



FREE August Entry

I have asked that Go Cardless (our Direct Debit management system) hold any payments for August, which will give you a month of free entry into the park, all through August. I feel this is the correct thing to do under the circumstances as we are so grateful for your continued support. Your passes are still active. You just need to pre-book your ticket [HERE](#). There is a £5 booking deposit which will be refunded on arrival, this is to stop bulk booking and to offer more availability as we are running a reduced number of guests on site as part of our Covid risk management.

Day Entry

Having opened successfully on Tuesday & Wednesday this week I have now released more tickets for Annual Pass Holders [HERE](#). I am hopeful that after we get the next week under our belts and our confidence grows, we will be able to take away the need to pre-book tickets into the park for active Annual Pass Holders. Your pass will cover the requirement to comply with the government's track and trace system. We just need an internal software update to successfully operate pass validation on arrival. However, we want to ensure safety to guests and the team at all times so will be reviewing daily visits carefully before making a final decision on this.

Dinosaur Live Show

Every day at 1pm we will be doing a Dinosaur Live Show inside the park, this will be located at the back of the animal barn leading into the top lake. Meet Troy the Trex, Vivian the Velociraptor or Tamika the Triceratops!

Vouchers

We are making progress issuing vouchers to cover the park closure in April, May & June. If you have not received them yet, they will be coming. The vouchers will reimburse the equivalent value you paid for these 3 Months. This is a very difficult thing to organise and action on such a skeleton management team but Hannah and I are making progress so thank you for your patience. We are making the best effort to get this done ASAP.

If you paid for your Annual Pass in full please can you help us by completing this [FORM](#).

The vouchers are valid for 12 Months from date of issue and can be used for any event booking, day entry booking, or activity that we run and that we manage online ticket sales for.

The vouchers can not be used in the food outlets or in the shop. We hoped to allow this but it has simply not been possible as the vouchers are issued via our 3rd party ticketing system which runs separate to our physical tills on site so we can't manage to redeem them across different software systems.

Future of Annual Passes at Avon Valley

We are a farm park business that can make the most of the great British weather in the Spring and Summer (April - August). Our business, like all similar attractions, loses money in the Winter (Sept - March) and we are heavily reliant on indoor play areas and large scale seasonal events. This year we have lost the best part of our season through park closure due to Covid which usually carries us financially over the Winter period. At this moment in time, I am not sure how we are going to continue to trade like we did last year, especially as we cannot open any indoor areas like the play barn and our large scale events have a larger question mark over them due to Covid.

The simple business and operational fact is, that if we run out of money running and staffing the park through the coming Winter on the countless rainy days when only 1 family may visit, that will be the end of Avon Valley for good.

I am currently planning how we can keep the business alive and continue to offer value to all of you who have Annual Passes.

The survey that was sent out a month ago has really helped me to understand your thoughts on the issue and I want to thank those of you who filled it in.

I really have only two options open to me currently

1. Open the park in the Winter at weekends and holidays only.
2. Open the park during school holiday periods only.

Clearly both of these options are significantly different to how we have operated the park prior to Covid and as thus I find it increasingly difficult to justify continuing to ask you to pay your Direct Debits or sell Annual Passes when the future is so uncertain. This is why, along with a massive THANK YOU for your support during the worst Months the park has ever faced we have paused DD payments and given you August at the park for FREE.

I am looking to make a decision in the next week or so about how we are going to open through the Winter and how this will affect your Annual Passes. This has to work to your best interest and to ours. Issuing vouchers as we have found is an extremely time consuming process for Hannah and myself! If you have any comments or suggestions to help me please email these through to helpdesk@avonvalley.co.uk.

Pumpkin Patch

We are amazed by the size of our pumpkins already and can't wait to welcome you all back for our Pick Your Own Pumpkin Patch this year! It is over twice the size of last year and we will be releasing more details about how this will operate in a safe socially distanced manner.

Fireworks

We are working on a plan for our Fireworks display this year, and I am pretty sure we will be able to do this but may have to run two evenings to ensure we can open it safely with social distancing restrictions.

FEAR Scream Park & Christmas 'Journey To The North Pole'

Running FEAR & Christmas in the same format as last year looks doubtful at this time, especially with the risk of a second Covid wave in Autumn/Winter and any potential subsequent local or national restrictions being enforced. Hannah & I are both passionate about these seasonal events and we are looking into running these events in a very different way. Please don't underestimate the challenges we have ahead of us going into the Winter.

Facebook Supporters

We have always had a strong presence on Facebook and used it to update followers on park news and events so we have joined in with the launch of their 'Supporters' function. We will still continue to use our main Facebook page as we always have with news, updates and live streams but for the price of a coffee each Month you can get access to exclusive and upfront content. You do not get free access to the park as a supporter, unless run as a promotion or competition but it is an evolution of Facebook which many businesses have taken up during the Covid crisis and we may grow depending on the future of Annual Passes.

You can become a Facebook Supporter [HERE](#).

Visiting The Park

We really hope the precautions we are taking fills you with confidence to enjoy a family day out with us. Your safety and our team is at the heart of all our decisions.

We can read about what we have put in place for guest safety, our opening days and times and what we are able to operate on site on our website [HERE](#).

- Please do not visit if you or anyone in your household or bubble are feeling unwell.
- Please make sure you socially distance and are respectful of others when on our site.
- Please take hygiene precautions when you are outside and use hand sanitizer provided.
- Wash your hands on arrival at the park and when passing hand washing stations around the park.
- Keep at least 2 metres apart from anyone outside your household or support bubble where possible, or at least one metre with precautions such as wearing a face mask.

Finally, a massive thank you from Hannah and myself for your patience and support while we work out how to ensure the future of Avon Valley at the heart of our community.