



Network News

Conference 2022 Issue No85

Celebrating the best in the industry

7th-9th June 2022



Inside this issue:

- Upcoming Events
- Exciting Member News
- 2023 Awards



National
Farm
Attractions
Network

**SAVE
THE
DATE**

Upcoming events



HOT OFF THE PRESS!

We are delighted to announce our event line up for the rest of the year.

Conference

2022 Conference & Trade Exhibition
7-9 June, ICC Wales, Newport

Open Day

Open Day & Networking Exhibition
22 September, White Post Farm, Nottinghamshire

Visit us
for a chat
Stand 106 -118



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Face-2-Face Workshops

Health & Safety Workshop
21 June - White Post Farm, Nottinghamshire

Retail Workshop
9 November

Catering Workshop
5 October

Online Webinar

Marketing Webinar
23 November, Online

Roadshows

October Roadshow
October

Christmas Roadshow
December

The programme looks amazing and the venue superb.

With the Annual Conference nearly upon us, I personally cannot wait to get together again!



This will be our first face to face event for 9 months and in that time, we've welcomed 11 new Farm Members, 18 new Trade Members and noticed many new recruits at our existing members. For first timers coming to the NFAN conference, please do join the First Timers Reception at 5:30pm on the 8th June, just before the Drink Reception. It will be a great introduction for you.

Coming out of COVID, we cannot deny we have new challenges; rising costs, tricky staff recruitment and the return in VAT to 20%. We are confident, however, that as an Association we can continue to share insight, experience and learnings. Our recent NFAN Zoom Group Chats have proven this and we'd definitely recommend any Member tunes in.

The NFAN Committee Sub Groups have had a busy few months. Our event schedule has been confirmed for the rest of 2022, the Industry Code of Practice Sub Group have been looking how to support you better, plus we are in the final stages of finding a new managing agent (following Agility's wish to not renew).

Another very important project we are currently working on is NFAN's five year plan. A Member Survey is currently published and we'd urge all farm and trade members to complete it. NFAN is a great organisation and with your input, we can ensure we continue to support you well into the future.

All the best,

Doug Douglas
Chairman

And welcome to our new members

Farm Parks

Acton Scott Historic Working Farm
Jimmy's Farm and Wildlife Park
Shepherds Place Farm

Trade Members

Jumbo Inflatables
Attractions.io
Ticketspice
TixTrack
The Rural Planning Co

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MEMBERS' ROUND UP



SOOTY LAND TO OPEN IN DEVON

Crealy Theme Park & Resort has teamed up with Sooty, Sweep & Soo to launch Sooty Land - a brand new area of the Theme Park opening at the end of May 2022.

Good luck with the opening!



New Tourism Business of the Year

Against some tough competition, Lower Drayton Farm in Staffs. has won the Gold Award in the New Tourism Business of the Year. Well done everyone!



ROARR! Dinosaur Adventure, is one of the first to sign up to the Leisure Equipment and Asset Protection Scheme (LEAPS).

Based in Norfolk, ROARR! is Norfolk's largest day visitor attraction, home to over 25 dinosaur-themed attractions and has joined the scheme to ensure everything at the 85-acre park - from its Predator High Ropes to Dinomite indoor play area and its future expansion with further types of attractions - is fully certified as safe.

Adam Goymour, park director at ROARR! said: "As a family-owned and managed business, we take the safety of our visitors very seriously and it is a priority in everything we do."

LEAPS certification is only awarded to attractions that meet the highest of safety standards, and we're proud to be working with this organisation to ensure our park is amongst the best in the industry.

For anyone wanting to find out more about LEAPS, visit leapscheme.com



Proud to win!

Noah's Ark Zoo Farm has scooped not one, but three prestigious awards, including Gold for Accessibility at the Regional South West Tourism Awards.

Larry Bush, Managing Director, said "We are absolutely thrilled to have received these awards which highlight the dedication of our talented and committed team.

Accessibility is such an important aspect of tourism and at Noah's Ark we're working hard to be as inclusive and accessible as we can through our improved facilities and through awareness and training of our team.

It's a huge honour to be recognised for our progress with these tourism awards."

In addition to Gold Award for Accessible and Inclusive Tourism, Noah's Ark Zoo Farm have won the Bronze Award for Large Visitor Attraction of the Year and the Bronze Award for Ethical, Responsible and Sustainable Tourism. A great achievement.



A new adventure at Over Farm

Over Farm's Countryside Adventure in Gloucester has opened brand-new adventure play areas and a mini golf course.



Working closely with Playscheme to create a play area that embodies the company's passion for 'Food, Farming and Fun!'. The new development includes role play shops, tractor and combine play areas, clatter and net bridges, animal springers and a selection of slides (to name just few elements).

With more investments to come in 2022!



Three award wins for Wellington Country Park

Wellington Country Park in Hampshire are absolutely delighted to win three awards over the last month for various categories and up against some key national players. The best aspect is that awards were achieved in different guises: public vote, mystery shopper and selection from industry peers.

Nigel Burnett, General Manager said: "I'm very proud of the team and all their efforts in achieving success in all three of these awards."

The support we have had from NFAN, other members and key suppliers with whom NFAN work with has certainly helped in our achieving these awards."



- **Winner of Little Ankle Bitters**
- **Winner of the Silver Award for Large Visitor Attraction of the Year**
- **Winner of The Royal Society for the Prevention of Accidents (RoSPA) Play Value Awards**



ATTWELL FARM PARK WINS TOP TOURISM AWARD

The team at Attwell Park Farm are celebrating after winning Small Visitor Attraction of the Year at the Visit Worcestershire Tourism Awards.

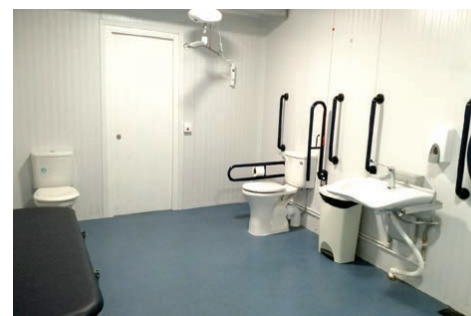
Oliver Arundel said: "It's an honour to win an award for local tourism in Worcestershire, especially in the aftermath of the pandemic. We have put everything into Attwell Farm Park.

The whole team does a fantastic job, we are really proud of them. We started off with just four of us, and now we have a team of 30 fantastic employees and growing."

Disabled facilities making huge impact at Park Hall

Park Hall in Oswestry were so inspired by the new Changing Places disabled toilet at Longdown Activity Farm that they finally achieved their aim of installing their own facility.

Richard Powell, Owner of Park Hall said "Obviously it would have been really helpful to secure grant funding however we feel installing a changing places facility was well worth the extra £8k it cost rather than installing a conventional disabled toilet. The response from both our visitors and local people has been amazing!"



Here's one of many positive comments from a visitor:

"I just want to say thank you, you are all amazing to have a disabled changing area. You don't know how much this means to be able to take Anona out with a proper changing area. So many attractions don't have anything like this you are all amazing. ♥♥♥ Well done Park Hall team!"

You could be eligible for funding

Some attractions have been successful in securing funding through their local council. For full details, go to: bit.ly/changingtoilet_funding



Major developments for Lee Valley Farm

After a successful tender application, the Partyman Group took over from the Lee Valley Park Authority in April 2021 and the team have some really exciting developments planned.

The team have already put in additional catering outlets and new toilets, removed a small soft play from inside a barn and turned the space into an entertainment theatre for events.

One of the planned developments includes enhancing the animal offering by introducing two new species; wallaby and lemur, both with their own brand new enclosures.

Improvements will also be made to the play value of the park include installing a brand new adventure golf area as well as a play area.

Keep up the improvements, we can't wait to visit.





2022 Awards Finalists

We are beyond excited. We can't wait to announce the 2022 winners of the NFAN Awards at the Annual Conference. Good luck everyone!



Innovation Award

This award recognises the attraction which has introduced the most innovative idea over the last year. This could be a new event, new improved process, new use of technology or new attraction.

Sponsored by:



Finalists:

**Bluebell Dairy;
Heads of Ayr Farm Park;
Mead Open Farm**

Judge:

**Darren Lamb,
4 Kingdoms Adventure
Park & Family Farm**

Best Trade Supplier

Trade members are a key part of NFAN and this award recognises a trade supplier who consistently goes the extra mile for their customers.

Sponsored by:



**National
Farm
Attractions
Network**

Finalists:

**Air Bouncers; C A Littlejohn;
Marshfield Ice Cream;
Playscheme; Timberplay**

Judge:

**NFAN
Committee**

Best Event

With Events becoming a key part of our sector, this award acknowledges Members who have run an outstanding event.

Sponsored by:



**Real
Dinos**
Buy or Rent

Finalists:

**4 Kingdoms Adventure Park
& Family Farm;
Barleylands Farm Park**

Judge:

**Tom Clements,
National Outdoor
Events Association**

Best Food & Beverage

From small cafés to large restaurants, the judges are looking for well presented, varied options that 'wow' the customer.

Sponsored by:



Finalists:

**Heads of Ayr Farm Park;
Walby Farm Park; Cattle Country;
Pink Pig Farm; William's Den**

Judge:

**Matt Heast,
Mead Open Farm**

Best Digital Presence

Awarded to the NFAN member whose website and social media outperforms in terms of their visibility, user friendliness and engagement.

Sponsored by:



Finalists:

**Bluebell Dairy;
Heads of Ayr Farm Park;
Mead Open Farm**

Judge:

**Richard Nicholson,
Cannon Hall Farm**

Day Maker Award

We know our teams can provide the difference between a great day and an excellent day out. This award recognises those who make a consistent extraordinary effort to make a visitor's day.

Sponsored by:



Finalists:

**Darrel Warren - 4 Kingdoms
Adventure Park;
Roy Moss - Puxton Park**

Judge:

**Janet Uttely,
Visit Britain**

Farm Attraction of the Year (under 75k visitors)

Over half of NFAN's membership is made up of attractions with under 75,000 visitors p.a. This award recognises the outstanding attraction in this category.

Sponsored by:



Finalists:

**Hall Hill Farm; Manorafon Farm
Park; Mini Meadows Farm;
Mrs Dowson's Farm Park**

Judge:

**Jim Howell,
Little Owl Farm Park**

Farm Attraction of the Year (over 75k visitors)

This award recognises the attraction that has delivered the best overall customer experience and demonstrates excellence in all areas of their business.

Sponsored by:



Finalists:

**Cotswold Farm Park; Heads of
Ayr Farm Park; Walby Farm Park;
York Maze**

Judge:

**Richard Nicholson,
Cannon Hall Farm**

2023 Awards Submission

Deadline 30 June 2022!

With 9 different award categories to choose from, including NEW Best Retail and NEW Sustainability Award, make sure you get the recognition you deserve and enter today!

As well as providing huge PR benefits, winning a NFAN Award is a massive accomplishment and a great opportunity to boost your business and staff morale.



Take a look at the categories:

**Jim Keetch Large Farm Attraction of the Year
(<75k visitors pa)**

**Jim Keetch Small Farm Attraction of the Year
(>75k visitors pa)**

Best Trade Supplier

Best Food and Beverage

Best Digital Presence

Best Event

Day Maker

You can enter online via the Membership Hub or if you prefer, you can download an entry form and email it to the NFAN Team. Full details can be found on the Awards page on the NFAN website www.farmattractions.net/nfan-awards.

The Conference schedule

We're in Wales for the 2022 Conference! Take a look at the exciting programme for this amazing 3-day event.

With thanks to: **Main Conference Day Gold Sponsors**



7th June Get the party started

If you know your Temptations from your Tom Jones, then you're going to love the Informal Networking Dinner Poptastic Musical Bingo on 7 June.

Be prepared for an evening full of giggles, lots of fun and hilarious prizes. Work as a team to win!

With thanks to:
**Informal
Networking Sponsor:**



8th June DAYTIME

Open Day at Cattle Country Farm Park

Discover how this Farm Park has grown to be one of the biggest attractions in the area.

9:30am	Refreshments
10:00am	Welcome
	30 years! High, lows and everything in between
	Rebranding, modernisation and management
11:00am	Tour of Cattle Country
12:30pm	Lunch in GRAZE Cafe
2:00pm	GRAZE Cafe: From design & build to a busy cafe
2:30pm	Diversification into a wedding venue
3:00pm	Close - tea/coffee and cake

With thanks to:
Open Day Sponsors



LATE AFTERNOON

Conference first timers meet and greet

A really informal new meet and greet session at 5:30pm with the NFAN Chairman to welcome members who haven't been to the Conference before.

With thanks to:
Drinks Reception Sponsors



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	Exhibition and Coffee
11.15am	Janet Uttley, Visit Britain - Tourism Trends
11.35am	Rubber stamp your attraction for the Code of Practice - NFAN
11.45am	Premiumising and De-Skilling Your Catering Offer - Regency Purchasing Group
12.15pm	Lunch and Exhibition
2.15pm	What Flew and What Flopped - plus panel discussion with Mark Navin (Cockfields), Ben Marshall (Wroxham Barns), Richard Bower (Lower Drayton Farm)
3.00pm	Maximising Dynamic Pricing - Caroline Sanger-Davies (ex-Chester Zoo) and Baker Richards (Pricing Consultants)
3.30pm	Hear from the best - two inspiring NFAN Award entries
4.00pm	Thank you & Close

EVENING

Glitzy Awards Dinner

Recognising excellence across our sector, the Awards Dinner is hosted by Jules Hudson from Escape to the Country and Countryfile from 8pm.

It's always a fun evening and this year the bar will be open until 12am. For those who wish to continue the party, the residents bar will be open in Celtic Manor.

With thanks to:
Main Dinner Sponsor



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

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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

HELPLINES

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.

Do we have your correct details?

We regularly send 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 add them to your Membership in the Membership Hub or email info@farmattractions.net



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