

## NFAN Committee

<b>Chairman / Treasurer</b> Richard Powell, Park Hall <b>Vice-Chair</b> Tom Robinson, National Forest Adv. Farm Barry Davies, Davies & Co Doug Douglas, Avon Valley Colin Evans, Cantref Adventure Farm Sally Jackson, The Pink Pig	Tel: 01691 671123 Tel: 01283 533933 Tel: 01536 524808 Tel: 01179 864929 Tel: 07977 120533 Tel: 01724 854082	Lesley Knight, Rupert Oliver's Ideas Factory Kate Lord, Cotswold Farm Park Katie Milbourn, Walby Farm Park Robert Nicholson, Cannon Hall Farm Phil Pickersgill, Innovative Leisure Louise Possegger, Spring Barn Farm	Tel: 07762 124325 Tel: 01451 850307 Tel: 01228 573056 Tel: 01226 790427 Tel: 07860 868104 Tel: 01273 488450
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All general enquiries should be directed to the NFAN office - tel: 01904 615059, email [info@farmattractions.net](mailto: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](mailto:info@daviesandco.co.uk)  
[www.daviesandco.co.uk](http://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: [ray@rayhipkin.co.uk](mailto:ray@rayhipkin.co.uk)  
[www.rayhipkin.co.uk](http://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](mailto:staylor@marshcompany.co.uk)  
[www.marshcompany.co.uk](http://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](mailto:chris.brown@turpinsmale.co.uk)  
[www.turpinsmale.co.uk](http://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](mailto:judi@cranbrookconsulting.co.uk)  
[ros@cranbrookconsulting.co.uk](mailto:ros@cranbrookconsulting.co.uk)  
[www.cranbrookconsulting.co.uk](http://www.cranbrookconsulting.co.uk)  
Small Business HR Consultancy.



**Terrific  
Telford -  
Oh yes it  
was!**

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NFAN Annual Conference & Trade Show review  
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2018 Awards - Winners announced

AWARDED BEST TRADE SUPPLIER 2018

Come and join us at our next event, at Odds Farm 2nd May 2018

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# 2018 Diary of events



**York Maze Open Day**  
North Yorkshire  
Weds 18th July

York Maze is one of Yorkshire's most popular summer attractions, welcoming up to 3000 visitors a day. It is Europe's biggest maize maze and offers more than 20 rides, shows and attractions.



**Mead Open Farm Open Day**  
Bedfordshire  
Weds 5th Dec

Don't miss your chance to experience Mead's popular Christmas event which includes five Santa's Grottos, a 3D film and Elf Academy. Major developments in 2018 include a big extension to indoor play and a new catering outlet.



**Isle of Wight Roadshow**  
Tuesday 19th to  
Thursday 21st June

Visiting Southampton and the Isle of Wight this two-day coach tour visits a number of farm parks and other attractions including an overnight stay at Tapnell Farm Park's award-winning accommodation.

## Farm hub workshops

**Weds 25th April**  
**Catering Results Booster**  
Odds Farm Park,  
Buckinghamshire

**Weds 13th June**  
**Play Inspection Essentials**  
The Web Adventure Park,  
North Yorkshire

**Weds 16th May**  
**The Buck Stops Here**  
H&S for owners, directors and  
senior managers  
National Forest Adventure Farm,  
Staffordshire

**Thurs 4th October**  
**Tough at The Top**  
Cotswold Farm Park,  
Gloucestershire

**Weds 10th October**  
**Health & Safety Workshop**  
Rand Farm Park,  
Lincolnshire

**Weds 16th January 2019**  
**Health & Safety Workshop**  
Thornton Hall Country Park,  
North Yorkshire



## Welcome

Welcome to the latest expanded Network News. I am honoured to have been elected the new chair of NFAN at our latest committee meeting although having to follow Colin is a daunting prospect.

For those of you who attended the NFAN conference this year you will know I am the joint Director/owner of Park Hall The Countryside Experience which was the venue of this year's pre-conference open day. It was a real pleasure (and a little bit scary) to play host to so many inspirational farm park operators, and to those who didn't manage to make it please feel free to come along and see what we do. To my mind what makes our organisation so great is the willingness to share ideas and the ability to learn from the experiences of others.

I know that the best investment Park Hall makes each year is our NFAN

membership but it is like everything in life, the more you put in the more you get out. So I would encourage everyone to get involved whether it's by attending one of the workshops we run throughout the country or one of our Open Days which this year are being held at two fantastic attractions, York Maze in July and Mead Open Farm in December.

One of my main focuses this year will be the successful role out of our Animal Attraction Assurance Scheme which as I write this piece has seen about 50 farm parks signed up. The threat to our industry posed by an E.coli outbreak is ever present so I believe it is vital

that the new scheme is successful. With the discounts promised by many of the large insurance providers and the £150.00 contribution from NFAN I believe it makes economic sense to get signed up ASAP. Our new vice chair Tom Robinson from National Forest Adventure Farm (congratulations Tom!) has been the main driver of the new scheme and has done a great job.

Finally, I would just like to congratulate all the award winners announced at the conference and to remind everyone that the deadline for this year's entries will soon be here (30th June).

*R J Powell*

**Richard Powell**  
Chairman

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## New members

### Farm parks

Lewis of London  
Reddish Vale Farm  
Marnorafon Farm Park  
Greenacres Animal Park  
South Angle Farm Park

### Trade members

JCTR Ltd  
Infinite Playgrounds  
Eibe Play  
Sutcliffe Play







# Terrific Telford - Oh yes it was!

The excellent team from Farm Park/Scream Park Entertainments well and truly stole the show with their "Adding value through theatre" performance at the annual National Farm Attractions Network (NFAN) conference held at the International Centre, Telford.

Toni Lilley scripted and performed a unique reminder of the benefits of farm park owners telling their story through theatre - keeping it relevant to their audience profile, making it original, authentic, memorable and believable, as well as encouraging audience participation whilst creating a truly magical experience for customers.

The Farm Park/Scream Park Entertainments team had the entire auditorium on their feet, singing and dancing and performing bunny hops and even twerking! Now if that's not added value at a conference, we don't know what is!

Thanks to conference gold sponsors: S. Gregory & Co, Marsh & Co and Davies & Co, and to Fun Fear who provided all the AV services.

## Adding value

The theme of the conference was "adding value" and the speakers covered many aspects including investing in your team, hosting festivals and events, adding accommodation and new facilities/activities, and embracing new systems and technology.

Industry veteran Andrew Wolfe said: "You have to invest to stay still and invest even further to grow". He recognises that your staff are your biggest asset and are the key to adding value to the customer experience by helping to create memories. He strongly believes in developing your team to reach their full potential and investing in staff facilities, resources and professional development. This was echoed by

Farm Park/Scream Park Entertainments



The popular trade show ran alongside the NFAN conference



Tim Thurston of TeamKAI who shared his nine key elements of high performing teams, drawing inspiration from sporting teams and applying it to a business environment.

## Making use of your assets

Tom Honeyman Brown from Tapnell Farm Park in the Isle of Wight shared his experience of adding value by maximising and developing the assets on his farm. Tapnell Farm is a former dairy farm, turned all-weather attraction, through the introduction of accommodation, playbarn, café and adventure activities. You can learn even more on the NFAN three-day roadshow of the Isle of Wight on 19th to 21st June, which includes an overnight stay at Tapnell Farm Park's award-winning accommodation.

## Top of the class

### Conference delegates took advantage of visits to three Staffordshire farm-based attractions.

On Tuesday The Hoo Farm in Telford opened its doors especially for NFAN with delegates arriving throughout the afternoon to join one of the informative guided tours of the large animal collection and to hear about its current developments. In a change from the usual farm park visit, delegates also visited the British Ironwork Centre and heard from owner Clive Knowles about the unusual background to the sculpture park and retail centre. On Wednesday over 150 delegates attended the open day at Park Hall The Countryside Experience. Richard Powell gave a presentation on the

history of Park Hall and was joined by Andrew Wolfe to talk about future plans. There were presentations on Forest School and the education service which delegates got to experience first-hand in the Victorian schoolroom. The tours also included the WWI trenches, the Welsh Guards Collection, the new Brick Works indoor play area and other areas of this varied farm attraction.

Thanks to open day sponsors Regency Purchasing Group and Rupert Oliver's Ideas Factory.



Victorian Schoolroom, Park Hall The Countryside Experience

And for those of you who've been thinking about hosting a festival or large event on your site then Beth Heath from Shropshire Festivals shared some useful insights and dos and don'ts.

Doug Douglas, who transformed Avon Valley Adventure Farm from 75,000 to 200,000 visitors pa, provided his top tips on adding value through more effective processes, systems and technology - and even adding value by doing less i.e. removing the activities/facilities that customers don't use. The key is to monitor the customer experience and use the management information in your business to review and develop it.

Delegates also heard the latest updates on business rates from Barry Davies

from Davies & Co, and discovered the latest trends and issues in the attractions market from Paul Kelly of BALPPA.

## Compete on experience not price

Business mentor and entrepreneur James Sinclair's boundless energy provided an enthusiastic end to the day, as he focused on "customer cuddles" and creating a business that competes on experience rather than price, with a strategy to convert followers to fans.

Our thanks to all our speakers, exhibitors and delegates who made this year's event such a success.





# Animal Attraction Assurance Scheme

Tom Robinson introducing the AAA Scheme



## Industry Code of Practice Certification Scheme launched

Sign up by 31st March for

**£150**  
discount

Sign up to participate in this certification scheme by 31 March 2018 and NFAN will pay £150 of your first year fees, meaning the cost of certification in Year 1 for an attraction with less than 20k visitors is just £75.

Register your interest today  
To register your interest and receive the £150 discount contact Kiwa directly by emailing [farm@kiwa.co.uk](mailto:farm@kiwa.co.uk) or call Kiwa on 01423 878875.

The National Farm Attraction Network Animal Attraction Assurance Scheme was launched at the annual NFAN conference and trade show. It is based on recommendations from the Code of Practice, but also includes statutory management obligations and animal welfare requirements. It has been developed by Kiwa Agri Food Ltd. and a NFAN sub-committee, and refined following pilots with four farm parks.

Inspections are conducted by the Kiwa audit team and are designed to help farm parks to demonstrate quality, integrity, safety, efficiency, compliance and social responsibility.

NFAN committee member Tom Robinson outlined the financial and emotional cost of an E. coli outbreak with a case study from Godstone Farm. The outbreak occurred despite the farm having 47 signs in place advising visitors to wash their hands or directing to hand washing facilities, five handwash stations and high animal welfare standards with clean healthy animals.

Some insurance companies including conference sponsor Marsh & Co will also reduce premiums by 7.5% to a maximum of £1,500 for clients who agree to annual AAA audits.

### Annual cost

Visitor numbers	AAA net price*
< 20,000	£225
20,000 - 75,000	£295
75,000 - 150,000	£395
150,000 +	£595
Revisit	£100

\* The Animal Attraction Assured certification scheme is currently only available to NFAN members.

# Awards winners 2018

## Best Food & Beverage



**Sponsor:** Booker Wholesale  
**Winner:** Farmer Copleys  
Highly comm: Tapnell Farm Park

## Best Trade Supplier



**Sponsor:** NFAN  
**Winner:** Timberplay  
Highly comm: David Taylor Design

## Best Digital Presence



**Sponsor:** Vennersys  
**Winner:** Cannon Hall Farm  
Highly comm: White Post Farm

## Innovation Award



**Sponsor:** Marsh & Co  
**Winner:** Streamvale Open Farm  
Highly comm: National Forest Adv. Farm

## Day Maker Award



**Sponsor:** Playscheme  
**Winner:** Joe Huntly, Puxton Park  
Highly comm: AJ, 4 Kingdoms

## Best in Education



**Sponsor:** Jumping Pillows  
**Winner:** Park Hall - The Countryside Experience  
Highly comm: Thornton Hall Farm

## 2019 Award categories

Gain well-deserved recognition, raise awareness and give your staff a sense of pride with the 2019 NFAN awards. The awards are free to enter, and the deadline is 30th June 2018. Award categories are:

**Best Trade Supplier**  
**Best Food and Beverage**  
**Best Digital Presence**  
**Best in Education**  
**Innovation Award**  
**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)**

## Jim Keetch Farm Attraction of the Year Under 75,000 visitors



**Sponsor:** David Taylor Design  
**Winner:** Tapnell Farm Park  
Highly comm: Hall Hill Farm

## Jim Keetch Farm Attraction of the Year Over 75,000 visitors



**Sponsor:** Agility Marketing  
**Winner:** Willows Activity Farm  
Highly comm: Hobbledown

Download your entry form at  
**[www.farmattractions.net](http://www.farmattractions.net)**

Thanks to Awards Dinner sponsor Lappset Creative, wine sponsor Timberplay, drinks reception sponsors Innovative Leisure and DigiTickets and all the award category sponsors listed above.