

Annual Report



2025

MEETING AGENDA

Notice is hereby given that the Association's Annual General Meeting will be held at Norfolk Events Centre, Norfolk Showground at 1400 hrs on Thursday 23 April 2026.

All Vice Presidents and Members are eligible to attend.

-
- 01 Welcome and apologies for absence.
 - 02 To confirm the minutes of the meeting held on 15 April 2025 and any matters arising.
 - 03 To receive the Report of the Council and Board of Trustees together with the Statement of Accounts for the year ended 31 December 2025.
 - 04 To offer a vote of thanks to the retiring President Mr Poul Hovesen.
 - 05 To receive the recommendation of Council that Rt Revd Graham Usher, Bishop of Norwich, be elected President for 2026-27
 - 06 To receive the recommendation of Council that the Rt Hon Sir Norman Lamb DL, be elected Deputy President for 2026-27
 - 07 To receive a Report on the election of Members to fill vacancies on Council arising from automatic retirement.
 - 08 To receive a Report on the confirmation of awards and appointments for 2026.
 - 09 To appoint an Auditor and to authorise the Trustees to set the remuneration thereof.
 - 10 Any Other Business.
 - 11 On completion of the business of the meeting: Presentation by Mr Tom Bradshaw, NFU President

A meeting of the Association's Council will be held at 1515 hours.



PATRON HIS MAJESTY THE KING
PRESIDENT POUL HOVESEN
DEPUTY PRESIDENT RT REVD GRAHAM USHER
CHAIRMAN ROBERT ALSTON
VICE CHAIRMAN SIMON HICKLING MVO
FINANCE DIRECTOR LAURIE HILL ACA
CHAIRMAN OF SHOW COMMITTEE CHRISTOPHER NIX
CHIEF EXECUTIVE OFFICER MARK NICHOLAS MBE DL
DEPUTY CHIEF EXECUTIVE OFFICER RICHARD GREENACRE
FINANCIAL CONTROLLER JONATHAN BETTS
SITE DELIVERY MANAGER MIKE PARKER
CHARITY MANAGER HOLLY WHITAKER
NORFOLK FOOD HALL GENERAL MANAGER MARK ELLIS
FOOD & FARMING DISCOVERY TRUST MANAGER FRANCES ROBERSON
FOOD & FARMING DISCOVERY TRUST COMMUNICATIONS ASSISTANT KATIE BENCE
SALES & EVENTS COORDINATOR MARIA SKITMORE
SPONSORSHIP & HOSPITALITY COORDINATOR SAM BERNEY
BUSINESS DEVELOPMENT & SALES COORDINATOR TRACEY SPELMAN
MARKETING COORDINATOR ELLIE CARRUTHERS
EQUINE & LIVESTOCK COORDINATOR BETHANY HEWITT-ALLARD
EVENTS OPERATIONS COORDINATOR GARY SULTER
FINANCE ASSISTANT BECKY BANYARD
PROJECT OFFICER JACOB STIRLING
ASSISTANT SHOWS COORDINATOR FLEUR HAMILTON-BRISCOE
MEMBERSHIP COORDINATOR ISOBEL WARREN
AWARDS ADMINISTRATOR BECKY HARVEY
ESTATE & VENUE TEAM CHRIS MELTON, STEVE ANNISON, DANIEL MELTON
HONORARY ARCHIVIST MICHAEL POLLITT

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CHAIRMAN'S INTRODUCTION

The year 2025 marked a period of steady progress and renewed public engagement for the Royal Norfolk Agricultural Association, as we continued our long-standing mission to support farming, food production, and rural life across Norfolk.

One of the standout successes of the year was the continued strength of the Royal Norfolk Show. Attendance remained high at over 81,000, reflecting strong community interest and the Association's ability to balance tradition with modern appeal. The event showcased the very best of regional agriculture—from livestock competitions to innovative agri-tech demonstrations—while also broadening its reach with family-friendly attractions, food experiences, and educational exhibits. The attendance of a record just over 15,200 school age children is evidence of a Show in demand for its broad and inspiring educational offering. This helped reinforce the Show's role not just as an agricultural event, but as a key cultural fixture in the region.

In 2025, the Association also demonstrated a clear commitment to education and future talent. Our work with young people, schools, and early-career professionals in agriculture expanded, with more structured learning opportunities and outreach initiatives. These efforts are particularly important at a time when the agricultural sector faces skills shortages and generational transition challenges. A record attendance at the Norfolk Farming Conference is testament to not only the Association's convening ability but the need to tackle the industry's challenges in a collaborative manner. By investing in education, through the Food & Farming Discovery Trust, the Association is helping to secure the long-term resilience of Norfolk's rural economy.

The Norfolk Food Hall opened for trading in May 2025. The Norfolk Food Hall is a major farm shop and restaurant located at the Showground. It is a flagship project of the Association, designed to celebrate and support local food and drink producers and provide a point of connection for people to understand where their food comes from.



ROBERT ALSTON
RNAA CHAIRMAN

At its core, the Food Hall is a large, modern farm shop and dining space that brings together local producers, fresh food, and education about agriculture in one place. It is a £3 million investment into the region's food economy, and we look forward to updating members on its performance at this year's AGM.

The Association's net deficit before gains/(losses) on investments totalled £133,279 (2024 - surplus £542,171). The results have been influenced by funds raised by the Royal Norfolk Show, donations to the Norfolk Food Hall project, and costs associated with opening of the Food Hall and its initial trading performance. Norfolk Showground Limited made a profit of £174,128 (2024 - £99,459) on income of £875,809 (2024 - £814,222) reflecting the appeal of a multi-faceted events venue and improvements made to the Norfolk Events Centre.

Overall, 2025 can be seen as a positive and forward-looking year for the Association. It has successfully strengthened its public presence and deepened its educational impact. With careful navigation of the challenges ahead, the Association is well placed to continue supporting and championing Norfolk's rural community in the years to come.

As ever, the success of the Association wouldn't be possible without the efforts of our hard-working executive team ably led by our CEO and the commitment of our many volunteers, trustees and Show stewards alike. On behalf of the Board of Trustees thank you for everything that you do. During the year Luke Lockhart completed his tenure as Trustee and Chairman of the Show Committee. We thank Luke for his service over many years. In January 2025 Michael Harrowven FloD JP DL joined the Board. Michael brings a wealth of experience in the private and not for profit sectors. We have also welcomed the appointment of Katie Bence (Food & Farming Discovery Trust Communications Assistant) and Isobel Warren (Membership Coordinator). It was sad to note the death of David Richardson OBE in August. David was a towering figure in agriculture and a committed friend to the Association.

Finally, I wish to thank our Vice Presidents and Members for their support and good will. I very much look forward to seeing you at the Royal Norfolk Show, if not beforehand.

OUR STRATEGIC VISION AND PURPOSE

The RNAA is about much more than the annual Royal Norfolk Show. Throughout the year, we run a vibrant programme of activities and events, with the overarching aim of supporting farming and food production in Norfolk. This aim is achieved across diverse workstreams, from facilitating cross-sector engagement, through resourcing personal and professional development to delivering education and learning opportunities to many thousands of children and families each year.

As a registered charity, we can maintain an independent approach, focusing on delivering benefits to our members and to the people of Norfolk and beyond. We promote and enable collaboration, bringing policymakers, scientists, researchers, academics, businesses and others together with farmers and food producers, creating a forum for knowledge exchange and the sharing of best practice.

The last five years have seen considerable development and progress made in refocusing our vision and purpose and ensuring that the Association and Norfolk Showground can look forward to a secure and sustainable future. Moving forward into 2026-27 our strategic focus remains two-fold; to exploit the potential of Norfolk Showground as a major destination for cultural, leisure, social and business activities; and to develop our charitable programmes to provide targeted support to the agricultural industry in Norfolk.

Since 2020 we have:

- Restructured and developed a high performing staff team.
- Invested over £5m in Norfolk Showground – fixing critical infrastructure and enabling new developments.
- Commercialised the site and introduced commercial tenancies.
- Ensured the Royal Norfolk Show remains a premier agricultural show.
- Taken ownership of and developed a successful Norfolk Farming Conference.
- Extended and refurbished the Norfolk Events Centre.
- Procured and implemented a new event management and CRM programme.
- Strengthened our online marketing presence and commissioned four new website platforms.
- Supported and secured the future of the Food & Farming Discovery Trust.
- Demonstrated the impact and value of all that we do.
- Planned and built the Norfolk Food Hall.
- Secured over £2m of external funding for capital and charitable projects.
- Re-focused our charitable outputs, building the Opportunities Fund and developed the Food, Farming and Environment Forum programme of events.

Norfolk
Rural
Business
Awards

Lovewell Blake
Chartered Accountants and Financial Planners



po:tec

CLC

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OUR VISION

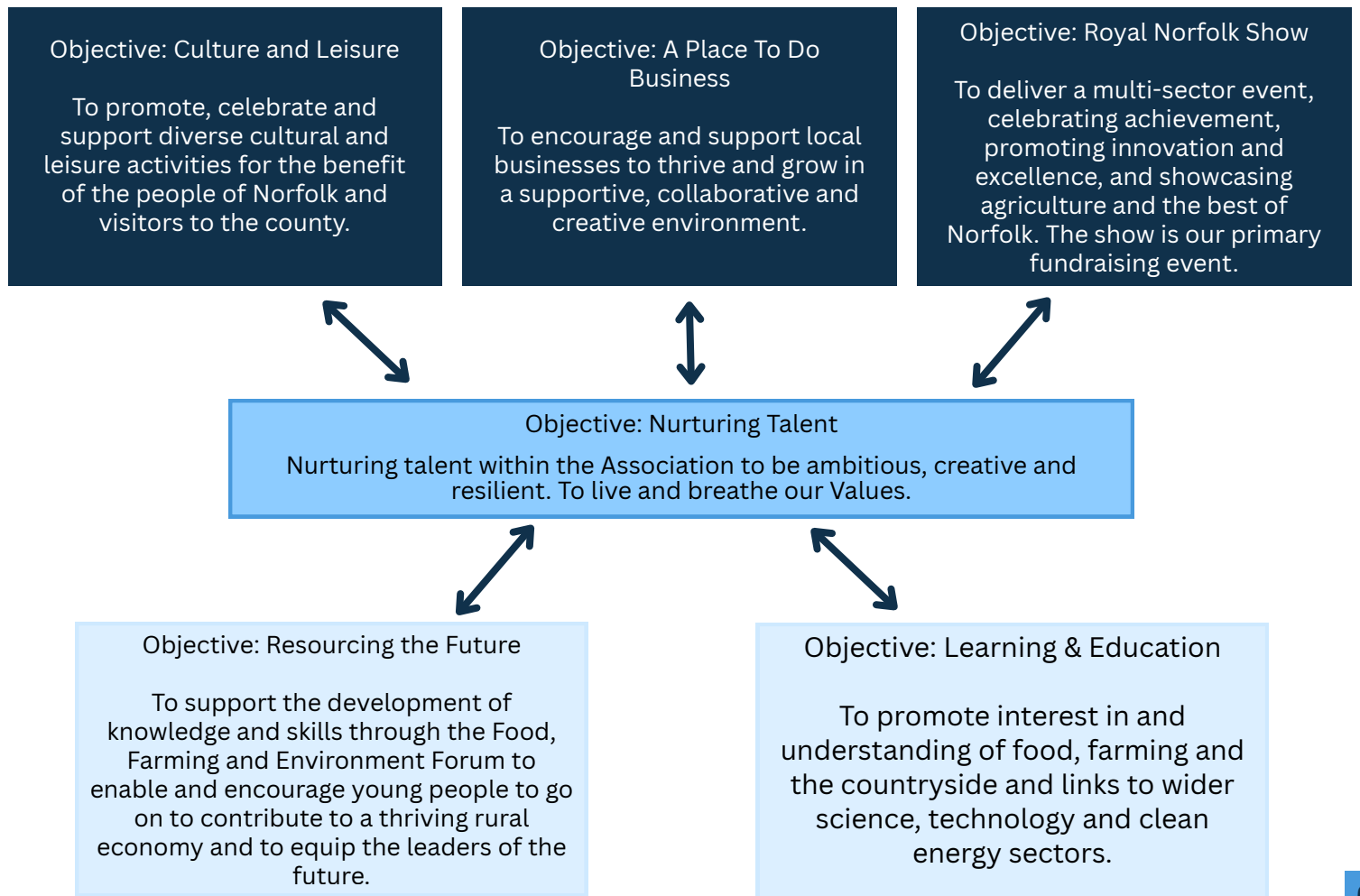
Our vision is that the RNAA is recognised as a distinctive and respected leader in the rural economy for Norfolk and, as a registered charity, operates an effective and sustainable business model.

OUR PURPOSE

Our purpose is supporting agriculture; through our charitable programmes we inform, influence, inspire and lead on matters relating to food, farming and the countryside in Norfolk.

Supported by our Members, Corporate Partners and grant giving organisations.

OUR STRATEGIC PRIORITIES FOR 2026-2027 ARE SET OUT AS FOLLOWS:



FOOD, FARMING AND ENVIRONMENT FORUM



NORFOLK FARMING CONFERENCE

We were particularly pleased with the outcome of the Norfolk Farming Conference which took place on 11 February 2025. 456 delegates, from across land-based industries, enjoyed a programme of informative and engaging speakers. We were particularly pleased to welcome Rt Hon Daniel Zeichner MP, then Minister for Food security.



NORFOLK RURAL BUSINESS AWARDS

Another Forum activity has been to develop, in partnership with the County Council, the Norfolk Rural Business Awards scheme. Launched at the Farming Conference, the scheme highlights best practice and outstanding individuals who contribute so much to our rural economy and way of life. The awards were presented at the Royal Norfolk Show.



THE YIELD NETWORK

This group of younger members now numbers over 300 consisting of farmers, vets and others working in allied industries. Our YIELD Group of young professionals has taken full advantage of a wealth of knowledge sharing opportunities throughout the year. A particular highlight of the YIELD Group programme was the much-anticipated annual winter forum, featuring a panel discussion on **"Feeding Britain in a Less Secure World – How Should Norfolk Farming Respond?"** Chaired by Anna Hill, the panel will include Andrew Dewing (Dewing Grain), Lord John Fuller OBE, Sabine Virani (Coordinator of Sustainable Food Norwich), and Tom Hume (Director and Veterinary Surgeon at Westover Large Animal Ltd).

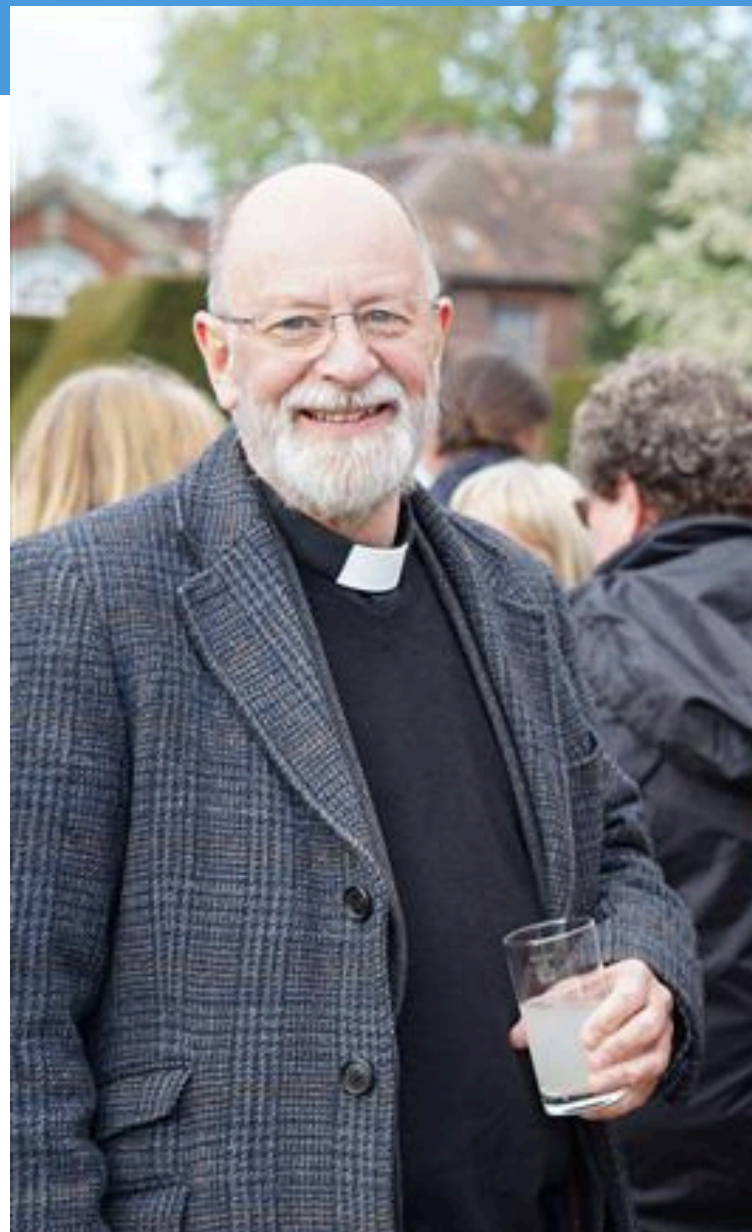
SUPPORT TO AGRICULTURAL CHARITIES

Recognising the importance of local agricultural charities, we continue to further our close relationship with the YANA (You Are Not Alone) charity and provide office facilities. The Norfolk Federation of Young Farmers Clubs headquarters is located at the Showground. Norfolk FWAG (Farming and Wildlife Advisory Group) is also based at the Showground. The development of a hub of like-minded organisations will help enable further collaboration as we support the agricultural sector. Practical support was provided to the Aylsham and Wayland Shows.

Additionally, the Association continues to provide support to the Norfolk Community Foundation's Nourishing Norfolk project, which aims to alleviate food poverty through the provision of local food hubs.

NORFOLK RURAL CHAPLAIN

On 30 March 2026 we had the honour of conducting the licensing ceremony of Norfolk's Rural Chaplain, The Revd Dr Tim Weatherstone, conducted by The Rt Revd Dr Jane Steen, Bishop of Lynn. Tim's appointment, generously funded through charitable donations secured by the RNAA, will initially span 2-3 years. During this time, he will continue to grow the chaplaincy while helping to establish it on a strong and sustainable footing. With over 14 years as a vicar in rural Norfolk, alongside previous experience in both the agricultural sector and IT, Tim brings a unique and valuable perspective to the role. He needs very little excuse to visit farms and rural businesses—so do invite him to your part of Norfolk!



THE REVD DR TIM WEATHERSTONE

Norfolk Rural Chaplain

2025

ROYAL NORFOLK SHOW

This report provides a top-level impact assessment for the Royal Norfolk Show 2025, highlighting its contributions to agriculture, education, business, and community engagement in Norfolk. A more detailed report on the full extent of the impact of the Show can be accessed through our website

ECONOMIC IMPACT OF THE SHOW

The Royal Norfolk Show significantly contributes to the local economy.

- Generates over £25 million annually for Norfolk's economy.
- Attracts 81,161 visitors, including local and international attendees.
- Engages 706 business exhibitors, with over half from Norfolk.
- Involves 326 volunteer stewards and 74 sponsors.
- It is the RNAA's primary fundraising event

BUSINESS OPPORTUNITIES AND NETWORKING

The Show provides a platform for diverse businesses to connect and grow.

- More than 700 businesses participate, offering networking opportunities.
- The Norfolk Business Hub connected 7,500 potential clients with nearly 60 SME exhibitors.
- Hospitality and sponsorship options enhance brand visibility and client relationships.

RECOGNITION OF ACHIEVEMENT AND EXCELLENCE

The Show honoured outstanding contributions to agriculture and rural business.

- Hosted the Norfolk Rural Business Awards across nine categories.
- Recognised long service in agriculture with RNAA Long Service Awards.
- Presents the Bishop of Norwich Sustainable Environment Young Employee of the Year Award.

LIVESTOCK AND EQUINE COMPETITIONS

The Show emphasised livestock and equine excellence through competitions.

- Hosted over 1,600 classes for various livestock, including 1,823 equine entries.
- Featured the Rare Breeds Animal Farm to promote endangered breeds.
- Recognised prestigious awards like the Burke Perpetual Challenge trophies.



EDUCATIONAL INITIATIVES AND LEARNING EXPERIENCES

Education remains a key focus, offering diverse learning opportunities for all ages.

- The Discovery Zone and STEMM Village provided hands-on learning experiences.
- 15,239 students, including 2,326 home-educated students visited the Show.
- Subsidised by the RNAA and no charge for school groups, promoting accessibility to educational content.

ARTS AND CULTURAL CELEBRATIONS

The Show showcased local talent through various artistic performances and exhibitions.

- Featured four live music stages and a vibrant art gallery.
- Encouraged young performers and visual artists to gain exposure and feedback.
- Hosted events including the Beat Stampede, showcasing youth talent.

SHOWCASING NORFOLK'S BEST

The Show highlighted Norfolk's agricultural and cultural offerings to a broad audience.

- Focus on Norfolk Food and Drink Produce in 2025.
- Introduced the Norfolk Food Hall for year-round celebration of local producers.
- Engaged 96 Norfolk food and drink businesses with new audiences.

COLLABORATION FOR FUTURE DEVELOPMENT

The Show fostered collaboration among stakeholders in agriculture and sustainability.

- The RNAA-led Big Debate addressed sustainability issues in farming.
- Provided a neutral venue for networking and community engagement.
- Encouraged partnerships for future projects and initiatives in the agrifood sector.



EDUCATION

ROYAL NORFOLK SHOW

The 2025 Royal Norfolk Show welcomed the return of the Discovery Zone and STEMM Village, working seamlessly together to deliver a standout educational feature for the Show. This year's interactive theme centred around the life cycle of Malting Barley, with support from Crisp Malt and Dewing Grain as the key partners. The trail demonstrated each stage of the Malting Barley process, from cultivation and harvesting through to its end use, offering students a hands-on insight into the supply chain.

A total of 15,239 students from mainstream, alternative and home education settings attended, taking advantage of the free education tickets and resulting in an all-time high for the Show. The STEMM Village run by Dr. Samantha Fox continued to build on its success, focusing on secondary education with the theme STEMM in the Food Chain: From Field to Future. Hands-on learning exhibits included Saxon Air's flight simulator, showing aviation logistics, and food supply infrastructure. EDF Sizewell B Power Station took visitors on an immersive journey through an atom using VR headsets, while Norfolk and Norwich University Hospital demonstrated fibre optic cameras to help explain how we breathe, swallow and speak.

Returning to the education zone for another successful year were East Wind Offshore Cluster Group, REAGIT engineering training and apprenticeships, City College, Paston College, and Easton College.



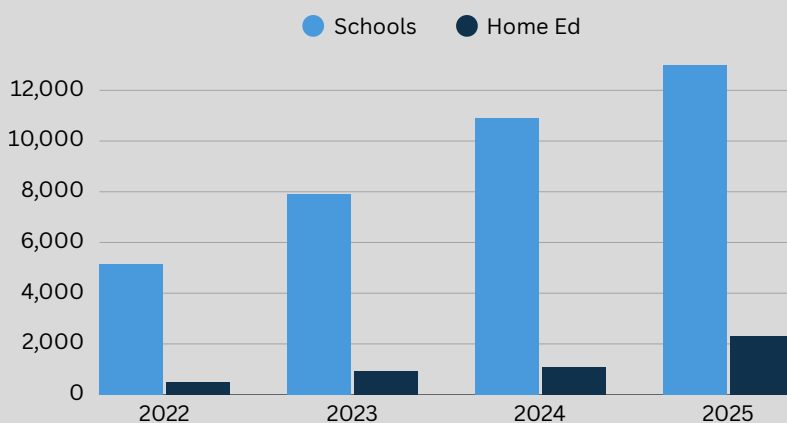
INDUSTRY EXPERIENCES

We extend our thanks to Dann's Ice Cream for hosting a dairy tour and ice cream-making session, and to Tony Perkins at Norfolk Food Hall for delivering a butchery demonstration and sausage-making workshop.

Feedback was overwhelmingly positive, with all participating students expressing an interest in pursuing careers in agriculture. Notably, one student has applied to study Agricultural Engineering at Easton College following her GCSEs.



School-Aged Children Attendance at the Show



FOOD & FARMING DISCOVERY TRUST

As the educational arm of the RNAA, the Food & Farming Discovery Trust delivers impactful projects and events to students of all ages throughout the year.



LEARN ABOUT LIVESTOCK

Returning for its fifth year in 2025, having launched in 2019, Learn About Livestock now reaches 20 schools annually and has engaged over 14,000 students across Norfolk.

One of our most popular programmes, it provides students with a unique, hands-on opportunity to learn about animal husbandry by caring for a ewe and her lambs on school premises over the course of a week.

EXPLORING FOOD & FARMING

Delivered in partnership with Easton College, Exploring Food & Farming is a hands-on activity day for students aged 13–15 from non-agricultural backgrounds.

The programme introduces practical farm skills such as tractor driving, livestock handling and crop identification. Following a successful pilot in 2024, capacity was doubled in 2025 through the addition of a second day.

The initiative has successfully increased awareness of food production and promoted careers within agriculture and the wider industry.



AGRICULTURE UNLOCKED

Following a successful 2024 pilot at East Norfolk Sixth Form College, the programme expanded in 2025 to include Thetford Academy, reaching approximately 2,000 students.

A wide range of agricultural organisations attended with exhibition stands, showcasing the breadth of careers available across the sector.

The speaker programme covered:

- A day in the life of a farmer
- On-farm innovation and robotics
- Deer management
- Farm finance and agricultural banking
- Diversification and conservation

Importantly, as a direct result of the 2024 pilot, three students from non-agricultural backgrounds applied to Harper Adams University, having not previously been aware of the institution.

OPPORTUNITIES FUND



The Opportunities Fund is the vehicle through which the RNAA supports an increasing number of young people seeking to enter or develop their career in agriculture. Funded through donations from our membership, from funds raised at the Royal Norfolk Show and through grants from charitable trusts and foundations and support, the Opportunities Fund enables us to invest in the future of Norfolk's food and farming. Through the Opportunities Fund, we help young people to develop and enhance skills, to open up new opportunities, to celebrate success, and to raise awareness of the breadth of options available to those considering a career in agriculture.

NORFOLK INTERNATIONAL SCHOLARSHIP (NIS)

The 2nd NIS was awarded to Georgia Olivier. The scholarship, delivered through a partnership between the Royal Norfolk Agricultural Association (RNAA) and the Norwich Institute for Sustainable Development (NISD), supports international research that brings practical benefits to Norfolk's farmers.

Georgia, a postgraduate student at the UEA, has explored how environmental land management schemes - such as the Sustainable Farming Incentive (SFI) and Environmental Land Management Scheme (ELMS) - are supporting or hindering the adoption of sustainable practices on Norfolk farms.

This year's scholarship, supported by the JC Mann Charitable Trust, will enable Georgia to travel overseas to compare how other countries are implementing environmental schemes.



NUFFIELD FARMING SCHOLARSHIP 2025

The RNAA sponsored scholarship has been awarded to Toby Tibbenham. Toby runs a mixed farm in the Harleston area, and his research paper will be titled Family farms cooperation, integration, diversification can it work? He was awarded his scholarship at the Nuffield Conference in Aberdeen in November 2025.

COMMONWEALTH SCHOLARS

In early 2026 four outstanding individuals were selected to attend the Royal Agricultural Society of the Commonwealth's biannual conference in Cape Town in November.

Our Commonwealth scholars are:

Samuel Ritchie – Farmer D L Ritchie
Jessica Chapman – PhD Researcher UEA
Samuel Payne – Stockman North Farm Livestock
Luke Rodway – Business Manager Beckhithe Farms

THE MORLEY AGRICULTURAL FOUNDATION (TMAF) FUNDING PARTNERSHIP

With the support of TMAF the following have received funds towards their professional development courses by the Worshipful Company of Farmers.

Jason Cantrill – Ceres Rural – Agricultural Business Management Course
Helen Reeve – cattle farmer – Challenge of Rural Leadership
Frances Roberson – FFDT Manager – Challenge of Rural Leadership
Clemmie Gleeson – Head of Comms British On-Farm Innovation Network (BOFIN) – Challenge of Rural Leadership



NORFOLK SCHOLARS 2025

We were oversubscribed with applications for Norfolk Scholar – selection for and participation in the Oxford Farming Conference programme running over October 2025-January 2026.

Our Norfolk Scholars were:

James Davies – Business Development Manager AF
Georgia Oliver – NISD Masters student
Fergus MacGregor – mixed farmer Gt Witchingham
Melaine Hawes – poultry vet
Emily Mayes-Miller – potato agronomist
Paige Britsch – trials technician BBRO



ROYAL NORFOLK AGRICULTURAL ASSOCIATION COUNCIL

PAST PRESIDENTS

1988	The Rt Hon Lord MacGregor of Pulham Market OBE
1990	HRH The Princess Royal KG KT GCVO
1991	Dr John Bingham CBE FRS FRASE
1994	HRH The Duke of Gloucester KG GCVO
1998	Gavin Alston
2000	Baroness Shephard of Northwold DL
2004	His Majesty The King
2005	The Rt Revd Graham James
2006	Anthony Duckworth-Chad OBE DL
2007	Sir Nicholas Bacon Bt KCVO OBE DL
2008	General The Lord Dannatt GCB CBE MC DL
2009	Henry Cator OBE DL
2010	Sir Jeremy Bagge Bt DL
2011	Sir Richard Jewson KCVO JP
2012	David Lawrence OBE
2013	Jacob Humphrey DL
2014	HRH The Prince Edward, Duke of Edinburgh KG GCVO
2015	Robert Carter DL
2016	Professor David Richardson PhD
2017	The Very Revd Jane Hedges
2018	Ben Turner Snr
2019	HRH The Duchess of Edinburgh GCVO
2020-2022	The Marquess of Cholmondeley GCVO DL
2023	John Cushing OBE
2024	The Lady Dannatt MBE

Patron His Majesty The King

President Poul Hovesen

Deputy President Rt Revd Graham Usher

Chairman Robert Alston*

Vice-Chairman Simon Hickling MVO*

Finance Director Laurie Hill ACA*

Chairman Show Committee Christopher Nix*

Board of Trustees

Dr Jonathan Clarke, Michael Harrowven FloD JP DL, Emily Norton, Dr Catherine Richards, Andrew Spinks.

Co-opted Council Members

CLlr Fabian Eagle, Norfolk County Council
The Lord Fuller OBE, South Norfolk Council
Prof Johanna Forster, University of East Anglia
Tom Fraser, Norfolk Young Farmers
David Hastings, Norfolk Farm Machinery Club
Rev Dr Tim Weatherstone, Norfolk Rural Chaplain

*Trustees

Council Election Nomination Forms will not be circulated automatically, but may be obtained from the Association's office on request. Under the terms of the Association's Articles, Members are elected to serve on the Council for a period of three years, and thereafter are ineligible for re-election for one year. Nominations signed by the Candidate and counter signed by the nominating Member must be received by the Association on or before 1 April 2027.



ROYAL NORFOLK
AGRICULTURAL
ASSOCIATION

HONORARY VICE PRESIDENTS

TONY ABEL	SIMON MACFARLANE
GAVIN ALSTON	ARTHUR MOBBS
ANDREW BARNES	ROBERT MORE
LOUIS BAUGH DL	DAVID ORGAN
ROLY BEAZLEY	SUSAN PALMER
FRANCESCA BROOM	GRANT PILCHER
JANICE BROUGHTON	MICHAEL POLLITT
JOHN CARRICK	MELINDA RAKER MBE DL
ADAM CASE	REVD ANGELA REYNOLDS
DR BELINDA CLARKE OBE	JEREMY ROBSON
JON DANIELS	STUART SADLER
SIMON DANIELS	CHARLIE SAVORY FCA
SARAH DE CHAIR	DAVID SAYER
SIMON FOWLER	CATHERINE SCOTT
MIKE GAMBLE	JILL SCOTT OBE JP DL
ANTHONY GENT	GAIL SPRAKE
JOHN GORDON	DAVID STOCKTON BVMS
STEFFAN GRIFFITHS	JULIAN TAYLOR
RICHARD HIRST	CHRIS THOMAS
JULIA HOWLETT	REVD CANON PAUL THOMAS OBE
STEPHEN HOWLETT	DOUGLAS YOUNG FCA

HEAD STEWARDS

Agricultural Displays & Innovation **William Meen**
 Art & Culture **Tom Cringle**
 Car Parks **Michael Cooke**
 Cattle **Peter Rout**
 Countryside **Dickon Lombe-Taylor**
 Education **Richard Didymus-Baines**
 Grand Ring **James Chapman**
 Heavy Horses **Christopher Self**
 Horticulture **Stuart Morton**
 Hospitality **Jeanette Dennis**
 Light Horses **John Reader**
 Pigs and Goats **Nicky Wallace**
 President's Stewards **Simon Hickling MVO, David Horsfall**
 Private Driving **Justin Cowles**
 Public Entrance Gates **Jonathan Molineux**
 Sheep **Rob Richardson**
 Show Jumping **Frances Lloyd**
 Small Livestock **Jackie Hayes**
 Sponsors & Corporate **Claire Crawshay**
 Trade Stands **Nicholas Hunt**
 Trophies & Presentations **Marion Jones**
 Veterinary Officer **David Feneley BVSc, MRCVS**

ELECTED MEMBERS OF COUNCIL

RETIRE 2026

Felicity Daniels
 Christopher Deane
 Andrew Dewing
 Michael Gurney DL
 Ian Lonsdale DL
 Caroline Morton
 Rachel Rusholme-Pilcher
 Suzie Scott
 Peter Seaman
 Carole Slaughter
 Josh Spinks
 Julian Wells

Clare Whelan DL

RETIRE 2027

John Adams
 James Alston
 Edward Baskerville
 Vivienne Clifford-Jackson
 Cllr Edward Connolly
 Bill Doig
 Sarah Ellero
 Michael Goff
 Adam Goymour
 Bob King
 David Moar
 Katy Nelstrop

RETIRE 2028

Ian Baker
 Jonathan Barber
 Samuel Chapman-Allen
 David Feakes
 William Haire
 Kristopher Harper-Allison
 Caroline Jarrold DL
 Jamie Lockhart
 Michael Mack
 Peter Mortimer
 Tim Papworth

Jack Royall
 Nick Saffell
 Ben B Turner

NORFOLK FOOD HALL

The Norfolk Food Hall opened its doors on 21st May 2025 with a reception for our Founding patrons, Business supporters and Grant giving organisations, Vice Presidents, Members, suppliers, and colleagues, who helped us build the Norfolk Food Hall. Since opening we have been overwhelmed with the ongoing support of our customers. Mark Ellis joined us as General Manager shortly after opening and has built a strong sustainable business and team who have served the people of Norfolk and wider afield seven days a week showcasing Norfolk's Food and Drink in marvellous surroundings.

The Norfolk food hall is home to over 150 local producers; in many cases we are the first and only outlet for fledgling businesses. Product tastings and "Meet the producer" events are commonplace providing producers with the opportunity to engage directly with customers.

We have welcomed groups for educational visits, professional networking, lectures, exercise, dancing, crafting and gatherings with family and friends. Since opening the Showground Trail in September, we have seen more people enjoying the whole Showground site for leisure and exercise as a green space on the edge of the City of Norwich. The Norfolk Food Hall has become a welcome addition to our existing events programme as well as a venue in its own right. We have plans to introduce Park Run in the autumn. The Norfolk Food Hall has very quickly become part of the Local community with plans to grow this presence.

Our incredible team of nearly 50 people have quickly gained a reputation for great service and to our customers are the face of the Royal Norfolk Agricultural Association providing a shop window to the important work of the charity.

12,000+
VISITORS
PER MONTH

150+
LOCAL
SUPPLIERS

47
STAFF



LOCAL PRODUCE HIGHLIGHTS

- 10,000+ Bakeaholics Cakes
- 4,000+ Candis Chutneys
- 6,000+ Cardarelli's Cakes
- 3,300+ Garden Pantry Jars
- 1,500+ Frozen Fish Items

FOOD HALL PRODUCTS

- 7,000+ Sourced Products
- 5,500+ Scotch Eggs
- 9,000+ Sausgae Rolls
- 2,500+ Ice Creams

RESTAURANT & DELI HIGHLIGHTS

- 72,000+ Hot Drinks
- 15,000+ Norfolk Breakfasts
- 16,000+ Cakes
- 10,000+ Scones
- 4,000+ Burgers

NORFOLK FOOD HALL



OVER 85% OF SUPPLIERS ARE FROM NORFOLK AND SUFFOLK

NORFOLK SHOWGROUND

- 01 - 03 **DOG AGILITY SHOW**
- 02 - 03 **COSTESSEY FETE AND FAYRE**
- 09 - 10 **CANCER RESEARCH UK RACE FOR LIFE**
- 15 - 17 **GOAT SHOW**
- 20 - 21 **EEEGR SNS CONFERENCE**
- 23 - 26 **CATALYST FESTIVAL**
- 30 - 31 **FLYBALL UK CHAMPIONSHIPS**

- 04 **NORFOLK YFC RALLY**
- 03 - 05 **NORFOLK SHOWJUMPING CLUB**
- 03 - 05 **EQUINE DRESSAGE SHOW**
- 07 **NSFT CONFERENCE**
- 10 - 12 **NORFOLK GARDEN SHOW**
- 11 - 12 **THE LABYRINTH CHALLENGE**
- 17 - 19 **NORFOLK MOTORHOME SHOW**
- 27 - 01 AUG **NEWDAY FESTIVAL**

APR

MAY

JUN

JUL

AUG

- 03 - 04 **NORFOLK ANTIQUES FAIR**
- 03 - 05 **NORFOLK DOG TRAINING SOCIETY**
- 12 **BOAT JUMBLE**
- 18 **LUMINA SKY THEATRE**
- 25 **TOUCHBASE CONTAINMENT DAY PARTY**
- 25 **DEBUG GAMES FESTIVAL**

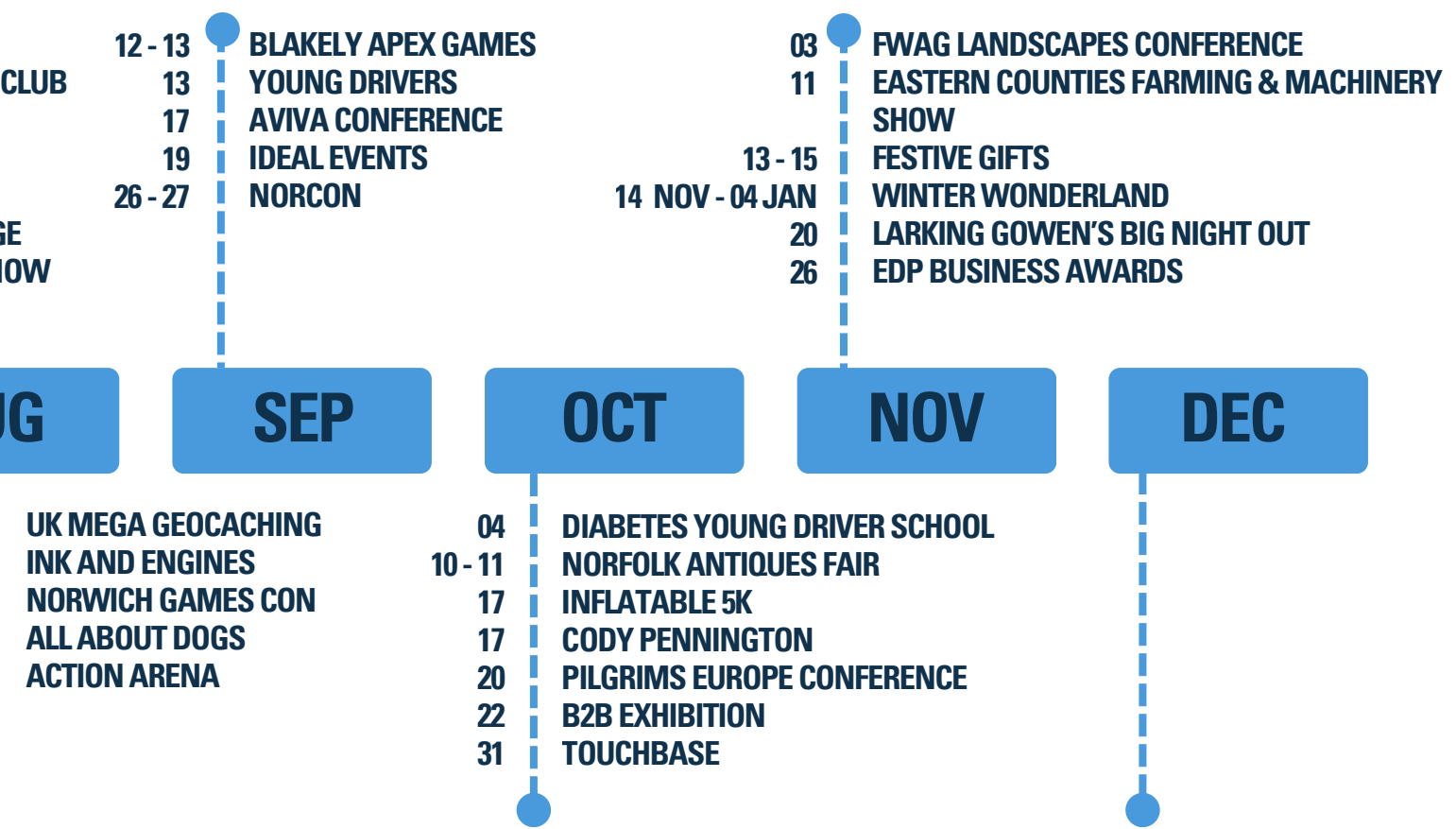
- 05 **LARKING GOWEN'S BIG NIGHT OUT**
- 06 **POLICE FUNDAY**
- 07 **NORFOLK GAZELLES RELAY**
- 08 **UCAS**
- 24 - 25 **ROYAL NORFOLK SHOW**

- 05 - 09
- 15 - 16
- 22
- 30 - 31
- 29 - 30



NORFOLK SHOWGROUND NORWICH

★★★★★
"A magical spectacle"



FINANCIAL INFORMATION

This financial statement is only a summary of information derived from the statutory financial statements and does not contain sufficient information for a full understanding of the financial affairs of the charity. These are therefore not the charitable company's statutory financial statements for the year ended 31 December 2025. The statutory financial statements will be filed with the Charity Commissioners and the Registrar of Companies and will be available from the Charity Commission and Companies House.

A full copy of the Trustees' report and financial statements is also available from:
The Company Secretary, Royal Norfolk Agricultural Association, Norfolk Showground, Dereham Road, Costessey, Norwich NR5 0TT.

The statutory audit was completed by MA Partners Audit LLP, Chartered Accountants and Statutory Auditors. An unmodified audit opinion was issued on the financial statements for the year ended 31 December 2025.



	2025			2024
	Unrestricted General £	Restricted £	Total £	Total £
Income				
Grants, Donations and Legacies	99,516	381,000	480,516	742,640
Charitable Activities	2,348,877	-	2,348,877	2,110,774
Other Trading Activities	2,776,518	-	2,776,518	1,068,220
Investments	30,975	-	30,975	68,084
Other Income	20,183	-	20,183	22,502
Total Income	5,276,069	381,000	5,657,069	4,012,220
Expenditure				
Raising Funds	2,316,596	-	2,316,596	176,821
Charitable Activities	3,470,670	3,082	3,473,752	3,293,228
Total Expenditure	(5,787,266)	(3,082)	(5,790,348)	(3,470,049)
Net Gains/(Losses) on Investments	44,306	-	44,306	(7,745)
Net (Expenditure)/Income and Net Movement in Funds for the Year	(466,891)	377,918	(88,973)	534,426
Total Funds at 1 January 2025	7,436,880	63,403	7,500,283	6,965,857
Movement between funds	381,000	(381,000)	-	-
Total Funds at 31 December 2025	7,350,989	60,321	7,411,310	7,500,283

2025

