

# NEWARK & NOTTINGHAMSHIRE AGRICULTURAL SOCIETY

# SOCIETY MATTERS



**WELCOME TO  
OUR  
SOCIETY  
NEWSLETTER**



Issue No: 4

July 2021



**MESSAGE FROM  
ROGER JACKSON  
CHAIRMAN**

The long-awaited Step 4 of England's Roadmap out of Lockdown has seen an immediate and positive uplift at the Showground.



**CONFIDENCE IN STAND  
BOOKINGS FOR  
MIDLANDS MACHINERY SHOW**

Exhibitor stand bookings have been strong and many companies have booked early to benefit from the Early Bird rate which ended in June.





# WELCOME TO THE SUMMER EDITION OF SOCIETY MATTERS

*Our newsletter aimed at highlighting the activities of the Agricultural Society, issues affecting agriculture and our related charitable purposes.*

As expected, the long-awaited Step 4 of England's Roadmap Out of Lockdown proceeded on 19th July and activity at the Showground saw an immediate uplift.

Events with a significant external element are confirming existing bookings and also utilising any additional capacity for previously deferred events. New events include Nottingham University Graduation Ball, Young Driver Training and the American Truck Driving Experience which join our long term customers IACF Antiques & Collectors Market, Stonedead Music Festival, many Dog Shows and Autojumble to produce a busy calendar over the summer.

Traditional catering functions are still showing some hesitancy to commit but enquiries are good, in particular, an up-turn in weddings and private parties which are always a pleasure to host.

The vital work at the NHS vaccination Centre has now been extended until September and we are pleased to have been able to work flexibly to facilitate the extension.



The Society has made a number of key investment decisions to enhance the Showground including new toilet and sewerage facilities being installed near to the Stanley Sheldon Hall as well as improved catering equipment and maintenance. We are even in the process of converting a horse box to create our own mobile "real coffee" service.

Finally, the opportunity has been taken, to undertake an in-depth review of the objectives of the Society itself and how we can achieve them. This has resulted in a root and branch reassessment in some areas which should help the charity maintain its relevance, accessibility to a new and wider audience and sustainability over coming years.

Key to this is working more closely with related organisations including YFC, the NFU and educational providers to develop a supportive, co-ordinated and effective approach in common areas. The review has included a new format for the 2022 County Show and these exciting details will be announced soon ...

*Roger Jackson (Chairman)*



# CALLING ALL VINTAGE ENTHUSIASTS

Preparations are in full swing for the Newark Vintage Tractor & Heritage Show – 13<sup>th</sup> and 14<sup>th</sup> November 2021. It seems a very long time since the last show in 2019 and we feel we have much to celebrate, not only seeing old friends from the vintage community, but the advent of bringing some form of normality back to the Society show calendar.

Online entries are now open and there are over 45 classes for competitors to enter. We will also be celebrating a number of key anniversaries in the Vintage calendar:

- 60 Years of David Brown 990
- 50 Years of Ford 7000
- 75 Years of Fordson E27N (*Carried over from 2020*)
- 75 Years of Grey Fergie (TE20)
- 25th Anniversary of "Fordson 500" celebration at Newark Showground

We will be celebrating Remembrance Sunday with our special service in the George Stephenson Hall. Come along and celebrate the history and heritage of our agricultural machinery and don't forget as a member of the Society, you can access the show free of charge, as part of your membership benefits.



## NEWS FROM NOTTS YFC

The past few months for Notts Young Farmers have continued to be challenging due to Covid19. Our members have not yet been able to return to 'normal' meetings, but have risen to the challenge in various activities both online and face to face where possible.

Our clubs have embraced the outdoors and taken part in activities such as rounders, tennis, treasure hunt, farm and stable tours, golf driving range, charity dog walk, local history and archaeology tour, as well as continuing with online activities from the comfort of their own homes with talks from the Lincs and Notts Air Ambulance and Ladies in Pigs – and an interclub cookery competition. All clubs have organised online raffles to raise much needed funds for their own clubs.

When the County Show was unfortunately cancelled for a second year we adapted the exhibit categories of competition which would usually be on display in our YFC marquee and saw our talented members upcycling pallets and dressing up their pets live on video, and showing off their skills in photography, baking, drawing, floral art, designing a garden, creativity with British wool, and promotional video making from home.

We were able to run a small-scale Dairy stock judging event face to face thanks to our former County President Adrian Baugh, and it was fantastic to get together in person on a farm. We also successfully ran our annual County Clay Shoot event in a covid secure way thanks to Cockett's Farm Shooting Ground, both events bringing skills back to life and leading to some area and national finals competition entries.

As we come to the end of the Young Farmers year we are hopeful that come September, we will be subject to less restrictions and able to bring our membership back to life even more and we look forward to welcoming new members to our clubs.





# CONFIDENCE IN STAND BOOKINGS

Put the date in your diary - the Midlands Machinery Show is back on Tuesday 9<sup>th</sup> and Wednesday 10<sup>th</sup> November 2021.

The show is our platform for SME and large agricultural businesses to showcase their diverse range of machinery and innovation to those who work in agriculture and have an interest in agricultural machinery.

Exhibitor stand bookings have been strong and many companies have booked early to benefit from the Early Bird rate which ended on 30th June.

This year, we are planning some new features to the show as well as refreshing the show layout. There will be new demonstration areas featuring:

- Large Agricultural Machinery
- Grounds Care Machinery
- Clean Power

There is an action-packed line up of activities planned over the two days including technical seminars, 4x4 ride and drive and the YFC will be Lawn Mower Racing!



Noisy, competitive and great fun to watch! We are also supporting and hosting the NFU Environment Conference which is being held at the Showground on the first day of the Show.

Alongside the Show, we are also backing the Agricultural Engineers of the future and will be presenting the Midlands Agricultural Engineering Apprentice Awards at the Show. If you are an Agricultural Engineering Apprentice living and working in the Midlands (or know of one), don't forget to get in touch for an application form.

The Show is viewed by many visitors and businesses as the place to "do" business. 87% of our 2019 visitors learnt about a new product, supplier or innovation at the show and there is no better way to see the range of machinery on offer by joining us this November.

Entrance to the Show is free of charge and advanced registration will be opening in September.



# 24 HOURS IN FARMING

24 Hours in Farming is back for its sixth year and is set once again to be agriculture's biggest online event showcasing what farmers do up and down the country in a typical working day.

It celebrates British farming and offers a valuable insight into where and how food is produced and the huge variety of roles and responsibilities taken on by farmers as food producers and custodians of the countryside.

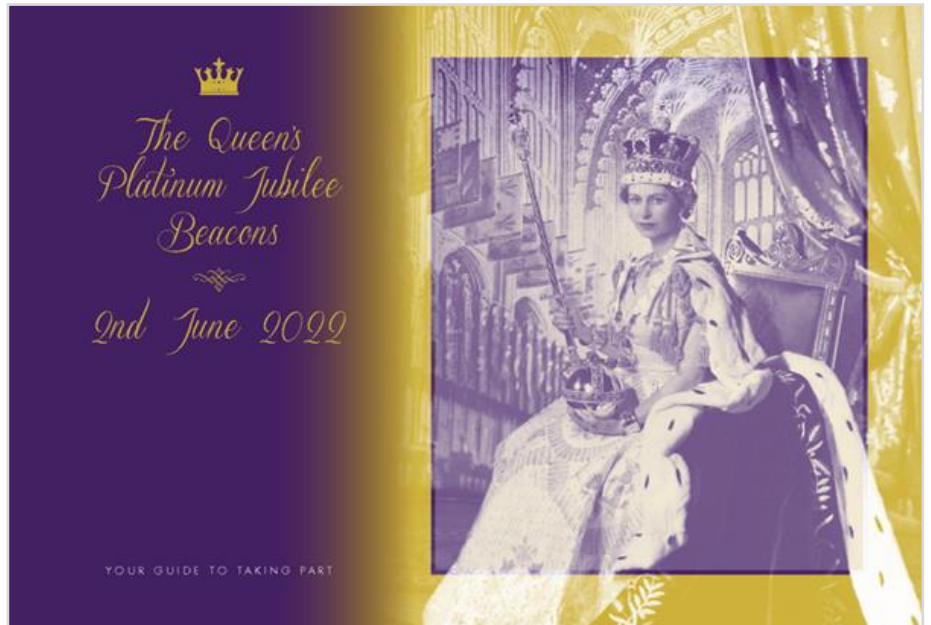
Farming's contribution to the economy, community, countryside environment and society makes us who we are.

Last year, households around the country relied on the farming industry to provide them with food throughout the pandemic and the industry welcomed new appreciation from the public, but there is more to be done and we want to showcase the huge amount of work that goes into farming 24/7.

## HOW TO TAKE PART

From 5am on August 5<sup>th</sup> until 5am on August 6<sup>th</sup>, we want everyone involved in the UK agricultural industry and allied industries to take part by telling us what you are doing during the 24 hours.

Use the hashtag **#Farm24** on your social media.



## LIGHT A BEACON FOR THE QUEEN'S PLATINUM JUBILEE IN 2022

Farmers and landowners have been asked to play a part in making the Queen's Platinum Jubilee in 2022 a memorable celebration for the whole country by lighting beacons on 2 June.

More than 1,500 beacons will be lit across the country at 9.15pm to mark the 70th anniversary of the Queen's Coronation.

Beacons were lit to celebrate Queen Victoria's Diamond Jubilee in 1897, and then again to celebrate Queen Elizabeth's Silver, Golden and Diamond Jubilees, and in 2016 to celebrate her 90th birthday.

Organisers are aiming to make the 2022 event the biggest and most dramatic one yet and have appealed to landowners and farmers to set up beacons on their property to ensure an impressive chain of blazes stretches across the UK.

The lighting of the beacons will be accompanied by pipers performing a song called Dio Regenare, which was composed for the event. Events can be private or open to the public, but both type of event should be registered, so they can be recorded in a later publication to mark the occasion.

Three types of beacon will be lit: a free-standing gas beacon, a brazier or a bonfire. At 1pm on the day, town criers across the country will announce the lighting of the fires. For more information on how to get involved, go to:

[www.queensjubileebeacons.com](http://www.queensjubileebeacons.com)

*“Join other farmers and landowners in the Platinum Jubilee Celebrations.”*



# MEDICS GET MUDDY

In an industry first, a new on-farm initiative designed to educate and engage medical students about sustainability, food production and farming has been created in partnership with LEAF Education, Quorn Foods, The Great Tew Estate and Nutritank. Sustainable Healthcare for Our Future will offer trainee medics and health care professionals the opportunity to learn about the food system and practices surrounding sustainable food and farming.

The initiative follows research from Nutritank, that found medical school students reported as little as two hours of nutrition training during a five / six-year course. This is despite nutrition playing a major role in combatting many chronic diseases, such as diabetes and heart disease.

The pilot course, which launched in April 2021, saw 63 trainee medics participate in two training workshops – held virtually and on-farm. The first workshop focused on food production, sustainable farming and sustainable diets, with the second covering issues such as seasonality, food labelling and packaging.

Following the workshops, 60% of students said they would now always look for an assurance scheme or the welfare status of the product and nearly half of students (40%) would now base their food shopping decisions on seasonality.

A further 75% of students now know how to check whether a meat or dairy product has been produced sustainably and 100% of students felt more confident after attending the workshops in advising patients about seasonal and sustainable diets.

With nearly 70% of participants strongly agreeing that healthcare professionals should play a key role in advocating for sustainability and protection of our environment.



## GET ON BOARD!

With people getting out onto farms a bit more, farm information boards are a great way to communicate positive messages about food, farming and the countryside.

The robust, weatherproof boards cover all areas of farming practice and how farmers are taking care of the countryside.

You can choose the boards that most suit your farm and the wildlife which lives there. Some farmers position their boards individually or they can be grouped together beside a footpath, farm entrance or even on the wall of a visitor centre or farm shop.

Find out more from LEAF Farm Boards:

<https://leaf.eco/farming/resources/leaf-farm-boards>

LEAF members get a special 30% discount!

*“ Farm information boards are a fantastic way of telling walkers and visitors about how farmers are producing food with care for the environment. ”*



# AMAZON SMILE SUPPORT THE NNAS WHEN YOU SHOP



Want to help make a difference to the Society while you shop in the Amazon app, at no extra cost to you?

Simply follow the instructions below to select Newark and Nottinghamshire Agricultural Society as your charity and activate AmazonSmile in the app.

Amazon will donate a portion of your eligible mobile app purchases to us.

How it works:

1. Open the Amazon app on your phone.
2. Select the main menu & tap on "AmazonSmile" within Programmes & Features.
3. Select Newark and Nottinghamshire Agricultural Society as your charity.
4. Follow the on-screen instructions to activate AmazonSmile in the mobile app.

Thank you for your support.

# A NEW RURAL CRIME LEAD FOR NOTTINGHAMSHIRE

Chief Inspector Heather Sutton has taken over from Chief Inspector Liz Rogers as the Nottinghamshire Police Wildlife and Rural Crime lead. She has first-hand experience of rural crime and policing from her time as District Commander of Newark & Sherwood.

The rural crime team have launched a rural crime toolkit that can be downloaded onto officers' mobile devices to give them access to immediate support, knowledge and guidance when dealing with rural crime from the initial enquiry to help improve trust and confidence within rural communities.

There has also been investment with an additional 25 wildlife crime officers being trained to give a higher representation of officers in more rural locations.

The force is encouraging more Nottinghamshire residents to sign up to Nottinghamshire Alert at:

[www.nottinghamshirealert.co.uk](http://www.nottinghamshirealert.co.uk)

This will enable the Nottinghamshire Police, local authorities, Neighbourhood Watch and other public organisations to keep local people informed about issues affecting their area in a timely way.



Nottinghamshire  
**ALERT**

Keep up-to-date with what's  
going on in your area



# EVENTS FOR YOUR DIARY

- 30<sup>th</sup> Jul – 1<sup>st</sup> Aug Family  
The Hillbilly Hoedown Weekend
- 31<sup>st</sup> Jul Under 17's  
Young Driver Training
- 12<sup>th</sup> Aug – 18<sup>th</sup> Aug Antiques Markets  
Newark International Antiques &  
Collectors Market
- 15<sup>th</sup> Aug | 8:00am Auto  
'Normous Newark Autojumble
- 24<sup>th</sup> Aug Specialist  
American Truck Driving Experience  
Day
- 18<sup>th</sup> Sep Heavy Horse Fans  
Heavy Horse Appreciation Ball
- 21<sup>st</sup> Sep | 8:00am Auto  
'Normous Newark Autojumble
- 2<sup>nd</sup> Oct – 3<sup>rd</sup> Oct Family & Truck Fans  
TruckFest 2021
- 7<sup>th</sup> Oct – 8<sup>th</sup> Oct Antiques Markets  
Newark International Antiques &  
Collectors Market
- 24<sup>th</sup> Oct | 8:00am Auto  
'Normous Newark Autojumble



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## STAFF NEWS

As the Midlands Machinery Show and Newark Vintage Tractor and Heritage Show begin to take shape, we are pleased to announce a new member to the Show team. Caroline Money will be joining the Society as Trade Stands and Sponsorship Officer.

This is a new role in the team and will focus on the sales of trade stands, membership and developing long term sponsors and partners of the Society. Caroline has a wealth of experience in event sales and joins us from GL Events. Aside from working, Caroline loves to bake (that's good news for the team) and gardening (that's good news for the Showground)!

Welcome to the Society, Caroline.

“

**ARE YOU A MEMBER OF  
OUR SOCIETY?**

**Why not join us to promote, celebrate and  
champion agriculture across the Midlands region.**

**01636 705 796**

**caroline.money@newarkshowground.com**

Talk to Caroline Money about the benefits of  
becoming a member of the Society.

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