



Our Play Book to Excellence & Success

"Teamwork is our secret ingredient to success, and we're making it fun and strong!"

What do we do?

*We help children,
show grown-ups,
how to connect with their inner child,
by engaging through
play, animals, and laughter.*

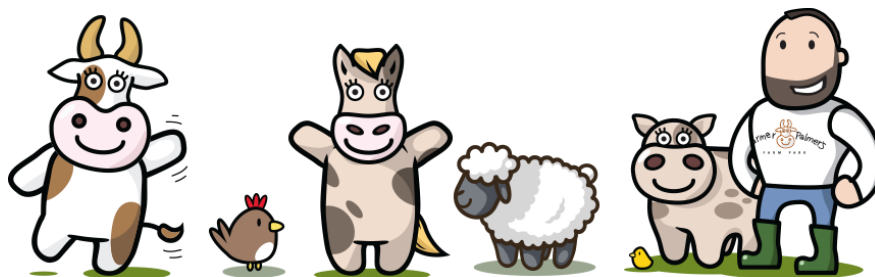
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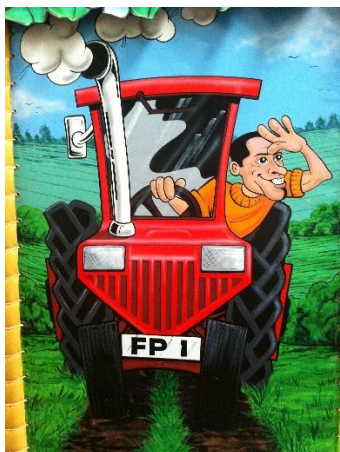


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Our Play Book:

Welcome!



The Palmer family business has grown into a beloved destination for families, designed for children 8 years and under. We are driven to deliver quality by not letting the grass grow under our feet and focussing on customer needs.

Our heart beats to provide an educational, fun-filled day that's packed with lasting memories. We love customers who resonate with our values and who appreciate the unique experiences we offer.

To us, delivering the Farmer Palmer Experience isn't just a job - it's a chance for you to become architects of joy, creators of unforgettable memories, and contributors to something far greater than a turning up for a pay cheque. Here, you're not just part of a team; you're a vital spark in the magic that makes Farmer Palmer's extraordinary. So, buckle up, because your journey here needs passion and loyalty, it's an adventure filled with purpose, passion, and the promise of something truly special.

In the next five years, our aim is nothing short of elevating Farmer Palmer's from a beloved household name in Dorset to a beacon of excellence, setting new standards for farm attractions nationwide.

So, here's our play book, or manifesto if you prefer, - it's the key to understanding our mission, beliefs, culture, and values for the next 5 years.

Our Mission – Should you wish to accept it:

We're a purpose-driven organisation. At the heart of our mission lies a dedication to exceeding expectations. We aim to surpass the ordinary and transform every visit to Farmer Palmer's into an extraordinary adventure. To achieve this, we're counting on each, and every one of you to be a driving force in our pursuit of excellence.

Our Culture:

At the core of our culture is the belief that we thrive when we give our best and treat each other like family. Regardless of when you join us or in what role, we're dedicated to supporting you in doing your best work, fostering growth, and encouraging development.

Our Vision - Teamwork Rocks!

Our vision is to create customer experiences so extraordinary that the value exceeds the price, making Farmer Palmer's synonymous with unparalleled joy and delight.

Our Values – are the way we show up in the world.

Our Values are more than just words on a page. They guide and influence every decision we make, helping us build trust with our customers, partners and amongst ourselves.



EXCEED EXPECTATIONS

- We take personal accountability to deliver on our commitments and exceed expectations.
- We care about our impact on each other, our customers, our community, and our environment.
- We challenge ourselves and each other to find new ways of doing things.
- Being ambitious to make us the best.

GROWTH

- We are proud of what we have achieved and excited about where we are going.
- We develop our team and seize new opportunities.
- We are not afraid of taking calculated risks and learning from mistakes when things don't go to plan.
- Helping customers buy the things that make their visit memorable.

PASSION & DETERMINATION

- We have a shared passion for learning and growth.
- Strive for excellence, keeping joy in our daily tasks.
- Deliver professionalism to be proud of.
- Make each family feel special, focused on their little VIPs

HUMILITY

- Remembering our family-focused purpose.
- Creating cherished memories ensuring every family leaves with smiles and stories to tell.
- A business where people matter.
- Make colleagues and every visitor feel special from start to finish, and foster a sense of community and belonging.

TEAMWORK & RESPECT

- We work together as one positive, supportive team.
- We take pride in sharing our ideas and doing our best.
- We value our differences because they make us stronger together.

INTEGRITY, HONESTY & LOYALTY

- We strive to do the right thing.
- We are honest with each other.
- We have confidence in each other's intentions.
- We uphold our values in all we do.

Getting Involved:

As you play an integral role in shaping our future. Your dedication, creativity, and passion contribute to the unforgettable experiences that define us. Ensuring we *WOW our customers and make their experience unmatched so that they keep coming back for more!* This is how you can help:

Your Role in This Awesome Journey:

1. *Be attentive and helpful – look for chances to assist visitors and team members.*
2. *Put our customers first – anticipate their needs.*
3. *Create a wonderful atmosphere – cleanliness, efficiency, and quick complaint response.*
4. *Be polite and respectful – manners go a long way.*
5. *Engage with everyone – smiles, eye contact, and have a friendly word.*
6. *Think outside the box – embrace creativity and open-mindedness*

Call to Action:

Are you ready to be part of this amazing journey? Embrace our values, exceed expectations, and together, let's make Farmer Palmer's a symbol of excellence and joy. Your commitment is what will set us apart and propel us towards greatness. Let's aim higher, work together, and have a blast doing it.

Welcome to Farmer Palmer's - where dreams grow, and magic happens.

And finally:

**"Let's focus on creating unbeatable experiences!
When we excel in what we do, the value shines through.
It's not just about the price, it's about providing amazing moments that make
every penny worth it.
Let's earn with pride, knowing we're offering the best!"**



Our Goals - In Simple Words:

Hey Team Farmer Palmer's, are you still with me?

Let's dive into our exciting Pillars of Business Progress! We've got a plan that's not just a plan, but a blueprint for awesomeness. Here's how we're going to make Farmer Palmer's shine brighter than ever:

Team Farmer Palmer's, get ready to embark on an exciting journey with our refreshed and dynamic goals!

- 1. Supercharged Team Development & Clarity:** We're taking our training to the next level, ensuring you're confident, valued, and fully equipped to excel.
- 2. Effective Communication:** From body language to tasks and deadlines.
- 3. Clarifying roles and structures:** Making them crystal clear – know your path, know your team!
- 4. Knowledgeable Onboarding:** Aligning HR & recruitment processes. Defining visitor attraction standards and onboarding within our whole team to exceed expectations.
- 5. VIP Customer Experience:** Every visitor is a VIP in our world! We're committed to delivering service that's not just great, but legendary. All marketing language focussed on “how we can help you” rather than “we do this, and we do that”.
- 6. Sales Savvy & Budget Brilliance:** Boost our sales strategy, develop budgeting skills, and empower the teams to drive the business forward to profitability.
- 7. Tech Upgrade & Smart Work:** Say hello to the latest tech and AI! Embarrassing time-saving automation, simplifying processes, enhancing efficiency, and ensuring our future is as bright as our vision.
- 8. Investing in Tomorrow:** Our efficiency today funds our innovations tomorrow to bring exciting new experiences to our customers guaranteeing all our futures.

Let's roll up our sleeves and dive into making Farmer Palmer's the place everyone talks about – a place of fun, innovation, and excellence. We're in this together, and together, we'll make it happen!

Together We've Got the Future Secured!

"Here's to a bright and sustainable future! We're all about smart growth and innovation.

By mastering the art of friendly upselling, setting clear and achievable goals, diving into the exciting world of new technology, and crafting plans for financial growth, we're paving the way to a future where our business thrives responsibly and brilliantly.

Let's move forward together, building a sustainable and prosperous tomorrow for our amazing team and our valued customers!"

Let's aim higher, work together, and have a blast doing it!"

This Book Belongs to:

My Journey with Farmer Palmer's Farm Park

Year:.....

Notes: