

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: ray@rayhipkin.co.uk
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

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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.



What is the '5 Model Intermediate Walk-shop'?

The *Intermediate Walk-shop* is run by visitor experience expert Tony Sefton from Vision XS and award-winning leisure architect Ray Hole. Delegates work through a challenging case study over the two-day course that will bring key aspects of each model and ultimately teach how to approach strategic planning use the '5 model approach'. We have carefully crafted a fun programme utilising 5 workshop sessions and 3 walks, for creative thinking, networking and discussion of the content of each session. Each of the sessions will focus on one of the models and delegates will work through an exercise based on a case study in small groups (mixed attraction groups).

Learning Outcomes:

- Learn to Predict attendance
- Space planning attractions
- Learn to build a cost plan for the attraction
- Learn to analyse the attractions visitor experience
- Learn how to produce a 5-year strategy
- Career Development (soon to be accredited)
- Networking Opportunity
- Able to attend the advanced course (whereby you can work up your own 5-year strategy for your site)



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NFAN heads north

Inside this issue

NFAN Annual Conference & Trade Show - details
Member news
Mead Farm open day review

2019 Diary of events



Roarr! Dinosaur Adventure Open Day

Norfolk
Weds 15th May

Roarr! Dinosaur Adventure is an award-winning family attraction which has recently rebranded and undergone a massive revamp with a multi-million-pound investment. Visit the animatronic dinosaurs in natural settings, Predator High Ropes, the Secret Animal Garden and new Explorers steampunk themed restaurant.



Cornwall Roadshow

Cornwall
Mon 3rd - Weds 5th June

Visiting Cornwall and North Devon, this three-day coach tour visits a number of farm parks and complimentary attractions including The Big Sheep and The Eden Project. Why not combine with a visit to the Royal Cornwall Show on 6th - 8th June.



Avon Valley Open Day and Fear

Bristol
Thurs 10th October

Visit this 90 acre park with large indoor and outdoor play areas, tractor & trailer ride, miniature railway, boating lake, wallabies, rare breed cattle and sheep and more. Plus stay on for Thursday evening for a behind-the-scenes look at Fear at Avon Valley scream park on their dress rehearsal night.

Farm hub workshops 2019

Weds 16th January Health & Safety for Farm Parks

Thornton Hall Country Park,
North Yorkshire

Weds 20th March Catering Results Booster

Cannon Hall Farm,
South Yorkshire

Weds 3rd April Retail Results Booster

Venue TBC

Weds 19th June Tackling HR issues & GDPR

Odds Farm Park,
Buckinghamshire

Weds 4th Sept Health & Safety for Farm Parks

Fishers Farm Park,
West Sussex

Weds 25th Sept Catering Results Booster

Chobham Adventure Farm,
Surrey

Tues 13th Nov Marketing & Social Media

Mead Open Farm,
Bedfordshire

6th - 7th Nov Farm Business Innovation & Family Attraction Expo Show

NEC, Birmingham



Welcome

Welcome to the Winter Edition of Network News. I'd like to wish you all a happy and prosperous 2019. This year promises to be an exciting year for NFAN with three great open days planned, a varied programme of workshops and of course our first ever visit to Scotland for our annual conference and trade show at the end of January.

I believe this year's conference will be truly memorable; Edinburgh is an amazing city both architecturally and culturally and we hope everyone will enjoy the programme David Leon and his team have put together.

There will be a chance to visit Edinburgh Zoo and hear from their management team on the pressures of running such a well-known and respected institution. There is an opportunity to let your hair down (if we have any!) at the Ghullie Dhu venue in the centre of Edinburgh with a ceilidh dance, and the pre-conference day will be held at East Links - having visited a couple of times myself I know everyone will be amazed by the park and be inspired to introduce some new attractions and ideas into your own attraction.

This year's conference venue has loads of character and I am sure will provide a great backdrop to our awards dinner (where there will be some surprises). We have worked extra hard to put together an interesting and varied conference programme including our keynote speaker Nicky Pattinson who will be thought-provoking and quite probably controversial.

On a more serious note we will all be soon entering the lambing season and although this is a wonderful time of the year it is a big risk period in terms of Zoonotic diseases. At a recent meeting with the Zoonotic disease leads at public health England and Wales it was made clear to me how dangerous this period is and the importance of us all taking reasonable

steps to reduce the risk. Although the cases of Ecoli 0157 have declined over recent years due to the measures we have all taken, the rise in Cryptosporidium is deeply worrying and is directly linked to lambing events. If you are planning a lambing event and would like some advice on practical measures to reduce the risk please contact the NFAN office or contact your local committee member.

R J Powell

Richard Powell
Chairman

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New members

Farm parks

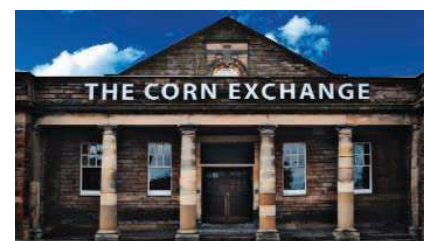
A Farming Life
Chatsworth Farmyard &
Adventure Playground
Castle Adventure Open Farm
Roarr! Dinosaur Adventure
Spilman Farming

Trade members

Advantage Buying Ltd
Bob O'Connor Mentoring
CNEL
Inspired Energy PLC
Merlinsoft Ltd
Pacific Computers Ltd
RMA Ltd
Rural Solutions

Break out the tartan, we're heading to Scotland for this year's Annual Conference and Trade Show which takes place in Edinburgh from Tuesday 29th to Thursday 31st January.

Book your place today at www.farmattractions.net



Annual Conference 2019

This year's conference theme is Future Trends. Get inspiration and ideas to help your business grow from a range of top-class speakers, meet key industry suppliers and network with farm park owners and managers.

The Annual Conference has grown a lot in recent years as more and more farm parks and trade suppliers discover the

benefits of attending. We have kept the same format (and the same prices) starting with an attraction visit and informal dinner on Tuesday 29th - which this year will be a Ceilidh. Wednesday 30th is the open day visit and Annual Dinner with Thursday 31st being the main conference and trade show day. Edinburgh is easy to get to with some amazing deals on flights available and

once at the conference hotel all coach transfers are included.

Conference day sponsors:



Timetable of events

Tues 29th January

Edinburgh Zoo, 3.30pm

Chance to visit Edinburgh Zoo which is conveniently located next door to the Holiday Inn conference hotel. Arrive at a time to suit you and explore the zoo at your leisure. Tea and coffee will be served at 3.30pm followed by a presentation from Edinburgh Zoo and Q&A. End circa 5pm.

Informal Networking Dinner and Ceilidh, The Ghillie Dhu, 7.30pm

Join us in the heart of Edinburgh for an evening of great Scottish fayre, hospitality, and dancing. The Ghillie Dhu is one of Edinburgh's most famous bars with a beautifully restored award-winning auditorium. An informal buffet dinner followed by Ceilidh.

Weds 30th January

Open Day East Links Family Park, Dunbar, 9.30am - 3.00pm

The award-winning farm park is home to The Fortress, Train Safari, JCB Young Drivers Zone, extensive indoor and outdoor animal areas and play zones. There will be presentations from Grant and Cameron Bell and their team on the history of East Links and an update on the opening of their new Clyde Valley Family Park.

Drinks reception, trade exhibition and awards dinner, 6.00pm - 11.00pm

Coaches will operate a shuttle service from the Holiday Inn for the 10 min journey to the Corn Exchange. The annual Dinner and Awards will have a Scottish twist!

Thur 31st January - main conference day programme

8.30am Registration: Tea/coffee and pastries. A chance to visit the Trade Exhibition

9.30am Welcome, NFAN review, Code of Practice and AAA update NFAN Chairman - **Richard Powell**

9.40am Speed Networking session - **Doug Douglas**

9.55am Keynote: If we're selling ATTRACTIONS, how do we ATTRACT!? - **Nicky Pattinson**

10.55am Tea/coffee break and Trade Show

11.45am Bringing learning to life, taking the classroom to the countryside - **Katrina Barclay**, Royal Highland Educational Trust

12.05pm Future trends in visitor attractions, lessons from KidZania and others - **Eddie Kemsley**

12.30pm NFAN AGM

12.40pm Networking lunch and chance to visit the Trade Show (closes at 2.30pm)

2.30pm Farm Park Operators, where we are going and where we have come from. Presentations from three NFAN members with different sized attractions: Fishers Farm Park, **Tim, Trina & Tom Rollings**; Streamvale Farm, **Chris Wilson**; Mini Meadows, **Ben Barraclough**

3.25pm Future Trends Panel Discussion. Panel discussion drawn from today's presenters with interactive Q&A, hosted by **Doug Douglas**

3.50pm Closing remarks - NFAN Chairman, **Richard Powell**

4.00pm Close

Trade exhibitors

Aardman Animations
Agility Marketing
Air Bouncers
AP Leisure
Ark Toys
Berg
Bounceabouts
Colour Heroes
David Taylor Designs
Davies & Co
Deluxe Base
DigiTickets
Gateway Ticketing
Greenspan Projects
Infinite Playgrounds
Innovative Leisure
Interfun Magazine
Jumping Pillows
Jupiter Play
KC Solutions
Kids Play Childcare
Lorica Insurance
Magenta Star
Marsh & Co.
Marshfield Farm Ice Cream
Merlinsoft
Miniportworld
Nicco Parks & Resorts Ltd
Outdoor Play People
Pacific Computers
Play Area Hygiene Services
Play Inspection Company
Playdale Playgrounds
Playscheme
Preseli Gifts & Souvenirs
Proludic Ltd
Rainbow Productions
RMA Ltd
Robbie Toys
Rupert Oliver's Ideas Factory
Russell Play
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Teddy Mountain
TeddyTastic
Timberplay
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Vimto out of Home
Wicksteed Playgrouds
World of Rides



The Award Finalists

Innovation Award

Sponsor: **Marsh & Co**
Independent insurance brokers

Longdown Activity Farm;
Marsh Farm; Odds Farm
Park; White Post Farm

Best Trade Supplier

Sponsor: **National Farm Attractions Network**

Agility Marketing;
Outdoor Play People;
Teddy Mountain;
Timberplay

Best Food & Beverage

Sponsor: **BOOKER WHOLESALE**

Cannon Hall Farm;
Cantref Adventure Farm;
Cotswold Farm Park;
Odds Farm Park;
Pink Pig Farm

Best Digital Presence

Sponsor: **VENNERSYS**

Avon Valley Adventure
& Wildlife Park; Fishers
Adventure Farm Park;
Mead Open Farm;
Odds Farm Park;
White Post Farm

Best in Education

Sponsor: **Jumping Pillows**

Hall Hill Farm;
Park Hall, The
Countryside Experience;
Rand Farm Park;
Tatton Park

Day Maker Award

Sponsor: **playscheme**

Colin King, 4 Kingdoms;
Scott Boyd, 4 Kingdoms;
Andrew Garthwaite, Adventure Valley;
Alex Chettur, Marsh Farm;
Chloe Miles, Mead Open Farm;
Ceri Russell-Wilson, The Big Sheep;
Dawn Peters, Whitehouse Farm Centre;
Jeanette O'Neil, Willows Activity Farm

Farm Attraction of the Year

Under 75,000 visitors

Sponsor: **David Taylor**

Cantref Adventure Farm;
Pink Pig Farm;
Wynford Farm

Farm Attraction of the Year

Over 75,000 visitors

Finkley Down Farm;
Fishers Adventure Farm Park;
Puxton Park;
Williams Den;
Rand Farm Park

Member news

Over the moon

Dougie Macandrew, age 17, a Customer Service Ambassador at Farmer Palmer's Farm Park in Poole (more affectionately known as the 'Moo Man'), took gold at the Dorset Tourism Awards for 'Customer Service Superstar'.



World's largest pumpkin boat

York Maze turned a giant pumpkin into a makeshift boat and sailed down the River Ouse as part of a world record attempt. Weighing a whopping 619 kilos - and captained by Tom Percy - it was rowed from the Ouse Bridge to Skeldergate to make it the world's biggest pumpkin boat. As there is currently no recognised world record for the largest pumpkin boat, York Maze have applied to Guinness World Records to have this achievement recognised.



New animal licensing

The old 'performing animals' licensing regulations did not apply to farm parks but the new replacement legislation is open to interpretation. DEFRA are reviewing how it applies to farm parks. As soon as we have any news we will let you know.

Adults only

Streamvale Open Farm in Northern Ireland held its first adult-only Pumpkin Patch after hours event, which proved to be hugely popular. It was over 16s for one night only to enjoy pumpkin picking, carving, tractor rides, spooky tales, barrel rides, the reptile experience and piggy playtime.



A Magical Christmas Open Day



Over 150 NFAN members attended the Open Day at Mead Open Farm on Wednesday 5th December.

The open day was an opportunity for delegates to experience Mead's new Magic of Christmas event. From attending Reindeer Flying School to the journey through enchanted forest to meet Father Christmas, delegates got the chance to experience the whole event as a visitor would. The Naughty or Nice Scanner seemed to be working overtime catching out naughty NFAN members! The site tour also took in Mead's new café and kitchens, the new Veggie Wood indoor

play area by Lappset Creative and the expanded children's day nursery, a joint venture with Kidsplay Childcare. There were presentations from Matt Heast, Stephen Miller and the Mead team. Anita Waddell from Agility Marketing spoke about marketing events like the Magic of Christmas and Steven Holland from Just Inspire gave an insight into the strategy and numbers behind the new catering facilities. Chris Bowman and Millicent Ham (Toni Lilley) from Farm Park Entertainments closed the day with an entertaining talk about the importance of creating a story and the role of actors in events like The Magic of Christmas, as well as the benefits of group visits to meet Father Christmas.

Thanks to Green Dragon Eco farm for welcoming NFAN members who visited on Tuesday afternoon and Agility Marketing for sponsoring the wine at Tuesday night's Networking Dinner which was attended by over 60 people. Thanks to the open day sponsors Magenta Star who showcased the photographic system used for capturing the meetings with Father Christmas at Mead, and Bidfood who gave everyone a goody bag to take home. And of course special thanks to Matt & Sue Heast, Stephen Miller and all the team at Mead for putting on such a magical open day, and to all the delegates who attended.

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Yorkshire White Rose Awards

Cannon Hall Farm won Large Attraction of the Year and York Maze won the Outstanding Customer Service category at the White Rose Awards 2018 in Harrogate.



Best Customer Service Excellence

At a glittering awards ceremony hosted by TV and radio broadcaster Jeremy Vine at the Halston in Carlisle, the cream of Cumbria's business world was celebrated including Walby Farm Park which picked up the Best Customer Service Excellence award.

UPDATE

AAA Certification

£150 FIRST YEAR DISCOUNT



Congratulations to all the Farm Parks who have successfully achieved Animal Attraction Assured certification.

Over 60 farm parks applied in the first year and two thirds have now had their certificates issued, most of the rest still have one or two corrective actions to undertake. As insurance renewal time comes around, we expect AAA certified members will start to see real savings of up to £1500pa in insurance premiums. NFAN is conducting a review with Kiwa into the first year of the scheme, all those who registered should have received an email asking for feedback. NFAN are keen to increase member participation in the scheme and would be

interested to hear from non-participants about any issues with the scheme.

New applications save £150 - when the scheme launched at the conference last year NFAN offered a £150 discount to all registrants. The NFAN committee are delighted to be able to extend that same offer for first time AAA registrants this year. This is a limited time offer subject to availability. To apply please contact Kiwa directly at farm@kiwa.co.uk or call **01423 878875**.

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