



Network News

Winter 2019/20 Issue No78

Galloping into 2020

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



Pages 4 & 5
Check out the exciting programme



National
Farm
Attractions
Network



2020 events

We have lots of exciting events coming up this year. From Educational Workshops to our summer Roadshow and popular Open Days, plus a brand new Christmas Roadshow!

Open Days:
May and September

Summer Roadshow:
North Wales - June

NEW!
Christmas Roadshow,
South East & South West
- early December

Take a look at all the educational workshop topics we're running!

- Retail
- Health & Safety
- Tough at the Top
- Catering
- Operations
- Succession Planning
- Tackling HR Issues
- Marketing

Early booking is advised for all events as they have limited capacity!
Online booking will be available soon at farmattractions.net



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

Welcome

Welcome to the Winter Edition of Network News. I'd like to wish you all a happy and prosperous 2020. This year we're really excited as we're planning lots of new and exciting things so watch this space. We've got a jam-packed events programme with two fabulous Open Days, a brand new Christmas Roadshow and lots of educational Workshops, plus of course our highlight of the year is the Annual Conference & Trade Exhibition in Doncaster at the end of January.

This year's 3-day Conference takes us to the magnificent Doncaster Racecourse with a fantastic line-up of inspirational speakers. There will be a chance to visit Pink Pig Farm on day 1 and enjoy a Night at the Races in the evening. Day 2 takes us to Yorkshire Wildlife Park where you'll hear how a former farm attraction has grown from 70,000 visitors in year one to 800,000 today.

I'm really looking forward to the Awards Dinner too. The standard of entries has been exceptionally high, which is a tremendous reflection of the quality and range of farm based attractions and suppliers around the UK. The theme this year is 'The Visitor Experience' and

I really hope you take away inspiration and ideas to implement in your businesses.

It's great to see so many NFAN members joining the Animal Attraction Assurance Scheme, we've had over 60 attractions join and hopefully many more to come.

On a really serious note, keep an eye out for an important email from NFAN about rates and how we can help you. There's information in this issue of Network News too so please do take a look.

Richard Powell
Chairman

And welcome to our new members

Farm parks

Mr Barnes' Farm
Trethorne Leisure Park
Gypsy Wood Family Fun Park
Eastnor Castle
Matlock Farm Park
Ferma Animalelor
All Things Wild

Trade members

The Family Business Consultancy
Creative Play UK Ltd
NBB Recycled Furniture
Play Creations Ltd
Rural and Business Specialists
THELWELL
Sovereign Design Play Systems Limited
Green Play Project
Fordingbridge

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We're galloping into Doncaster for the 2020 Conference! Take a look at the exciting programme for this amazing 3-day event.

With thanks to:

Conference Gold Sponsors



28th January

Kicking off the Conference in style

If you fancy a flutter, then you're going to love the Informal Networking Dinner Horse Race Night on 28th January!

Be prepared for an evening of highs, wins and lots of laughter with a charismatic racing compere, games and even a prize for the winning team.

Spend your fun money and have lots of fun doing it!



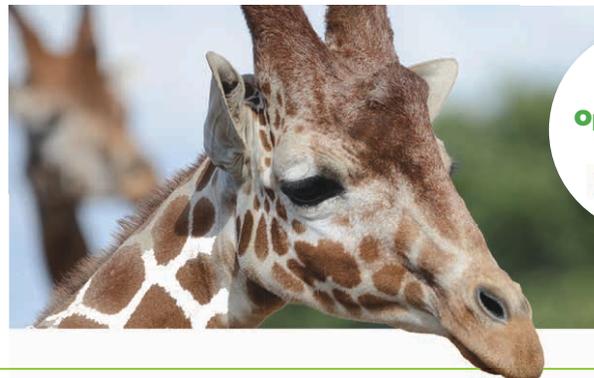
29th January

Open Day at Yorkshire Wildlife Park



Discover how a former farm attraction has grown into Yorkshire Wildlife Park, which welcomed 70,000 visitors in year one and has now grown to 800,000 today.

- 9:30am Arrival Drinks & Refreshments
- 10:00am Welcome, Richard Powell, NFAN Chairman
- 10:10am The Yorkshire Wildlife Park Story - John Minion, Chief Executive Officer
- 10:50am Tour of Yorkshire Wildlife Park
- 12:00pm Networking Lunch
- 1:00pm Meet the Yorkshire Wildlife Park Senior Management Team and learn about how they manage guest experience, animal husbandry, sales & marketing and catering
- 2:15pm Catering - Chris Brown, Turpin Smale Catering Consultants with Pink Pig Farm and Cannon Hall Farm
- 3:00pm Q&A
- 3:10pm Another Chance to look around Yorkshire Wildlife Park
- 3:30pm Coaches Start to Depart



With thanks to:
Open Day Visit Sponsor
REGENCY
EXHIBITION SPONSOR

29th January

Drinks Reception opens the Trade Exhibition

From 6pm-8pm all delegates will have the opportunity to have a look around the Trade Exhibition. Collect your drinks tokens on the night!

With thanks to:
Drinks Reception Sponsor



29th January

Sparkling Awards Dinner

Recognising excellence across our sector, the Awards Dinner is hosted by Christa Ackroyd from BBC Look North from 8pm.

It's always a fun evening and this year for those who like to party, a local band will be playing until 1am.



Have your say and make your voice heard!

Can you help? A membership survey will soon be distributed to find out what new benefits you'd like to see as part of your membership.

Our members are the heart of who we are, so we want to make sure you're getting the best out of your membership.

Plus, during the Conference there will be a message board for you to add your comments, so get thinking and keep a look out for the membership survey which will be emailed to you.



Take a look to see who's exhibiting at the Trade Exhibition!

Activity World
Aardvark FX
Advantage Buying Limited
Agility Marketing
Air Bouncers LTD
Ark Toys
Artifex Designs
BERG
Colour Heroes
Creative Play UK
David Taylor Design
Davies & Co
Deluxebase LTD
DigiTickets
DM Gould Wholesale Ltd
Formula K International Ltd
Fun Fear

Grass Sledge
Greenspan Projects Ltd
HAGS
Haven Systems
Huck Nets
Innovative Leisure
JKD3 Limited
Jumping Pillows
Kamarin Computers Ltd
Keycraft Global
Kids Play
Lockyers
Longfish Leisure BV
Lorica Insurance
Magenta Star
Marsh & Co
Marshfield Farm Ice Cream

Merlinsoft Ltd
NGF Play Ltd
Nicco Parks & Resorts
Pacific Computers Limited
Peppercorn Food Solutions
Play Area Hygiene
Play Creations Ltd
Playscheme
Preseli Gifts & Souvenirs
Purchasing for Parks
Rainbow Productions
Regency Purchasing
RMA Ltd
Robbie Toys Ltd
Robert Frederick
Rupert Oliver's Idea Factory
Rural Solutions

S.Gregory & Co
Soft Brick.co
Sovereign Play Equipment
Teddy Mountain UK Ltd
TeddyTastic Bear Co Ltd
The Play Inspection Co.
Thelwell
Tigerplay
Timberplay
Timely Intervention
Ustigate Waterplay
Vennersys
Virgin Money PLC
World of Rides

List accurate at time of going to print.

30th January

Main Conference Day

8:30am Registration: Tea/coffee and Refreshments - Trade Exhibition Opens
9:30am Welcome from NFAN Chairman Richard Powell
9:40am Speed Networking
9:50am Keynote: How to Be Brilliant - Michael Heppell, Customer Service Expert and International Best-Selling Author of 6 books, including 5-Star Service - How to Deliver Exceptional Customer Service
10:50am Refreshment Break and Trade Exhibition

11:45am Keynote: The Economics of Visitor Experience and the Visitors Journey - Tony Sefton, VisionXS
12:30pm NFAN AGM
12:40pm Lunch and Trade Exhibition
2:40pm Trade Exhibition Closes
2:45pm Achieving Excellence - Bob O'Connor, Port Lympne Safari Park, Wild Animal Reserve & Hotel and NFAN Award Judge
3:20pm Hear from the best - three inspiring NFAN Award entries
3:50pm Q&A
4:00pm Conference Ends

With thanks to:
Main Dinner Sponsor
lorica
insurance

With thanks to:
Wine Sponsor
timberplay



Award Finalists 2020

Thank you to everyone who entered the 2020 NFAN Awards. We are delighted to announce the finalists!

The standard has been exceptionally high, which is a tremendous reflection of the quality and range of farm based attractions and suppliers around the UK.

Winners will be announced on Wednesday 29th January 2020 at the Awards Dinner in Doncaster!

Innovation Award

Web Adventure Park
Heads of Ayr
Pennywell Farm
4 Kingdoms Adventure Farm

Best Trade Supplier

Timberplay
Teddy Mountain
Air Bouncers Limited
David Taylor Design Ltd

Best Food & Beverage

Walby Farm Park
Mead Open Farm
Fishers Adventure Farm Park
Odds Farm Park

Best Digital Presence

National Forest Adventure Farm
Odds Farm Park
Cannon Hall Farm
Mead Open Farm

Best in Education

Hall Hill Farm
Longdown Activity Farm
Brimham Rocks Adv. Farm
Wynford Farm Park

Day Maker

Web Adventure Park - Mick Smith
4 Kingdoms Adventure Farm - John Melnyk
Noah's Ark - Rhian McIntosh
Wynford Farm Park - Jennifer Neil
Bocketts Farm Park - Martin Ruffle

Farm Attraction of the Year (Under 75k visitors)

Hall Farm Park
Thornton Hall
Little Owl Farm Park
Wynford Farm Park

Farm Attraction of the Year (Over 75k visitors)

Bocketts Farm Park
Cannon Hall Farm
Cotswold Farm Park
York Maze



The team from Kent Life Heritage Farm Park celebrate winning silver for their Experience Christmas event, from left to right: Maisie Bass, Events Manager; Sarah Hirsch, Marketing Manager; Hollie Loveland, Events Manager; David Robb, Front of House Manager; Natalie Cox, General Manager; Joanna Massy, Operations Manager. Credit: Nick Williams

Tourism award win for Kent Life Heritage Farm Park

Family attraction Kent Life Heritage Farm Park in Maidstone is celebrating after winning the Silver trophy at the Beautiful South Awards for Excellence 2019-20 for its popular Experience Christmas event in the Tourism Event / Festival of the Year category.

The attraction was one of 80 of the best tourism businesses and experiences in the South East to pick up a trophy in recognition of their achievements over the last eighteen months at an awards ceremony at The Grand Hotel, Brighton on Tuesday 10 December 2019.

Kent Life faced competition from four other businesses shortlisted as finalists in the category.

Says Kent Life Heritage Farm Park general manager Natalie Cox, "We're thrilled to receive industry recognition for our popular Christmas Experience event, which sold out again this year. The team works so hard to transform the attraction and deliver a magical festive experience for families and this award is thoroughly deserved."

FOR SALE

Demon Drop Slide (Open to offers)

Knockhatch Adventure Park, Hailsham has decided to sell their very popular Demon Drop Slide as they've purchased a taller one!

Height 5.8 m, length 13.5m (with a hump!) and width is 2.12m.

It was made by David Taylor and we've been told that screams are guaranteed! Buyer collects.

If you're interested, email info@knockhatch.com





Great to see collaboration between members

Doug Douglas from Avon Valley has organised a collaboration project and combined forces with three other NFAN Members who have collectively purchased dinosaur costumes.

The dinosaurs will travel between Avon Valley, Streamvale Open Farm, Conifox Adventure Park and Wynford Farm Park, allowing each park to deliver a huge dinosaur event.

Doug visited the factory in China in December to check the production was up to standard and the dinosaurs should be arriving in the country by the beginning of February.

They've purchased two Velociraptors, one Triceratops and one Tyrannosaurus Rex.

It's great to see members collaborating like this and hopefully it will open doors to other members thinking of doing the same.

For more information contact douglas@avonvalley.co.uk.

We hope to see photos of all the dinosaurs on the NFAN Facebook Group.

IMPORTANT UPDATE

and help from NFAN

We know 'rates' isn't the most exciting of subjects but this information is so important to you! You will be receiving an email from NFAN with information on rate increases and how NFAN can help you.

Committee member, Doug Douglas (from Avon Valley) was shocked when his recent rate valuation was quoted on the HMRC gateway as £100,000 more than the previous valuation. Unfortunately, he is not alone. It's all to do with HMRC's desire to standardise the rates amongst farm attractions.

We understand HMRC is monitoring the resistance from farm attractions concerning rate valuations. If we don't challenge rate increases, we may find ourselves with a standardised rate approach. For businesses not yet challenging their business rates, NFAN is putting together a NFAN Group Re-Challenge. The Group Re-Challenge means that we come together through one independent agent to tackle increases to rates.

Keep an eye out for your email or contact info@farmattractions.net for more information.

Do we have your correct contact details?

We regularly send out emails with important information on from rates, events and promotions to AAAS updates, advice and support, are you receiving these?

We want you to be kept up-to-date with all important updates and to make sure you're receiving emails and letters from NFAN. If you're not getting these updates or want more members of your team to be included, please email info@farmattractions.net

NFAN will pay a tasty £150 towards your certification

Over 60 NFAN Members have joined. When are you going to?

Raising standards across the industry, the Animal Attraction Assurance Scheme is based on the Code of Practice (COP) with a higher level of standards, including statutory management obligations and animal welfare requirements.

The benefits

- Huge savings on insurance
- Achieve a higher standard, lowering risk of a disease outbreak
- Receive an audit visit, a valuable tool to ensure standards are met
- Evaluate your current processes, premises and management records
- Use your AAAS certificate and badge on your website/marketing materials

JOIN TODAY from only £75*

*Price includes the NFAN £150 subsidy and is based on an attraction with under 20,000 visitors. Visit the NFAN website for a full list of prices farmattractions.net



We're raising standards across the industry, so don't get left behind!
farm@kiwa.co.uk 01423 878872



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.

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.ukwww.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.ukwww.rayhipkin.co.uk

Exclusive insurance scheme for NFAN members

Steve Taylor, Marsh and Company

Insurance Brokers

Tel: 0116 204 3400

Email: staylor@marshcompany.co.ukwww.marshcompany.co.uk

Marsh & Co is the Animal Attraction Assurance Scheme Accreditation Supplier.

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.ukwww.turpinsmale.co.uk

Advice on all matters catering including help with increasing sales, improving standards and making margins.

Not a NFAN member?

Join our herd today.

If you're not a NFAN Member then you're missing out!

Whether you are starting an attraction or have been established for years, you will discover real benefits as a NFAN member. With Membership starting from only £125*, it's amazing value too!

Contact info@farmattractions.net for a full list of benefits and an application form.

The grass is definitely greener with NFAN.

*Ex VAT and based on an attraction with less than 20k visitors per year.

