

NETWORK NEWS

The newsletter of the National Farm Attractions Network

Issue 58
Spring 2013



National
Farm
Attractions
Network

Annual conference success continues at 2013 event

THE National Farm Attractions Network (NFAN) held its annual conference and trade show at Drayton Manor Theme Park in Staffordshire on February 5th and 6th, the event once again enjoying strong support from operator and trade members from throughout the UK.

Following the successful extension of the conference in 2012 to two days, day one of this year's event saw visits to two farm parks, the first to National Forest Adventure Farm in Burton upon Trent and the second to Hatton Farm Village in Warwick. The former is one of the newest farms in the UK, featuring large

ing the first speaker, Deirdre Wells, OBE, head of tourism, Department of Culture and Media Studies. She spoke of a number of priorities that had been put in place by the Secretary of State for the DCMS that would benefit the rural attractions sector, including countryside broadband and mobile

infrastructure, the GREAT campaign for promoting the UK as a tourist destination and the Olympic Legacy.

Mrs. Wells noted that the reason for so much activity from her department was that 'tourism is all about growth' and that 'from a government

perspective all departments realise how important tourism is to the economy.' She discussed the government's campaign to invest in inbound tourism as well as 'holidays at home' and gave examples of initiatives and funding from the DCMS and other parts of government for the tourism sector. She concluded by noting that the tourism sector was growing significantly compared to the rest of the economy.

After the Awards presentations, the Best in Education Award winner,

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indoor and outdoor play areas, a large tea room and a lively seasonal events programme, while the latter is a fine example of an all-weather countryside experience, blending a traditional farmyard and huge indoor play barn with lively daily shows and activities.

The main conference took place the following day with a programme that covered a wide range of subjects of key importance to the rural and countryside attractions sector. NFAN Chairman Matt Heast commenced proceedings with a welcome to attendees before introduc-

2013 EVENTS DIARY

NFAN events are great for sharing, learning and networking with fellow operators! Book online today!

9th May

Open Day

Bocketts Farm Park, Surrey

20th May

FarmHub Workshop

Rand Farm Park, Lincolnshire
Improve your Social Media Results with Agility Marketing

25th & 26th June

Scottish Roadshow

Heads of Ayr, East Links Farm Park, Cream o Galloway

6th November

Open Day

Wroxham Barns, Norfolk

Two new FarmHub Workshop dates to be announced soon!

Secure your place, book online today at

www.farmattractions.net

2014 NFAN Awards

OPENING SOON

Check website for details!



WE asked two of our new members in Oxfordshire why they decided to join NFAN. Here's what they had to say!

New attraction! Fairytale Farm

OUR membership has already been invaluable and we found the annual conference particularly useful, giving us the opportunity to meet a lot of potential suppliers to our business.

We joined NFAN because we had never operated a visitor attraction before and we wanted to learn from other members.

Fairytale Farm opens for the first time on 25th May, 2013, and will be the first family farm attraction where everything is designed around the needs of children with sensory, learning and



physical disabilities, but which can be enjoyed by children without disabilities too. It will be a truly inclusive experience. Located just outside Chipping Norton, Oxfordshire, the park has been built by Nick and Nicola Laister, whose eldest daughter has cerebral palsy. The park will feature a sensory trail, which will stimulate and entertain visitors, an adventure playground, which includes a wheelchair accessible climbing frame, and a range of farm animals.

More information can be found at www.fairytalefarm.co.uk

Established over 60 years!

Milletts Farm Centre

IT'S great to join a network of like-minded businesses who still value their farming roots and work hard to deliver a great family attraction.



Milletts Farm Centre was established in 1952. This family business has grown from a traditional farm with fruit orchards to encompass a farm shop, garden centre and restaurants. Along with the 'pick your own' fields, farm zoo, children's play area, Phoebe wood, original Maize Maze and other seasonal events, a day out at Milletts is a unique experience for the whole family.

More details can be found at www.millettsfarmcentre.com

A big welcome to both new members!

FARMHUB WORKSHOP

**Improve your Social Media Results (20th May)
Rand Farm Park, Lincolnshire, with Agility Marketing
10am - 3.30pm**

Only
£35pp

THE first FarmHub Workshop will take place on 20th May in Lincolnshire and will be focussed on Social Media. These workshops are a brand new service for NFAN members and are aimed at improving farm attraction's knowledge in key areas.



The workshop will be led by Agility Marketing and delegates will be able to benchmark their current Facebook and Twitter successes, as well as discover what they can do to improve their results. You will need to bring along your own laptop as the workshop is going to be extremely interactive and as numbers are limited to 20 members, early booking is advised.



For further information and to book, visit www.farmattractions.net or call 01536 513397. £35pp plus VAT.

NEW MEMBERS

A warm welcome to our new members!

Farm attractions

Appuldurcombe House & Farm, Isle of Wight · Staunton Country Park, Hampshire
Putlake Adventure Farm, Dorset · Playbarn and Jurassic Golf, Lincolnshire ·
Duckys Park Farm, Cumbria · Gypsy Wood, Gwynedd · Daisy Made Ice Cream,
Lincolnshire · Humble Bee Leisure, North Yorkshire · Kentwell Hall, Suffolk ·
Milletts Farm Centre, Oxfordshire · Green Dragon Rare Breeds Farm & Eco Centre,
Buckinghamshire · Oasis Camel Centre, Suffolk · Loughwell Farm Park, Co. Galway

Trade suppliers

Regency Purchasing Group, North Somerset · D M Gould Wholesale Limited,
Cumbria · Birthday Blaster Limited, Lincolnshire · Bioniche Food Safety, Canada ·
The Pay Inspection Company Limited, Dorset

If you're not a member or are thinking of joining, visit www.farmattractions.net

OPEN DAYS & SCOTTISH ROADSHOW

You can now book your place online for the below two Open Days! Spaces are limited for all events so we really do recommend booking early!



**Bocketts Farm Park, May 9th
Wroxham Barns, November 6th**

Book online soon for the NEW Scottish Road Show - June 25th and 26th!

www.farmattractions.net

Do you know an attraction or trade supplier that would benefit from being a member?

Let us know at marketing@farmattractions.net

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Barleylands, Essex, presented on educational days followed by Best Food and Beverage Award winner, Pink Pig Farm, Lincolnshire on *Catering – how good food can enhance your reputation and your bottom line*. Stephen Holland from Just-Inspire Ltd then gave a presentation entitled *Top ten tips for staff recruitment* to close the morning session.

Stuart Beare from Tulleys Farm kicked off the afternoon with his presentation *How to maximise your return from a Halloween event* followed by the Chief Executive of Visit England, James Beresford, on *Countryside tourism – the global perspective*.

Odds Farm Park, Buckinghamshire was then presented with the NFAN Farm Attraction of the Year Award, with Bocketts Farm, Surrey, the runner-up and Cannon Hall Farm, South Yorkshire, being highly commended.

Congratulations to all the NFAN Awards Winners!

Farm Attraction of the Year Judged by: Andrew Wolfe, Willows Farm Village, and Ben Coates, NFU

Winner - Odds Farm Park

Runner-up - Bocketts Farm Park

Highly Commended - Cannon Hall Farm



Best Website Judged by: Ian Foster, VAQAS

Winner - Willows Farm Village

Runners-up - Mead Open Farm (2nd) and Noah's Ark (3rd)

Best Trade Supplier Judged by: the NFAN Committee

Winner - Serigraphia Digital Ltd - Willows Farm Village

Unsung Hero Judged by: the NFAN Committee

Winner - Catherine Tozer, Pennywell Farm

Joint runners-up - Pat McEvoy, Fishers Farm Park, and Ken Davies, Cantref Adventure Farm

Customer Service Excellence Judged by: Jonathan Winchester, Shopper Anonymous UK

Winner - Walby Farm Park

Runners-up - Hall Hill Farm and Wroxham Barns

Best Food and Beverage Judged by: Chris Brown, Turpin Smale

Winner - The Pink Pig Farm

Runner-up - Fishers Farm Park

Best in Education Judged by: Bill Graham, FACE

Winner - Barleylands Farm

Highly Commended - Broomhouse Farm, Rand Farm Park and Kent Life

Watch this space as we'll soon be announcing the opening of the 2014 Awards!

CONFERENCE SUCCESS



Odds Farm won Farm Attraction of the Year.

The trade exhibition held alongside the conference hosted over 50 suppliers offering products from children's play and costume characters to retail goods, ticketing, insurance services and more. And once again it was a very worthwhile event for all involved, as several exhibitors noted:

"This is the fourth year we have attended the NFAN conference and it continues to be a very useful event for us." - Phil Pickersgill, Innovative Leisure.

"Robbie Toys has found the NFAN conference and exhibition invaluable over the years as a means of customer feedback for its products." - Dave Stephens, Robbie Toys.

Finally, thanks to our main sponsors, Marsh & Co, Davies & Co and S. Gregory & Co.

'DRIVING SCHOOL' BATTERY CARS!



Install fully operational Driving School cars ... as a new 'Parent & Child' attraction for 2013!



Start promoting road safety awareness to young children by ... 'learning through fun'!

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Helpline - 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 Website: 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

www.rayhipkin.co.uk

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