



# Network News

Autumn 2020 Issue No79



# Prince of Wales Supports Industry

Inside this issue: **Surviving & Thriving. In the Limelight.**  
**Future Events.**



National  
Farm  
Attractions  
Network

# Events

This Autumn & Winter, we have created a mix of NFAN events to inspire, educate and help your business.



## Bi-weekly Zoom Chats

**Visit the NFAN Facebook group for the next event**

Great for collaboration and sharing ideas. Join our free to attend bi-weekly Zoom chats.



## Code of Practice Webinar

**Limited numbers**

7th October

Book online - £30 per person

COVID-19 may have overshadowed the Code of Practice but it's still a big health & safety issue. In this workshop, obtain an overview of the Code of Practice and how you can make simple and effective changes.

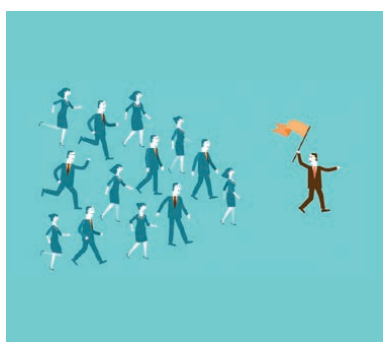


## Reimagining Your Business

**Limited numbers**

November - see website for dates and prices

Change is challenging. Now is the time to take stock and create a 3-5 year plan. Working with recommended consultancy, Barefoot, join 3 group sessions and each time, evolve, and adapt your plan a little further.



## Leadership in Tough Times

**Limited numbers**

November - see website for dates and prices

COVID-19 has meant tough decisions. Discover how to lead during adversity, how to motivate and engage the team with your business vision. Join a 2-part workshop with Carolyne Crowe, who has already worked with some Farm Attractions.



## 2021 Annual Conference

Unfortunately, Government restrictions will not allow us to put on our Annual Conference in January. We are currently looking at alternative online formats, and look forward to sharing our plans with you in the next few weeks.



## Future Events

We are busy planning the Spring events programme.

Please email:  
[info@farmattractions.net](mailto:info@farmattractions.net)  
with any suggestions.



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

# Welcome

This is my first Network News since having taken over the chair of NFAN and nobody could have predicted what was in store - 2020 has proven to be a year full of challenges and I think it's fair to say that we are truly living in unprecedented times. I have been very impressed hearing about all your entrepreneurial ideas over lockdown and to see how your attractions have managed to cope in such a difficult time. I am sending my best wishes to you all and fingers crossed for a return to some sort of normality soon.

I am so grateful for my colleagues on the NFAN Committee. Together, we have been able to host over 20 Friday evening Zoom Group Chats where we have shared and collaborated ideas: covering issues from cash flow, re-opening and of course social distancing. We have created a re-opening guidance designed to provide you with general advice and to point out areas to consider whilst developing a strategy to re-open.

Together as a team, we have also navigated our way through support on business interruption insurance and fought for the industry via lobbying. I'd like to thank all the members who have written to their MPs using the NFAN templates as sometimes it is as simple as 'many voices get heard'.

As an industry we are entrepreneurial and collaborative. Together we're stronger and can look forward to calmer times, as and when they may arrive. But in the meantime, please keep up the good work, keep your spirits up... and keep talking to each other.

**Tom Robinson**  
Chairman

## And welcome to our new members

### Farm Parks

The Pop Up Farm  
The Patch MK  
Croxteth Park Farm  
Parsons Cow  
Hardys Farm  
Lancaster Park and Animal Farm  
Bucklebury Farm and Deer Safari Park  
Agroindustrial Pantelimon

### Trade Members

Wellman Books  
Charnwood Food Safety Ltd

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# Award Winners



A long and awaited congratulations to our 2020 Award Winners!



**Sponsor:** Marsh & Co / AXA XL Insurance  
**Winner:** Cannon Hall Farm  
 Highly comm: York Maze



**Sponsor:** David Taylor Design  
**Winner:** Little Owl Farm Park  
 Highly comm: Wynford Farm Park



**Sponsor:** DigiTickets  
**Winner:** Cannon Hall Farm  
 Highly comm: Mead Open Farm



**Sponsor:** NFAN  
**Winner:** Brimham Rocks Adventure Farm  
 Highly comm: Wynford Farm Park



**Sponsor:** Booker Wholesale  
**Winner:** Mead Open Farm  
 Highly comm: Fishers Adventure Farm Park



**Sponsor:** NFAN  
**Winner:** Air Bouncers  
 Highly comm: David Taylor Design



**Sponsor:** Playscheme  
**Winner:** Rhian McIntosh, Noah's Ark Zoo Farm  
 Highly comm: Jennifer Neil, Wynford Farm Park



**Sponsor:** Play Area Hygiene Services  
**Winner:** 4 Kingdoms Adventure Farm  
 Highly comm: Heads of Ayr

Thanks to Awards Dinner Sponsor - Lorica, Wine Sponsor - Timberplay, Drinks Reception Sponsors - Digtickets and Innovative Leisure, and all the Award Category Sponsors listed above.

Main Dinner  
Sponsor  
**lorica**

Wine  
Sponsor  
**timberplay**

Drinks  
Reception  
Sponsor  
**digtickets**

Drinks  
Reception  
Sponsor  
**Innovative Leisure**  
The Adventure Attractions Specialist

# Surviving & Thriving!

As farmers, we are known for our entrepreneurial spirit. Here are just some of the creative ways Farm Parks have adjusted during lockdown.



## Drive-thru farm shop

Tulley's Farm re-opened their farm shop as a drive through; supplying fresh produce to customers who didn't even have to leave their vehicles. This was an amazing idea and was also introduced at Mead Open Farm, National Forest Adventure Farm and Avon Valley - a big success for all!



## 'Moo For You' Milk Delivery

'Moo For You' was the brainchild of Streamvale Farm. Starting off with a small van delivering milk and butter, they quickly expanded to a fleet of refrigerated vans delivering fresh produce all over Northern Ireland. Milk Vending Machines and Milk deliveries were also introduced by Bluebell Dairy. Udderly brilliant!



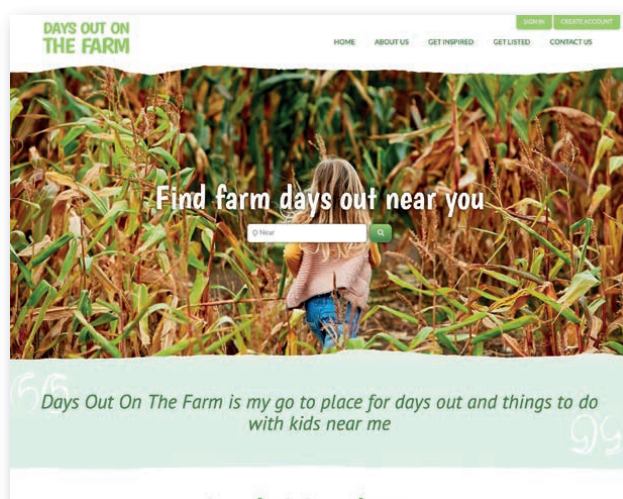
## Animal adoptions

Looking at ways to increase revenue during lockdown, Park Hall Farm were spurred into action having spoken to Cannon Hall about their Animal Adoption Scheme. With eight different categories of Animals to Adopt, the scheme has brought in very welcome income during COVID-19, as well as generating great PR.



## Nature walks

West Lodge Farm trailblazed their way to reopening by offering nature trails, giving the public plenty of green open space to practise social distancing. We are also very grateful for Mo and Ed Dee, who shared their reopening experiences with NFAN on the Zoom Group Chats.



## New 'DAYS OUT ON THE FARM' NFAN website

NFAN has launched a new consumer website and all members can claim a free listing. If you haven't yet done so, visit [www.daysoutonthefarm.co.uk](http://www.daysoutonthefarm.co.uk) to register and upload.





# Farm Attractions IN THE LIMELIGHT

## Praised by Boris

Robert and David Nicholson, from Cannon Hall have been recognised by the Prime Minister for their daily live broadcasts during lockdown.



The farm broadcast daily to over 150,000 viewers helping connect people with nature whilst staying at home. Cannon Hall also won a Lockdown Award in the Telegraph, voted by over 40,000 people for boosting morale during lockdown.

**Boris said:** "Over the last few months, your daily broadcasts have allowed a nation in isolation to revel in the natural glory of Cannon Hall Farm, and to ramble alongside you in the spectacular Yorkshire countryside. Your ingenuity has fortified the nation's spirit as we continue our fight against Coronavirus."



## Helping those in need

Bluebell Dairy were working hard in lockdown, setting up a new business overnight with just the family operating it all, from milking to pasteurising and delivering to the most vulnerable during the height of the coronavirus pandemic.

Deservedly so, they were nominated by local MP Pauline Latham for a £1,500 grant from Western Power Distribution's (WPD's) In This Together - Community Matters Fund. The fund supports the communities helping those directly affected by the pandemic.

## Llamas could save the world from Coronavirus



### Yes, you did read that correctly!

CNN's Nic Robertson visited the Llama Park in Surrey after Scientists in Ghent, Belgium, discovered Llama antibodies could potentially hold the cure for COVID-19. After the story, people were calling up the farm to request to drink llama blood. Talk about llama drama!

## A visit from His Royal Highness



The Prince of Wales visited Cotswold Farm Park to highlight the very important work of the RBST-accredited farm parks and to encourage visitors to return to farm parks after they reopened on 4th July.

## Reopening Indoor Play



### A big well done to member, Janice Dunphy from Web Adventure Park.

Janice was instrumental in getting indoor play reopened in England. She and BALPPA spearheaded a high profile PR campaign which included mascots walking to Downing Street and Parliament Square, alongside interviews to the BBC, ITV and Radio 5. Janice is now setting up her own association for indoor play.

# The Inside Track

A round up of the key NFAN initiatives, currently underway for Members



## Autumn & Winter Lobbying

As we go to press, Rishi Sunak has just announced his Winter Economy plan which includes three out of NFAN's five lobbying asks.

Ticking them off our list, he has extended the VAT cut of 5% to the end of March; extended the payback period for CBILS and Bounceback loans to 10 years; and he has continued to support employment with the Job Support Scheme (which replaces furlough).

From our membership survey, you also told us you'd like NFAN to lobby for an extension of the rates holiday and to obtain a Winter Grant. We are still working on these, however, another lobbying challenge is to continually remind DCMS and DEFRA of the valuable green spaces farm attractions offer. We'd like to thank every member who has written to their MPs; together we are definitely stronger.

## Business Interruption Insurance

Did you know NFAN have two WhatsApp groups; one aimed at those who can claim insurance and another for those who can't.

To join either, simply contact the NFAN team.

In addition, Katie Milbourn has been working with Harris Balcombe, an insurance claim specialist. They have agreed to review NFAN member policies free of charge and where they feel there is an opportunity for a claim, offer to work on a 'no win - no fee' basis. Just email your policy to covid19@harrisbalcombe.com to start the review process or contact the NFAN office for more details.

## Industry Code of Practice

Access to Farms (a Group made up of NFAN, Leaf and other farming bodies) are liaising with the HSE on proposed revisions for the Industry Code of Practice. This is gathering pace and we should have some further news before Christmas.

In addition we are adapting the Member Application Form, organising October's Code of Practice webinar and aiming to give more future Code of Practice support.

## Rates

Between the 2010 and 2017 valuations, the Rateable Value for farm attractions has

risen by over 50%. Long before COVID-19, NFAN were concerned about the rapid rate increases.

The key threat is that the VOA are attempting to create a 'tone of list' using a percentage of turnover that will standardise how all farm attractions are rated. Whilst we appreciate standardisation makes calculations easier, there is concern that it is leading to inaccurate and inflated Rateable Values being set by the VOA.

In the short term, we are submitting our concerns to the government in their rate review. We are currently finalising the wider rates strategy and hope to share this with you soon.

## The New Class E - a Great Planning Opportunity

The new Class E groups together a wide range of commercial uses including; the sale of goods or the sale of food/drink on your premises to visitors; a non-residential creche or day nursery; a day centre; or an office to carry out any operational or admin functions.

This means that, in many cases, there will be greater flexibility to move between a wide range of commercial uses without the need for 'change of use' planning permission.

We are grateful for Barry Davies who updated on this news and who also said "The new Class E, however, is not a green light for complete flexibility and deregulation of commercial uses. Like all planning, due diligence will be required to ascertain whether reliance can be placed on the new use class. You still need to notify your local Council of this permitted development change of use, preferably by a "signed for" letter".

Please contact Barry Davies for more information on 01536 524808, info@daviesandco.co.uk or www.daviesandco.co.uk.

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## NFAN Committee

### Chairman

Tom Robinson, National Forest Adventure Farm

**Vice-Chair** Doug Douglas, Avon Valley

**Treasurer** Steve Taylor, Marsh & Co

Lyndy Birse, Ark Open Farm

Gwen Evans, Cantref Adventure Farm

James Gammell, Conifox Adventure Park

Tel: 01283 533933

Tel: 01179 864929

Tel: 01226 767124

Tel: 02891 820445

Tel: 01874 665223

Tel: 0131 333 2288

Ben Harbottle, Timberplay

Sally Jackson, The Pink Pig

Kate Lord, Cotswold Farm Park

Katie Milbourn, Walby Farm Park

Robert Nicholson, Cannon Hall Farm

Hannah Wafula, Bocketts Farm Park

Tel: 0114 282 3474

Tel: 01724 854082

Tel: 01451 850307

Tel: 01228 573056

Tel: 01226 790427

Tel: 01372 363764

All general enquiries should be directed to the NFAN office - tel: 03333 448987, email [info@farmattractions.net](mailto:info@farmattractions.net).

## Hello and goodbye to Committee members

We are always grateful for the work by our volunteer Committee and it is with a heavy heart, George Hogg from Wynford in Scotland and Chris Wilson from Streamvale Farm in Ireland have decided to leave the Committee.

It has been very useful during COVID-19 having an Irish and Scottish Committee member and until the next AGM, we would like to welcome on the Committee, Lyndy Birse from Ark Open Farm in Northern Ireland and James Gammell from Conifox Adventure Park in Edinburgh.

### Want to join the Committee?

To formally replace George and Chris at the 2021 AGM, we shall be launching a process in October 2020 to recruit two new Committee Members.

### 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

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)

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#### 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.

## Stronger Together

Thanks to all our members who completed our COVID-19 Industry Survey. We have used this during lobbying to reinforce the sector's contribution to tourism.



**We welcome  
25 million  
visitors**

**Contribute  
£300 million  
to rural  
tourism**



**Employ  
over  
13,000  
people**