

NFAN Committee

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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

Ray 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
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Email: staylor@marshcompany.co.uk
www.marshcompany.co.uk

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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.

NETWORK NEWS

The newsletter of the
National Farm
Attractions Network



Issue 69 Winter 2017



With all 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 from 31st January to 2nd February at the Hilton Metropole Hotel Brighton. The hotel has superb conference and banqueting facilities with the trade show being held in the room adjacent to the Awards Dinner and Conference.

The main theme of this year's conference is 'people are our business' focusing on customer service excellence, trends in catering and social media marketing. We've got some great speakers lined up including Mark Russell from the Art of Brilliance who will share his tips on staff motivation, training and incentives, and Chris Brown from Turpin Smale discussing consumer trends in catering, marketing.

Tue 31st January, 1.30pm to 4pm, Visit to Fishers Farm Park

This year's conference starts with lunch and a fascinating behind-the-scenes look at this long-established, multi-award-winning farm attraction with holiday accommodation.

Wed 1st February 9.30am to 3pm Open day at Knockhatch Adventure Park

Knockhatch is a fantastic choice for our open day with a petting farm, owl sanctuary, large indoor play centre, several outdoor adventure playgrounds, and a boating lake. Don't miss this networking and behind-the-scenes opportunity.

1st February 6pm, Drinks reception, trade exhibition and awards dinner

With more than 60 stands the trade exhibition is very much part of the conference, and is the venue for the drinks reception prior to the awards dinner. This is an ideal opportunity to visit the trade stands, network and meet with exhibitors in a relaxed atmosphere. The 2017 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 2 for the conference programme.

Trade exhibitors

Activity World
Agility Marketing
Alpha Toys
Ark Toys
Art of Brilliance
Autoculture
BERG
Booker Wholesale
Brosch Direct
Colour Heroes
David Taylor Design
Davies & Co
Deluxebase
DigITickets
Dofygate
FACE
Farm Business Innovation Show
Fenland Leisure Products
Flamingo Marketing
Formula-K
Fun Fear
Greenspan Projects
Innovative Leisure
Interfun Magazine
Jupiter Play
KCPOS
Kids Days Out
Kids Play Childcare
Lappset Creative
Marsh & Co
Marshfield Farm Ice Cream
Meticulous
NFAN
NGF Play
Nicco Park
Outdoor Play People
Partners Leisure
Playscheme
Preseli Gifts & Souvenirs
Rainbow Productions
Robbie Toys
Rupert Oliver's Ideas Factory
Russell Play
S Gregory & Co
Shopper Anonymous
Simworx
Soft Brick Company
South West Play
Stephen Candy Photography
Synergie AVS
Teddy Tastic
The Play Inspection Company
Timberplay
Tornado International
Tractor Ted
TYG Tickets
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Conference Day Programme

Thursday 2nd February

8:30am

Registration: Tea/coffee and pastries
A chance to visit the Trade Exhibition

9:30am

Welcome and introduction NFAN
Chairman, **Colin Evans**

9:45am

Customer Service Excellence -
Leading your team to brilliance
Mark Russell, The Art of Brilliance

10:10am

Case study presentations from NFAN
members

10:35am

Q&A from morning session

10:45am

Tea/Coffee Break and Trade Exhibition

11:40am

Consumer trends in catering
Chris Brown, Turpin Smale Catering
Consultants

12 Noon

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

Marketing through Social Media
Odds Farm & Agility Marketing
(Best Digital Presence Award winners)

3:40pm

Q&A from afternoon session

3:50pm

Closing remarks – NFAN Chairman,
Colin Evans

4:00pm

Close

With thanks to our Conference Day Gold Sponsors:

s.gregory

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NFAN Award finalists

Congratulation to all the award finalists, the winners will be announced on 1st February.

Innovation Award Sponsor: Marsh & Co

Hasty's Adventure Farm; Marsh Farm; Mead Open Farm; Willows Activity Farm

Best Trade Supplier Sponsor: NFAN

David Taylor Design; Kids Play Childcare; Marsh & Co; Timberplay

Best Food & Beverage Sponsor: Booker Wholesale

Fishers Adventure Farm Park; Odds Farm; Thrift Farm; Walby Farm Park

Best Digital Presence Sponsor: Partners Leisure

Cannon Hall Farm; Cantref Adventure Farm; Odds Farm; Tropical Butterfly House, Wildlife & Falconry Centre

Best in Education Sponsor: Colour Heroes

Barleylands; Bocketts Farm Park; Hall Hill Farm; Stockley Farm Park; Walby Farm Park

Day Maker Award

Adam Price, Cantref Adventure Farm; Danny Mitchard, 4 Kingdoms; Dee Naylor, Tropical Butterfly House, Wildlife & Falconry Centre; Fran Smith, Remus Memorial Horse Sanctuary; Graham Barclay, Cotswold Farm Park; Jim Thompson, Willows Activity Farm; Toni Powell, Walby Farm Park

Farm Attraction of the Year Sponsor: David Taylor Design
Under 75,000 visitors

Cantref Adventure Farm; Hall Hill Farm; Little Owl Farm Park; Spring Barn Farm Park

Farm Attraction of the Year Sponsor: Regency Purchasing Group
Over 75,000 visitors

Bocketts Farm Park; Fishers Adventure Farm Park; Odds Farm; The Big Sheep; Walby Farm Park; York Maze

Lifetime achievement award

Congratulations to **Chris Philpot**, from Barleylands Farm in Essex, who won a lifetime achievement award at the 2016 Awards for Outstanding Contribution to Learning Outside the Classroom.



Enjoying your elf in Lapland

Rosemary and Oliver Brown from Bluebell Dairy Ice Cream and Farm Shop in Derby, have just come back from the Lapland trip they won courtesy of Lappset Creative at last year's NFAN Conference & Trade Show. Rosemary said they had a fantastic time and were so impressed by Santa Park:

"All the elves we met at Santa Park were incredible. We learned how to do an elf dance, and how to walk and act like an elf. I came back and trained our elves and it has made our Santa experience so much more magical for visitors. I can't thank Lappset and NFAN enough for the opportunity."

New members

Farm parks

Betton Farm
Deen City Farm
Dwyfor Ranch Rabbit Farm & Animal Park
Horseshoes Riding School
Isle of Wight Donkey Sanctuary
Leahy's Open Farm
Riggmoor Reindeer
Winterbrook Farm

Trade members

Alpha Toys
Dofygate
Jupiter Play & Leisure
KCPOS
Millars Ark Toys
Nikko Parks & Resorts
Outdoor Play People
Playforce
Simworx
Synergie AVS
Teddy Tastic
The Brighton Pier Group
Themescape Adventure Golf
Tigerplay
Vimto

Health & Safety Workshop

The Health & Safety workshop, held at the National Forest Adventure Farm near Burton on Trent, was a sell out with a maximum capacity 20 delegates benefiting from the course, which has been specifically developed to meet the needs of farm attraction operators.

It was the second course to run in the year and covered play areas and how to manage animal contact safely. H&S specialist Ray

Hipkin led the day with the support of experienced NFAN members Andrew Wolfe from Willows Activity Farm, and Steve Vinden from Odds Farm Park. Our thanks to them all for putting on such a valuable workshop. Thanks too to Tom and Ivor Robinson at the National Forest Adventure Farm for hosting the workshop.

2017 workshop dates to be announced shortly.

Rand Farm Park open day review:

Over 100 members attended the Open Day at Rand Farm Park on 5th October. The day before a number of members took up the kind invitation from nearby Woodside Wildlife Park to see around their attraction. The evening was spent enjoying a delightful networking dinner at the Petwood Hotel in Woodhall Spa, the base of the legendary RAF 617 "Dambusters" Squadron. The following morning it was chocks away as we headed for Rand. Owner Richard Waring gave a welcome presentation outlining the history of the farm and its journey to becoming a farm park. Members split into groups for a tour taking in the animal barns, indoor play areas and the facilities used by local college students.



Education visits are a speciality at Rand who have been running Farm Residential Programmes since 2005. Members were interested to see the purpose-built dormitory which sleeps up to 32 children and 5 staff. Following a hearty Lincolnshire lunch, a number of members took the opportunity to try out the UK's first Sky Rider attraction, to the amusement of those on the ground. The day concluded with presentations from Kay Waring and Joe Booker on the way they work with schools, Paul Copage of Leisure Life/Cube Media spoke about the basics of making good videos, and Anita Waddell from Agility Marketing gave a presentation on using video in your marketing.

Thanks to Richard, Kay and the team at Rand for opening their attraction to NFAN members, to Open Day sponsors Leisure Life and Rupert Oliver's Ideas Factory, and networking dinner wine sponsor Russell Play.