

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.

Continued on Page 2

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

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

Continued from Page 1

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

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

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!



Introducing our sensational NEW Off-Road Quadbike ... for use on land or ice in any location ... by a parent and child!



Beat the wet and cold winter weather by running all your battery rides indoors ... without any loss in your income!

WWW.WORLDOFRIDES.COM

THE FUN FACTORY, Third Avenue, Drum Industrial Estate,
Chester-le-Street, Co. Durham, DH2 1AY
FUN Phone: + 44 (0) 191 49 20 999 FUN Fax: + 44 (0) 191 49 20 888
FUN E-mail: info@worldofrides.com FUN Web: www.worldofrides.com

Est. 1969



31-33 Victoria Street,
Kettering, Northants.,
NN16 0BU.

Tel. 01536 513397
www.farmattractions.net

NFAN committee

President
The Rt Rev John Oliver

Chairman
**Mr. Matthew Heast
Mead Open Farm**
Tel. 01525 852954

Treasurer
**Mr. Barry Davies
Davies & Co.**
Tel. 01536 524808

**Mr. Andrew Wolfe
Willows Farm Park**
Tel. 01727 822106

**Mr. Neil Milbourn
Walby Farm Park**
01228 573056

**Mrs. Georgina Watson
Farming World**
Tel. 01227 751144

**Mr. Ray Hipkin
Health & Safety
Practitioner**
Tel. 01844 353407

**Mr. Steve Vinden
Odds Farm Park**
Tel. 07841 562559

**Mr. Richard Waring
Rand Farm Park**
Tel. 01673 858904

**Mrs. Louise Possegger
Springbarn Farm Park**
Tel. 07711 069555

*All general inquiries
should be directed to
the NFAN office using
the contact details
above.*

NFAN Volunteer Regional Representatives

North East

Ann Darlington, Hall Hill Farm, Lanchester, County Durham, DH7 0TA
Email: ann@hallhillfarm.co.uk
Tel. 01388 731333

North West

Neil Milbourn, Walby Farm Park, Walby Grange, Crosby on Eden, Carlisle, Cumbria, CA6 4QL
Email: neil@walbyfarmpark.co.uk
Tel. 01228 573056

West Midlands

Frank Cartwright, Ray's Farm Country Matters, Billingsley, Bridgnorth, Shropshire, WV16 6PF
Email: frank@aysfarm.com
Tel. 01299 841255

South East

Georgina Watson, Farming World, Nash Court, Boughton, Faversham, Kent, ME13 9SW
Email: info@farming-world.co.uk
Tel. 01227 751144

Liz Strain, Hand Made Places. Email: liz.strain@handmadeplaces.co.uk

South West

Sandra Palmer-Shellin, Farmer Palmer's Farm Park, Wareham Road, Organford, Poole, BH16 6EU
Email: info@farmerpalmer.com
Tel: 01202 622022

Scotland

Gillian Alexander, Heads of Ayr Farm Park, Alloway by Ayr, KA7 4LD, Scotland
Email: gillzi1@aol.com or info@headsofayrfarmpark.co.uk
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 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

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 www.marshcompany.co.uk

Providers of a specialist, competitive insurance package covering all your requirements, including unique cover extensions such as business interruption following closure of premises by a competent authority for E.coli outbreaks at your premises or in the vicinity. We offer a site survey and full assessment of your insurance requirements.