

# NETWORK NEWS

The newsletter of the National Farm Attractions Network

## The last 12 months

By Matthew Heast,  
NFAN Chairman

IT'S hard to believe that 2012 is nearly at an end. The last 12 months as Chairman of the NFAN have flown by and I'd like to take this opportunity to update you all on the committee's activities.

**Biggest ever annual conference**  
The 2012 Conference was the biggest yet and we'd like to thank all members who attended as a delegate or exhibitor. Extended to two days, we received a fantastic welcome at the two farms we visited on the first day (White Post Farm and Sacrewell Farm) and were delighted to have Adam Henson as our keynote conference speaker. We were also pleased to host our biggest ever trade exhibition. We do hope you'll join us in 2013.

### Continued help with the Code of Practice

While 2011 was all about creating a code with the HSE that would work for farm attractions, our focus for 2012 was to help the HSE provide guidance to farms. At the start of the year, we worked with HSE to host events across the country. If any members would like support or advice about the code, please contact the NFAN office.

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## Odds Farm Park Open Day success



*See Page 3 for a full report on the latest NFAN Open Day*

A NEW benefit for NFAN members is now on offer in the shape of a benchmarking service.

In order to take part, members just need to visit the NFAN website for full details and to complete an online survey. The results of the survey will remain confidential and only overall averages will be released, not individual results. The averages will only be available to those members taking part.

### New benchmarking service for members

The survey will review visitor numbers, turnover, catering spend and gift shop activity. The deadline for surveys to be completed is November 21 and we hope as many members as possible will take advantage of this new service which is sure to be of interest to all participants.

## NFAN Annual Conference and Trade Exhibition 2013

February 5th and 6th, Drayton Manor Theme Park,  
nr. Tamworth, Staffordshire.

Watch out for more information soon on [www.farmattractions.net](http://www.farmattractions.net)

**New E.coli vaccine**

Hopefully by now all members will be aware of a new E.coli vaccine. Previously only available in Canada, NFAN has worked with the Veterinary Medicines Directorate to allow NFAN members to access the vaccine in the UK. An advice and information sheet has been put together for NFAN members which is available through the NFAN website.

**More Open Days**

Three Open Days were organised in 2012 and a big thank you has to go to our hosts Cantref Adventure Farm in Brecon, Adventure Valley in Durham and Odds Farm Park near Beaconsfield. We are currently planning the 2013 events ... watch this space!

**The last 12 months**

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**New Visitor Comparison Survey**

In August 2012, we launched a new benchmarking survey allowing NFAN farm members to confidentially share increases or decreases in visitor numbers, secondary spend and turnover. The survey will be circulated after each school holiday and is available free to members.

**New award categories**

This year we introduced a new format for the awards and we were pleased to see more farm attractions took the time to enter. The awards for 2013 will be announced at Easter.

**Fees held in 2013**

A bit of news for 2013 we are sure all members will be pleased to hear. Owing to the challenging climate in 2012, fees in 2013 for both farm members and trade members are being held. Invoices will be sent out in December 2012 and we thank you in anticipation of your continued support.

As a final note, we are pleased that the NFAN has continued to grow throughout 2012. If members have any suggestions for future benefits we could offer, please let the NFAN office or committee know.

**Getting the right insurance cover for your attraction**

**MARSH & Company, the NFAN's approved insurance provider, is an established independent insurance broker specialising in the placing of amusements and attractions insurance.**

The company's many years of experience have provided it with a broad knowledge with which to advise clients on their specific requirements in this unique sector.

In order for operators to get the maximum value from their insurance contract, the risk needs to be fully understood by both the brokers and underwriters. Risk management is a major factor in the solution to this aspect and by implementing good risk management arrangements, the exposure to incidents is often reduced and claims can therefore be managed.

The leisure and entertainment industry faces a wide variety of liability risks, but there are things operators can do to improve their risk and the appetite to insurers. Slips, trips and falls continue to result in the highest percentage of incidents and claims reported in the sector. It is therefore vital to have robust health and safety arrangements in place to control risks, supported by comprehensive records, which assist insurers to defend against spurious claims.

An attraction's health and safety arrangements should include:

- Senior management commitment
- Good quality risk assessments
- Documented training and supervision programmes for safety critical features
- Documented emergency arrangements
- A documented incident reporting/investigation system
- Information for visitors/participants highlighting the risks and safety rules
- Facilities maintenance/inspections
- Fire prevention programme – evacuation procedures



Independent Leisure Insurance Brokers

Marsh and Co.'s risk management work includes working with the NFAN on the recent industry code of practice and insurers do recognise the high standards met by its members.

Employee health and safety also takes on a dynamic in the amusement industry due to the very nature of some of the working environments, so must also be included in a health and safety plan.

To discuss your insurance requirements further with Marsh & Company, contact Steve Taylor on 0116 204 3415 or 0116 204 3400 or email [staylor@marshcompany.co.uk](mailto:staylor@marshcompany.co.uk)

## Grant Aid and Training

NFAN has been working very closely with DEFRA and Visit England with regard to two specific areas involving grant aid and training.

•The Rural Development Programme for England's (RDPE) priorities include support for rural businesses to help them grow and innovate. There is currently £12m. allocated nationally through the RDPE Skills Framework and DEFRA has recently undertaken a procurement exercise to set up a framework of training providers to deliver skills, training and knowledge. The NFAN, alongside FACE and Access to Farms (ATF), is working with DEFRA to incorporate the industry Code of Practice, Quality Assurance and Accreditation and the Countryside Educational Visits Accreditation Scheme (CEVAS) training to benefit from the Skills Framework.

Additional RDPE Grant Aid centres around the Rural Community Broadband Fund - a national £20m. fund for superfast rural broadband.

•There is also a very strong link to supporting rural tourism in the **Visit England Regional Growth Fund** and this investment of £12m. in promoting rural tourism nationally with the aim of increasing tourist numbers and overall visitor expenditure. This grant aid is to be facilitated through Destination Management Organisations (DMOs) and all destinations in England can participate in this programme. NFAN is working very closely with Visit England to co-ordinate this project nationally with local partners to design and deliver specific activities.

For further information please contact Barry Davies at the NFAN office, on 01536 513397, email [info@farmattractions.net](mailto:info@farmattractions.net)

### New members

WE would like to welcome a number of new farm park and trade members who have joined the NFAN in recent months.

#### Farm parks

World Horse Welfare, Norfolk  
Row Brow Farm, North Yorkshire  
Cream O'Galloway, Dumfriesshire  
Melsop Farm Park, Norfolk  
Wynford Farm, Aberdeenshire  
Manydown Maize Maze, Hampshire  
Avon Valley Adventure Wildlife Park, Avon  
Fairytale Farm, Oxfordshire

#### Suppliers

Safety Revolution Limited, Oxon

## Odds Farm Park Open Day

THE NFAN's most recent Open Day took place in October at Odds Farm Park in Buckinghamshire, the event being attended by an impressive 100 members.

The team at Odds Farm Park welcomed members with refreshments in the new Espresso Bar before owners Steve and Jackie Vinden began the main activities of the day with a presentation on the history of the venue, visitor numbers and an explanation of 'where we are today.'

Vet Geoff Nash gave a thought provoking insight into the new E.coli vaccines which have been carried out at Odds Farm Park, before delegates were split into four groups for tours of the park. These included the new demonstration barn, animal barn, indoor play barn, gift shop, outside adventure area and party rooms.

The tours were followed by an excellent lunch, made in-house by the catering team, after which the day's sponsor's Activity World and fiNETra gave short presentations. Judi Badenoch from Cranbrook Consulting also provided a presentation on HR and gave some good advice about employment.

Delegates then had the opportunity of a Q&A session on various subjects while the day ended with another opportunity to network and talk to the Odds Farm Park team and members of the NFAN committee. Our thanks to Odds Farm Park for their excellent hospitality.

### NEW 12v 'QUADBIKE' BATTERY RIDE!



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Est. 1969



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## **NFAN committee**

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*All general inquiries  
should be directed to  
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## **NFAN Volunteer Regional Representatives**

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Tel. 01292 441210

## **Helplines - free advice for NFAN members**

PLEASE remember that our experts earn their livings through the expertise you are using. Please limit your free calls to one per annum. Thereafter, the experts can advise you further, subject to their terms of business. You will find them all prepared to offer special rates for NFAN members.

### **Planning Legislation and Business Rates**

Barry Davies, Davies & Co. (Chartered Surveyors)

Tel. 01536 524808 Fax. 01536 415095

Email: [info@daviesandco.co.uk](mailto:info@daviesandco.co.uk) Website: [www.daviesandco.co.uk](http://www.daviesandco.co.uk)

Specialising in planning legislation incl., change of use, enforcement notices, advertising boards and business rates appeals.

### **Health & Safety/Environmental Health Guidance**

Ray Hipkin, Health & Safety Practitioner, 3 Park Lane, Kingston Blount, Oxfordshire, OX39 4SL. Tel. (01844) 353407. Email: [randkhipkin@btinternet.com](mailto:randkhipkin@btinternet.com)  
[www.rayhipkin.co.uk](http://www.rayhipkin.co.uk)

### **Exclusive Insurance Scheme for NFAN members**

Marsh and Company Insurance Brokers

Contact Steve Taylor

Tel. 0116 204 3415 or 0116 204 3400. Fax 0116 204 3420.

Email: [staylor@marshcompany.co.uk](mailto:staylor@marshcompany.co.uk) [www.marshcompany.co.uk](http://www.marshcompany.co.uk)

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