



# South Downs Show

## Report 2018



## Introduction

What a joy to run an event where the staff, traders, and the exhibitors & acts were so well organised and so experienced. The event flowed like a dream and everyone was exceptional. I had people from all ages and backgrounds approach me during the show (and write to me after the event), saying how much they enjoyed it and how amazing everyone was. You are all incredible!

Traders feedback was also really encouraging with good sales across the showground, and the food traders seemed to have steady queues but the public did not have too long to wait – perfect.

A huge thank you must go to all the sponsors (listed on the next page) – especially our main sponsors Beaver Tool Hire. Without the support from local companies, we could not afford to allow the number of charities and educational stands on the showground. Again, this section of the show was extremely successful with many charities raising plenty of money – including the Cat's Charities lady (who refuses to be named despite all her hard work!).

The Crew are the backbone to the event and this year not only was **everyone** in a high-viz vest **working for free** but they also did the best job ever with the friendliest attitude and smiles. We had over 50 Crew/volunteers help with the show with a wide range of ages and experience – they were fabulous and never failed to make me smile (even on the Thursday at set-up when the heavens opened and the rain fell like Niagara Falls!). Did you know that **the show is built and run by Ladies?** Who are fed and watered by a Chap!!

Nearly all feedback has been positive with some really constructive ideas coming from traders and staff alike in preparation for next year.

I would also like to thank you to the following people that stepped up beyond the call of duty:

- Tony Kilby from Spica Solutions who for two days to make sure the electricity was in place.
- Kay Linders from Hamble and Hound Gun Dogs who worked to advertise and organise the gun dog events which are a fantastic and very much loved part of the show.
- Brenda Mizen who organised her team of humans and dogs to perform in the main arena, but also put on the have-a-go agility and the well-loved Dog Show.
- John Adams who cooked all week to feed the army of volunteers throughout each day.
- Curtis Bone from the Bordon and Whitehill Town Partnership for the loan of equipment.

Finally, thanks to Queen Elizabeth Country Park and Hampshire County Council for the use of a fantastic venue and for all the support they give us during the year.

# 2018 Sponsors

Thank you to all our sponsors, many of whom support us year on year. It would be impossible to run the show without them and so we do appreciate the time, money and support they give to us.

Thank you

# BEAVER TOOL HIRE

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Petersfield Post



## Basic information

### Dates of show – 18<sup>th</sup> 19th August 2018

Both dates offered fairly dry but overcast days but drizzle in the morning on the Sunday. Again we found we fitted neatly beside all other local events with the two dates meaning people could attend two events across the weekend, so that no-one missed out on visitors (including ourselves).

**Numbers attending** – Numbers attending approx 7,000 (last year 6,500) – again a steady increase. The new tills have allowed us to evaluate the different types of tickets sold – 51% Adult tickets, 8.4% children, 19.4% Family tickets, 20.8% Senior, and .40% Disabled persons tickets. This allows us to better understand our audience for next year!

### Accidents –

No accidents recorded

**Local community** – Thanks to the sponsors, this year we were able to provide 11 small local charities with free stands to enable them to connect with visitors and raise money. We also gave away 210 tickets to local schools to help with their fund-raising. We gave 5 stands to small local business so they could demonstrate their products.

**Stands** – We had over 123 organisations and businesses on site – most from the very local area. We have managed to keep much of the trade from duplicating by limiting the number of similar stand types and (although we have had to turn some trade away) this has been beneficial as traders have had a better show and the general public have enjoyed the variety of stands. Thanks also to our new areas – Bushcraft and Fishing!

**Services** – Each year we are attended by several organisations which sit in the background, rarely seen, but who provide the stability and service the needs of everyone on the showground. This year each team was perfect –

- Toilets – lots of people commented on the cleanliness of the toilets and the fact that we had plenty of hand washing stations. Again we have an amazing chap who attends from Convenient Hire every year and walks around the showground checking the toilets and keeping things clean. Thanks go to them all for providing such a good service.
- Security – again lots of people commented on the calm, yet strong presence of the security and they also said how helpful they were on so many levels. Thanks particularly to Glen and all the team from MG Event Services and also the Police Cadets.
- First Aid – Thanks to the team that were on hand to support anyone who had an accident or felt unwell. Collingwood Services have been really reliable over the years we have been running.
- Spica Solutions – electricity provided by a team of brilliant technicians. They support us in more ways than by being amazing – they cut our bill so we can keep our costs down. Massive thanks to you all.



Our amazing Crew –  
truly truly amazing!!



## Comments from Traders after 2017 event

We feel that if we listen to the traders we will learn what we need to know and so every year we email them asking for their thoughts and this year they seemed to be telling us that finally we have hit the right nail on the head!

*Thank you Terena it was fabulous - I felt so welcome. I could have known all of you for years. This was a really nice show and I would like to attend next year*

*We really did enjoy the Show and being part of it. Looking forward to next year's Show.*

*Congratulations to Terena and all those involved in the organisation of the Show. What a fantastic Event it was. A big thank you to all those who took part in the main ring and those on the outside. Your presence and contribution made for a wonderful Show and a great atmosphere. Hampshire Horsecatch looks forward to next year's Show.*

*First Day was very enjoyable. Good crowds attended. Lots to see and do.*

*Well done all of you I really don't think you can improve the show it was perfectly run and had such a good atmosphere. Thanks so much.*

*It is US who need to thank YOU. We all know how much effort goes into organising such an event. As a 'first timer', what really struck me was the community spirit and friendliness of the show. I knew it would be like that from the dealings I had with you over the 'phone. I thoroughly enjoyed the show*

*The visitors I spoke to were lovely and I am sure you have worked hard to target such an audience. So again, well done.*

*Thanks to you and all your staff for another impeccably organised show. There was always at least one of your team visible at all times wherever I was on the showground - not easy to achieve on such a big site. Everything which could be controlled was controlled - only the weather was disappointing. It was especially good to see the 'early-warning' signs on the A3 which made hitting the rather sharp turn off at the right speed so much easier.*

*I would like to say how much we enjoyed the show and the opportunity we had to be a part of this show*

*Congratulations to you and your team for hosting a brilliant event!*

*We had a fab day also for the trust, so please do get in Touch for next year!*

*Thank you for the opportunity to trade at this years show. Such a nice setting, my family and I will never tire of taking in the views from the top of the hill. Lots of activities this year for the kids to see and do which was nice although they were hoping to see the reptiles that were there last year. Again food and drink was reasonably priced which for me is a biggie. We trade at festivals throughout the year and food/drink prices have become a major issue with visitors (£2.50 for a can of coke). Toilets were kept clean, staff were very welcoming and friendly.*

*Once again, thank you for letting me attend your wonderful event!*

## Traders constructive advice

We love getting your thoughts and take them very seriously. Thank you so much for taking the time to let us know your ideas. I am delighted that most of you had nothing to add this year and were really happy with the event. That makes us happy.

*My only thoughts on improving the event, was that I felt the entertainment was down one end, it was quiet and I felt our end was missing out. Maybe if we had speakers our end too, it would have more of a vibe. although you had kids rides where we were, and a market it needed noise of some kind. Otherwise well done, great show, and thanks for inviting me.*

*One trader felt we did not have enough staff available and did not like the position of their stand and thought we did not treat them fairly (long email). We have obviously looked into this seriously because we tried really hard to treat everyone equally with equal footfall. We have responded and hopefully it is sorted out.*

*My only suggestion this year (and it may not be possible due to the configuration of the site) is to make the distance between the arena and the stalls either side of it a few metres wider to slow the flow of people past the stalls. At busy times it was almost impossible to talk to anyone as they were quickly carried past by the press of people behind them.*

*My family (wife, 7yr and 3yr old) camped over behind our stall and the only negative was that a trader arriving at midnight was allowed onsite and proceeded to erect their tent and dog area from 12.30am which woke the family and led to a difficult nights sleep.*

## And a sample of emails from the General Public

*We went to your show again this year and really enjoyed ourselves - especially Jonathan with his horses and falcons. Then a test run on the electric bikes which made it really easy to cycle up the grassy slopes.*

*My wife and I came to the Show on the Sunday together with a number of friends. We thought that the Show really was excellent and very well organised. The combination of imaginative arena events and audience participation opportunities was very well conceived and created an excellent, family friendly atmosphere. As my wife remarked to me, we seemed to be the only people there without a dog!*

*You also provided a very imaginative range of catering and lots of interesting stalls where we enjoyed talking to the vendors and buying some of their products.*



A member of 'Team Teen' at work!



Hayling Island Donkeys



Miller's Ark Animals

## Constructive and very welcome advice from Traders

Things we altered after listening to you last year!

- We asked some food traders to remain open so the traders and exhibitors could eat after the show closed on Saturday evening.
- We moved the squeaky train away from the Pet Dog area (why we did that in the first place amazes me!).
- We removed the exotic snakes as people did not see the relevance to the South Downs (and of course there is none).
- We made the Pet Dog area better sign-posted so people could find it more easily.
- We provided a 'traders only' toilet behind the middle section of stands.
- Improved signage as you try to find the event.
- Moved the dog arena further from the main arena.
- Altered the layout slightly to give everyone the same footfall wherever their pitch was.

## Some thoughts from us at The South Downs Show

Thank you to TJ Waste for collecting the rubbish so promptly. This took a huge amount of stress away from us.

MG Event Services did a cracking job with the car parking and again took stress off us.

Our gang in the ticket box were brilliant and the ticket box kept them far safer.

Well done Team Teenagers who filled all the mini badger holes across the showground.

Thanks to the Police Cadets who helped with an incredible amount of moving and carrying as well as being the eyes and ears of the show – we had no known incidents of theft or crime.

The Dog Zone is growing next year with a bigger 'Working Dog' area and a more specialised 'Pet Dog' Area – I cannot wait.

I think the show went very smoothly and the only suggestion

I would put forward is to have the days adverts and times listed on a board outside the show tent where people can see it.



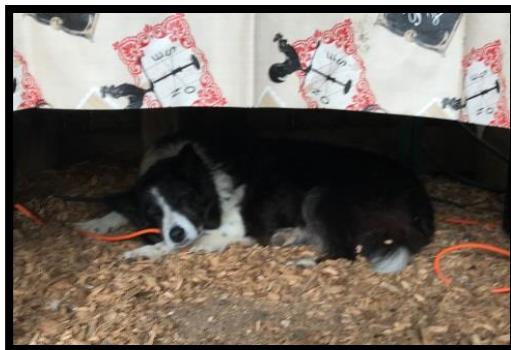
*The amazing  
Jonathan Marshall*

## Newspaper articles (Petersfield Post)





# Dogs Everywhere!



We are all now officially at rest  
until 17<sup>th</sup> 18<sup>th</sup> August 2019

## Conclusion

I feel delighted with the way this year flowed and I feel this is largely due to the competence of the amazing Crew that stand proud and tall behind me pushing me in the right direction, but also due to the experience and kindness of the traders, exhibitors and arena acts.

I want to pay tribute to Jim Steele, the trader who makes the chairs – he has been to every one of our shows but at the age of 80 he is now retiring. We hope he will still attend the show as our guest and camp with us down in the bottom of the valley – we adore him!

I also want to thank our new arena acts – Jonathan Marshall, absolutely incredible, not a dry eye in the field, thank you – Little Nippers Terrier Racing, again brilliant, and not a dry eye from laughing so much. Thank you both for all your amazing work and thank you to your animals who are a credit to your care and understanding.

I also want to pay special tribute to Brenda and her team who work so hard with the Pet Dogs and Kay and her team who run the Gundogs – you are both amazing!

We are already looking at how we can improve the show for 2019 and we are still laughing at all the fun we had this year.

I cannot wait to see what each one of you comes up with next to wow the visitors (and me!) – it is always such a joy to spend time with you all – thank you!

I mean that with every ounce of my soul!

Terena



*Making charcoal with  
Three Copse at their stand*

**Here's to 2019!!**

**Dates 17<sup>th</sup> and 18th August**

(Booking forms will be on line from 1<sup>st</sup> October 2018)

To keep up to date with next years' plans – look at the website from October onwards

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

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