

**Press Release**

30 January 2024

**Royal Bath & West Show: A grand celebration of rural life**

When summer returns so will the Royal Bath & West Show with three full days of farming and foodies, activities and entertainment, music and family fun – a grand celebration of rural life.

Returning to the Bath & West Showground near Shepton Mallet, Somerset, on 30 May to 1 June 2024, the show is doubling its efforts to showcase the region’s farming and food heart. “Somerset has a rich – and delicious – food producing history,” says head of shows, Jess Chiplen.

“Take the 800-year-old tradition of cheesemaking; the county’s rich pastures are perfect for producing creamy milk from the dairy herds the land has nourished. And we have the age-old practice of cider making, with 156 apple varieties which have a connection to the county and its orchards.

“Farming and food have always been – and will forever remain – at the heart of our annual show.”

Never failing to draw crowds – farming or otherwise - an array of British, continental, and rare breed cattle, sheep, pigs, goats and heavy horse breeds will call the show home for its duration. All will be expertly exhibited and shown by the finest stockmen and women competing for top tier silverware and a spot in the Grand Parade.

And the family-friendly Lakeside Farm and Discover the Future area will help bring farming and science to life, with lots of fun and interactive activities for the whole family. “Bridging the gaps that exist between people, farming, food, and the environment is a clear priority,” says Ms Chiplen.

“It’s not only integral to our health and wellbeing, but also to the future prospects of young people and the custodianship of our beautiful countryside.”

Taking visitors from farm to fork, the Great British Kitchen will be serving up live demonstrations, with celebrity chefs taking ‘centre-stove’ and local produce the star of the show. And for those wanting to take home the taste of the South West, it will be welcome news that this year’s regional food and drink marquee has been expanded.

No county show would be complete without a full programme of showjumping, scurry racing and pony club games. Horsepower and adrenaline will also be full-throttle in the main ring, with Jamie Squibb’s team of professional motorbike riders performing extreme tricks and jaw-dropping stunts.

And there will be lots of dogs with the launch of a new area; Bark & West, featuring favourite dog-friendly stalls, dog shows and high-speed agility.

“Visitors to the show will of course be treated to the usual mix of shopping aisles, curated show gardens, celebrity guests, art and a plethora of craft,” says Ms Chiplen. “Live music will be playing out across the showground with the hugely popular Pilton Tent vibing into the evening – and don’t forget to book your pitch for on-site camping. We can’t wait to welcome one and all.”

Advance tickets are on sale until 16 May - to book visit [www.bathandwest.com/tickets](http://www.bathandwest.com/tickets)

### **Editors’ notes.**

#### 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

The Society 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 240-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.