

Society NEWS



News and information for members of the East of England Agricultural Society



Marshal Papworth

Marshal Papworth celebrates partnership with leading Agricultural University Farming Conference

The line-up for this years Farming Conference is set to go! Interview with Childerley Estate

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We explore their farming operations, wedding venue diversification and wine merchant business

Welcome to the Autumn edition of the Society News

I feel honoured and very privileged to have been elected as Chairman at this important moment in the Society's history, as we move forward with our vision into an exciting and promising future.

The Local Plan for Peterborough was finally approved in July with an initial allocation of residential development on part of the showground. This is one of the opportunities that our former Chairman wrote about in the Spring Newsletter, it provides a window and it's vital that we take the advantage. To that end, I can confirm that the Society has now instructed Endurance Estates, a specialist locally based company, as our promotional partner to co-ordinate and 'masterplan' the sensitive development of new and affordable housing to help us fulfil our vision and secure the long-term future of the Society.

The UK agricultural industry is undoubtedly in a period of dramatic change as our politicians continue to grapple with leaving the EU and responding to the very real effects of climate change. As a society we need to refocus our energies and vision to support the region's agricultural, food and farming industries and the rural way of life through education and the dissemination of new ideas, best practice and innervations.

As we come to the end of a very intense summer event season, I must just take the opportunity to thank all our hard-working staff, both within the Society and our

services company, for the time and commitment, often after hours and at weekends, they have given to deliver an exceptional range and diversity of events for both the Society and our stakeholders. The continued development of our varied programme is a credit to all those involved and the wonderful support of our many volunteers. I thank you all for your continuing commitment.

Our Marshal Papworth committee celebrated a significant milestone this year, the successful matriculation of our two hundredth student. Our President, The Right Revd Stephen Conway, Bishop of Ely, presented the certificates in June; just before our fabulous 'Kids Country' day when we welcomed over 6,000 primary school children to the showground to showcase the very best in food and farming in the eastern region.

Following Jeremy Staples retirement, I'm pleased to welcome Alistair Beattie to the Society as our new interim Chief Executive. He will be working closely with the Trustees and staff to lead the development of our strategy and implement the vision going forward.

It's a very exciting time for the Society, I accept the position of Chairman with pride and look forward to meeting as many of you as possible over the next three years.

Richard Bramley

Chairman, East of England Agricultural Society



DATES FOR YOUR DIARY 2019 / 2020

OCTOBER

12th - 13th - 69th British National Ploughing Championships & Country Festival

NOVEMBER

14th - East of England Farming Conference

21st - Peterborough Dinner

27th - The Croptec Show

29th - 30th - Winter Stock Festival

2020

FEBRUARY

20th - Bedfordshire Dinner

MARCH

3rd - 4th - Energy and Rural Business Show

Members Marketplace

Make the most of your membership with our online business directory

STEM Enthuse Partnership

Partnership to recruit, inspire and support a new generation within the agriculture, agri-tech and agri-food sectors

Festival of Hunting

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This year marked the 131st year of the prestigious Peterborough Royal Foxhound Show

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Marshal Papworth Celebrates Partnership with Leading Agricultural University

The Marshal Papworth Fund had an excellent start to the year, celebrating the arrival of its 200th student with a partnership with leading agricultural university, Harper Adams University, as the new home of the Fund's 10-week short course in sustainable agriculture.

Fund coordinator, Sandra Lauridsen, said: "We are especially excited that the short course has moved to one of the country's leading agricultural universities, Harper Adams, where our students will undertake a specially devised sustainable farming programme, including workshops in livestock farming, 'train the trainer' skills, woodland management, business skills, soil and water conservation, basic machinery handling and maintenance skills, crop husbandry, sustainable land and habitat management, as well as farm and cultural visits."

As part of this 10-week course, a host of educational visits were arranged, including to G's at their Sandfields Farms asparagus and spring onion site. The purpose of the visit was to inspire this year's 11 scholarship recipients to make use of technology, renewable energy and sustainable farming practices to adapt their

own cultivations at home for more successful and sustainable domestic and commercial production, whilst mitigating the effects of climate change.

Speaking at the Fund's certificate presentation ceremony at Haddon Church, Peterborough, at the end of the 10-week course in June, the Marshal Papworth patron, the Right Reverend Stephen Conway, Bishop of Ely, thanked the students for taking the leap to come and study. "The leap you have all taken in leaving your homes to come and study such vital subjects as water and sanitation, and sustainable farming to mitigate the effects of climate change will actually change and save lives.

"You have all studied with the purpose of saving lives in your home countries; whether that is setting children free to attend school instead of walking miles to bring clean water home, or helping your neighbours to plant their crops in a way that will make them more drought-resistant. The Marshal Papworth Fund has invested in you; the return on that investment is that you are changing the world, one person at a time."





Meanwhile, the Masters scholarship students recently celebrated coming towards the end of their year-long courses with a visit to Michael Sly at his 1,750ha Park Farm, Thorney, focusing on the critical role that the use of the latest technology, effective crop rotations, management of the 158 miles of in-field land drains, and incorporation of environmental conservation areas play in managing a successful farm enterprise in the unique Fen area.







Food and Farming Day 2019

Kids Country, the East of England Agricultural Society's education arm, has had a successful programme of events so far for 2019, including the flagship event, the Food and Farming Day.

The seventh annual Food and Farming Day welcomed 3,500+ key stage one and two school children, from 53 schools this year, as well as a special guest appearance from former JLS band member, JB Gill, who now stars in *CBeebies'* farming show, *Down on the Farm* and *Channel 5's* hit *Springtime On The Farm*





JB was keen to engage with all of the children in attendance, as well as the 100+ different exhibitions demonstrating key elements of food, farming and the environment: "I am really passionate about not only connecting children with food, farming and the environment but also in helping these children see the future careers they can find in farming," he said.

"This is my first time at the Food and Farming Day, but I have already seen how vital and unique it is in communicating with the next generation, not only to have more care and understanding for where their food comes from as consumers but also to really consider the agricultural industry as a potential future employer.



"Farming isn't just about driving the tractors and moving sheep: it's the technology and engineering that design new combine harvesters, the scientists creating new veterinary medications, and the chefs that know the value of seasonal produce. Showing children these future options is equally as important as making sure that they have an understanding of how their food is produced."

As well as the Food and Farming Day, Kids Country had a full programme of events this year, including the hugely successful Bee Observatory Visits, where 214 children from six schools learnt all about honey and bee conservation with support from the Peterborough Beekeepers Association throughout the summer.

Kids Country is looking forward to the final events of its 2019 programme, including the Winter Warmer Soup Challenge and Breakfast Week, whilst the 2020 schedule is now confirmed.

Grow Your Own Potatoes

In June, over 400 Peterborough school children took part in the Kids Country Grow Your Own Potatoes and Celery event, partnering with Albert Bartlett and G's Fresh to harvest their own crops as well as enjoy activities including tasting different potato dishes and varieties, harvesting celery, and finding all about the history of local agricultural workers.



PECT Eco Awards

May saw the celebration of the 10th annual Peterborough Environment City Trust (PECT) Eco Awards, as PECT joined forces with Kids Country, to deliver a day of environmentally friendly activities for nine local primary schools, culminating in the presentation of school eco projects and the muchanticipated awards ceremony.



If you would like to get involved with the Kids Country programme as a volunteer, exhibitor, sponsor or school, please contact slauridsen@eastofengland.org.uk

Farm Walk

On the 29th of May, the Society Farm Walk visited Park Farm, just outside of Thorney hosted by farm owner Michael Sly. Beginning with a briefing to understand the level of output that the farm produces, the Farm Safari entailed visiting a range of crops across the Farm and a tour of one of the satellite yards dotted across the estate. Charlie Kitchin from the RSPB also gave an informative talk about

breeding success in Nene Wash with a barbecue to finish back at the farm. A huge thank you to Michael Sly and his team for a fantastic and insightful evening!







Long Service Awards

The Long Service Awards offers
East of England Agricultural Society
Members the chance to reward the
long term employment of their staff
members. This award is open to
employees that have been working
for the same employer, or employees
working for different companies, on
the same land for over 25 years.

The award is open to those in all areas of the industry, for example agricultural workers, estate workers, forestry workers and gamekeepers. The key stipulation is the employer must be a member of the Society.

WHAT IS ON OFFER?

- Certificates for 25+ Year service
- 40 Year Medal, with 50, 60 & 70 year bars to follow.

For more information or to request a application form, please contact Ruth at RTrolove@EastofEngland.org.uk or 01733 234451.







Love Livestock? - then join us...

Organisers of the 2019 Winter Stock Festival are keen to hear from people who would like to get involved with the show and become stewards for the many classes which are held over the 2 days.

The volunteer roles are a great way to engage with the promotion of the livestock industry and supporting local farmers. Becoming a steward is also a great way to meet new people and learn from the experts.



Taking place on the 29th & 30th November and now in its 12th year, the Winter Stock Festival has established itself as one of the leading livestock events in the country with exhibitors attending from across the UK.

"The Stewards are a vital part of the show and it can be a very enjoyable and rewarding role. We have a number of areas which need filling and it would be great to hear from anyone who would be interested. You don't have to have livestock experience but a willingness to help is key" says Show Manager Kerry Buttriss

The Winter Stock Festival is a fantastic celebration of livestock, it gives exhibitors the chance to showcase their stock, fellow farmers and visitors the opportunity to attend a dedicated event and young people a



glimpse into the world of agriculture, plus being open to all and free to attend.

For more information about the event visit the website www.winterstockfestival.co.uk or email kerry@eastofengland.org.uk or call 01733 363510





THE EAST OF ENGLAND WINTER STOCK FESTIVAL

29TH & 30TH NOVEMBER 2019 EAST OF ENGLAND SHOWGROUND, PETERBOROUGH, PE2 6XE

Commercial cattle, pedigree calf, sheep and pig competitions. Sheep and pig auction, Young Stock Person of the Year Grand Final and College Challenge.

FREE PARKING & ADMISSION!

f WINTERSTOCKFESTIVAL **→** @WINTERSTOCKFEST

WINTERSTOCKFESTIVAL.CO.UK OR CALL 01733 234451





Inform, Engage, Apply - Making it Happen at this year's EoEFC

The East of England Farming Conference is excited to announce key information for their 5th annual farming conference taking place at the East of England Showground on the 14th November.

Organised by the East of England Agricultural Society and titled "Make it Happen" the conference for practical people, aims to promote engaging discussions and inspiring ideas that can be applied to the business at

Opening speaker for the conference is well respected farming advocate, journalist and Editor of the Farmers Guardian, Ben Briggs.

Session 1 titled "Decision Makers" and chaired by Emily Norton, welcomes Matt Shardlow, Chief Executive of Buglife, Paul Temple, Chair of the AHDB's Cereals and Oilseeds Board,

who will be joined by Matthew Smith. Vice President of Alltech and Shadow Secretary of State for Environment, Food and Rural Affairs Sue Hayman.

Session 2 titled "Ground Breakers" and chaired by Tom Bradshaw, introduces a wealth of innovative experts from across the industry: Ashley Gilman, Cranswick PLC's Agriculture Manager; Jon Clarke, Head of Business Development at the John Innes Centre; Stuart Hill, Head of Innovation & Technology for Hutchinsons and finally Stuart Blyth; Head of Business development for Centre for Innovation Excellence in Livestock (CIEL).

For Session 3 titled "Innovators" and chaired by conference Chairman Tom Martin, we welcome an inspirational line up of businessmen & women: Sheena Horner, proprietor of Galloway Chillies; James Corbett, managing director at Ridgeway Foods; Sam Arthur, senior ecologist for FPCR and finally Jamie Racjan, Fungi

"We are really looking forward to this year's conference, we have a from across the industry who we believe will be able to inspire and motivate delegates, helping them





To find out more about the conference and to attend the event as a delegate, please book your tickets online via our website www.eoefarmingconference.co.uk





Doubleday of Holbeach, Kings Lynn and Swineshead have been helping to bring home the harvest ever since John Doubleday set up the business in 1974.

Today anyone from domestic consumers with modest gardens or small holdings right up to the largest farming estates can take advantage of the Doubleday Groups expertise with machinery from John Deere, plus brands such as Kramer, Vaderstad, Sulky Burel and Bomford Turner just to name a few!

Of these brands it's John Deere which has used its farming experience to create a really good range of products for use in the domestic market, says Director Zoe Spencer.

From John Deere walk behind mowers priced from £400 to a range of rideon lawn tractors from around £2,500, Doubleday have products for every size of plot!

Within all the Doubleday branches they also offer a range of adults and children's clothing including outdoor clothing by Musto. Latest to Doubleday Swineshead is the

new clothing range and footwear by well-known brand Le Chameau. A wide variety of children's toys are also available from the small matchbox tractors to the battery powered and pedal ride-on tractors.

On the 7th of December, Doubleday Swineshead will be holding their very special Christmas Shopping Event – Now in its sixth year this is an event that has become well known within the local community and surrounding areas. Not only do they welcome the farming customers of Doubleday, but they use this event as a great and rare opportunity for members of the general public to visit a John Deere dealer and see what goes on behind the scenes of a farm machinery dealership! With tractors in the workshop that children can sit in and





have photos taken alongside. There is also lots of fun and games for the children including the very popular Pedal Tractor Race Track! It wouldn't be Christmas without a visit from Santa who will arrive on his 'Deere' at 10am to hear the wish lists of all the little visitors. We hope that you will join us to get into the Christmas spirit and to enjoy a mince pie!

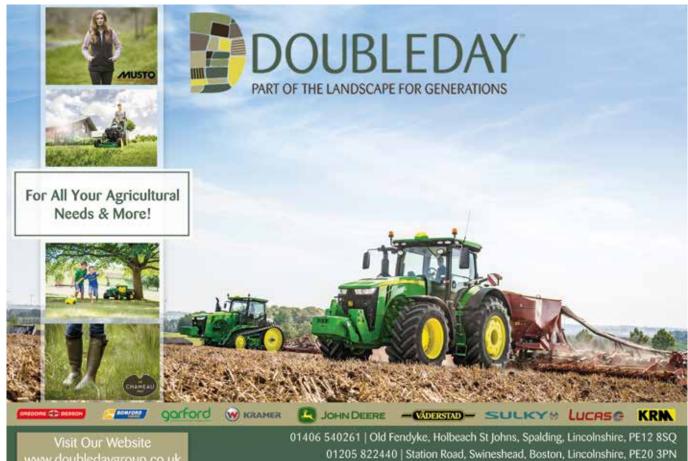
WIN DOUBLEDAY GOODYBAG



Answer the question for your chance to win! In what year did John Doubleday set up the business?

Please post your answer with your Name, Phone Number and email address to Zoe Chappell, Doubleday Swineshead, Station Road, Swineshead, Boston, Lincolnshire, PE20 3PN

Closing Date 31st October 2019. Winner will be contacted and announced on the Doubleday Group social media.



01553 617666 | Lynn Road, St Germans, Kings Lynn, PE34 3EU



In this edition of the Society News, we interview Martin Jenkins, Rob Witherow and Jocelyn Poulton of Childerley Estate to learn more about their agricultural enterprise and their journey to diversification.

"If nothing is going to change around here, things are going to have to change"

It seems an oxymoronic statement but try to stifle change, try to stand still. To do so seems to be impossible and against the laws of nature or business.

So, Martin, tell us a bit about the background to your farming enterprise and your diversifications

John & Chloe Jenkins started farming in Scotland on a 200 acre (120 farmland and 80 woodland) holding over 70 years ago. As first-generation farmers, they were probably more receptive to the notion of change than others.

It would be great to say the "farming" took the family to where it now is but the truth is that it was property deals, identified through the process of farming, that was the backbone of the growth of the business. Buying and selling of farms at opportune moments have been a successful

strategy throughout the entire period the family has been farming.

In 1957, Childerley was purchased, then a 1070 acre holding. Today this has grown to a 2,000-acre holding. The farming business is run by Rob Witherow, a neighbour's son. A joint venture partnership between the two families, Witherow & Jenkins, was created in 2018 and this business has responsibility for just over 4,000 acres (just under 4,000 arable acres) looking after both the families land and land for other neighbours. It is a combination of owned, rented and contracted areas.

Much of the fabric at Childerley was Victorian, outdated for agriculture, but of real aesthetic, historical and architectural value. There was nothing original about the conversion of this fabric, our neighbours had been pioneers of successful "Change of Use" agricultural space to commercial space but what was original was the creation of our own building business to do this work as well as

outside work. Whilst we are rightfully proud of the internal work and the quality of our restoration, it is fair to say that our external work did not prove competitive. Not all our diversifications have worked! We needed to close this business. Another famous diversification that failed to work for the family was a 1950's self-service Butchers shop in Dundee. The Dundee housewives self-served and by-passed the tills!

At the heart of business strategy seems to have been friendship, collaboration and a deep love of the venture involved. The Wine business started from a holiday friendship with a German family. A small hobby just grew. The JV farming partnership was easy to pursue based on the trust and friendship of good neighbourliness over 50 years.

Hold onto your hats. We shall not be where we are today in 5 years time.

Jocelyn, what made you decide to diversify into a wedding venue?

When Martin Jenkins took over the farming side of the business, the dryer and grain store was the Long Barn. There was a desire for new contemporary sheds rather than a timber-framed barn dating back to 1847. This left the Long Barn empty but the family had gained experience from organising charity concerts usually in June/early July before the Barns were filled with grain and from this experience the event business was born.

The family wanted to keep the integrity of the Long Barn, one of the longest of its type at 111 yards long. It was a renowned Model Farm in its day with red brick Mill standing central to the Long Barn and its three





stockyards. The Mill housed a steampowered threshing machine, which took its water from a nearby lake, and also integrated a gravity system to replenish the water troughs in the nearby pasture – the brilliance of Victorian engineering!

Aware of the historic sensitivity of the Long Barn, the family did not want to make any alterations to the fabric of the building, but to make its length and its associated three stockyards its asset. Of primary importance to us was for our clients and their quests to have a sense of 'journey' in their event, i.e., not to be in one area the whole time. We achieved this by creating separate areas subdivided by temporary curtains, which we use to provide a reveal to the next part of their evening, from ceremony to reception, from dining to dancing. The Barn is ideal for parties of anywhere between 80 guests to up to 180 guests. But, by moving the curtains, the barn can accommodate up to 300 to 350 guests.

We are a summer venue, open from April to October, sometimes dipping into Christmas party market. The buildings surrounding one of the stockyards have been converted into five offices, and with respect to their businesses, Childerley only runs one event per weekend. We work with a number of caterers and suppliers, and our collective aim is to provide an informal and friendly venue where our clients and their guests can feel at home

Rob, what direction do you see the agricultural industry heading in, in the near future?

I don't know what direction we are heading, and it is really this unknown that makes our joint venture so important.

Rather than make predictions, we are trying to make our farming business as resilient as possible to an unknown future. We have rationalised our machinery, for example, bringing the number of tractors in our fleet from eleven to five. But we have also continued to invest, with a new drill, two replacement tractors, a new self-propelled sprayer and new cultivation equipment being added to prepare ourselves for the future. This is partly because we are covering more acres and so need machinery that is capable of this, but also because we are asking more of our team and so must ensure that they have a work environment that they enjoy and can perform best in.

Whether the industry succeeds ultimately depends on whether we decide to value British food over others. An open trading environment will probably keep food prices low, but this comes with the risk of importing food while exporting our carbon footprint. We must remember that we are in a comparatively high yielding nation, and so should grow the food that we are able to; unless we plan to eat less as a country, any other option is to the detriment of someone else's environment.

Our key input costs will largely depend on future tariffs and the strength of the pound, but I think suppliers will still wish to trade with us and so we will continue to have access to what we need. An anti-science influence in politics is a far greater risk, with revolutionary science and sensible chemicals undermined by short-sighted and reactionary thinking.

Perhaps of all the unknowns, a relative "known" is that we are going to move away from an area-based payment to one that pays us for providing "public goods", providing food security for the nation presumably not considered quite "good" enough. However, we have been taking part in environmental schemes for many years and so are well placed to expand on these, and taking poor cropped areas out of production for environmental benefit should be a win-win.

Finally Martin, do you have any aspirations to further diversify or expand your existing enterprises?

We would rather continue to do what we are doing now better, but where there are opportunities to work with our neighbours and reduce our overheads, we would gladly expand in a sensible way. What none of our team have is an aspiration to spend all their day on Cambridgeshire's A-roads! Our core business is arable farming and while there are some diversifications that the farming team can engage in, these must not be at the expense of growing crops well.

To learn more about Childerley Estate, visit their website www.childerley.org/or call on 01954 211 433



mbers Mark

Members Marketplace

The Members Marketplace is a space now open for members to share and find local member businesses. The Marketplace is an additional member benefit for all of our Society Members and allows you to share your business with over 750 other members as well as the general public who visit our website daily.

Members who would like to get involved and have their business showcased on the Members Marketplace section of our website (www.eastofengland.org.uk/members-marketplace) will also receive a feature across our social media channels each week in our #MarketplaceMonday.

Listings are free for members and include a link to your web page, a small informative blurb about the business, and an option to add special discount offers for fellow members of the Society. The only restriction is that you need to be a current member of the East of England Agricultural Society. The website gets around 2,000 visitors per month and we can link the Marketplace directly to members' websites.

If you visit the East of England Agricultural Society website and head to the members tab at the top of the page you will see Members Marketplace. From here it is just a case of filling out a short form with your business details. If you would like to join our online community, then please contact us on membership@eastofengland.org.uk or visit www.eastofengland.org.uk/members-marketplace to start searching for local member businesses today!

Queen Mother's Handwriting Awards

Organised and managed by the Agricultural Society since 1977, the handwriting competition invites children of school age living or attending schools within the counties of Bedfordshire, Cambridgeshire, Hertfordshire, Leicestershire, Norfolk, Northamptonshire and Peterborough to find students with the neatest handwriting.

The competition started when during a visit to the East of England Show in 1976 that The Queen Mother expressed an interest in children's handwriting saying 'clear handwriting is an essential element of communication and self-expression'.

A fantastic turnout of entrants saw over 3,500 students compete in this year's competition and the East of England Agricultural Society was pleased to announce the winners which can be found on our website. "We are so delighted to be able to announce the placings for this year's competition, the children and schools work so hard and every year the judges have a very difficult job selecting the winners". said Gemma Killingworth, coordinator of the awards.

"The East of England Agricultural Society is dedicated to education and this prestigious competition to schools in the region is extremely important to us and we hope the schools enjoy taking part too", continued Gemma.

For next years competition, we are looking for help regarding sponsorship opportunities to help further increase the number of participants and incentivise through improved awards for category winners! If this competition is something you would be interested in supporting, please contact kbuttriss@eastofengland.org.uk for further information.

A Sound

Who will believe my verse in time to come, by it were git it with your rock high deserts? Though got, heaven known, it is one took Which hides your life and shown not half your parts. If looked write the beauty of your eyes. And he fresh numbers number all your graves, The age to come would say "Time post lies: Such heaverly touches ex'er touch dearthly source. So should my papers yellow'd with their age. Be scorned like old man of lies britt their trague, And your true rights be term'd, a post 's rage. And your true rights be term'd, a post 's rage. And your true rights be term'd, a post 's rage. And your true rights be term'd, a post 's rage. But were some child of yours alve that line.

William Statespeare

DATES FOR YOUR DIARY

NOVEMEBER 14



NOVEMBER 21

PETERBOROUGH DINNER **NOVEMBER 27**



NOVEMBER 29-30



FEBRUARY 20

BEDFORDSHIRE DINNER

MARCH 3-4

ENERGY AND RURAL BUSINESS SHOW



https://www.eastofengland.org.uk/all-events/



Society seeks funding for agricultural STEM ENTHUSE Partnership

With a shortage of candidates entering the agricultural industry and a rapidly growing requirement for people with skills new to agriculture, the East of England Agricultural Society is taking a lead by teaming up with STEM Learning to launch a programme in the Society's area to generate interest and inform young people about modern agriculture.

One way of achieving this is to focus on STEM (SCIENCE, TECHNOLOGY, ENGINEERING AND MATHEMATICS) subjects, which are vital to every aspect of agriculture. Helping schools, especially teachers, with CPD, training, resources and support allows for the cultivation of links that connect students to exciting career opportunities.

To stimulate this, the East of England Agricultural Society is taking the lead by launching a campaign within the industry to raise funds for a STEM ENTHUSE Partnership in the Society's area to recruit, inspire and support a new generation within the agriculture, agri-tech and agri-food sectors.

What is an ENTHUSE Partnership?

ENTHUSE Partnerships are a proven model for achieving lasting improvement in STEM. With financial and practical support from its sponsor, each partnership brings together 4–8 schools or colleges



to work closely with STEM Learning to develop a tailored two-year programme to improve STEM knowledge, skills, confidence and career aspiration.

Launch and call for sponsorship

Launched at Cereals on the 12th and 13th of June, the Society is looking to talk to any businesses, charities or individuals who would like to become a sponsor for the ENTHUSE Partnership alongside the East of England Agricultural Society.

"Agriculture is dependent on STEM subjects, from the most basic agricultural principles we as farmers take for granted, to the science driving modern farming, new technology, plant breeding and robots to increase productivity or mathematical and engineering concepts to help create and sustain the Agi-Food sector for the future. It's our responsibility to enthuse and develop the next generation who will lead our industry," said William Haire, Agricultural Business Development Manager for the East of England Agricultural Society.

LEARN MORE

To find out more about becoming involved in the Agri-Tech STEM ENTHUSE Partnership contact Agricultural Project & Marketing Manager Kerry Buttriss on kbuttriss@eastofengland.org.uk or 01733 234451.

New Careers Page on Society Website

On the East of England Agricultural Society website, we have added a new careers page to help young people find a path for their future career and understand the possibilities that are available in the agricultural sector. A recent survey found only 5% of 16-36 years olds recognised that there were

science and engineering careers in agriculture whilst only 7% made the connection between agriculture and environmental careers. The careers page highlights the opportunities for careers in agriculture along with helpful links to discover colleges, universities, apprenticeships and jobs dependant on education level.

Our handy new careers page can be found on our website under "The Society" then "Careers" or via the following link

www.eastofengland.org.uk/ the-society/careers/



Energy and Rural Business Show moves to The East of England Arena

An exciting new era begins for the innovative farm diversification event - Energy and Rural Business Show, with the announcement that it will open its doors at The East of England Arena in March 2020.

Following on from the success of the 2019 show in Telford, the event is poised for expansion, to meet the increasingly important need to provide lucrative farm diversification options and sustainable initiatives to progressive farms of the future.

Energy and Rural Business Show, incorporating Energy Now Expo, Rural Business Expo and Low Emission Vehicles Expo, will take place in the East of England Arena on Tuesday 3 and Wednesday 4 March 2020.

The event continues to develop from its roots as 'Energy Now Expo' and celebrates 11 years of success next March. "The move to this well-known agricultural showground, in a central location of the country. is the next stage in the event's evolution. Outdoor vehicle and machinery demonstrations will be added to the successful show mix of guidance on renewable energy generation, effective energy and carbon management, diversification and the integration of lowcarbon vehicles and machinery on farms and estates," says David Jacobmeyer, show director.

The show remains free to attend and is run in association with NFU Energy and the CLA.

Amanda Cardall, NFU
Energy marketing manager
says: "Energy and Rural
Business Show is a key event
for NFU Energy and we see great
potential with the new move to
The East of England Arena to a
thriving agricultural area."

CLA East director Ben Underwood considers it an important event in their show calendar. "With the ongoing uncertainty facing landowners and rural businesses, this event provides a great opportunity to explore new ideas," he says.

Energy and Rural Business Show will feature the Low-Emission Vehicles Expo, providing expert advice on opportunities in low carbon cars and machines. Energy Now Expo will feature an exhibition, a dedicated energy storage theatre, a one-to-one advice clinic, and conference streams devoted to each type of renewable energy. The Rural Business Expo will have 'how to' workshops from industry experts and farmers who have implemented successful new business ventures or have integrated new projects with existing initiatives, together with an exhibition of relevant product and service suppliers.

Visit the Energy and Rural Business website for more information.

Energy and Rural Business Show

East of England Arena, Peterborough

3rd – 4th March 2020

Providing guidance on renewable energy generation and use, environmental best practice and diversification opportunities

REGISTER FOR FREE

♦ New Dates
♦ New Venue
♦ New Vehicle Test Track



Now in its 11th year, focusing on renewable energy generation, together with energy and carbon management



Showcasing the latest low-emission vehicles and machinery, as well as the related opportunities



Providing ideas and guidance on the myriad of diversification options available and the resources required



Visit www.energyandruralbusiness.co.uk or call 01293 854405



IN ASSOCIATION WITH





SUPPORTED B





















Equifest 2019

Equifest 2019 had a very different feel from past years. Due to other events taking place on the showground right up to the start of Equifest, virtually everything about the show had to be changed – the date, the number of days and the layout were all altered. Getting close to 10,000 campers off the site and turning the showground around for 2000 horseboxes to arrive in the space of two hours was always going to be a challenge. The fact that this happened was down to the planning and hard work of many people. It was not exactly seamless, but it did work.

Once everyone got their horses settled, found their way around the new layout and discovered where their rings were the show fitted remarkably well into



the new layout. Entries were down a little due to the change of date and the unfortunate clash with other events, but the classes were still well filled and the majority of competitors enjoyed the new style Equifest. The one thing that did not change was the Evening Performances – which were still the highlight of each day. The grandstand was packed each night and it is every competitor's



dream to ride down the centre line of the indoor arena. The Supreme Championships on Saturday evening were judged by Professional Show Rider – Jayne Ross – who has had numerous wins at the Horse of the Year Show with all types of horses. She had the task of judging the Supreme Leading Rider, the Supreme Ridden Mountain and Moorland and the Supreme Non-Native Championships. The first of these accolades – the Supreme Leading Rider was won by 17 year old Phoebe Price riding her own Connemara Gelding, Syserff Gismo; the Ridden Mountain and Moorland was won by Livie Smith riding her Welsh pony, Idyllic Sparticus and the Supreme Non-Native Championship was won by Alidantes Dream ridden by 6 year old Archie Nicoll.

Festival of Hunting

from Hunting UK and a copy of Kay Gardeners new book 'Hunting On'.

The countryside community joined together for Lycetts Festival of Hunting 2019, which included the prestigious Peterborough Royal Foxhound Show, now in its 131st year. Greeted with glorious summer sunshine, crowds in their thousands gathered at the East of England Showground for the most anticipated day of the summer social calendar.

Retiring East of England Agricultural Society CEO and Secretary of the Peterborough Royal Foxhound Show, Jeremy Staples said: "We are incredibly proud of this year's Lycetts Festival of Hunting. The showground was bustling throughout the day with visitors, hounds and horses all enjoying the festivities while another year of outstanding numbers demonstrate that rural traditions and countryside pursuits remain ever present in the busy modern world.

New for 2019, the inaugural Young Handlers Class was held in Ring 1 with Sam Watkins of the Essex and Suffolk foxhounds winning the Captain Farguhar Cup, a banded hunting horn This year also saw the launch of the 'Best Hunt Picnic' competition, in association with Finns of Chelsea whose proprietor Julia Bannister was the judge. An abundance of entries saw the most spectacular spreads, though the hunt which captured Julia's eye for the 'finest overall display' was the Fitzwilliam. Julia awarded them a Luxury Finns Hamper for their collaborative effort in producing a truly scrumptious homemade picnic.

Now in its third consecutive year, the Horn Blowing Competition commenced during the afternoon's drink reception.. This year Luke Biddiscombe was the winner with some very solid entries which receiving a much sought-after hunting horn, engraved and donated by The Hunting Shop.

Lycetts returned as title sponsor, marking the fourth year of their extended five-year partnership



Lycetts

agreement. Angus Keate, Deputy Chairman of Lycetts Insurance Brokers said: "Lycetts are proud to once again be the title sponsor of the Festival of Hunting. A highlight in our events calendar, we hope our continued support demonstrates the deep affinity we have with both the rural and hunting communities. Our significant long-term commitment to this great summer occasion is a reflection of the importance we attach to providing the countryside community with the best insurance broking and financial advisory services.

Showground Services Update

It seems almost unreal but I'm typing this just after the end of Equifest and what has been the busiest July and August that the site has seen.

Three large overlapping events were planned from the end of July to September occupying much of the site and overlapping in many areas - New Wine Camp into Soul Survivor and finally into Equifest. We started planning for this 18 months ago so it does seem odd to be on the other side.

Its been stressful and there's been some 'choice language' at times however I am pleased to say that all the events have taken place without incident and with the timings promised. A stunning achievement and I am proud of all the staff involved. I am particular pleased to see the teams from SGS and the Society working so closely together. These 3 events bring more than 50,000 people to Peterborough!

Thankfully next year its just New Wine and Equifest which may almost feel like a holiday although we do have more new events planned.

When I first came to work at the showground seven years ago it took 3 days to install the Equine ring and 2 days to remove. This year it took 18 hours to install and less than 12 to remove. The difference in time means we can turn that saved time into valuable income that is passed on to the Society at the end of the year.

It's a testing time for all industries and the event industry is no different with the current economic woes for the nation and we have seen some cancelled events however overall we're contributing more than last year and still receiving more enquiries for new events.

So bring on the Autumn and what it may bring – its still a busy time for us as we move from outdoor events to internal ones after the September Antiques Show. Time for us to recover our hallowed turf ready for the 2020 season. We have several concerts to end the year and we expect Fireworks to be bigger than ever. I'm pleased to see Jack Whitehall will be making a return visit on 14th November

There are still several events to take place onsite from our Society colleagues including my personal favourite the Peterborough Dinner on the 21st November. I hope to see members on the night and at some of our remaining events this year.

with 5000 people in our main hall.

As ever keep an eye on our What's On page on the venue web site www.eastofenglandarena.com

I look forward to seeing you on site soon.

Jason Lunn
Venue Director





Keeping the farm in the family

We offer specialist legal advice to individuals and rural businesses on all aspects of succession planning. What sets us apart is that our team all have personal experience working on a farm and within the agricultural sector. For a service which is personal and right for you, please get in touch.



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CEO'S UPDATE

Since my arrival in late June, I have been so impressed by the variety and scale of events hosted at the Showground. The commitment of both the Society and Showground Services team in pulling together to deliver a succession of high-profile events has meant that we have now successfully delivered Kids Country Food and Farming Day, the Festival of Hunting, Just Dogs Live and Equifest on behalf of the Society. The most inspiring feature of the events that has really grabbed my attention is the passion and dedication of the staff and volunteers who all come together to make a success of each event. The events simply could not happen without the volunteers who willingly devote their time to helping to organise, steward and implement each day that we have visitors on site. They do so with seemingly endless patience and manage to maintain a smile regardless of the nature of the tasks they are asked to perform and I think we all owe them a huge debt of gratitude.

Who could fail to have been amazed at the statistics of New Wine and Soul Survivor faith weeks. The sheer size of the tents and the number of attendees was truly awesome. The fact that they all ran smoothly despite the concerns about the high winds is a credit to the Showground Services team. Thankfully, the weather has generally been good and it was a pleasure to see so many people who were clearly enjoying the activities on site throughout the busiest period of the showground season.

The Marshal Papworth Fund goes from strength to strength and it is an initiative that should make everyone who is associated very proud. Two recent events were the celebration of the 200th student presentations at Haddon Church where we were treated to a musical celebration by the students and a very entertaining presentation ceremony led by the Bishop of Ely. A farm visit followed in August which was kindly hosted by Mr Michael Sly at Park Farm, Thorney where students had the opportunity to experience harvest using both modern and historic machinery. Our thanks are extended to all of the Park Farm team, who gave their time during such a busy period. We are very grateful to everyone who supports the Marshal Papworth Fund, but I would like to make particular mention



to Stewart Papworth, brother of the late Marshal who continues the Papworth family link through his continued involvement.

Looking forward to the next three months, the Society has a number of exciting events in the calendar including the Farming Conference (14th November) the Peterborough Dinner (21st November) and the Winter Stock Festival (29th-30th November). On the Showground Services programme are the Land Rover show, Autumn Antiques Festival (both in September) and a number of entertainment events including the Jools Holland Big Band (26th October) and comedian Jack Whitehall (14th November) alongside leading exhibitions including Croptec at the end of November.

Finally, on 24th July, the Peterborough Local Plan was approved by the City Council. This included an allocation of 650 houses on the Showground site. The Board have therefore committed to exploring options to move to a new location. A promotion agreement has been signed appointing Endurance Estates, a local specialist with a track record of developing masterplans and bringing sites to the market. Endurance were chosen because of their green credentials and expertise in producing comprehensive scheme proposals that are sympathetic to the local environment encompassing housing, transportation and education. The Society are very aware of the necessity to maintain the programme of events on site for as long as possible to enable Showground Services to continue their successful operations, but we are also very determined that when we finally go, we leave behind a positive legacy.

We are moving into a new and exciting chapter in the long history of the East of England Agricultural Society and it is my privilege to help to define and deliver the vision of the Trustees and Board members, but I am very mindful that this will be a team effort and I hope we will travel forwards together.

Alistair Beattie Interim CEO

In this edition of the Society News, we put our Finance Director, Quentin Arnold, in the hot seat!

Tell us about your job role

I am the Finance Director for the Agricultural Society and for Showground Services. My role is to control all the money coming in and going out but more importantly to keep Trustees, Directors and staff aware of what our financial position is by providing accurate data and reports



Tell us a fun fact about you

Fun and accountants do not usually go together! I was invited to meet Princess Anne after having pushed a bed all around Cambridge for charity

What has been your greatest achievement so far?

Bringing up my two children. Apart from that, being part of the team that turned the Society around from losing £0.5m a year

What are your passions and hobbies?

Brass bands are my love as well as my battered old MG Midget which I have now owned for 37 years

If you won the lottery, what's the first thing you would buy?

I would pay to have my MG restored to its former glory

What are three things on your bucket list?

Travel to India Drive an AC Cobra To go and listen to a Wagner opera

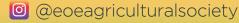
Is there anything coming up that you are looking forward to?

Cruising down the Nile next month to celebrate our Silver Wedding anniversary











East of England Farming Conference

MAKE IT HAPPEN

14th November 2019 8.30am - 4.00pm

Session 1 Decision Makers

Session 2 Ground Breakers

Session 3 Innovators

Lunch included

Conference followed by Networking Drinks

Tickets £95

East of England Agricultural Society Member discount available





More information and Tickets: www.eoefarmingconference.co.uk



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