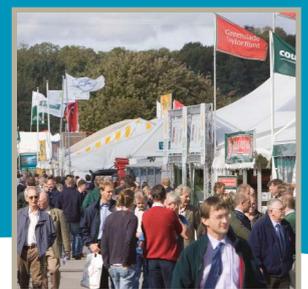




# ROYAL BATH & WEST SHOWGROUND

Development & Regeneration Summary



THE ROYAL  
**BATH & WEST**  
OF ENGLAND SOCIETY  
PATRON HER MAJESTY THE QUEEN

LONDON



WHARFEDALE

DEVELOPMENT AND REGENERATION

# ROYAL BATH & WEST SHOWGROUND



## BACKGROUND

The Royal Bath and West Showground Site currently plays host to some 1m visitors per annum and ,when redeveloped, this number will rise towards 3m, including additional patrons of the retail, commercial and leisure attractions. The development team will create an all year round destination of complimentary uses that will thrive on repeat visits. The Showground is already in use for 109 days per annum and the development will transform the site into a 365 days a year hub of activity.

London & Wharfedale is the development partner of the Royal Bath and West Showground Site. This will be a flagship scheme with cutting edge, eco credentials, and will provide a great endorsement for those businesses involved.

Activities on site will be focus on the retail economy, bringing together the best of farming, rural land use and leisure stores and food produce.

Key components will include:

- **Visitor Destination Retail - 150,000 sq ft**
- **Commercial - 100 acres of employment**
- **A major renewable energy, research, education and visitor centre**
- **Adventure Grounds and Eco Centre**
- **New Showground facilities including purpose built Conference Centre of 100,000 sq ft**
- **Hotels**
- **A 'treading lightly' log cabin development**
- **Combined Heat and Power production plant, an exemplar on site integrated waste management and renewable energy plant**

The proposals are consistent with national, regional and local policy frameworks, and we will be creating an all year round destination of complementary uses that will thrive on a mixture of repeat visits, easy accessibility, long range visits, and tourism. The Scheme is designed to ensure that all components function in tandem without interruption on event days.



# £120 million eco revamp for outdated showground

AMBITIOUS plans to transform an ageing showground into a flagship eco-powered tourist destination incorporating state-of-the-art conference facilities and a specialist countryside retail centre were announced this week.

The £120 million project for the Royal Bath and West Showground on the outskirts of Shepton Mallet was revealed last Thursday. According to the Royal Bath and West of England Society, the costly transformation would establish the venue as

the UK's first energy self-sufficient showground, and create as many as 1,500 new jobs. The society's chief executive, Dr Jane Guise, explained that the much-needed overhaul is the first major investment into the fabric of the showground

since it was constructed in 1965. "When the sun is shining and the site is backed with beautiful marquee, the showground looks fine," she said. "But come here on a cold January day and the amount of work that needs doing becomes obvious."

To achieve total energy self-sufficiency, the revamped showground will incorporate advanced renewable technologies. Power generation through the anaerobic digestion of waste from local dairy industries is being considered alongside thermal and solar energy. It is hoped that the sale of excess electricity back to the National Grid could create a profitable new income for the showground.

To give visitors a sense of arrival, the society is planning a new access route flanked by two hotels – a health spa and pub have also been proposed. The retail centre would focus on agricultural and the countryside, incorporating a farmers' market and demonstration area. The planned 100,000-square-foot conference and exhibition centre would feature ringside viewing facilities. The extensive plans also include an outdoor pursuits area offering activities including climbing, canoeing for adults and children of all abilities and an eco zone demonstrating new energy technologies, self-build techniques and a permaculture trail showcasing organic and sustainable cultivation methods.

The society's vision also features log cabin holiday homes, community orchards and a thriving business park.

All zones would be linked by an extension of the existing miniature railway and a network of foot, cycle and bridle paths. The showground generates around £40 million for the West Country economy every year but as a charitable trust, the Royal Bath and West of England Society is unable to make high risk investments. Consequently, it is working in partnership with regeneration experts London & Wharfedale, which has to support in the shape of LaSalle Investment Management's multi-billion pound portfolio, to deliver the project.

Richard Froggatt, chairman and managing director of London & Wharfedale, said: "By working together, we want to make the showground a compelling, year-round visitor destination with a national profile."

"It would no longer be vulnerable to bad weather or diseases in farming, but would support and complement agricultural and rural industries, showcasing the best of the region and stimulating the regional economy. Families will want to come here even when there isn't a show on."

Detailed plans are expected to be submitted to Mendip District Council later this year. The project will take up to 15 years to deliver but it is hoped that considerable progress will be made by 2012.

"We do have a planning regime and it is not a system we can bully," Mr Froggatt added.

"I would like to be able to say when the diggers are coming on site but I can't. At worst, it has to be the end of 2010."

By Fran Weelen  
shepton@thisissomerset.co.uk  
01749 82238

## £120m green dream to transform showground

Ambitious plans to transform the Bath and West Showground, near Shepton Mallet, into a centre of energy excellence and a major tourist attraction have been unveiled.

The £120 million scheme to update the 1960s showground, home to England's biggest agricultural show, will see the construction of two hotels, a 100,000sq ft (9,290sq m) exhibition and conference centre, an outdoor pursuits area, log cabin homes, a business park, community orchards, cycle trails, bridleways and an agricultural-based specialist retail centre along with the creation of 1,500 jobs.

Energy generation is the focus of the project with the aim of making the site the first in the UK to be completely energy self-sufficient using renewable technologies, including solar thermal photovoltaic cells and anaerobic digestion of biomass waste from local dairy industries.



Excess electricity generated could be sold back to the National Grid. An Eco-Zone showcasing the best in sustainable living is expected to prove a major attraction for visitors.

The plans are the result of several in depth feasibility studies for the best way forward over recent years.

The plans were welcomed by Cllr Alan Gluck, chairman of Somerset County Council, who hailed them as a genuine green shoot of recovery for the region.

Royal Bath and West of England Society chief executive Dr Jane Guise said that seven years ago she

was presented with a showground falling into disrepair and badly in need of upliftment.

She endeavoured to find supporters to help improve and create new facilities that would continue the society's role of bringing new technologies to farmers, still enable people to connect with the countryside and also boost the region's trade.

All year-round events at the showground already contribute £14 million to the rural economy and this track record has helped attract the major investment needed for the new plans.

Dr Guise said: "We want to transform the showground and create a vibrant, high-quality events venue of a national standard."

"We believe our plans will achieve this and ensure long-term financial stability, raising the investment needed to fund the redevelopment and create a solid and growing revenue stream to safeguard the future."



How the £120m new-look Bath and West showground will look under the plans

"We believe that the redevelopment of the Bath and West Showground is a leading project of regional importance."

Richard Froggatt, chairman and managing director of London & Wharfedale, said: "I am tremendously excited by the redevelopment and I am passionately committed to working with the society to achieve a common goal over many years."

"By working together we want to make the showground a compelling year-round visitor destination with a national profile."

"It would no longer be vulnerable to bad weather or diseases in farming, but would support and complement agricultural and rural industries, showcasing the best of the region and stimulating the regional economy. Families will want to come here even when there isn't a show on."

FRIDAY JANUARY 30 2009  
WWW.FARMERSGUARDIAN.COM

NEWS 5

## £120m revamp for Royal Bath and West

Plan to secure future of the venue

By William Surman

THE Royal Bath and West of England Society will spend £120 million on a dramatic transformation of the Somerset showground, it has been revealed.

A new exhibition and conference centre, hotels, a business park, holiday homes, an activity centre and a retail park are all included in the plans, which will create around 1,500 new jobs, boosting the local economy.

A first for the UK, the showground will be entirely energy self-sufficient using solar and thermal technologies.

It will also generate electricity from anaerobic digesters fed on biomass waste from local dairy farms and sell any excess electricity back to the national grid.

Society chief executive Dr Jane Guise said the plans had received huge local support. "We want to transform the showground and create a vibrant, high-quality events venue of a national standard."

"We believe our plans will achieve this and ensure long-term financial stability, raising the investment needed to fund the redevelopment and create a solid and growing revenue stream to safeguard the future."

The society has joined forces with regeneration experts London & Wharfedale and funding has been secured through LaSalle Investment Management.

Andrew Bull, regional director of LaSalle Investment Management, said: "This is an exceptional opportunity for the region."

under way to move to Princes Road, Bath, from the Royal Bath and West showground in Shepton Mallet, Wiltshire, for 2009 and future years. The event was held at Shepton Mallet in 2006 and 2008, in partnership with the Royal Bath and West of England Society.

The Royal Bath and West of England Society has agreed an agreement that ended on December 31, 2008.

to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

Excess electricity generated could be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

Excess electricity generated could be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

Excess electricity generated could be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

Excess electricity generated could be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

# WESTERN DAILY PRESS (A GENUINE GREEN SHOOT IN TOWN) £120m plan to transform Bath & West

## WESTERN Daily Press Warm welcome for jobs cheer

The economic doom and gloom seems to have affected all corners of the employment landscape.

But last week the Royal Bath & West of England Society unveiled plans to transform its Shepton Mallet showground and provide 1,500 jobs.

And now hundreds of new jobs are to be created at Pontin's holiday centre near Weston-super-Mare as part of a £50 million expansion plan.

We can only hope that other areas in our region will receive similar levels of investment to provide some rare good news.

By Chris Rundle  
Farming Editor

The Royal Bath & West of England Society plans to completely transform the Shepton Mallet showground by building two hotels, a 100,000 sq ft exhibition and conference centre, an outdoor pursuits area, log cabin holiday homes, a business park and an agriculture-based specialist retail centre.

The aim is to make the showground totally energy self-sufficient by using renewable technology, including turning waste from dairy farms into electricity and using solar and thermal panels.

Excess electricity will be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

Excess electricity generated could be sold back to the National Grid, generating new income for the showground.

The plans, unveiled yesterday, have been hailed as a genuine green shoot of recovery.

The society is teaming up with one of the country's top regeneration companies for the project. Despite the recession society officials insist the funding is in place, thanks to a third partner in the scheme, LaSalle Investment Management, which controls a £2.4 billion portfolio.

And while the scheme is a long-term one, taking between 12 and 15 years to complete, the first planning consents are likely to be sought within the next few months.

## Genuine green shoot of recovery is 'just what we need at this time'

Continued from page 1

In months and the first of elements of the scheme, including probably a hotel, may be built within five years.

The announcement followed a seven-year search for ways to reshape the home of the Bath & West Show which attracts more than 180,000 visitors, but where most of the buildings date from the Sixties and Seventies and have reached the end of their shelf life.

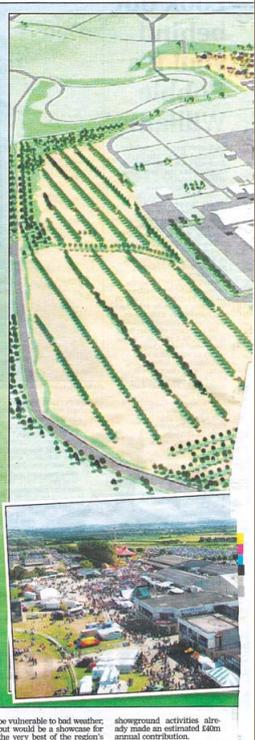
Complaints about the poor facilities have risen in recent years. But now the site is about to be turned into the country's best-equipped.

As much as 30 acres of the site may be handed off to private business and industrial units, but the plans go much further than buildings.

Dr Guise said the basic planning and groundwork would be carried out while the recession lasted.

"And when things get better the development will finally start," she said. "We will transform the showground and create a vibrant, high-quality events venue of a national standard."

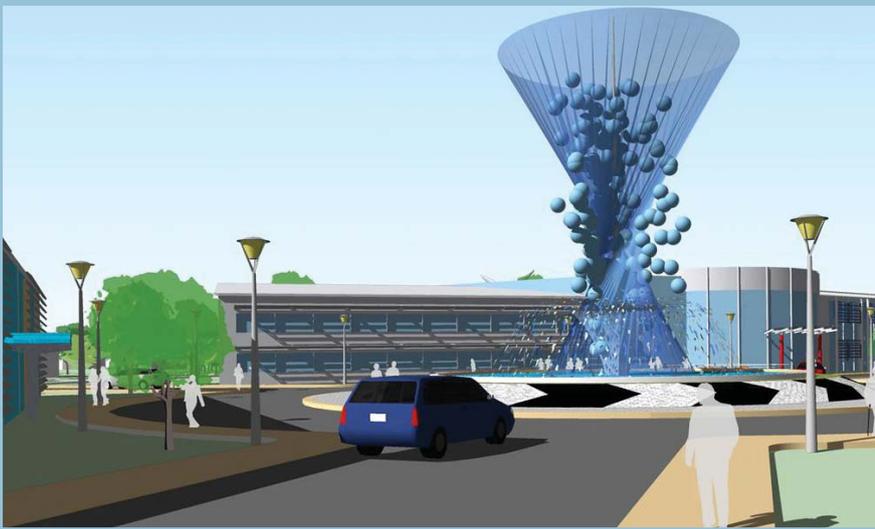
www.westerndailypress.co.uk



Dr Guise said the basic planning and groundwork would be carried out while the recession lasted.

Richard Froggatt, chairman and managing director of regeneration experts London & Wharfedale, said the project would be a "genuine green shoot of recovery".

# MASTERPLAN



## COMMERCIAL

A low rise development of 200,000 sq ft for Offices and Commercial occupiers which will offer complete flexibility of accommodation to suit all requirements and to be built to the highest energy efficient standards. Access will be completely independent of Show Ground traffic. Two Hotels will be included.



## TOURISM

A 'treading lightly' development of up to 300 contemporary log cabin buildings centrally located in relations to all the major tourist attractions of the Region including Bath, Cheddar, Glastonbury and the Mendips.





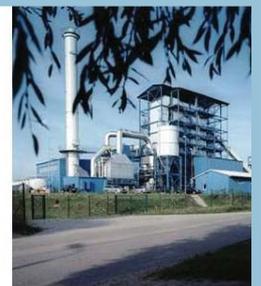
## RETAIL

150,000 sq ft on the front of the site forming a unique destination for the Region and the increasing tourist population. The emphasis will be on the innovative and will differentiate from other centres with close links to the local and regional economy whilst at the same time providing a powerful all year round draw.



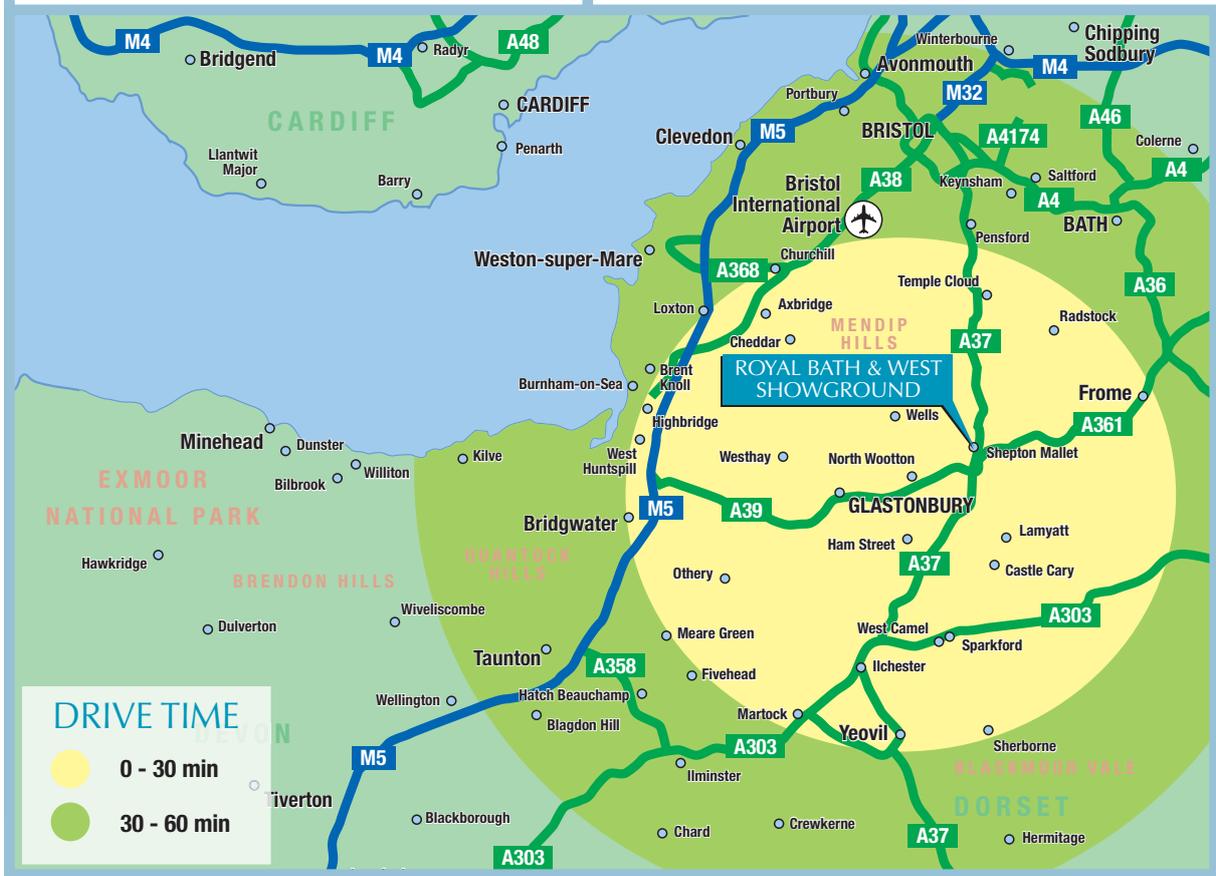
## ADVENTURE GROUNDS

The site will maximize opportunities for waste management and renewable energy, and will be complemented by adventure and leisure grounds to attract families and individual enthusiasts to an all day experience at a recreational centre of excellence.



# ROYAL BATH & WEST SHOWGROUND

SAT NAV REFERENCE: BA4 6QN



## LOCATION

The showground is easily accessible from the M5 and is situated along the A371 Castle Cary - Shepton Mallet road.

## DISTANCES

Bath	20 miles
Bristol	25 miles
Bristol Airport	25 miles
Bristol Temple Meads Station	23 miles
Castle Cary Station	4 miles

## EXPRESSIONS OF INTEREST

**London Wharfedale** is now inviting expressions of interest from occupiers and operators. Planning is expected to be in place within 12 months.

LONDON



WHARFEDALE

DEVELOPMENT AND REGENERATION

**Richard Froggatt**

Chairman/Managing Director  
07860 455556

**Steve Clark**

Director  
07809 504170

Wharfedale House, 50a The Grove, Ilkley, LS29 9EE • 23a Colmore Row, Birmingham, B3 2BP

0870 240 9222

www.londonwharfedale.com