

PRESS RELEASE

FOR IMMEDIATE RELEASE

New Dates for the Bath & West Country Festival 2021

While the Royal Bath & West Society is delighted to be part of the COVID19 NHS Vaccination Programme, it is clear that life is unlikely to be back to any semblance of normality until well into the summer, making it a challenge to host mass public gatherings safely and securely until later in the year.

With this in mind, Trustees have agreed to postpone the Bath & West "Country Festival" from early June to 27th- 29th August 2021. Moving the Society's showcase event will allow the greatest opportunity for the Society to host a safe and holistic event that the whole family can enjoy without the threat of COVID19 hanging over them.

The Festival will feature a plethora of activities, demonstrations and entertainment that our supporters would expect; including interactive activities in our Farming for the Family section, fast pace excitement in the Main Ring and a much-enhanced food hall experience. As ever, there will be a strong focus on cider and honey exhibitions, with competitions still being a highlight for many of our visitors. The open-air Showground will allow visitors to enjoy their day in a COVID19 secure environment.

The Society's Chief Executive, Rupert Cox comments: -

"While we had hoped to run our iconic event on our usual dates in early June, it has become apparent that even though a large percentage of the population will have been vaccinated, it is felt that the potential for continued safety restrictions will limit our visitors enjoyment.

While our new Country Festival will feel slightly different to the usual Royal Bath & West Show, we know that the entertainment and diverse interests being promoted will provide a great day out for all the family, in a COVID19 secure environment."

The Society will continue with their plans to run the agricultural trade show, Grassland UK, on 6th May and the Bath & West Equine Showing Show on 21st & 22nd May, however they will be constantly reviewed in line with Government guidance.

For further information contact Zoe Purcell | Zoe.Purcell@bathandwest.co.uk | 07551587918

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 marketplace for countryside products

As the Society enters its 242nd 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.