

Three Counties Showground Development Study

Three Counties Agricultural Society

Brief

As agricultural related industry declines, traditional industries have to look at reworking their portfolio of assets and skills to safeguard their commercial future.

In Malvern, the 80 acre 'Three Counties Showground' hosts the "Three Counties Show" which is the biggest exhibition event of its type in the region, attracting visitors from throughout the region.

BE Group was appointed to undertake a feasibility study to investigate how the use of the showground might be extended. The showground was operating at approximately 50 percent capacity. There is potential to make better use of its assets, including its land reserve.



Activities

- Investigated opportunities across a range of sectors including:
 - Education
 - Conferencing
 - Hotels
 - Visitor Centres
 - Exhibitions
 - Sport and Leisure.
- Researched emerging consumer trends
- Assessed the land assets and potential markets to extend their use
- Surveyed existing visitors and exhibitors
- Consulted public sector stakeholders.



Outcome

After initial interest was established for several of the outline schemes developed, BE Group was appointed to investigate extending the exhibitions currently held at the Showground. BE Group looked at reworking existing buildings to improve the profile of shows currently attracted to Malvern, potential themes for new exhibitions, likely operators and timings.