

NETWORK NEWS

The newsletter of the National Farm Attractions Network

Issue 63
Winter 2015



National
Farm
Attractions
Network

NFAN Conference set to be another 'must attend' event

Ian Pigott - Motivational keynote speaker

TAKING place on 11th & 12th February 2015, at the MK Dons Stadium (DoubleTree by Hilton) in Milton Keynes, this year's key industry event is once again set to provide members with a host of 'not to be missed' educational opportunities, exclusive venue tours, networking and more.

We're really pleased that Ian Pigott is supporting the Conference as Keynote speaker. Ian runs a diversified farming business on the urban fringe between Harpenden and Luton. Farming 2,000 acres across a number of holdings, the business is also home to a 40 office small business park. He founded Open Farm Sunday, a national farm open day,

The day includes welcome refreshments, a talk from the owners, an extensive tour, a Q&A session and a networking lunch.

From only £25.90pp (multiple Member discount plus VAT), it's great value.

Mead Open Farm is a family run business that welcomes 175,000 visitors annually and has made some big investments over the past two years, including a vast outdoor adventure playground and Europe's first outdoor Sky Tykes Ropes Course. This attraction has a well-established and successful events programme, a huge indoor play centre and daily animal activities.

Keynote Speaker: Ian Pigott



in 2006, chairs the charity FACE (farming and countryside education) and has helped develop a cross industry careers initiative for farming and food supply called BrightCrop.

In 2014 Ian launched The Farmschool, an on-farm classroom and cooking experience.

Pre-Conference Tour to Mead Open Farm, 11th February 9:30am

Have you booked your place? This pre-Conference event will give delegates the opportunity to see a very popular and successful farm attraction.

Drinks Reception - Trade Exhibition & Awards Dinner, 11th February 6pm

On the evening of February 11th, a drinks reception (6pm) will be held during which the trade exhibition will also be open to delegates and this will be followed by the ever popular NFAN Awards Dinner (8pm), where the 2015 awards will be presented.

Members can book online via www.farmattractions.net or by using the enclosed booking form. If you are not a Member, please use the booking form enclosed.

We hope to see you at the Conference. NFAN is again extremely grateful to the sponsors of the conference, who all help to keep the delegate prices down.

See Page 3 for Conference Programme

Trade Exhibitors

Activity World
Agility Marketing
AP Leisure
Apricot Penguin
Autoculture
Booker Wholesale
Bounceabouts Leisure Ltd
Choc-Affair
David Taylor Design
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Innovative Leisure
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SIGA Creative FX
Super Slug
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Listings correct at time of publication.

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NFAN office to merge admin and marketing functions

OVER the last three years the National Farm Attractions Network has grown and developed significantly. Much of this progress has been due to the fantastic support of Davies & Co (administration and finance) and Agility Marketing (marketing and sales).

As from January 1st, 2015, NFAN merged these two areas of work and has moved the responsibility for supporting the work of NFAN to Partners Leisure. Agility Marketing and Davies & Co will still be organising the 2015 Conference & Trade Exhibition.

David Leon who heads Partners Leisure is well-known to a number of NFAN Members, being a NFAN trade Member, conference exhibitor and a valued sponsor of NFAN. David and his organisation already have experience in running the Maize Maze Association and support a number of leisure attraction businesses.

Matt Heast, Chairman of NFAN, said: "We are very grateful to Davies & Co along with Agility Marketing who have helped the organisation develop rapidly in the last few years.

With their help we have introduced more member events helping us all to share best practice, we have raised the awareness of the Code of Practice, grown the membership and launched a new website. We know NFAN would not be where it is today with-

out the support they have provided. In particular we would like to put on record the appreciation of the members for all the work that Barry Davies has personally carried out for NFAN over a significant period of time. Barry will remain an Honorary Member of the NFAN Committee."

It is hoped that by merging the functions Partners Leisure will be able to continue to propel the National Farm Attractions Network forward over the coming years.

The new NFAN office telephone number is **01904 615059**. Email addresses are unchanged and full contact details can be found on the back page.

East Links Family Park wins Scottish Business Award

EAST Links Family Park in Dunbar, East Lothian, has won the Best Family Business Award 2014 given by Business Partnership Enterprise including Midlothian and East Lothian Chamber of Commerce.

The Awards Ceremony was held at The Brunton in Musselburgh in October. There were many local businesses present and East Links was delighted to have been chosen among such worthy opponents!



Grant Bell (MD) with daughter Lizzie Bell

Over 150 attend inspirational Open Day at Marsh Farm

WHAT an amazing turnout of over 150 people from all over the UK for our event at Marsh Farm, the highest Open Day attendance in the history of NFAN.

The day was truly inspirational and delegates were blown away by the enthusiasm and passion of owner James Sinclair and his team.

The Winter Wonderland talk and tour was amazing and we have received nothing but positive feedback from delegates who all had a fantastic day.

Open Days are always such a great success and really worth attending. They're perfect for networking with fellow operators, sharing ideas, learning from others and having a chance to view other attractions.

Remember to book your place early for the next Open Day to avoid disappointment as the Marsh Farm Open Day sold out two weeks before the event.



You can book online for the 2015 events soon



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LL18 2PL

01745 350032



2015 NFAN Conference Programme

Tuesday 10th February

- 2pm Free Tour of 360 Play and Kids Play Day Nursery
- 5pm Free Exclusive Tour of MKS Dons Stadium
- 7:30pm Informal Evening Supper

Wednesday 11th February

- 9:30am Pre-Conference Tour - Mead Open Farm
- 6pm Drinks Reception
- 8pm Awards Dinner

Thursday 12th February—Main Conference

- 8.15am Registration, refreshments and chance to view Trade Exhibition
- 9.00am Welcome and introduction
NFAN Chairman, Matthew Heast
- 9.15am Keynote Presentation
Ian Pigott
- 9:50am Reviewing three Christmas models
Marsh Farm Park, Bocketts Farm Park, Cannon Hall Farm
- 10.25am Tea/Coffee Break and Trade Exhibition
- 11.10am Talk from 'Farm Attraction of the Year' winner
- 11.35am Camping / Glamping - giving added value to your attraction business
Charles Gulland, Wigwam Holidays
- 12.00pm NFAN AGM
- 12.25pm Lunch and chance to view Trade Exhibition
- 2.00pm Psychology of Play
Beth Cooper, Timberplay
- 2.25pm Visitor Attraction Footfall
Chris Webster
- 2.50pm Tea/Coffee Break and Trade Exhibition
- 3.35pm Attraction Investment Cycle
Paul Kelly, BALPPA
- 4:00pm Panel Debate - Ask the Experts
- 4:25pm Close

NFAN would like to extend its thanks to all the other sponsors supporting this year's Conference:

Pre-Conference Tour Sponsors

Innovative Leisure
Unique Catering & Management Services Ltd

Drinks Reception Sponsors

Kids Play Childcare
Rupert Oliver's Ideas Factory

Awards Dinner Sponsor

Agility Marketing



2015 Member Stickers



TO ALL MEMBERS

Please look out in the post for your 2015 NFAN Membership stickers to be used at your farm or office to show your NFAN Membership.

NEW ANIMAL FUNSIZE RIDES!

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...our business is child's play!

For Every Location That Only Has A 4m x 4m (13ft x 13ft) Area Available...

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All FUNSIZE Rides Include A 12v Battery, Delivery To Most UK Mainland Post Codes And 12 Months H.S.E. - A.D.I.P.S. Safety Tested Documentation!

The advertisement features a bright yellow background with a green grass border. It includes images of a blue cat-shaped ride, a brown bear-shaped ride, and a wooden animal-themed ride. The text is in various colors and fonts, emphasizing the new animal funsize rides available for smaller locations.



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NFAN committee

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Vice-Chairman

Mr. Colin Evans
Cantref Adventure Farm
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Mr. Steve Vinden
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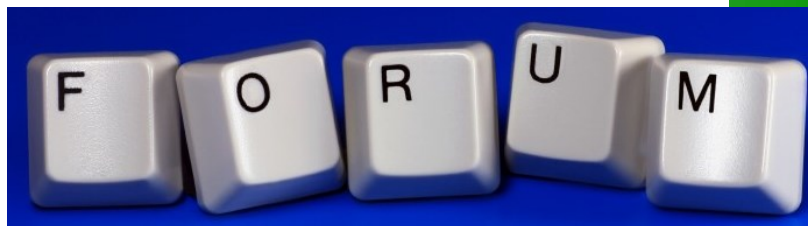
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Rupert Oliver's Ideas Factory
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All general enquiries should be directed to the NFAN office using the contact details above.

New members community forum

HAVE you used the new forum yet? Are you looking for advice or can you offer any? The new forum is a central place for



members to interact and have discussions on different topics of mutual interest.

It's a great member benefit and topics so far have included items for sale, health and safety, marketing, requests for contacts, policy changes and much more. Access to the forum is password protected. Members can log in using their existing username and password. If you have forgotten your password, please email marketing@farmattractions.net

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 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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Catering

Turpin Smale Catering Consultants

Contact Chris Brown

Email: chris.brown@turpinsmale.co.uk

Advice on all matters catering including help on increasing sales, improving standards and making margins. Turpin Smale helps farm attractions get serious about their cafés, kiosks and kids parties with solid, practical advice. For more details visit www.turpinsmale.co.uk

Accountancy, taxation and financial services

Haines Watts

Contact Ben Young

Tel. 01536 483513 Email: nfan@hwca.com www.hwca.com

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