



OUR IMPACT SUMMARY 2025

An outstanding year for one of Norfolk's
most cherished rural events



Thanks to hundreds of volunteers and a wide community of exhibitors,
sponsors and partners, we gave 14,000 visitors a wonderful day.

Charitable at heart | Rural in spirit | Powered by partnerships



Showcasing Agriculture, Community and Norfolk's Rural Economy



AYLSHAM SHOW 2025 IN NUMBERS

ONE DAY SHOW - SHOW SPONSORS: 110



VISITORS

- Total Attendance: 14,000
- Adults: 11,500 • Young People: 2,500



VOLUNTEERS

- Stewards: 250
- Executive & Council Members: 90
- Total Volunteer Hours: 3,500

The Aylsham Agricultural Show is led by an Executive Committee of 16 including 13 Directors and Trustees and supported by more than 250 volunteers, from Show Stewards to Council Members and Honorary Life Vice Presidents. Their commitment and expertise make the Show happen.



DOING BUSINESS

- Trade Stands: 60 • Market Lane: 46
- Food Market: 32 • Catering Stands: 25
- Rural Craft Stands: 17
- Charities Represented: 50

LIVESTOCK & EQUINE AT THE SHOW



LIVESTOCK

- Cattle: 155 • Goats: 90
- Sheep: 285



EQUINE

- Show Jumping: 75
- Show Horses: 155

AWARDS & COMPETITIONS

TOTAL TROPHIES AWARDED: 74

NORFOLK COUNTY FARM BUSINESS COMPETITIONS WINNERS:

- Champion and Winner Class A:** Chapman Farms Ltd
- Reserve Champion and Winner Class B:** E H Mack & Son
- Runner-up Class A:** Bradenham Hall Farms
- Runner-up Class B:** J F Temple & Son Ltd
- Best Arable Crop Class A:** Chapman Farms Ltd
- Best Arable Crop Class B:** J F Mitchell & Partners
- Small Farms Winner (Under 160 hectares):** Green Farm Livestock
- Diversification Class Winner:** Hirst Farm Shop
- Diversification Class Runner-up:** Brampton Hall Simulated Game Days
- Best Livestock:** J F Temple & Son Ltd
- Best Farm Manager/Foreman:** Jim Bailey (Chapman Farms Ltd)

NORFOLK COUNTY FARM HERO AWARD WINNERS:

- Services to Norfolk Agriculture:** Tim Papworth
- Innovative Farming Award:** Sam Steggles

FOOD AND DRINK HERO AWARDS 2025

- Best Food and Drink Stand:** Archangel Distilleries Limited
- Best Food and Drink Stand (Runner up):** F S Dann & Son Ltd - Danns Ice Cream
- Outstanding Contribution to Norfolk Food and Drink:** Dave Patterson, East Coast College

GRAND RING: 11 EVENTS

Showcased traditional carriage driving, heavy horse displays and Pony Club mounted games, spectacular performances from the Jump Dogs Parachute Display Team, Mia Rodley's Heart of Horsemanship and the Bolddog Lings motorcycle stunt team all drew large crowds, while family favourites such as children's fancy dress, sack races, hound displays and the Grand Parade of livestock champions created a lively and inclusive atmosphere throughout the day.

COUNTRYSIDE RING: 8 EVENTS

Showcased rural skills, working animals and countryside heritage. Highlights included hands-on fly-casting sessions with the Norfolk & Suffolk Flyfishers Society, working spaniel demonstrations from Wills Working Spaniels and dynamic birds-of-prey displays by Fens Falconry. Crowds enjoyed Bob Hogg's entertaining sheepdog and geese display, the ever-popular Lamb National sheep race and the mechanical marvels from the Starting Handle Club, Norfolk Military Vehicle Group and enthusiasts who brought their classic cars.

CHARITABLE & EDUCATIONAL IMPACT

Our charitable purpose sits at the heart of the Aylsham Show and 2025 delivered one of the strongest years yet for educational engagement, agricultural learning and community benefit. Our mission - to promote agriculture, support Aylsham Recreation Ground and distribute surplus funds to charitable causes - guides every aspect of our show.



2025 CHARITABLE DISTRIBUTION:

£20,000
DONATED

46 ORGANISATIONS
SUPPORTED

OVER £1.1 MILLION DONATED TO LOCAL
ORGANISATIONS SINCE 1946

Exhibitors, livestock areas, demonstrations and ring displays all help public understanding of farming, food production and countryside skills. Alongside this show-wide learning, our Learn from the Land Area is the Show's dedicated hub for hands-on agricultural education.

In 2025, the area delivered a vibrant programme centred on the theme of Potatoes, with interactive exhibits, demonstrations and free activities led by organisations including Norfolk Young Farmers, the Food and Farming Discovery Trust, the Norfolk Wildlife Trust, The Norfolk Farming & Wildlife Advisory Group, City College Norwich including Easton & Paston Colleges and The Papillon Project.

Talks and demonstrations throughout the day - covering soil science, climate and weather insights, cookery sessions with East Coast College and storytelling - engaged hundreds of younger visitors. The Sheep Show added edu-tainment. Supported by The Morley Agricultural Foundation, the whole area provided meaningful agricultural information, strengthened understanding of food production and inspired interest in Norfolk's rural economy.

ADDITIONAL FUNDRAISING

The Show Dinner Dance, enjoyed by 567 attendees, generated £10,000 towards our charitable aims and community support.



STRENGTHENING NORFOLK'S RURAL ECONOMY



VISITOR SPEND AT SHOW & LOCALLY

14,000 visitors

chose to buy food, drink, crafts and more on the showground

Local traders, eateries etc. report increased footfall and spend around Show weekend



BUSINESS & SUPPLY CHAIN SUPPORT

180 businesses

traded on Show day

Local suppliers contracted for infrastructure, catering, equipment and services

Opportunities for producers, artisans and rural enterprises to reach new customers



SECTOR GROWTH & SKILLS DEVELOPMENT

Positive platform

for agricultural colleges, training providers and rural organisations

Presents Norfolk's farming and food as vibrant and attractive

Inspires future careers across food, farming, land management and rural industries

THE SHOW IS A CATALYST FOR ECONOMIC ACTIVITY, COLLABORATION AND RURAL ENTERPRISE ACROSS NORFOLK.

COLLABORATION



WORKING TOGETHER

Exhibitors, sponsors and organisations collaborate to deliver a high quality visitor experience

Shared commitment to celebrating Norfolk's rural identity and agricultural heritage

Strong relationships formed at the Show continue throughout the year



CONNECTING PEOPLE & IDEAS

A unique meeting point for farmers, producers, educators, families and rural professionals

Opportunities for exhibitors and partners to engage directly with 14,000 visitors

Space to showcase innovation, skills and craftsmanship in an authentic rural setting

Encourages cross sector conversations that support learning, networking and future projects



CONTRIBUTING TO COMMUNITY

Every participant helps deliver agricultural education through the Learn from the Land Area

Involvement supports charitable giving with £20,000 being distributed to 46 organisations in 2025, with over £1.1 million distributed since 1946

Strengthens public understanding of food, farming and the countryside

Helps sustain a community led event that has contributed to Norfolk life since 1946



SPONSORSHIP OVERVIEW

The Aylsham Agricultural Show attracts over 110 sponsors from agriculture, food and drink, professional services, education and local enterprise.

Their involvement reflects a shared commitment to strengthening Norfolk's rural economy and sustaining one of the county's most valued community events.

Many sponsors return year after year.

SOME OF THE RECIPIENTS OF THE £20,000 RAISED IN 2025

BRIEF HISTORY OF OUR AYLSHAM SHOW

Our origins go back to the Aylsham Recreation Ground, gifted to the town in 1920 as a memorial by the Goulder family. The first modern event, the Aylsham Fete and Gymkhana was held on 10 June 1946, attracted 558 visitors and raised funds for children's play equipment. From these modest beginnings, the Show has grown into one of Norfolk's leading one-day agricultural events, celebrating farming, rural life and community spirit for nearly eight decades.

ENJOY THE 2026 SHOW



- Reserve a trade stand
- Enter a competition
- Become a sponsor

See you on Show Day
Monday August 31st 2026!

The Aylsham Agricultural Show Association Limited (AASA)

Charitable company limited by guarantee

Companies House: 02106677 Charity Commission: 298673

www.theaylshamshow.co.uk