# Royal Agricultural Society Shows in Leicester Andrew Moore

eicester has been privileged to hold the Royal Agricultural Show on three occasions – in 1868, 1896 and 1924 – purely by coincidence, these being at 28 year intervals. They were held during the time when the shows moved to a different part of the country each year, until a permanent site was established at Stoneleigh, Warwickshire in 1963. The shows were always prestigious events, usually graced by a royal visitor, and attracted huge crowds. They were intended to improve the prosperity of the country's agriculture industry by displaying to the world all the best products and latest developments for farming – machinery, land management, breeding and so on, whilst local companies, not necessarily connected with agriculture, were able to exhibit their own products.

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The first Royal Show had been held in Oxford in 1839, and thereafter, with a brief exception (1), they were rotated around set districts of England to give as many people as possible a chance to visit the show. One of the set districts was the East Midlands which usually comprised six counties, including Leicestershire.

It was always an honour for a town to be chosen by the Society, and there were considerable financial benefits to be had from the large influx of visitors. A town council would therefore go to great lengths to outbid any rival towns in

order to attract the show to their area, such as lobbying the Society's Show Committee, and trying to outbid any rival towns. The bidding usually included making a large grant to the Society, and providing a suitably accessible site free of charge. Councils also had to demonstrate compliance with the stringent conditions laid down by the Society, especially for the site's facilities, and the ability to deal with the sudden influx of a large amount of goods and visitors to the town.

# 1868 Royal Agricultural Show

Success first came to Leicester in 1868, when the town secured twentytwo of the Society's votes, compared with six for Derby and two for Nottingham. Especially in Leicester's favour that year, was the site chosen by the town, this being the racecourse (known as 'Victoria Park' from 1866). It was easily accessible from London Road, and was very convenient for the town's main railway station which at that time was at Campbell Street. Furthermore, agreement had already been reached with the Midland Railway for a special branch railway to be built to transport the vast amount of equipment, exhibits, and livestock to the site. It was quite probable that Edward Shipley Ellis, who was a member of the town council which negotiated with the Society, had some bearing on this arrangement as he was also a director of the Midland Railway. The Midland would even provide the temporary branch free of charge, and allowed the London & North Western Railway (LNWR) to share the line.

Two other factors also helped secure the bid. One was the free provision by the council of a hundred-acre trial ground about a mile south of the show site. This was on farmland adjacent to the railway in Aylestone and Knighton, close to Saffron Lane, and was mainly for the demonstration of a large variety of the revolutionary steam-driven ploughs, to be held a week before the main show. The council also put the new racecourse pavilion and grandstand at the disposal of the Society for use as their show headquarters.



Entrance buildings to the Royal Agricultural Show site at Leicester, 1868. These were situated on the London Road side of Victoria Park. (Reproduced by permission of the Record Office for Leicestershire, Leicester and Rutland.)

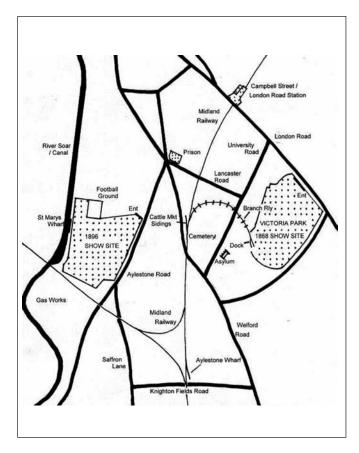
All of the shows were held over five working days in June or July. Usually the first three days were for the gentry and more discerning visitors when entrance fees were more expensive and most of the judging took place, followed by two cheap days for excursionists and locals.

The 1868 Leicester show was held from 16th - 21st July. Most of Victoria Park – some 50 acres – had already been taken over from late March for the necessary extensive preparations, including levelling and drainage by the council, the erection of a perimeter boarded fence, and four miles of covered stands of various kinds. Dismantling after the show put the park out of normal use until early September, with virtually all of the racing, cricket and military exercises which were normally held in the park, cancelled that summer.

One disappointment for the council was that the show was not attended by royalty. The council had invited Edward, Prince of Wales but he had more pressing engagements. Despite this, the town was heavily decorated to welcome its many other visitors. There were magnificent triumphal arches, eight in all, mostly at the main entrances to the town, with three on London Road. Erected by local firms, they bore large slogans such as 'God speed the plough' and 'Agriculture, may England prosper'. The town's municipal buildings were also decorated, including the new clock tower, although as yet unfinished, being without its nowfamiliar statues and clock.

Many shops and offices were especially spruced up and heavily bedecked with flags and bunting. However, the best display of all was at the Corn Exchange, where a specialist London company had been engaged to decorate the whole building with colourful stars, shields and flags incorporating coloured glass, all brilliantly illuminated by gas flames. Even the bridge was lit by variegated coloured lamps. Crowds packed the market place each night to view the spectacle, especially the first night, when, according to one report, there were between 20,000 and 30,000 in the crowd 'amongst whom were people of both sexes, and of all ranks, conditions and ages'!

The temporary branch railway was an interesting aspect of the show. It was half-a-mile long and started at a junction with the main line next to the cemetery, midway between the bridges at Welford Road and Lancaster Road. From here, it branched north-easterly in a sweeping curve across what was then old clay pits, and is now the extended part of the cemetery. Still curving, it crossed Victoria Road, now University Road (formerly Occupation Road), on the level approximately where a footbridge now traverses the road. It then ran through a field, the present site of the university, and entered the park at a point near the top of the current Mayor's Walk. With the showground site being uphill, the branch line was not an easy construction. At its starting point, a wooden viaduct was needed, followed by a length of raised embankment, and after crossing Victoria Road, quite a deep cutting was excavated. The two small engines which ran on the line were described as 'snorting' up the steep 1 in 40 incline, (1 in 30 in some reports), as they delivered more than 5,000 tons of exhibits in 1,614 wagons to the site in only a few days. Unloading was carried out on the park at four docks using a steam crane and three travelling cranes. An army of 100 men (excluding clerks and inspectors), using 50 horses, were employed to move goods around the site, all brought in from the main Midland Railway stations. The frenzied activity, sometimes up until midnight, continued for several days, the spectacle watched no doubt by staff and inmates at the nearby county asylum (now Leicester University's Fielding Johnson building).



Location plan of the 1868 and 1896 Royal Agricultural Show sites in Leicester.

There was another street crossed by a railway in connection with the show. This was Fox Street (off Northampton Street). The goods sidings on the east side of Fox Street were found to be inadequate, so spare land was used on the opposite side of the road. The council gave permission for temporary rails to be laid across the road in April. However, by November, long after the show had ended, the temporary crossing was still causing an obstruction, much to the annoyance of the council, who insisted the Midland Railway remove the rails immediately.

The machinery displays at the show were reported to be the best ever, with hundreds of working examples, from dairy machinery to traction engines. Steam was prevalent. Of the larger exhibitors, Fowlers, for example, had 300 tons of machinery on show, whilst Hunt & Pickering of Leicester had 400 different types of farm equipment. As well as hundreds of ancillary items and services, the exhibits included brick and tile making machinery, as well as sample lumps of rocks and coal representing Leicestershire's mineral wealth. Lists of all the exhibitors and their exhibits were fully detailed in the many special editions and supplements of the local newspapers.

Leicester also witnessed a welcome return of animals to the show after an absence from the previous two due to the cattle plague which had been prevalent in England between 1865 and 1867. There were numerous varieties and breeds of stock animals and horses on show at Leicester, and whilst the overall totals were not high, the organisers were quite content with entry numbers. Also on the show site and covering five acres, was an exhibition by the Royal Horticultural Society, holding only their second show outside London, and which must also have proved a popular draw.

Adding to the spectacle were military bands, water fountains, and in the town church bells rang and special concerts were held. The weather was hot and dry, no doubt welcomed by many, but this caused problems at the trial grounds, where ploughs struggled to show their worth, and often broke on the parched earth. The temperance movement gave away cooling drinks of water to visitors walking to the show, a very practical way to advertise their cause. Another source of water was found by accident on the show site when an exhibitor demonstrating his tube wells, bored into the arid ground and struck fresh water which he freely distributed around the site!

The Midland Railway was well prepared for the large influx of visitors. At Campbell Street station a third platform had been built on the up side, accessed by arched openings which had been knocked through the rear boundary wall of platform 2. The platform was roofed and complete with waiting and refreshment rooms, and after the show it was used by trains destined for the new line to London St Pancras. Also provided, was a temporary footbridge to connect the new platform to London Road (opposite the Hind Hotel) so that visitors had a shorter walk to the show and did not have to cross tracks to the normal main exit.

For the first three days of the show the Midland and LNWR supplemented their normal service trains although on occasions they were still insufficient. At Market Harborough for instance, 200 passengers were left on the platform because an extra train was full. The biggest influx of visitors was for the last two cheaper 'shilling' days, with excursions being run to Leicester from all parts of England. On the first of the two cheap days, there were fifteen specials run by the Midland (one of which was the first on the company's new line to London), and seven by the LNWR, helping to bring in a total of over 52,000 visitors. Although most visitors arrived by train, there were also many from the county by road, and an unusual sight must have been the numerous farmers' wagons packed with merry-makers, travelling along country lanes heading to and from the show. On the last day, numbers were swelled by children from schools and institutions, who were allowed entry free of charge.

Compared with all the previous shows, this was one of the most successful, with high receipts from a total of over 96,000 visitors. The show was a credit to Leicester.

For some it had caused disruption to the normal running of the town, but there were many who benefited, not least the town's hoteliers and landlords who accommodated the hundreds of site workers for several weeks after the show's closure until the park was eventually back to normal, and the local auctioneers who were commissioned to sell off a variety of items left over from the show. Under the hammer went 200 horseboxes, 400,000 feet of boarding, 1,500 yards of floor cloth, 4,000 drinking glasses, 500 yards of tablecloths and 1,800 meat and pudding plates! Another 28 years were to elapse before the town saw its like again.

#### 1896 Royal Agricultural Show

The honour of holding the show again fell to the borough in 1896. This time had seen sole competition from Northampton, who damaged their case by a weak claim in the name of Earl Spencer of Althorp, that Leicester should not be allowed to hold the show because it was suffering from such a poor water supply. Leicester won through however, successfully pointing out to the Society that this would not be a problem as a new reservoir was being built at Swithland. (2)

By 1896, the shows were much larger which meant that Victoria Park was deemed unsuitable, and a new site was selected instead, west of Aylestone Road, near to the Raw Dykes. It was bounded by the railway to the south, the river to the west and Hazel Street to the north and covered 82 acres. One report stated that, although there was a minor detraction because of the gas works chimneys and football stands, it was a perfect site in most other respects. (3)

There was no Raw Dykes Road at this time, only a driveway which gave access to the St Mary's canal wharf and to the many Freemen's allotments. In preparation for the site, the council had to relocate the allotments to the

opposite side of Aylestone Road, and compensate the tenants. They also had to remove several hedges, level the ground and lay new turf. The grand entrance to the show – one that moved with the shows around the country – was located opposite the cattle market.

Transport arrangements for animals to this site were far more straightforward than to the previous show site at Victoria Park. Most of the livestock arrived at the Midland Railway's cattle dock which was conveniently situated on Welford Road (near to the cemetery), and allowed the animals to be walked on to the site. Transport of the hundreds of implements, machinery and other exhibits was however, more difficult. The most obvious place for a special siding was next to the railway, south of the site, but this was on a high embankment and presumably deemed unsuitable, as a temporary dock was built by the Midland Railway a mile away on Knighton Fields Road East (the road entrance facing the Manchester Hotel), this being designated the Aylestone Road Show Yard station. (4) From here, tons of equipment had to be transported to the site via Saffron Lane on wagons hauled by traction engines, having first carefully negotiated the narrow bridge on Knighton Fields Road West. The Midland also handled nearly all of the LNWR's traffic from this yard. (5)

Adding to the bustle on Aylestone Road were the loads for the show which arrived from the Great Northern Railway's depot across the town in Belgrave Road, and also the longdistance loads pulled by teams of horses. For over two weeks the activity proved quite an attraction, with crowds lining the streets to watch. Even the growth of the hundreds of wooden and canvas buildings on the site proved of interest. The best views were from the top deck of the horsedrawn trams, these often being full as they passed the site on their way to the terminus at Grace Road.

The largest building they would have seen was the Society's lavish pavilion, built as the show's administrative headquarters, and also to be used for entertaining the royal visitors. On this occasion it was two future kings who were to attend - Edward, Prince of Wales and George, Duke of York. The pavilion was suitably furnished and decorated, a task undertaken by the local firm, Inglesants. They made the furniture especially for the occasion, and decorated the interior of the reception room in Louis XIV style, and the dining room was in Elizabethan style. Valuable oil paintings were hung in both. The silver plate to be used at the royal party's lunch was exhibited before the show in a jeweller's window in Leicester's Market Street.

On the day of their visit, the route the royal guests took to the site was from London Road station via Granby Street, Horsefair Street and Welford Road. Their way was heavily decorated with hundreds of 'Venetian masts', with flags and bunting strung between them in 'lavish profusion'. There were also triumphal arches, complete with mottoes as in 1868. The most unusual one was in Welford Road which had been constructed by the fire brigade using fire escape ladders.



Midland Railway handbill offering cheap tickets from their stations in the south to the 1896 Leicester show.

The extra traffic and crowds during the week of the show was of such volume that 150 extra constables were drafted in from neighbouring forces, including Birmingham and Nottingham, to keep control. One of their roles was directing the many cabs, horse buses and brakes from London Road station to the site on a gyratory system. (6) This entailed traffic running via Waterloo Street and Lancaster Street to Aylestone Road and returning along Welford Road and Belvoir Street – possibly the first one-way streets for Leicester. Similarly, there was a one-way arrangement for traffic from the Great Northern station.

The event ran from 22nd - 26th June, with a day before for viewing implements only. The biggest attraction was the machinery in motion – the largest there had been at any show – mostly steam driven (including a machine for milking cows), although also evident were the new oil and gas engines. Not so directly agricultural were exhibits of the earliest motor cars, fire engines, bicycles and even pianos by

Marshalls of Leicester – who later claimed to have sold one to the Prince of Wales! Local firms included Vipan & Headly who had the largest stand at the show with their dairy machinery, Taylor-Hubbard, Broadbents, and Harrison Seeds. Also from Leicester were many carriage builders indicating it was a centre for the trade. Firms such as Youngs, Clulow & Orton, Lilleys and Hamshaws showed a large range of vehicles, some with the very latest Dunlop pneumatic tyres and ball-bearing axles! The top of the range carriages were by Hamshaws who had supplied their highclass products to notabilities including the Emperor of Germany and British royalty.

Exhibits of livestock were very numerous despite recent outbreaks of anthrax and swine fever in the county. Among the prize winners were the Queen, Prince of Wales and Duke of York, their winning beasts especially shown in the parade ring on the day of the royal visit. Some of their animals were sold at the show to Argentinian agents at very high prices, whilst other foreign stock breeders purchased many of the other prize-winning animals.

This was the 57th Royal Show and attracted the fifth highest attendance at over 146,000. The railways, of course, brought in most of these visitors, some via the Great Northern station, but mostly by the Midland and LNWR companies who this time arrived at the new London Road station. The London Road station coped admirably with this huge influx of people, something its forerunner at Campbell Street could not have done. On the show's busiest day it was reported that excursion trains and duplicate services were arriving almost every minute for over two hours, each train of 15 or 16 carriages carrying 500-600 passengers. On this day the Midland ran 50 specials and the other two companies nearly the same number. Excursions arrived from as far afield as Ireland and Scotland.

To speed up the movement of passengers at London Road, tickets were examined at small country stations prior to the stop at Leicester. At Wigston Glen Parva for instance, five extra staff were employed for ticket examination, and the platform was extended to accommodate the longer trains. The logistics of coping with the extra excursion trains were precarious, especially with the timing and positioning of the evening return trains which had been stored all day crammed into sidings a few miles north and south of Leicester. All arrangements, however, ran quite smoothly.

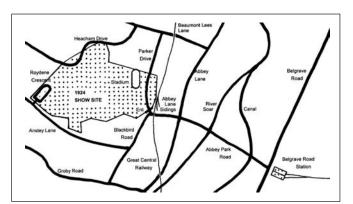
The show was deemed a great success, helped by reasonable weather. Among those who benefited were the many temporary workers employed at the ground, the horse-tram company and organisers of a grand fête held at Abbey Park which attracted show visitors who stayed overnight, and boosted the three-day attendance to over 40,000. A smaller gala held by the rugby club on Aylestone Road was less successful, as were many booths that lined the same road for selling refreshments, because far too many had been allowed. Also trying to cash in were people renting their houses; although out of 752 advertised for renting, only about 100 were taken, reportedly due to gross over-pricing. Again there was an auction of materials left after the show, the main item for sale this time being a million (!) feet of timber. In connection with the show, a trial ground was used on the same farms near to Aylestone Park as in 1868. This time however, it was just for demonstrating potato planting equipment and held in April, with further trials in October demonstrating new types of machinery designed for lifting the crop.



Commemorative medal of the 1896 Leicester show. (Reproduced by permission of the Record Office for Leicestershire, Leicester and Rutland.)

After the show, most of the vast area eventually became the site of an electricity generating station, including some large cooling towers. Leicestershire's cricket ground was also built on the site as well as factories and terraced housing. Coincidentally, 12 acres of the site near to the Raw Dykes was used as a permanent show ground for the Leicestershire Agricultural Society from 1926 until the start of the Second World War. Retail outlets and the new football stadium have subsequently replaced much of the power station.

#### 1924 Royal Agricultural Show



Plan of the 1924 Royal Agricultural Show site in Leicester.

Another large site – 120 acres – was acquired for Leicester's third show in 1924. This area too has changed quite radically and is now predominantly residential, approximately bounded by Parker Drive, Heacham Drive to the north and as far west as Roydene Crescent off Anstey Lane. In 1924

the area was private farmland, the eastern boundary being the LNER (former Great Central) railway line. The grand entrance to the site, which comprised an array of buildings, was positioned near to the current junction of Blackbird Road (formerly Blackbird Lane) and Parker Drive. Being only one mile from the city centre, it was considered an ideal site and reasonably convenient for the three main railway stations all of which hoped to bring in a good deal of excursion traffic.

The Leicester trams provided an excellent shuttle service from the stations, using a new double track along the centre of the widened Blackbird Road which had come into use just nine days before the show. Coupled with this, was another new double track, along Abbey Park Road, which was extended to pass under the Blackbird Road railway bridge. As part of the tramway extension scheme this bridge had only just been doubled in width by the railway company at the corporation's expense. As it turned out it was the decision to hold the show that pushed forward the plans for this scheme, which had lingered since early 1921, as well as the widening of North Bridge at the same time.



Direction sign to the 1924 Royal Agricultural Show. (Reproduced by permission of the Record Office for Leicestershire, Leicester and Rutland.)

Next to the Blackbird Road railway bridge were the Abbey Lane sidings, the road entrance being opposite Frear's bakery, and ideally situated for the transfer of much of this show's exhibits including livestock. It was even considered for use as a temporary station for show visitors. The LNER bore the brunt of the rail transport and at Abbey Lane they increased the facilities by adding landing stages and four long sidings. They also provided an additional six sidings at their Western Boulevard depot, sufficient for 174 wagons, and utilised the former Great Northern facilities at Belgrave Road.

The event entailed a large outlay for the council, laying new water and gas mains especially, and there were anxious times for several months before the show due to a prevalence of foot and mouth disease throughout the country, with cancellation a strong possibility. It wasn't until four weeks before the show that they were given the go-ahead, and even then there were restrictions on cattle movement in many places including parts of Leicestershire. This had the effect of reducing the livestock attendance by about one third which otherwise would have been the second highest entry at any provincial show. Even so, 3,795 of 'Britain's finest cattle' were exhibited. It also meant that whilst the site was filling up, anything entering was subject to disinfection.

Doubts about the show going ahead, also meant that contributions from a local subscription set up by the council to defray their costs, were not so forthcoming. The council even decided to decline paying for street decorations and rely on individual concerns to decorate their own buildings, especially on the route of the royal visitor from London Road station, Prince Henry, Duke of Gloucester, being this year's visitor.

The five day event opened on 1st July, and from early on it was evident that crowds would not be high. As well as the cattle plague affecting attendance, the huge British Empire exhibition at Wembley was open at the same time and proved a large counter-attraction. It was unfortunate as there was a lot to be seen in the six-and-a-half miles of 'shedding' that covered the site, with some of the buildings reported to be 'as large as a good size cinema'.

As usual many of the stands had no connection with agriculture. One, amazingly, was advertising a business for salvaging battleships! An interesting exhibit was a tall windmill especially designed for generating electricity which sounds like an early wind turbine. There was also a championship dog show for the first time. Another first, and possibly last, was a class for pit ponies in the horse section, this request having come from councillor Paget with local mining interest in mind. Among local companies exhibiting were Vipan & Headly, W. Richards, Wadkins, Goodwin Barsby, F. Parker, JP Lawnmowers, Harrison Seeds, Messengers, En Tout Cas and Dryad. There were many more including Simpkin & James, who sold off the exhibits from the Chivers' preserves stand in their own shop after the show.

Inglesants once again elaborately furnished and decorated the royal pavilion free of charge, this time in the style of a timbered cottage, and after the royal visit it was opened to the public in return for donations to charity. On the day of the Prince's arrival, huge crowds lined the streets – far more than anticipated – which caused chaos in the town centre.

Road vehicles along the route were requested to draw into the side of the road just before the procession arrived, which meant that the crowds could not see without surging onto the road. The police, many drafted in from the Metropolitan force, just managed to cope.

The show and royal attendance were well-covered by the local press, except by one publication. This was the *Pioneer*, a socialist paper, which hardly mentioned the show. What it did report was rather disparaging, and clearly it did not support the royal event. It said 'we understand the Prince looked, like other young men, bored and tired'. The paper also thought the flags and garlands were childish despite them being described as magnificent in other papers – although it approved of the floral decorations. One problem affecting attendance was the weather. On the third day there were heavy storms and then very strong gales during the night. Worst affected were the horticultural exhibits – some valuable ones

completely ruined – and the mayor's tent was flattened. During the last two days, when huge crowds were expected, there was more heavy rain and attendance was low. Overall, less than 86,000 attended the event, fifty per cent less than anticipated. It was very unfortunate after all the meticulous preparations by so many, including the corporation who lost out financially. There was also a feeling that the city as a whole did not gain very much from the show, and this must have influenced the council not to entertain the event again.

Following the 1924 show, a small part of the site was used to build a stadium for greyhound racing. This was opened in 1926, and its use expanded to speedway two years later. The stadium has since been replaced by housing, adding to the many other streets of residential properties now in this area. There are also now industrial units (Parker Drive), the Alderman Hallam School and Blackbird Road playing fields on the former show site. Only one item is still in place that was there originally, and that is the remains of the ancient St John's sacrificial stone.

One thing the show highlighted was how the centre of Leicester soon snarled up with only a slight increase in traffic. This was mainly due to a combination of the town being on major trunk routes, all of which converged in the one place at the Clock Tower, and to its tramway system. Some remedial action was taken after the 1924 show, including the widening of Charles Street, whilst other major by-passes and the replacement of the trams took very much longer.

### Notes:

1. Exceptions were 1903-1905 when a permanent site near Willesden was unsuccessfully tried. This was even after



Prince Henry, Duke of Gloucester, with the Mayor, J. Mantle-Hubbard, departing for the 1924 show from London Road station. (Reproduced by permission of the Record Office for Leicestershire, Leicester and Rutland.)

three railway companies had provided new passenger and goods stations for the site.

2. As it turned out, the Swithland reservoir was not completed until two months after the show ended.

3. The stands were at the Fosse football ground, then owned by the council, and this was used as part of the show site for veterinary inspections.

4. This was made a permanent facility the following year and called Aylestone Wharf.

5. Whether any shipments arrived by canal at the convenient St Mary's wharf is unknown.

6. Many transport proprietors from other towns also attempted to cash in on the event.

# Sources:

Weekly and daily editions of all local newspapers and *The Times* concurrent with the relevant shows.

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A short British Pathe film of the Prince and events at the 1924 Leicester show can be seen on the internet at www.britishpathe.com/video/prince-henry-at-83rd-royal-show