

Brigg Monitor Farm

Meeting title: Personal Resilience – the ability to bounce back

Date: 28 February 2020

Speakers: Alison Twiddy, Lincolnshire Rural Support Network; Heather Wildman, Saviour Associates Ltd.



Lincolnshire Rural Support Network (LRSN)

- Affiliated to the FCN (Farming Community Network, national organisation)
- Why LRSN is needed:
 - long hours in farming, often with little time spent away from the farm
 - significant level of poor mental health
 - high suicide rate
 - high fatality rate (18 times greater than in other industries)
- LRSN is staffed primarily by volunteers
- Helplines are open every day
- Looking what they can do to make people more resilient
- LRSN holds outreach and health screening clinics at Louth and Newark Livestock Markets, and at Spalding Auction
- Involvement with LRSN has helped more than 140 farming families, and led to a significant improvement in the way people feel and their hopes for the future

Take-home messages

- For anyone who is struggling to cope, either you or anyone you know, the Lincolnshire Rural Support Network is there to help. Contact them on 0800 138 1710.

Personal resilience – the ability to bounce back

- The mindset of many farmers is to be really busy all the time – but is it sustainable?
- Are you effective if you are working 70-80 hours every week?
- A lot of fatalities are caused by tiredness
- Farming is restricted and stifled by pride

What you can do about it

- Make a choice - get off the treadmill and cut down your hours
- Use benchmarking and monitor farm meetings to tweak your business
- Take proper holidays and book them in the diary well in advance
- Ask yourself “What are the core foundations of your business?”
- Success doesn’t just happen – it’s like an iceberg - you only see what’s above the water

Setting goals

- A dream, vision or goal is far more effective if you write it down
- It is also important to verbalise your goal – people are not mind readers and you might miss opportunities
- Set some goals for the next five years: personal, business and family
- Does everyone in your business know why they are there and do they enjoy it?

Overcoming resistance to change

- People resist change for a number of reasons including: personal fears and worries, lack of capabilities, lack of leadership, politics and culture and lack of involvement
- More questions to ask yourself:
 - Where are you today?
 - Where do you want to be?
 - What is your purpose?
 - Are you a role model?
 - How do you react to adversity?
- However much we might want to blame others we are accountable

Take-home messages

- Choose to make your life more sustainable – you might need to change your mindset
- Find ways to cut down your hours and get off the treadmill
- Set goals and let people know about them

Further information

Driving change
and
taking control



Link to Heather's presentation:

AHDB resources

- Understand your business costs with AHDB's benchmarking tool Farmbench at ahdb.org.uk/farmbench
- Monitoring tools are available at ahdb.org.uk/tools
- Sign up to market information and research newsletters at ahdb.org.uk/keeping-in-touch
- Find out what's going on at other Monitor Farms and Strategic Farms at ahdb.org.uk/farm-excellence
- All AHDB events can be found at ahdb.org.uk/events
- For guidance on how Brexit will impact your business, see ahdb.org.uk/brexit

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