



PRESS RELEASE

WEST SUFFOLK COLLEGE STUDENTS TO SUPPORT COUNTY SHOW WITH MARKET RESEARCH

28 April 2016

Students from West Suffolk College will be working with the organisers of the Suffolk Show on a market research project to gain feedback from visitors about this year's event.

Twenty four students will be carrying out face-to-face exit interviews with show-goers as they leave the event to gather their thoughts and experiences of the show. The students, who are all studying Travel & Tourism at West Suffolk College, will then present their findings and recommendations to a panel of trustees from the Suffolk Agricultural Association (SAA) – the charity behind the annual county show – to help inform planning for 2017.

It follows a successful pilot project between the college and the SAA which took place at last year's Suffolk Show. The findings from research carried out in 2015 have led to a number of improvements for this year, including better signage and maps around the showground and a wider range of visitor attractions.

Bill Baker, Director of the Suffolk Show, said: "We're delighted to be joining forces with West Suffolk College once again this year. Since the college has taken such a keen interest in the county show and even created degree level assessments this year which focus on the marketing of the county show, it's a natural fit for us to support students with their studies by enabling them to gain some hands-on work experience at the event."

Andrew Wheeler, business lecturer and Professional Studies Course Leader, at West Suffolk College, added: "Working with the Suffolk Show has been a great experience for students. Being involved in an event of this size and importance has brought real benefits for our students and has helped to bring alive the link between theory and practice. It's a great example of partnership working where students can gain valuable skills while show organisers benefit from additional resources."

This year's Suffolk Show takes this year on Wednesday, June 1 and Thursday, June 2 at Trinity Park near Ipswich. Tickets are now on sale – visit www.suffolkshow.co.uk to booked discounted tickets in advance or phone 01473 707117.

Ends

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Notes to editors:

The Suffolk Show is run and managed by the Suffolk Agricultural Association. As a charity, the SAA's core purpose is to promote the importance of food, farming and the countryside to the economy and character of Suffolk through the Suffolk Show itself and a series of education programmes aimed at young people in schools and colleges.