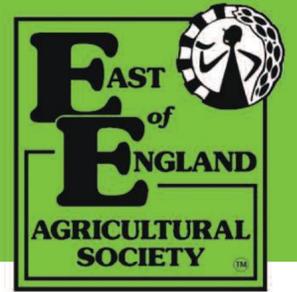


ABOUT THE EAST OF ENGLAND AGRICULTURAL SOCIETY



The East of England Agricultural Society and its forerunners have been championing agriculture and livestock for over three centuries, with a rich history dating back to 1797 and the creation of the Peterborough Agricultural Society.

The Society that we know today was formed in 1970 with the merger of the Peterborough, Bedfordshire, Cambridgeshire, Isle of Ely and Huntingdonshire Societies, and the Northamptonshire Agricultural Society in 1972.

Our fundamental objective is:

To promote the study, knowledge and practice of agriculture, husbandry and food production, together with associated crafts, skills and rural activities

Our work is focused on four key areas:



■ **Demonstrating excellence in the agriculture industry** – we promote and celebrate best practice across the agriculture industry, with our Winter Stockfest attracting over 500 livestock entries and entrants challenging for ‘Young Stockperson of the Year’.

■ **Educating children about agriculture** – our Kids Country programme provides the region’s schoolchildren with information on food and farming, with our annual Food and Farming Day bringing over 7,000 children to the Showground.



■ **Engaging with agricultural professionals** – the Society has been building a new membership in recent years. Our Cultiv8 scheme is a new class of membership aimed primarily for those under 40 working in farming and allied industries, with monthly meetings to learn of the latest developments in the industry and hear presentations from experts in the field.



■ **Supporting agriculture in developing countries** – our Marshal Papworth scholarship programme brings students from across the developing world to study agriculture in the UK, with over 200 students having trained for an MSc at one of the UK’s leading universities or taken part on our specially developed 10 week short course.

ABOUT THE SHOWGROUND



The first meeting of the Peterborough Agricultural Society was held on 10 January 1797, but it was another fifty years before land was acquired for its first Showground, on Bridge Street, in 1847. Over the subsequent 120 years the Society moved the Showground a further five times to different sites across Peterborough.

The Society moved to its present Showground in 1966. The site was chosen for its good road connections and to move the Showground to more spacious grounds outside of the city. This new, larger Showground enabled the first annual East of England Show to take place in 1968.

At the same time, the site became a venue for other, non-agricultural events, and additional on-site facilities were built, including an Arena, Speedway track, and various office and conference suites.



The East of England Show in its heyday

Over the years, attendance at the East of England Show steadily declined both in terms of entries and attendance, and following the 2012 event the decision was taken to cease holding an annual show. However, the Showground has continued to act as an events venue, with the revenue generated helping to fund the work of the Society.

In that same period, the evolution of Peterborough and subsequent developments over the last fifty years have seen the city expand so that the Showground – a firmly rural location in 1966 – is now situated on the edge of Peterborough’s south-western suburbs.



Peterborough, Pre New Town



Peterborough, Post New Town

OUR RENEWED PURPOSE



The end of the East of England Show in 2012 provided the Society with an opportunity to have a fundamental re-think about its purpose as a charity and the services it provides.

We want to build on our successes in recent years and re-focus on our central purpose of promoting and improving the region's agriculture and rural activities:



■ **Growing our agricultural role** – the agriculture industry is going through a time of dramatic change, and we want to facilitate knowledge exchange on new techniques and innovative technology, bringing those responsible for new innovations together with the people who will use them.

■ **Expanding our educational role** – we want to engage with secondary schools as well as primary and higher education establishments, engaging specialists to deliver curriculum-ready material to schools. We also want to provide bursaries and grants to enable students from the region to undertake study in relevant disciplines to Masters and Doctorate level.

■ **Increasing our support for rural life** – we want to do more to promote the understanding of rural ways of life. In recent years we have provided facilities such as a bee observatory, willow maze, areas for hedge laying, and dry stone wall building.

■ **Enthusing future generations** – we will work with businesses in the region to promote good farming and agribusiness careers through engagement with schools and colleges as well as government initiatives such as apprenticeships.

A NEW RURAL HOME

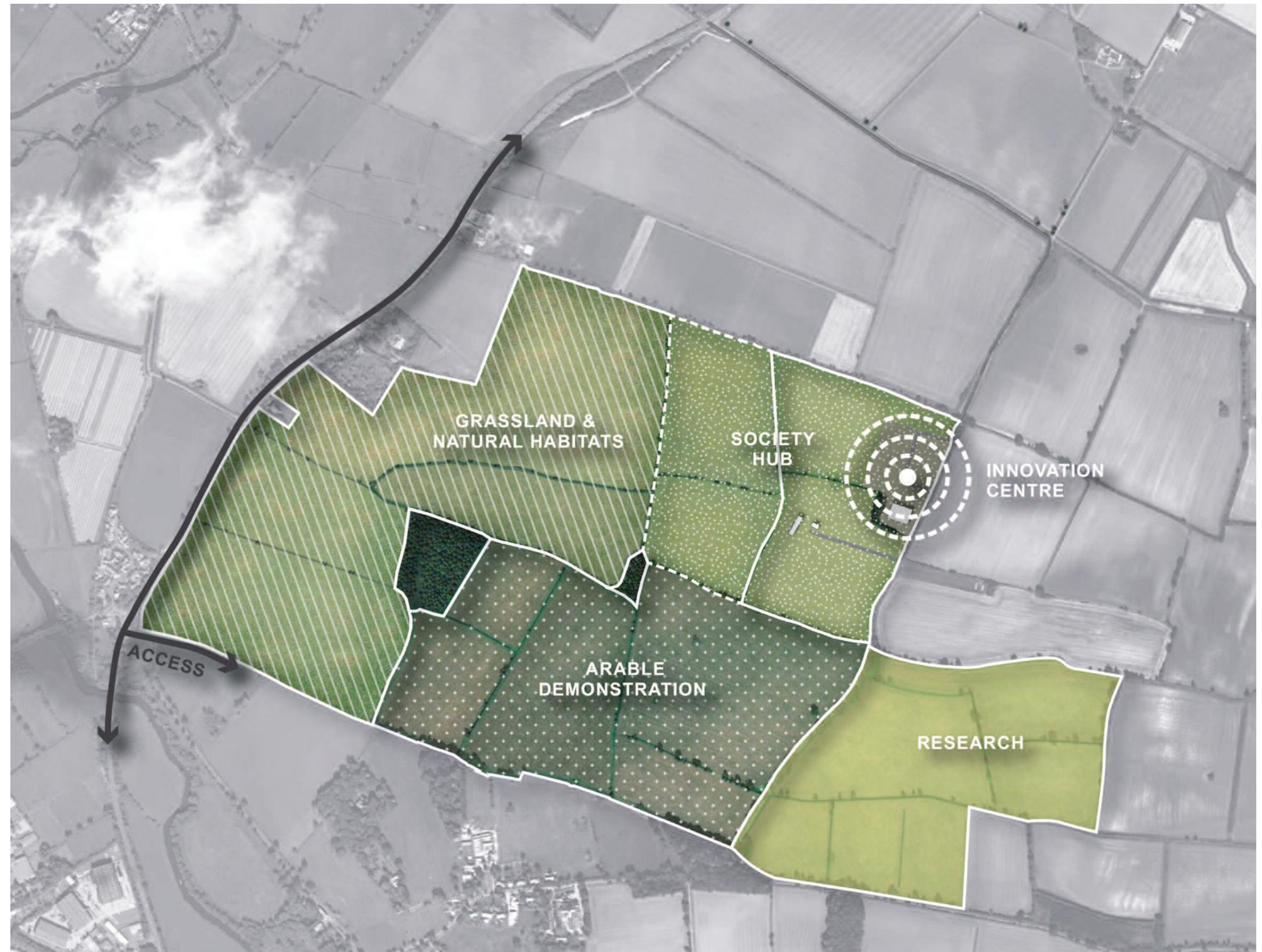


In order to facilitate our renewed focus on promoting agriculture and rural life, we feel it is time to move the Society's headquarters from the East of England Showground to a more appropriate new rural home in Cambridgeshire.

The most important consideration is our desire to acquire a working farm, where emerging technologies and techniques can be applied to real-life scenarios, where new crops can be trialled, and where we can provide facilities for people of all ages to visit and engage with the rural world, in a way that cannot be achieved in an edge-of-city setting.

The new rural home would also accommodate the Society's staff and provide exhibition/conference space for educational events.

We aim to acquire the site for our new rural home in late 2019, remaining close to our ancestral home in Peterborough and close to good road infrastructure to enable easy access for members of the public.



An indicative illustration showing how our new rural home might be laid out

THE PETERBOROUGH CITY COUNCIL LOCAL PLAN



An aerial view of the Showground site – since this image was taken additional new homes have been built to the east, between the Showground and Orton Parkway

Since the ending of the annual East of England Show in 2012, the East of England Showground is no longer required to meet our obligations as an agricultural charity, although it has continued to successfully operate as an events venue.

The site itself is also in a very different position compared to when we arrived here in 1966 – once a rural location a few miles outside of Peterborough, it is now surrounded by housing, offices, and industrial buildings on three sides.

With that in mind, the East of England Agricultural Society submitted the Showground site to Peterborough City Council for consideration as a possible site for housing, to better meet the needs of the city as it continues to grow. The Peterborough Local Plan was subsequently adopted by the Council in July 2019 with an allocation for new homes on the Showground site.

With the adoption of the Council's Local Plan coinciding with our own plan to move to a new rural home, there is now an opportunity to deliver something special at the Showground site: not just new homes for Peterborough but a new, unique part of the city with its own sense of place and character, building on the rich legacy of the Society's five decades here.

ABOUT ENDURANCE ESTATES



One of the requirements of the Peterborough City Council Local Plan is that a comprehensive masterplan be prepared to accompany any proposals for development of the Showground site.

In order to ensure that the development proposals ultimately formulated for the Showground site are of the highest quality, the Society has appointed Cambridgeshire-based Endurance Estates as its promotional partner to co-ordinate and masterplan the development of the site, and as appropriate deliver the essential infrastructure to encourage a range of quality housebuilders to the scheme.

Endurance Estates specialise in the promotion and delivery of sites through the planning process and have a dedicated team of in-house town planners, project managers and delivery experts. Examples of larger developments that Endurance Estates are delivering in Cambridgeshire include:

- **Orchards Green, Ely** – a 1200 home new community, including a primary school, care home & local centre.
- **Land North of Cherry Hinton, Cambridge** – a masterplanned urban extension comprising 1200 homes, a primary school, a secondary school, local centre/community hub, and a new spine road, in partnership with Marshall Group Properties.



'Birch Gate', Wymondham, Norfolk



'Orchards Green', Ely



'King's Meadow', Holt, Norfolk



'The Forum', Hemel Hempstead

Over the last six months Endurance Estates has instructed a design team to begin work formulating a masterplan to show how a vibrant new community could be delivered on the Showground site.

The team has been carefully selected to include individuals with close links to Peterborough and a strong understanding of the city:



FUTURE OF THE SHOWGROUND



The development of new homes at the Showground will take a number of years to plan and agree with Peterborough City Council, and the existing Showground facilities will remain fully operational and open for business until at least the end of 2022.

However, given the intention of the East of England Agricultural Society to re-locate to a new rural home, from 2023 onwards it is likely there will be a phased withdrawal of the existing Showground facilities from the site over a number of years. This would enable the phased development of the site – while one part of the Showground is being developed, existing facilities on other parts of the site would remain open.

Endurance Estates and their design team are currently assessing how much of the site could be used to provide new homes in the event that the existing Showground facilities are removed, and how much of the site could be used to provide other benefits, including:

- Community facilities
- A Local Centre
- Education provision
- Extensive open space

This masterplanning exercise will continue over the next few months, but some initial ideas on possible design principles for the development of the Showground can be seen in the image opposite.



LEGEND

- Developable area: homes, jobs, community, education
- Linear park along eastern edge, including drainage areas
- Opportunity for integration of neighbouring communities
- Extent of urban extension from Local Plan
- Primary access
- Secondary access
- Consented planning application for up to 130 homes

Possible design principles that could underpin development at the Showground site

FUTURE OF THE SHOWGROUND



We have begun initial investigations to seek out recent high-quality examples of housebuilding, landscaping and placemaking that we can take inspiration from as we draw up our proposals for the Showground. Here are some examples that we like – what do you think?



NEXT STEPS



NEW HOMES FOR
PETERBOROUGH

A REAL SENSE OF PLACE

PARKLAND &
OPEN SPACE

SUSTAINABLE
LIVING

EDUCATION
PROVISION

COMMUNITY
FACILITIES

A NEW
NEIGHBOURHOOD

A RANGE OF TENURES

The aim of today's exhibition is to inform residents, businesses, and the local community about the Society's intention to move to a new rural home, and the appointment of Endurance Estates to oversee the masterplanning of the Showground site.

Over the next few months, masterplanning work on the Showground site will continue, and in the New Year we will hold another public exhibition showing more developed proposals for the site, including a clearer indication of the number of homes proposed, a masterplan and layout options, ideas for community benefits, traffic and access arrangements, landscape and open space proposals, ecological enhancements and sustainability measures.

In the meantime, we would like to hear your ideas about the future of the Showground. Please do fill in one of the feedback forms provided, and if you have any queries please speak to a member of the project team.

These display boards are also available to view online at:

www.eastofengland.org.uk

If you have any queries once the exhibition is over, please contact David McFarlane of SP Broadway using the details below. SP Broadway has been appointed by the East of England Agricultural Society and Endurance Estates to assist with consultation on the Showground proposals.

☎ 020 7152 4031

@ david@spbroadway.com