

NFAN Committee

Chairman Colin Evans, Cantref Adventure Farm
Vice-Chair & Treasurer Richard Powell, Park Hall
 Barry Davies, Davies & Co
 Matthew Heast, Mead Open Farm
 Sally Jackson, The Pink Pig
 Lesley Knight, Rupert Oliver's Ideas Factory

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Katie Millbourn, Walby Farm Park
 Robert Nicholson, Cannon Hall Farm
 Phil Pickersgill, Innovative Leisure
 Louise Possegger, Spring Barn Farm
 Tom Robinson, National Forest Adventure Farm
 Steve Vinden, Odds Farm Park

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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
www.daviesandco.co.uk

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

Health & Safety/Environmental Health Guidance

Roy Hipkin, Health & Safety Practitioner
 Tel: 01844 353407
 Email: randkhipkin@btinternet.com
www.rayhipkin.co.uk

Exclusive insurance scheme for NFAN members

Steve Taylor, Marsh and Company Insurance Brokers
 Tel: 0116 204 3400
 Email: staylor@marshcompany.co.uk
www.marshcompany.co.uk

Providers of competitive, specialist insurance including unique cover extensions for E.coli outbreaks. We offer a site survey and full insurance needs assessment.

Catering

Chris Brown, Turpin Smale Catering Consultants
 Tel: 020 7620 0011
 Email: chris.brown@turpinsmale.co.uk
www.turpinsmale.co.uk

Advice on all matters catering including help with increasing sales, improving standards and making margins.

Employment and Human Resources advice and support

Judi Badenoch & Ros Hammond, Cranbrook Consulting
 Tel: 01628 857771
 Email: judi@cranbrookconsulting.co.uk,
ros@cranbrookconsulting.co.uk
www.cranbrookconsulting.co.uk

Small Business HR Consultancy



NETWORK NEWS

The newsletter of the National Farm Attractions Network



National Farm Attractions Network

Issue 70 Spring 2017



Brilliant Brighton

Farm and rural attractions from around the UK gathered at the Hilton Metropole Hotel in Brighton for the annual National Farm Attractions Network (NFAN) conference, exhibition and awards, celebrating the best in farm parks and countryside attractions.

The theme of the conference was "people are our business" focusing on customer service excellence, trends in catering and social media marketing. Mark Russell at the Art of Brilliance, urged delegates to have a positive attitude and think differently to be the best you can possibly be and improve customer service. Rick Turner from The BIG Sheep shared his experiences of applying the principles of the Art of Brilliance to his business.

Chris Brown at Turpin Smale Catering Consultants challenged delegates to visit coffee shops, bakeries and street food vendors for inspiration. These sectors are growing and farm attractions can learn from

them by daring to be different and personalising their catering offer. Katie Millbourne from Walby Farm Park shared their secrets to increasing catering sales. And Chris Mitchell from the Genuine Dining Co gave an insight into catering operations in a different sector and the way his company is incorporating new food trends and presentation into contract catering.

With adults on average spending 80 minutes a day on social media, Anita Waddell at Agility Marketing explained the potential of cost-effective social media marketing, using Odds Farm Park as a case study. Nicky Hyde gave a case study presentation on Cannon Hall Farm's top 10 social media wins.

Colin Evans, NFAN chairman said, "This year's annual conference and trade exhibition has been the biggest yet. It is heartening to see the sector growing and developing. Delegates were able to visit two great Sussex farm attractions during the three-day conference, and I'd like to thank Fishers

Adventure Farm Park and Knockhatch Adventure Park for their hospitality."

The NFAN annual awards dinner was sponsored by Lappset Creative with wine sponsored by Timberplay. Brighton comedian Stephen Grant hosted the award ceremony. See the full list of winners on page 3.

NFAN would like to thank gold conference sponsors: S. Gregory & Co, Marsh & Co, and Davies & Co; Fun Fear who provided all the AV services; Tuesday night's informal dinner wine sponsor Playscheme; open day sponsors: Marsh & Co, Rupert Oliver's Ideas Factory and Yarde Farm Ice Cream; drinks reception sponsors: Innovative Leisure and DigiTickets as well as all the award category sponsors listed on page 3.

Conference presentations can be downloaded from www.farmattractions.net

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2017 Diary of Events

Willows Activity Farm Open Day Hertfordshire

Wednesday 10th May

See the new Peter Rabbit Adventure Playground and hear how the events programme including Christmas is driving membership and visits.

Cannon Hall Farm Open Day South Yorkshire

Wednesday 20th September

Winner of Farm Attraction of the Year 2016. Dinner the night before will be served in the new White Bull restaurant.

Northern Ireland Roadshow

Tuesday 20th to Thursday 22nd June

Meet in Belfast for a two-day coach tour of attraction visits and networking.

Farm Hub Workshops

The workshops also double as mini open days with a presentation from the host venue and site tour.

HR Essentials

Wednesday 26th April

The Pink Pig, Lincolnshire

Retail Results Booster

Tuesday 16th May

Amerton Farm, Staffordshire

Play Inspection Essentials

Wednesday 7th June

Farmer Palmer's, Dorset

Health & Safety Workshop

Wednesday 11th October

Barleylands, Essex

Succession Planning

Wednesday 8th November

Bocketts Farm Park, Surrey

Marketing for non-marketers

Wednesday 22nd November

Farmer Copley's, Yorkshire

Day Maker Award



The Day Maker Award was a new category for 2017 and the winner was Adam Price at Cantref Adventure Farm in South Wales. This customer service excellence category was hotly-contested with seven finalists. Adam's commitment to "going the extra mile" as standard, great sense of humour and 'can-do' attitude won the day.

Gwen Evans nominated Adam for the award and said: "Adam is always up for the challenge and has never backed away from delivering first class customer service."

"One stand out is the way in which he led the Santa Experience December 2015. We had a severely disabled child in a motorised wheel chair that was larger than the usual. Although the grotto was up to DDA standards, Adam quickly moved Santa together with the majority of the contents of the grotto into the Elves Workshop. The parents of the little boy were overwhelmed - most definitely a "day maker" moment that the child and parents will remember for many years to come."

New members

Farm parks

Craigie's Farm Deli and Café
Crantit Farm
Daniel Farm
Leisure Island
Montpellier Enterprises
SJ Parker & Son

Trade members

Air Bouncers Ltd
Amazing Interactives
Cranbrook Consulting
Design with Nature
DHX Brands
Sarunds Ltd
Scream Park Entertainments
Stephen Candy Photography
Yarde Farm Ice Cream

Challenge business rates before 31st March

If you consider your rateable value has increased drastically for no specific reason, this is just a reminder that the "informal appeal" for any factual incorrect information or indeed without significant evidence that you can glean from the Valuation Office Agency (VOA) website <https://www.gov.uk/correct-your-business-rates> as to your increase in rateable value, then the time limit for challenging this is 31st March 2017.

If you need any further help do not hesitate to contact Barry Davies, Davies & Co, on the free NFAN Helpline, 01536 524808.

New committee members

The AGM, held at the annual conference in Brighton, saw the election of NFAN's management committee.

Our thanks go to Andrew Wolfe of Willows Activity Farm and Richard Waring (NFAN Treasurer) from Rand Farm Park who have made tremendous contributions to the committee and have now stood down. We welcome Katie Milbourn from Walby Farm Park and Sally Jackson from the Pink Pig who have joined the committee.

Richard Powell from Park Hall Farm has now taken on the responsibilities of Treasurer.

Best Food & Beverage

Sponsor: Booker Wholesale

Winner: Thrift Farm

Highly comm: Walby Farm Park

Best Trade Supplier

Sponsor: NFAN

Winner: Kids Play Childcare

Highly comm: Timberplay

Best Digital Presence

Sponsor: Partners Leisure

Winner: Cannon Hall Farm

Highly comm: Odds Farm Park

Innovation Award

Sponsor: Marsh & Co

Winner: Hasty's Adventure Farm

Highly comm: Marsh Farm

Day Maker Award

Sponsor: Playscheme

Winner: Adam Price, Cantref Adventure Farm

Highly comm: Dee Naylor, Tropical Butterfly House, Wildlife & Falconry Centre

Best in Education

Sponsor: Colour Heroes

Winner: Stockley Farm Park

Highly comm: Bocketts Farm Park

Jim Keetch Farm Attraction of the Year - under 75,000 visitors

Sponsor: David Taylor Designs

Winner: Hall Hill Farm

Highly comm: Little Owl Farm Park

Jim Keetch Farm Attraction of the Year - over 75,000 visitors

Sponsor: Regency Purchasing

Winner: Odds Farm Park

Highly comm: Fishers Farm Park

Lifetime Achievement Award

Sponsor: Regency Purchasing

Winner: Odds Farm Park

Highly comm: Fishers Farm Park

Lifetime Achievement Award

Sponsor: Regency Purchasing

Winner: Odds Farm Park

Highly comm: Fishers Farm Park



Large Farm Attraction Winner Odds Farm Park

(l-r) Martin Renwick from award sponsor Regency Purchasing Group; Steve and Jackie Vinden and the team from Odds Farm Park, Buckinghamshire; Colin Evans chairman of NFAN.

Award Winners 2017



Small Farm Attraction Winner Hall Hill Farm

(l-r) David Taylor from award sponsor David Taylor Design; mother and son team Richard and Ann Darlington from Hall Hill Farm, County Durham; Colin Evans chairman of NFAN.

Lifetime Achievement Award

There was a standing ovation as Andrew Wolfe from Willows Activity Farm in Hertfordshire was named recipient of the Lifetime Achievement Award.

Andrew said: "I'm humbled to receive this award from NFAN - it is a huge honour to be a part of this inspiring group of people who are simply brilliant at what they do."

Presenting the award NFAN Chairman Colin Evans said;

"Andrew has been a father figure to many in the industry, offering his experience and advice, and inviting countless numbers of farm park operators to visit his operation at Willows. He has been an active member of the NFAN committee for many years and his input will be greatly missed. He is stepping down as Chief Executive of Willows in September and we wish him all the best in his future plans."



Lapland Adventure Winner

Marco Calzini, from Adventure Valley in County Durham, was thrilled to be drawn as the winner of the VIP trip for two to Lapland to meet Santa courtesy of Lappset Creative.

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2018 award categories

Gain well-deserved recognition, raise awareness and give your staff a sense of pride with the 2018 NFAN awards. The awards are free to enter and the deadline is 30th June 2017.

Award categories are:

Innovation Award
Best Trade Supplier
Best Food and Beverage
Best Digital Presence
Best in Education
Day Maker Award
Jim Keetch Farm Attraction of the Year (less than 75k visitors pa)
Jim Keetch Farm Attraction of the Year (more than 75k visitors pa)

Deadline
30th June 2017

Download your entry form at
www.farmattractions.net