

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

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.

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Additionally, RAINBOW PRODUCTIONS works with Farm Attractions to develop mascot costume characters. A mascot provides another way of adding value and entertaining guests on a daily basis, helping increase your appeal to family audiences.

Contact Nicki Debich
T: 020 8254 5311
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We offer a 10% discount to NFAN members certified under the Animal Attraction Assured - Certification Scheme

National Farm Attractions Network

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2019 award winners



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National Farm Attractions Network

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 3rd April Retail Results Booster

Millefs,
Oxfordshire

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 spring edition of **Network News** with a review of our recent conference and trade show in Edinburgh, which includes our annual awards dinner.

I hope everyone enjoyed the lovely weather we all experienced during the February half term and that everyone had a really busy and profitable period. I love springtime on the farm with all the new animal arrivals, the warmer weather and all the vibrant colours of the natural world. For farm park operators though, spring is also a time when the risks to our businesses can be much higher. Soon we will all be entering the main lambing season and, although this is a wonderful time of the year, it is a big danger period in terms of zoonotic diseases and the risks they present to our visitors. However, these risks can be reduced by taking some simple measures. To help identify these risks, NFAN has put together a lambing event video which can be viewed on the resources section of our website, along with further information about the Industry Code of Practice. In addition to this, the NFAN committee members are always willing to offer help and advice. You can find all our contact details on the back of this newsletter.

R J Powell

Richard Powell
Chairman



New safe lambing event video launched

NFAN has created a 5-minute video to highlight best practice for farm parks running a lambing event. It is available on the resources area of the NFAN website and outlines how to plan and operate a safe and successful lambing event, in line with the industry code of practice. A second version of the video is also being created which will be aimed at farm park visitors.

17 year old wins Tourism Excellence GOLD

Farmer Palmer's Farm Park's customer ambassador Dougie Macandrew, aged 17, took home the top prize for Dorset, winning The South West England's Tourism Excellence Customer Service Superstar Award.



Directors, Sandra and Phillip Palmer said: "Congratulations Dougie, you are a shining example of a Dorset teenager and a role model for our new employees. His enthusiasm, smile and 'nothing is too much trouble' attitude is a winner with our customers, young and old. His respect for his teammates is superb, we are not surprised he won, and are so very proud!"

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New members

Farm parks

Bellevue Farm
Big Sheep & Little Cow
Bugs Play Café
Cammass Hall Farm
Mountpanther Farm Park
National Museum of Rural Life
Old MacDonald's Farm

Trade members

Smiths Sectional Buildings
Playgroundworks
Leisure Insure

Annual Conference Review



Buns, Bandersnatch and boosting sales



An overriding message at this year's annual conference and trade show at the Edinburgh Corn Exchange was that great story telling can help you to differentiate your business and increase sales.

Hot cross buns

Market stall entrepreneur and sales guru Nicky Pattinson was the keynote speaker.

Nicky explained how she'd increased sales of Tesco's hot cross buns by 830% in 40 minutes simply by telling the story of how real people in the supermarket personally baked the Easter treats fresh every morning, and by helping customers to visualise how they could enjoy them at home.

She urged delegates to "make people feel something", to use emotion to create memories, and to give everyone a personal experience that they'll remember and value. She reminded us that every single person in the business is a sales person who must become "professional connectors, entertainers and friends" in order to increase sales.

Bandersnatch

Bala McAlinn from Boo Productions identified four future trends within the attractions industry, which all rely on great story telling and creating personal customer experiences.

His entertaining Bandersnatch-inspired interactive seminar (only Netflix viewers will know what this is) allowed the audience to choose the way in which the seminar progressed and developed.

Classroom to countryside

One of the many success stories shared at the conference was that of the Royal Highland Educational Trust (RHET), which was represented by Kris Paterson. The charity works with farmers, teachers, educators and businesses alike to provide the best possible learning experience for children. Every academic year, RHET takes more than 16,500 children onto farms and estates throughout Scotland and over 28,000 pupils have a farmer come and talk in their school.



East Links Family Park open day

It was a beautifully sunny day as over 150 members attended the open day at East Links Family Park.

Grant and Cameron Bell gave a presentation on the history of East Links, the benefits of the location and their ethos of providing a place where families can play together. Splitting into groups for the tour, highlights included the train ride and chance to explore the huge wooden fort. The afternoon presentations included a fascinating insight into the challenges of their new Clyde Valley attraction and the opportunities it presents. Thanks to everyone at East Links for hosting the event and to open day sponsors Agility Marketing and Boyd Insurance.

Edinburgh Zoo goes large



Giant pandas and giant lanterns were the stars during our visit to Edinburgh Zoo on Tuesday afternoon. Edinburgh Zoo is home to the only giant pandas in the UK.

The Zoo is also the home to temporary exhibition The Giant Lanterns of China, a 50-night event running from November to February, which sells 80,000 tickets and delivers £1.1 million turnover. This year's theme is Chinese and Scottish myths and legends, with a focus on conservation and extinction. Our thanks to Suzanne Scott and Bruce Ritchie for a fascinating presentation and for being so open with their financials, insights and learnings.

Ceilidh at the Ghillie Dhu

Everyone got into the Scottish dancing spirit at the Tuesday night dinner and ceilidh at the traditional Ghillie Dhu bar and restaurant in Edinburgh. Thanks to Miniportworld for sponsoring this very entertaining and fun event.

Boosting sales

Three NFAN members with different sized attractions were invited to share their stories of where they had come from and where the future opportunities lay for them.

Tim, Trina and Tom Rollings from Fishers Farm Park in West Sussex raised the issue of farm park security, including dishonest staff. They had recently reviewed their processes and systems for handling cash and invested in CCTV (and recognised the need to monitor it). Their future focus is on extending the season for the 175,000 visitors a year attraction. This has included creating an indoor farm area and indoor play area Higgledy Village, and making paths more accessible and weather proof by surfacing them with tarmac.

Investment in people is the priority at Streamvale Open Farm in Belfast, according to Chris Wilson who has seen the farm attraction grow from 70,000 visitors in 2016 to 130,000 in 2018. More shows and events are being planned, alongside investment in outdoor play and glamping.

Finally James Gammell from Conifox has an eye on the 14-22 year old market, weddings, corporate events and an indoor play barn. The 100-acre site has plenty of room for growth as it plans to increase visitor numbers from 60,000 to 150,000 in the next three years.

Thanks to conference gold sponsors: Davies & Co, S. Gregory & Co, and Marsh & Co.

Animal Attraction Assurance Scheme £150 discount extended



The National Farm Attraction Network Animal Attraction Assurance Scheme was launched 12 months ago, and more than 60 farm attractions have applied for certification. 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 NFAN and Kiwa Agri Food Ltd who conduct the inspections. Some insurance companies including conference sponsor Marsh & Co will also reduce premiums by 7.5% to a maximum of £1,500 for clients with AAA certification.

NFAN are extending the £150 discount for another year to all members who apply or renew their AAA certification. Small farm parks with less than 20,000 visitors will pay just £75.

To register your interest and receive the £150 discount contact Kiwa directly by emailing farm@kiwa.co.uk or call Kiwa on 01423 878875.

Congratulations to the following AAA certified farm attractions:

4 Kingdoms Adventure Farm
Adventure Valley
aMaizin! Adventure Park
Amerton Farm
Attwell Farm Park
Avon Valley Adventure & Wildlife Park
Belmont Farm
Bluebell Dairy
Bocketts Farm Park
Brimham Rocks Adventure Farm
Cantref Adventure Farm
Cattle Country Adventure Park
Cotswold Farm Park
Farmer Gow's
Farmer Ted's
Finkley Down Farm
Fishers Adventure Farm Park

Foel Farm Park
Godstone Farm
Hadleigh Farm Estate
Hall Hill Farm
Hasty's Adventure Farm
Hatton Country World
Hobbedown
Hollow Trees Farm
Lakeland Maze Farm Park
Little Owl Farm Park
Mead Open Farm
National Forest Adventure Farm
Odds Farm Park
Park Hall The Countryside Experience
Pennywell Farm
Puxton Park
Rand Farm Park

Remus Memorial Horse Sanctuary
Snettisham Park
Stow Estate Trust - Church Farm
Studley Grange Butterfly World
Swithens Farm
The Pink Pig Farm
Thornton Hall Country Park
West Lodge Rural Centre
White Post Farm
Whitehouse Farm Centre
Willows Activity Farm
Wroxham Barns Junior Farm
Wynford Farm Park

Award winners 2019

Best Food & Beverage



Sponsor: Booker Wholesale
Winner: Odds Farm Park
Highly comm: Cantref Adventure Farm

Best Trade Supplier



Sponsor: NFAN
Winner: Timberplay
Highly comm: Teddy Mountain

Best Digital Presence



Sponsor: Vennersys
Winner: White Post Farm
Highly comm: Fishers Adventure Farm Park

Innovation Award



Sponsor: Marsh & Co
Winner: White Post Farm
Highly comm: Odds Farm Park

Day Maker Award



Sponsor: Playscheme
Winner: Colin King, 4 Kingdoms
Highly comm: Andrew Garthwait, Adventure Valley

Best in Education



Sponsor: Jumping Pillows
Winner: Rand Farm Park
Highly comm: Tatton Park

2020 Award categories

Well-deserved recognition, raise awareness and give your staff a sense of pride with the 2020 NFAN awards. The awards are free to enter, and the deadline is 30th June 2019. 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: Pink Pig Farm
Highly comm: Wynford Farm

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



Sponsor: Marsh & Co / AXA
Winner: Puxton Park
Highly comm: Fishers Adventure Farm Park

Download your entry form at www.farmattractions.net

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



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