

Annual Review

2012–2013



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Welcome

Thirty years ago a handful of dedicated permaculture practitioners planted the seed of an idea which has grown into the mature apple tree that is the Permaculture Association. We are now an education and research charity blossoming with a great team of staff, an effective and professional board and an incredibly active membership. Members support each other to spread the fruit and seeds of permaculture far and wide, reaching out to new groups and communities across the country. If we look around Britain we can see the seeds of past efforts growing into a vast orchard of interconnected people, projects and groups all around us, bearing fruit and feeding others with ideas and skills to build a sustainable future for all.

In this thirtieth anniversary year we've had an amazingly abundant harvest coming out of the Association. You can read about the incredible diversity of projects that are engaging, empowering and inspiring thousands of people. In the spirit of Open-Source these people then choose to offer this bounty out again into their community, pulsing permaculture thinking into every corner of our island and beyond. To ensure that it grows from strength to strength please continue to help with your ideas, donations and volunteering in any way you can.

Stefan Geyer, Chair



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Working for a more sustainable Britain

With news about worsening climate change, stressed ecosystems, rising energy and food prices, and social injustice ever present in the media, it can seem that everything is going from bad to worse. But in the midst of these huge challenges, permaculture continues to offer practical solutions, and the network of people and projects putting it into practice grows every year.

The Permaculture Association is supporting this by working to deliver four clear aims, each of which provides a range of positive outcomes for the public, members and a range of specific groups:

- Improving access to permaculture
- Enhancing collaboration within the permaculture network
- Increasing knowledge of the benefits of permaculture within society
- Developing permaculture theory and practice

The Trustees monitor progress each quarter and are pleased to report that progress has been made against each of these aims over the last year.



1.

Improving access to permaculture



“I’m on benefits, so financial accessibility via the WEA was vital for me. Without that, there is no way I could have done my PDC for a very long time.”

Lizzie Sanderson

Lizzie presenting some of her group's design project

Lizzie Sanderson was unemployed at the time of the 2012 Permaculture Design Course (PDC) and was able to participate due to a partnership between the course team and the local Workers Education Association (WEA). Also, as a person with dyslexia, Lizzie had struggled with traditional teaching methods. She had this to say about the course:

“The irony of being out of work is you have the time, but not the money to get involved with much in the permaculture learning field. As I’m sure you know, being able to do something like the PDC is a huge boost to confidence and skills, and provides a route hopefully off benefits...”

I wanted to learn more about permaculture. I wanted to mix with others with the same interests, and try a different kind of learning. I don't fare too well in traditional learning settings, and this was such a positive experience for me.

[The PDC has] validated what I thought I knew and understood, filled in some gaps, increased confidence and given me huge impetus. It's joined up the dots if that makes sense? Life changing indeed..."

After the course, Lizzie started implementing permaculture at a local community garden, attended the 2012 convergence, and began connecting up with a local guild of permaculture practitioners. She is now back in work and enrolled on the Diploma in Applied Permaculture Design.

The Association is exploring ways to further improve accessibility for learners by developing strategic partnerships with organisations like the WEA and the Open College Network.

Key work this year has included:

- Open College Network development – registration and support for LAND Centres to offer courses, including a newly accredited Forest Garden course.
- Demonstration network marketing – new leaflet, outreach events and updated website – to help engage new people to visit and volunteer at a local LAND Centre.
- LAND Learner support for disadvantaged groups developing permaculture projects.
- ScotLAND network started, assessors trained, events held and projects engaged.
- Support for groups to visit LAND Centres and learn about sustainability in action.
- Creation of a new updated permaculture.org/LAND website and behind the scenes work to develop the next phase.
- Knowledge base specification and development so that we can recommend the best quality resources for practical sustainability.

The LAND project – a celebration of phase 1

The Learning And Network Demonstration project started in January 2009, and was funded by the Local Food Fund, Esmée Fairbairn Foundation, Garfield Weston Foundation and an incredible level of support and in-kind contributions from the network itself.

Over the nearly five years of work we have:

- Supported 87 projects, 33 of which are socially or economically disadvantaged groups.
- Held 45 events that helped people to share skills, meet others and increase their knowledge about permaculture, with many attendees new to the network.
- Supported over 90 local presentations and courses, reaching out to many new groups and developing new teaching resources.
- Engaged 18,153 visitors and 14,526 volunteers at the LAND Centres.
- Enabled 101 groups to visit a permaculture project for the first time, with wonderful feedback including “it was the best day of my life” – can’t get better praise than that!

The LAND project has now extended into Scotland, Wales will follow in 2014, Denmark has received a grant from their Ministry of Environment to develop their own public demonstration network, and we have given advice to Germany, Australia and others to develop similar schemes. The value of a publicly accessible permaculture network has been demonstrated. Now for phase 2!



2.

Enhancing collaboration within the permaculture network

Green Backyard on an urban mulching mission!



In Peterborough a group of volunteers got together four years ago to take over a derelict and disused former allotment site. Using permaculture design and related techniques **Green Backyard** have created a beautiful, productive and vibrant green space in the centre of the city. To help nurture the project a LAND Tutor has visited to explore how the design can further flourish. Team members have taken part in the LAND Network training gathering where projects from around the country have shared skills and learning. Increased profile from being part of the network has lead to more people visiting and volunteering with their excellent project.

Key work this year has included:

- LAND network events have helped people to share skills, knowledge and learning.
- Development of a new online events service and events kit has enabled regional networks to meet and share skills at events like the Scotland and East of England Convergences.
- Continued development of the Scottish and Welsh national networks is enhancing their capacity to work strategically in each country.
- Support for member led working groups – diploma, education, farming, LAND, and research – over 140 people have collaborated on areas of mutual interest.
- Behind the scenes work on database development will soon enhance online networking opportunities and matchmaking of skills and practical support.
- Enabled groups like OrganicLea to access funding for volunteer development.
- Practical support for the International Permaculture Convergence in Cuba – handling all bookings and payments – has increased our organisational capacity and helped prepare us for our own International Convergence in 2015.



3.

Increasing knowledge of the benefits of permaculture within society

Our interns Tom, Nicola and John reflecting on what they have learned about permaculture so far, and how it will influence their future career choices.



“During my internship, I’ve learned a lot about the intersections between permaculture and development. I didn’t know a lot about permaculture before, or about it’s potential. I just love how massive the applications are, and it will definitely influence my future studies and career path. I think there needs to be more discussion about the potential of permaculture, and I will keep flagging that up when I continue studying at University next year.”

Tom, intern at the Permaculture Association

One of the many ways in which we enable people to learn is by providing valuable learning opportunities for students. Tom, John and Nicola are current interns of the Association, and have benefited greatly by learning about permaculture and gaining other invaluable skills for their careers ahead, as well as learning about how permaculture thinking can feed into other career paths. They are now keen to introduce permaculture in academic debates around health, disaster management, women's empowerment, policy design and more.

The Permaculture Association works hard in order to get permaculture's message out there. This includes supporting members to engage with their networks, communities and professional groups.

Some key work this year has included:

- Forming partnerships with other organisations, groups and networks – nationally and internationally – such as the new ECOLISE initiative that is connecting permaculture, transition and eco-villages across Europe to share learning and work together to advocate grassroots action on climate change and sustainability.
- Facilitating communication between members and the public through the use of our newsletter, e-bulletin and social media channels.
- Offering internships and volunteer opportunities, and making connections between people who can learn and benefit from each other.
- Developing the Farming Working Group and proposals to engage farmers and growers in the use and study of permaculture within commercial growing systems.
- Numerous presentations, courses and talks given by staff, members and volunteers to conferences, local groups, meetings and all party parliamentary groups.
- Engaging with the media by giving radio interviews and writing articles.
- Working with Permanent Publications to import the Outdoor Classrooms book and add information about cool temperate climates and UK specific educational perspectives.

4.

Developing permaculture theory and practice

Deano Martin
amongst his rye
and spelt crops



CASE STUDY

"I do research because it satisfies my innate curiosity, and because it helps me to find the answers to questions for which no satisfactory solution currently exists. Conducting research in conjunction with the Association will help to make the answers that we find freely available to others, and therefore shared more widely."

Deano Martin

Association member Deano Martin has been growing grains on a small scale using experimental methods for a couple of years. He has had some success, but wanted to scale-up his trials to see if they were easily replicable by others. He used the Permaculture Works to recruit six Association members to grow wheat over several years using seed supplied by Deano and following his methods. In the future, we hope to carry out many more member-led trials of this kind. Deano also graduated as a Diploma Holder at the Annual Diploma Gathering in Birmingham in December.

Some key work this year has included:

- Ongoing production of the Permaculture Research Digest – the world's first permaculture focussed research communication channel.
- Expanding the Research Advisory Board to 21 members and creating focused sub-groups.
- Working with 11 forest gardens to develop survey methods and identify progress in year 3 of the 10 year trial.
- Completing the final two stages of the four part international research survey.
- Publishing the mixed vegetable poly-cultures report.
- Securing funding for phase 1 of a 'permaculture metrics' project – identifying citizen science tests for soil and water quality and biodiversity.
- Developing the research handbook to support permaculture practitioners who wish to do their own research projects .
- Complete rewrite of the Association's on-line Knowledge Base, to be launched at Christmas 2013.
- Support for a new participatory trial investigating how wheat can be grown on a small scale in the UK.
- Support for over 300 Diploma Apprentices, a national diploma gathering with 100 attendees and complete re-writing of documentation to be much more accessible.

Financial information

Income • £342, 809

Income has continued to increase across most of our income streams. Grant income has increased but is making up a smaller percentage of overall income. Income from some grants and the Diploma have been correctly included in this year, but will be spent over a number of years. The outlook for next year is a concern with no major grants yet secured. Trustees have allocated a small amount of targeted resources to boost the funding efforts of Association.

Expenditure • £276,139

Increasing income is usually associated with increasing expenditure. Grant income is for specific projects and income from the convergence is spent on the convergence.

Surplus/(Deficit) • £66,670

This year additional income has been higher than the additional expenditure. This is because some of the income received in this year will be spent in future years. These funds will be spent in the future and are likely to result in future deficits showing in our statutory accounts.

Balance Sheet

We have given our balance sheet a proper spring clean this year, clearing out historic items that were no longer relevant. Restricted and unrestricted funds have both increased due to the additional income explained above. Restricted income will always result in expenditure in future periods as we fulfil the terms of the restriction. The majority of the unrestricted funds the Association holds are Diploma funds, which are designated for tutor costs and maintaining the Diploma system in future years.

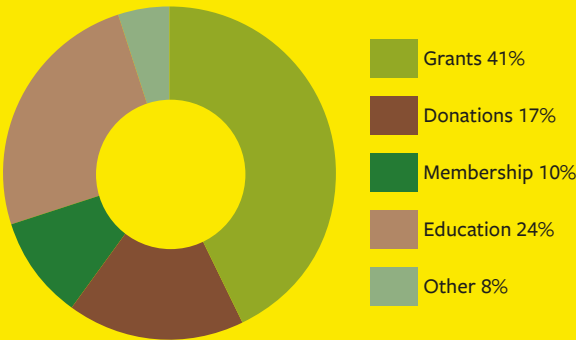
Conclusion

Overall, the Association is in a healthy financial position at the end of the period, but is facing a more challenging and uncertain period where securing new grant funds will be key to maintaining progress at the current rate. Not securing additional funds will not risk the future of the Association but would dramatically slow progress.

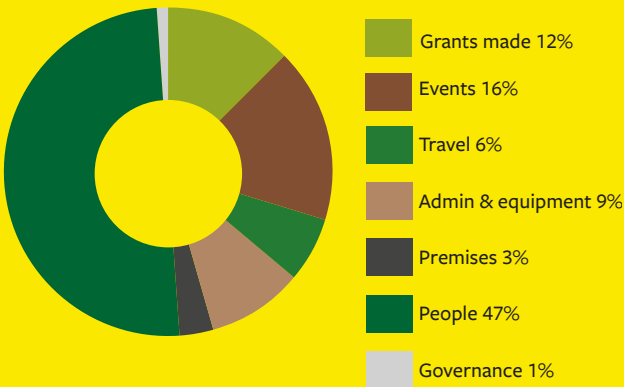
Balance Sheet

	£
Current assets	196,246
Creditors	-1,720
	194,526
Unrestricted funds	155,420
Restricted funds	39,106
	194,526

Analysis of income



Analysis of Expenditure



Our work in numbers

Demonstration Network

67 LAND Centres
25 LAND Learners **12** group visits
35,000 total beneficiaries to date
33 of the projects work with communities experiencing disadvantage

Research

Average of **30** people involved in research each month
700 monthly views of the research digest
500 respondents to International Research Survey
£18,000 secured for pc metrics project.
 Research partner in **multiple** projects

Education

2 new OCN-accredited course
3 Education Working Group meetings
4 European Permaculture Teachers Partnership meetings (1 in Leeds)

Website

164,684 unique visits
 from **190** countries

Diploma

283 apprentices
75 Diploma registrations
95 attendees at the National Diploma Gathering
7 accreditations
27 tutors

Design courses

33 Intro courses
34 permaculture design courses
745 certificates sold

Social media

Vibrant conversations on facebook pages
 Main page **9600** likes
 Groups: **60** LAND members,
482 Diploma, **410** Scotland,
246 Wales
 Growing use of Twitter, LinkedIn, Pinterest and Flickr.

Scotland

Delivered the first phase of the ScotLAND project:

5 assessors trained

5 projects became ScotLAND Centres,

2 successful events

290 attendees at the Comrie Croft Convergence.

Working group met every **6** weeks

Enquiries

An estimated

40,000 emails

plus around **2,000** phone calls

International

195 bookings and

£95,000+

payments supported for IPC Cuba

£2,300

sponsorship raised.

44 European Teachers met in Leeds as part of the European Teachers Partnership project. Links with permaculture networks around the world.

Supported the Himalayan Permaculture Centre and the Instituto de Permaculture de El Salvador by channelling charitable funds.

E-bulletin

Reaches **6566** users, and keeps them up-to-date with monthly news from the permaculture world and the Association, and informs about jobs, events, and courses

Farming

2 successful working group meetings and strategy for year ahead. Funds secured for meetings and initial development.

5 universities keen to develop permaculture farm research.

Membership

1339 members up

from **1169** in 2012, of which

16 are businesses, **58** are groups or projects

and **56** are Lifetime members

We gained **79** new members via Association events this year.

Since November 2012 we have had

414 new members

Wales

2 successful working group meetings, initial funding secured for a LAND network in Wales – Tir Dysgu

Looking ahead

“By 2020, permaculture is a widely understood term, and the public at large understand its many benefits. People from all walks of life can easily access information, training and support, and thereby learn and use permaculture themselves. The network is dynamic, connected and growing, and acting as a beacon of practical inspiration and leadership within an increasingly uncertain world.”

The next few years will be challenging! Funding support from the Local Food Fund ends in March 2013, and we are working to fill the gap by increasing earned income to cover core services and securing grants to enable a really ambitious programme of additional activity that will help us achieve our practical vision for 2020.

Over the next 3 years we want to:

Education

Ensure disadvantaged groups can learn about and use permaculture.

Develop a more comprehensive offering of courses.

Nurture the network of permaculture educators.

Access to information

Increase our public profile and communications.

Improve online networking.

Compile a comprehensive knowledge base and new knowledge services.

Research

Continue to develop and disseminate a sound evidence base for permaculture.

Develop an international research network and agree research methods.

Support member led trials and create a research handbook.

Demonstration network

Support a new network of public demonstration networks in Scotland and Wales.

Further develop the Learning And Network Demonstration work in England.

Connect to new groups and support local learning and skill sharing.

Membership

Increase membership levels and donations.

Enhance the membership package.

Involve even more members in the work.

And

Explore and support permaculture at a farm scale.

Create new apprenticeship and livelihood opportunities.

Host the International Permaculture Convergence in 2015.

How to contribute

Take part in your local permaculture network

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

Test your soil

With us you can help pioneer a new international research method to test soil fertility and help evidence the benefits of permaculture approaches.

Give someone membership of the Permaculture Association

A great gift for someone you know or love who is interested in exploring permaculture. If all of members introduced just one new person to permaculture we could strengthen our network and raise permaculture awareness significantly!

Become a Permaculture Ambassador

Are you passionate about permaculture? Spread the word, be creative, learn valuable skills whilst being supported by the Association and part of an ambassador's network. To learn more about becoming a Permaculture Ambassador, contact Anna, our Strategic Communications Coordinator.

Support a developing permaculture project

£150 pays for one of our expert permaculture tutors to provide an intensive support tutorial for an emerging project.

Join a working group

The Scotland, Wales, Farming, Diploma, Education, LAND, Membership, Knowledge, Research working groups would be delighted to hear from you.

Do a Permaculture Design Course, and then register to do the Diploma

This life changing course is a great way to develop/nurture your own interest and skills in permaculture. The Diploma is the next step and will benefit you and the wider network.

Run a stall at a local event or host a regional convergence

We can provide you with the leaflets, books and encouragement to have an inspiring presence at local event. Why not plan your own local permaculture convergence? We can support you with our new events service and kit. Ring our Membership Coordinator to see how we can help.

Leave a legacy, give as you live, payroll giving

There are lots of ways to support the Association financially. This year consider how you can make an extra contribution to support our work, and look out for the new crowd-funding platform in 2014.



**Become a Permaculture
Ambassador!**



Donate now!



**Start the
Permaculture Diploma!**







Thanks!

- To you and the thousands of other people in the network who have helped us do so much to develop permaculture over the last year.
- To our funders – the Local Food Fund, Lush Cosmetics, Awards for All Scotland, Scottish Natural Heritage, Rockefeller Philanthropic Advisors (for the Himalayan Permaculture Centre) Cadbury's Charitable Trust (for OrganicLea) and Unicorn Groceries (for IPES in El Salvador).
- To the Plunkett Foundation and David Boyle for membership development support.
- To our many volunteers – over 140 people have helped over the year – especially members of the Education, Diploma, Farming, Research, LAND Advisory Group, Scotland and Welsh working groups.
- To the LAND Centres and LAND Learners who provide a brilliant way of engaging thousands of people.
- To the teachers and Diploma tutors who inspire and inform many hundreds of students.
- To Permanent Publications for their ongoing support as media partner.
- To all the members that continue to support the Association in so many ways.
- And finally, to the early pioneers and many hundreds of people since 1983 who have helped, organised, supported, listened and encouraged us to get to our thirtieth anniversary, a huge thank you.

