

A-mazing open day at York Maze

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NFAN Annual Conference & Trade Show - location announced
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AAA scheme update



**National
Farm
Attractions
Network**

2018-19 Diary of events



Farm Business Innovation Show

NEC, Birmingham
7th & 8th Nov

Come and visit us on Stand 3870, where we'll be promoting NFAN membership to rural business entrepreneurs. The event provides advice and networking opportunities as well as the chance to meet new suppliers, explore new products and services, and listen to expert speakers.



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.



2019 NFAN Conference & Trade Show

29th - 31st January 2019
The Corn Exchange, Edinburgh

For the first time, the Annual Conference and Trade Show will take place in Scotland. We've got an exciting conference programme planned and tickets and trade stands will go on sale in the autumn.

Tuesday 29th January

1.00pm-5.00pm - Optional pm visit to Edinburgh Zoo with presentation at 3.30pm.
7.30pm - Informal networking dinner and Ceilidh band at The Ghillie Dhu restaurant.

Wednesday 30th January

10.00am-3.00pm - Open Day at East Links Family Park.
6.00pm-8.00pm - Trade show and drinks reception.
8.00pm - Annual dinner and awards.

Thursday 31st January

8.30am - 4.00pm - Trade show and conf.

Farm hub workshops

Weds 10th October Health & Safety Workshop

Rand Farm Park, Lincolnshire

The workshop covers Health & Safety at farm parks and how to safely manage animal contact under the Industry Code of Practice. It includes a tour around the host venue with the opportunity to share experiences on how to identify hazards and their causes, as well as some of the tell-tale signs that tell us when we need to take action.

Weds 17th October Tough at The Top

Cotswold Farm Park,
Gloucestershire

This interactive workshop is aimed at owners, directors and senior managers and will help you get the best out of your team, deal with key employment challenges and develop your own skill set.

Weds 16th January 2019 Health & Safety Workshop

Thornton Hall Country Park, North Yorks.

A repeat of the health & safety workshop that took place on 10th October at Rand Farm Park but this time with a tour of Thornton Hall Country Park which offers customers hands-on animal encounters on a traditional working farm. It also has indoor and outdoor play, plus a 4 x 4 adventure experience.



Welcome

Welcome to the Autumn edition of Network News. I hope you find it informative and enjoyable to read. I would firstly like to take this opportunity to congratulate Chris Wilson from Streamvale in Belfast on picking up his very prestigious award. It is great to see the new generation of farm park entrepreneurs coming through and making a real difference.

I hope everyone has had a good summer, after what has been one of the most difficult years I can remember in terms of weather. Let's hope the Halloween and Christmas periods are kind to us all!

NFAN has had a busy few months again with the brilliant Isle of Wight trip in June and a fantastic Open Day at York Maize in July. I would just like to thank everyone who hosted us on the IOW trip; those who attended really enjoyed themselves. Thanks also to Tom and Lisa Pearcy for an outstanding Open Day.

It is great to see that the AAAS is up and running and that a third of members

have signed up for the scheme and many of those have been audited and certified. I must say though I am disappointed that two thirds of members have not signed up so far. One of the great challenges we all face is the risk of our visitors contracting Zoonotic diseases and, although that risk is small, I believe we all have a duty to minimize that risk. To me it is unbelievable that some farm parks still do not do their best to conform to the Code of Practice. Indeed, a number of farm parks have been flagged up to the NFAN committee over the last few months of using some very dubious practices. This is simply not good enough! Please, everyone dig out

your copy of the COP and try to comply with its recommendations.

Looking forward I am excited to see the new developments at Mead Open Farm at our next Open Day on 5th December and of course to the NFAN Conference in January 2019, which will be held in Scotland for the very first time in the beautiful city of Edinburgh.

I look forward to seeing you at an event soon.

Richard Powell
Chairman

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New members

Farm parks

Attwell Farm Park
Occombe Farm
Spains Hall Estate
Stockeld Park
Twinlakes
Whisby Animal Park and Playbarn
Windmill Farm Park

Trade members

Capco (Creating Adventurous Places)
Finch Consulting
Gateway Ticketing
Lorica Insurance
Omar Group Limited
Reformed Plastics (UK) Ltd.
RH Amar
Ustigate Waterplay



Member news

Tourism Entrepreneur of the Year

Chris Wilson, Streamvale Farm, Belfast won the 'Tourism Entrepreneur of the Year' award at the 40th Northern Ireland Tourism Awards. The special anniversary event, organised by Tourism NI in association with Diageo NI, was held at the Europa Hotel in Belfast, where the inaugural awards took place in 1978.



He won the award for dramatically increasing visitor numbers to the farm through clever marketing and innovative events. This award also recognised that he had brought more money into the NI economy through tourism and, in turn,

has created four full time jobs at the farm in the past few years.

Chris said: "I am over the moon to win this award, it was a fantastic night! However, I couldn't have won this without such a great

team around me! We have a lot of plans for the farm to continue to develop and grow and I am very excited about the future. The tourism industry is crucial to the Northern Ireland economy and we hope over the next 10 years this continues to grow significantly."



Countryfile Live

Cotswold Farm Park were amongst the NFAN members to attend BBC Countryfile Live at Blenheim Palace in Oxfordshire this summer. Hosted by the stars of Countryfile, the show provides live entertainment including the Dog and Duck Show, falconry displays, livestock judging, auctioneering and even pig agility as well as live music and dancing, farm machinery displays, the chance to visit the animal petting farm and enjoy delicious food stalls.

Jack Walton is a 3rd year student at The Royal Agricultural University in Gloucestershire and managed the Adam's Farm Area along with Kate Lord. He said: "We took around 100 different animals to the show from farms from all over the UK including Cannon Hall Farm

Park. We really enjoyed educating and engaging with members of the public, many of whom know very little about farming. I'm very grateful to all the volunteers from Cotswold Farm Park, Rand Farm Park, Streamvale and White Post who helped with the event; I'm sure their experience of the four-day show will enable them to take ideas back to their own farms."



NE Rural Awards 2018

Whitehouse Farm won the Tourism & Hospitality Award at the North East Rural Awards organised by The Journal and The Chronicle newspapers. The awards aim to recognise and celebrate the best of the people and businesses of the region's country communities.



Silver Lining

Congratulations to Hall Hill Farm in Durham who won Silver in the England for Excellence awards for Small Visitor Attraction of the year.



**ANIMAL
ATTRACTION
ASSURED**

National Farm Attractions Network

Animal Attraction Assurance Scheme

UPDATE

One third of NFAN members have already taken up the industry code of practice certification scheme. The Animal Attraction Assurance (AAA) Scheme was launched earlier this year and audits have been taking place over the summer and will continue into the autumn for those who have signed up so far.

Tom Robinson heads the NFAN sub-committee which has been working with Kiwa Agri Food Ltd to develop the scheme. He said: "I'm really pleased with the take-up so far. The volume of farm parks who are committing to the scheme speaks for itself, and we're certainly reaching the targets we thought we'd achieve when we launched it at the NFAN conference and trade show in January.

"The feedback that I've received from NFAN members who have gone through the audit is that only very minor issues have been raised, and they have been reassured that they are compliant and helping to raise the industry standard."

Rebecca Burniston from Brimham Rocks Adventure Farm and Riggmoor Reindeer & Co in North Yorkshire achieved AAA certification in August. She said: "We'd previously operated on a mobile basis but have recently opened our doors to educational visits. We wanted to offer our customers the reassurance and peace of mind that they're working with a certified and professional organisation and that's what I feel the AAA scheme has given us. It was also really valuable for us to have a different pair of eyes reviewing the way that we do things. The ladies from Kiwa were absolutely lovely - very constructive and helpful, and not critical at all. The audit revealed that, as we thought, we weren't

perfect, but the issues that were raised were not major and have been easy to rectify. It makes us feel that we are doing things right and are on a par with others in the industry. It's a real stamp of approval and a fantastic initiative from NFAN."

One of the many benefits of the scheme is that insurance companies that are NFAN trade members - Bridle Insurance, Lorica Insurance and Marsh & Co - will reduce premiums by 7.5% to 10% for farm parks that agree to and pass annual AAA audits.



Rebecca Burniston

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.

For more information visit:

www.farmattractions.net/animal-attraction-assured-certification-scheme

or to register your interest contact Kiwa directly by emailing:

uk.farm@kiwa.com or call Kiwa on 01423 878875.





Isle of Wight roadshow tour

After last year's trip to Belfast this year's annual roadshow tour took over 40 NFAN members across the sea again, but this time a shorter hop to the Isle of Wight.



The three-day tour started in Southampton with a visit to Longdown Activity Farm. Brian and Dawn Pass, their daughter Kerry and the rest of the team welcomed the group with a buffet lunch before heading off for a guided tour. Delegates had the opportunity to try out the crazy golf and participate in the lamb feeding. Many of the group were keen to know more about the Changing Places disabled toilet with adult-sized changing bench and lifting hoist built into a container.

The following morning the coach took us to the Red Funnel ferry for the one-hour crossing to the Isle of Wight. First stop was the Garlic Farm, where owner Colin Boswell met the group with a tractor trailer to take us past the garlic fields to the main restaurant where his daughter Natasha was waiting with a delicious garlic inspired lunch, complete with garlic beer and delicious garlic ice cream.

The second stop of the day was Robin Hill, where park manager James Crofts gave an insight into the 88-acre country

park attraction. We saw the new Jungle Heights tree top nets being installed and had the chance to ride the toboggan run, Galleon swing and other fun activities.

Final stop of the day was Tapnell Farm Park, winner of this year's Small Farm Attraction of the Year. Tom Honeyman Brown and the Tapnell team gave us a thorough tour of the farm park and the range of eco lodges, pods, cabins and safari tents which, together with rooms in Tapnell Manor, would be our accommodation for the night. After everyone had checked in, and some had taken advantage of the hot tubs, we met for drinks in the onsite Cow Co Restaurant followed by a delicious three course dinner. The party continued on into the night at Tapnell Manor where darts and table tennis in the games room were popular distractions.

The next day, it was just a short coach journey to The Needles Landmark Attraction where manager Marino Zanti

gave us the history of the attraction and answered questions, before we were left in the capable hands of marketing manager Rachael Hardiman. Glass blowing and sweet making demonstrations were followed by the chairlift ride down the cliff to the beach where we boarded the pleasure boat for a tour out to The Needles. On our return to shore there was just enough time to visit some of the other attractions and retail outlets including the famous Alum Bay Sand Shop.

Thanks to Roadshow Tour sponsor Omar Park Developments (and for the branded pens and mugs) and to all the attractions we visited who were amazingly generous with their hospitality and time. The NFAN summer roadshow tour is a great opportunity to spend some quality time with other farm park operators in a relaxed setting and meet with the owners and managers of different attractions. It takes place mid-June each year, details of next year's tour dates and location will be announced in the new year.

A corny open day



York Maze is the UK's biggest maize maze and one of region's most popular summer attractions. It boasts over 20 attractions, rides and shows with punny names like the Crowmania ride, the House of Cornfusion, the Corn Snake slides, Cobstacle course, the new Volcorno climb and more.

Many members arrived the day before and took the opportunity to visit two other York-based NFAN members, Piglets Adventure Farm and The Web Adventure Park. There was an opportunity to join a guided walking tour of York's historic highlights before meeting for dinner at the DoubleTree by Hilton.

Open Day delegates heard from York Maze owner Tom Percy about the history of the attraction which first opened in 2002 and, after a forced move to a new site 10 years ago, is now a well-established and popular attraction. Tom also spoke about how Halloween has been a big growth opportunity, particularly the Hallowscream nights for adults which now occupy a dedicated section of the site. Vikki Howarth from York Maze talked about the wedding side of the business and David Leon, York Maze's marketing and PR consultant, talked about the power of gathering and analysing visitor survey data and postcodes. Delegates split into groups for guided

tours of the site before time for lunch and the opportunity to select from any of York Maze's catering outlets.

Thanks to York Maze for hosting the event, to open day sponsors Timberplay and Innovative Leisure; SPI Global Play for sponsoring the wine at the networking dinner; and Piglets Adventure Farm and The Web Adventure Park for opening their doors to NFAN members the day before. The next open day is at Mead Open Farm on 5th December.



NFAN Committee

Chairman / Treasurer Richard Powell, Park Hall
Vice-Chair Tom Robinson, National Forest Adv. Farm
Barry Davies, Davies & Co
Doug Douglas, Avon Valley
Colin Evans, Cantref Adventure Farm
Sally Jackson, The Pink Pig

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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

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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
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