

# Get your tickets online now!

Annual Conference  
& Trade Exhibition  
28th-30th Jan 2020  
Doncaster Racecourse



See page two for an  
important message about  
rates increasing



National  
Farm  
Attractions  
Network

# Book now for the Conference: 28th-30th Jan 2020

The 2020 NFAN Annual Conference and Trade Exhibition is set to be the biggest so far with an exciting programme, fantastic entertainment and a huge trade exhibition, taking place at the magnificent Doncaster Racecourse.

## DAY 1

PINK  
PIG  
FARM

**Tuesday  
28th January**

Optional afternoon visits to Pink Pig Farm in Scunthorpe.

Informal networking dinner & race night.

## DAY 2



**Wednesday  
29th January**

Open Day at Yorkshire Wildlife Park.

Trade Exhibition and drinks reception.

Annual Awards Dinner.

## DAY 3

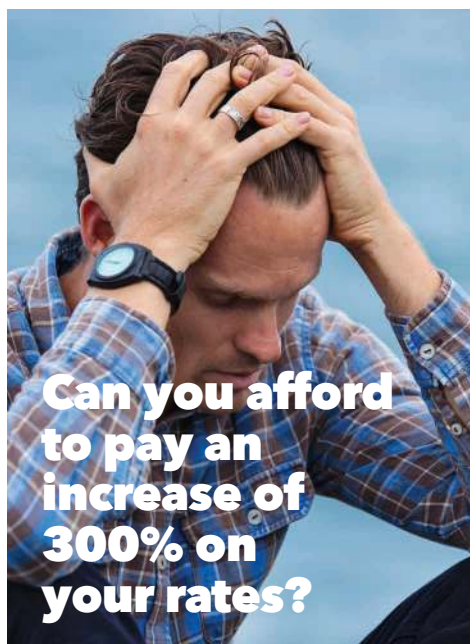


**Thursday  
30th January**

Conference & Trade Exhibition.

**Tickets are now live!  
Book online today  
[www.farmattractions.net](http://www.farmattractions.net)**

## Act now to avoid huge increases in business rates



**If you are like Avon Valley, your business rates could be marked for a 300% increase next year! It's all because HMRC is looking to standardise how rates are calculated across this industry.**

NFAN has set up a sub-committee to help tackle this problem and we've been advised Farm Attractions need to check and challenge their valuations before February 2020 or HMRC may assume everyone is happy with them.

The more challenges we make as a sector, the louder voice we will have at finding a better solution with HMRC.

### What to do:

#### STEP 1

Log on to HMRC's payment gateway (or ask your accountant to do this for you) and request the detailed valuation.

#### STEP 2

If you disagree with the valuation, challenge it via the gateway.

**BEWARE:** If your new Ratable Value has been calculated by using a percentage of turnover method (typically between 6% and 12%), NFAN strongly recommend that you seek professional assistance. Contact us if you need any assistance.

If you want more advice on how to obtain a detailed valuation and challenge it, NFAN have a step by step guide.

**Just email [info@farmattractions.net](mailto:info@farmattractions.net) for a copy.**





Welcome to the latest edition of Network News. We hope you enjoy reading the various articles and information enclosed.

# Welcome

Since our Spring Edition NFAN has been through a period of change with the appointment of a new managing agent. I would like to take this opportunity to thank our previous Managing Agent David Leon and the rest of his Charcoal team for all their hard work and dedication in growing NFAN into the brilliant organisation it is today.

I would also like to wish Anita Waddell and the rest of her Agility team all the best in continuing and building on the development of NFAN which has taken place over the last few years.

Our Open Day/Evening at Avon Valley recently was a massive hit with members and saw over 100 delegates attend. What Doug and Hannah have achieved over the last five years is truly amazing and I would like to thank them for

inviting us. The feedback so far has been astonishing! If you haven't been to an Open Day before I implore you to consider attending one in 2020.

I also hope to see as many of you as possible at next year's conference which will be held at Doncaster Racecourse on the 28th, 29th and 30th January where we hope to build on the success of last year's conference in Edinburgh.

Finally, I would like to wish you all a very busy and joyous Christmas period.

**Richard Powell**  
Chairman

## New telephone number and new managing agent

As of 1st July 2019, Agility Marketing took over as the new managing agent for NFAN.

### New team

Your main contact is Jodie Kimble who heads up the NFAN team. Hayley Kitwood looks after all things admin and Anita Waddell is the strategic lead.

### New number

03333 448987

### New address

NFAN, c/o Agility Marketing,  
Akeman Business Park,  
64-68 Akeman Street,  
Tring, Hertfordshire, HP23 6AF

### Same email

[info@farmattractions.net](mailto:info@farmattractions.net)

## And welcome to our new members

### Farm parks

Heligan Gardens  
Peppers Farm Partnership  
Audley End Miniature Railway Ltd  
Skylark  
Rose Park Farm Ltd  
Tattershall Farm Park  
Ernespie Farm  
Hubbs Farm  
Tom McCallum  
West Wight Alpacas  
Fermanagh Fun Family Farm

### Trade members

Kuki  
Lockyer Commercial Ltd  
Midland Business Insurance Services  
JKD3 Limited  
Timely Intervention Ltd  
Aardvark FX  
Peppercorn Food Solutions  
Farmer Attraction Development Ltd  
Purchasing for Parks  
Artifex Designs  
C.A. Littlejohn Ltd

## Contents

- 2** Book for the Conference  
Business rates
- 3** Chairman's welcome  
New members  
New agent
- 4** Diary of events  
Visit NFAN at FBIS
- 5** AAA Scheme offer extended
- 6** Green Dragon eco-farm
- 7** Bluebells Dairy  
"Roarsome" year for dinos  
Old McDonald's Farm





# NFAN Vice Chairman Speaks at Farm Business Innovation Show

6-7TH NOV



**NFAN is once again happy to be partnered with Europe's largest trade show for diversifying farming and increasing revenue.**

Don't miss our very own Vice Chairman Tom Robinson talk about 'safe public interaction with farm animals' where he will give key facts about the Industry Code of Practice and how to prevent or control ill health from animal contact at visitor attractions.

If you're thinking of coming along, get your **FREE** tickets here:  
[farmbusinessshow.co.uk](http://farmbusinessshow.co.uk)

## DIARY OF EVENTS

NEXT  
EVENT



**Tuesday 12th November**  
**Digital Marketing Workshop,**  
**Mead Open Farm,**  
**Leighton Buzzard**

**Is your digital marketing working hard enough? Do you want to prioritise your ad spend or improve your social results?**

If so, this interactive workshop is for you, designed specifically for visitor attractions and exclusively for NFAN.

Run by Agility Marketing, this seminar is aimed at three audiences; owners/managers who currently do their own marketing, junior marketers and marketers who feel more comfortable in the offline world than online.

You will take away top tips to manage reviews and improve your social media, as well as gain an insight into key online advertising options and see an end-to-end Mead Open Farm campaign.

Places are really limited and we normally have a waiting list so book online early and secure your place.



### Avon Valley Open Day

**Wow! What an amazing Open Day we had at Avon Valley on 10th October.**

Over 100 delegates attended to see how Doug and Hannah Douglas had transformed the park with 100% year on year growth since taking over from Doug's father five years ago.

There were exciting talks from the Avon Valley team and private tours showing all the different attractions in the park.

Many stayed on after the Open Day for an exclusive behind the scenes look at FEAR - Avon Valley's scream park. As well as operational talks, a behind the scenes tour and a live maze to experience, delegates even got to watch the fire show finale!

Thanks to all the Avon Valley team and thank you to our Open Day sponsors Vennersys & Regency Purchasing Group and our FEAR Scream Park sponsor Aardvark FX and our Wine sponsor Rural Solutions.



## Are you a NFAN Facebook group member?



Currently with over 400 members, our secret Facebook Group is a hive of idea sharing, question asking and support. It's great for networking too, so make sure you're part of it!

Have a look at some recent questions...

“

Does anyone have any recommendations for till hardware/epos /ticketing systems?

”

“

Hi all, where do you all get your Elf outfits from for your grottos?? Looking for some nicer ones this year?

”

“

Hello, it has been approximately five years since our soft play area has been installed and it is showing signs of wear and tear. We are a small business and would appreciate any recommendations of soft play suppliers that last?

”

“

Has anyone done Christmas lights on steroids? Like in a big way? If so who did you buy from?

”



## NFAN will pay £150 towards your Animal Attraction Assurance Scheme Membership

Do you know about the Animal Attraction Assurance Scheme (AAAS)? It has been developed by NFAN and Kiwa Agri Food Ltd. The scheme is based on recommendations from the Code of Practice and includes statutory management obligations and animal welfare requirements.

NFAN is really passionate about this scheme and funds £150 towards each certification for every NFAN member who signs up. Contact Kiwa today to sign up [farm@kiwa.co.uk](mailto:farm@kiwa.co.uk) 01423 878875.

**“We are  
only a small  
farm attraction  
and still managed  
to save over  
£700!”**

*Sally Jackson, Pink Pig Farm*

### Another key benefit

Marsh & Co is the AAA Accreditation Supplier and will reduce premiums by 7.5% to a maximum of £1,500 for clients with AAA certification.

Take a look below to see how much money has been given back over the past year from Marsh & Co clients. Such a great benefit of the scheme!

**Marsh & Co**  
independent insurance brokers

**£19,000**  
Total saved by 14 AAAS  
members in 2018

At an average of  
**£1,355**  
per AAAS member

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.





**NFAN member Green Dragon Eco-Farm, a rare-breed eco-farm in Buckinghamshire featuring a wide array of animals has recently been launched to the market for sale for £1.3 million, after founder Ray Marzec decided to sell up.**



## Green Dragon eco-farm

**FOR SALE**

Ray had wanted to open an eco-farm after watching a news report on the Rare Breeds Survival Trust back in the 1970s when he was a teenager.

The dream became a reality when he bought the 43-acre farm in 2002, and set about converting three of the old barns into homes to fund the enterprise.

His partner, Lesley Maddox, joined the project in 2013 and with her help, Ray's vision to create an environmentally-

friendly 'eco-farm' came true in October 2014, when the farm's Eco Centre opened to the public.

Since then, they have been joined by exotic pets and native wildlife that include Eurasian Lynx, reindeer, wallabies, chameleons, owls and red squirrels, attracting thousands of visitors each year.

Ray said: "Whoever buys this farm, their life will change, and change for the

better. This is an amazing opportunity for someone with plenty of ambition.

"I really hope the buyer will keep the farm as a going concern - this was my dream for a long time and I'd love to see the farm run with the same kind of passion in the future.

Since launching the property to market, Ray has also secured planning permission to build a four-bedroom bungalow on the site, making the property more attractive to buyers.

**If you're interested please contact William Jones MRICS at Fisher German LLP:**  
william.jones@fishergerman.co.uk T: 01844 267943 07970 698757 www.fishergerman.co.uk

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- Concept Creation
- Food Marketing

For more information, please contact

**Natasha Felman**

e. natasha@peppercornfoodsolutions.co.uk m. 07944 310512 l. 01268 795618

www.peppercornfoodsolutions.co.uk

# Finalist in the prestigious Golden Fork Awards!

**Some great news for one of our NFAN Members who made it through to the finals of the prestigious Golden Fork Awards following on from the great taste awards!**

Out of nearly 13,000 entries from over 104 countries, they made it to the top 33 finalists, putting their 'Amaretto and Black Cherry' as one of the top 0.2% products in THE WORLD!!

They made it to the final 3 products in the East Midlands and not only that, they are the only finalist from Derbyshire and are the only Ice Cream producer in the East Midlands that managed to get this far.

Their 'Amaretto and Black Cherry' still managed to win the coveted Gold 3-Star Great Taste Award, which in itself is truly amazing as there are only 208 across the world that have won!

As much as they would have loved to have won the golden fork awards, they're really proud to have a fantastic team working tirelessly to produce their wonderful artisan ice cream. It would not have been possible to get this far without the hard work from their ice cream extraordinaires, Julie, Vicky, Karl and Josh.

That's absolutely amazing, well done to all the guys at Bluebell Dairy in Derby and fingers crossed you'll win next year!



## Old Macdonald's Farm & Fun Park parliamentary review for leisure and tourism

### Amazing news!

NFAN would like to recognise the inclusion of Old MacDonald's Farm & Fun Park within the Parliamentary Review for Leisure and Tourism 2019, covering Best Practice.

A proud achievement for Managing Director Joseph Manning and his team, well done!

To have a look at the full article go to [theparliamentaryreview.co.uk](http://theparliamentaryreview.co.uk) and search 'old macdonald'



## A "roarsome" year for dinosaurs!



### Is it time to say goodbye to the Unicorns?

Several of our Farm Attraction Members have invested in Dinosaurs this year with fabulous success stories. From an increase in visitor numbers of over 40% for May Half Term to an increase of 80% compared to the same summer week in 2018. One member reported it was their busiest week on record.





## NFAN Committee

**Chairman / Treasurer** Richard Powell, Park Hall

**Vice-Chair** Tom Robinson, National Forest Adv. Farm  
Barry Davies, Davies & Co  
Doug Douglas, Avon Valley  
George Hogg, Wynford Farm Park  
Sally Jackson, The Pink Pig

Tel: 01691 671123

Tel: 01283 533933

Tel: 01536 524808

Tel: 01179 864929

Tel: 01224 745411

Tel: 01724 854082

Kate Lord, Cotswold Farm Park

Katie Milbourn, Walby Farm Park

Robert Nicholson, Cannon Hall Farm

Phil Pickersgill, Innovative Leisure

Steve Taylor, Marsh & Co

Chris Wilson, Streamvale Open Farm

Tel: 01451 850307

Tel: 01228 573056

Tel: 01226 790427

Tel: 07860 868104

Tel: 01226 767124

Tel: 028 9048 3244

**All general enquiries should be directed to the NFAN office - tel: 03333 448987, 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.*

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systems

**HavenPAY**

**Smart, Integrated  
payment solutions**

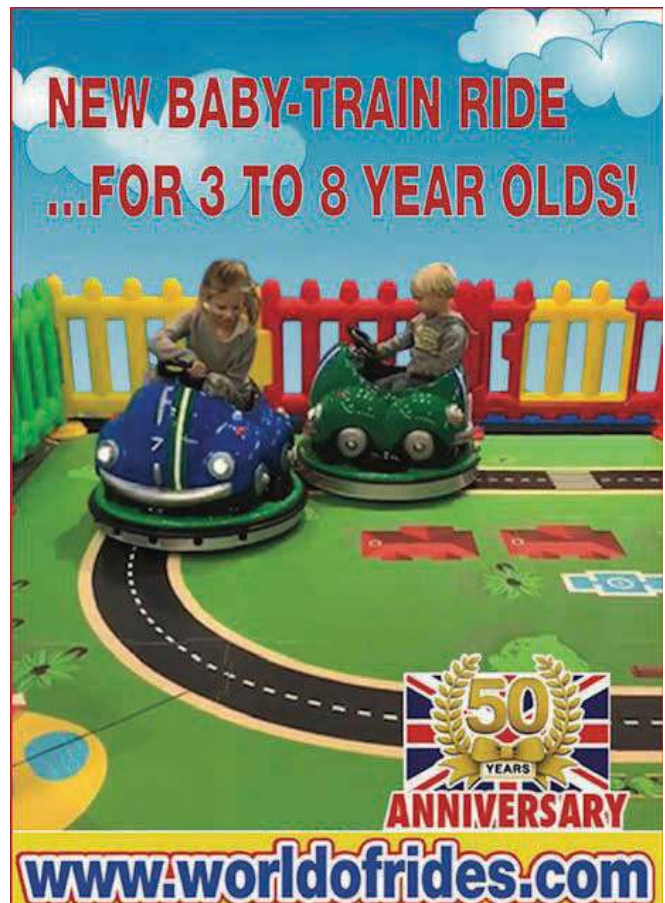
This Autumn we have released the new HavenPAY platform that includes integration with GoCardless, the trusted solution for the collection of DirectDebit payments as well as new back office and web booking functionality to further complement our EPOS and ticketing solutions.

We will be at  
**Farm Business  
Innovation 2019**  
and look forward to  
welcoming new and  
existing Haven Systems  
users on our stand

**STAND FR322**

[www.haven-systems.com](http://www.haven-systems.com)  
[sales@haven-systems.com](mailto:sales@haven-systems.com)

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