



Rural Care 

**Partnership Opportunities for Business
Make a Real Local Difference**

Church Farm, Ardeley & Aldenham Country Park

Community interest not for profit social enterprise



About Us – A free range experience

Church Farm Ardeley & Aldenham Country Park Care Farms are community interest, not for profit social enterprises set up to benefit people, land and wildlife through farming, social care and education programmes. Using hands-on experiences, we aim to enhance the countryside and care for the land whilst helping people develop a better understanding of where food comes from, reconnect with wildlife and learn more about sustainable and ethical farming.

Our Rural Care & Education programmes operate 5 days a week providing day opportunities and work related experiences for people with learning disabilities and mental health issues.

Our Co-farmers work with our experienced staff in small mixed ability groups in a variety of jobs to suit individual interests, needs and abilities, the groups contribute hugely to the upkeep and maintenance of the farms.

We also offer educational trips and programmes to local schools and colleges.



We are open daily to the public and across both locations, grow and produce every fruit, vegetable and cut of meat that we can and sell produce through our onsite cafés, pub, farm shops and food box delivery services.

As well as a core team of full and part-time staff, we rely on the support and generosity of local businesses, corporate partners and volunteers to continue the work that we do.

Increasingly, we have seen companies opting to do something 'real' for building their teams. A 2017 study found that a company's CSR strategy is a big factor in where today's top talent chooses to work. Often this is referred to as the triple bottom line: People, Planet, and Revenue. Companies are encouraged to put that increased profit into programmes that give back.

We hope your business will join our growing number of corporate supporters who choose Rural Care as their CSR Partner. We look forward to welcoming you.

Tim & Emma



Long Term Partnerships

As a not-for-profit community interest company, we rely on the support and involvement of local businesses who share similar values to our own. The right Partnership is a mutually beneficial arrangement: for us - funding, support, volunteering and increased visibility; for our Partner - brand building, team building and staff wellbeing, good PR and the chance to “make a difference.”

Partnering can be anything from funding a one-off event to a long-term Partnership Programme or project. A strong, ongoing Partnership has the power to make a sustainable, long term impact. Instead of making a one-off corporate charitable donation, increasingly businesses prefer to invest in social enterprises, helping them achieve and sustain positive impact year on year.



Successful Partnerships involve:

Shared Values - support a social enterprise that is of interest and relevance to your business. The more relevant it is, the more it underpins your businesses core values, the more engagement from your staff at all levels.

Staff engagement - getting employees on board with the Partnership and passionate about the cause is vital. The more the organisations employees can experience the work first hand - be it induction events, training, team building or volunteering - the more involved they will feel.

Creativity - Partnering doesn't have to be just donations, fund raising events or volunteering; a more creative approach can really capture the imagination and raise the profile of both parties.

Once Partners become focused on the long-term impact, it opens up a far wider opportunity to develop a more lasting strategic Partnership. This requires a much closer alignment of purpose throughout both organisations, but the results can be transformational. What unites is a commitment to focus on how to make the biggest impact for the Company, their employees and the cause.

We hope your business will join our growing number of corporate supporters who choose us as their CSR Partner. You can be assured that you will be supporting an important, national cause at the same time as securing genuine Partnership benefits for your business.





Partnership Options

We work with leading UK businesses as well as smaller companies across all sectors seeking to raise their profile and build their CSR credentials. Our philosophy is to create bespoke solutions for our Corporate Partners which deliver mutual and multiple benefits.

Partnering opportunities include:

- Sponsorship
- Team Building & Leadership Programmes
- Staff Social & Client Engagement
- Volunteering
- Our Farm to your Office
- Use of our Marketing & Events facilities

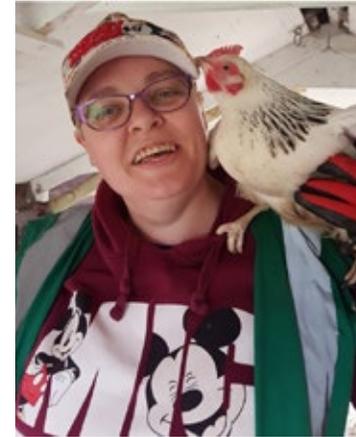


Sponsorship Options

Sponsorship is a flexible way to build brand profile and demonstrate your Company's support for key environmental and community projects. Working together we can develop tailored sponsorship packages to meet your business needs, whether that be creating a new sensory garden for our Co-Farmers, conservation and wildlife projects around the farms, starting a bee colony or sponsoring educational signage around the farm inspiring people to get outside and enjoy the great outdoors.

We are always looking to understand our Partners' corporate social responsibility (CSR) and marketing objectives and provide bespoke, long-term solutions for businesses investing with us to ensure the sponsorship projects remain an integral part of the Partner's business and ethos.

We also offer smaller-scale "off-the-shelf" solutions to enable companies of all sizes, with varying budgets, to benefit from and promote the value of sustainable farming and the benefits of care farming.





Team Building, Leadership & Development Options

Events at the farm are ideal for groups who prefer to do something real on Team Building & Away Days, who want a fulfilling learning programme as well as practical experience. Church Farm Ardeley & Aldenham Country Park are particularly suited to organisations and events that are about sustainability and to those that take seriously the impact enterprise can have on people and the environment.

Events can range from half day seminars to programmes over several days.

Team-building opportunities – such programmes can help build bonds, strengthen communication skills and boost morale while making a positive difference in the lives of people who need it most. Above all, participating in CSR team building programs are both fun and fulfilling.



Team Building, Leadership & Development Options

Onboarding, Graduate & Induction programmes - inspire employees with your commitment to CSR right from the outset so that they feel proud to be part of your organisation. CSR as part of the induction process not only shows potential employees you are a desirable place to work, it also gets all new starters in tune with your CSR values.

Leadership Development - participation of the business leaders with CSR initiatives sends a strong message about the importance of CSR within the organisation. Companies often find that, by pairing service initiatives with leadership development programmes, they more effectively sow the seeds for a generation of leaders who are prepared to drive their organisation's CSR agenda in the future.





Options for Staff, Customers & Extended Family

Recognise your team, your customers and thank their families and friends with a day on the Farm... days out at the Farm are a fantastic way to show colleagues, staff and clients how valued they are, and to celebrate the success of the business. We can design a low impact great value event for your staff and the extended team.



Staff, Friends & Families Discounts

Encourage your staff, their families and friends to access the countryside and to share their enjoyment by subsidising annual Farm Membership.



Benefits include:

- Camping & Glamping
- Farm Visits
- Seasonal Activities

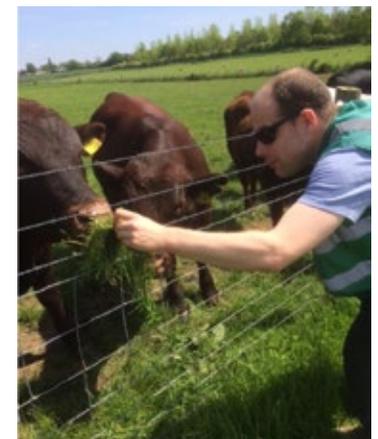


Volunteering Options

Providing your employees with the opportunity to volunteer with causes close to their hearts and communities, can have a great impact on employee satisfaction, well being and engagement. It improves your visibility, helps with recruitment, skills development and retention. Physical tasks encourage motivation, team building, boost staff morale and give people a huge sense of achievement.

Our volunteering days are interactive and enjoyable, you will be joining many other partner organisations who provide people and funds to allow us to keep the Farm doors open for the local community.

We understand how corporate volunteering fits into a CSR strategy, from discussing your needs at the start, to reviewing and updating your requirements throughout.



Our Farm to your Office

Our farms provide fresh produce to local people, businesses and communities through our regular Farm Box Scheme.

Each Farm Box contains a selection of Church Farm's free-range meat, heritage varieties of fruit and vegetables, organic dairy produce and delicious free-range eggs from our happy hens.

Much of the food produced at the farm is done with the involvement of the Rural Care and co-farming team, supporting our Farm Box Scheme, enables us to continue to do this valuable work.



Corporate Partnership - Workplace Farm Club

Farm Clubs create an ongoing link directly with the Farm and our Partners. They consist of ten or more people from your organisation who would like to receive weekly Farm Boxes.

Each Box is tailored in size and can contain all, or a selection of fruit, vegetables and meat from the Farm as well as eggs, dairy, bread, staples and more. Partners can contribute to the cost of the weekly Boxes or recipients can order and pay via the farm website. Deliveries can be made to offices or direct to peoples homes.

Food donations to food banks & homeless charities

Partners wishing to make a longer term and wider impact can donate food from the Farm to charities who will greatly benefit from fresh food. Ideally, the Partner will be involved in the growing, nurturing and harvesting of the produce creating a real sense of achievement when the produce they have produced feeds those in need.

Deliveries of seasonal produce to homeless shelters and food banks can form a key element of creating a long term legacy rather than a one off event.



Marketing & Event Options

Our venues are natural settings for learning programmes, leadership development, implicit team bonding and fun events.

Less than an hour from London, we have meeting rooms on site, plus a range of accommodation options including wooden cabins, camping from basic to luxury to local 5* hotels.

Available for breakfast, half day and full day meetings, our produce forms part of the catering, with our farm team and chefs produce great meals with passion and compassion.

Special rates for meetings, catering and accommodation are offered to all our Corporate Partners. You may just require the venue, or additional events, activities and support.

Augment the team building aspects of your conference or event with an overnight stay under the stars. We can provide a range of camping options from basic to luxury.





We have a range of wooden cabins and luxury bells tents at both locations. Camper vans and tents are welcome.



Case Study - Wavemaker

The entire workforce of Wavemaker delivered four years of labour in one day and committed to a 3-year legacy Partnership as part of the agency's CSR programme.

Wavemaker UK sent over 400 people to Church Farm Ardeley in Hertfordshire, initiating a three-year Partnership that matches ideals with actions. The Farm, which provides training and work experience for people with learning disabilities and/or mental health issues, worked with Wavemaker to identify key priorities to help them help others.

pollination for the multitude of crops that are sown.

Unlike so many isolated CSR spectacles though, the day is just the beginning of the impact Wavemaker want to make. The company has set in motion the WM Hive Project, a 3-year legacy which commits over 10,000 working hours to the Farm in the next 12 months alone, the equivalent of a full-time employee for 7.5 years. Employees will help grow and harvest produce and provide 40,000 meals for those in need via The Passage to homeless shelters in London and Manchester.





Paul Hutchison, CEO, Wavemaker said of the project:

“Care, Create and Grow are the key values of Wavemaker. Our commitment to the Farm reflects these values and we are determined that the Partnership will continue to flourish over the years giving disadvantaged people new opportunities, helping our natural environment and producing some delicious, natural food that can help those less fortunate.”



Tim Waygood, founder and MD Church Farm Ardeley Community Interest Company added:

“Wavemaker UK are making a hugely positive impact on us. From the start they listened and engaged with us to create a Partnership that is going to make a difference to our team, our co-farmers and our produce. It’s unusual to get such a long-term commitment from a Corporate Partner, and their help in preparing for the future will ensure this corner of Hertfordshire will remain a beacon of co-operation and sustainable farming for a long time.”



Case Study Willmott Dixon

One of the many things that Church Farm Ardeley offer is its Rural Care and education programmes. These programmes provide training and work experience opportunities for people with learning difficulties and/or mental health issues, in a supportive working farm environment.

This summer 15 people from the Willmott Dixon sustainability team spent the day building a sensory garden to be used as part of the Rural Care programme.

When the team started, the ground was uneven and bare - there was a lot of work that needed to be done! By the end of the day, the team had upcycled a swinging bench seat, flattened the uneven ground, built, filled, and planted new borders with sensory plants as well as tackling other areas of the garden that were overgrown.

The sensory garden has been designed to provide the Rural Care students with a safe place to explore their senses and learn about the environment around them. Each of the borders represents one of the five senses; sight, sound, smell, taste and touch.

For example; the taste border was filled with herbs, allowing students to safely try new tastes and learn where they come from, and the sound border has been planted with textured grasses that rustle and make sounds.





Ann De Bock, department head for Rural Care, said:

“What started off as an idea for a small sensory garden for our school children with learning disabilities at the side of our cabin was transformed into the cabin being surrounded by a large sensory garden. The space surrounding the cabin was created by removing very overgrown Leylandii trees. The task of barrowing about 6 ton of soil to level the area out seems impossible to achieve. But not for the Willmott Dixon team!

The whole area was levelled out, raised borders put in, plants planted, and grass sown as well as a swinging chair painted and all that in one afternoon ready for the schools to come back in September! Absolutely amazing work! All we have to do is water the plants and enjoy! Thank you so much! Your event has been such a catalyst for change!”

Amy Billingham, group sustainability, reflected on the day:

“I thoroughly enjoyed working with Church Farm to improve their sensory garden. The end result looked fantastic and it was amazing what we achieved within an afternoon. It was also rewarding to know that our efforts will go a long way as the garden will be enjoyed by a lot of people in the local community and school groups”

Julia Barrett, group sustainability, gave her thoughts on the day:

“Using a social enterprise for our away day, meant that not only did we have a very enjoyable and productive day off- site, we also made a real difference to the amazing work at Church Farm..”





Foodcycle

*Spent a Day Building
a Maternity unit for
Pregnant Sows*



Roche

*Conferenced in the
Shed and Learned
About the Bees*



PwC

*Tried Their Hand
at Farming*



Sir Robert McAlpine

*Held Their Sustainability
Conference at the Farm*



The Wine Society

*Donated a big shed
to house disabled
loos and erected it
in just one day!*



Innocent Drinks

*Battled it Out Playing
Farm Olympics*



GSK

Built an Apiary



UIA Insurance

*Dragons Den Food
Box Scheme*

Make a difference today and contact us about Partnership Opportunities

Email info@churchfarmardeley.co.uk



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