

Taking things FURTHER



This year's East Anglian Game and Country Fair looks set to be more exciting than ever, with a host of new attractions as well as plenty of old favourites. Annie Hirst meets organisers Andy and Tracey Grand to find out what's in store...



Pictures: submitted

All sorts of new activities will be on offer for visitors to the East Anglian Game and Country Fair next month, with the show attracting thousands of people from all walks of life.

"There's something for everyone, for all ages and interests," says organiser Andy Grand as he explains what's on the programme for the two-day spectacular which will take place at the Norfolk Showground in Norwich on Saturday, April 28, and Sunday, April 29. This is the fourth year that this successful country show will take place, and once again the event is sponsored by EDP Norfolk magazine.

"Although it's called a 'Game and Country Fair' and we have gun dogs, fishing and country sports, there are also plenty of other attractions, like helicopter rides, parachute displays and bungee trampolines," continues Andy. "The feedback we get shows that this is what people like – the variety – and they tell us that they've started up new hobbies after coming to the show.

"I mean, they can have a go at clay shooting, fly fishing or archery – and those are things that people may not otherwise experience, yet when they do, they really get into it.

"The other thing they like is that it is a real family day out – even the dog can come along and take part as we have dog agility classes, a pet dog show and terrier racing.

"We have deliberately kept our prices the same as last year so it is affordable for families. If you buy a ticket in advance, it only

costs £18 and that's for two adults and up to three children, and parking is free.

"We don't charge either to sit in the grandstand or to go into the various craft and food halls and there's over six hours of entertainment."

The East Anglian Game and Country Fair is the brainchild of Andy Grand and his wife Tracey, and it seems that their hard work planning the event has paid off as around 40,000 people came along last year.

"It's about the same size in terms of area as last year but we have added a lot more attractions, so there's more to see," adds Andy.

"We're also improving things such as the grandstand seating – we had two huge stands last year and we thought that would be enough but we were amazed at how many people wanted to watch the show ring displays. So, as there's more happening in the ring we're adding more grandstand seating, all under cover.

"People can stay all day and we have found in the past that they average around six hours as there is so much to see.

"We have a lot of people who like to make a weekend of it as they come from further afield but saying that, we also get those from the county – we've had bookings from Rackheath and Salhouse who want to stay over.

"We get between 200 to 300 caravans on the camping weekend – and tents – and it's very popular as it's such good value – for £49, they get three nights' camping and entry to the ▶