

FREE
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YOUR GUIDE TO
THE HISTORY OF THE
NEW FOREST SHOW



100 YEARS NOT OUT!



1920s

The New Forest Show has had a long and varied history starting as a small, one-day agricultural Show at Netley Marsh in 1920 and developing into the three-day spectacular event of today.

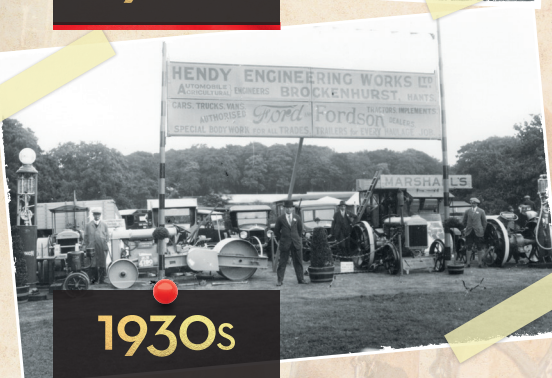
It has moved location on several occasions and survived major world events and other problems to become a favourite fixture in the calendar of the New Forest.

We hope that you will enjoy this brief history of the Show and that it brings back many happy memories for you. We would really like to hear of your Show memories or see your photos and memorabilia.

IF YOU WOULD LIKE TO SHARE
THEM WITH US, PLEASE CONTACT
US AT 01590 622400 OR
info@newforestshow.co.uk



1980s



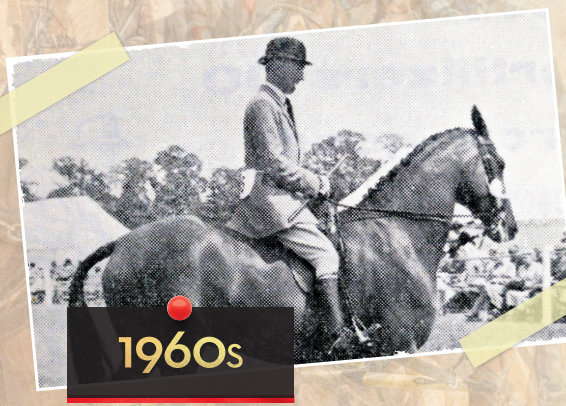
1930s



1990s



1940s



1960s



2000s



1950s



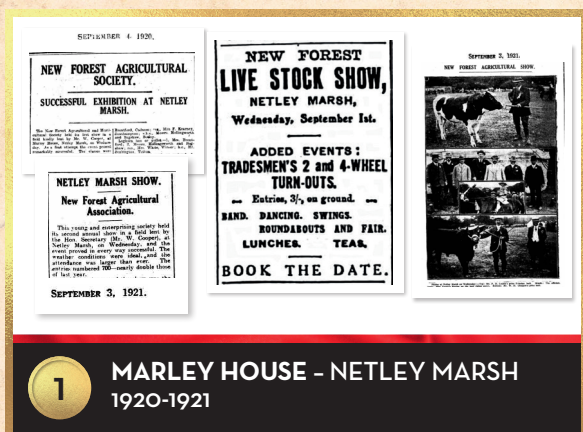
1970s



2010s

CELEBRATING 100 YEARS OF THE NEW FOREST AND HAMPSHIRE COUNTY SHOW

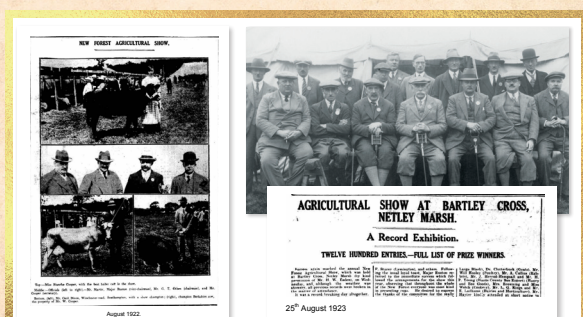
The very first New Forest Show took place on Wednesday 1st September 1920 in a field at Marley House, Netley Marsh. Classes were provided for cattle, horses, pigs, poultry, farm produce, vegetables, cookery, fruit, flowers and honey. The owner of the field, Mr W Cooper, was the secretary of the Show. The purpose of the Show was to bring New Forest people together and to put the traumatic years of the Great War behind them. One pleasing feature of the Show was that money was raised for St Dunstan Hostel for blind service men, and Southampton Hospitals. There were 350 entries at the very first Show.



1

MARLEY HOUSE - NETLEY MARSH
1920-1921

In 1921 the Show was held at the same location, this time entry numbers had doubled to 700. Three of the leading pig breeding societies had offered championship medals and the cattle classes were recorded as having a big improvement on the 1920 Show. Income and Expenditure for the Show was balanced at £478, 2 shillings and 7 pence. The equivalent today is £23,205.

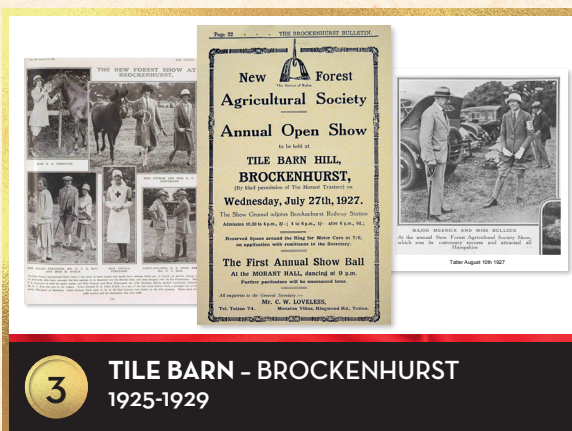


2

BARTLEY CROSS - BARTLEY
1922-1924

In 1922 the Show moved to Bartley Cross and the president was Mr WF Perkins MP. It is recorded that the Bee section had 1 ton of honey on display in their tent.

1926 saw the Show relocate to Tile Barn in Brockenhurst. By this time the Show has over 1000 entries into the various classes and 5000 visitors. The 1927 Show was once again held at Tile Barn, but on this occasion the Show held its first ball at the Morant Hall, Brockenhurst. Ticket prices for the Show started at 2 shillings. At this time the average weekly wage for a manual labourer was 30 shillings.



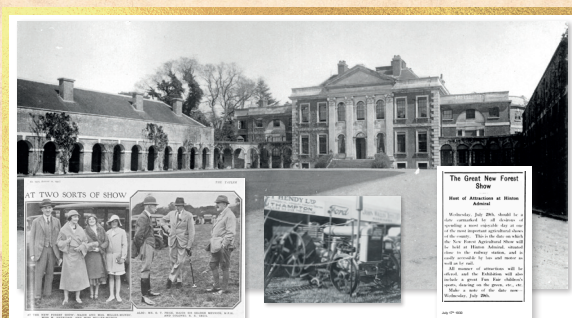
3

TILE BARN - BROCKENHURST
1925-1929

The minutes of 14 November 1929 recorded that the President stated the Show was getting 'stagnant and retrograde and was not making headway'. A vote was taken on whether to have another Show in 1930.

It was also suggested that the Show could be turned into a two-day event. It is worth noting that a couple of weeks before this meeting (24th October 1929) the Wall Street Crash occurred, starting the Great Depression which went on for the next 10 years. When the matter was put to the vote a two-day Show was agreed on. On the 6th February 1930 as the economic crisis worsened the plan was abandoned. It was agreed the Show would continue as a one-day event, held at Hinton Park Estate courtesy of Sir George Meyrick.

The same venue was used for the 1931 Show during which foot and mouth disease caused restrictions on the movement of livestock at the Show, the first of several occasions the disease would create problems for Show organisers.



4

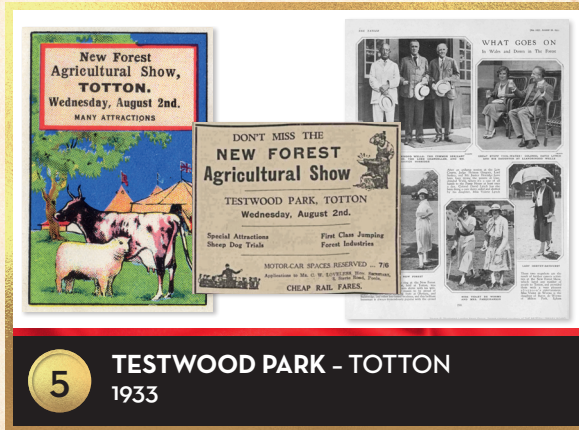
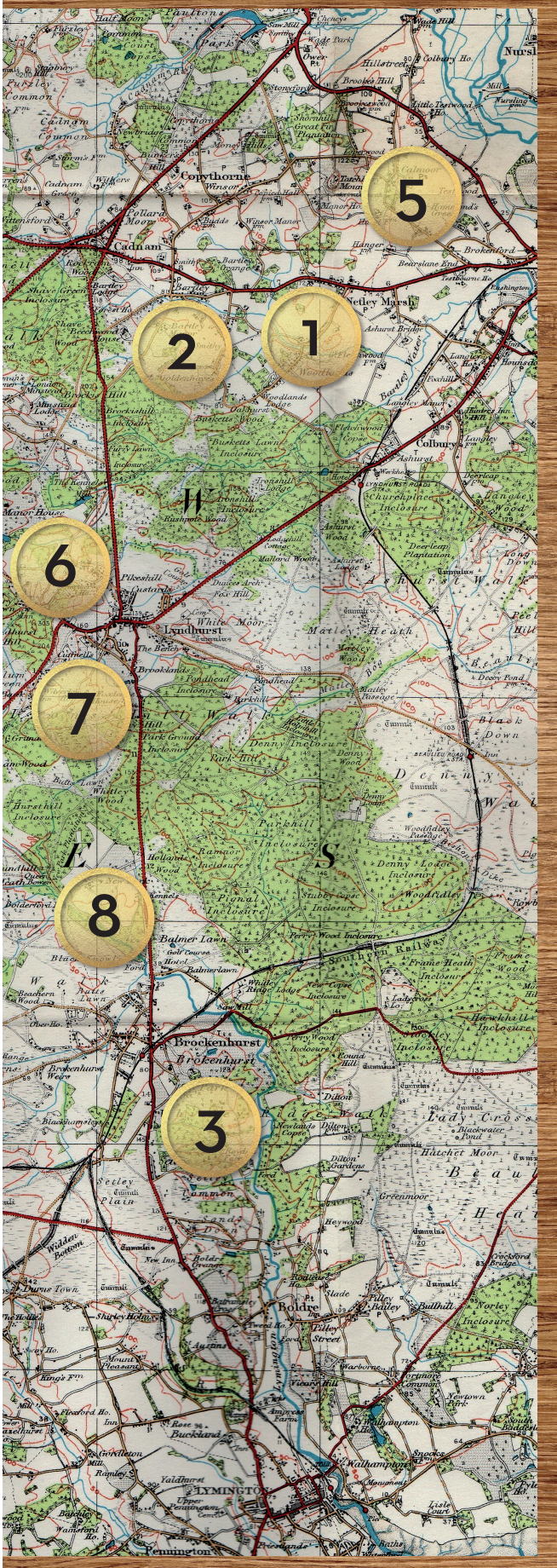
MEYRICK ESTATE - HINTON ADMIRAL
1930-1931

The finances of the Show were in precarious state. Owing to the Great Depression, unemployment was high and there was less disposable income available. In 1932 the Royal Agricultural Show was hosted in Southampton. As a results of these two factors, the New Forest Show committee decided not to hold a Show in 1932.

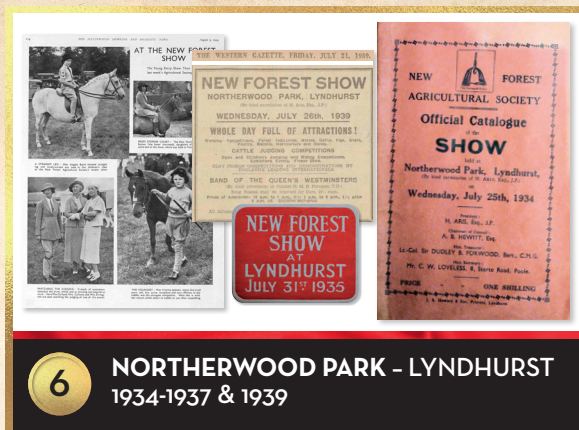
It should be noted that on several occasions in the show's history the decision to put on a show in a particular year has come down to a committee vote.

1940 MAP OF THE NEW FOREST, BY KIND PERMISSION OF THE ORDNANCE SURVEY. HIGHLIGHTING THE VARIOUS SHOWGROUND LOCATIONS SINCE 1920.





Fortunately, the Show bounced back in 1933 where the venue was Testwood Park, Totton. Prize money was increased and there was a large fun fair to attract younger visitors. Despite all the advertising the Show failed to make a profit casting doubt over its future. Some committee members discussed merging with the Romsey Show. The Show secretary stated in the minutes of the 12 October 1933 that "unless a guarantee of £200 is forthcoming we cannot hold a Show next year." By December of that year the money had been raised and it was agreed that the 1934 Show would be held at Northerwood Park, Lyndhurst, where it remained until 1939. The only exception being in 1938 when it moved to New Park, Brockenhurst to avoid Foot and Mouth disease.

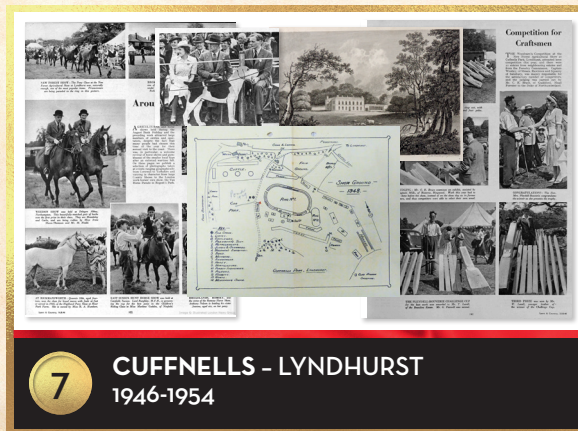


It was agreed by the committee that The New Forest Show would not be held during the Second World War. In late 1945 the committee reformed with a view to putting on a Show the following year.

In January 1946, there was reluctance to hold a Show because of a lack of manpower and material. Five members of the committee voted for a Show and four voted against. Those present at the AGM, voted ten for a Show and four against. The Show went ahead.

The first post-war Show was held at Cuffnells Park in Lyndhurst. New prizes were on offer such as the Pleydell-Bouverie cup for woodmen's crafts. A highlight of the 1948 New Forest Show was a visit from the British Olympic Equestrian Team who put on their final display before representing the UK in the 1948 Olympics in London. It is recorded that the summer was so hot that some animals died.

In 1953 the Show celebrated the Queens Coronation with a pageant. In 1954 technology caught up with the Show with a telephone being installed in the secretary's tent.



In 1955 the Show made its final move to New Park in Brockenhurst where it increased in size and importance as an Agricultural Show in the South of England. The definition of a local class was also defined in 1955 as coming within a 15-mile radius of Lyndhurst Church.

The 1960s saw continued expansion of the Show with centre ring attractions such as the band of the Coldstream Guards, a display by the Hampshire Police Dog Section and in 1966 a presentation was made to Miss Marion Coakes a renowned Show Jumper who went on to win a silver medal at the 1968 Olympics. High profile Presidents included Dennis Wheatley and the Shows first Royal Patron HRH The Duke of Gloucester.

In 1970 the star attraction was Hampshire Constabulary historical display of policing through the ages. In 1975 a new Secretary, Mr Philip Shanks, reinvigorated the Show. Through increased prize money he was able to encourage some of the top show jumpers in the country to attend and the Show became a landmark in the equestrian calendar.

In the 1980s the Show had exciting main ring attractions such as the Royal Green Jackets Parachute Display Team, the Royal Marines and Royal Navy Commando Display Team along with aerobatics displays and mass hot air balloon take-off events. In 1985 the Show also became the New Forest and Hampshire County Show, becoming a three-day event soon after in 1989.



The reputation of the Show was enhanced during the 1990s with a variety of main ring attractions pulling in large crowds. The Pole Climbing Championships were held in 1993. Military display teams were a big feature of the Shows in this decade with appearances by the Royal Marines Commando display team, The Royal Signals White Helmets motorcycle display team, the Royal Military Police Redcaps display team and the Flying Gunners. More rural centre ring displays in other years include falconry and sheepdogs and shepherds rounding up their flock to the delight of the audience.

In 2000 the New Forest Show welcomed HRH The Princess Royal. She visited almost all the Show and proved to be a very popular royal guest. Foot and Mouth disease in 2001 meant that no cloven hooved animals were allowed into the Show. For the first time there were no animals in the main ring. As a result, the Old Time Farming section put together a display of antique farm machinery to entertain the crowds. They have been displaying ever since. In 2003 and 2007 The Kings Troop, Royal Horse Artillery were very popular main ring attractions. 2007 also saw the worst rainfall in years turning the Showground and the car park into a sea of mud. 2008 saw the unique sight of Christian Moullec and his geese, flying in formation over the showground.

In 2012 Her Majesty The Queen accompanied by HRH Prince Philip visited the Show. They were warmly welcomed by the President, Mr. Alan Titchmarsh. In 2013 HRH Prince Edward and his wife, HRH The Countess of Wessex were the Royal visitors. Later, in 2016 HRH The Countess of Wessex was the President of the Show. She was extremely popular. Major centre ring attractions included the Devils Horsemen (2010), The Household Cavalry (2015) and the Metropolitan Police Mounted Branch Display Team (2016). The New Forest and Hampshire County Show has evolved over the last 100 years into a major three day event. At the same time, it manages to remain an agricultural Show retaining many of the sections and crafts displays that were found in the earliest Shows.



Her Majesty the Queen and Prince Phillip with Society President Alan Titchmarsh during their visit to the Show in 2012 for The Queens Diamond Jubilee

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NEWFORESTSHOW.CO.UK

28TH, 29TH & 30TH JULY 2020
CELEBRATING 100 YEARS



BECOME A MEMBER AND ENJOY THE BENEFITS

Why not make your time at the Show extra special by becoming a member of the Society. Membership brings a number of benefits including:

- Access to the Members Enclosure and Members Lawn
- Use of the exclusive Members Car Park
- Use of grandstand seating with superb views of the main ring entertainment
- Access to the Members only restaurant
- Use of the Hattingley Valley English Sparkling Wine Bar
- Invitations to social and fundraising events throughout the year

Membership provides entry to the Show for a member and guest for all three Show days.

PLEASE VISIT
WWW.NEWFORESTSHOW.CO.UK/MEMBERSHIP
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