

Lesley Griffiths AS/MS
Gweinidog yr Amgylchedd, Ynni a Materion Gwledig
Minister for Environment, Energy and Rural Affairs



Llywodraeth Cymru
Welsh Government

Eich cyf/Your ref JF991
Ein cyf/Our ref LG/00478/21

Janet Finch-Saunders MS
Member of the Senedd

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18th March 2021

Dear Janet,

Thank you for your letter of 5 March 2021, regarding support for agricultural shows.

I fully agree shows of all sizes are an important part of cultural life within rural communities, bringing significant economic benefit to the local economy. For this reason in spring 2020, I commissioned a Resilience Review of Agricultural Shows in Wales.

Carried out by Aled Jones, a Nuffield Scholar who completed an international study into the future of agricultural shows and societies. The 'light touch' review provided an assessment of the resilience of agricultural shows in Wales as a result of the Covid-19 pandemic. One-to-one consultations were held with various agricultural societies responsible for organising shows which varied in scale and geographical location, ranging from small local village shows to large-scale one day shows, multi-day regional shows and national shows.

The report made a series of recommendations to support the resilience and reinstatement of agricultural shows which I have accepted in full.

In line with the conclusions from the Resilience Review, the Welsh Government has directly supported the show societies that have been most affected financially as a result of the pandemic. In addition, a new innovation fund will be launched soon specifically for agricultural shows, as well as a new accredited training package for individuals working or volunteering with show societies. More information on both of these initiatives will be available in the next few weeks.

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My officials are currently working with the Events Industry Forum to develop guidance for the return of outdoor events in Wales. Once available, it will be made available to agricultural show organisers. Officials have also established an 'Event Wales Industry Advisory Group' to provide high level representation for the sector in the national response and recovery planning effort required to address the impact of the Covid-19 pandemic on the events sector in Wales. Steve Hughson, the Chief Executive of the RWAS is a member of the group and provides regular updates to other show societies.

One of the recommendations from the Resilience Review was to work alongside Visit Wales to establish how the return of agricultural shows can be promoted, my officials will be taking this important action forward over the coming months.

Yours sincerely,



Lesley Griffiths AS/MS

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