/events.php](http://www.brogdale.org/events.php)) and Royal Horticultural Society gardens across the country ([www.rhs.org.uk/WhatsOn](http://www.rhs.org.uk/WhatsOn)), Pershore College ([www.cider-academy.co.uk](http://www.cider-academy.co.uk)) and Garden Organic ([www.gardenorganic.org.uk/events](http://www.gardenorganic.org.uk/events)) - see appendix 3 at the end of this guide for further details.
- **What is the best time to run a course?** A one-off course may be useful to start with, to gauge interest and refine the course content. Established course programmes usually run yearly and are very much governed by the seasons, with courses designed around the best times for pruning or grafting trees. The

longer daylight hours and better weather of late spring, summer and early autumn will give you a better chance to run outdoor activities.

■ **Are there training opportunities locally?**

Workshops could take place at orchards that need restoration and re-planting of new trees, providing learning opportunities as well as useful additional labour. Planting, pruning and grafting courses in such orchards is a great way to teach and inspire volunteers, who may manage the orchard over the longer term.

■ **Will you charge a fee for your course?**

Most orchard groups report that charging a fee for a course is useful - not only to cover costs (publicity, materials, venue, lunch, and possibly a fee or travel expenses for a trainer or speaker) and perhaps generate a small income; but also to ensure that both the trainers and participants are fully committed to the event. Discounts can be offered to students, older participants, those with disabilities, long-term unemployed or members of your network. Slightly higher fees for non-members can subsidise these discounts.

## Taking training a stage further

Practical orchard skills will always be a popular subject for training courses. However, as your project develops, you may also wish to consider specialist training courses for those who wish to take their interest a stage further. For example:

■ **Developing business and marketing skills:**

If the intention is to sell orchard products, some people may be interested in courses on business and marketing skills. For example, Somerset Orchards ran marketing workshops called 'Apples for profit' for owners of local, small orchards and cider producers. See the full case study on page 64.

■ **Working with local colleges and**

**institutions:** Orchard-related courses can form part of a qualification, helping both the college and orchard project meet their objectives.

Growing Well, for example, is an organic crop-producing, charitable business on the edge of the Lake District working with volunteers recovering from mental health problems. As part of its NVQ accredited horticultural training, students and volunteers have planted a training orchard and have already run a successful grafting workshop, see: [www.growingwell.co.uk](http://www.growingwell.co.uk).

■ **Establishing a 'teaching orchard':** This could be a specimen collection to teach orchard skills and maintenance or perhaps a community orchard, a local growers' orchard, or sometimes land managed by a local wildlife trust or the National Trust. For example, Cumbria Orchard Link has worked with an orchard at Sizergh's National Trust Estate near Kendal. They are planting a reference collection of 120 varieties. See: [www.england-in-particular.info/orchards/o-cumbria-i.html](http://www.england-in-particular.info/orchards/o-cumbria-i.html) for contact details.

■ **Establishing a training centre:** Somerset Orchards and Cider project, for example, involves a training course and project at Donbunni Fruit Farm which incorporates teaching traditional cider making, cider heritage, orchard management, marketing, product development, and business development. See: [www.cider-academy.co.uk/somerset\\_orchards.html](http://www.cider-academy.co.uk/somerset_orchards.html).

*It may be better to plant smaller rootstocks in school grounds to make it easier for the children to pick the fruit safely. It is also important to protect the trees from grass mowing equipment, so that the trees are not damaged or flattened. Many years' work can be undermined in a single mowing incident!*

**Ann Smith**  
Gloucestershire Orchard Group

Some trees have interesting names, to whet the children's appetites, such as the Scottish "Bloody Ploughman". The Gloucestershire Orchard Group website for example has interesting lists of heritage varieties and photographs: [www.orchard-group.org.uk/glos](http://www.orchard-group.org.uk/glos)





## Working with schools

*It is a vital part of every child's education to get out into the countryside and observe the diversity of nature and the natural productivity that arises from agriculture and horticulture.*

Somerset Apple Project

Schools are natural partners for developing the work of an orchard project, especially where education and community involvement have been identified as priorities. Many aspects of orchard activities - from agricultural work to local history, healthy eating and wildlife conservation - can be understood through educational work involving orchards. Working with children can also be a good way to engage the wider community, getting teachers, parents and other family members involved and interested.

Activities can include planting orchards on school grounds; getting pupils involved in the fruit tree planting; teaching children orchard skills; going on orchard visits; running juicing days; cookery lessons involving local fruit and traditional recipes; fruit day festivals in school; poetry, art and storytelling. Several inspiring examples are described below, to show just how creative orchard projects have been.

- Somerset Schools Orchard Project was funded by Leader+ and the Heritage Lottery and in 2004-2005 involved five local Somerset Levels & Moors primary schools. Children looked at the orchards throughout the seasons, learning practical skills such as grafting as well as developing art and poetry, with author and poet James Crowden and artist Kate Lynch ([www.somersetapples.org.uk](http://www.somersetapples.org.uk)).

- Newburgh Orchard group worked with Fife Council's Food in Schools group on a project that involved 11 schools. They established a community orchard of 80 fruit trees next to Newburgh Primary School, arranged tastings of local apples, and taught primary school children orcharding skills with visits to local orchard sites ([www.communityfoodandhealth.org.uk/show.php?contentid=96](http://www.communityfoodandhealth.org.uk/show.php?contentid=96)).
- The North East Wales Orchard Initiative set up a 'virtual orchard' as an online place to record information about real orchards and trees planted by children in five participating schools. Materials such as photos, recipes and blogs can be shared on the Internet, so pupils can stay in touch with their orchard even after they have left school ([www.welshorchardfruits.com/childrens-area.asp](http://www.welshorchardfruits.com/childrens-area.asp)).
- Alongside their apple press and performance tour, Common Players' 'Cider with Roadies' project (see case study, page 32) employed an Apple Educator to work in primary schools encouraging children and teachers to learn about and understand local apple heritage. They organised tastings to compare locally grown apple varieties with supermarket apples, and looked at how to work with the national curriculum to incorporate orchard activities, including healthy eating.
- Glasgow's Children's Garden Project helps children to plant fruit trees all over Glasgow ([www.weegarden.co.uk/orchard.html](http://www.weegarden.co.uk/orchard.html)).

*The spontaneous enthusiasm of the children shows though in their poetry and art, gives a new and exciting perspective on orchards as a community resource and a place of education and wonder.*

Somerset Apple Project



## Integrating orchards into the school curriculum

Understanding the curriculum, and relating it to orchard activities, opens up many opportunities in subjects such as history, science, media, art, creative writing, cooking and physical activity.

*Look for a broad spectrum of innovative activities and relate these to the curriculum, because this will hold the children's attention and they will remember it. Anything that is brightly coloured will catch the teacher's eye when initially presenting it to them.*

Pippa Palmar

Mid Kent Downs 'Orchards for Everyone' project

The Mid Kent Downs 'Orchards for Everyone' project has, for example, undertaken extensive research into opportunities for promoting fruit and orchards through the National Curriculum's key stages, and will be working with local schools on a 'Bud to Beaker' project. They have compiled a colourful school pack complete with teacher's notes, a list of the curriculum key stages alongside each orchard activity, and an activity pack for pupils. One of the activities will use ICT (Information Communication Technology) on a media project where students will use camcorders to film projects in the orchards. This pack will soon be available on the website ([www.kentdowns.org](http://www.kentdowns.org)) and on CD-Rom for teachers, and can be copied for teaching purposes.

See appendix 3 for a list of more resources.

## Orchards and healthy eating in schools

National policy on school food and food education has changed dramatically over recent years. There are now national nutrition standards for school meals, and all schools must ensure that snacks served in tuck shops and other school outlets are also healthy. Whilst this is good news for fruit sales, it can be an insurmountable challenge for smaller orchards to meet the volumes and quality standards demanded. If direct sales are not an option, there are still plenty of opportunities to promote traditional orchards and their produce to children as part of healthy eating initiatives.

The criteria for national and healthy school standards are on [www.healthyschools.gov.uk](http://www.healthyschools.gov.uk). Schools not only have to meet nutritional criteria for all food served in school, they should also integrate healthy eating into other school activities. Organisations wishing to sell food products in schools are now becoming increasingly aware of how to design products and promotions to meet the criteria - see, for example, how fairly traded fruit is being promoted in healthy school tuckshops, at: [www.youngcooperatives.org.uk/index2.php?pageld=51](http://www.youngcooperatives.org.uk/index2.php?pageld=51).

Other possible school activities with traditional orchards and their products include the following:

- Incorporate orchard information into '5 a day' educational programmes promoting the message 'eat at least five portions of fruit and vegetables per day'. It is important to work with teachers to ensure that materials meet their needs. The Edinburgh community food initiative Pip Project promoted healthy eating with pre-school children and involved fruit tree planting, see: [www.ecfi.org.uk/pip\\_main.htm](http://www.ecfi.org.uk/pip_main.htm).

- Cookery lessons (where offered) can incorporate tastings of local and unusual fruit varieties and making healthy desserts and juices using fresh fruit.
- Orchards for exercise. Physical activity lessons can include tree planting, digging, simple pruning and picking. For example, Newburgh Orchard Group in Scotland took local primary school pupils on orchard visits and established a community orchard next to the school. They planted mini orchards in many nurseries across Edinburgh. See: [www.communityfoodandhealth.org.uk/show.php?contentid=96](http://www.communityfoodandhealth.org.uk/show.php?contentid=96).
- The Symondsburly Apple Project ([www.appleproject.org.uk](http://www.appleproject.org.uk)), found fruit tuck shops can be a great opportunity for children to buy traditional fruit varieties - either whole or chopped up into fruit pots. They reported that they surprised sceptical parents who thought the children wouldn't like fruit. Guidelines for setting up a healthy fruit tuckshop have been published by the Food Standards Agency: [www.food.gov.uk/multimedia/pdfs/fruittuckwales.pdf](http://www.food.gov.uk/multimedia/pdfs/fruittuckwales.pdf); formed part of Sustain's Grab 5! project, see: [www.sustainweb.org/g5ap/idea5.php](http://www.sustainweb.org/g5ap/idea5.php); and are outlined on the School Food Trust website: [www.schoolfoodtrust.org.uk](http://www.schoolfoodtrust.org.uk).
- For larger orchards able to manage the scale and requirements of local government contracts, it may be possible to provide fruit to the National Fruit and Vegetable Scheme, in which all four- to six-year-old children are entitled to receive a free piece of fruit or vegetable each school day. For example, some Essex apples are being supplied for use in London schools. Smaller traditional orchards are unlikely to be able to participate, but it might be possible to co-operate with a larger existing supplier to gain access to this market. Information for suppliers is at: [www.5aday.nhs.uk/sfvs/suppliers/default.aspx](http://www.5aday.nhs.uk/sfvs/suppliers/default.aspx).

More ideas and information for food activities that relate to the national curriculum can be found on the Food in Schools website run by the government's Department for Children, Schools and Families: [www.foodinschools.org](http://www.foodinschools.org).

## Raising awareness through arts and theatre

- Many orchard projects report that they have generated local support (and sometimes income) and run successful events using arts and theatre.
- Local artists, sculptors and photographers may be interested in contributing to an exhibition or production of educational materials, to use for project literature or for posters, postcards, greetings cards, etc, which can also be sold to generate income for the orchard. For example, Tidnor Wood Orchard Trust commissioned orchard artist Jonathan Latimer to paint a life-sized collage of apples, which the Trust sells as a poster, each signed by the artist. They also sell limited-edition prints of orchard art, see: [www.tidnorwood.org.uk](http://www.tidnorwood.org.uk).
  - Orchards can be used as an open-air art gallery, to display installations, demonstrations and exhibitions, such as woodcarving and artworks made out of natural materials.
  - Information panels and other interpretation in an orchard can provide the opportunity for using local craftwork, for example benches made from orchard wood.
  - Some orchard projects report having organised competitions based on orchard art, photography or poetry, which can in turn make good features for school events, local magazines and newspapers.



Clockwise from top left: Cider with Roadie's travelling apple press 'Pomona', Leominster Morris Dancers at The Big Apple, Maypole dancers at blossom time, Park Farm, Mid Kent (photo by Lynsted orchard project), Leominster Morris Dancer, stage set for the play *Comfort me With Apples* (photo by Tristram Kenton), Wassail image painted by pupils involved in The Somerset Apple project with artist Kate Lynch.



- Orchards can be great venues for opera, theatre and concerts. Park Farm Community orchard in Lynsted, Kent found that opera worked well in the orchard. The tall traditional trees provided good shelter and acoustics for the music, as well as an atmospheric backdrop, see: [www.lynsted-orchard.org.uk](http://www.lynsted-orchard.org.uk).
- Performances are also popular, particularly those based on orchard customs and for seasonal festivals such as Apple Day and Wassailing. These can be Mummers Plays, Tree Dressing, Maypole Dancing and Morris Dancing. Fascinating information about such traditions can be found on the Common Ground website: [www.commonground.org.uk](http://www.commonground.org.uk). Examples of theatre companies that work with orchard projects include:
  - ▣ Common Players, a theatrical group from Devon who run an orchard themed project 'Cider with Roadies'. They work with a travelling apple press, touring a performance to local schools and communities and teaching orchard heritage and local varieties (see their case study on page 32).
  - ▣ The Lions Part Theatre company in London organise an 'October Plenty' harvest celebration event with performances and festivities surrounding Apple Day. They also organise a Wassail and Mummers plays for Twelfth Night in January. All these take part in the historical Bankside area of Southwark in central London, see: [www.thelionspart.co.uk](http://www.thelionspart.co.uk).



# Cider with Roadies Devon

## Project background

The West Country is famous for its cider, and there were an estimated 33 producers of cider and perry in 2006. Unlike Kent cider which is made from cooking and eating apples, Devon cider is made from cider apples, such as the famous Kingston Black variety. In a similar fashion to orchards around the country, Devon's orchards have declined by 90% since World War II.

'Cider with Roadies' is an innovative project set up by Common Players, a rural arts company who have been creating new performances in and with rural communities since 1989. It is a three year project which started in 2006 and is funded by the Heritage Lottery Fund, Arts Council South West, Devon County Council and Teignbridge and Blackdown Hills Leader+ together with Natural England.

At the time of writing this project had just completed its second year.



Photo: Common Players





## Project aims

The 'Cider with Roadies' project aims to increase interest in local apple culture through pressing days, live theatre performances, live music and related education activities such as research, orchard management workshops and art workshops. Setting up a dialogue with local communities is a core aim of the project.

## Project activities

### Press and performances

The purpose-made travelling apple press, named 'Pomona' after the Greek goddess of fruit trees, gardens and orchards, is the focal point for the project. It was designed and made by a local sculptor and is a unique trailer which weighs, washes, crushes and presses apples into juice.

During autumn 2006 the press went on a pilot tour in Devon and visited communities in venues such as orchards, barns, farmers' markets and community halls. The local community were invited to bring their spare apples and have them pressed into juice.

In 2007 the press toured communities in Devon and Somerset, this time joined by a theatre performance, *The Big Squeeze*, based on traditional Mummings plays. It was performed

after a day's pressing, with the press being the stage and backdrop, and at the end, audiences were encouraged to participate and were offered mulled apple juice. The following year, two new performances are being created to include an indoor performance, to accompany community feasts and harvest suppers, and a forty minute performance for primary schools.

### Apple Animateur

The project appointed an *Apple Animateur* who tours with the press. Adam Montague, a horticulturalist and orchard expert from Thornhaynes Nursery, is on hand to give talks and advice on all aspects of growing fruit trees and apple identification. During the tour he made contacts with the local community to bring together apple growers and producers with local businesses to explore opportunities for them to work together.

In the late autumn after the tour, Adam arranged practical pruning and planting workshops, offered advice on community orchards, and researched the local customs and traditions linked to apples. The following year will see more research and presentations of information about Devon's apple heritage including running oral history sharing workshops and training. Jon Stokes, the

playwright will be using this material in the productions scheduled for the autumn.

### Apple Educator

Alongside the press and performance are projects that work with local primary schools, engaging and encouraging the children and their teachers to learn about and understand local apple heritage. In the first year of the project, ten local primary school groups and youth clubs were encouraged to be involved in specific art days. The artistic output from these days, pictures and sculptures of traditional varieties, were displayed at the apple pressing events. By the second year an Apple Educator was appointed who offered one of three art-based days to a Key Stage 2 class in local primary schools including subjects such as apple history and heritage, healthy eating, creative writing and art and design. The art-work, poetry and prose are to be collected into a book at the end of the project, which will re-visit local schools.

### Devon Apple interactive website 'A Devon Pomona'

At the time of writing, a website was being commissioned and designed. It will host information on fruit varieties, orchard management, pruning, products, presses for hire, tree sales and

more. Collectively owned, it will incorporate a 'Wikipedia' style cataloguing where local amateurs and professionals in the apple business can both consult and upload information. As well as recording heritage it will be a practical aid to apple businesses brought together in a local apple forum and so encourage the preservation and development of traditional apples and orchards. A draft version should be up and running by the end of spring 2008.

## Project outcome and evaluation

The apple press toured twelve communities in 2006 and altogether pressed a total of 2,400 litres of apple juice. The second year, the press and performance had doubled the number of bookings and visited twenty four communities-further raising awareness, bringing people together sharing stories, orchard expertise and raising awareness of new and rare varieties of apples. Adam was able to give much valuable advice and went back to communities to run courses on orchard management. The feedback from the communities has been very positive, with many of them hoping it can be an annual event. Using local musicians helped them gain extra work by appearing at the events, and

profits from the sales of juice benefited local causes. Many of the pressing events were hosted by local charities such as playgroups, and village hall committees who were able to make a modest profit from the sale of locally pressed juice.

## Future

The project will investigate ways of making local traditional orchards economically viable, and will be a link between producers and local markets who wish to co-operate on new business models.

The press has been sturdily built, designed to give a lifetime's pressing. Common Players hope to continue to devise arts activities which incorporate it in future years, as well as making it available for hire.



## Contact

### Cider with Roadies

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# Orchard Link Cumbria

## Background

There are around 200 local apple varieties in Cumbria, grown in small orchards throughout the county. Apple trees were originally planted on farm holdings for self-sufficiency and any surplus was sold to local markets. Particular varieties were chosen to adapt to the colder and wetter climate of the area, and which had good keeping qualities. These orchards have suffered the same neglect since the 1960s as orchards have across the country.

Orchard Link Cumbria helps to co-ordinate orchard fruit related activity across the county to promote its fruit growing heritage and revive local orchards. A conversation in a local pub between orchard owners despairing about what to do with their surplus crop led to the formation of a committee who then applied to Voluntary Action Cumbria (VAC) and Leader+ for funding for a community apple press. Other interested parties were also in touch with VAC and all the

ideas and initiatives were brought together under the Orchard Link Cumbria banner. VAC put together an application and was funded by the EU through the Fells and Dales Leader+ programme.

## Aims

The Orchard Link Project aims to ensure local orchard fruit is used and not wasted as windfall. It plans to put growers in contact with local producers, safe-guard traditional local varieties suitable to the northern climate and soil types, increase orchard skills and help to co-ordinate orchard fruit events in order to raise awareness and promote orchard heritage.

## Activities

The Orchard Link Project employs two project officers, who work on average one day a week to administer the project, answer general enquiries and offer support to local fruit related businesses. They co-ordinate activities, including workshops and networking events, and attend shows.

Orchard Link Cumbria has worked with partners to plant a reference collection of apple, pear and damson trees on the

Orchard Link Cumbria's project officers, Karen Bentley and Dick Palmer with the newly planted apple trees in Fellside orchard on the National Trust's Sizergh's estate



National Trust's Sizergh Estate. This orchard is also used for orchard management workshops. Orchard Link Cumbria has established links with the Northern Fruit Group, with whom they share expertise and ideas. With their help, they organised and ran a successful grafting workshop with the local social enterprise, Growing Well, an organic market garden that provides horticultural training for volunteers and people recovering from mental illness. They have run popular pruning and grafting workshops, on two beautiful National Trust properties in North Cumbria; Sizergh Estate and at Acorn Bank.

The project also helped develop two local orchard groups to share a community apple press, and to exchange skills, ideas and fruit. A grant was awarded to fund the purchase of a community apple press and trailer for the Broughton Community Apple Press Association. A grant was also given to the newly formed South Lakeland Orchard Group (SLOG).

Leaflets were produced comprising a map, Cumbria apple heritage information and a list of local producers, retailers and local events. These were distributed at events and tourist offices, schools and restaurants. The project also ran stalls at local

and national orchard events to promote the project (with newly produced colour banners, display boards and free cider tastings!) and attract new members. Orchard Link Cumbria is also developing its own website.

## Project outcome and evaluation

The workshop with Growing Well successfully grafted 120 local traditional varieties of apples, pears and damsons which will go into a newly planted orchard on their site. It will be used as part of training, and eventually provide income, through selling, perhaps in the local Low Sizergh Barn Farm Shop.

The apple presses were in great demand throughout Cumbria and earned the orchard groups a little extra money, which can go towards maintaining the equipment.

SLOG are going from strength to strength and have organised a series of events. They have already had an orchard pruning day at one members' orchard and a interesting talk from Hilary Wilson, Cumbria's *Queen of Apples*. They have orchard visits, another talk and workshops planned for 2008.

Another success of the project was putting orchard owners in

touch with each other as well as with local markets and producers such as juice and preserve makers in Cumbria.

## Future

The South Lakeland group is viewing local potential orchard sites for restoration, with the hope to adapting one of them as an educational orchard.

These orchard groups were helped by grant funding, notably to fund the purchase of the apple press and to fund project officers. In future, they hope to be self-financing, by covering the cost of the press maintenance and parts from membership subscriptions, income from events and from hiring out the press and trailer. Some orchard group members will also look into the possibility of an orchard tree nursery, selling Cumbrian fruit varieties, which would also attract income.

SLOG plans to develop its own website and one its members is putting together an inventory of all the members' fruit trees.

## Contact

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## ii) Community wellbeing

*Working with orchards is good fun, you meet a lot of nice people. It's a great social thing.*

Hilary Wilson  
Northern Fruit Group

### Community orchards

Creating a community orchard has formed a core part of many orchard projects, set up by various groups, such as horticultural associations, allotment groups, schools, parishes and wildlife trusts. Common Ground has a record of several hundred community orchards in England. There is also a growing number of urban community orchards in the UK in places such as Milton Keynes (An article in *The Guardian* reports that Milton Keynes has the most community orchards in the UK, see: <http://lifeandhealth.guardian.co.uk/food/story/0,,2134466,00.html>) and Bristol (see the example below). Common Ground's website has information about community orchards, and examples of newly planted orchards and restored orchards. See: [www.commonground.org.uk/appleday/a-corc.html](http://www.commonground.org.uk/appleday/a-corc.html).

The Federation of City Farms and Community Gardens has an increasing number of community orchards in its membership, prompting a community orchard training day in May 2007. They intend to run similar training events in future, details of which will be available via: [www.farmgarden.org.uk](http://www.farmgarden.org.uk).

Below is advice from community orchard projects:

- Look for land with a good location, reasonable access and suitable soil.

- Consider how you can make an agreement with the landowner.
- Is there an old orchard that could be restored before you think about planting a new one?
- Community orchards need looking after in the long term. Create a steering group or a membership scheme to rally support.
- Find jobs for volunteers to do and get them enthused about the project.
- Contact community groups and other organisations to find out if they would like to get involved in festivals, seasonal events, concerts and functions to make sure the orchard is well used.
- For more advice see Chichester Council's guide to setting up and managing a community orchard: [www.chichester.gov.uk/media/pdf/1/j/Orchard\\_Guidance\\_Booklet\\_\(New\).pdf](http://www.chichester.gov.uk/media/pdf/1/j/Orchard_Guidance_Booklet_(New).pdf)
- Common Ground have produced a Community Orchards Handbook, published in Spring 2008.

Horfield Organic Community Orchard (HOCO) in Bristol was set up in 1998 on overgrown allotment land and now contains over 80 apple, pear, plum and nut trees. The orchard was set up because a small group of local organic growers wanted to preserve native apple varieties and demonstrate organic techniques. They received a local council environment grant to buy trees, which was boosted by donations from the Avon Organic Group. They formed a community group and introduced a 'Friends of HOCO' scheme to raise funds and encourage members to help manage the orchard (who receive a box of fruit in return). Members with gardening expertise and farmers offer their skills and pruning workshops in exchange for membership. Other members pay a small annual fee. The group occasionally sells fruit at the local farmers' market and holds annual celebrations such as Apple Day and wassailing. They host a

# Involving local experts

There is likely to be a wealth of knowledge about orchards, traditional varieties and working practices within a community. Many orchards report that they have found local help from 'orchard doctors', farmers, cider makers, wildlife experts, teachers, colleges, naturalists and ecologists, horticulturalists, landscape experts, historians, artists, poets, musicians, chefs... Many will gladly offer their help to traditional orchard projects and it is worth spending time creating a database of this wealth of local talent.

For example, Orchards in Powys appointed two 'Orchard Doctors' to help local orchards overcome difficulties; the Somerset Apples schools project involved author and orchard poet James Crowden and artist Kate Lynch in promotional activities; and the Cider with Roadies orchard theatre group in Devon involved a local horticulturalist and orchard enthusiast, who is now employed on the project as the 'Apple Animateur'. Linking with a local college can also prove productive. The Growing Well organic social enterprise farm involved a local orchard expert and enthusiast from Northern Fruit Group (see: [www.england-in-particular.info/orchards/o-yorks-i.html](http://www.england-in-particular.info/orchards/o-yorks-i.html)) to teach grafting to volunteers and students.

The knowledge and skills of older people in the community can also be very valuable. Mid Kent Downs 'Orchards for Everyone' promotes 'inter-generational' work by involving people who used to work in orchards and farmers who run older orchards, in educational activities.

# Forming an orchard group

Working co-operatively with other orchard projects can be beneficial, and many orchard groups have been set up in recent years. Groups differ according to the local needs and interests of an area, but share a desire to work collaboratively to keep traditional orchards alive, raise public profile and support, and find ways to make orchards viable in the longer term.

Such groups share the organisation and running of a host of different activities, such as: training; networking; fundraising; information exchange; research into and preserving local varieties; collections; orchard conservation; festivals; newsletters; meetings; purchase of orchard equipment such as presses and de-stoners; and making and marketing products such as cider and fruit juices.

For example in Cumbria, the Broughton Community Apple Press Association developed from conversations taking place in a local pub between orchard owners despairing about what to do with their surplus apples. They received grant funding from Leader+ through Cumbria Orchard Link to purchase an apple press and trailer (see their case study on page 35).

See appendix 3 for examples of existing orchard groups.

The National Orchard Forum website has very useful advice on how to set up an orchard group, see: [www.nat-orchard-forum.org.uk/setting-up.html](http://www.nat-orchard-forum.org.uk/setting-up.html).



Photo: Emma Hockridge

half-term wildlife trail and school visits for local schools. See: [www.avonorganicgroup.org.uk/html/related.html](http://www.avonorganicgroup.org.uk/html/related.html).

## Health and the wider community

Schools are not the only organisations interested in activities to promote healthy living. Physical activity and eating more fruit and vegetables are key components of a healthy lifestyle. And they just happen to be two areas to where traditional orchard projects can provide appealing and engaging opportunities, for both physical and mental wellbeing.

## Community food projects

Community food projects work to improve people's access to healthy, affordable and sustainable food. Examples include:

- **Food co-operatives:** People get together to share the cost and benefits of bulk buying, so they may enjoy buying more fruit or juice with interesting and local provenance;
- **Community cafés:** Run by people in the community, and often providing welcoming community space for other activities. Local orchard produce could feature on the menu.
- **Cooking courses:** If people learn to cook with local products they are more likely to buy them in future.
- **Breakfast or lunch clubs:** Sometimes run in schools or day care centres. Incorporating orchard produce in these schemes can reach a wide audience.
- **Community gardens:** Land is made available for food-growing activities, sometimes led by a community development worker or housing officer. These might need help setting up an

orchard area and learning tree-care skills.

- **Domestic gardening:** For example, an affordable local fruit tree planting scheme has been established by Herefordshire Council who are funding a 'Fruit tree kit scheme' for residents to grow one of their own 'five a day' with local varieties, see: [https://herefordshire.gov.uk/leisure/parks\\_recreation/4799.asp](https://herefordshire.gov.uk/leisure/parks_recreation/4799.asp).
- **Care Farming initiatives:** These work with people with learning difficulties or mental health problems, sometimes called 'farming for health', 'green care farming' or 'therapeutic gardening' (see: National Care Farming Initiative: [www.ncfi.org.uk](http://www.ncfi.org.uk)). Orchards could be an exciting addition to such initiatives.

Such food initiatives exist around the country, many often looking for more local, seasonal and organic food. Sustain's Food Access Network has a searchable database of projects around the UK, see: [www.sustainweb.org/page.php?id=50](http://www.sustainweb.org/page.php?id=50) and [www.sustainweb.org/fandb.php](http://www.sustainweb.org/fandb.php).

## Amenity and public access

Both existing public access and opportunities for access may be important to include in your project. Local authorities and other funding bodies are more likely to support an orchard project if it increases public access to natural spaces and opportunities for leisure and learning. The government-funded Higher Level Stewardship scheme includes traditional orchards (applications to the scheme are competitive) and the scheme booklet says "*preference will be given to sites that can provide public amenity, in particular public access*". See: [www.defra.gov.uk/erdp/schemes/hls/handbook/appendix1-c-orchards.htm](http://www.defra.gov.uk/erdp/schemes/hls/handbook/appendix1-c-orchards.htm). This might be general public access, or use by societies, youth organisations or schools.

Physical access and improved access to information also needs to be considered if the project involves organising a public event, festivals or creating an education or information centre. Helpful advice on 'The Access Chain' has been created by the Sensory Trust, an organisation that provides consultancy services to improve access to sites to enhance the visitor experience. It prompts consideration of issues such as pre-visit information, transport links, signage, and providing options for people with different disabilities. Showing that you have taken action to improve the amenity value and public access of an orchard will increase your likelihood of funding and local support. See: [www.sensorytrust.org.uk/information/factsheets/access\\_chain1.html](http://www.sensorytrust.org.uk/information/factsheets/access_chain1.html).



Harvesting plums in Sheffield for the Abundance urban fruit harvest project. Photos by Ann Marie Culhane







# Waltham Forest scrumping scheme

The OrganicLea initiative is a food-growing community project in the Lea Valley in Waltham Forest, East London. They promote locally grown, pesticide-free fresh produce for those who do not usually have access to such food. In 2005 they started a 'scrumping' project, with a new twist on the old idea of children getting into orchards to take the fruit. Many of the older houses in the borough have fruit trees in their garden, with much of the fruit wasted as windfalls or rotting on the tree.

OrganicLea offers the services of a scrumping team to collect the unwanted fruit and distribute surplus locally through nutrition clubs and community market stalls. A quarter of the picked fruit goes to the tree-owner's household and the rest goes to local voluntary food projects and picking volunteers. In the first two years the project managed to save and distribute three tonnes of surplus fruit. The scrumping team reports that these activities have been very popular locally, and great fun, often helping older residents of the borough, who would otherwise hate to see their fruit going to waste. OrganicLea also started a local fruit map identifying the varieties that grow in the borough and will take part in the local Apple Day celebrations. See: [www.organiclea.org.uk](http://www.organiclea.org.uk).

A very similar and successful project also started in Sheffield. As well as providing fruit to local community food projects, free fruit was distributed around the streets and in shopping centres of central Sheffield from the custom designed mobile fruit unit. They also offered a free winter pruning workshop to encourage management for the fruit trees involved. See the Abundance project on: [www.growsheffield.com](http://www.growsheffield.com).



## A story of plums and beetles

Worcestershire Wildlife Trust's plum orchard in Tiddesley Wood is part of the Trust's nature reserve. The orchard is one of the very few remaining old plum orchards, now managed for the local community to enjoy and appreciate the heritage. The older and decaying trees within the orchard are a habitat to wildlife and the noble chafer beetle, which is particularly rare and subject to conservation plans under the UK's Biodiversity Action Plan. The Trust recently planted 130 new plum trees among the old trees, to ensure the future regeneration of the orchard, supported by a policy of full public access and an interpretation and educational programme. See: [www.worcswildlifetrust.co.uk/index.php?section=news:archive&id=2075](http://www.worcswildlifetrust.co.uk/index.php?section=news:archive&id=2075).

*We need wildlife and nature, and orchards can give us that. They make us happy. They demonstrate how we and nature can live together.*

Sue Clifford Common Ground



Grazing sheep in Tiddlelesley Wood's plum orchard, Worcestershire

### iii) Restoring and safeguarding biodiversity and landscape

Restoring a traditional orchard, and planting a diversity of trees is an important way to conserve orchard heritage in its own right, and also preserve biodiversity and the landscape.

- You will probably need advice from an expert, or you might consider undertaking orchard management training.
- Consider planting local traditional varieties that are distinctive to the area, that will most likely suit the local soils and climate, and help safeguard rare varieties.
- Be aware of orchard biodiversity and wildlife; there will be appropriate management techniques to help safeguard important habitats for wildlife, especially if there are rare species.
- Bear in mind the lifespan of the orchard trees. New traditional orchards are needed to replace lost wildlife habitats; and new trees in older orchards will help replenish a habitat for the future. Orchard trees do not live as long as many woodland trees, so there will always be replanting to be done. However, some such as perry pear trees, can live for up to three hundred years.

*Orchards are little gems - a part of a tapestry of countryside habitats along with village ponds and hedgerows. It's a shame to lose them.*

Heather Robertson  
Natural England



## Raymond Blanc promotes traditional varieties

TV chef Raymond Blanc has embraced the wonderful diversity of orchard fruit at his Maison Aux Quat'Saisons restaurant, country house hotel and cookery school in Oxfordshire, which runs a well-established restaurant garden to provide truly local food. Raymond Blanc has recently teamed up with fruiterer William Sibley to extend the gardens at Le Manoir to incorporate a Provençale orchard and two further orchards that will resurrect 17 threatened Oxfordshire apple varieties, along with ancient plum and Williams pear varieties. In time, Le Manoir will be producing 10 tonnes of fruit a year to serve to guests or to sell. They also plan to plant apricots, peaches and figs. See: [www.manoir.com](http://www.manoir.com).



Medlars at Brogdale and Kentish  
Cobnuts in Ightham, Kent.





## Promoting genetic diversity

Preserving and promoting the genetic diversity of traditional varieties of fruit trees is also important - not only for wildlife, but also to provide opportunities to encourage community interest and to market distinctive products and generate income for the orchard. But it's not just about apples and pears! Consider planting a range of different fruit and nut trees, which can provide produce across a long period from late spring until late autumn. There are many types of plums, cherries, nuts and 'forgotten' fruits such as quinces and medlars. There are also varieties of apricots, figs and peaches that are suited to some UK geographical conditions.

Ideas from orchard projects around the UK for promoting the genetic diversity of orchards include:

- Creating a local collection or museum orchard from which the local community can graft local varieties. Many local orchard groups have members with collection orchards of local varieties.
- Starting a tree nursery to sell trees locally and generate extra income. East of England Apples & Orchards project has a heritage fruit tree nursery, with a catalogue containing over 175 apple and pear varieties. The proceeds from the sales fund tree propagation and research into rare and at-risk local orchard fruit varieties, see: [www.applesandorchards.org.uk](http://www.applesandorchards.org.uk). The Gloucestershire Orchard Group [www.orchard-group.org.uk/glos](http://www.orchard-group.org.uk/glos) has a museum orchard and other collections of Gloucestershire varieties of apple, perry pear and plum and has commissioned local nurseries to propagate from these and sell trees to the public, councils, schools, community groups and other landowners, in conjunction with Hartpury Trust.
- Researching local fruit and nut varieties, using experts for fruit identification and making local

appeals to find lost varieties. This can generate useful media coverage and attract support.

- Adding nut trees to an orchard. Walnut, chestnut and cobnut (cultivated hazelnut) trees grow easily in the UK climate. A good variety for domestic production is the Kentish Cob and the Kentish Cobnuts Association website has a list of tree suppliers: [www.kentishcobnutsassociation.co.uk](http://www.kentishcobnutsassociation.co.uk).
- Connecting with organisations supporting food biodiversity. The Slow Food movement and the 'Slow Food Foundation for Biodiversity', states that its mission is "To organise and fund projects that defend our world's heritage of agricultural biodiversity and gastronomic traditions," see: [www.slowfoodfoundation.com](http://www.slowfoodfoundation.com). The Lyth Valley Damson from Cumbria, for example, is listed in Slow Food's 'Ark of Taste', an online catalogue that helps to "rediscover, record, describe and publicise forgotten flavours". The Three Counties Perry is listed as one of the UK's Slow Food *Presidia*, that is working to raise awareness of high quality perry. For Slow Food contacts in the UK, see: [www.slowfood.org.uk](http://www.slowfood.org.uk).
- Considering how climate change might affect biodiversity and crop diversity in orchards. Diverse fruit varieties might be more resilient to extremes of weather, hotter summers and wetter winters. This is an emerging area of understanding, with some orchard owners exploring options for the future. For example, Mark Diacono of Otter Farm in Devon, is looking to "sustainably exploit the new conditions" and contribute to reducing food miles so that "foreign" foods can become available in Britain. He is planning "climate change harvests". He has planted an olive grove and orchards with peaches, apricots, almonds, persimmons, pecans and kiwis. He also has plans for adding pineapple, guava, grinding pepper and a spice garden. See: [www.otterfarm.co.uk](http://www.otterfarm.co.uk).

## Official designations that aid conservation

In August 2007, traditional orchards were agreed as a national 'priority habitat' under the UK Biodiversity Action Plan (UK BAP). Becoming a priority habitat does not give guaranteed legal protection. However, this new status means that traditional orchards should receive greater consideration from planners making decisions about new developments, and higher priority in environmental grant schemes and other funding.

Prior to this national recognition, several counties already included traditional orchards in their local Biodiversity Action Plans, such as Kent, Norfolk, Somerset, Worcestershire and Gloucestershire. Examples are available on the Biodiversity Action Plan reporting system database: [www.ukbap-reporting.org.uk](http://www.ukbap-reporting.org.uk). Such plans set local targets for reversing the loss of orchards, and encourage partnerships with, for example, local councils, Natural England ([www.naturalengland.org.uk](http://www.naturalengland.org.uk)), the Farming & Wildlife Advisory Group ([www.fwag.org.uk](http://www.fwag.org.uk)), wildlife trusts ([www.wildlifetrusts.org](http://www.wildlifetrusts.org)) and others such as landowners interested in conservation, e.g. the National Trust ([www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)).

Local Biodiversity Action Plans might include:

- Conducting research and surveys into traditional orchards in the county, looking at the extent and conditions of them.
- Maintaining and restoring orchards into a manageable condition.
- Encouraging the protection and designations for traditional orchards such as Tree Preservation Orders, Sites of Special Scientific Interest (SSSIs), County Wildlife Sites and Local Nature Reserves.

- Encouraging local councils and organisations to provide funding to buy traditional orchards and replant and manage them.
- Replanting trees, and encouraging community orchards.
- Improving knowledge and skills and raising awareness of the value of orchards.

Landscape Character Assessments can also be carried out by many local authorities to help inform planning decisions and raise awareness about the value of the distinctive qualities of local landscapes. If orchards have been included in an assessment, then this may give the orchards additional status for protection from development, or to qualify for public support. Useful information about this issue can be found on the Landscape Character Network website, including a searchable database of what assessments have been made in England, see: [www.landscapecharacter.org.uk](http://www.landscapecharacter.org.uk).

It may be worth finding out if a local council could designate an orchard as a County Wildlife Site, or as a Local Nature Reserve. In Kent, for example, 'No Man's Orchard' was the UK's first officially designated orchard Local Nature Reserve. It is a traditional Kent apple orchard owned and managed jointly by Harbledown and Chartham Parish Councils. The orchard has been accorded local nature reserve status by Canterbury City Council and is recognised as a site of nature conservation interest by the Kent Wildlife Trust. This helps to generate interest from a diverse range of supporters, and helps maintain the status and value of the orchard in local planning, see: [www.harbledownpc.kentparishes.gov.uk/No+Mans+Orchard.htm](http://www.harbledownpc.kentparishes.gov.uk/No+Mans+Orchard.htm).

For information on other designations, see page 13.

If your orchards are under threat, see: Common Ground's Orchard Advice Notes 21 ([www.England-in-particular.info/orchards/o-note21.html](http://www.England-in-particular.info/orchards/o-note21.html)) with very useful information and publication material from years of experience in campaigning to save our orchards.

The Gloucestershire Orchard Group/National Orchard Forum Orchard Protection Advice Leaflet is available to anyone concerned about a threat to an orchard and includes some of the existing legislation. Contact them for a copy ([www.orchard-group.org.uk/glos](http://www.orchard-group.org.uk/glos)).

## Orchard management guidance

There are already a variety of orchard management advice and guidance notes available for landowners, and people running community orchard groups or projects. This good practice guide does not seek to duplicate this work. Some existing projects and orchard groups have written management guidance for their area and make them available on their websites. For example, management notes produced by Orchards in Powys contain information relevant to that part of Wales, and available both in English and Welsh (see: [www.glasu.org.uk/reports.htm](http://www.glasu.org.uk/reports.htm)). Similar advice is available in Symondsburry Apple Project's orchard care advice notes which deal with orchards in Dorset. See: [www.appleproject.org.uk/Heritage\\_Orchard/index.htm](http://www.appleproject.org.uk/Heritage_Orchard/index.htm).

For non area-specific advice, Natural England's Technical Information Notes (TINs) for Traditional Orchard Management are available to download for free from their website. For the full set of advice sheets, see documents numbered TIN012 - TIN021 on <http://naturalengland.twoten.com/>

NaturalEnglandShop. More links to orchard management notes are available in appendix 3.

For those interested in gaining more experience of orchard management, courses and workshops are run by many local orchard groups and horticultural societies (see appendix 3). Such courses can prove very useful, both to attend and to run. Part of the Woolhope Dome landscape conservation project in Herefordshire was a series of orchard workshops for landowners with traditional orchards. The project offered free workshops to landowners within the Woolhope Dome region, designated a 'biodiversity enhancement area', helping landowners to understand orchards as an important habitat feature in their unique landscape.

As part of a traditional orchard management workshop, information can also be shared about funding opportunities and business support. For example, both Cumbria Orchard Link and the East of England Apples & Orchards project arranged for government representatives to attend network meetings and give presentations to orchard owners about the benefits of Agri-Environment subsidy schemes, resulting in several orchards applying and being considered for such funding.

## Streuobst German initiatives to stop the loss of traditional orchards

The regeneration of traditional fruit orchards in Germany has been underway since the mid-1980s, when the nature conservation organisation Naturschutzbund Deutschland (NABU) released a report linking the decreases in local birdlife to the loss of old orchards. What began as a purely environmental initiative has developed into an economic scheme as well: the current focus for German traditional orchards is on revitalisation, reintroducing local orchards into local economies.

“Fruit grown in traditional orchards has to be profitable once again,” said Alexander Vorbeck, director of the *Streuobst* project, in *Slow*, the journal of the Slow Food movement. Vorbeck was highlighting the challenge faced by traditional orchards (*Streuobst*) and their supporters.





To this end, community-based conservation schemes have worked with NABU initiatives to help orchard owners earn an extra income by harvesting their fruit for juice and then selling the juice at a premium to local consumers through farmers' markets, pubs, restaurants and small stores, for example. Local groups form partnerships with growers - often as charities or co-operatives - to make traditional orchard juice for sale, and the results have proved that consumers are willing to pay a higher price for juice when they know it is locally produced and free from chemicals.

This market opportunity has been warmly embraced: though distributed and owned by multiple people, 120 local juice groups run by local enthusiasts around the country make up a fairly large-scale operation, supporting the renewed economical viability and environmental sustainability of the old orchards.

## Local and 'green'

While the juice initiatives each have their own characteristics, two key elements prevail and stand out for attention: locality - as juices sold locally come from local orchard fruit - and an environmentally friendly

production process - as NABU groups ensure that only unsprayed fruit is used for juice. There is often no external certification process to confirm that the fruit has been organically grown (that said, it is not uncommon for selected leaves or fruit to be sent to an independent organic testing institute every year or so). NABU has called for the definition of *Streoubst* to mean that such orchards are completely unsprayed. They hope to link agri-environment payments only to unsprayed orchards, and in effect *Streoubst* is *organic plus* - even the few applications of chemicals allowed by organic certification are never applied.

Marketing and selling a local product at the regional level is arguably the key to the success of the *Streoubst* project. Where issues of traceability and food miles are routinely covered in the UK media, German media coverage is positive as each juice scheme in the *Streoubst* project involves only fruit from neighbouring orchards. In the western state of Saarland, for example, the NABU Saftmobil, a one-tonne trailer with a 60-litre press and scrapper, travels to villages and schools to press fruit brought in by local people; the trailer also doubles up as a mobile shop from which to sell

## How to spread the word - and the fruit!

Small-scale local events and marketing initiatives help promote traditional orchards and the need for their regeneration.

In the mid-1980s, NABU launched *Mostpremierungen*, tasting events of juice (*Most*) made from local, home-grown apples. *Mostpremierungen* have become celebrated local festivals at which tastings of regional dishes and performances of regional dialect (such as poetry readings) also take place.

In some communities in the southwestern federal state Saarland, a Cider King is crowned, while a cider trail encourages rural tourism and the sale of local produce.

Other popular festive occasions include the *Kelterfesten* - at which juice presses are open to visitors - and the *Apfelfeste* - a German cousin of Britain's Apple Day. Even in Nordrhein-Westfalen, Germany's westernmost state, and not a major orcharding region, fruit festivals can regularly attract around 30,000 visitors.

In Rügen, an island in the Baltic sea off the northeastern coast of Germany, hotels or farms send bottles of apple Schnapps to summer tourists from other areas as an encouragement to return.

In Saarland, a small southwestern state, some stores sell a weekly mail-order farmers' basket that contains seasonal local specialties, including juice from local orchards.

the juice and is loaned out to groups for private and public events.

Towards the south, in the city of Stuttgart, the Vörderkreis Stuttgarter Streuobst (VSS) has been holding autumnal communal pressing days for more than a decade. In its capacity as the association for the promotion of Stuttgart orchard fruit, the VSS buys unsprayed fruit from local growers at twice the normal wholesale price, then pays a juicer to produce the juice and prepare it for sale - pressing the fruit, bottling and pasteurising the juice, and labelling the bottles with the VSS name. While the association is responsible for the marketing and sale of the juice, the juicer also helps spread the word through established market contacts.

## Start when young

Meanwhile, an hour's drive east of Stuttgart, in the city of Göppingen, the conservation and regeneration message is passed on early. Here, 10- and 11-year-old students at the Wilhelm Busch Schule run a small apple juice factory from an orchard they own. Their literacy teacher is the chairman of Verein zur Erhaltung der Streuobstwiesen, the local orchard conservation club. The club was founded in 1995 with

loans from the local bank and town council, and today incorporates both growers and producers in its membership. As organisers of a juicing initiative, the club buys up to two tonnes of fruit from each of its farmer-members at twice the market price, offering a credit note until the resulting juice or cider is sold at the NABU shop on Saturdays. As for the students, they take part in the entire orcharding cycle, cutting the grass and harvesting the fruit in an orchard just over half a hectare in area. They press the juice and sell it to teachers and parents, as well as to the canteen of the district council office. They sell their juice, too, to their teacher's conservation club and juicing scheme, with profits from sales going towards financing school trips.

## The future's bright

The German examples suggest that traditional orchards can be made financially viable with enthusiastic local participation in tandem with strong encouragement and support from a central organisation at the national level. Indeed, the *Streuobst* project has proved popular: by mid-2007, larger juice groups were producing 600,000 litres of apple juice a year, with the smaller groups producing about 30,000 litres each. A

number of groups are now experiencing the pressure to grow ever more commercially and to form bigger groups. Meanwhile, new ideas continue to drive these initiatives forward. Some groups are developing products other than juice and cider, such as a sparkling apple-and-pear wine, while other groups import Fairtrade products such as mangoes and pineapples to mix with local fruit for juice.

In Germany, demand for local, naturally produced juices remains high, which is probably a strong reason why this approach is cost effective. With continued efforts, German traditional orchards could well ride on a wave of locally produced cider and juice into a sustainable future.

## Contact

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w: [www.streuobst.de](http://www.streuobst.de)

## iv) Creating a thriving local economy

Some orchard projects feel that relying on funding and public donations cannot be maintained in the longer term. Many established projects are therefore exploring ways to generate reliable long-term incomes. Orchards were once an important part of the local economy and local food supply, yet the same economic forces that are affecting the viability of small-scale and family farming in the UK are also affecting traditional orchards, making it hard for orchard projects to survive. Generating an income from the orchard is one way to put orchard projects on a more firm footing, either to generate money to pay for development, or simply to cover management expenses.

This section looks at ways in which orchards can become economically viable and help to contribute towards regeneration of the rural economy.

### Adding value

Many orchard projects have found that ‘adding value’ to orchard produce, through basic processing or product creation, can generate useful activity and income, and help an orchard develop distinctive local branding for products. This can be achieved by producing and marketing items such as fruit juices, cider, perry (pear cider), cider vinegars, preserves (jams and chutneys), fruit wines, fruit cordials, dried fruit, fruitcakes, puddings, etc. Traditional and locally distinctive varieties can become a local quality niche brand attracting a price premium.

Marketing may not be familiar territory for orchard projects used to a more community-based

approach to generating support for orchards. However, some basic steps can help to build confidence, provide information about demand for orchard produce, and build a picture of the types of products that may prove to be a success. For example:

- Some projects have found it useful to undertake an analysis of the unique opportunities presented by their orchards and their produce. The Damson Development Project in Cumbria, for example, undertook initial research to investigate the current and potential market for the local damson industry in the region, and the feasibility of creating a Damson Resource Centre, which could house a cold store unit, a production unit, a damson de-stoner (as currently some producers are sending their damsons abroad for de-stoning), a tree nursery, retail outlet and an archive unit (see case study on page 58).
- Marketing produce as ‘locally grown’ or ‘traditionally grown’ with local traditional varieties, can demonstrate to customers the unique properties of the product, with a distinctive flavour and heritage. Such products are not usually found in supermarkets so you will not be trying to compete with them on price and could build customer loyalty.
- This approach can also use an area’s name to give the product additional local appeal. This could help market, for example, ‘rare variety’ orchard gift packs, or produce from a famous region. For example, a member of the Westmorland Damson Association in Cumbria developed and marketed Damson Gin with a Lyth Valley brand. The producers, Cowmire Hall, sell through specialist shops and delicatessens around the UK, including the upmarket Fortnum & Masons food hall in London, see: [www.cowmire.co.uk](http://www.cowmire.co.uk).

Various examples of locally distinctive orchard products







## Earning an income from quality produce

The Real Cider & Perry Campaign run by the Campaign for Real Ale (CAMRA) has encouraged a revival of interest in and demand for traditionally made ciders and perries. They run a series of local and regional beer festivals, all featuring a cider and perry bar, such as at the annual Great British Beer Festival at Earls Court. This now has a range of over a hundred different cider and perries from around the country. CAMRA cider and perry buyer John Lewis says that the range has doubled in the past five years, with a growing number of new producers and new single-variety ranges. CAMRA promotes ciders and perries from many small producers who would not usually be able to market their product nationally because they make it in only small quantities for a specialist market. See: [www.camra.org.uk/cider](http://www.camra.org.uk/cider).



CAMRA's cider and perry bar at the Great British Beer Festival, Earls Court London.

- Testing local demand and how to satisfy it is also important. Somerset Orchards (previously Somerset Orchard Link) used questionnaires and tastings with the local community and businesses, to find out if local demand exists and what their tastes are. The research helped identify which variety of cider apple made the best tasting juice - invaluable information to form the basis of a co-operative juice-making business (see case study on page 64).
- Talk to retail and catering outlets that might stock orchard produce. For example, local pubs and take-away outlets might be interested in single-serve bottles; shops might be interested in one-litre bottles or cartons. Retail needs may help decide packaging options.
- Public and media interest can also be generated by involving locally well-known restaurants and chefs in tastings, and developing and promoting their own recipes using locally distinctive orchard produce. Common Ground, for example, has involved 52 famous chefs, food writers and gardeners in writing recipes for its most recent Apple Source Book, see: [www.england-in-particular.info/orchards/o-asb.html](http://www.england-in-particular.info/orchards/o-asb.html).
- Be aware of food trends. Much market research has shown that UK citizens are increasingly concerned about ethical and environmental matters when they make their food choices - especially those with a bit of money to spare. Demand continues to grow for local, seasonal, organic and speciality produce. A report by the market research specialist Mintel entitled 'Ethical & Green Retailing, UK, June 2007', showed that more than half of British people want more locally produced food and think that retailers should do more to promote UK produce. According to another market research specialist, Datamonitor, organic food sales have doubled over the past six years, predicting that the UK market will hit £2.7bn by 2010. Sources of free information include the Institute for Grocery Distribution ([www.igd.org.uk](http://www.igd.org.uk)); f3: the local food consultants ([www.localfood.org.uk](http://www.localfood.org.uk)); National Farmers' Retail & Markets Association ([www.farma.org.uk](http://www.farma.org.uk)); the Soil Association organic market reports ([www.soilassociation.org](http://www.soilassociation.org)).
- To demonstrate the wildlife and environmental benefits of your orchard, it may be worth considering environmental accreditation, such as organic certification, which in turn can enable you to charge a higher price for your produce or gain access to specialist markets. The Institute of Organic Training & Advice can offer support, and help orchards assess if organic certification would be beneficial, realistic and affordable for different scales of producer - it is usually best suited to larger or more commercial ventures. There may be less benefit in certifying small orchards, when buyers, (for instance those at a local market), already know and trust the producer and wouldn't pay extra for organically certified fruit. See: [www.organicadvice.org.uk](http://www.organicadvice.org.uk).
- The Soil Association's 'Growing England's Organic Enterprises' (GEOrgE) project is also looking for more orchard owners to convert through the government's grant scheme called the 'Organic Entry Level Scheme' ([www.defra.gov.uk/funding/schemes/oels.htm](http://www.defra.gov.uk/funding/schemes/oels.htm)). The Soil Association has researched the demand for more local organic top fruit and has been working with food companies and producers in the UK to link certified organic orchard suppliers with new market outlets. Ben Raskin who works on this project says, "*12% of organic fruit consumed in the UK is home produced, so there are huge opportunities to enter this market*". An orchard can still grow according to organic principles even if it is not certified. The Soil Association offers technical

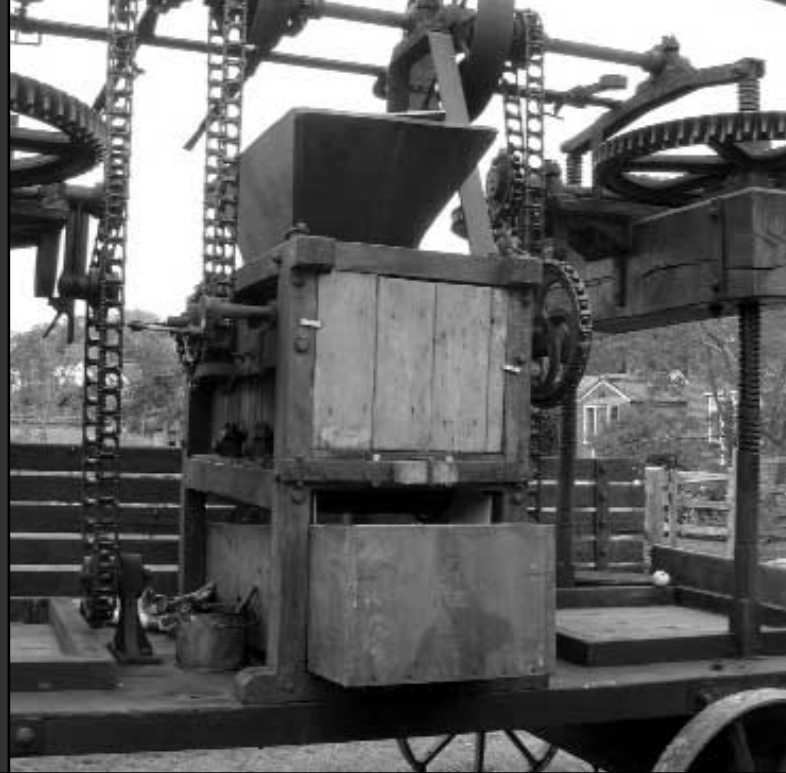


## A taste of history: The travelling press

Travelling presses were used widely in the 19th century, pulled by horse and cart around the countryside for farmers to bring their apples to press for cider, paying by the gallon for the quantity pressed.

A modern-day German initiative run by the nature conservation organisation NABU provides a similar function through its federal working group for traditional orchards. Its 'Saftmobil' travelling apple press is a one-tonne trailer with a 60-litre press that goes to villages and schools where it presses juice brought in by local people, charging per litre of juice pressed. It is also used as a mobile shop for selling NABU apple juice. See: [www.sustainweb.org/pdf/traditional\\_orchards\\_report.pdf](http://www.sustainweb.org/pdf/traditional_orchards_report.pdf).

A member of the East of England's Apples & Orchards project in Hertfordshire has re-established the tradition in the UK with a modern pressing appliance, which can be used for apples, pears or grapes. He has formed a company 'The Travelling Apple Press' which, booked in advance, can turn up to an orchard or vineyard and press 2,000 bottles of juice in a day (contact: 01442 823240; email: [BSReid@aol.com](mailto:BSReid@aol.com)).



Old traveling cider press demonstration for New Forest Cider's cider making weekend  
Photos: New Forest Cider



advice, a helpline and marketing information for anyone that joins as a producer member, (see the food and farming pages on: [www.soilassociation.org](http://www.soilassociation.org)). Advice on organic growing methods is also available from HDRA (Henry Doubleday Research Association) [www.gardenorganic.org.uk](http://www.gardenorganic.org.uk).

**Please note:** It is illegal to sell any produce using the words ‘organic’ or ‘organically grown’ unless the orchard is inspected and certified with one of the UK’s approved certification bodies. For a full list see: [www.defra.gov.uk/farm/organic](http://www.defra.gov.uk/farm/organic).

## Buying fruit processing equipment

One of the challenges for adding value is getting basic fruit processing equipment, such as an apple press, trailer, damson and cherry de-stoner, or pasteuriser. Helpful hints include:

- Some orchard projects have successfully raised funds for fruit processing equipment, or raised money through a local appeal or loan. Loans should only be considered if there is enough fruit to generate income to cover the costs of repayment.
- For extra income, a press can be hired out or used for pressing days for visiting orchard owners or for community groups to bring their fruit. A fee can be charged for how much fruit is pressed.
- It is worth considering buying a decent-sized trailer with an apple press so it can be transported to other sites to generate interest and income. Cumbria Orchard Link found that the trailer by itself was in demand during the rest of year by people who simply needed it to transport goods, generating extra income for the project.

- Equipment can be very expensive, so it might be worth small community groups and orchard owners hiring kit for a pressing day, or collaborating with other groups and orchards.
- The Shropshire Apple Trust is experienced with community pressing and sells presses, see: [www.shropshireappletrust.co.uk](http://www.shropshireappletrust.co.uk).

## Foods and branding linked to ‘landscape character’

A study was undertaken by the Countryside Agency (now Natural England) looking at the relationship between foods and the landscape character, recognising that locality foods have become increasingly popular in the past 15 years. The study explores foods that come from a clearly defined geographical area, whose character and taste can be attributed to the geographical conditions and/or production methods and traditions of that locality. The report is called ‘Exploration of the Relationship between Locality Foods and Landscape Character’ (August 2006): [www.landscapecharacter.org.uk/pdfs/Locality\\_food\\_s\\_and\\_landscape\\_character\\_Report.pdf](http://www.landscapecharacter.org.uk/pdfs/Locality_food_s_and_landscape_character_Report.pdf).

Lifescape Your Landscape was an Interreg IIB transnational European co-operation project between fourteen partners that focused on how to “profit from the rural landscape while protecting its beauty”. Some of the projects focused on preserving the landscape through regional marketing. The project produced a guide, ‘Branding the Landscape’ which draws upon the experiences from the projects involved, including an orchard project in Germany. It is available to download for free from the products page on their website: [www.lifescapeyourlandscape.org](http://www.lifescapeyourlandscape.org).



# Cumbria Fells and Dales Damson Development Project

## Background

In Cumbria, damson trees grow prolifically in Lyth and Winster valleys in small orchards, in hedgerows and along field boundary walls. Historically they were an important cash crop - paying for the annual rent of a farm. In the 1920s and 1930s most of the demand came from the jam factories of Lancashire and Yorkshire, with around 300 tonnes of damsons being sold annually. The jam industry rapidly declined after the Second World War, and since then the damson orchards have shrunk, with many left abandoned and a great deal of fruit left unpicked.

The Westmorland Damson Association (WDA) started in 1996 and has been campaigning for many years to promote the use of local damsons, thereby ensuring the continued survival of existing orchards. They celebrate an annual Damson Day during

blossom time in April to promote damsons and damson produce, and publish books on damsons and the damson-growing region.

Production today is small-scale and widespread, and the annual crop is estimated at around twenty tonnes. The largest from a single grower is around four tonnes. The fruit is harvested from late August to early October and picked by hand. There are many products that are made with damsons - wine, liqueurs, beer, juice, jam, chutneys, ice-cream and syrups. As well as being used as an ingredient in fruit pies, they can also be added to meat pies, chocolates and even bread. New products are emerging and the list of producers is growing which has led to an increasing demand for locally grown damsons.

The Damson Development Project was set up in association with the Westmorland Damson Association to examine the long-term viability of a sustainable local damson industry. The project was funded by the European Union through the Cumbria Fells and Dales Leader+ and Voluntary Action Cumbria.

## Aims

The Damson Development project set out to investigate

current supply and demand for local damsons the feasibility of opening a resource centre and, if appropriate, to develop an associated business plan. The project also aimed to provide stewardship advice and orchard management training, as well as to look at future options for the role and structure of the WDA.

The project also investigated how the annual crop of damsons could be increased. This could be by overcoming the problems of fruit going unpicked, tackling the variable yields. Providing destoning facilities might also encourage people to pick more damsons.

## Activities

Project officer Karen Bentley started off her research by studying past surveys, followed by face-to-face interviews with key people, including growers, producers and retail outlets. She then sent out a written survey to all WDA members and many non-members and key contacts asking questions about growers' interest in working with the WDA and seeking members' views about the role of the WDA. Following this research Karen carried out a SWOT analysis (looking at Strengths, Weaknesses, Opportunities and Threats) of the WDA and the

damson industry in general. She released her results and recommendations in a report in July 2007.

The project also made links with Cumbria Orchard Link and the Northern Fruit Group, and organised a Damson Orchard Management workshop at the National Trust's Low Sizergh Farm orchard. The workshop proved to be a great success and was oversubscribed, fuelling the desire of the WDA to offer more training workshops in the future.

## Evaluation

The SWOT analysis of the WDA and the damson industry in general clarified a new direction for the association to expand the role of damsons in the local economy. Recommending major structural changes to the WDA itself, the study suggested dividing the association into two parts, each charged with distinct social and business responsibilities. It also made the following recommendations:

- Update the association - including by revitalising its newsletter and website - and connect its older generation of growers and producers to a younger one.

- Set up a scheme to sponsor planting damson trees, or to donate trees to local schools to plant school orchards.
- Encourage more damson tree planting and set up of annual damson orchard management workshops with extra training sessions for Damson Day.
- Clarify the application and awarding process for grants, targeting younger farmers and other interested locals.
- Explore the sale and marketing of damsons to local markets such as gourmet grocery stores, specialty farm shops, and local hotels and restaurants.
- Promote damson-growing areas to tourists and apply to include damson orchards in the local National Biodiversity Action Plan (BAP), which would help attract all sorts of visitors, from those interested in agriculture to those interested in the environment.
- Consider growing organic damsons to add value to the product.
- Have the WDA employ, train and insure a team of pickers to visit several orchards during the picking season. Labour could come from overseas workers (East European fruit-pickers), local college students or from picking picnics with volunteers.

- Consider the Community Farm Land Trust model for the local damson industry. These trusts are primarily for sustainable agriculture and horticulture, controlled by and for the benefit of local communities.

The study also concluded that opening a stand-alone damson resource centre would be premature but raised the possibility of a partnership with the nearby Witherslack Co-operative. Such a move would provide facilities for storing, freezing and selling damsons, as well as offer an information point for interested visitors, but would relieve the WDA and local farmers or producers of the responsibility of setting up and running a centre on their own.

## Future

The report demonstrated there is potential interest from local growers and producers with plenty of local and national support available. The report stresses that the future of the WDA and the damson industry depends on getting the right structures for the people involved.

The survey was presented to the WDA's executive committee, which has wholeheartedly decided to pursue the majority of its recommendations. The orchard grant scheme has already been resurrected, and one local business has purchased a de-stoner. Karen is currently putting together a business plan, in conjunction with the action plans, to help the association achieve unity of purpose and gain funding for future developments.

## Contact

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## 'Protected Name' schemes

In 1993, European legislation came into force that provides a designation and labelling system to protect food names for their geographical origin or traditional recipe. The schemes are as follows:

- Protected Destination of Origin (PDO): The food must be produced, processed and prepared in the geographic area it originates from, in accordance with a determined process of production and it must owe its characteristics to that area.
- Protected Geographical Indication (PGI): This is applicable to products connected with a specific geographic area for at least one of its phases of production.
- Traditional Speciality Guaranteed (TSG): These products are traditional or have customary names and have a set of features which distinguish them from other similar products. These features must not be due to the geographical area the product is produced in nor entirely based on technical advances in the method of production.

An increasing number of products in the UK are applying for such certification or have applied and have been awarded. However, so far these are mainly in the meat and cheese categories, with only the Jersey Royal Potato represented in the fruit and vegetable category (although Yorkshire Indoor Rhubarb is due to receive Protected Name status shortly). The method of marketing protection would also be suited, in principle, to heritage varieties of fruit, or their products, grown and produced in particular regions.

Considering the thousands of varieties of orchard fruit in the UK, it is perhaps surprising that not one variety has PDO or PGI status. In France, Italy and Spain there are many orchard fruits that have



received such marketing protection in the fruit and vegetable category, including several varieties of apple, pear, hazelnuts, walnuts, cherries, chestnuts, figs, peaches, lemons and oranges. In the UK, both cider and perry have been registered with PGI status in the counties of Gloucestershire, Herefordshire and Worcestershire under the 'Other Drinks' category.

The Countryside Agency (Natural England) report mentioned above researched the marketing of traditional top fruit in the UK as a locality food, and found that few are marketed and labelled as having a clear connection between a variety and location. The report considered that this is because there are few traditional orchards under commercial management, and new community orchards tend to have a wide range of varieties with insufficient quantities for a commercial crop. In addition, varieties that seem to be unique to an area may be scattered across other counties, often with different local names, making locality marketing more complicated. The report identifies four examples of top fruit which have a strong potential for a successful registration for protected food names



status: Kentish Cobnuts; Kea Plum; Dittisham Ploughman Plum; and Lyth Valley Damsons.

A name cannot be registered for a PDO or PGI if a Trademark with that name already exists. This is an issue that Somerset Orchards came across when they sought to register Somerset Apple Cider for marketing protection. They found that the name was already in use by another producer, who does not always use apples grown in Somerset and would not qualify for the scheme. Somerset Orchards are now applying for a PGI for 'Somerset Apple Juice' and are also using sub-regional landscape marketing for the 'Levels Best' brand, from the Somerset Levels & Moors region.

It is also useful to note that a cultivar name cannot be registered, for example, the apple variety 'Early Worcester' would not be acceptable but 'Worcestershire Early Worcester' might be.

The application process for Protected Name status takes a minimum of two years, depending on the product and the 'national objection stage'. Help is on offer from, for example, regional development agencies or the national Department for the Environment, Food & Rural Affairs (Defra), and costs for supporting the application process could be covered by a grant from local rural development funds, especially if benefits can be shared by more than one producer.

For more information about Protected Name schemes, see: [www.defra.gov.uk/foodrin/foodname/pfn/intro/](http://www.defra.gov.uk/foodrin/foodname/pfn/intro/) (which includes links to contacts in Wales, Scotland and Northern Ireland, and has a downloadable information booklet). In England, applications are made through the support organisation Food From Britain. [www.foodfrombritain.com/buyersguide/EU\\_protected\\_food\\_names.asp](http://www.foodfrombritain.com/buyersguide/EU_protected_food_names.asp).

## Exploring different outlets for produce

For some orchards, selling into national supermarkets and other mainstream outlets will be the ambitious goal - especially those that value and market local produce, such as Waitrose and the northern supermarket chain Booths. Regional food groups (see below) can help with advice and business support for achieving such ambitions. Some larger orchards may also be interested in exploring the possibility of selling fruit to large-scale caterers, such as those in the public sector - schools, hospitals and care homes. Information on such connections is also available via regional food groups, and through Sustain's Good Food on the Public Plate project, see: [www.sustainweb.org/page.php?id=83](http://www.sustainweb.org/page.php?id=83).

Smaller orchards and projects may not have the capacity or desire to meet the needs of major outlets so often have to find creative ways to sell produce. For example:

- Independently owned retail outlets such as farm shops, farm cafés, delicatessens, health food shops, butchers, bakeries and greengrocers may be happy to buy small amounts from local orchards - and sometimes other goods, such as juice, jams, chutneys and blossom honey. Larger retail outlets, such as chain stores, may require more regular supplies and additional information such as bar-coding. Help with such issues can be obtained from a regional food group, see: [www.foodfrombritain.com/buyersguide/Regional\\_guide\\_Useful\\_Links.asp](http://www.foodfrombritain.com/buyersguide/Regional_guide_Useful_Links.asp).
- Farmers' markets may prove useful outlets for distinctive produce. More and more such markets are opening up all over the country. See: [www.farma.org.uk](http://www.farma.org.uk).
- Fruit and vegetable box schemes can also be a useful outlet for orchard produce. These have grown enormously in popularity, and many value organic and unsprayed fruit, especially local produce provided in season.
- There are a number of directories on the Internet that allow searches by area, or county for local producers and retailers, which can help orchards sell direct or identify possible retail outlets and suitable box schemes, for example: Big Barn ([www.bigbarn.co.uk](http://www.bigbarn.co.uk)); Localfoodshop ([www.localfoodshop.co.uk](http://www.localfoodshop.co.uk)); National Farmers' Union (NFU) Food Finder ([www.nfuonline.com/x17049.xml](http://www.nfuonline.com/x17049.xml)) and, for London, Local Food Finder ([www.localfoodfinder.org](http://www.localfoodfinder.org)).
- Small hotels, b&bs, pubs and restaurants can handle small deliveries and seasonal supplies, especially with distinctive local characteristics.
- Other small-scale producers and processors may also be interested in local orchard ingredients, such as bakers, ice-cream makers and juice producers that could add a distinctive marketing quality to their produce. For example, promotional activities for Damson Day in Cumbria saw the local bakery make damson bread and damson flapjacks; the local dairy farm make damson yogurts and ice-cream; local Savin Hill Farm make a delicious damson pork pie, and a local brewery make damson stout - all from locally grown damsons.
- Orchard fruit and produce could be sold to a food-buying co-operative, nutrition club, community café or other community food project.



# Somerset Orchards

(previously  
Somerset  
Orchard Link)

## Background

Over 156 varieties of apple are associated with Somerset and evidence of the county's apple heritage is in the name of the old Iron Age village of Glastonbury, Avalon, meaning 'The Isle of Apples'. Sadly however, over 50% of Somerset's orchards have gone in the last 50 years so this valuable heritage and diversity is now threatened.

The orchards suffered from grubbing up grants, commercial cider companies importing apples, a decline in cider drinking and changes in farm support payments. In Somerset, a response to these mounting pressures, particularly the non-renewal of contracts between small orchard owners and cider companies, came in 2003. A meeting of those concerned was held in the County Council office and the outcome was the establishment of Somerset

Orchard Link, administered by Somerset Food Links Ltd. The group started as an association of 43 fee paying small orchard owners and other interested individuals representing 270 acres of cider apple orchards. A steering group of twenty members was formed in 2004, and in 2007 they became Somerset Orchards.

Funding was provided mainly by Leader+ and the Department for Environment, Food and Rural Affairs (Defra). Somerset County Council and The Rural Enterprise Gateway have also contributed.

## Aims

The group wanted to find uses for cider apples so that economic, social and environmental benefits are sustained for the county, to produce cider apple products and find an alternative market for the collective's crop.

The group also set out to map, identify and preserve traditional Somerset varieties of apple, raise awareness, preserve orchard biodiversity, increase knowledge and skills amongst orchard owners and identify orchard by-products.

The steering group also wanted to form a legal structure to become a self sufficient business selling orchard products.



## Activities

**Market Research:** Local varieties of cider apples were pressed into apple juice for consumer taste tests, to determine which would be most popular for the group to market and sell. Single-variety cider, cider vinegar and dried apple for animal feed are also currently undergoing market research. The feasibility of selling orchard by-products such as orchard honey, mistletoe and logs is being studied. Subsidised training has been made available for bee-keeping. Research was also undertaken to assess the demand for local apple juice in b&bs, pubs and local shops.

**Training:** Workshops have been provided in orchard management as well as training in adding value to orchard crops. For example, in June 2006, a popular training day called 'Apples for Profit' was held and development plans were formulated.

**Biodiversity:** The group contributed to the county's Biodiversity Action Plan by becoming involved with Somerset Wildlife Trust and completing the Orchard Wildlife Survey. The results will be useful in accrediting Somerset Orchards products as 'wildlife friendly', therefore raising their value.

**Practical work:** Two experts have travelled around the county

to identify apples and indigenous varieties. Other activities include planting walnut trees, which are a distinctive crop for the Somerset Levels and are designed to produce walnut oil.

**Networking:** Somerset Orchard Link operated as a network to share ideas, skills, equipment and storage. Via email and newsletter they put orchard owners in contact with people outside the county where there was demand for surplus apples.

**Communication:** Somerset Orchards has a stand at the Royal Bath and West Show which educates the public about cider and juice making and marketing. The Steering Group produces a quarterly newsletter on the progress of Somerset Orchards.

## Evaluation

The steering group consulted with English Food and Farming Partnership and received support to become a legally registered company to make and market juice. A business plan was formulated and in Autumn 2007 they formed a co-operative, called Somerset Orchards and are in the process of being incorporated as a social enterprise/not-for-profit company.

The two most popular cider apple varieties from the first year's trials

have been produced under contract and 3,000 bottles of cider apple juice is being marketed and sold, initially through Somerset Local Food Direct, an online delivery company. The juice is also marketed through the Levels Best brand - the brand for high quality food and drink produced within the unique landscape of the Somerset Levels and Moors.

## Future

Somerset Orchards will do more research into other apple varieties to expand their range, test capabilities and also hope to attract investment. In 2008 they intend to extend the area to Northern Somerset Levels and work to improve distribution and transport.

Somerset Orchards is a joint applicant for an EU Protected Name (PGI - Protected Geographical Indication) for Somerset Apple Juice, which will be important for adding value to Somerset Orchards apple juice.

## Contact

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Levels Best Brand  
w: [www.levelsbest.co.uk](http://www.levelsbest.co.uk)

## More ways to gain support for local orchard produce

There are several regional and national organisations that can offer business and marketing support for local food producers. These include:

- Regional Food Groups, which represent small and medium-sized food and drink producers in their region, helping them to develop a market highlighting quality local produce. They sometimes run regional branding programmes such as 'Taste of the West' and 'Food & Drink from the South East', promote produce at local events, and provide directories for consumers. See: [www.foodfrombritain.com/buyersguide/Regional\\_food\\_and\\_drink\\_guide.asp](http://www.foodfrombritain.com/buyersguide/Regional_food_and_drink_guide.asp).
- Local collective trademarks such as 'Levels Best', which represents and promotes producers in the distinctive landscape of the Levels & Moors area of Somerset. This brand represents "quality standards that embrace environmental land management, animal welfare, English native breeds and the provenance of the Somerset Levels & Moors." See: [www.levelsbest.co.uk](http://www.levelsbest.co.uk).
- Food Links UK, a project of Sustain which runs a network of organisations supporting the local food sector, and working towards healthier, sustainable local food systems. Some member organisations aim to increase production and consumption of more local and sustainable food by, for example, linking consumers and retailers to local producers, see: [www.foodlinks-uk.org](http://www.foodlinks-uk.org).
- Building local support for quality food can involve working with networks such as the 'Slow Food' movement on celebrations, festivals and food fairs to highlight quality and local food values, and as a good marketing opportunity. Examples of food festivals springing up around the country include: the

York Food Festival ([www.yorkfestivaloffoodanddrink.com](http://www.yorkfestivaloffoodanddrink.com)), the Abergavenny Food Festival ([www.abergavennyfoodfestival.com](http://www.abergavennyfoodfestival.com)) and the Flavours of Herefordshire Food Festival ([www.herefordshirerivers.org/pages/Slow\\_Food.asp](http://www.herefordshirerivers.org/pages/Slow_Food.asp)). Slow Food also organises 'meet the producer' events, inviting local chefs, pubs, restaurants, caterers and shops to meet local farmers and food manufacturers. Such marketing can also have an international flavour; the famous and increasingly popular Slow Food 'Salone del Gusto' and 'Terra Madre' are held in Bra, in northern Italy. This is a biannual event bringing together thousands of small producers from all over the world, see: [www.slowfood.com](http://www.slowfood.com).

## More than fruit and nuts

Orchards can be a source of other income-generating produce and opportunities as well as nuts, fruit and fruit products. Here are some ideas for additional products successfully marketed by orchard projects around the country.

- Mistletoe is found mainly on cultivated apple trees. It is a parasite, and often seen as a problem because if it has been left unmanaged, it may eventually kill the tree. However with careful management and pruning, the tree and mistletoe can be saved and produce both fruit and mistletoe for sale. At Christmas time, mistletoe in the UK is often supplemented with imports from France and Germany. Local traditional British mistletoe can be marketed and sold to provide extra income. Jonathan Briggs, mistletoe expert, has started a successful Internet business selling Tenbury Wells Mistletoe. He is also a consultant who can offer advice on mistletoe matters, see: [www.mistletoe.org.uk](http://www.mistletoe.org.uk).

- Orchard blossom honey can help make the most of spring blossom, with the orchard as a site for bee-keeping. They provide natural pollination for the orchard, as well as a delicious product to generate extra income. The British Beekeepers Association has advice on getting started see: [www.bbka.org.uk](http://www.bbka.org.uk).
- Orchard wood can be highly prized and command good prices. Apple and pear logs are highly valued for firewood due to their pleasant fragrant smell. Apple wood is especially hardwearing and good for tools; it is also suitable for wood carving and sculpture. Close-grained cherry and walnut wood are also prized for furniture, musical instruments and wood turning. See tree cultivation and uses at [www.the-tree.org.uk](http://www.the-tree.org.uk).
- A campsite.
- The site for picking weekends, with related activities such as cider making, jam making, fruit preserving and cake making.
- The venue for celebrations such as harvest festivals and Apple Days.
- A place for 'Apple Trails' and 'Cider Trails', as promoted in Somerset via local tourist boards, where leaflets are provided showing maps of producers and restaurants for visiting tourists. See also Herefordshire's 'Cider Routes' that even includes a cider cycling route map! [www.ciderroute.co.uk](http://www.ciderroute.co.uk).

## Attracting orchard tourists

In the UK, there is an increasing interest in eco-tourism and farm stays - a fast-growing industry in countries such as Italy and France (called 'agriturismo'), where producers are looking for new ways to make a living from small traditional farms. For an example of UK places who offer this see: [www.farmstayuk.co.uk](http://www.farmstayuk.co.uk).

Many such projects in the UK link b&b stays (sometimes organic) with picking weekends, cookery courses and farm visits. An orchard makes an attractive location for picnics, the perfect backdrop to a tea garden, or an outdoor restaurant location. In the UK, Rich's Farmhouse Cider Press Restaurant in Somerset is a good example - a new 60-seat restaurant offering traditional ciders and apple juices, with a farm shop, orchard tours and cider tastings. See: [www.richscider.co.uk](http://www.richscider.co.uk).

In the UK, traditional orchards have also attracted visitors by being used as:

Agricultural festivals are well-attended and a great draw for tourists in other countries such as France, Italy and Spain, where a locally distinctive seasonal food and drink are celebrated in every region throughout the year. In Italy they are called a 'Sagra' - a festival dedicated to local food, celebrated in towns, cities and small villages all over the country. These focus on particular produce such as the local olive oil, wine, pasta, pastries, cheese, and locally grown fruit and vegetables. Sometimes whole festivals can be dedicated to beans, chestnuts, onions, lemons or figs, depending on what the area is famous for.

Similar celebrations are also gaining popularity in the UK. The famous asparagus festival in the Vale of Evesham takes place in May; the Garlic Festival on the Isle of Wight takes place in August. Apple Day, understood by many as a traditional festival, was in fact initiated by Common Ground in 1987 (see: [www.england-in-particular.info/appleday/ahist.html](http://www.england-in-particular.info/appleday/ahist.html)), and is now a popular event celebrated annually all over the country. More orchard fruits have also started to enjoy such privileged attention, such as pears, plums, cherries and damsons.

## Sakura: Japan's love of cherry blossom

Cherry blossom is something of a national passion in Japan; cherry trees coming into flower is a time for picnics, festivals and cherry blossom viewing parties (hanami). Japanese television stations even give blossom forecasts, to show where the blossom will be at its best. Tour and transport companies, hotels and restaurants are all involved, with special springtime blossom menus, tours, holiday packages, blossom walks and blossom festivals with food stalls and picnic opportunities. Several popular parks and tourist attractions in Japan have thousands of cherry trees, especially to attract blossom-lovers every spring.



The locals enjoying a picnic under the cherry blossoms in Okayama park, Japan



Celebrations do not have to be limited to the fruit harvest. Springtime is also a great time to celebrate beautiful blossoms in the warm spring sunshine, heralding the return of summer. Damson Day in Cumbria is celebrated when the damson trees are in blossom in April. There are 'blossom trails' and walks in areas such as Evesham and Worcester, also promoted by local tourist boards. May Day celebrations also happen around the time of the apple blossom.

The Damson Development Project's report gave several recommendations on this theme and suggests the Westmorland Damson Association hold a 'Damson Fortnight'. *"During these two weeks, hotels, restaurants, shops, farms and tour companies can be involved in a number of activities. Hotels and restaurants can put damson recipes on the menu. Farmers and landowners can hold damson blossom walks in spring, followed by cream teas with damson jam, and picking picnics in September. Tour companies could organise tours of orchards and producers"*.

In Gloucestershire, Hartpury village is planning to arrange annual 'Pear Days' at its new centre, in conjunction with Gloucestershire Orchard Group and Three Counties Cider and Perry Association, to celebrate perry and the perry pear.

## Hiring out orchard space to generate income

Orchards can be hired out as a venue for weddings, birthdays and other celebrations, where small marquees, tipis or yurts can be set up for the visitors. Orchards can also provide a beautiful and atmospheric backdrop for theatrical and musical events. Some orchard owners report that registering their orchard with film and television

location companies can be lucrative, although often also disruptive, especially to wildlife.

Some orchards have been used for wildlife watching events, such as bird watching or bug hunts. Local wildlife trusts may be particularly good partners for such events, with their own networks, newsletters and memberships through which to publicise activities.

Orchards can also be let out to local farmers for livestock grazing for animals such as sheep, chickens, pigs and cows. However, consideration needs to be paid to which times of year are suitable for such use, as over-grazing can affect the health of the trees - especially those newly planted. Useful information and advice is available from the Grazing Animals Project, see: [www.grazinganimalsproject.org.uk](http://www.grazinganimalsproject.org.uk). This aims to develop livestock grazing that meets nature conservation objectives. The website has an active 'Nibblers' discussion forum.

## 'Sponsor a Tree' schemes and crop sharing

Dragon Orchard in Herefordshire offers both a crop share and a 'sponsor a tree' scheme. The orchard is a 22-acre traditional fruit farm, which has been tended by the same family for over 70 years. Finding themselves unable to compete with the supermarkets and increase of imported fruit, the family decided to set up Dragon Orchard Cropsharers. For an annual subscription, Cropsharers are invited to visit the farm for a weekend each season to see how the orchard develops and grows over the year. During harvest time, they receive a generous share of the produce - a mixture of fruits, apple juice, cider, chutneys and jam. See: [www.dragonorchard.co.uk](http://www.dragonorchard.co.uk).

Tidnor Wood Orchard Trust is also in Herefordshire and the owner recently purchased three adjoining orchards and has started various initiatives to keep the orchard tradition alive. The team has created a museum and collection orchard for 350 varieties of cider apples. They also manage another cider orchard in organic conversion, and supply under contract to a local cider company. One initiative is a 'Sponsor a Tree' scheme for a variety of trees in the collection orchard. Participants can make a one-off payment of £60 to sponsor an individual tree's lifetime. The sponsorship includes an invitation to visit the orchard and harvest some of the fruit. They can even receive a piece of the tree to graft into a clone to plant at home. See: [www.tidnorwood.org.uk](http://www.tidnorwood.org.uk).

If you are interested in setting up a 'sponsor a tree' scheme, tips include:

- Make sure that the sponsorship fee covers planting a new tree, tree care, the cost of a certificate and communication with the person who has sponsored the tree, and administration costs - otherwise you may end up out of pocket.
- Set out the rules and agreement for what a tree sponsorship means - the duration, visiting rights and access to produce - sponsorship does not mean ownership.
- Keep the sponsor updated with news from the orchard, events and picking days. A special picking day, or picnic for sponsors can help them feel involved.
- Publicise the 'sponsor a tree' scheme as a great way to support the environment and heritage, and a special gift.

Many wedding presents and Christmas gifts now involve an ecological theme, such as a donation to an environmental charity. Publicising orchard tree sponsorship with this message could generate additional interest.





## What type of business?

The legal structure and governance of an orchard project can help set the tone and priorities for income-generating activities. For example:

- Generating income through membership fees gives orchards the freedom to undertake work for the community, without having too formal a legal structure.
- Setting up a Social Enterprise can help an orchard project generate income that is invested back into the project, but remain an organisation that can attract business support and social enterprise funding. These are similar to a co-operative as they are run on a not-for-profit basis, with social objectives. Many food projects, community farms and farm co-ops run as a Social Enterprise, and a growing number of organisations can offer advice and support. Sustain's website provides a useful 'Sauce Toolkit,' where an 'Is it for me?' questionnaire helps people judge if Social Enterprise is a useful model for their project, see: [www.sustainweb.org/page.php?id=247](http://www.sustainweb.org/page.php?id=247). A major new project called Making Local Food Work, coordinated by the Plunkett Foundation, has also been launched in 2007 to support Social Enterprise approaches to local food. See: [www.plunkett.co.uk](http://www.plunkett.co.uk).
- Community Supported Agriculture (CSA) is a way of connecting people with the farm where their food is grown. People can invest in their local farm in some way, in return for a share of the harvest. Because members commit money and/or time in advance, by paying a fee or working on the farm, farmers can get a guaranteed market and a fair price for their produce and have a more secure basis on which to plan their business. For an example of an orchard adopting this type of scheme, see the description of Dragon Orchard above or on page 69.

For details of CSA schemes and a link to a CSA toolkit, see the Soil Association's Cultivating Communities project website: [www.cuco.org.uk](http://www.cuco.org.uk).



# North West Devon Leader+ Orchard Grants Scheme

## Background

There are several traditional fruit varieties in North Devon that are specific to the West Country. Fruit growing and cider making have historically played an important part in North Devon's economy and rural life, but 'The Changing Face of Devon' (1979) showed that more than 6,000 acres of orchards had been lost in Devon since 1905. Thanks to the recognition of this and efforts by Devon County Council, Orchard Link and Orchards Live, there has been some action to save North Devon's traditional orchards.

The quality of North Devon's natural environment has earned it an Area of Outstanding Natural Beauty (AONB) designation and it has become the UK's first Biosphere Reserve, an international accolade and management strategy that ties together sustainable development and conservation. This has common aims with the North West Devon Leader+ initiative which released some

funds to create and restore traditional orchards.

A small grants scheme was set up in summer 2007. The eligible area is Torridge and North Devon district, excluding the settlements of Pilton, Yeo Valley, Forches and Whiddon Valley, Newport and Central Barnstaple Town.

The North West Devon Leader+ is working with Northern Devon Coast Countryside Service and Orchards Live to implement the scheme.

## Project aims

The Orchard Grants Scheme aims to restore existing orchards and plant new traditional orchards in North Devon in order to save local cultural heritage, protect orchards as part of Devon's distinctive landscape and protect wildlife habitats.

## How the Grants Scheme works

Individuals, community groups or businesses are eligible for grants so they can carry out activities associated with restoring or establishing orchards. Such activities include buying trees, tree guards and tree surgery work. Community orchards can receive a grant to assist with costs of signage, interpretation, leaflets and public liability insurance. The grant







Apple varieties on display at Apple Day in Eggesford Gardens, Devon

helps with 50% of the cost for businesses and up to 75% of the cost for community orchards. For community orchards, volunteer time can be included as part of the project costs.

As part of the application process, the North Devon Coast Countryside Service (NDCCS) and Orchard Live will visit sites to give guidance on planting, pruning, suitable varieties and aftercare. NDCCS will create a list of local, related businesses that applicants to the grants scheme can use. The scheme expects to see a minimum of six new trees per orchard and will encourage the planting of local variety fruit such as apples, mazzard cherries and plums which are distinctive to and traditionally do well in North Devon. They also expect the trees to be standard trees to encourage the creation of traditional orchards.

Beneficiaries will be encouraged to become members of Orchards Live, which is a community group of 200 members that was set up in 1991 to save the orchards in North Devon. It runs a range of events and training opportunities and produces three newsletters a year on its work. Hosting the annual Apple Day held at Rosemoor, producing an illustrated list of Devon Apples, creating a mazzard green at Landkey and locating old apple varieties are other examples of its achievements.

## Future

Expenditure on the grants scheme is to be completed by 31st October 2008. Orchards Live will continue to be a source of advice and support for members which will extend beyond the duration of the Leader+ project. They also have a number of training courses including grafting days, pruning days and budding days. Orchards Live are also beneficiaries of the scheme, and have received help to purchase a new mill and apple press for individual and small-group non-commercial production of juice and cider. It will also be used for demonstrations at events. They are also anticipating a grant to help with promotional materials and training, particularly additional help for people establishing a new orchard.

North West Devon area has the advantage of being in Britain's first Unesco Biosphere Reserve area (World Heritage site [www.northdevonbiosphere.org.uk](http://www.northdevonbiosphere.org.uk)) which could provide opportunities for further support.

## Contact

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e: [michael@lhgee.freereserve.co.uk](mailto:michael@lhgee.freereserve.co.uk)  
w: [www.orchardslive.org.uk](http://www.orchardslive.org.uk)

North Devon Coast & Countryside service - [www.devon.gov.uk/ndccs](http://www.devon.gov.uk/ndccs)

Ripe yellow plums, Birmingham



# 4 Attracting funding and other support

**For some orchards, the ultimate goal will be to become self-financing, either by selling orchard produce, or providing services such as courses or educational visits. However, for most smaller and traditional orchards, some level of external funding is likely to be necessary in the short term, and possibly over the longer term. This section looks at how orchard projects can set about obtaining appropriate support, whatever the source of funds. The key message is that there is no single definitive answer to putting your orchard project on a viable economic footing. Attracting funding is a creative process that will change according to the audience, and the priorities of different funding bodies. It may involve appeals to the public or wealthy individuals and funding bodies, or setting up trading activities - most likely a combination of several approaches.**

## i) Issues to consider and sources of funding

The main sources of funds are the general public and wealthy individuals; from trading activities, such as sale of orchard products, tickets for events and course fees; or from organisations that have their own objectives to fulfil by giving grants. These latter may be charitable objectives, such as promoting wildlife protection or conserving heritage; or they may be commercial objectives to build brand value for a company. The approach you choose will depend on the needs of the orchard project, how well your objectives fit with the objectives of the funders (whether individuals or organisations); and the ideas and skills you have in your orchard project group.

In practice, many orchard projects put together a patchwork of income from trading and grant-funding, supplemented by appeals to the public. Whilst there is always the danger of such variety creating burdensome bureaucracy - especially for a small orchard project - the diversity of funding can

also be a highly creative process, meaning that a wide variety of activities take place throughout the year, supported by different groups. In any case, it is probably healthier for the organisation to rely on a range of income streams rather than just one.

What follows is not a definitive list of funding sources, since funders - especially charities and foundations - change their themes and priorities regularly. However it does show the types of funding, grants and approaches that have worked for orchard projects, with links for further information. Your own research on the Internet and signing up to email updates and newsletters run by many funders and other organisations that support community projects, will also be invaluable. A useful book is, *Fundraising for a Community Project: How to Research Grants and Secure Financing for Local Groups and Projects in the UK*, Simon Whaley, How To Books Ltd, 2007.

You will need to make a convincing case that any funding you seek will be spent appropriately and will meet a real need. As part of your planning, you might like to consider:

- Which aspects of the project can be undertaken by volunteers? This might be picking, tree planting, surveys, etc. Costs for consultants may be put to more specialist use such as running workshops or advising on biodiversity management.
- Which aspects of the project will require a significant capital investment? For example, buying an apple press may give you more opportunities to make orchard products, run educational events or hire out the equipment to local growers. A funder may help to foot the bill for a press if they can see that it will give you more economic stability in future.
- A grant might pay for orchard restoration and replanting, to cover the cost of trees, professional labour, machinery and fencing.
- Try not to forget the costs of communicating with your supporters to raise awareness and generate trading opportunities and other support - such as through a newsletter, printed materials, a website or running events.

## Funds from the public

Holding community fundraising events can achieve much more than simply cash in the bank - although this is, of course, very useful! Community events can also be an opportunity to explain your plans and attract people to support your work in other ways, perhaps as a volunteer or member of the orchard management group. Such events can also generate local publicity, which in turn raises the profile of your project and makes it more likely that you will be able to solicit donations in the future - perhaps larger one-off donations for equipment or facilities from more wealthy individuals. Events, especially those that are documented well with participant feedback and photographs, can demonstrate to potential funding

bodies that you have the support of your local community and that you have the enthusiasm and momentum to keep going.

Funds from the public can also be generated through trading activities, such as those explored extensively in Chapter 3.

## European, national, regional and local support

An orchard project may own its land, or it may manage the orchard on behalf of a landowner. In either case, the orchard may qualify for payments from national government and European funds, under the Single Payment Scheme<sup>18</sup> for farms, and various agri-environment schemes (see below). The situation with such funds is likely to change in the near future, with reviews of government priorities and the amount of money available. However, recent official recognition of Traditional Orchards as a priority habitat in the UK's Biodiversity Action Plan (BAP, see appendix 2) should give projects working with traditional orchards more influence when seeking funding, especially for agri-environment payments, European grants and local council funding. In the past, payments under the terms of the Common Agricultural Policy (the SPS and agri-environment schemes) were mainly linked to the amount of agricultural produce from a particular area of land. This was historically a means of maintaining prices to ensure farm incomes. However, in a major review of the CAP in 2003 aimed at moving away from price support, the link between production levels and payments was largely curtailed. A few production-linked payments still exist, such as the Area Payment for Nuts Scheme, but most payments that remain are now to reward farmers for implementing environmental management schemes on their land.<sup>19</sup>



For the purposes of government and European funds, an orchard is defined as “an unvarying and geographically continuous area that is not divided by other crops or plantations”. Isolated trees or a single row of cropping trees planted alongside roads or other crops “are not generally considered to be an orchard”. Guidance also states that, “Other trees, including chestnuts within an orchard will not necessarily prohibit a claim for aid, provided they do not exceed 10 per cent of the density required.”<sup>20</sup> Farms, including orchards, can qualify for more than one type of payment, as follows:

- In August 2007, agricultural minister Jeff Rooker announced that: “land used for the production of orchard and nursery crops will become eligible to support a Single Payment Scheme claim and may also attract the allocation of new payment entitlements according to criteria and at a date to be chosen by Member States.”<sup>21</sup>
- The Rural Development Programme for England includes support for conservation through environmental stewardship grants known as the ‘agri-environment scheme’, which provides funding to farmers and other land managers who implement environmental management on their land. Its primary aims are to:
  - Conserve wildlife (biodiversity)
  - Maintain and enhance landscape quality and character
  - Protect the historic environment and natural resources
  - Promote public access and understanding of the countryside
  - Protect natural resources

Secondary aims are:

- Genetic conservation
- Flood management

There are three types of agri-environment payment schemes, all of which could apply to smaller and traditional orchards provided that environmental and other criteria are met:

- **Entry Level Stewardship (ELS)**, which is open to all farmers and landowners, rewarding “simple and effective land management” to set criteria.
- **Organic Entry Level Stewardship (OELS)**, which is the organic strand of the ELS.
- **Higher Level Stewardship (HLS)**, which encourages “targeted environmental management” and can help finance capital work plans (though eligibility is limited).

Support for finding out about SPS and agri-environment payments, and meeting the terms of the environmental management requirements, include:

- The Defra website, which gives links to handbooks and application details: [www.defra.gov.uk/erdp/schemes/es/default.htm](http://www.defra.gov.uk/erdp/schemes/es/default.htm).
- The Farming & Wildlife Advisory Group, an independent provider of environmental and conservation advice and consultancy to farmers, with Farm Conservation Advisers located in 55 regional and county groups across the UK. FWAG also offers an Environmental Health Check service. See: [www.fwag.org.uk/ehc.htm](http://www.fwag.org.uk/ehc.htm).
- The Institute of Environmental Management and Assessment (IEMA) has recently published (November 2007) a guide to managing biodiversity in organisations. See: [www.ukbap.org.uk/library/BusinessBiodiversityPractitionersGuide.pdf](http://www.ukbap.org.uk/library/BusinessBiodiversityPractitionersGuide.pdf).

18 The Single Payment Scheme (SPS) is the principal agricultural subsidy scheme in the European Union. Details of this scheme can be found at: [www.defra.gov.uk/farm/singlepay/index.htm](http://www.defra.gov.uk/farm/singlepay/index.htm)

19 Payments linked to environmental management are called, rather opaquely, “cross compliance”

20 Information on agricultural payment schemes is available from the Rural Payments Agency, see: [www.rpa.gov.uk](http://www.rpa.gov.uk)

21 News release from the Department for the Environment, Food and Rural Affairs (Defra): ‘Fruit, vegetable and potato authorisation system to be abolished’, August 29, 2007: [www.defra.gov.uk/news/2007/070829a.htm](http://www.defra.gov.uk/news/2007/070829a.htm)

The European Union also supports poorer regions of Member States (including several areas of the UK) by providing funds to help them regenerate their economies and create new jobs. These include the European Social Fund ([www.esf.gov.uk](http://www.esf.gov.uk)) and Leader+ (which financed this good practice guide). European funds are generally managed by Regional Development Agencies and Government Offices. For details, see:

- Government Offices for the English regions: [www.gos.gov.uk/european/](http://www.gos.gov.uk/european/)
- Regional Development Agency websites for your area, as follows:
  - For England, contact one of the nine English region RDAs: [www.englishsrdas.com](http://www.englishsrdas.com)
  - For Northern Ireland, contact Invest Northern Ireland: [www.investni.com](http://www.investni.com)
  - For Scotland, contact Scottish Enterprise: [www.scottish-enterprise.com](http://www.scottish-enterprise.com)
  - For Wales, contact the Welsh Assembly Government, see: <http://new.wales.gov.uk/topics/environmentcountryside/?lang=en>

At a more local level, your orchard may qualify for protection or financial support, with local councils sometimes offering community grants, orchard restoration support and tree-planting payments. Such schemes exist in counties such as Somerset, Herefordshire and Norfolk. Now that orchards are a priority habitat under the UK's Biodiversity Action Plan (see appendix 2), many more local councils may be able to offer practical and financial support for preserving traditional orchards. On wildlife-related issues, it is worth checking with your local wildlife trust, who will have specialist expertise on these issues, see: [www.wildlifetrusts.org](http://www.wildlifetrusts.org).

Another source of funds for environmental and wildlife projects is the Landfill Communities Fund, financed by the landfill tax. The fund is managed by the Royal Society of Wildlife Trusts and to be

eligible, projects need to be within 25 miles of a Biffa operation and within 10 miles of a landfill site. The Biffaward website gives more information, with a postcode search for eligibility. See: [www.biffaward.org](http://www.biffaward.org).

## Charitable trusts and foundations

There are many charitable trusts and foundations that can offer support for very small and time-limited proposals, such as an individual event needing only a few hundred pounds - right through to major trust funds that can provide support for building refurbishment or setting up a visitor centre. Trusts and foundations have their own criteria for funding, which they make publicly available to ensure that they get the right sorts of applications.

There are several websites that provide up-to-date funding news and some are free. Green Space Online, for example, has a searchable database that is free to use, which can be searched by category and county for funds available throughout the UK. See: [www.green-space.org.uk/community/fund\\_search.php](http://www.green-space.org.uk/community/fund_search.php). There is a wealth of literature that can help you find funds and write a fundraising proposal, for example:

- The Funder Finder website at: [www.funderfinder.org.uk/advice\\_pack.php](http://www.funderfinder.org.uk/advice_pack.php).
- For orchards with a wildlife focus, the Wildlife Trusts' toolkit 'Connecting communities, neighbourhoods and nature', at: [www.wildlifetrusts.org/index.php?section=environment:forum:ugs\\_toolkit](http://www.wildlifetrusts.org/index.php?section=environment:forum:ugs_toolkit).
- The Directory for Social Change (DSC), which runs several websites and publishes funding directories - see the DSC guides to:
  - Funding from charitable trusts and foundations (also with links to information on Lottery funding): [www.trustfunding.org.uk](http://www.trustfunding.org.uk)

- Government funding:  
[www.governmentfunding.org.uk](http://www.governmentfunding.org.uk)
- Money from companies:  
[www.companygiving.org.uk](http://www.companygiving.org.uk)

Even if funding organisations do not offer grants specifically for orchards, look for grants that support themes that you could contribute towards with your activities - such as community engagement, environment, green spaces, tree planting, wildlife, heritage, education, health, etc.

Generally applicable guidance on creating a business plan and making a funding application are included in appendix 1. Thanks for this tried-and-tested advice go to Voluntary Action Cumbria and the Cumbria Fells and Dales Leader+ programme, which supports several orchard projects in the northwest.

## The National Lottery

Large grants are generally no longer available to community organisations working independently, with the Lottery now preferring to deal mainly with consortia of charitable organisations, or handing over the function of small grant giving to third-party organisations.

However, the National Lottery has taken an increasing interest in local food, agriculture and community health projects that could all feature an orchards theme. This is through several of their programmes, such as the Heritage fund, Well-being fund, the Community Fund and the Changing Spaces fund. Several existing orchards projects, such as the Mid Kent Downs 'Orchards for Everyone' project have benefited from Lottery support, supplemented by grants from other sources such as the Arts Council.

A new Lottery-funded opportunity that might suit the needs of orchard projects is the Local Food consortium, which received a grant of £50 million in 2007, managed by the Royal Society of Wildlife Trusts and 15 consortium partners, to distribute grants to a variety of food-related projects to help make locally grown food accessible and affordable to local communities, to encourage:

- Improved health and wellbeing through exercise and better nutrition;
- Strengthened local economies through the creation of social enterprises;
- More sustainability through the better use of natural resources.

Grants from £2,000 up to £500,000 will be awarded to not-for-profit groups in England running projects such as growing, processing, marketing and distributing local food; composting and raising awareness of the benefits of such activities. See [www.rswt.org/localfood/](http://www.rswt.org/localfood/) for further details. The fund will be open for applications in Spring 2008.

The website [www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk) gives more information about Lottery funders in the UK.

## Support from local businesses

Companies and businesses are sometimes willing to support local activities to fulfil their sense of social responsibility and create goodwill and links with the local community. This may be financial support - perhaps sponsorship for signage, an event or a vehicle - or through 'in kind' help such as volunteers or professional assistance in, for example, accountancy or business planning, or discounts such as reduction on printing costs. If you have formed a committee to support your orchard project, asking local businesses for

specific sponsorship or assistance may be something that you wish to explore.

You may also want to get paid for advertising in your newsletter - especially where this will promote products or services that are in keeping with your orchard project's ethos, such as locally produced foods, crafts or conservation activities.

A useful book on fundraising themes is Simon Whaley's 'Fundraising for a Community Project'. See page 75 for details.

## Measuring success

To gain funding you will need to give evidence of your achievements and undertake some sort of evaluation of your activities. This sounds like a formal process, and some funders do require quite complicated evaluation. But as a general rule of thumb, it is possible to undertake quite simple evaluation, using a range of techniques, to demonstrate the value of your orchard project, and to learn lessons for future work. Evaluation can be very helpful to people involved in the orchard project, as well as to the funders.

The following is advice from orchard projects that have undertaken evaluation:

- Think about who will receive your evaluation and what it is they want to know - what are the issues that matter to them? Are they looking for financial, community or wildlife benefits? Do the things that you are measuring relate closely to such priorities?
- Anecdotal evidence can be useful as well as 'hard' evidence - orchards are about more than just economics. Quotes from people who have benefited from your activities can help to give engaging colour to your report.

- Try not to leave evaluation until the end of a project. It is a process, with elements that take place before, during and after a project. Undertaking aspects of evaluation throughout the project may help you to re-work the project should problems arise along the way.
- It is worth considering keeping a project diary, including notes on events, project work, volunteers, observations, reactions from members of the public, etc. This can be valuable material when you come to look back and review what you have done.

Evaluation will often involve choosing something to measure, which can itself be taken as an indicator of a more general theme. So for example, measuring the number of a particular species of beetle found in a plot of land before and after establishment of habitat areas could indicate the improvement in wildlife in your orchard. Measuring how something was before you started your project, and again after you have completed your project can demonstrate the effects of your activities. Some examples of measurements that orchard projects have used to evaluate their activities are as follows:

- How many jobs were created?
- How many trees were planted? What areas have had new plantings and/or trees restored?
- How many new products have been tried? What has been the response to the orchard products?
- How much money has the orchard generated in fees, product sales or visits?
- How many people attended the orchard management or pruning workshops?
- What did participants enjoy? What did they learn? (gathered from a feedback form)
- What did you learn to help you run future workshops?



- How have participants applied their learning? (Gathered from follow-up calls).
- How many community events were held, how many people attended?
- Did you receive positive comments from the local community? What were they?
- Did you create partnerships with local organisations, the local authority or other agencies, or receive further support from the council or local businesses?
- How many people signed up to the orchard group? What contacts were made?
- Did you create a contacts database? Is this available for people to use?
- Were you able to set up a local steering group or committee to manage the orchard? How have meetings been attended and received?
- How many schools or how many schoolchildren participated in the project?
- Was the project featured in any local or national media?

Evaluation and measuring can sound daunting but can be quite simple. For example, one local community orchard project keeps a simple notebook in which project officers keep a regular note of all visits, tours, school activities and events, including the number of people who have participated. This data has proved invaluable for adding to subsequent funding applications and bolstering reports to funders, planning authorities supporters and in newspaper articles.

However, these ideas come with a word of caution. It can be easy to get stuck on 'measurables' - i.e. those successes that you can illustrate with numbers or tangible activities such as creating a database or running an event. However, orchards offer much wider benefits to an area that may be much more difficult to measure, though of equal and arguably more value - relating to social

inclusion, protection of the landscape and cultural benefits. The case study of the Herefordshire Rivers Leader+ Orchard Evaluation project, shown on page 81 gives insights into how such issues can be measured and reported on, with a technique known as 'triple bottom line accounting'.

As you progress, assessing the value of activities will also help you to refine your priorities and pursue appropriate opportunities. Importantly, unless you have undertaken at least some measurement and basic assessment at the start of the project, you will have no reliable way of demonstrating how your activities have made a difference over time.

# Herefordshire Orchards Community Evaluation Project

## Background

Herefordshire has been very significant in England's history of apple-growing and cider-making. Today, Herefordshire is home to more than 3,000 orchards - more than any other county - ranging from large-scale modern bush orchards to small standard orchards on mixed farms. Recognising the role of orchards in both the national heritage and the local landscape and economy, Herefordshire Orchards Community Evaluation Project aims to get a clearer picture of the impact of orchards on the local economy, environment and society. The project, a two-year undertaking that started in Autumn 2006, is being developed by the Bulmer Foundation (a Herefordshire based organisation promoting sustainable development) on behalf of the Herefordshire Orchard Topic Group.

It has an excellent mix of funders: It is part financed by the Leader+ programme; the Sustainable Development Fund (a Defra initiative in the Wye Valley Area of Outstanding Natural Beauty); Natural England; the National Association of Cider Makers; Herefordshire Council; and the Bulmer Foundation.

## Aims

Dave Marshall of The Bulmer Foundation has applied a new method which evaluates orchards taking into account economic, environmental and social considerations. It seeks to measure a 'triple bottom line value' for orchards, which involves assessing the orchards' contributions to climate change, biodiversity, the local economy and people's lives and turning this into an estimated monetary value.

The project intends to inform local understanding and national policy about the broader value of orchards, so that action can be taken to enhance this value and ensure it continues. For example, the Bulmer Foundation is working with Herefordshire County Council to promote the importance of orchards in the planning process, and with Farming Futures ([www.farmingfutures.org.uk](http://www.farmingfutures.org.uk)) to

produce information on orchard adaptation in light of climate change. They are collaborating with a number of national research institutions to get the in-depth, specialist information required, including Natural England, Forum for the Future and the University of Wales.

## Activities

Six orchards were chosen to represent different types of orchards with different characteristics.

- An organic traditional orchard near Dormington.
- A traditional orchard near Lugwardine, where the owner is applying interesting commercial approaches.
- A large bush orchard in Byford.
- A publicly owned remnant orchard in Bodenham where public access is encouraged.
- An old bush plum orchard in the village at Glewstone near Ross on Wye where fruit is hand picked using migrant labour.
- A highly visible orchard in Castle Frome on the main Worcester road into the County.

Social value was assessed by talking to local people and to tourists visiting the county, and by receiving considerable feedback



from the orchard owners, willing to share information and to provide access to their land. Local workshops were held with people living close to each orchard that involved a structured discussion of the importance of the orchard to them.

Detailed surveys have been completed by local wildlife species recorders at each orchard.

## Evaluation

One of the first achievements was funding the digitisation of the Millennium Map of orchards across Herefordshire, a valuable inventory.

There is now a record of the value of each orchard, which takes into account four environmental effects (biodiversity, soil, water and carbon footprint), three economic effects (farmer's profit, contribution to local economy, impact on tourism) and three social effects which are agreed by the local community for each orchard. For example in one orchard the main benefit was considered to be the fact that the orchard was a natural haven in their locality.

Rare species of wildlife were discovered in some of the orchards. In the publicly owned

remnant orchard in Bodenham, a surprising find on a fruit tree was a lichen called *Bacidia rubella* which is an ancient woodland indicator species. Another interesting discovery was finding a micro fungus called *Pirottaea nigrostriata* on a dead stem in one of the bush orchards, which was the first record of this species anywhere in the county.

During the project, David Marshall gave talks to the local community in Herefordshire, and produced regular progress reports on his work. The project was also featured on the BBC Radio Four Nature Programme on Traditional Orchards to explain the new perspective on orchards the project is developing.

## Future

At the end of the project (Summer 2008) there will be a full account of each of the orchards that participated in the project and some interesting comparisons should become apparent. A celebration for the completed project and report will be held at the Hereford Cider Museum.

Future plans include looking at the effects of climate change on orchards and the impact of planning regulations, particularly

as they relate to orchards in settlements, which may be most threatened. This makes the project work especially valuable, to convey the value of orchards in a way that is understood by government and which demonstrates the very wide ranging benefits of orchards.

Herefordshire cows grazing in a traditional orchard in Bosbury, Herefordshire

## Contact

Dave Marshall  
The Bulmer Foundation  
e: [damagelimited@btinternet.com](mailto:damagelimited@btinternet.com)

## ii) The importance of good communications

Generating interest in your orchard project, sharing information, and gaining support from local people will usually require sustained effort - but the benefits are worth it. And you are most likely to be able to generate such support with the help of good communications. There is a host of ways to communicate your activities, which can help you to raise awareness locally - perhaps to publicise events, recruit volunteers, gather support for a campaign, or celebrate important occasions such as harvest, blossom time or the launch of a new orchard product. Developing different ways of communicating your news and activities can also help you to document important progress over time, which in turn can be useful to convince funders and other supporters that your activities are making a difference.

### Events and festivals

Hosting events and festivals, or running a promotional stall at events arranged by organisations sympathetic to your aims, can create very enjoyable opportunities to show people the value of your work. These might include local food and arts festivals, May Day, Apple Day and many others. Whether you choose to run the event yourself, or add your enthusiasm to someone else's will depend on your time and energy, and the type of facilities your orchard project has access to.

Stalls at major events can be prohibitively expensive, especially for smaller orchard projects. So it may be worth adding orchard information to an existing stall, perhaps run by a wildlife trust, or

partnering up with other orchard groups or local farmers to run a stall together and share costs.

Public events, conferences and seminars can be a good way to recruit volunteers or pickers, attract more members for a management group, publicise an orchard course, or encourage people to sign up to receive regular information. Such events can also be an opportunity to meet people from other orchard groups and projects around the UK and Europe, to share information and ideas and learn from their achievements. It may be worth investing in a leaflet or brochure outlining your project and its aspirations, to distribute at such events.

### Publicity

Printing can be expensive, so it is well worth thinking through in detail who is likely to read your publications, how many you might distribute, and whether you can attract advertising, sponsorship or a donation to cover the costs. The following text gives examples of the types of publications that orchard projects say that they have found useful.

#### Leaflets and posters

These can be distributed at events, or through local shops, tourist offices, council offices, wildlife centres, GP waiting rooms, pubs and community centres. A practical tip for keeping costs down is to reserve colour printing for publications that have a 'long shelf life' - perhaps a membership leaflet or a fold-out orchard map. Publicity materials with a 'short shelf life', such as for one-off events, can be cheaply photocopied. The orchard heritage organisation Common Ground uses the neat trick of producing full-colour generic posters with a blank area that can be filled in with event details, year after year.



Examples of leaflets and posters from orchard projects include:

- An information leaflet about local orchards, with historical facts, local varieties, a directory listing of local producers, shops and tree nurseries, a map, recipes, links for more information, and details of opportunities for orchard training and yearly events.
- For an orchard group, information about orchards in the area, with a list of activities and benefits for the group, and a detachable membership form.
- The Orchards in Powys project produced an apple poster in Welsh and English called 'Apples that grow well in Powys', which was sold for a small fee at orchard events.
- Tidnor Wood traditional orchard in Herefordshire produces attractive posters illustrating fruit varieties, commissioned from a local artist, and sold to visitors to generate funds.
- Some orchard projects work with the local council, regional food group, tourist board, local producers or farmers' markets to produce materials that promote local food, including orchard information. Somerset Tourism, for example, produced 'The Somerset Guide to Orchards and Cider Makers', listing all producers of fruit juice, cider and retail apple growers in the county and distributed through Somerset Tourist Information Centres.
- Similarly, the Cumbria Fells & Dales Leader+ project produces many booklets featuring local products. Each has a map, information about the heritage of the product and a directory of local producers and retail outlets. The booklets have been so successful that some producers took on the costs to produce more themselves. For examples, see: [www.fellsanddales.org.uk/images/pdfs-full/apple.pdf](http://www.fellsanddales.org.uk/images/pdfs-full/apple.pdf) and [www.fellsanddales.org.uk/images/pdfs-full/damson.pdf](http://www.fellsanddales.org.uk/images/pdfs-full/damson.pdf)

## Newsletters

Maintaining long-term support can be a challenge, so circulating a newsletter can be one way to share news, stimulate people's interest in the orchard project and ensure that people get to know what you are planning. They are also a good way to record the successes of an orchard project, with news and photographs, as well as providing a marketing opportunity for events, courses, products and local retail outlets selling orchard produce. Back copies of newsletters can be useful for demonstrating to funders the breadth of a project's activities and the support they have generated. Most orchard project newsletters are produced quarterly, which means that they can have a strong seasonal theme.

The main costs of producing a newsletter are time, printing and distribution. With desktop publishing and digital photos becoming ever more accessible, it is worth considering giving supporters the option to receive newsletters by email in text or pdf format.

## The Internet

With more and more people using the Internet as one of their main sources of information, it is worth considering having even a basic website to keep people updated with news, publications, events, photos, historical background, maps and listings. A website is also a useful place to archive information where other orchard enthusiasts can find it and learn from your activities. Some of the more well-established orchard projects have invested in websites with a strong regional identity and links to a wealth of information. Some good examples from around the country include: [www.appleproject.org.uk](http://www.appleproject.org.uk); [www.lynsted-orchard.org.uk](http://www.lynsted-orchard.org.uk); [www.somersetappleproject.org.uk](http://www.somersetappleproject.org.uk); and [www.welshorchardfruits.co.uk](http://www.welshorchardfruits.co.uk). Appendix 3 at the end of this good practice guide has links to many more.

# Dragon Orchard

CROPSHARERS



# Blossom Trail

A Springtime Journey through the Vale of Evesham



Examples of printed publications promoting orchards and local produce

# Eccleston Apple Blossoms



Herefordshire

# CiderCycling Routes

LEDBURY



[www.ciderroute.co.uk](http://www.ciderroute.co.uk)

Herefordshire

# CiderCycling Routes

PEMBURY



[www.ciderroute.co.uk](http://www.ciderroute.co.uk)



other than apples - including plums, pears, cherries and nuts. The Kentish Cobnuts Association, for example, organises a yearly 'Nutters Supper' to bring together cobnut enthusiasts. A host of ideas for Apple Day events is available on the Common Ground website: [www.commonground.org.uk/appleday/a-events.html](http://www.commonground.org.uk/appleday/a-events.html).

*If you want to run an event in your orchard or to raise funds to restore an orchard, try and involve areas of the community such as the local school, cubs, girl guides and other youth clubs. If you get children interested and involved it will also bring in the parents.*

Adam Montague

Apple Animateur, Cider with Roadies theatre group

*Use all means; by word of mouth, by poster, by flyers in the door and by using the newspaper for advertising in a local events section. Appeal to people by asking 'Help! Our trees are dying', or 'Do you wish there were more beautiful old cherry trees in our countryside?'*

Pippa Palmar

Mid Kent Downs, 'Orchards for Everyone' project

Once you have gained local support, you may like to consider setting up an Orchard Group, which meets regularly to discuss plans for the orchard project. See appendix 3 for groups that may already exist in your area. The National Orchard Forum also provides links on its website to local and regional groups, see: [www.nat-orchard-forum.org.uk](http://www.nat-orchard-forum.org.uk). An Orchard Group might usefully involve representatives from local and national organisations interested in the wellbeing of

traditional orchards, such as the local council, libraries, museums, heritage trust, wildlife trust, local farmers, retailers, farmers' market organisers and others. Keep a contact list of everyone involved or who has expressed interest in the project, so you can contact them when events are coming up, or when specialist support is needed.

## Interpretation for visitors

When visitors arrive at the orchard, what do they see? Are they welcomed by signs that explain the different fruit or nut varieties and wildlife in the orchard, or the history of fruit production in the area? Is there information about distinctive local orchard products? Is there information suitable for children? Is there a map so that they can find their way around? Such interpretation is a way of making a person's visit memorable, so that they will go away having learned something about your work and recommend it to others. It can be provided on panels, or benches illustrated with artwork, and presented as stories or factual information.

Scottish Natural Heritage has produced guidelines on effective interpretation to help people get the most out of their visit, see: [www.snh.org.uk/ww0/Interpretation/default.html](http://www.snh.org.uk/ww0/Interpretation/default.html).

## Generating media support

Many people are inexperienced in using local media to publicise their activities and concerns, but local newspapers, magazines, television and radio are a rich vein of opportunities to reach a large audience. Local and national newspapers, magazines, television and radio are often interested in stories about orchards.



At a national level, media coverage can give your project credibility or help to illustrate how national policy is affecting orchards at a local level. In the local media, coverage can help make people aware of the orchard, inspiring them to get involved, become a member or offer support. With a bit of creativity, your orchard activities can be linked to many recent hot topics in the media, such as seasonal food, healthy eating, wildlife preservation, the ethics of food production, food miles and climate change. Local orchard produce is a positive way for people to make sense of the different challenges that face us.

Seasonality is an especially rich vein for local media coverage - they will never get tired of showing local children enjoying blossoms or picking fruits of the harvest! Magazines increasingly feature seasonal fruit in their recipes and celebrity chef columns. Telling the local and national press about your products could get you positive coverage, especially if you link your work to environmental and social benefits as well as delicious locally produced heritage varieties.

As well as media directed at the general public, it is also worth considering sending information about your work to specialist media, such as wildlife publications and membership newsletters. With Traditional Orchards now a priority habitat under the UK's Biodiversity Action Plan, publications may be interested in orchard and wildlife stories - such as *BBC Wildlife* magazine, the new *BBC Countryfile* magazine and membership newsletters for, for example, the Royal Society for the Protection of Birds (RSPB), WorldWide Fund for Nature (WWF) and local wildlife trusts.

*Local papers love pictures. I have found that if you can email, or provide on disc, good quality pictures and a well-written article, they will print it 95% of the time. You get 100% success if you have local children or the school in the picture (but do remember to check with the parents!).*

**Adam Montague**

Apple Animateur, Cider With Roadies theatre group

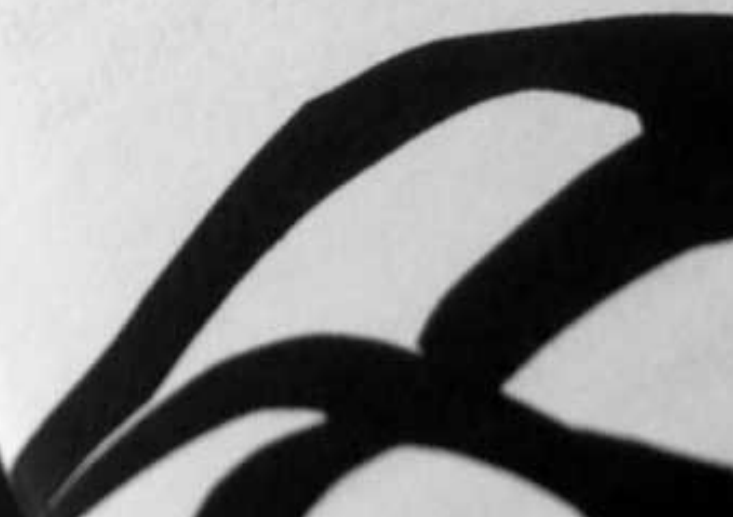
Collecting high-resolution photographs of the orchard at different times of year can be useful for brightening up your website, but can also prove helpful in getting local media coverage. Send a photo with your news story and you might just make the front page!

Through its Action Network, the BBC has produced useful advice for local campaigners and community organisations on how to use the media. This covers what the media can do for you; getting to know your local media; understanding how journalists work (such as deadlines and stories that are likely to get coverage); and how to plan for interviews. The BBC Action Network Guidelines are at: [www.bbc.co.uk/dna/actionnetwork/A1930367](http://www.bbc.co.uk/dna/actionnetwork/A1930367).

Save our Orchards



Common Ground



## Starting a campaign

Orchard supporters may like to come together for a campaign, help the orchard project with volunteer time, offer donations or simply add their name to a petition to local or national government for positive change. Some examples are shown below, to inspire creative thinking about how to rustle up public support.

An example of a national campaign that has involved orchards is the Campaign for Real Ale's (CAMRA) 'Real Cider & Perry' Campaign (see: [www.camra.org.uk/page.aspx?o=aboutciderandperry](http://www.camra.org.uk/page.aspx?o=aboutciderandperry)). This has:

- Given advice and technical help to producers of cider and perry
- Advised 'real ale' festivals on how to include and promote cider and perry
- Instigated a National Champion Cider & Perry of the Year award
- Established October as CAMRA's Cider & Perry Month
- Coordinated opposition to orchards being 'grubbed up' in response to changes in the European Union's Common Agricultural Policy.

The not-for-profit organisation Common Ground launched a 'Save our Orchards' Campaign in 1988 (see: [www.england-in-particular.info/orchards/o-save.html](http://www.england-in-particular.info/orchards/o-save.html)). This raised the profile of traditional orchards; inspired many local initiatives; launched Apple Day, which has now become a yearly celebration in many parts of the country, celebrating its 18th birthday in 2007. Since the start of the campaign, traditional orchards have qualified for financial support under the government's Countryside Stewardship grant system; old orchard trees can now qualify for Tree Preservation Orders which can give them official protection against

being cut down; and many local councils now give grants and advice on planting fruit trees.

On a more modest scale, the Big Little Fruit campaign's aim is to "highlight neglected culinary fruits", such as cherry plums, whortleberries, boysenberries and bullaces. The campaign is run by food writer Debbie Hearn, whose website is at: [www.biglittlefruit.co.uk](http://www.biglittlefruit.co.uk), featuring recipes, articles and links to events.

Local campaigns may spring up to prevent old orchards from being grubbed up and turned over to development. One example is the Yalberton Valley action group, formed to prevent the destruction of ancient apple orchards in south Devon, home to a 500-year-old tradition of cider making in the area. See: [www.saveyalbertonvalley.org.uk](http://www.saveyalbertonvalley.org.uk).

East of England Apples and Orchard Project highly praises what local TV and newspaper publicity has done for orchards in their area. The local media help publicise the importance of old orchards, the work of EEAOP establishing local collections, and their workshop about Higher Level Stewardship (HLS). This publicity inspired many landowners to submit their traditional orchards for consideration under HLS agreements.





# 5 Looking to the Future...

**This good practice guide documents the rich vein of opportunities for orchard project management, placing orchards squarely at the heart of community activities in support of culture, the local economy, health and the environment. It highlights many case studies of projects around the country, and overseas - dedicated individuals and community groups working tirelessly to save orchards from disappearance and to promote their many benefits. It has also shown how creative these project managers must be in a world that should value orchards, but often fails to. So what does the future hold?**

As this guide has shown, orchards are treasure troves - offering a glittering array of valuable assets that we can ill afford to lose. Such assets are likely to become ever more important due to:

- **Health concerns:** Tackling diet-related disease is becoming central to public concern and national policy, with increased marketing and consumption of fruit and vegetables of central importance - in which orchard fruit could play a big part. Improving the nation's diet could dramatically reduce rates of obesity, cancer and heart disease.
- **Climate change:** Sustainably grown seasonal orchard produce grown for local and regional markets could result in less greenhouse gases and fewer food miles.
- **Biodiversity:** As havens for a rich variety of wildlife, orchards are vital to preserve biodiversity. Crop diversity will also help our food and farming system to be more resilient to the effects of climate change.
- **Cultural shift:** Moving towards a more sustainable food system will require involvement of many more people in valuing and supporting good food produced to high environmental standards. People need to be reconnected with food and farming - and orchards provide one of the most engaging ways of doing so.

The benefits are clear. How to ensure permanence for orchards is more challenging. This good practice guide demonstrates that receiving or generating sufficient funds to keep orchards alive is central to this permanence; as is championing the many benefits of orchards, to win support and to defend orchards from inappropriate development. Having drawn on the experiences of orchard practitioners to provide the wealth of ideas presented in this guide, options for a sustainable future for orchards can be characterised as:

- Orchards becoming viable businesses, generating their own income.
- Orchards becoming 'adopted' by a permanent public body and funded to provide environmental, social and biodiversity benefits.
- Orchards successfully combining private and public funding and functions.

In reality, many orchard projects are likely to need to continue creating fundable short-term projects, responding to funding opportunities as these arise, and remaining alert to the shifting priorities of funding bodies over time. Short-term projects can help generate income, support, publicity and valuable activities. However, any truly sustainable orchard project will also need to be working towards the ultimate goal of economic self-

sufficiency - either through trading or permanent public funding (or a combination of both).

Research for this good practice guide has also shown that all orchards can benefit from sharing ideas, and learning from what has worked. Documenting an orchard's history and experiences, and putting this where many people can gain access to it - often in libraries or on the Internet - acknowledges the importance of our shared orchard heritage - now and for the future.

Orchards are important to the wellbeing of people, wildlife and the environment. As Sue Clifford and Angela King from Common Ground reminded us in the foreword to this guide, this is the beginning of an orchard revival, and it is up to us to make it happen.







# Appendix 1

## Business plans and funding applications

**This appendix gives an example of a business plan, as recommended by Cumbria Fells & Dales Leader+, which supports several orchard projects. The advice was devised by Voluntary Action Cumbria to help projects with their project planning and with writing funding applications.**

Use this list to put together a description of the project you are seeking funding for. The person reading it may know nothing about the sort of work that you are doing, or the area in which you are working. Try to keep everything as concise and accurate as possible, whilst giving enough information to convince them that the project is worth supporting.

Some of the points on this list will not apply to you, especially if yours is a small organisation running just one main activity. If your organisation runs a number of different projects, you may need to give background information about the whole organisation as well as more detailed information about the project for which you are seeking funding.

### **Name of organisation (and Charity registration number if you have one)**

### **Name of project**

### **Introduction: describe your organisation**

- What you do
- The geographical area you work in
- When you started
- How many people you help
- Details of your committee and management structure
- How many staff/volunteers you have

### **The project**

- What you want to do
- What would happen if you don't do it - how will your project make a difference?
- How you are going to do it

- How many people will benefit?
- How will they benefit - what particular needs do they have?
- How will you ensure people who would benefit will know what you are doing?
- Any needs analysis research that backs up your claim

### **The budget showing:**

- How much money you need
- How much money you already have or expect to have
- What the shortfall is

### **The timetable**

- Work plan (with dates) as the project develops
- When you need the money and how much you need at what time



## Monitoring proposals

- How will you know that you are achieving what you set out to achieve?
- How will you demonstrate to funders that you have used their money effectively?
- How will you use information you have collected?

## The future

- What are your plans for the future of the project?
- Sustainability - how will you raise the money to keep it going when the funding runs out?
- If the project is time limited, how will you close the project?

## Other information

Depending on the size of your project, you may have additional information which could be included in your Business Plan - maybe as an appendix. Things such as:

- Any surveys you have undertaken to identify the need for your project
- Information about other groups you work very closely with and which support your project/ partnership including letters of support
- Your constitution
- Your annual report and accounts
- Photographs and publicity in the local press
- Job descriptions for any new jobs

Try not to swamp your application with too many papers. Send the funders everything they ask for, or explain why you are not able to do so. If other things might strengthen your application, tell the funder that they are available and that you would be happy to send them. If they want any further information, they will come back to you and ask for it.

## Some common faults in applications for funding to support your plans

- Not thinking through the meaning and implications of the questions asked - always read the guidelines. If you are still unclear, call the funders.
- Not supplying enough information or missing key information. If you have nothing to put in a particular box / section write 'not applicable' to show that you have not ignored it.
- Supplying too much or irrelevant information.
- Missing the deadline for applications.
- Making typing mistakes - get someone to check the application, including any calculations.
- Not providing full financial details.
- Changing your mind and doing something different from what was in the application - always consult the grant-making organisation body before making any substantial changes.
- Not claiming soon enough or regularly enough for the money - grants need to be spent.
- Not keeping receipts, not filling in time sheets, not reporting regularly and appropriately. All of these may jeopardise your relationship with the funder.

# Appendix 2

## Traditional Orchards in the UK

### Biodiversity Action Plan

**The following text is a summary statement giving the reasons why Traditional Orchards now qualify for support as part of the UK Biodiversity Action Plan as a priority habitat for key species under decline or under threat of extinction.**

**This is an extract from the Biodiversity Reporting and Information Group report on the Species and Habitat Review: Report to the UK Biodiversity Partnership, June 2007. See: [www.ukbap.org.uk/library/BRIG/SHRW/SpeciesandHabitatReviewReport2007.pdf](http://www.ukbap.org.uk/library/BRIG/SHRW/SpeciesandHabitatReviewReport2007.pdf)**

Natural England, in consultation with a range of other bodies, proposed that Traditional Orchards were considered as a new UK BAP priority habitat. This habitat was proposed at a late stage in the previous 'gaps' review and so was not adequately considered at that time. The proposal has been subsequently reviewed and revised by Natural England in consultation with a range of other bodies.

The justification provided for Traditional Orchards as a priority habitat was generally convincing. The submission has involved a thorough consultation process, attracted the support of a large number of individuals and associated groups from around the UK, and is based on a substantially improved knowledge of the biodiversity associated with orchards.

The proposed habitat includes a range of fruit and nut orchards, with a low-density of open-grown trees set in semi-natural mainly herbaceous

vegetation, managed in a low-intensity way. It has become clearer with recent survey work that Traditional Orchards can support many species of conservation importance. These include important saproxylic invertebrate and epiphytic lichen assemblages, which is especially significant given the conservation concern afforded to these species and the scarcity of other habitats that support them. They can also support interesting fungi and bryophyte assemblages, have some invertebrate interest, and contain important areas of semi-natural grassland.

The resource is clearly at substantial risk. It is poorly represented in the SSSI site series. Evidence is presented to demonstrate a dramatic, on-going loss of sites, only partly compensated for by improved management and restoration. Orchards also play an important complementary role, supporting other important semi-natural habitats (including wood-pasture/parkland, woodland, hedges, rough grassland, ponds and

watercourses), and acting as a resource for wider-ranging species, including bird species and bats of conservation concern.

The criteria identified to define which orchards should be considered for inclusion are well considered and linked to the nature conservation importance of individual sites. The habitat can be defined according to a range of simple visual criteria based on structural and management characteristics. These provide a reasonable basis to define and estimate the extent and distribution of the resource, and to also create a national mappable inventory of sites for monitoring purposes.

There is some inevitable potential overlap with/inclusion of other priority habitats, including semi-natural grassland, wood-pasture, woodland, hedgerows and hedge trees. The conclusion reached to treat Traditional Orchards separately from the Wood-Pasture and Parkland priority habitat is considered to be sensible. Further material has been added to the proposal that makes it clearer how the cut-off from other habitat types and reporting under HAP will be approached. Orchards are generally viewed as being more artificial habitats than semi-natural types (for example compared to wood-pasture). This is, nevertheless, much more difficult to justify when considering Traditional Orchards, and especially when these are compared to hedgerows or cereal field margins, which are already recognised as priority habitats. In addition, the types of trees used are generally native or related species, which is part of the reason for the associated faunal and floral interest.

### **Synopsis of key comments received**

Commentators were strongly supportive of the proposal to include traditional orchards in the priority habitat status and there were relatively few

concerns about the details of the proposal. There seemed to be widespread approval/understanding of the proposed name 'Traditional Orchards'.

### **Final conclusion/recommendation**

We support the proposal for Traditional Orchards to form a new UK BAP priority habitat. The primary reasons for qualification are: Criterion II - Risk; and Criterion III - Key species.

# Appendix 3

## Contacts and useful information

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## Case study project contacts

### **'Cider with Roadies'**

The Common Players, 5 The Dairy Estate, Pinbrook Road, Exeter, Devon EX4 8HH.  
Tel: 01392 465445 Web: [www.ciderwithroadies.org](http://www.ciderwithroadies.org)  
Contact, Adam Montague: [adam@ciderwithroadies.org](mailto:adam@ciderwithroadies.org)

### **Cumbria Orchard Link**

Fells and Dales Leader+, The Old Stables, Redhills, Penrith, Cumbria CA11 0DT.  
Tel: 01768 869533 Web: [www.fellsanddales.org.uk](http://www.fellsanddales.org.uk)  
Contact, Dick Palmer: [dick.palmer@tiscali.co.uk](mailto:dick.palmer@tiscali.co.uk)

### **Damson Development Project, Cumbria**

Fells and Dales Leader+, The Old Stables, Redhills, Penrith, Cumbria CA11 0DT.  
Tel: 01768 869533 Web: [www.fellsanddales.org.uk](http://www.fellsanddales.org.uk)  
Contact, Karen Bentley: [kcbentley@tiscali.co.uk](mailto:kcbentley@tiscali.co.uk)

### **Herefordshire Orchard Community Evaluation Project**

The Bulmer Foundation, Cider Mills, Plough Lane, Hereford HR4 0LE.  
Web: [www.bulmerfoundation.org.uk](http://www.bulmerfoundation.org.uk)  
Contact, David Marshall: [damage@btinternet.com](mailto:damage@btinternet.com)

### **Mid Kent Downs, 'Orchards for Everyone'**

Kent Downs AONB Unit, West Barn, Penstock Hall Farm, Canterbury Road, East Brabourne, Ashford, Kent N25 5LL.  
Tel: 01303 815170 Web: [www.kentdowns.org.uk](http://www.kentdowns.org.uk)  
Contact, Pippa Palmar: [Pippa.Palmar@kentdowns.org.uk](mailto:Pippa.Palmar@kentdowns.org.uk)

### **North West Devon Grant Scheme**

Northern Devon Coast & Countryside Service, Bideford Station, Railway Terrace, East-the-Water, Bideford, Devon EX39 4BB.  
Tel: 01237 423655 Web: [www.devon.gov.uk](http://www.devon.gov.uk)  
Contact: [ndcss@devon.gov.uk](mailto:ndcss@devon.gov.uk)

### **The People's Trust for Endangered Species**

15 Cloisters House, 8 Battersea Park Road, London SW8 4BG.  
Tel: 020 7498 4533 Web: [www.ptes.org](http://www.ptes.org)  
Contact, Anita Burrough: [anita@ptes.org](mailto:anita@ptes.org)

### **Somerset Orchards**

Somerset Food Links Ltd, Units 10 & 11 Bridge Barns, Long Sutton, Langport TA10 9PZ.  
Tel: 01458 241401 Web: [www.foodlinks.org.uk](http://www.foodlinks.org.uk)  
Contact, Elaine Spencer-White: [elainesw@foodlinks.org.uk](mailto:elainesw@foodlinks.org.uk)

### **Streubst**

NABU, Panoramastraße 88, 71665 Vaihingen, Germany.  
Web: [www.streubst.de](http://www.streubst.de)  
Contact, Dr. Markus Rösler: [Streubst@web.de](mailto:Streubst@web.de)

## Other orchard projects

### **Eccleston Apple Blossoms, Lancashire, 2005**

[www.lhi.org.uk/projects\\_directory/projects\\_by\\_region/north\\_west/lancashire/eccleston\\_blossoms/](http://www.lhi.org.uk/projects_directory/projects_by_region/north_west/lancashire/eccleston_blossoms/)  
*Lottery Heritage funded project that involved researching the history of the local apple industry and remaining orchards, and produced a book. The project followed on into a second phase with setting up of a local group for orchard management training and apple celebrations.*

### **Carse of Gowrie Orchard Project**

Tayside Biodiversity Partnership, c/o Dundee City Council, Floor 13, Tayside House, Dundee DD1 3RA.  
Tel: 01382 433042 Web: [www.taysidebiodiversity.co.uk/Project\\_Historic\\_Orchards.html](http://www.taysidebiodiversity.co.uk/Project_Historic_Orchards.html)  
*Project based in Tayside in Scotland, looking to safeguard the existing orchards in the rich Carse farmlands and to make them commercially viable.*

### **Cheshire Orchard Project**

Cheshire Landscape Trust, Fountains Bridge, Upper Northgate Street, Chester CH1 4EF.  
Web: [www.cheshire-biodiversity.org.uk/old-site/habitat-orchards.htm](http://www.cheshire-biodiversity.org.uk/old-site/habitat-orchards.htm)  
*Promotes the importance of orchards and fruit growing in Cheshire, giving support to community orchards and encouraging community groups, schools and individuals to plant local varieties.*

### **Cornwall Orchard Project**

Natural Environment Officer, Cornwall County Council, County Hall, Truro TR1 3AY.  
Tel: 01872 222000  
Web: [www.cornwall.gov.uk/index.cfm?articleid=7676](http://www.cornwall.gov.uk/index.cfm?articleid=7676)  
*With the support of other local organisations the County Council launched an Orchard Project that promoted local orchards and provided a grant for the restoration of old orchards and planting new ones using the old varieties.*

### **Lancashire Apples**

Lancashire County Council, P.O.Box 78, County Hall, Fishergate, Preston, Lancashire PR1 8XJ.  
Tel: 0845 053 0000 Web: [www.lancsc.gov.uk](http://www.lancsc.gov.uk)  
*In association with Lancashire county council, Northern Fruit Group, Lancaster Seed Savers and The Middlewood Trust, it promotes the cultivation and propagation of Lancashire and other heritage varieties. The project runs grafting and pruning workshops, advises landowners on orchard management and new planting. It also distributes young apple trees to the public, via an annual printed catalogue.*

### **North East Wales Orchard Initiative**

Cae Rhug Farm, Cae Rhug Lane, Gwernaffield, Mold CH7 5DY. Tel: 01352 740022  
Web: [www.welshorchardfruits.com](http://www.welshorchardfruits.com)  
*Aims to record and safeguard the remaining orchards and individual orchard trees in north east Wales with a view to saving local varieties of fruit.*

### **Orchards in Powys**

Glasu, Antur Gwy, Park Road, Builth Wells, Powys LD2 3BA. Tel: 01982 552224  
Web: [www.glasu.org.uk/newharvest2](http://www.glasu.org.uk/newharvest2)  
*Aims to add value to and make use of surplus local orchard fruit, offers advice and orchard management training and brings together partners from other organisations with an interest in preserving orchards in the county.*

### **Park Farm Cherry Orchard Project**

Web: [www.lynsted-orchard.org.uk](http://www.lynsted-orchard.org.uk)  
*Lottery Heritage funded project, based on a traditionally managed community orchard in Lynsted, North Kent. Aims to raise awareness and interest in the local cherry growing heritage and orchard biodiversity through community activities and annual events.*

### **Somerset Apples Schools Project 2004-2005**

Web: [www.somersetapples.org.uk](http://www.somersetapples.org.uk)  
*A Lottery Heritage and Leader+ funded project that worked with five primary schools in the Somerset Levels, teaching pupils about local orchard heritage through art and creative writing projects, and orchard visits throughout the seasons.*

### **South Court Environmental - The Apple Cause**

34 Bostock Avenue, Northampton NN1 4LW.

Tel: 01933 275257

Web: [www.scenorthampton.org.uk/html/apple\\_cause.htm](http://www.scenorthampton.org.uk/html/apple_cause.htm)

*A workers' co-operative based in Northampton that involves the local community in wildlife conservation. They acquired an old orchard, Wilson's Orchard which is managed for community use. They started a membership and community based organisation the 'Apple Cause', to understand the history of orchards, run events, conserve biodiversity and teach orchard management.*

### **The Symondsburry Apple Project**

c/o Treewise Co-op, The Office, The Old Post Office, Symondsburry, Bridport DT6 6EZ.

Tel: 01308 427449 Web: [www.appleproject.org.uk](http://www.appleproject.org.uk)

*Leader+ and Lottery Heritage funded project based in Dorset that started with researching and raising awareness on local orchard heritage. A 'fruit swap' project also took place where locals were encouraged to make use of surplus apples, hold juicing days and exchange advice and information. A community orchard is a part of the project, which is still used for orchard management courses and Apple Day events.*

### **The Wee Apple, Glasgow**

Web: [www.weegarden.co.uk/orchard.html](http://www.weegarden.co.uk/orchard.html)

*A project aiming to get children to plant fruit trees across Glasgow.*

### **Woolhope Dome Project, Herefordshire**

Herefordshire Nature Trust, Lower House Farm, Ledbury Road, Tupsley, Hereford HR1 1UT.

Tel: 01432 356872

Web: [www.wildlifetrust.org.uk/hereford/woolhope.htm](http://www.wildlifetrust.org.uk/hereford/woolhope.htm)

*Leader+ funded project looking to undertake nature conservation work to enhance biodiversity on a large area/landscape scale. Part of the project is to assist in the restoration, maintenance and creation of orchards within the area. They have been running free workshops for local orchard owners that include introductions to juice and cider making, traditional orchard management and fruit tree pruning.*

## **Community food and health projects that involve orchards**

### **Abundance Project - Grow Sheffield**

Web: [www.growsheffield.com/pages/groShefAbund.html](http://www.growsheffield.com/pages/groShefAbund.html)

*A project that harvests the seasonal glut of local fruit like apples, pear and plums in Sheffield. Fruit is distributed to the community on a non-profit basis, for instance, community café, nurseries, Surestarts and individuals. In the first year free fresh fruit was distributed around the streets of central Sheffield from the custom designed mobile fruit unit.*

### **Growing Well, Cumbria**

Tel: 01539 561777 Web: [www.growingwell.co.uk](http://www.growingwell.co.uk)

*A Social Enterprise that run an organic fruit and vegetable farm teaching horticultural skills to people recovering from mental illness. They worked with Cumbria Orchard Link and Northern Fruit Group to run grafting courses and will plant an orchard as part of their farm.*

### **Newburgh Orchard Group, Scotland**

Web: [www.communityfoodandhealth.org.uk/show.php?contentid=96](http://www.communityfoodandhealth.org.uk/show.php?contentid=96)

*Have worked with projects with Fife council to deliver the healthy eating message in schools. Eleven schools took part in fruit tastings, drama and heritage projects. They also established a community orchard next to Newburgh Primary School. They have also worked with WECAN on the Food For Fife project and the Edinburgh Community Food Initiative.*

### **Waltham Forest Scrumping Project, London**

Tel: 020 8558 6880 Web: [www.organiclea.org.uk/scrump](http://www.organiclea.org.uk/scrump)

*Project in the Waltham Forest area of London which brings small teams of fruit pickers to local residents who were finding themselves unable to pick or make use of all the fruit on their trees. The project received funding to collect unwanted fruit from trees and distribute surplus locally through food and nutrition clubs and community market stalls.*

## Other food and health contacts

### **National Care Farming Initiative NCFI (UK)**

Tel: 01952 815335 or 01952 815011

Web: [www.ncfi.org.uk](http://www.ncfi.org.uk)

*Resources and information on care farming.*

### **Farming for Health**

Web: [www.farmingforhealth.org](http://www.farmingforhealth.org)

*The website of the International Community of Practice - Farming for Health. They are an international group of researchers and practitioners in the field of Green Care, Health Farms and other initiatives concerning special care in green environments.*

### **Five a Day website**

Web: [www.5aday.nhs.uk](http://www.5aday.nhs.uk)

*Information and resources promoting the healthy message of eating five portions of fruit and vegetables per day.*

### **Food in Schools, Department of Health**

Web: [www.foodinschools.org](http://www.foodinschools.org)

*This website provides valuable guidance and resources for anyone working in or with a school on food related activities throughout the school day. Includes useful links to other organisations and resources.*

### **National Healthy Schools Standard**

Web: [www.healthyschools.gov.uk](http://www.healthyschools.gov.uk)

*Information on the The National Healthy Schools Programme.*

## Tree sponsoring, community supported agriculture and co-op schemes

### **Allington Juices, Dorset**

Tel: 01308 427942

Web: [www.allingtonhilljuices.co.uk](http://www.allingtonhilljuices.co.uk)

*Small workers' co-operative in Dorset who make juice and cordials from local fruit. They received a small grant from Leader+ to buy juicing equipment.*

### **Dragon Orchard**

Dragon House, Putley, Ledbury, Herefordshire HR8 2RG.

Tel: 01531 670 071

Web: [www.dragonorchard.co.uk](http://www.dragonorchard.co.uk)

*Traditional orchard in Herefordshire who have adopted an innovative scheme which aims to re-establish links between producers and consumers. They run a sponsor a tree scheme as well as a crop share scheme where, through a yearly subscription, members are able to visit the farm every season and get a share of the produce.*

### **Rent A Cherry Tree, Kent**

Web: [www.rentacherrytree.co.uk](http://www.rentacherrytree.co.uk)

*Newly planted cherry orchard in East Sussex, which offers a tree rental scheme to consumers. For an annual fee, consumers are allocated a tree, cared for by the farmer, and are able to visit the orchard during the seasons, and pick a tree's worth of cherries during picking season.*

### **Tidnor Wood Orchard Trust, Herefordshire**

Tel: 01369 840360

Web: [www.tidnorwood.org.uk](http://www.tidnorwood.org.uk)

*A traditional orchard in Herefordshire, with National Collection status. There is a cider-apple tree museum, a collection orchard and an organic orchard under contract to a cider company. They run a scheme where £60 is a one-off sponsorship fee for the lifetime of a tree, and members are invited to visit the orchard during the year's events and to pick some fruit at harvest time.*



## Examples of orchard projects in Europe

### **Main AppleHaus Lohrberg (Germany)**

Web: [www.main-aepplehaus.de](http://www.main-aepplehaus.de)

*Based in Frankfurt, this is an information centre and meeting place for all topics concerning orchards and gardening. They have worked on a project aiming to restore the orchards around Frankfurt and promote local orchard products and have plenty of experience working on school projects.*

### **Frutta Senza Confini (Italy-Slovenia)**

Web: [www.fruttasenzaconfini.info](http://www.fruttasenzaconfini.info)

*An Interreg IIIA 2000-2006 supported project, based in the Friuli Venezia Giulia region of North Italy and bordering Slovenia. Looked into restoring and enhancing high quality fruit tree cultivars in order to increase biodiversity and support organic fruit growing in the cross-borders areas, in particular looking at varieties that suit the local climate and mountainous landscape.*

### **Initiativ Bonjert (Luxembourg)**

Web: [www.bongert.lu](http://www.bongert.lu)

*Project looking to produce and market local Luxembourg apple juice from traditional orchards in response to loss of local sales due to imports.*

### **Streuobst (Germany)**

Web: [www.streuobst.de](http://www.streuobst.de)

*Orchard initiative in Germany, started in 1986, by National Nature Conservation group NABU.*

### **Leader+ Wallonie (Belgium)**

Web: [www.gesves.be/material/](http://www.gesves.be/material/)

[Gal-VergersConserva-BasDef.pdf](http://Gal-VergersConserva-BasDef.pdf)

*Co-operation orchard project between three local action groups (Pays des Collines, Assesse-Gesves and Haute-Meuse) in Belgium which involves restoration and creation of traditional orchards and promoting orchard heritage.*

## Orchard groups

### **Common Ground's Gazetteer of orchards**

Web: [www.England-in-particular.info/orchards/o-counties.html](http://www.England-in-particular.info/orchards/o-counties.html)

*This is a very useful link on Common Ground's website which hosts list of projects, orchard groups, producers and events for all counties of England.*

### **National Orchard Forum**

Web: [www.nat-orchard-forum.org.uk](http://www.nat-orchard-forum.org.uk)

*The National Orchard Forum aims to represent the 20-30 heritage orchard groups, exchanging vital information between the groups and helping to set up groups in areas of the UK where there are currently none. A list of members is on the website or a gazetteer of orchard groups is available from NOF, for a small administration fee if you are not already a member.*

### **Central Core Network, Perthshire**

Greenbank House, West End, Abernethy, Perthshire PH2 9JL.  
Tel: 01738 850566

Web: [www.centralcoreorchardnetwork.co.uk](http://www.centralcoreorchardnetwork.co.uk)

*A network to bring people together to share knowledge and to learn the traditional methods of orchard planting and management. Run events, and offer advice.*

### **Chichester District Council Community Orchards**

Tel: Jo Brooks 01243 785166 ex 4229

Email: [jbrooks@chichester.gov.uk](mailto:jbrooks@chichester.gov.uk)

*Supporting community orchards in Chichester.*

### **Devon Orchard Link**

Tel: 07792 664710 Web: [www.orchardlink.org.uk](http://www.orchardlink.org.uk)

*Orchard Link aims to support orchard owners and enthusiasts, to ensure that orchards are a sustainable element of the landscape. They give advice, training, sell surplus apples and hire out their mobile cider press and mill.*

### **Devon, Orchards Live**

Web: [www.orchardslive.org.uk](http://www.orchardslive.org.uk)

*Based in North Devon, Orchards Live coordinates many orchard management courses through the year, and organises events.*

### **East of England Apples and Orchards Project**

The School House, Rougham, King's Lynn, Norfolk  
PE32 2SE.

Web: [www.applesandorchards.org.uk](http://www.applesandorchards.org.uk)

*The project aims to inspire, enthuse and inform the public about the rich heritage of orchards and orchard fruit unique to the seven counties Norfolk, Suffolk, Essex, Cambridgeshire, Lincolnshire, Bedfordshire and Hertfordshire. They organise orchard management workshops and hold a catalogue of local heritage fruit trees.*

### **Gloucestershire Orchard Group**

Tel: 01452 855677

Web: [www.orchard-group.uklinux.net/glos/](http://www.orchard-group.uklinux.net/glos/)

*The Gloucestershire Orchard Group aims to conserve, promote and celebrate traditional orchards in Gloucestershire. The website hosts details of local fruit varieties, events, advice and information.*

### **Kemerton Conservation Trust**

Tel: 01684 773632 Web: [www.kemerton.org](http://www.kemerton.org)

*A charitable trust based in South Worcestershire, near Tewkesbury, promoting the conservation and preservation of natural and man-made beauty through countryside stewardship in the Worcestershire, Gloucestershire and Herefordshire area. The estate contains several old orchards, managed with wildlife in mind.*

### **Kentish Cobnuts Association (UK-wide)**

Tel: 01732 882 734

Web: [www.kentishcobnutsassociation.co.uk](http://www.kentishcobnutsassociation.co.uk)

*Represents growers and other interested parties, promotes the cultivation and marketing of cobnuts, runs training courses and produces a regular newsletter.*

### **Marcher Apple Network, Herefordshire**

Web: [www.marcherapple.net](http://www.marcherapple.net)

*Established to promote interest in, and cultivation of, traditional apple and pear varieties in the English and Welsh Marches (Herefordshire and Powys). The site contains information for apple growers, lists of events concerning apple growing and cider making, and research activities.*

### **Newburgh Orchard Group, Fife**

Web: [www.goose-island.com/page22.html](http://www.goose-island.com/page22.html)

*Research and promote local orchard heritage and fruit growing, carry out projects with local schools and the community, organise events and offer advice, training and resources.*

### **Northern Fruit Group**

Secretary, Simon Clark, 49 Gledhow Wood Avenue,  
Leeds LS8 1NX.

Tel: 01132 663235 Email: [simonclark49@gmail.com](mailto:simonclark49@gmail.com)

*Aims to encourage fruit growing in the northern climate and assists individual members with training and advice.*

### **Shropshire Apple Trust**

Web: [www.shropshireappletrust.co.uk](http://www.shropshireappletrust.co.uk)

*Shropshire Apple Trust works to raise awareness of the importance of traditional orchards, orcharding, local fruit trees, and raise an interest in the practical use of orchard harvest. They make and sell apple presses, run training events and offer support and advice to groups or individuals, locally and nationally.*

### **Somerset Orchard Group**

Tel: 01823 355617

Web: [www.somerset.gov.uk](http://www.somerset.gov.uk)

*Comprised of Somerset County Council, Somerset Food Links, Agricultural Development Officers, cider makers and anyone who has involvement or has an interest with orchard related work. They help to support local orchard owners by provision of small grants and producing a newsletter with news and advice.*

### **South Warwickshire Orchard Group (SWOG)**

Contact: David Botterhill

Email: [davidbotterill1@btinternet.com](mailto:davidbotterill1@btinternet.com)

*Based a few miles south of Stratford-Upon-Avon, this new group started in 2007 with twenty members.*

### **Stamford Community Orchard Group, Lincolnshire**

Web: [www.scog-web.org.uk](http://www.scog-web.org.uk)

*A non-profit group based in the Lincolnshire market town of Stamford. Their aim is to preserve the old orchards that still exist in the town, to establish new orchards and to rediscover old apple varieties.*

### **Tamar Valley Orchard Group**

Tel: 01579 351083

Web: [www.tamarvalley.org.uk](http://www.tamarvalley.org.uk)

*Based in Cornwall and Devon, incorporate Bere Apple Fest, Tamar Orchard Volunteers and Tamar Valley AONB. Organise events, orchard management courses, offer advice and grow and promote local variety orchard fruit.*

### **Westmorland Damson Association**

Greenside, Crosthwaite, Kendal , Cumbria LA8 8JL.

Web: [www.lythdamsons.org.uk](http://www.lythdamsons.org.uk)

*Formed in April 1996 by a group of local people who wished to preserve the damson orchards in and around the Lyth Valley in Cumbria. They promote the use of local damsons by ensuring the survival of existing orchards through organising training and support.*

### **Worcester Orchard Workers**

Tel: 01905 766493

Email: [wmuggleton@worcestershire.gov.uk](mailto:wmuggleton@worcestershire.gov.uk)

*Aim to encourage the conservation and enhancement of traditional orchards within Worcestershire.*

## **Examples of community orchards**

There is an ever increasing number of community orchards appearing all over the UK. Common Ground's website has information about community orchards, and examples of newly planted orchards and restored orchards. See: [www.commonground.org.uk/appleday/a-corc.html](http://www.commonground.org.uk/appleday/a-corc.html)

### **New Mills Community Orchard**

Web: [www.nmco.org.uk](http://www.nmco.org.uk)

*A newly created orchard of rare old varieties of apple, pear and plum trees on land adjacent to High Lea Park, near the Peak District, having a tourist appeal and community involvement.*

### **No Man's Orchard, Kent**

Web: [www.harbledownpc.kentparishes.gov.uk/No+Mans+Orchard.htm](http://www.harbledownpc.kentparishes.gov.uk/No+Mans+Orchard.htm)

*The UK's first orchard Local Nature Reserve located near Canterbury.*

### **Rivers Nursery Orchard, Herefordshire**

Web: [www.riversnurseryorchard.org.uk](http://www.riversnurseryorchard.org.uk)

*An orchard that has had a continuous history of cultivation of horticultural material stretching back to the seventeenth century.*

## **Resources**

### **Chichester Council's guide to setting up and managing a community orchard**

Web: [www.chichester.gov.uk/media/pdf/1/j/Orchard\\_Guidance\\_Booklet\\_\(New\).pdf](http://www.chichester.gov.uk/media/pdf/1/j/Orchard_Guidance_Booklet_(New).pdf)

See the reading list at the end of this section for details of Common Ground's Community Orchards Handbook.

## National organisations

### **Brogdale National Fruit Collection**

National Fruit Collection, Brogdale Road, Faversham, Kent ME13 8RZ.

Tel: 01795 535286 Web: [www.brogdale.org/index.php](http://www.brogdale.org/index.php)  
*Home to the largest collection of varieties of fruit trees in the world with over 2,300 different varieties.*

### **British Trust for Conservation Volunteers (BTCV)**

Tel: 01302 388 888 Web: [www.btcv.org.uk](http://www.btcv.org.uk)  
*Environmental conservation volunteering in the UK and abroad. Support a network of conservation groups and offer helpful advice and support with issues such as insurance.*

### **Common Ground**

Gold Hill House, 21 High Street, Shaftesbury, Dorset, SP7 8JE.

Tel: 01747 850820 Web: [www.commonground.org.uk](http://www.commonground.org.uk)  
*An organisation that promotes local diversity by linking arts and the environment. They are the founders of Apple Day and have been inspiring action and campaigning to save orchards since the 1980s.*

### **Council for the Protection of Rural England (CPRE)**

Tel: 020 7981 2800 Web: [www.cpre.org.uk](http://www.cpre.org.uk)  
*Charity organisation dedicated to protecting, enhancing and promoting the beauty, tranquillity and diversity of rural England. For Wales: [www.cprw.org.uk](http://www.cprw.org.uk); Scotland: [www.ruralscotland.org](http://www.ruralscotland.org)*

### **Countryside Restoration Trust**

Tel: 01223 262999 Web: [www.livingcountryside.org.uk](http://www.livingcountryside.org.uk)  
*The Countryside Restoration Trust is a farming and conservation charity dedicated to restoring and protecting the countryside. The Trust demonstrates profitable farming that blends historic wisdom and sustainable modern methods to restore wildlife and maintain rural culture.*

### **Defra - Department for Environment, Food and Rural Affairs**

Helpline: 08459 335577 Web: [www.defra.gov.uk](http://www.defra.gov.uk)  
*Defra helps the Government as a whole to deliver economic, social and environmental sustainability. Information and online handbooks on Common Agricultural Policy, Agri-Environment Schemes, and other funding are available on the website.*

### **English Heritage**

Tel: 0870 333 1181 Web: [www.english-heritage.org.uk](http://www.english-heritage.org.uk)  
*Protects and promotes England's historic environment. For Wales: [www.cadw.wales.gov.uk](http://www.cadw.wales.gov.uk); Scotland: [www.historic-scotland.gov.uk](http://www.historic-scotland.gov.uk).*

### **Garden Organic HDRA (Henry Doubleday Research Association)**

Tel: 024 7630 3517 Web: [www.hdra.org.uk](http://www.hdra.org.uk)  
*Researches and promotes organic gardening in the UK.*

### **Farming and Wildlife Advisory Group (FWAG)**

Tel: 024 7669 6699 Web: [www.fwag.org.uk](http://www.fwag.org.uk)  
*An independent environmental advisory and consultancy service for farmers. There are 55 regional and county groups across the UK.*

### **Federation of City Farms and Community Gardens**

Tel: 0117 923 1800 Web: [www.farmgarden.org.uk](http://www.farmgarden.org.uk)  
*Membership organisation that represents and promotes community-managed farms and gardens across the UK. There are increasing numbers of community orchards in their membership for which they have organised training workshops. Helps run a National Lottery grants scheme for local food projects (2008).*

### **Friends of the Earth**

Tel: 020 7490 1555 Web: [www.foe.org.uk](http://www.foe.org.uk)  
*Dedicated to preserving the health of the planet and finding solutions to environmental problems. Runs a local groups network that support local food activities.*

### **National Association for Areas of Outstanding Natural Beauty (NAAONB)**

Tel: 01451 862007 Web: [www.aonb.org.uk](http://www.aonb.org.uk)  
*General information about Areas of Outstanding Natural Beauty in England, Wales and Northern Ireland. The website hosts a 'Database of Actions Plans' that draws together the Actions planned by all the AONBs in England into a single searchable data resource, see: <http://actions.aonb.org.uk>.*

### **National Trust**

Tel: 0870 458 4000 Web: [www.nationaltrust.org.uk](http://www.nationaltrust.org.uk)  
*Protects special heritage buildings and land in the UK, many of which include orchards.*



## Natural England

Tel: 0845 600 3078 Web: [www.naturalengland.org.uk](http://www.naturalengland.org.uk)  
*Responsible for ensuring that England's natural environment, including its land, flora and fauna, freshwater and marine environments, geology and soils, are protected and improved. They deliver agri-environment schemes also a series of Technical Advice Notes on traditional orchard management is available to download from their website.*

**Scotland:** Scottish National Heritage  
Tel: 01463 725000 Web: [www.snh.org.uk](http://www.snh.org.uk)

**Wales:** Countryside Council for Wales  
Tel: 0845 1306229 Web: [www.ccw.gov.uk](http://www.ccw.gov.uk)

**Northern Ireland:** Environment and Heritage Service  
Tel: 028 9056 9605 Web: [www.ehsni.gov.uk](http://www.ehsni.gov.uk)

## Plunkett Foundation

tel: 01993 810730 Web: [www.plunkett.co.uk](http://www.plunkett.co.uk)  
*An educational charity which supports the development of rural group enterprise worldwide. In 2008 they launched the Lottery funded 'Making Local Food Work' programme.*

## Royal Horticultural Society (RHS)

Tel: 0845 260 5000 Web: [www.rhs.org.uk](http://www.rhs.org.uk)  
*UK gardening charity dedicated to advancing horticulture and promoting good gardening.*

## Soil Association

Tel: 0117 314 5000 Web: [www.soilassociation.org](http://www.soilassociation.org)  
*The UK's leading campaigning and certification organisation for organic food and farming. Increasingly interested in local food systems, including promotion of community supported agriculture as part of the Making Local Food Work programme.*

## Sustain: The Alliance For Better Food and Farming

Tel: 020 7837 1228 Web: [www.sustainweb.org](http://www.sustainweb.org)  
*Advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture.*

## World Wildlife Fund For Nature (WWF)

Tel: 01483 426444 Web: [www.wwf.org.uk](http://www.wwf.org.uk)  
*The world's largest and most experienced independent conservation organisation that addresses issues from the survival of species and habitats to climate change, sustainable business and environmental education.*

## Other groups and useful links

### Access to Archives Database

Web: [www.A2A.org.uk](http://www.A2A.org.uk)  
*This database contains catalogues describing archives held locally in England and Wales dating from the eighth century to the present day.*

### Apples and Pears Past - Cider Museum Hereford

Tel: 01432 354207  
Web: [www.historyatthecidermuseum.org.uk](http://www.historyatthecidermuseum.org.uk)  
*Website explaining the history of apples and cider and how orchards began.*

### BBC Breathing Places

Breathing Places, Room 2521, BBC White City, London W12 7TS. Web: [www.bbc.co.uk/breathingplaces](http://www.bbc.co.uk/breathingplaces)  
*BBC Website that offers a newsletter and ideas for projects protecting and developing an outdoor space to appreciate nature.*

### Big Little Fruit Campaign

Web: [www.biglittlefruit.co.uk](http://www.biglittlefruit.co.uk)  
*A campaign encouraging the use of British culinary fruit that used to be commonplace in our diets but which are now forgotten about.*

### CAMRA Campaign for Real Ale - Real Cider and Perry

Tel: 01727 798440  
Web: [www.camra.org.uk](http://www.camra.org.uk)  
*Campaign for and support real ale. As a result of the difficulties facing real cider, CAMRA set up a cider and perry committee within CAMRA to inform consumers about the choice of real cider and perry and to encourage the producers to continue production. They represent over hundred traditional cider makers at their events and have produced a book, *The Good Cider Guide*.*

### UK Cider

Web: [www.ukcider.co.uk](http://www.ukcider.co.uk)  
*Cider community and website maintained by its membership. Hosts a wealth of information including a wikipedia site, bookshop, blog, list of producers and events.*

### **Fruit Forum**

Web: [www.fruitforum.net](http://www.fruitforum.net)

*Fruit Forum is a web space and blog for anything and everything to do with fruit. It has interesting articles about fruit and a 'fruit diary', with fruit related events and festivals around the country.*

### **Grazing Animals Project**

Tel: 0845 603 9917

Web: [www.grazinganimalsproject.org.uk](http://www.grazinganimalsproject.org.uk)

*Exists to help land managers get the desired level of grazing on wildlife sites. They provide practical support to graziers, wildlife site managers (including orchard projects) and conservation advisors across the UK.*

### **Landscape Character Network**

Tel: 01242 533338

Web: [www.landscapecharacter.org.uk](http://www.landscapecharacter.org.uk)

*An informal network, open to anyone who has an interest in Landscape Character Assessment (LCA), which is an important tool for enhancing local distinctiveness and promoting sustainable development.*

### **Mistletoe Matters**

Tel: 01453 791135

Web: [www.mistletoe.org.uk](http://www.mistletoe.org.uk)

*Mistletoe information, consultancy and online sales of UK Mistletoe.*

### **New Crops**

Web: [www.newcrops.co.uk](http://www.newcrops.co.uk)

*Up-to-date information on how new crops - as well as new uses for existing crops - will fit with farm systems. There may be a charge for this service.*

### **Northern Nutgrowers Association**

Web: [www.nutgrowing.org](http://www.nutgrowing.org)

*An America-based international organisation providing advice on growing nuts, including chestnuts, English walnut and black walnut.*

### **Orange Pippin**

Web: [www.orangepippin.com](http://www.orangepippin.com)

*Specialised information about apple varieties and other orchard fruit.*

### **Otter Farm**

Web: [www.otterfarm.co.uk](http://www.otterfarm.co.uk)

*A Devon farm that plants forgotten local varieties and plants for climate change with species from warmer climates such as olive, apricot and almond.*

### **Sensory Trust**

Tel: 01726 222900 Web: [www.sensorytrust.org.uk](http://www.sensorytrust.org.uk)

*Promotes and implements an inclusive approach to the design of public spaces.*

### **Three Counties Cider and Perry Association**

Web: [www.thethreecountiesciderandperryassociation.co.uk](http://www.thethreecountiesciderandperryassociation.co.uk)

*Working to improve the image and quality of Farmhouse Cider and Perry in the three counties of Gloucestershire, Herefordshire and Worcestershire.*

### **The National Federation of Women's Institutes**

Tel: 020 7371 9300 Web: [www.womens-institute.org.uk](http://www.womens-institute.org.uk)

*The largest voluntary woman's group in the UK which campaigns on a range of environmental issues.*

## **Insurance, and health & safety**

### **Association of British Insurers**

Web: [www.abi.org.uk/BookShop/ResearchReports/VCS%20booklet%20Aug%2005.pdf](http://www.abi.org.uk/BookShop/ResearchReports/VCS%20booklet%20Aug%2005.pdf)

*Advice on risk assessments and insurance in the report 'Living with Risk: Risk management and insurance advice for the voluntary and community sector'.*

### **BTCV - British Trust for Conservation Volunteers**

Tel: 01302 388 888

Web: [www2.btcv.org.uk/display/groupinsurance](http://www2.btcv.org.uk/display/groupinsurance)

*Offers insurance for members of their community network.*

*Advice also online is an insurance handbook:*

*<http://handbooks.btcv.org.uk/handbooks/content/chapter/774>*

### **Health and Safety Executive**

Tel: 0845 345 0055 Web: [www.hse.gov.uk](http://www.hse.gov.uk)

*The Health and Safety Executive is responsible for health and safety regulation in Great Britain.*

*Link to Work at Height Regulations: [www.hse.gov.uk/falls](http://www.hse.gov.uk/falls) (for considering the use of ladders).*

*Risk Assessment: [www.hse.gov.uk/agriculture](http://www.hse.gov.uk/agriculture) (link to an agriculture risk assessment tool).*

## Orchard learning resources for schools

### **'Bud to Beaker' Orchards Schools Pack**

Tel: 01303 815170

Web: [www.kentdowns.org.uk](http://www.kentdowns.org.uk)

*Produced for the Mid Kent Downs 'Orchards for Everyone' project and created to work in line with the School National curriculum Key Stages. Includes teachers notes. (Will be available to download from the website soon, or please contact them).*

### **Apple Day Starter Pack for Schools**

Gartmore Primary School, Main Street, Gartmore, Stirling FK8 3RJ.

Tel: Helen Webster 01877 382343

*Price £2.50 (inc p&p). The school is very experienced with growing apples, Apple Day and cross-curricular activities.*

### **Learning Through Landscapes**

Tel: 01962 845 811

Web: [www.ltl.org.uk](http://www.ltl.org.uk)

*Information and resources on making more out of school grounds.*

### **Common Ground Learning Through Landscapes 'School Orchard Pack'**

*Inspiration for primary schools on establishing an orchard in school grounds. £9.50 + £1.25 p&p (cheques to Biblios PDS Ltd), from Biblios PDS Ltd, Star Road, Partridge Green, W. Sussex, RH13 8LD.*

### **National Farmers Union (NFU)**

Tel: 024 7685 8500

Web: [www.nfuonline.com](http://www.nfuonline.com)

*Advice to members. Some orchard owners have purchased insurance through them when they organised 'pick your own' events.*

## Orchards and biodiversity

### **Bat Conservation Trust**

Tel: 020 7627 2629 Web: [www.bats.org.uk](http://www.bats.org.uk)

*UK organisation solely devoted to the conservation of bats and their habitats.*

### **The British Beekeepers Association**

Tel: 02476 696679 Web: [www.bbka.org.uk](http://www.bbka.org.uk)

*Promotes beekeeping, and has introductory notes on how to get started.*

### **Biodiversity Action Plan (BAP)**

Web: [www.ukbap.org.uk](http://www.ukbap.org.uk)

*You can find your Local BAP on the UK BAP website along with priority species and habitats for the whole country.*

### **Biodiversity Action Reporting System**

Web: [www.ukbap-reporting.org.uk](http://www.ukbap-reporting.org.uk)

*Database search for local, national and company Biodiversity Action Plans. Users can learn the progress made with local and National BAPs. You can search by the habitat and see what action plans are put in for orchards around the country.*

### **Joint Nature Conservation Committee (JNCC)**

Tel: 01733 562626 Web: [www.jncc.gov.uk](http://www.jncc.gov.uk)

*JNCC is the statutory advisor to Government on UK and international nature conservation. Its work contributes to maintaining and enriching biological diversity, conserving geological features and sustaining natural systems.*

### **The National Biodiversity Network**

Tel: 01636 670090 Web: [www.nbn.org.uk](http://www.nbn.org.uk)

*A network for sharing information on wildlife across the UK. Contains a species and habitat dictionary and the NBN Gateway tool that allows you to search and view species distribution maps, and download wildlife data.*

### **Natural England**

*See under national organisations above.*

### **Natural England - Local Nature Reserves**

Web: [www.english-nature.gov.uk/special/lnr/office.htm](http://www.english-nature.gov.uk/special/lnr/office.htm)

*Information on Local Nature Reserves and how they are designated, including some that are orchards.*

### **Nature on the Map**

Web: [www.natureonthemap.org.uk](http://www.natureonthemap.org.uk)

*Natural England's interactive website that lets you look at maps detailing designations like SSSIs, LNRs, NNRs and BAP priority habitats. Postcode search.*

### **People's Trust for Endangered Species: Traditional Orchard Survey**

Tel: 020 7498 4533 Web: [www.ptes.org](http://www.ptes.org)

*The PTES has produced a leaflet with a basic guide to wildlife management for orchard owners with information on wildlife found in an orchard and simple steps for promoting biodiversity.*

### **Plantlife**

Tel: 01722 342730 Web: [www.plantlife.org.uk](http://www.plantlife.org.uk)

*UK conservation charity, working to protect wild plants and their habitats.*

### **Restore UK**

Tel: 01737 355458 Web: [www.restoreuk.org](http://www.restoreuk.org)

*Restore UK was established in 2001 as a grant-making charity to invest in the protection and restoration of Britain's natural habitat.*

### **Royal Society for the Protection of Birds (RSPB)**

Tel: 01767 693 690 Web: [www.rspb.org.uk](http://www.rspb.org.uk)

*UK charity working to secure a healthy environment for birds and other wildlife.*

### **The Wildlife Trusts**

Tel: 01636 677711 Web: [www.wildlifetrusts.org](http://www.wildlifetrusts.org)

*The Wildlife Trusts is the largest grouping of charitable organisations in the United Kingdom concerned with the conservation of the whole of the UK's natural world. Some county wildlife trusts manage orchard nature reserves for wildlife, with examples shown below.*

### **Hertfordshire Wildlife Trust, Tewin Orchard**

Tel: 01727 858901 Web: [www.tewinorchard.co.uk](http://www.tewinorchard.co.uk)

*Orchard with many varieties of fruit, managed by Hertfordshire Wildlife Trust. Badger watching events in the Summer and apple weekends in October.*

### **Worcestershire Wildlife Trust's Tiddlesley Wood Orchard**

Tel: 01905 754919

Web: [www.worcswildlifetrust.co.uk/index.php?section=news:archive&id=2075](http://www.worcswildlifetrust.co.uk/index.php?section=news:archive&id=2075)

*An old plum orchard part of ancient woodland inhabited by the BAP (Biodiversity Action Plan) species noble chafer beetle.*

### **Toolkit from the Wildlife Trust Urban Greenspace project**

*Connecting communities, neighbourhoods and nature: a toolkit. [www.wildlifetrusts.org/index.php?section=environment:forum:ugs\\_toolkit](http://www.wildlifetrusts.org/index.php?section=environment:forum:ugs_toolkit)*

## **Local orchard plans for implementing Biodiversity Action Plans**

### **Cambridgeshire and Peterborough Biodiversity Partnership**

Web: [www.cambridgeshire.gov.uk/environment/countryside/natureconservation/action/partnership/baps/woodland.htm](http://www.cambridgeshire.gov.uk/environment/countryside/natureconservation/action/partnership/baps/woodland.htm)

### **Cheshire Biodiversity**

Web: [www.cheshire-biodiversity.org.uk/habitat-orchards.htm](http://www.cheshire-biodiversity.org.uk/habitat-orchards.htm)

### **Orchards in Powys, Wales**

Web: <http://biodiversity.powys.org.uk/en/habitats.php>

### **Gloucestershire**

Web: [www.gloucestershirebap.org.uk](http://www.gloucestershirebap.org.uk)

### **Kent Biodiversity Action Plan, Orchards**

Web: [www.kentbap.org.uk/habitats/view/?hap=158](http://www.kentbap.org.uk/habitats/view/?hap=158)

### **Norfolk Biodiversity - Habitat Action Plan for Traditional Orchards**

Web: [www.norfolkbiodiversity.org/actionplans/habitat/traditional\\_orchard.asp](http://www.norfolkbiodiversity.org/actionplans/habitat/traditional_orchard.asp)

### **Worcestershire.**

Web: [www.worcestershire.whub.org.uk/home/wccindex/wcc-bio-index/wcc-bio-action-plans.htm](http://www.worcestershire.whub.org.uk/home/wccindex/wcc-bio-index/wcc-bio-action-plans.htm)

Fact sheet: [www.worcestershire.whub.org.uk/home/wcc-bio-leaflets-factsheet-orchards.pdf](http://www.worcestershire.whub.org.uk/home/wcc-bio-leaflets-factsheet-orchards.pdf)



## Orchard protection, legislation, policy and planning issues

### Cambridgeshire and Peterborough Biodiversity Partnership

Box ET1001, Castle Court, Shire Hall, Cambridge CB3 0AP.  
Contact, Fabiola Blum: 01223 718573

Web: [www.cambridgeshire.gov.uk/biodiversitypartnership](http://www.cambridgeshire.gov.uk/biodiversitypartnership)  
*They have produced a leaflet for protecting traditional orchards - A guide for Local Authorities 'Protecting what we have - Creating for Tomorrow' that can be downloaded as a pdf from the website. The leaflet is a basic design and available to other groups to adapt for their purposes. Please contact Fabiola Blum at the above address.*

### Campaign to Protect Rural England (CPRE) 'Planning Help' website

Web: [www.planninghelp.org.uk](http://www.planninghelp.org.uk)

*Website with information and guidance on how you can use the planning system to protect the countryside.*

#### CPRE Online Publications:

- [www.cpre.org.uk/library/results/landscape-features](http://www.cpre.org.uk/library/results/landscape-features)  
*Publications available to purchase or download for free from the library page of their website such as Campaigning for Countryside Character and Campaigners' Guide to Trees and Woods.*
- [www.cpre.org.uk/library/results/campaigning](http://www.cpre.org.uk/library/results/campaigning)  
*CPRE Guide to Campaigning.*

### Common Ground - Orchard Advice Notes 21

Web: [www.england-in-particular.info/orchards/o-note21.html](http://www.england-in-particular.info/orchards/o-note21.html)

*Orchard Advice Notes 21 on protecting orchards under threat. Also hold a wealth of useful publication material and information from years of experience in campaigning to save our orchards.*

### Department of Communities and Local Government

Web: [www.communities.gov.uk](http://www.communities.gov.uk)

#### Free Online Publications:

- [www.communities.gov.uk/publications/planningandbuilding/protectedtrees](http://www.communities.gov.uk/publications/planningandbuilding/protectedtrees)  
*Protected Trees: A Guide to Tree Preservation Procedures.*
- [www.communities.gov.uk/publications/planningandbuilding/treepreservationorders](http://www.communities.gov.uk/publications/planningandbuilding/treepreservationorders)  
*Tree Preservation Orders: A Guide to the Law and Good Practice.*

### Gloucestershire Orchard Group / National Orchard Forum

Tel: 01452 855677

Web: [www.orchard-group.uklinux.net/glos/](http://www.orchard-group.uklinux.net/glos/)  
*The Gloucestershire Orchard Group/National Orchard Forum 'Orchard Protection Advice Leaflet' is available to groups and individuals concerned about a threat to an orchard. Please contact them for a copy. Please note they do not get involved in planning applications or Tree Preservation Orders.*

### Planning Disaster Campaign

Web: [www.planningdisaster.co.uk](http://www.planningdisaster.co.uk)

*A campaign against the government's plans to remove community voices from the planning process, formed by a coalition of UK 's main environmental, conservation and civic organisations. The website links to many resources.*

### Woods Under Threat - Woodland Trust

Web: [www.woodsunderthreat.info](http://www.woodsunderthreat.info)

*Campaign guidelines by the Woodland Trust for trees under threat. Useful notes that can be adapted to saving orchard trees.*

### Yaberton Valley Action Group

Web: [www.saveyalbertonvalley.org.uk](http://www.saveyalbertonvalley.org.uk)

*Example of a group formed in South Devon to oppose development on a valley that would include destroying ancient cider orchards.*

## Orchard training courses and fruit identification

Also contact the nearest orchard groups for orchard management workshops, training days and local experts who can offer fruit identification services.

### **Brogdale National Fruit Collection**

National Fruit Collection, Brogdale Road, Faversham, Kent, ME13 8RZ.

Tel: 01795 535286

Web: [www.brogdale.org](http://www.brogdale.org)

*Offer a chargeable fruit identification service, which can be done by post. They also run orchard management workshops.*

### **Cider Academy - Mitchell F&D Limited**

Tel: 01386 552324

Web: [www.cider-academy.co.uk](http://www.cider-academy.co.uk)

*Organise courses and seminars in Cider and Perry making. Based at Donbunni farm in Somerset or at various location around the UK.*

### **Dobunni Fruit Farm**

Tel: 01278 751593

Email: [iegibson@aol.com](mailto:iegibson@aol.com)

*Offering training in farm shop development, adding value, appropriate marketing skills and ideas for diversification.*

### **Marcher Apple Network**

Tel: 01497 847354

Web: [www.marcherapple.net](http://www.marcherapple.net)

*Offer a fruit identification service. Contact them first for details.*

### **Pershore College, Worcestershire**

Tel: 01386 552 443

Web: [www.warkscol.ac.uk/pershore](http://www.warkscol.ac.uk/pershore)

*Courses on orcharding, pruning, cider making, pomology (study of tree fruit) and juice production.*

### **Royal Horticultural Society, Wisley**

Woking, Surrey GU23 6QB.

Tel: 01483 224234

Web: [www.rhs.org.uk/plants/plant\\_groups/fruitid.asp](http://www.rhs.org.uk/plants/plant_groups/fruitid.asp)

*Offer a fruit identification service, for a fee. Also horticultural advice and training.*

## Orchard management notes and advice

Many orchard groups will have advice notes available from their website or as a printed booklet. Listed below are some links to online information.

### **Garden Organic (HDRA) Henry Doubleday Research Association**

Tel: 024 7630 3517 Web: [www.gardenorganic.org.uk](http://www.gardenorganic.org.uk)

*Advice and information online on organic gardening, and fruit growing and orchards. Research booklet on organic apple production - pest and disease management.*

### **Glasu Orchard in Powys**

Tel: 01982 552224 Web: [www.glasu.org.uk/reports.htm](http://www.glasu.org.uk/reports.htm)

*Link to orchard information sheets. Available in both Welsh and English.*

### **Gloucestershire Orchard Group**

Tel: 01452 855677

Web: [www.orchard-group.uklinux.net/glos/](http://www.orchard-group.uklinux.net/glos/)

*Orchard management pages available on the website.*

### **Natural England's Technical Information Notes (TINs) on Traditional Orchard Management**

Web: <http://naturalengland.communisis.com/NaturalEnglandShop/>

*Cover all aspects of traditional orchard management. Ten documents numbered TIN012 - TIN021 available in pdf format. Free download.*

### **Orchard Live, Devon**

Web: [www.orchardslive.org.uk](http://www.orchardslive.org.uk)

*At the time of writing Orchard Live is producing an orchard management guide for home orchards, looking at orchards nationally.*

### **People's Trust For Endangered Species (PTES)**

Tel: 020 7498 4533 Web: [www.ptes.org](http://www.ptes.org)

*Contact them for a leaflet management guide for Orchards and Wildlife.*

### **Royal Horticultural Society (RHS) Help and Advice notes**

Web: [www.rhs.org.uk/advice/problems\\_fruitveg.asp](http://www.rhs.org.uk/advice/problems_fruitveg.asp)

*Cover a range of topics relating to management of horticulture.*

### **Soil Association**

Tel: 0117 314 5000

Web: [www.soilassociation.org/web/sa/saweb.nsf/librarytitles/2075A.html](http://www.soilassociation.org/web/sa/saweb.nsf/librarytitles/2075A.html)

*Link to their advice notes 'Guidelines for the production of organic apples and pears in the UK'.*

### **Symondsbury Apple Project website**

Web: [www.appleproject.org.uk/Heritage\\_Orchard/](http://www.appleproject.org.uk/Heritage_Orchard/)

*Link to their orchard care advice notes.*

## **Providers of equipment, nurseries/fruit collections and orchard consultants**

Orchard Groups will also hold directories with local contacts and companies, for instance East of England Apples and Orchard project have a catalogue of heritage fruit varieties and Gloucestershire Orchard Group hold a museum orchard who work with local nurseries. Also check Common Ground's gazetteer of orchards for contact links for every county (see link above under 'Orchard Groups'). Please note that listing of commercial organisations in this appendix is for information only and does not imply endorsement.

### **Brogdale National Fruit Collection**

Tel: 01795 858140 Web: [www.brogdale.org](http://www.brogdale.org)

*Based in Faversham, Kent. Home to the largest collection of varieties of fruit trees in the world with over 2,300 different varieties. They have a Plant Centre selling a wide range of fruit varieties and offer expert advice. Also provide an orchard consultancy or orchard design business.*

### **Grafted Walnuts**

Tel: 01558 669043 Web: [www.graftedwalnuts.co.uk](http://www.graftedwalnuts.co.uk)

*Suppliers of grafted walnut trees within the UK. Many varieties especially chosen for fruit bearing, timber and ornamental use in the UK climate.*

### **Keepers Nursery, Kent**

Tel: 01622 726465 Web: [www.keepers-nursery.co.uk](http://www.keepers-nursery.co.uk)

*Suppliers of an extensive range of fruit trees.*

### **Reckless Orchard**

Tel: 01454 618181 Web: [www.recklessorchard.com](http://www.recklessorchard.com)

*A new, design-led, landscape architecture practice based in the Wye Valley whose projects manifest a passion for encouraging, designing and promoting orchards.*

### **Royal Horticultural Society (RHS)**

Wisley Plant Centre Wisley, Woking, GU23 6QB.

Tel: 01483 211113

Web: [www.rhs.org.uk/WhatsOn/Gardens/shopping/wisleyplantcentre.htm](http://www.rhs.org.uk/WhatsOn/Gardens/shopping/wisleyplantcentre.htm)

*Extensive varieties of fruit trees available.*

### **Thornhayes Nursery, Devon**

Tel: 01884 266746 Web: [www.thornhayes-nursery.co.uk](http://www.thornhayes-nursery.co.uk)

*Includes a wide range of heritage fruit trees for sale from all over the UK. Also provides planting advice.*

### **Shropshire Orchard Trust**

Contact: [michaelpooley99@hotmail.com](mailto:michaelpooley99@hotmail.com)

Web: [www.shropshireappletrust.co.uk/Presses.htm](http://www.shropshireappletrust.co.uk/Presses.htm)

*Make and sell presses and are experienced in community apple pressing.*

### **Trees For Life, Scotland**

Tel: 01309 691292 Web: [www.treesforlife.org.uk](http://www.treesforlife.org.uk)

*Run by Frank P. Matthews and is one of the largest and longest-established producers of fruit and ornamental trees in the UK.*

### **Vigo Presses**

Dunkeswell, Honiton, Devon, EX14 4LF.

Tel: 01404 892101 Web: [www.vigopresses.co.uk](http://www.vigopresses.co.uk)

*A leading supplier of equipment for pressing, pruning, harvesting, storing and cider-making.*

## Tree organisations

### **Arboricultural Association**

Tel: 01794 368717 Web: [www.trees.org.uk](http://www.trees.org.uk)  
*Association that aims to advance the science of arboriculture for the public benefit. The website also hosts a UK-wide database of contractor tree surgeons approved by the association.*

### **Ancient Tree Forum**

Tel: 01476 581135 Web: [www.ancient-tree-forum.org.uk](http://www.ancient-tree-forum.org.uk)  
*Advocacy for greater protection and best conservation practice, specialist research and increasing people's enjoyment of ancient trees. Running the 'Ancient Tree Hunt' project that is mapping and creating a database of the UK's veteran trees.*

### **Community Woodland Network**

Tel: 01476 581111 Web: [www.yourwoods.org.uk](http://www.yourwoods.org.uk)  
*Set up by the Woodland Trust to support woodland groups throughout the country with their invaluable work in managing and conserving woodland.*

### **Forestry Commission**

Tel: 0845 3673787 Web: [www.forestry.gov.uk](http://www.forestry.gov.uk)  
*The government department responsible for the protection and expansion of Britain's forests and woodlands.*

### **International Society of Arboriculture**

Web: [www.isa-arbor.com](http://www.isa-arbor.com)  
*A worldwide professional organisation dedicated to fostering a greater appreciation for trees and to promoting research, technology, and the practice of arboriculture. They have created a website *Trees are Good*, an educational site that provides the public with tree care information, see: [www.treesaregood.com](http://www.treesaregood.com).*

### **International Tree Council**

Tel: 0870 7744269  
Web: [www.internationaltreefoundation.org](http://www.internationaltreefoundation.org)  
*UK charity that promotes an appreciation of trees, both in the UK and overseas. They support a range of projects that work to plant, care for and protect trees.*

### **Royal Forestry Society**

Web: [www.rfs.org.uk](http://www.rfs.org.uk)  
*Membership organisation to further the appreciation, understanding and knowledge of trees, woods and forests. The website hosts a wealth of information on forestry, trees, woods and how to manage them.*

### **The-Tree**

Web: [www.the-tree.org.uk](http://www.the-tree.org.uk)  
*non-profit website dedicated to sharing information about the many different facets of knowledge about trees and forests.*

### **The Tree Council**

Tel: 01442 822028 Web: [www.treecouncil.org.uk](http://www.treecouncil.org.uk)  
*UK tree campaigning partnership, promotes the planting and conservation of trees in town and countryside. Lots of information on trees, campaigns and grants for trees.*

### **Woodland Trust**

Tel: 01476 581111 Web: [www.woodlandtrust.org.uk](http://www.woodlandtrust.org.uk)  
*The UK's leading woodland conservation charity.*

## Theatrical and art groups involved with orchards

### **The Common Players**

Tel: 01392 465445 Web: [www.common-players.org.uk](http://www.common-players.org.uk)  
*Theatre company in Devon that runs the 'Cider With Roadies' project.*

### **Leominster Morris Dancers**

Web: [www.leominstermorris.co.uk](http://www.leominstermorris.co.uk)  
*This group dances throughout the year at various orchard events around Herefordshire and the Welsh borders.*

### **The Lions Part Theatre Company**

Tel: 020 7635 8101 Web: [www.thelionspart.co.uk](http://www.thelionspart.co.uk)  
*Theatrical company who specialise in seasonal festivals, folk plays, music and costume. In London their traditional orchard customs include 'October Plenty' celebrating apples and Twelfth Night in January involving a Wassail.*



## Funding information

### **Community Woodland Network**

Web: [www.yourwoods.org.uk](http://www.yourwoods.org.uk)

*Has a list of useful grant giving organisations.*

### **Defra- Department for Environment, Food and Rural Affairs**

Web: [www.defra.gov.uk/funding/index.htm](http://www.defra.gov.uk/funding/index.htm)

*A-Z list and information on a range of grants and schemes available that are relevant to farmers or various organisations. Includes information on European funding, agri-environment schemes and rural grants.*

### **Defra Higher Level Stewardship Handbook**

*The following is link to the appendix on orchards:*

Web: [www.defra.gov.uk/erdp/schemes/hls/handbook/appendix1-c-orchards.htm](http://www.defra.gov.uk/erdp/schemes/hls/handbook/appendix1-c-orchards.htm)

### **Funderfinder**

Tel: 0113 243 3008 Web: [www.funderfinder.org.uk](http://www.funderfinder.org.uk)

*Small UK charity producing software and other resources, mainly for grant-seekers. Specialise in information and advice about charitable trusts and foundations that fund in the UK.*

### **Grantscape**

Tel: 01908 545780 Web: [www.grantscape.org.uk](http://www.grantscape.org.uk)

*An environmental grant-making charity. Provide support services whose specialisms are landfill community tax and biodiversity.*

### **Grants Online**

Tel: 01202 813452 Web: [www.grantsonline.org.uk](http://www.grantsonline.org.uk)

*Information provider on grants from European Union, UK Government, the Lottery and grant making trusts. Paid for by subscription, however they offer a one-week free trial.*

### **Green Space**

Tel: 0118 946 9060

Web: [www.green-space.org.uk/community](http://www.green-space.org.uk/community)

*Website has a very useful grants database, searches for grants by category and area.*

### **Heritage Lottery Fund**

Tel: 020 7591 6000 Web: [www.hlf.org.uk](http://www.hlf.org.uk)

*The body which distributes a share of the income from the National Lottery to projects aimed at preserving and making accessible the nation's heritage.*

### **HM Treasury**

Tel: 020 7270 4558 Web: [www.hm-treasury.gov.uk](http://www.hm-treasury.gov.uk)

*Information on government funding and where to get information on community grants.*

### **Lottery Funding**

Tel: 0845 275 0000 Web: [www.lotteryfunding.org.uk](http://www.lotteryfunding.org.uk)

*Lottery Funding is a joint website run by all Lottery funders in the UK. The website allows you to search information on current funding programmes across the UK. Strands of funding under the Changing Spaces, Heritage and Wellbeing programmes may all be relevant.*

### **Royal Society of Wildlife Trusts**

Tel: 0870 036100 Web: [www.rswt.org](http://www.rswt.org)

*Administer grants to support local, regional and national environmental projects. One of the grants is the longstanding Biffaward ([www.biffaward.org](http://www.biffaward.org)) a Landfill Communities Fund Scheme that supports projects across the UK to enhance communities and biodiversity. With the Federation of City Farms and Community Gardens, is also managing a major new Lottery project to give grants for local food projects (launched Spring 2008)*

## Examples of funding opportunities from local councils

Check with your own council to see if they offer something similar that could be adapted for your orchard project.

### **Chichester County Council - Wildlife Improvement Grant**

Tel: 01243 785166

Web: [www.chichester.gov.uk/index.cfm?articleid=5160](http://www.chichester.gov.uk/index.cfm?articleid=5160)

*This council encourages the creation of community orchards.*

### **Herefordshire Council - Countryside Initiative grants for fruit tree planting**

Tel: 01432 260848 Web:

[www.herefordshire.gov.uk/leisure/parks\\_recreation/4799.asp](http://www.herefordshire.gov.uk/leisure/parks_recreation/4799.asp)

*Grants and fruit tree kits available to plant old fruit tree varieties.*

### **Norfolk County Council, Grants for Countryside Conservation 2007-2008**

Tel: 01603 222770 Web: [www.norfolk.gov.uk](http://www.norfolk.gov.uk)

*Offers a capital contribution towards work that enhances biodiversity or landscape in the countryside. Eligible work includes planting of new orchards with Norfolk varieties of fruit trees.*

### **Somerset - Grants for Orchard Conservation as part of the Somerset Landscape scheme**

Tel: 01823 355563 Web:

[www.somerset.gov.uk/somerset/ete/countryside/landscape](http://www.somerset.gov.uk/somerset/ete/countryside/landscape)  
Somerset County Council actively encourages landowners to replant their old orchards and establish new ones by providing small grants to landowners and farmers of up to £500.

## Advice for setting up businesses, social enterprises and co-operatives

### **Business Link**

Tel: 0845 6009006 Web: [www.businesslink.gov.uk](http://www.businesslink.gov.uk)

*Government funded service that provides the information, advice and support to start, maintain and grow a business.*

### **Community Supported Agriculture (CSA)**

The Soil Association - Cultivating Communities

Tel: 0117 914 2400 Web: [www.cuco.org.uk](http://www.cuco.org.uk)

*Cultivating Communities website is a resource for all community-based local food initiatives. It has a link to information and resources on Community Supported Agriculture. Including case studies and an 'action manual' with useful advice on setting up a CSA project.*

### **Co-op Assistance Network (CAN)**

Tel: 0845 3733616 Web: [www.can.coop](http://www.can.coop)

*Providing specialist training, consultancy and development work for co-operatives, social enterprises and credit unions.*

### **Co-operatives<sup>uk</sup>**

Tel: 0161 246 2900 Web: [www.cooperatives-uk.coop](http://www.cooperatives-uk.coop)

*A membership organisation for co-operative enterprise throughout the UK, which aims to develop and extend the co-operative movement.*

### **Social Enterprise Coalition**

Tel: 020 7793 2324 Web: [www.socialenterprise.org.uk](http://www.socialenterprise.org.uk)

*The UK's national body for social enterprise.*

### **Sustain: The alliance for better food and farming - Sauce Toolkit**

Web: [www.sauce-toolkit.org](http://www.sauce-toolkit.org)

*Online social enterprise toolkit for community food projects.*

## Organisations supporting local, sustainable food

### Big Barn

Web: [www.bigbarn.co.uk](http://www.bigbarn.co.uk)

*A national database of local produce suppliers.*

### English Farming and Food Partnerships

Web: [www.effp.com](http://www.effp.com)

*Works directly with farmer controlled businesses, smaller farmer groups, agri-food companies and individuals wanting to collaborate.*

### F3: The Local Food Consultants

Tel: 0845 4580060 Web: [www.localfood.org.uk](http://www.localfood.org.uk)

*F3 provides specialist research and consultancy services to organisations and enterprises involved in local and sustainable food initiatives.*

### FARMA - National Farmers Retail & Markets Association

Tel: 0845 4588420 Web: [www.farma.org.uk](http://www.farma.org.uk)

*FARMA is a co-operative of farmers and producers selling on a local scale, and farmers' markets organisers, representing direct sales to customers through farm shops, pick-your-own, farmers' markets, home delivery, on-farm catering, and farm entertainment.*

- A directory of FARMA certified farmers' markets is at: [www.farmersmarkets.net](http://www.farmersmarkets.net)
- For farm shops and pick-your-own farms, see: [www.farmshopping.net](http://www.farmshopping.net)

### Food Links UK

Tel: 01225 787921 Web: [www.foodlinks-uk.org](http://www.foodlinks-uk.org)

*A project of Sustain (see below), this is a network of organisations active in supporting the local food sector and working towards fairer, healthier, more sustainable local food systems.*

### Food Lovers Britain

Web: [www.foodloversbritain.com](http://www.foodloversbritain.com)

*For lovers of local, quality and regional food.*

### Food Matters

Tel: 01273 505117 Web: [www.foodmatters.org](http://www.foodmatters.org)

*A social enterprise supporting individuals and organisations working towards more sustainable, equitable food systems.*

### Foodsmiles

Tel: 0845 2576453 Web: [www.foodsmiles.com](http://www.foodsmiles.com)

*A consumer-led business created to fully develop the potential of local food markets.*

### Local Food Works

Web: [www.localfoodworks.org](http://www.localfoodworks.org)

*Part of the Soil Association website which gives advice and information on the local food sector.*

### Slow Food

Web: [www.slowfood.com](http://www.slowfood.com)

*An organisation that aims to counteract the culture of fast food and fast life, the disappearance of local food traditions and people's dwindling interest in the food they eat, where it comes from, how it tastes and highlight how our food choices affect the rest of the world. For the Slow Food Foundation for Biodiversity, see: [www.slowfoodfoundation.com](http://www.slowfoodfoundation.com).*

### Soil Association

Tel: 0117 314 5000 Web: [www.soilassociation.org](http://www.soilassociation.org)

*The UK's leading campaigning and certification organisation for organic food and farming.*

### Sustain: The alliance for better food and farming

Tel: 020 7837 1228 Web: [www.sustainweb.org](http://www.sustainweb.org)

*Advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the working and living environment, promote equity and enrich society and culture. Runs several projects interested in promoting local food, and campaigns to support this work through policy change. Several of its projects promote local food, and policy changes to support greater use of sustainable food.*

## Regional Food Groups

These organisations support UK, regional and local food businesses in making and marketing quality produce.

### **Food from Britain**

Tel: 020 7233 5111 Web: [www.foodfrombritain.com](http://www.foodfrombritain.com)  
*Generates international business for UK food and drink producers.*

### **Tastes of Anglia**

Tel: 01473 785883 Web: [www.tasteofanglia.com](http://www.tasteofanglia.com)  
Supporting the food and drink industry in the six counties of Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk and Suffolk.

### **Berkshire, Milton Keynes, Buckinghamshire Food Group**

Tel: 01635 523857 Web: [www.local-food.net](http://www.local-food.net)

### **East Midland Fine Foods**

Tel: 0115 875 8892 Web: [www.eastmidlandfinefoods.co.uk](http://www.eastmidlandfinefoods.co.uk)  
*Covers the counties of Derbyshire, Leicestershire, Nottinghamshire, Lincolnshire, Northamptonshire and Rutland.*

### **Hampshire Fare**

Tel: 01962 845999 Web: [www.hampshirefare.co.uk](http://www.hampshirefare.co.uk)  
*Represents and promotes local producers of food, drink and craft in Hampshire.*

### **Heart of England Fine Foods**

Tel: 01746 785185 Web: [www.heff.co.uk](http://www.heff.co.uk)  
*The regional food group representing local producers in the West Midlands.*

### **Produced in Kent**

Tel: 01732 853170 Web: [www.producedinkent.co.uk](http://www.producedinkent.co.uk)  
*A network for local produce in Kent.*

### **North West Fine Foods**

Web: [www.nwfinefood.co.uk](http://www.nwfinefood.co.uk)  
*Covering Cumbria, Lancashire, Cheshire, Merseyside and Greater Manchester.*

### **Northumbria Larder**

Tel: 0845 456 2340 Web: [www.northumbria-larder.co.uk](http://www.northumbria-larder.co.uk)  
*Supporting regional food producers in County Durham, Northumberland, Tyne and Wear and Tees Valley.*

### **Scottish Food and Drink**

Tel: 0845 601 3752 Web: [www.scottishfoodanddrink.com](http://www.scottishfoodanddrink.com)

### **South East Food Group Partnership**

Web: [www.southeastenglandfoodanddrink.co.uk](http://www.southeastenglandfoodanddrink.co.uk)  
*Represent and support local food groups and producers in Isle of Wight, Hampshire, Kent, Surrey, Sussex and the Thames Valley.*

### **Surrey Food Links**

Tel: 020 8541 9013 Web: [www.surreyfoodlinks.co.uk](http://www.surreyfoodlinks.co.uk)

### **Taste of the West**

Tel: 01392 440745 Web: [www.tasteofthewest.co.uk](http://www.tasteofthewest.co.uk)  
*Provides key support for the economic development of the food and drink industry in Gloucestershire and Somerset through to Wiltshire, Dorset, Devon and Cornwall.*

### **The Regional Food Group for Yorkshire and Humber**

Tel: 01937 830354 Web: [www.rfgyh.co.uk](http://www.rfgyh.co.uk)  
*Covering Yorkshire, the Humber and North and North East Lincolnshire.*

### **Welsh Development Agency**

Tel: 0845 010 3300 Web: [www.foodwales.com](http://www.foodwales.com)



# European Union 'Protected Name' schemes

## **Protected Food Names - Food From Britain**

Web: [www.foodfrombritain.com/buyersguide/](http://www.foodfrombritain.com/buyersguide/)

[EU\\_protected\\_food\\_names.asp](http://EU_protected_food_names.asp)

*Includes links to downloads of guidelines and application forms.*

## **Foods and Landscape Character**

Web: [www.landscapecharacter.org.uk/pdfs/](http://www.landscapecharacter.org.uk/pdfs/)

[Locality\\_foods\\_and\\_landscape\\_character\\_Report.pdf](#)

*The report 'Exploration of the relationship between locality foods and landscape character' examines marketing opportunities for locality foods and landscape character. An annex on locality foods is at:*

[www.landscapecharacter.org.uk/pdfs/](http://www.landscapecharacter.org.uk/pdfs/)

[Locality\\_foods\\_and\\_landscape\\_character\\_Annexe.pdf](#).

## **Your Life, Your Landscape**

Web: [www.lifescapeyourlandscape.org](http://www.lifescapeyourlandscape.org)

*European funded transnational co-operation project that helps people to profit from the rural landscape while preserving its beauty. 14 partners in 5 countries work together and share experiences to come to new approaches that take the natural, cultural and historical values into account. The website includes a link to the guide 'Branding the Landscape' - see:*

[www.lifescapeyourlandscape.org/users/lifescape/index.php?pagina\\_id=96](http://www.lifescapeyourlandscape.org/users/lifescape/index.php?pagina_id=96).

## Recommended reading

There are of course many books that deal with orchard-related themes. The following list is an edited summary of useful publications recommended by participants during the course of the project that culminated in this good practice guide. Many of the organisations listed throughout this appendix also provide recommended reading lists on their own websites. We apologise for any gems we may have missed!

### Common Ground

- **The Common Ground Book of Orchards**, Common Ground, 2000
- **The Apple Source Book: Diverse uses for particular apples**, Sue Clifford and Angela King, Hodder & Stoughton, 2007
- **The Community Orchards Handbook**, Common Ground, 2008
- **Orchard Advice Notes**, various dates
- **The Apple Map**, Common Ground, 1992
- **The Apple Broadcast: A campaign to Save Our Orchards**, Common Ground, 1994
- **Apple Games and Customs**, Common Ground, 2005
- **Orchards and Wildlife**, Common Ground and English Nature Conference Papers, 1999

For a full list see: [www.commonground.org.uk/publications/p-books.html](http://www.commonground.org.uk/publications/p-books.html). The website also has an up-to-date list of other useful publications and books relating to orchards: [www.commonground.org.uk/links/l-apples.html#books](http://www.commonground.org.uk/links/l-apples.html#books).

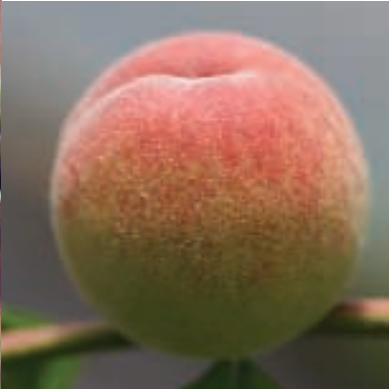
### Other useful books

- **The Campaign for Real Ale (CAMRA) Good Cider Guide**, CAMRA Books, 2005
- **Directory of Fruit Cultivars**, (series) Martin Crawford, Agroforestry Research Trust, see: <https://secure.agroforestry.co.uk/publs2003.html>
- **The Fruit Expert**, Dr. D. G. Hessayon, Expert Books, 1997
- **Fundraising for a Community Project: How to Research Grants and Secure Financing for Local Groups and Projects in the UK**, Simon Whaley, How To Books Ltd, 2007
- **Manmade Eden: Historic orchards in Somerset and Gloucestershire**, James Russell, Redcliffe Press Ltd, 2007
- **The New Book of Apples: The definitive guide to over 2,000 varieties**, Joan Morgan and Alison Richards, Ebury Press, 2002
- **Success with Apples and Pears to Eat and Drink**, Alan Rowe, Groundnut Publishing, 2002
- **Royal Horticultural Society: Pruning and training**, Christopher Brickell, David Joyce, Dorling Kindersley, 2006

### Eco-Logic books website

This website has a link to a useful list of orchard-related books: [www.eco-logicbooks.com/index.cfm?fa=books\\_main&category\\_id=20](http://www.eco-logicbooks.com/index.cfm?fa=books_main&category_id=20)

Left to right from the top: Cherries in the Mid Kent Downs, yellow plums in Birmingham, Kentish cobnuts in Ightham, apricot in Otter Farm, Devon (Mark Diacono), egremont russet Apples at Petersham Nurseries, pear blossom in Cumbria, spider on an apple (Anita Burrough), mistletoe in Tenbury Wells, cider apple blossom in Herefordshire, blenheim orange apple in Surrey, egremont russet apples in Kent, Kentish cobnuts at Brogdale, quinces at Brogdale, plums at Brogdale, nectarines at Otter Farm, Devon (Mark Diacono), pears in Gloucestershire (Jim Chapman)





# Protecting Our Orchard Heritage

A good practice guide for managing orchard projects

**A Sustain Publication 2008**

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*Sustain: The alliance for better food and farming* is a registered charity that advocates food and agriculture policies and practices that enhance the health and welfare of people and animals, improve the living and working environment, enrich society and culture, and promote equity. We represent around 100 national public interest organisations working at international, national, regional and local level.

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