

The role of an agricultural society in the 21st Century



East of England Agricultural Society

Meaning of “Society”

- ▶ Philosopher Thomas Hobbes believed that without society, human life would be "nasty, brutish and short." Man's natural state, he argued, would be to preserve only oneself - a man without society would steal another family's food, seduce other men's wives and kill anyone who got in his way. Of course, the same man would be in constant danger of those things happening to him, his wife and his children.
- ▶ “Individual commitment to a group effort - that is what makes a team work, a company work, a society work, a civilization work.” Vince Lombardi
- ▶ “No matter the size, and no matter the link that binds a society together, be it religious, geographic, professional or economic, society is shaped by the relationships between individuals.”

East of England Agricultural Society

Charities Act 13 Description of Purposes

- ▶ (a) the prevention or relief of poverty
- ▶ (b) the advancement of education
- ▶ (c) the advancement of religion
- ▶ (d) the advancement of health or the saving of lives
- ▶ (e) the advancement of citizenship or community development
- ▶ (f) the advancement of the arts, culture, heritage or science
- ▶ (g) the advancement of amateur sport
- ▶ (h) the advancement of human rights, conflict resolution or reconciliation or the promotion of religious or racial harmony or equality and diversity
- ▶ (i) the advancement of environmental protection or improvement
- ▶ (j) the relief of those in need, by reason of youth, age, ill-health, disability, financial hardship or other disadvantage
- ▶ (k) the advancement of animal welfare
- ▶ (l) the promotion of the efficiency of the armed forces of the Crown, or of the efficiency of the police, fire and rescue services or ambulance services
- ▶ (m) any other purposes currently recognised as charitable or which can be recognised as charitable by analogy to, or within the spirit of, purposes falling within (a) to (l) or any other purpose recognised as charitable under the law of England and Wales

East of England Agricultural Society

A brief history

- ▶ 1797 Society Established; President - 4th Earl Fitzwilliam
- ▶ 1838 Showground Bridge Street
- ▶ 1865 Showground Boroughby
- ▶ 1881 Showground The Rink
- ▶ 1887 Showground Millfield
- ▶ 1911 Showground Eastfield
- ▶ 1966 Showground Alwalton
- ▶ 2012 Last Three-day show



East of England Agricultural Society Achievements

- ▶ 1972 100,000 people attend three-day show
- ▶ 1990 EEAS and the Royal Agricultural Society establish Sacrewell Farm
- ▶ 2002 First Marshal Papworth MSc Students arrive in the UK
- ▶ 2008 Winter Stock Festival
- ▶ 2013 First Kid's Country Food & Farming Day
- ▶ 2019 200th Marshal Papworth Student - MSc & Short courses
- ▶ Festival of Hunting & PRFHS continues
- ▶ Cultiv8

East of England Agricultural Society Alwalton Showground

- ▶ Commercial activities Showground Services (Arena and Events)
- ▶ Faith events attract 30,000 visitors
- ▶ Peterborough City Council Local Plan Adopted - 650 houses on site
- ▶ Endurance Estates appointed to promote the development and sale
- ▶ Public Consultation underway



East of England Agricultural Society Future Strategy

- ▶ Potential capital receipt - when and how much?
- ▶ New location - where and what?
- ▶ Future activities - charitable v commercial?

Future strategy

East of England Agricultural Society Future Strategy

Promoting Agriculture:

- ▶ Links between research and practical application
- ▶ Facilitate best practice
- ▶ Communications
- ▶ Technology & Skills
- ▶ Health & Safety
- ▶ Social and emotional support - lone working, wellbeing

East of England Agricultural Society Future Strategy

Promoting Rural Life

- ▶ Fieldsports & recreational activities
- ▶ Hunting AND Shooting Fishing? Other?
- ▶ Rural crafts - hedge laying, dry stone walling, thatching, felting, spinning, etc.
- ▶ Smallholding
- ▶ Wildlife
- ▶ Environment



East of England Agricultural Society Future Strategy

Promoting education:

- ▶ Primary education
 - ▶ Kid's Country - continue Food & Farming, plus outreach service
- ▶ Secondary education
 - ▶ STEM and careers advice
- ▶ Tertiary education
 - ▶ Work experience, re-integration, re-training, MP for UK?
- ▶ Health & Safety



East of England Agricultural Society Future Strategy

► WATCH

THIS

SPACE....

THE END - THANK YOU!