



THE ROYAL NORFOLK SHOW

ANNOUNCEMENT

The Royal Norfolk Show 2021

EMBARGOED until 17:00 28 October 2020 – As a consequence of the continued uncertainty around hosting large scale events during the ongoing global pandemic the Royal Norfolk Agricultural Association (RNAA) has today announced that the next Royal Norfolk Show will now take place in 2022 and not 2021 as originally anticipated.

“This has been an extremely difficult decision for the Trustees and our executive team to make, but to ensure the long term sustainable future of the organisation we believe this is the right thing to do,” said Greg Smith, Chief Executive of the RNAA.

“The Royal Norfolk Show is the county’s biggest event of the year, attracting over 85,000 people over two days. To deliver a show of this scale and complexity takes a significant amount of planning and preparation by all involved. To reduce uncertainty and risk we believe this is the right decision to take now.”

RNAA Chairman, Rob Alston, commented “Of course, we recognise just how disappointing this will be for so many people but 2020 has had a serious impact on the organisation from which we must recover. Our priorities have to focus on ensuring we are in a strong financial position to support our charitable objectives and then return with a show to mark our 175th anniversary in June 2022”.

“Over the course of 2021 we will be putting on smaller events and activities, when and where possible. We also look forward to seeing the Norfolk Showground continue to flourish as one of our region’s major event venues. In the meantime, our Trustees and team are very grateful to all our stakeholders for their understanding and support.”

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Notes to Editors:

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About the Royal Norfolk Agricultural Association

The Royal Norfolk Agricultural Association (RNAA) is a registered charity, founded in 1847 to promote the image, understanding and prosperity of agriculture and the countryside, primarily through its hosting of the Royal Norfolk Show, the UK's largest two-day county show, which attracts around 85,000 visitors every year. An independent study between 2018-19 by the School of Economics at the University of East Anglia revealed that the Royal Norfolk Show contributes around £20 million annually to the local economy.

The RNAA is also home to the Norfolk Showground, a 150-acre event site, featuring landscaped parkland and a 3000 sqm arena and events centre. Combined, the Norfolk Showground welcomes over 300,000 people each year. For more information about the RNAA visit www.rnaa.org.uk