Anglesey Showground Development Study

Anglesey Agricultural Society / Anglesey County Council / WDA

Brief

Trading conditions for the traditional agricultural show are harder than ever. Agricultural industries continue to struggle, domestic tourism is declining and competition from other exhibitions and events continues to grow.

BE Group was commissioned by the Anglesey Agricultural Society, the Welsh Development Agency and Isle of Anglesey County Council to identify the opportunities for future development of the Anglesey Showground.

This 160 acre site is owned by the Society whose main annual event is the Anglesey Show, held in the second week of August. The Show attracts approximately 1500 exhibitors and 55,000 visitors over two days.

Activities

Analysis of:

- Land and buildings at the Agricultural Society's disposal
- The Society's organisation, administration and marketing
- Current exhibition industry and the strengths of Anglesey's economy.

BE Group attended the August 2000 Show, surveying the exhibitors and undertaking a random visitor survey to evaluate attitudes towards the show.

Outcome

BE Group suggested additional agricultural opportunities, and new initiatives across sectors including education, conferencing, hotels, visitor centres, exhibitions and sport and leisure.

New ideas were assessed against the funding support available under the European Union's 2000-2006 Objective One programme for West Wales and the Valleys.