

Friends of the Dales and Creative Campaigners

We have put this info pack together for anyone interested in Creative Campaigners – if you have a question that isn't answered below, contact Ann Shadrake (details at end).

Who are Friends of the Dales?

Friends of the Dales is a charity, with a small staff team and a larger team of volunteers. We are based in Gargrave but cover the whole of the Yorkshire Dales – the national park and the fringes around it.

We've been campaigning for a sustainable future for the Yorkshire Dales for nearly 40 years. We campaign on many issues that affect the wildlife, communities and landscapes of the Dales. These issues include climate breakdown, biodiversity, affordable housing, sustainable transport, farming and significant planning applications.

We are a membership charity, but you don't have to become a member to support our work. We have about 1200 members but tens of thousands of people support us on social media. We are funded mainly people paying membership fees, making donations and by legacies that people leave us in their wills. We publish a quarterly magazine called the Yorkshire Dales Review, have active social media accounts and run a range of small and larger events. You can find out about all these aspects on our [website](#) and social media platforms.

Why does Friends of the Dales want to engage with younger people?

Most of our supporters and staff (some of our Trustees and volunteers) are in older age groups so we have good experience and insight into the views of that demographic but we are less aware of the viewpoints of younger people. We would like to be more informed about the perspectives of younger people, and more representative of difference and diverse viewpoints.

We would like to engage with people who are approx. 20-30 years old so that we can better understand their viewpoints and bring more diverse voices to our campaigns. We also want to share our own experiences of campaigning in the Yorkshire Dales, and provide opportunities for younger people to develop their skills and knowledge of environmental campaigning.

What is Creative Campaigners?

Creative Campaigners is the name for a new way for our charity to engage with younger people through volunteer involvement in our campaigns and events. There is no minimum amount of volunteer time that people have to offer to be part of Creative Campaigners, and people don't have to make a permanent commitment. We hope people involved in Creative Campaigners will form a new informal network – potentially collaborating in small groups but also volunteering more independently if that is their preference.

We are looking for people who care about the Yorkshire Dales, and probably live within reasonable travelling distance of the Dales. People don't have to be working or volunteering at the moment in environmental or land management or campaigning work, but of course they might be! But they should be interested raising awareness about a more sustainable future for the landscapes, wildlife and people of the Dales. People should be willing to actively contributing in some creative way to our campaigns and bringing their viewpoints to our work.

What is the aim of the launch day on 29 July at Malham?

We are launching Creative Campaigners on Saturday 29 July 2023 at Malham, near Skipton, in the heart of the Yorkshire Dales. We hope by bringing people together and offering an enjoyable and interesting day we can start the conversation about what volunteering and creative activities people would like to get involved with.

We have based the day in Malham because we have a good working relationship with a farmer in the village who will take us on a guided tour of his traditional livestock farm. He will explain the changes he has made to embrace biodiversity and sustainability and is open to challenging questions. This is a topic we hope young people will find interesting and prompt discussion!

We also chose Malham because it is about 40 mins drive from Skipton, which is a transport hub (bus/railway).

What is the format and timings of the launch day?

All timings are approx. and to be confirmed

- 9:30 am - Free minibus pick up from Skipton Railway Station
- 10:15 am – Welcome and registration at [Malham Village Hall](#) with delicious free brunch (pastries and fruit, water and hot drinks)
- 11 am – 2 pm – walking tour of [Hill Top Farm](#), Malham
Hill Top Farm is a traditional livestock farm embracing biodiversity and sustainability. Our visit is hosted by the farmer, Neil Heseltine, who featured in *Saving our Wild Isles*, narrated by Sir David Attenborough (RSPB, WWF, NT, Silverback Films) which is available to watch on BBC IPlayer and here on [YouTube](#).
- 2:15 pm - delicious free buffet lunch plus water and hot drinks in Malham Village Hall
- 3:00 pm – 4:30 pm - workshop style discussions in Malham Village Hall
- 5:00 pm -minibus leaves for Skipton Railway Station arrives approx. 5.45 pm

All timings are approx. and to be confirmed on booking

Is the event suitable for a range of access and dietary needs?

Malham Village Hall does not have ramped access but is accessed via steps. There are two toilets on the ground floor but these are not accessible for someone using a wheelchair. The main hall is quite small, but there is a small amount of outside space which we may be able to use to eat lunch (one bench).

The food is from a local Skipton bakery. Drinks will be water, tea and coffee made at the village hall. We will confirm the food nearer the time and will offer vegetarian and possibly vegan choices.

Terrain and length of walk to be confirmed but approx. 3 miles along stony tracks and footpaths so walking boots or trainers are advised. We share more information as the route and length is confirmed.

Will we get close to farm animals?

The farm has sheep and Belted Galloway cattle. These will be in the fields and we will look at them over the walls, possibly walking through fields where the livestock are but at a distance from them. There is an opportunity to get close to two hand reared Belted Galloway cows called Ella and Bella, which are used to people. There is also a chance to hold or touch domestic hens kept for egg laying. This physical contact with animals is entirely optional.

How many places are available?

We have 15 -20 places available to book for the launch day.

Can I book straight away?

We suggest you join our Q&A group Zoom (details below) or have a phone or video call or email conversation with one of the organisers so you can ask any questions first and make sure the day is right for you.

When is the Q&A Zoom session?

6:30 pm on Tuesday 20 June – email Ann Shadrake to ask for the Zoom link

This is a Q&A about the Creative Campaigners launch event and what opportunities the network might offer you. There is no obligation to then book on to the launch day at Malham, it's entirely up to you! You can keep your video off if you prefer, and use chat anonymously, or you can join by video/audio.

What if I am interested in Creative Campaigners but can't make the launch day?

Email Ann Shadrake to stay in touch for future opportunities.

What information do I have to give you if I do book on the launch day?

We will ask you to fill in a short Expression of Interest form so we have some basic information about you, including your name, age, preferred pronouns, contact details, and an idea of what topics interest you and what sort of creative engagement you enjoy.

We will send you information about the exact timings, how to claim the travel bursary, what to wear and so on.

After the launch day, what sort of engagement will people be able to access?

We'll offer support and opportunities so that people can use their creativity to develop their campaigning skills and knowledge of the Dales. Some people might prefer to be involved on their own, others might like to team up with a few others in the group.

Opportunities could include

- Yorkshire Dales Review magazine - contributing articles, images or assisting with editorial or graphic design
- Social media platforms - creating campaign-based content
- Public engagement - designing and co-leading a walk or visit in the Dales to explore a campaign theme as part of our annual events programme
- Video, animation or photography – using creative media to promote your perspective on a topic or campaign that inspires you
- Annual conference – joining the event planning team to influence the theme and format of our 2024 conference, or delivering a session, or capturing reactions on the day
- Other opportunities with some of our partner organisations perhaps

Are you offering paid work or commissions or help with expenses?

As a small charity we aren't able to offer paid work or jobs in these areas, but we would cover expenses such as travel costs and possibly offer small bursaries in the future. So this is about volunteering your spare time -we appreciate that may be limited so there is no minimum time commitment you have to make to be part of the Creative Campaigners network.

Contact information

Ann Shadrake, Executive Director, Friends of the Dales – ann.shadrake@friendsofthedales.org.uk

What's App 07483 438346

Ann can also put you in touch with the two young co-organisers, Ruth Garrett and Saima Bibi, who are also volunteer Ambassadors for Campaign for National Parks.

Friends of the Dales is a registered charity 515384 and a company limited by guarantee (as Yorkshire Dales Society) 1822908.