



Network News

Spring 2022 Issue No84

Countdown to the Conference

7th-9th June 2022

Inside this issue:

- Full Conference Programme
- 2022 Awards Finalists
- Members' Round Up



National
Farm
Attractions
Network

Your New Committee

We have recently welcomed 5 new Committee Members, 3 new Office Holders and 1 Maternity Cover! Take a look below:

New Office Holders

Thank you for voting at The AGM to spread the workload across three Office Holders. We are delighted to confirm the new Chair, Vice Chair and Deputy Chair positions.



NFAN Chair
Doug Douglas
Avon Valley
chair@farmattractions.net



NFAN Vice Chair
Kate Lord
Cotswold Farm Park
vicechair@farmattractions.net



NFAN Deputy Chair
Sally Jackson
Pink Pig Farm
deputychair@farmattractions.net

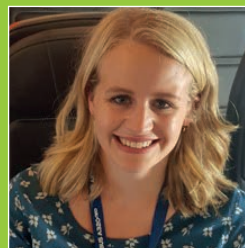
New Committee Members

Welcome to our new Committee Members who were appointed at this year's AGM. All are very enthusiastic and raring to get stuck in to support NFAN and NFAN Members.

To take a look at the full Committee, visit the NFAN website farmattractions.net



Ben Marshall
Wroxham Barns



Ella Brown
Bluebell Dairy Limited



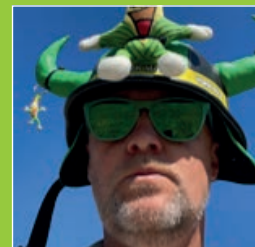
Mark Navin
Cockfields Farm



Stuart Beare
Tulleys Farm



Tom Rollings
Fishers Adventure Farm
Park



Tom Pearcy
York Maze (who is Lyndy
Birse's maternity cover)

2022 Events

We have some exciting upcoming events in the Events Calendar. Take a look in the Membership Hub!

This is my first Network News as your new NFAN Chair!

Continuing NFAN's great work



The last 2 years have been a rollercoaster and seen NFAN emerge as a much stronger organisation with a much wider remit. As your Chair and with the help of the Committee, I am very much looking forward to following in Tom Robinson's footsteps.

To help spread the increased workload, we have increased the size of the Committee from 12 to 15 and introduced another more Senior Office Holder role in the form of a Deputy Chair, to support to the Chair and Vice Chair roles.

It is also crazy to think there have only been 2 face to face NFAN events in the past couple of years. I can't wait to see as many of you as possible at the postponed NFAN Annual Conference in June.

The theme of the conference in June is 'Looking to the Future' and we look forward to gleaning some great ideas from the pre-Open Day farm visits and Cattle Country Open Day, the

NFAN Trade Exhibition, as well as taking inspiration from all our 2022 Award Winners. The conference programme also continues this theme by addressing recruitment and retention, providing insight into all our pricing strategies and hearing direct from other farm parks.

I know NFAN will continue to flourish as we find new ways to support Members and I really look forward to being part of it.

Hopefully, see you in June!

Doug Douglas
Chairman

And welcome to our new members

Farm Parks

Hensell Goatworld
Acton Scott Historic Working Farm
Cotebrook Shire Horse Centre
Newham Grange Farm
Colliers Farm Park Ltd
Jolly Pumpkin
Manor Farm Fruits
Scottie's Donkeys & Animal Park

Trade Members

Fiesta Crafts Ltd
T&M Accounting Services Ltd
Convius
Glamping Innovations Ltd
Prestige Events Enterprises Ltd
Bigjigs Toys Ltd
Beyonk
Rossi
Track Systems
Cawston Press
Semantic
Capcom
Bertoy - Vekemans Bvba

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The 2022 Conference

Having missed NFAN's face to face conference in 2021, we are so excited to be back for 2022. Please book via farmattractions.net

With thanks to our:

Conference Main Day Gold Sponsors



7th JUNE

Pre-Conference Visits From 10am

Make the most of your time away and book to visit a farm park enroute to the conference. We've arranged entry with Noah's Ark Zoo Farm, Cefn Mably Farm Park and Little Owl Farm Park.

Informal Network Evening From 7.30pm

Meet up with old friends or make new acquaintances. The informal Networking Dinner kicks off the formal festivities for the Conference.

Be prepared for an evening of entertainment, wine and lots of laughter.

With thanks to the
Networking Evening Sponsor:



8th JUNE



Open Day at Cattle Country From 10am

Cattle Country opened in 1992 and is now one of the biggest attractions in the area. Still run by the Cullimore family, we will discover more about their farm park (a real mix of animal fun, outdoor and indoor play), the GRAZE café and their wedding venue.

With thanks to Open Day
Sponsors:



Drinks Reception & Trade Exhibition 6-8pm

This is your first chance to browse the Trade Exhibition. This year we have an amazing range of suppliers, all showcasing what is new across our sector. Please collect your drink tokens on the night.

With thanks to Drink
Reception Sponsor:



Sparkling Awards Dinner From 8pm

Recognising excellence across our sector, the Awards Dinner is hosted by TV personality, Jules Hudson from Escape to the Country.

Look forward to a fun evening with great food and plenty of networking opportunities.

With thanks to Main
Dinner Sponsor:



With thanks to the
Wine Sponsor:



To book please visit: farmattractions.net

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

Find out what's new in our Trade Exhibition and discover special show promotions. Below is a snapshot of Exhibitors at the time of going to press.

A P Leisure / Grass Sledges
Aardvark FX
Agility Marketing
BERG
Beyonk
Bigjigs Toys Ltd
British Alpaca Society
C.A.Littlejohn Ltd
Cawston Press
Charnwood Food Safety Ltd
Clear Sky Safari Tents
Colour Heroes Ltd
Convius
Creative Play UK Ltd
D M Gould Wholesale Ltd

Davies & Co
Digitickets
Enchanted Creations
Farm Day Nurseries
Farrah's of Harrogate Ltd
Fordingbridge
Formula K International Ltd
Freddie's Farm Ltd
FunFear Ltd
Fuse Metrix Group Ltd
Gregory's of Leeds Ltd
Innovative Leisure
Jumping Pillows Ltd
Malcolm Scott Consultants
Marsh & Co

Marshfield Farm Ice Cream
Merlinsoft Ltd
Millars Ark Toys Ltd
PIB Leisure Attractions
Playcraft Ltd
Playscheme, SJ Danby Ltd
Prestige Events Enterprises Ltd
Rainbow Productions
Ray Hole Architects
Real Dinosaurs
Regency Purchasing Group
Robbie Toys
Rossi (Southend on Sea) Ltd
Rupert Oliver's Ideas Factory
Rural and Business Specialists

Severn Leisure Rides
Teddy Mountain (UK) Ltd
Teddy Tastic Bear Co Ltd
Ticket Tailor
Timberplay Ltd
Timely Intervention Ltd
TouchWood Play
Track Systems
TYG Ltd T/A TYG Tickets
Vennersys Ltd
Vision XS
Visisoft
Wellman Books
World of Rides

List accurate at time of going to press.

9th JUNE

Main Conference Day

8.00am	Trade Exhibition Opens
9.00am	Chairman's Welcome and Speed Networking
9.15am	Keynote: Recruiting and Retaining Generation Z - Kevin Green
10.15am	Coffee Break and Trade Exhibition
11.15am	Catering without a Chef - Regency Purchasing Group
11.45am	UK Tourism Trends - Janet Uttley, Visit Britain
12.05pm	Rubber Stamp your Attraction for the Code of Practice - NFAN/KIWA
12.15pm	Lunch and Trade Exhibition
2.15pm	What Flew and What Flopped - a round up from 3 operators on their last year
3.00pm	Maximising Dynamic Pricing - Caroline Sanger-Davies (ex Chester Zoo) and Baker Richards (Pricing Consultants)
3.30pm	The Large and Small Award Winners
4.00pm	Conference Closes

About our Keynote

Recruiting and Retaining Generation Z
- Kevin Green



Recruitment is one of the biggest challenges for our sector. In this inspirational talk, discover how you can recruit and retain Generation Z from Kevin Green.

Kevin Green is former CEO for the Recruitment & Employment Confederation and also HR Director of Royal Mail. Kevin's talk will deliver challenging and practical advice on how to attract, retain and develop employees.





Congratulations to our NFAN Awards Finalists



Winners of the last awards in 2020.

We are delighted to announce the finalists for the 2022 NFAN Awards.

Like every year, the standard has been exceptional, reflecting the quality and diversity within our farm attraction sector. A big well done to all the finalists!

Winners will be announced on 8th June at the Conference Awards Dinner.

See below for the list of finalists in each category.

Finalists	Sponsor:
Large Farm Attraction of the Year Award Cotswold Farm Park Heads of Ayr Farm Park Walby Farm Park York Maze	
Small Farm Attraction of the Year Award Hall Hill Farm Manorafon Farm Park Mini Meadows Farm Mrs Dowson's Farm Park	
Best Trade Supplier Award Air Bouncers C A Littlejohn Marshfield Ice Cream Playscheme Timberplay	
Best Digital Presence Award Hall Hill Farm Pink Pig Farm	
Day Maker Award Darrel Warren - 4 Kingdoms Adventure Park Roy Moss - Puxton Park	
Best Event Award 4 Kingdoms Adv. Park & Family Farm Barleylands Farm Park	
Best Food & Beverage Award Heads of Ayr Farm Park Walby Farm Park Cattle Country Pink Pig Farm William's Den	
Innovation Award Bluebell Dairy Heads of Ayr Farm Park Mead Open Farm	

DAYS OUT ON THE FARM

Climbing the SEO rankings

Did you know that as a NFAN member you obtain a free listing on the daysoutonthefarm.co.uk website, which NFAN created and owns. Our goal is to be the number one directory listing site for Children's Farms and we are investing in SEO to improve our rankings.

Early results look positive



Ranks for 1172 key phrases within the top 10 pages on Google



We had a little jump in May 2021 and a further jump in January 2022

Website traffic grows



In one year, we've had over 10k website sessions and 30k page views

You can help us climb the rankings

Working together, Members can all help improve the rankings for the Days Out On the Farm website. You can help us by:

1. We'd like you to use our 'Featured on Days Out On The Farm' in your website footer and link to us. Thank you to those Members already doing this.
2. Google likes to see pages being updated and you can help by simply refreshing your listing twice a year. You have a login to the website and are in full control of the content.

Need help? Please contact the NFAN team or email info@farmattractions.net

MEMBERS' ROUND UP

Puddle Play Park for Willows



Summer 2021 saw Willows Activity Farm open their Puddle Play Park, spanning 20 x 33 metres.

Capturing the magnetism between a child and a puddle, it includes ground sprays, water activators and a series of weirs, that children can operate to create even more puddles to splash in.

Lyssa, CEO of Willows Activity Farm said "Water was a key element missing from the full day out at Willows. We were very clear that we did not want a splash park, but a new area that offers a full season of water play. Safety was at the heart of the brief in the choice of activities, choice of materials and the management of water.

Rather than being quieter on those extremely hot summer days, Willows is now busy with children cooling off and has helped to grow our membership base and attract day visitors over the summer months."

Willows are also delighted to see children switching swimsuits for rain suits and wellies to keep the attraction operational from Easter to October. The splash park was created and installed by Play Scheme.

Bluebells open Ice-cream themed play

Comprising both an award-winning ice-cream business and farm park, Bluebells in Derby wanted to retain a link to their ice-cream roots within their outdoor play.

Working with Greenspan, each section of the play resembles a different part of the ice-cream making process.

From growing crops on the farm and feeding the cows, right through to the milking parlour and ice-cream production, children make their way through the slides, walkways and different themed play sections.

Said Ella from Bluebells "The new play has made such a positive addition to our farm park and increased the length of stay. It was important to reinforce our core ice-cream values into the play. All in all, a great result".



Dinosaur Kingdom Opens at 4 Kingdoms

Fifty dinosaurs have created a new section of the 4 Kingdoms farm park, branded Dinosaur Kingdom.

Families embark on a series of dinosaur safaris, including Safari Mini Jeeps, a Barrel Train Ride or the Mini Steam Train. A great combination of fun and dinosaurs.

Said Darren Jackson "We wanted an attraction to excite younger children and we've definitely achieved this".



NFAN Committee

Chairman Doug Douglas, Avon Valley, Bristol.

Vice-Chair Kate Lord, Cotswold Farm Park, Gloucs.

Deputy-Chair Sally Jackson, The Pink Pig, North Lincs.

Treasurer Steve Taylor, Marsh & Co

Lyndy Birse, Ark Open Farm, Co. Down

Ella Brown, Bluebell Dairy Limited, Derby

Hannah Wafula, Bocketts Farm Park, Surrey

Gwen Evans, Cantref Adventure Farm, Brecon

Tel: 01179 864929

Tel: 01451 850307

Tel: 01724 854082

Tel: 01226 767124

Tel: 02891 820445

Tel: 01332 673924

Tel: 01372 363764

Tel: 01874 665223

Mark Navin, Cockfields Farm, Manchester

James Gammell, Conifox Adv. Park, Edinburgh

Tom Rollings, Fishers Adventure Farm Park

Ben Harbottle, Timberplay

Stuart Beare, Tulleys Farm, West Sussex

Katie Milbourn, Walby Farm Park, Cumbria

Ben Marshall, Wroxham Barns, Norfolk

And Tom Percy, York Maze, York

Tel: 01613 313322

Tel: 0131 333 2288

Tel: 01403 700063

Tel: 0114 282 3474

Tel: 01342 718472

Tel: 01228 573056

Tel: 01603 783762

Tel: 01904 607341

Tom will be standing in for Lyndy Birse while she is on maternity cover only.

All general enquiries should be directed to the NFAN office - tel: 03333 448987 or email: info@farmattractions.net

HELPLINE

Free advice for NFAN members

NFAN members are entitled to one free call per annum. The experts can advise you further, subject to their terms of business, with special rates for NFAN members.

Planning Legislation and Business Rates

Barry Davies, Davies & Co. (Chartered Surveyors)
Tel: 01536 524808 Email: info@daviesandco.co.uk
daviesandco.co.uk

Specialising in planning legislation including change of use, enforcement notices and business rates appeals.

Health & Safety/Environmental Health Guidance

Ray Hipkin, Health & Safety Practitioner
Tel: 01844 353407 Email: ray@rayhipkin.co.uk
rayhipkin.co.uk

Exclusive Insurance Schemes

Steve Taylor, Marsh and Company Insurance Brokers
Tel: 0116 204 3400 Email: staylor@marshcompany.co.uk
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. Marsh & Co are NFAN's Animal Attraction Assurance Scheme Accreditation Supplier.

Catering

Chris Brown, Turpin Smale Catering Consultants
Tel: 020 7620 0011 Email: chris.brown@turpinsmale.co.uk
turpinsmale.co.uk

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

2022 Subscription FAQs

A big thank you to all Members who have already paid their 2022 subscription. The subs are all being handled through the Membership Hub and below is a FAQ guide.

**Payment
Deadline
31st March
2022**

What's Happens after 31st March?

If you haven't paid by this date, unfortunately you will no longer be a NFAN Member.

Where was my invoice sent?

A proforma invoice was sent by email to every Member within The NFAN Membership Hub CRM. The person who paid last year will have the Membership Renewal added to their shopping cart. If you wish for the payment to appear in your shopping cart, please email **info@farmattractions.net**.

We accept payment by credit card, or you can pay by BACS. Alternatively, you can spread the payments into four with GoCardless.

Can I receive a VAT invoice?

A VAT invoice will be supplied after you have paid, however, if you need a VAT invoice prior to payment, please let us know at **info@farmattractions.net**.

How do I pay by instalments?

If you haven't paid by instalments before, you need to create a direct debit mandate. You do not need to set up a new direct debit mandate if you are already paying via Go Cardless. You will, however, need to sign into the Membership Hub and confirm you wish to proceed with next year's Subscription.

How do I sign into the NFAN Membership Hub?

You need your username and password, however, there is a 'Forgotten your username/password' link if needed. If you have problems, please email us at **info@farmattractions.net**.