



NETWORK NEWS

The newsletter of the
National Farm
Attractions Network



National
Farm
Attractions
Network

Issue 65 Winter 2016



Trade exhibitors

Agility Marketing
AP Leisure
Autoculture
BERG
Booker Wholesale
Colour Heroes
David Taylor Design
Davies & Co
Deluxebase
DigiTickets
DM Gould Wholesale
Flamingo Marketing
Formula-K
Fun Fear
Greenspan Projects
Haven Systems
Innovative Leisure
Kids Play Childcare
Lappset Creative
Leisure Life
Little Grey Fergie
Marsh & Co
Natural Play Company
NFAN
Partners Leisure
Playscheme
Preseli Gifts & Souvenirs
Rainbow Productions
Regency Purchasing
Robbie Toys
Rover International
Rupert Oliver's Ideas Factory
Russell Play
S Gregory & Co
Shopper Anonymous
Soft Brick Company
Teddy Tastic
The Play Inspection Company
Timberplay
Tornado International
Tractor Ted
TYG Tickets
Unique Catering
Vanessa Bee Designs
Vennersys
Vision XS
World of Rides

With 95% of exhibition stands sold and delegate tickets selling fast, this year's key industry event is proving to be a 'must attend' event. It takes place on 3rd and 4th February at the Titanic Hotel, a newly opened luxury hotel in the Stanley Dock area of Liverpool's World Heritage site. It is attached to The Rum Warehouse events centre where the trade exhibition, awards dinner and conference will be held.

We've got some great speakers lined up including a look at farm parks' tourism trends by Sharon Orrell from Visit England, preparing for your increased rates bill by Wayne Cox and Tom Dixon; Gary Richardson from Countryside Learning explores opportunities in the schools market and Tony Sefton explains how much you should spend in your farm park.

Pre-conference tour to the Cheshire Ice Cream Farm, 9.30am to 3pm, 3rd February

The world's largest purpose-built ice cream parlour, an amazing ice cream tree that snows, Europe's biggest indoor sand and water play and farm animals too. This year's pre-conference open day promises a fascinating behind-the-scenes look at this re-launched and re-branded farm attraction. The day includes welcome refreshments, a talk from the owners, extensive tour, Q&A session and networking lunch.

Trade Exhibition

With over 60 stands the trade exhibition is very much part of the conference. You can see the latest innovations from play equipment and entertainment providers, find new products for your gift shop and catering operations, and discover new secondary spend opportunities to boost your bottom line. There will also be an opportunity to talk to theming and design specialists and meet with industry experts from the marketing, planning and insurance professions.

Drinks reception, trade exhibition and awards dinner, 6pm, 3rd February

The trade exhibition will open for a drinks reception before the awards dinner. This is an ideal opportunity to visit the trade stands, network and meet with exhibitors in a relaxed atmosphere. The 2016 awards will be presented at the awards dinner, with further networking and sparkling entertainment.

Book your place using the booking form on the website. Members can also pay online at www.farmattractions.net.

See page 3 for the conference programme.

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Seasonal events focus at Tulleys Open Day

Once again NFAN members were out in force for an Open Day. Over 100 delegates heard from owner Stuart Beare and his team about how Tulleys Farm has evolved and developed over the years from PYO to farm shop and now to a seasonal events destination. Stuart shared key facts and figures on the performance of each of the seasonal events, we heard about the way social media marketing has boosted ticket sales, and the operational challenges of recruiting and training a team of actors. The day concluded with the opportunity to experience the Tulleys Shocktober Fest Halloween event first hand, which created some thrilling networking opportunities! Thanks to our open day sponsors Agility Marketing and SIGA Creative FX.

Details of the 2016 Open Days will be announced shortly.



Stuart Beare and 'friends'.



Learning outside the classroom award

An award that celebrates learning outside the classroom has been won by Nick Hastings from Walby Farm Park.

Head Stockman Nick won the award for his Outstanding Contribution to Learning Outside the Classroom (LOtC), in particular for his enthusiasm for engaging people with farming and wildlife, which has enabled him to develop meaningful LOtC even though he does not have a formal teaching background.

Neil Milbourn, owner of Walby Farm Park said: "Nick thoroughly deserves

this award, particularly for his work with the schools who visit us and the work experience pupils who come to us. We're delighted for him!"

The Awards recognise individuals and teams of people who are committed to ensuring that young people benefit from engaging and motivating learning opportunities outside the classroom.

Tough at the top workshop

**Wednesday 20th January 2016
Odds Farm Park,
Buckinghamshire 10am – 3pm**

This interactive workshop is a follow-up to last year's sell-out Tough At The Top workshop and is aimed at senior managers as well as owners and directors. How can you, as a senior manager in your organisation get the best out of your team and ensure the future success of the business?

**LAST
REMAINING
PLACES
See website
for details**

New members

Farm parks

**The Arley Farming Company
Churchfields
Jimmy's Farm
Thriff Farm**

Trade members

**BERG
Colour Heroes
Farm & Country
Supplies
Lappset Creative
Lycetts
Natural Play
Company**

**Playscheme
Preseli Gifts &
Souvenirs
Rover International
TYG Tickets
Vanessa Bee
Designs
Vision XS**

2016 NFAN Conference Programme

The NFAN Conference & Trade Exhibition is the biggest event in the NFAN calendar. Meet fellow operators, learn from a bumper packed seminar programme and meet the key suppliers of the industry all under one roof.

Tuesday 2nd February

- 2pm** Guided tour and afternoon tea at Stockley Farm Park near Warrington
- 7pm** Informal networking dinner at one of Liverpool's largest Chinese restaurants

Wednesday 3rd February

- 9.30am** Open Day at The Ice Cream Farm (pre-booked coach leaves the Titanic Hotel at 8.30am)
- 6pm** Trade Exhibition Drinks Reception
- 8pm** Awards Dinner

Thursday 4th February

- 8.30am** Registration: Tea/coffee and bacon rolls. A chance to visit the Trade Exhibition
- 9.30am** Welcome and introduction NFAN Chairman, **Colin Evans**
- 9.45am** Domestic Tourism Trends, Farm Parks in context **Sharon Orrell**, Visit England
- 10.10am** Preparing for your 2017 increased rates bill! **Wayne Cox**, Govt Valuation Office and **Tom Dixon**, Independent Rating Surveyor
- 10.35am** Q&A from morning session
- 10.45am** Tea/Coffee Break and Trade Exhibition
- 11.40am** Opportunities in the schools market **Gary Richardson**, Countryside Learning



- Noon** Education visits case studies Presentations from two NFAN members
- 12.30pm** Q&A from lunchtime session
- 12.40pm** NFAN AGM
- 12.50pm** Networking lunch and chance to visit the Trade Exhibition. Trade Exhibition closes at 2.50pm
- 2.50pm** Presentation from Farm Attraction of the Year Award Winners
- 3.10pm** How much should I spend in my farm park? **Tony Sefton**, Vision XS
- 3.40pm** Q&A from afternoon session
- 3.50pm** Closing remarks – NFAN Chairman, **Colin Evans**
- 4.00pm** Close

NFAN supports Countryside Classroom

Countryside Classroom is the largest ever partnership of organisations committed to helping children learn about food, farming and the natural environment, and is led by FACE (Farming and Countryside Education).

It is the vision of Countryside Classroom that by making it easier for schools and teachers across the UK to access resources, places to visit and people to ask, more will embrace food, farming and the natural environment as essential components of a broad and balanced curriculum. As a result of this, every child will have the opportunity to learn about and experience these topics in diverse ways that are increasingly supported by experiences outside the classroom.

Which is why we have pledged to support that ambitious aim and become a Countryside Classroom

partner. NFAN Chairman Colin Evans said:

"Learning about farming is essential for children. It helps them build a greater understanding of the vital role farmers play in producing good quality food and managing our valuable countryside in a sustainable way."



FACEBOOK NETWORKING GROUP

Don't forget to join the NFAN Facebook Group and share news and advice with fellow members.

Many thanks to all the other sponsors supporting this year's conference and awards

Awards dinner main sponsor
Lappset Creative

Awards dinner wine sponsor
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Lesley Knight Rupert Oliver's Ideas Factory

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Tel: 01673 858904

Tel: 01536 524808

Tel: 01525 852954

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Robert Nicholson, Cannon Hall Farm

Phil Pickersgill Innovative Leisure

Louise Possegger Springbarn Farm Park

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Andrew Wolfe Willows Activity Farm

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Tel: 01727 822106

All general enquiries should be directed to the NFAN office - tel: 01904 615059, email info@farmattractions.net.

Helpline – free advice for NFAN members

As a NFAN member you are entitled to free advice from the following experts. Please limit your free calls to one per annum. 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

Email: info@daviesandco.co.uk

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Health & Safety/Environmental Health Guidance

Ray Hipkin, Health & Safety Practitioner

Tel: 01844 353407

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Christmas ticket sales doubled!

Agility increased December ticket sales from 5000 to 11000 at Piglets Adventure Farm in York. Backed by a solid online and offline marketing campaign, the event sold out by 18th December.

Ask us how we can help you. Call the Agility Team on 01442 890088 or email hello@agility-marketing.co.uk

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