



The West Midlands Showground
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Charity Registration Number: 702372
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Helen Ball
Shrewsbury Town Council
Riggs Hall
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Shrewsbury
SY1 2AS

16th Feb 2017

Dear Helen

I would be very grateful if you would bring to the Council's notice the considerable concern of the SWMAS Trustees that we have a clash of dates for two major events in Shrewsbury on the **27th May 2017**. For many years the Saturday of the late May Bank Holiday has been the default date for the County Show. We notice following publicity in the social media and press that the Council has agreed to a major music event taking place in the Quarry on that date.

We would ask you to respect that this date has been the traditional County Show day for many years. This date was confirmed at last County Show in May 2016 and has subsequently been widely publicised in both the press and on all social media platforms.

The staging of two major events in the county town on the same day will impact significantly on attendance numbers and therefore essential revenue, certainly on our event, and I suggest very likely on the numbers of visitors to the Quarry musical event as well.

The society invests a minimum of £100,000 into the annual County Show and budgets for a small profit for the upkeep and maintenance of the showground and to stage the many other events including the Folk Festival, Vintage Show, Caravan Festivals, Horse Trials, Dog Shows and numerous other charity events for which the Society makes no charge at our County Showground.

My fellow trustees are even more disappointed that such little regard appears to have been given to the efforts and hard work of our team in staging a major county event, already many months in the planning. The County Show is a showpiece for the agricultural community of Shropshire and we have an event which is recognised by the public as a fantastic day of entertainment for all of the family. We showcase the very best that Shrewsbury and Shropshire have to offer. The County Show supports the local tourism industry.

We have estimated that we attract in excess of 100,000 visitors to the Showground and the Town per annum, with all the economic benefits that brings to local traders in the Town and the county economy. We are entitled to expect openness, consideration and fairness in our joint efforts to stage major events in our Town.

Also for consideration is the potential pressure of two major events on the local infrastructure, congestion and parking. I'm disappointed that a planning meeting has not been considered necessary to review the implications.

I would request an urgent meeting with you and Council officers to see how we can resolve this disturbing issue. We can make ourselves available at very little notice.

Yours sincerely

A.P.


Lance Jackson

Chairman and on behalf of the Trustees of the Board.