



*British Association of Leisure Parks,
Piers & Attractions*



In 1936 a handful of families including the Thompson, Butlin and Isles families formed The Association of Amusement Park Proprietors (AAPP) to protect the interests of their predominantly seaside businesses.

In 1986 the name was changed to The British Association of Amusement Parks Piers and Attractions.

Although over the years the profile of its members has changed enormously, 75 years later BALPPA still promotes the interests of its members.

As well as the seaside venues the operational membership includes Theme Parks, Amusement Parks, Zoos, Piers, Safari Parks, Museums, Farm Parks and Agri Attractions, Family Entertainment Centres and Stand Alone Attractions.

A comparatively new and very welcome category to the membership are the Trade Associates who represent manufacturers and suppliers, consultants and designers.

The threat to the member businesses is much greater today than it was 75 years ago. More entities are fighting for the leisure pound and that together with a stream of legislation handed out by Government both in the UK and Europe are contributing factors in making the conducting of business harder.

The need for a strong, well respected and well supported national trade association is greater than ever.

A handwritten signature in blue ink, appearing to read 'John Collins'.

John Collins OBE
BALPPA President



1936

Inaugural Meeting of the
Association of Amusement Park
Proprietors of Great Britain

25th November 1936 – Inaugural Meeting of the Association of Amusement Park Proprietors of Great Britain

The Association of Amusement Park Proprietors of Great Britain was formed following a report which was to be made by Chief Police Constables on the question of giving prizes in Amusement Parks within the No. 1 Police Area. On hearing that this report was to be made and of the actions planned by the police Leonard Thompson of Blackpool Pleasure Beach called together a group of prominent Amusement Park Proprietors as he felt sure that this report was to be considered by Constables around the country and action would be taken with the support of the Home Office. In view of this it was desirable that the Amusement Park Proprietors should get together and formulate what Leonard described as 'a code of ethics with a view to making approaches to the Home Office in the hope of obtaining some ruling which would enable the Proprietors to carry on their business without fear of contravention of the law.'

It was decided that the following should be invited to join and attend the inaugural meeting of the AAPP:

Leonard Thompson,	Blackpool Pleasure Beach
Oliver Dalton,	Brighton Palace Pier
H.F.B Iles,	Dreamland, Margate
Cyril Bertram Mills,	Olympia Circus and Fair
F. E. Williams,	Kursaal, Southend
William Butlin,	Butlins Holiday Parks
G.E. Booth,	Amusement Equipment Co. Ltd
Robert Parker,	Blackpool Tower Co. Ltd
Alderman Wood,	Southport Corporation
D.F. Warren,	Merrie England, Ramsgate
E. Kingsman,	The Pier, Clacton
Albert Hargreaves,	The Pier, Fleetwood

COCONUT SHIES ARE ILLEGAL SAYS THIS SOLICITOR

FROM OUR OWN CORRESPONDENT
BRIGHTON, Wednesday.

Mr. Guy Wallington, a Brighton solicitor, appearing for the defence at Brighton police court today in a case against the proprietress of an amusement arcade, said: "I honestly believed that coconut shies were legal until I looked into this case."

"I then found that all games, whether of skill or otherwise, where prizes are offered, constitute an infringement of the Betting Act," Mrs. Annie Ellen Leach, of Middle street, Brighton, pleaded guilty to offences under the Betting Act regarding two games in the arcade. Her father and mother, Charles Hyatt and Annie Marie Hyatt, pleaded guilty to assisting on certain dates.

Summonses Dismissed

Mr. Wallington said his clients did not know that what was being done was illegal. He gave an undertaking that his clients would conform to any directions by the Chief Constable regarding the games played, and her summonses, and her

Daily Mail
NORTHCLIFFE HOUSE, LONDON, E.C.4.
Telephone: Central 6000.
28th August, 1936. 241st Day.

THE LAW AND COCONUTS

OUR Common Law and Statute Book abound in anomalies, loopholes, forgotten precedents, and latent powers, and no man knows when Authority may not stick out a majestic foot and trip him up.

Take the silly season case of the coconut shies at Brighton. Bashing three balls a penny is a traditional pastime, almost a British prerogative. Old-time showmen may on occasion have been accused of gluing the nuts to the stand, but never till now have they been prosecuted for telling people to walk up and try their luck.

It has been suggested in court to shy at coconuts is an offence within the Betting Act. A comic tangle it is—a flutter on the race track and a flutter on the coconut prohibited ground. And next month the intellectual atmosphere of Court will resound with the rolling of the Penny, the shies by its skill or moralising fluke.

ings, the citizen is almost every- The Soccer season let no doubt the shall because it now practice at sealed.

and repressive emergency or holding the fully oper- just re-ld com-be it at we drink street site

Leonard Thompson as the first Chairman of the AAPP outlined the reasons for forming the association to the first Members as follows:

'To create a nucleus of persons to represent those with capital stake in Amusement Parks....The moment is most opportune for the Association to be formed in order that Amusement Park Proprietors may have their own organisation not only to deal with the present activities of the police, but to generally protect the interests of the members who have such vast capital at stake in Amusement Parks.'

The meeting appointed Captain J. Russell Pickering to be Secretary of the Association and agreed the first Annual Subscriptions for Membership would be Twenty Guineas (around £1,000 in today's terms).



1940

Suspension of Meetings of the AAPP due to the Second World War

1945

The AAPP becomes a founding Member of the National Amusements Council

1947

Maj. J Russell Pickering dies and his son, Ronald R Pickering, takes on the role of AAPP

1951

Festival of Britain

1958

The National Association of Amusement Parks, Pools and Beaches of America (NAAPPB), later to become IAAPA, visit the UK

1940 – 1945 Suspension of Meetings of the AAPP

Due to the Second World War the Association was 'practically defunct, although kept alive by the Secretary with his usual thoroughness.'

Wartime in the UK impacted upon the amusement park proprietors with the Government requisition of several parks including Butlins holiday camps and Dreamland. During the war subscription to the AAPP continued but was halved to ten guineas due to the reduced activity of the Association.



'Billy Butlin receiving Filey camp back from the RAF who ran it as RAF Hunmanby Moor during WWII'

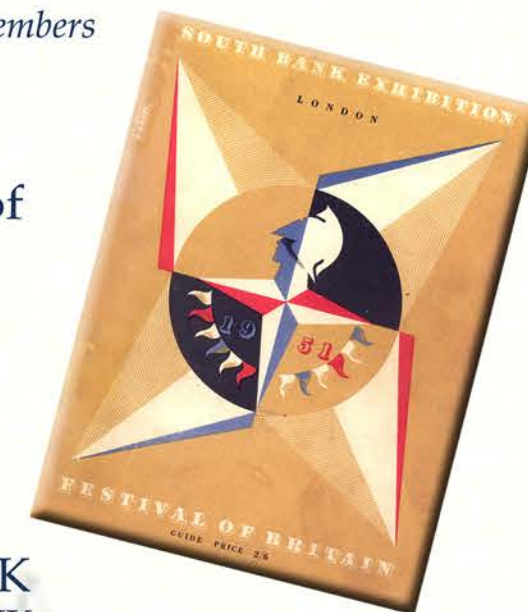
January 1945 The AAPP becomes a founding Member of the National Amusements Council

The Association met and agreed to found the National Amusements Council with other Associations in similar industries including live entertainment, circuses, showmen and theatre. The principle aim of the Council was to coordinate Association activity and express a united voice to Parliament on matters where interests were identical particularly in relation to obtaining labour and materials for the amusement industry. The AAPP also instigated an initiative through the NAC to provide returning ex-servicemen, including those disabled during the war, with employment in the amusement park industry.

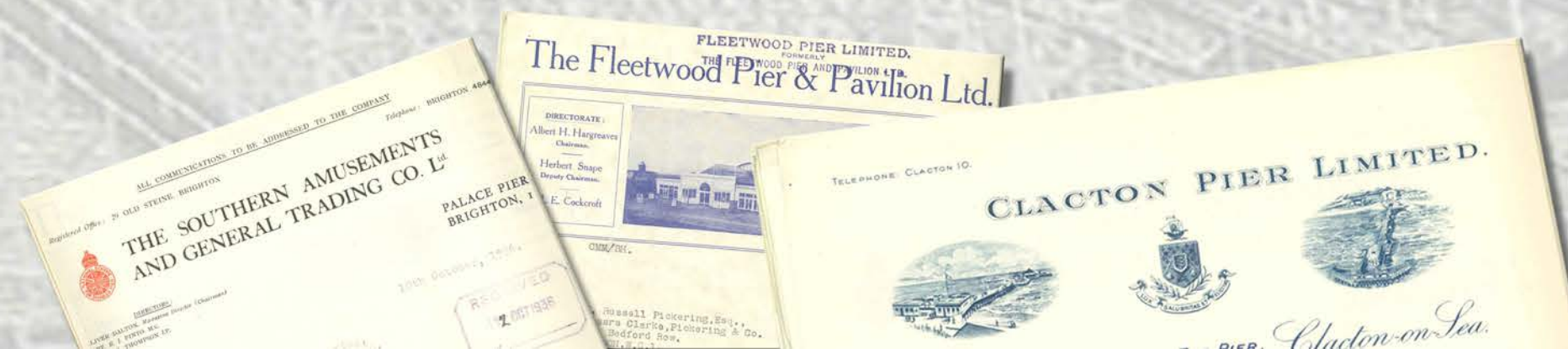
June 1947 Maj. J Russell Pickering dies and his son, Ronald R Pickering, takes on the role of AAPP Secretary.

On accepting his appointment Ronald Pickering recorded that he 'remembered the inaugural meeting of the Association and knew how interested his Father was in the Association and how much he had it at heart. I am happy to follow in his footsteps and do what I can to watch over the Members interests.'

1951 The AAPP support the organisation of the Festival of Britain and take a tour before opening of the Festival Pleasure Gardens at Battersea Park.



1958 The National Association of Amusement Parks, Pools and Beaches of America (NAAPPB), later to become IAAPA, visit the UK. The Members of the AAPP welcomed the American Members of the NAAPPB to the UK and hosted the Members at a cocktail party given by Billy Butlin and visits to the Festival Gardens, Dreamland in Margate, Merrie England at Ramsgate, Clacton Pier and the Kursaal at Southend. This marked the first official visit of the NAAPPB to the UK as part of their new initiative to increase association involvement on a global scale.



1960

Betting and Gaming Act

1962

The AAPP conduct a Members Questionnaire and Modernise Subscription basis

1971

The AAPP cooperates with the Treasury on the impact of decimalisation on coin operated devices.

1972

The AAPP officially make the inspection of devices a condition of Membership

1974

Leonard Thompson becomes the Association's first President

1960 Betting and Gaming Act 1960

The AAPP worked significantly on the Betting and Gaming Bill, lobbying Parliament to ensure that the interests of Members and their businesses were protected as far as possible. The legislation was viewed to be experimental and introduced an entirely new set of provisions for amusement parks. A special levy of £21 each on top of subscriptions was applied in 1961 to cover the cost of the work and legal advice undertaken by the AAPP on the Act. Following the Betting and Gaming Act the AAPP resolved to adapt their Concession Agreements to reflect the changes in legislation, including providing for a limitation on the accumulation of prize vouchers, which the Act did not limit and was a cause of concern to the Membership. The Sub Committee writing the Concession Agreements were also subject to the legal questions raised at Dreamland following a case claiming that a concessionaire was entitled to the rights of a tenant.



1962 The AAPP conduct a Members Questionnaire and Modernise Subscription basis

Following a request from Mr Iles the AAPP conducted its first official 'Exchange of Information' to survey members on '*prices for rides and games, wages paid, water and electricity charges, percentages received from concessionaires and the like*'. This marked a change in the Association as it became more involved in benchmarking and best practice for the industry and for the first time allowed for open and frank discussions on Park Operations. At the same time the Association introduced subscriptions based in the size and number of parks rather than as a flat fee with only one representative permitted.

1967 Appointment of R L Brooke as the new General Secretary of the AAPP

The AAPP start to organise international excursions for Members including Montreal for the IAAP Expo and the AGM is held at the Oktoberfest in Munich.

1971 The AAPP cooperates with the Treasury on the impact of decimalisation on coin operated devices.

The AAPP officially becomes an affiliated Member of IAAP

1972 The AAPP officially make inspection of devices a condition of Membership.

Following an incident in 1971 at the Festival Gardens and increased cooperation with the Home Office on amusement ride safety byelaws the AAPP insisted '*that all rides of Members and their concessionaires shall be inspected by a competent engineer*' as a condition of Membership from the 1st January 1972.

Standard Association approved certificates were introduced and each Member was obligated to provide the certificates each year for every ride on his premises.

2nd July 1974 Leonard Thompson, as a founding Member of the AAPP, becomes the Association's first President

31st January 1975 John Collins Jnr is invited to become a Member of the Association

John Collins is our current longest serving Member and current President. Having been a Member for 36 years to date he still has to catch up to our longest serving Member on record, Stan Bollom, who was a BALPPA Chairman, President and a Member for over 50 years

4th November 1976 Sir Leslie Joseph is appointed President of the AAPP.





PLEASURE
BEACH
BLACKPOOL



Butlin's

1980

Europarks - the Federation of Amusement Parks is founded

1984

Inaugural Parliamentary Lunch

1986

In its Golden Jubilee Year the Association changes its name to: 'The British Association of Leisure Parks, Piers and Attractions'

1994

Year of the Rollercoaster

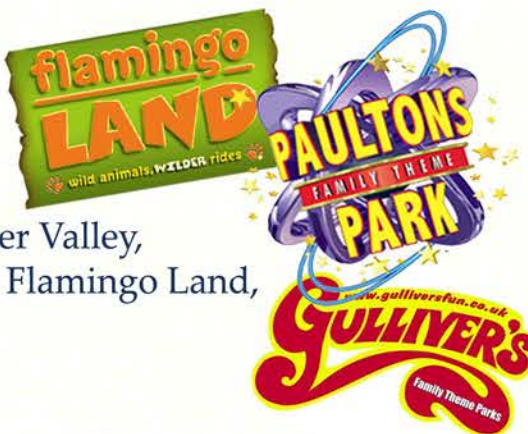
1995

The BALPPA logo is redesigned to include the carousel horse



1980

The early 1980's saw significant expansion in the industry and Membership with a large number of today's prominent Members joining the Association including Funland Hayling Island, Lightwater Valley, Gullivers Kingdom, Brean Leisure Park, West Midlands Safari Park, Flamingo Land, Brighton Palace Pier, Flambards, Camelot and Paultons Park.



1984

Chairman Jimmy Jones leads a Committee of Members to work with the HSE on a new Code of Safe Practice at Fairs including the first safety guidance written by Members for specific rides such as the Waltzer and the Cyclone Twist.

In February the Association held its Inaugural Parliamentary Lunch attended by 27 Parliamentarians and 40 Members - John Gummer MP, Chairman of the Conservative Party and Minister responsible for Health and Safety, in recognition of the Association's focus on ride safety, was the guest of honour.

1985

December 1985 - The AAPP were instrumental in amending the legislation on General Development Orders to create a new class of exemptions for Amusement Parks which made it possible to move or rebuild rides or constructions within Parks or Seaside Piers without the need to obtain specific planning permissions.

1986

Golden Jubilee of the Association celebrated with a National Free Day for under privileged children on the 4th June. Ride Safety is prioritised as the Association employs a Health and Safety Consultant to assist Members and the first Association training seminar takes place for ride operators at Blackpool Pleasure Beach.

Road signs submitted by BALPPA to the Department of Transport, depicting a carousel for traditional coastal parks and a carousel and trees as the symbol for inland theme and leisure parks, are implemented.

1987

On the 11th May it was agreed to open membership to Suppliers of the Industry, each to pay £350 per annum. Nick Farmer of Farmer Attraction Ltd was amongst the first to join and remains a Member today.

1988

BALPPA issues its 'Association Journal' the first newsletter which is circulated with ParkWorld.

December 1989 Stan Bollom becomes President of the Association and remains in the position until his death in 2010.

1990

BALPPA becomes an official supporter of Leisure Industry Week
17th May – The first Parks Sub Group meets to discuss performance, gate and secondary spends, staffing and promotions. Other Sub Groups for Park Engineers, Marketing, Retail and Catering Managers and Zoo Operators are introduced in the early 1990s.

1993

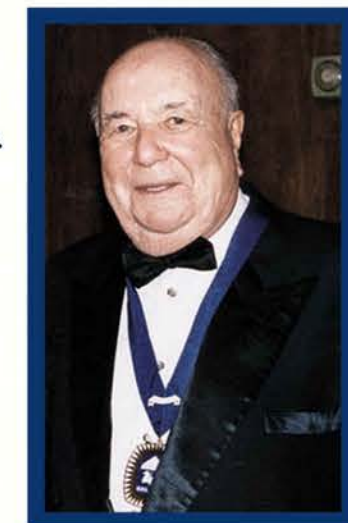
Princess Diana and the Princes William and Harry visit Thorpe Park and ride the log flume with Colin Dawson, drawing international press interest to the theme park industry.

1994

The Year of the Rollercoaster sees the opening of Nemesis at Alton Towers, the Big One at Blackpool Pleasure Beach and Shockwave at Drayton Manor Park.

1995

BALPPA develops the first NVQs specific to the attractions industry for Mechanical Ride Operators to help formalise training and motivate young people joining the sector.



1996

Year of the Pier & the Association's Diamond Jubilee

2000

Year of the Carousel

2001

June - Colin Dawson becomes Chief Executive

2006

BALPPA implements the European Ride Safety Reporting System

2007

BALPPA and Members work on revisions of HSG 175 launched in September

1996

The Year of the Pier is launched in March on Brighton Pier by the Rt Hon. Virginia Bottomley, Secretary of State for National Heritage.

BALPPA celebrates 60 years of the Association with a Diamond Jubilee Dinner at Thorpe Park.

1997

HSG 175 is published and the Amusement Device Inspection Procedures Scheme (ADIPS) is launched, the culmination of the work done by BALPPA Members and other industry bodies with the HSE through the Fairground Joint Advisory Committee.

Coastal Arcades and FECs are added to BALPPA Membership.

2001

Following the Roberts review of fairground safety, commissioned in 2001, BALPPA was instrumental in setting up the ADIPS DOC bureau with NAFLIC and the other industry trade associations to monitor the Declarations of Operational Compliance (DOC's) being issued by Registered Inspection Bodies. Since the report BALPPA has continued to actively promote safety in the industry and ride incidents have been reduced.

2003-2005 – Significant work from BALPPA Members, and in particular the Coin Op Sub Group, is undertaken on the Gambling Act 2005 including the submission of numerous consultations to limit the damaging impact the Act would have had on Members and their businesses.



2006

BALPPA implements the European Ride Safety Reporting System, playing a key role in collating national incident statistics with those from other European nations.

The BALPPA Ride Engineers Training is developed and over the next 3 years will see over 26 Member attractions take part and hundreds of ride engineers certified in the course.

2007

BALPPA and Members work on revisions of HSG 175 launched in September.

2008

Colin Dawson, CE of BALPPA is made President of Europarks.



Members of the Amusement Device Safety Council manage ADIPS and ensure safety is the number one priority in the UK Amusement Park Industry.

2010

Colin Dawson retires from his position as CE and receives an OBE in the Queen's Birthday Honours

BALPPA supports the lobby behind a Private Member's Bill for Daylight Saving

2011

John Collins becomes President of the Association

BALPPA celebrates 75 years on the 25th November

2010

To increase the Association's political profile, the BALPPA Parliamentary Champion Award is created and the first award is given to Don Foster MP.

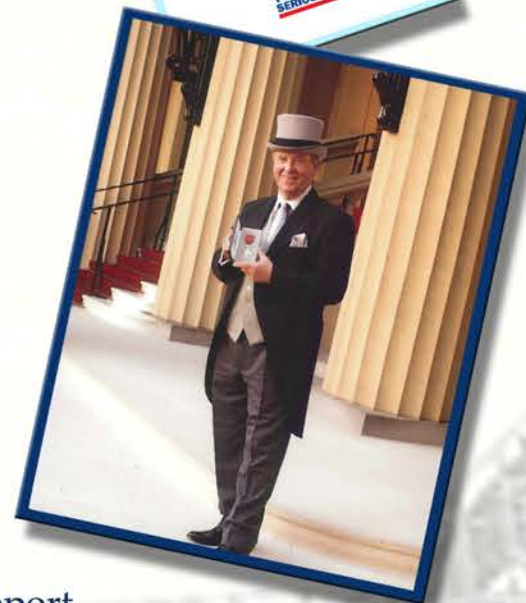
The BALPPA Tourism Manifesto is launched at the Parliamentary Lunch

Colin Dawson retires from his position as Chief Executive in July 2010 and receives an OBE in the Queen's Birthday Honours for his service to the industry.

The Daylight Saving Bill is passed through its second reading in the House of Commons.

2011

As John Collins becomes President of the Association new exhibition agreements are entered into and BALPPA agrees to support the new EAG show in January and EAS with IAAPA in October in future years.



Leaders Of The Industry - BALPPA Chairmen



Anthony Brenner



David Cam



John Bollom

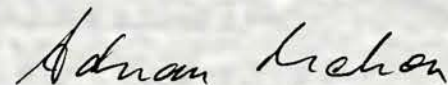
1936 - 1938	Leonard Thompson	1976 - 1977	Stan Bollom
1938 - 1939	William E Butlin	1977 - 1978	Douglas Harrison
1939 - 1940	H F B Iles	1978 - 1979	Eric Hughes
1940 - 1946	F E Williams	1979 - 1981	Alfred Codona
1946 - 1947	Denis F Warren	1981 - 1983	Geoffrey Thompson
1947 - 1948	Cyril B Mills	1983 - 1985	Jimmy Jones
1948 - 1951	Maj. Leslie Joseph	1985 - 1988	John P C Collins
1951 - 1953	A M Booth	1988 - 1990	Patrick Evans Snr
1953 - 1956	C F Griffiths	1990 - 1992	Gary Smart
1956 - 1958	W H R Younger	1992 - 1994	Geoffrey Thompson
1958 - 1959	R M Dixon	1994 - 1996	Colin Dawson
1959 - 1961	Eric Hughes	1996 - 1998	Richard Pawley
1961 - 1963	Leonard Thompson	1998 - 2000	David Howell
1963 - 1965	H.F.B Iles	2000 - 2002	Jim Godden
1965 - 1967	Stan Bollom	2002 - 2004	Anthony Brenner
1967 - 1969	Albert Botton	2004 - 2005	Richard Pawley
1969 - 1971	J D Brenner	2005 - 2007	David Cam
1971 - 1972	C J Morehouse	2007 - 2009	Tim Batstone
1972 - 1974	Michael Goss	2009 - 2011	John Bollom
1974 - 1976	Charles Burrell	2011 - 2013	Adrian Mahon

BALPPA has grown from relatively humble beginnings 75 years ago to be the recognised voice of the commercial, 'fixed site' Parks, Piers and Attractions industry in Britain. Our organisation is highly respected in the corridors of power in Westminster and amongst our peer Trade Associations in related sectors of the tourism, travel and leisure industries and we have been said to 'punch above our weight' when it comes to lobbying activities.

Those 75 years have provided many challenges to our Members individually and to the Association itself. Unfortunately, some of those Member businesses are no longer with us, but BALPPA remains as highly relevant today as it has been through the last three quarters of a century by continuing to provide valuable information, support and networking benefits to Members and by delivering success in lobbying and challenging Government on issues of importance to our Members' businesses.

As we celebrate our anniversary, the economic outlook for the next few years in the UK, Europe and indeed the rest of the world, is high in risk and uncertainty. That uncertainty brings with it, even more challenges to our businesses as governments at all levels, be it local, national or European (and beyond) attempt to put in place policies which they believe will assist the recovery of their respective economies. BALPPA will continue to challenge, on behalf of our Members, those policies which could be damaging to our industry (such as the recent proposals on Machine Gaming Duty) and will promote initiatives, such as Daylight Saving, VAT reduction and Business Rates Relief which would benefit growth. We will also provide relevant information, seminars and networking opportunities for our Members to help them meet their own individual business needs.

Congratulations to BALPPA and all of our Members and here's to the next 25 years!



Adrian Mahon
Chairman: 2011-13

