

**NFAN Committee**

|   |  |  |   |
|---|--|--|---|
| <b>Chairman / Treasurer</b> Richard Powell, Park Hall<br><b>Vice-Chair</b> Tom Robinson, National Forest Adv. Farm<br>Barry Davies, Davies & Co<br>Doug Douglas, Avon Valley<br>George Hogg, Wynford Farm Park<br>Sally Jackson, The Pink Pig | Tel: 01691 671123<br>Tel: 01283 533933<br>Tel: 01536 524808<br>Tel: 01179 864929<br>Tel: 01224 745411<br>Tel: 01724 854082 | Kate Lord, Cotswold Farm Park<br>Katie Milbourn, Walby Farm Park<br>Robert Nicholson, Cannon Hall Farm<br>Phil Pickersgill, Innovative Leisure<br>Steve Taylor, Marsh & Co<br>Chris Wilson, Streamvale Open Farm | Tel: 01451 850307<br>Tel: 01228 573056<br>Tel: 01226 790427<br>Tel: 07860 868104<br>Tel: 01226 767124<br>Tel: 028 9048 3244 |
|---|--|--|---|

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.

**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.*

**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.

**RAINBOW PRODUCTIONS**



LICENSED CHARACTER EVENTS & CUSTOM-MADE MASCOTS

**ADD CHARACTER TO YOUR EVENTS!**

RAINBOW PRODUCTIONS manage the personal appearances of over 100 famous children's characters, exclusively under licence on behalf of brand owners, available to book for Meet & Greet Appearances, Narrations, Mini Shows & Treasure Hunts. Character visits provide added entertainment at farm attractions, helping create an even more engaging experience for new and returning guests.



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  
 E: [nicki@rainbowproductions.co.uk](mailto:nicki@rainbowproductions.co.uk)  
[www.rainbowproductions.co.uk](http://www.rainbowproductions.co.uk)  
 @RainbowMascots  
 @rainbow\_mascots

[loricaleisure.com](http://loricaleisure.com) Follow us enquiries@loricaleisure.com  
 70 Gracechurch Street, London, EC3Y 0HR

**lorica leisure** Exclusive insurance policy available from Lorica

Lorica Leisure (Lorica) are a specialist Insurance Broker to the Leisure and Visitor Attraction industry and are renowned as the insurance experts for Amusement Parks to Zoos and everything in between. We work with businesses of all sizes including some of the UK's leading Theme and Visitor Attraction Parks to small family run businesses.

Our Leisure policy, supported by QBE UK Limited, is exclusive to Lorica, is market leading and has cover enhancements not available to other brokers.

The policy includes:

- > Full theft and damage cover for rides and attractions in the open
- > Automatic cover for rides and equipment away from your premises
- > Cover for HSE Fee for Intervention
- > Damage to amusement rides and devices whilst undergoing inspection, service or repair

We offer a 10% discount to NFAN members certified under the Animal Attraction Assured - Certification Scheme

Copyright © Lorica Insurance Brokers, Lorica Insurance Brokers and Lorica Leisure are trading styles of PIB Risk Services Limited. PIB Risk Services Limited is authorised and regulated by the Financial Conduct Authority. Firm Reference Number 308333. | Registered in England and Wales No. 2682789. Rossington's Business Park, West Carr Road, Retford, Nottinghamshire, DN22 7SW. Part of PIB Group.

# 2019 award winners



Inside this issue

NFAN Annual Conference & Trade Show - review  
 New safe lambing video launched  
 AAA £150 discount extended

# 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 railways, 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.



## 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!"

## Farm hub workshops 2019

**Weds 3rd April**  
**Retail Results  
Booster**  
Millets,  
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



## Contents

- 2 Diary of events  
Farm hub workshops
- 3 Chairman's welcome  
New members
- 4 Annual conference review
- 6 AAA Scheme offer extended
- 7 2019 Annual Award Winners

## 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 Higgedly 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](mailto: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  
Hobbledown  
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



DISCOUNTED RATES AND EXTRA BENEFITS FOR MEMBERS

Animals make your business. We make sure it is properly protected.

Lycetts are a specialist rural broker with over 20 years' experience insuring businesses just like yours. Whether you have a small family-run petting farm or a large working farm, we will ensure you are properly protected.

**Lycetts**  
Insurance Brokers

07795 072 080 [david.still@lycetts.co.uk](mailto:david.still@lycetts.co.uk)  
[www.lycetts.co.uk](http://www.lycetts.co.uk)

Lycetts is a trading name of Lycett, Browne-Swinburne & Douglass Limited which is authorised and regulated by the Financial Conduct Authority. Lycetts is a trading name of Lycetts Financial Services Limited which is authorised and regulated by the Financial Conduct Authority.

Proud to protect rural business

**Innovative Leisure** UK & EU distributors of a range of high energy adventure attractions  
The Adventure Attractions Specialist

High Ropes Climbing Zip Lines Water Attractions



call +44(0)116 271 3095 email [info@innovativeleisure.co.uk](mailto:info@innovativeleisure.co.uk)  
visit [www.innovativeleisure.co.uk](http://www.innovativeleisure.co.uk)

## 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](http://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.