



KEY FACTS ABOUT THE SHOW

Q&As

Who runs the show?

A small committee of around 15 people organises the show. We make all the decisions about events, the competitions, ticket prices, stalls, etc, BUT the show could not happen without the massive support of local organisations, shops and villagers. On the day, we rely on a huge number of additional people and we are always looking for more support!

What does it cost to put on the show?

Total expenditure is in the region of £30k. We have to commit to events and hire of equipment well in advance. The main costs comprise: Hire of equipment (marquees, loos and generators) £12,500, Events £11,000, Printing of Schedules, Programmes and Signboards £2,600, Insurance £1,300 and Security £1,200.

How do you decide on ticket prices?

Deciding the ticket prices is a tricky art and where we usually receive criticism. We take into account costs and income to judge a breakeven point but it's always subject to a range of factors. Tickets sold provide the main income of the show but this is also the biggest variable as the number of people through the gate depends very much on the weather. 2017 was a sunny day and gate numbers were high. The forecast for 2016 was poor – it rained and numbers were well down.

A small number of local organisations are also kind enough to sponsor the show through a donation or payment in kind, eg, printing. We outsource food and drink (see below) and receive a payment per unit sold from the BBQ and bar. The tea tent was kindly run entirely by local Air Cadets and their parents last year – we paid the costs and received the profits. Other income comes from the auction, the raffle and hiring out space to stalls. We also get a donation from the dog show.

Why do you outsource the BBQ and Bar?

We have to outsource food and drink as we do not have the manpower, ie, volunteers from the village, to do it ourselves. In years past, the BBQ and bar were run totally by volunteers (around 100 of them) and we made a lot of money from it whilst keeping prices down. Those volunteers are now older and have done their bit, for which we are very grateful. If we could receive that sort of support again from younger people in the village it would be great but at the moment we sadly have no choice. We're grateful to Merlin's and Warner's who took on the task of bar and BBQ at last year's show and they have had a steep learning curve. They already have ideas about how to improve things next year BUT if villagers want cheaper prices, we need them to come forward and volunteer to help.

Why can't we get into the competitions marquee earlier?

The competitions are the heart of the show. Competitors have until 9.45am to bring their exhibits to the marquee, after which judging starts. There were 966 entries last year in 222 classes, with 20 judges. Each entry has to be assessed and the stewards need to write down the comments (a mother of junior competitors said how much she appreciated the fact that the judges took the trouble to comment on every single entry). The results are input to a computer system that calculates the winners of certain cups and trophies. Cards for the winners of cups and trophies are then written up and distributed as appropriate because visitors and competitors want to see who has won. This all takes time. We open the marquee immediately after all this work has been completed.

Why do you provide Hospitality?

We provide hospitality, ie, a sit down buffet meal and drinks, as a thank you to our sponsors and people in the community who have helped support the show in some way with their time or resources. This year the costs were kept low as the catering was at cost and it was run by volunteers.

What do you do with the money you make from the show?

We don't always make a profit. In both 2015 and 2016 we made a loss. The 2017 show made a profit of just over £12,000 which enables us to offset our losses in the previous two years. We try to keep two years' costs in reserve as a contingency and any surplus after that is set aside for charitable donations. Local charities are invited to apply for grants and the show has in the past helped our junior school, pre-school playgroup, Milton's Cottage, the village Christmas lights ceremony, the Memorial Hall, the Reading Room, cricket club, youth club, snooker club, to name but a few. We are inviting applications from local charities again this year and the application form can be downloaded from our website at <http://www.csgshow.org/organisation/default.asp>.

How can I get involved with the show?

You don't have to join the committee, although you are welcome to do so and take on a particular organising role. You can instead volunteer some time to help set up the show beforehand, on the day, or clearing up afterwards. Just an hour makes a big difference and moreover – **IT'S FUN!**

We are currently looking for a Publicity Manager to send out notices such as these via the village email and any other ad hoc publicity requirements. Please get in touch if you have publicity experience and can spare a little time to help us! Thank you.

If you have any comments or further queries on the above, please contact Ellie O'Connor, Show Secretary on 01494 875646 or email secret@csgshow.org
See our website at www.csgshow.org