

Press Release

7th March 2016

Excitement for all at the Royal Bath & West Show.

Visitors will enjoy a fabulous assault on the senses at this year's Royal Bath and West Show, with everything from live music and first class food to livestock showing and dancing diggers.

The show is an incredibly diverse event, with something on offer for everyone, says Head of Shows, Alan Lyons. "There is the real hustle and bustle of the mornings when livestock are being primed ready for a day of showing, alongside the nail-biting competitions, followed by more relaxed and casual evenings, full of street food, music and overnight camping."

Among the many attractions the show has to offer, the big one this year will be the new £120,000 horse area: With dedicated showing rings, woodland horse walks and parking, it is set to be a winner for competitors and visitors alike, says Mr Lyons. "Horses are a big part of the show and of rural life; whether visitors are keen horse enthusiasts or not, seeing the diversity of breeds and skills at the show is always a thrill."

Continuing the precedent set last year, the show will again be holding livestock classes on all four days of the show, as this proved so popular with both the public and exhibitors. "We feel it is important to hold classes every day, as it gives the exhibitors more days on which to compete and visitors more opportunities to experience showmanship at its very best," says Mr Lyons.

The show will also be the only one in the UK to feature the Diggerland JCB Stunt Team this year, with exclusive access to this unmissable spectacle. "This is something everyone will want to see – it is such a crowd pleaser and really gets both adults and children excited," he adds.

The prestigious British Cheese Awards and the British Cider Championships will again be hosted at the event, drawing in the best cheeses and ciders from across Great Britain.

Even the younger farming enthusiasts will be catered for as the Farming for the Family area is getting a make-over to become more hands on. "This is a really fun area for adults and children to learn where food comes from and to get a real flavour for what is involved from field to fork," explains Mr Lyons.

In the shearing pavilion there will be a host of new educational activities, including how to use wool for felting, sportswear and as a building material. "Wool has somewhat fallen out of fashion, but it is an incredibly diverse and breathable fibre, so we really want to showcase just how versatile it is."

The show will also feature a new vintage machinery ring, which will host a diverse collection of engines and machines from numerous decades.

This year the European Federation of Agricultural Exhibition and Show Organisers will be attending the show and the Royal Agricultural Society of the Commonwealth will be holding its AGM – focusing on young people in agriculture - during the event.

Tickets are now on sale, with super saver tickets available until 31 March, cutting adult prices to £20 a day. Two children go free with each adult ticket.

- The Royal Bath & West Show will be held from 31 May – 3 June. Entry schedules for the livestock, equine, poultry and other classes are now available online at www.bathandwest.com or by calling 01749 822200.

For further information or media enquiries contact Olivia Cooper on 01392 840009 or e-mail olivia@agri-hub.co.uk.

About the Royal Bath & West of England Society

The Society was founded in 1777 in Bath by a group of philanthropists led by Edmund Rack. We are a registered charity organisation (Registered Charity Number 1039397). The Society was formed with the aims of encouraging agriculture, arts, manufacture and commerce.

Our charitable activities provide:

- Agriculture, veterinary, educational and art scholarships
- Technical events and Seminars
- Practical farming advice and conferences
- Countryside Education
- Diversification advice for farmers
- Education for children
- A market place for countryside products

As the Society approaches its 240th year it continues to deliver a wonderful mix of established traditional exhibits through to the latest energy technology and contemporary entertainment.

The entertainment and features around the 242-acre site ensure enjoyment for every member of the family and include attractions that are spectacular to watch, educational, inspirational, “hands on” or just plain fun.

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