

**BID FOR FUNDING FROM AREA COMMITTEE BUDGET  
PRO FORMA**

1. **Project title:** Trawden Show Digital Transformation: Future-Proofing Our Event with Showing Scene
2. **Bid submitted by:** Philippa Osborne
3. **On behalf of (please include contact details):**  
Trawden Agricultural Show
4.
  - a) **Does your organisation have a constitution?** Yes
  - b) **Does it have a board of governors/directors or a committee that oversees its work?** Yes
  - c) **Does your organisation have its own bank account?** Yes
  - d) **How many signatures are required to authorise a payment from your bank account?** Two
5. **Is your organisation VAT-registered?\*** No
6. **Amount requested:** £5400 +Vat
7. **Total amount of project:** £5400 +vat
8. **Is there match funding for the project from elsewhere?**  
**If so, please give details:** No
9. **Brief details of project:**  
Implementation of 'Showing Scene' software for Trawden Show to allow a fully digital show management and entry system. Further detail in Annex 1
10. **Main outcomes to be achieved:**  
Implement Showing Scene will streamline the entire show management processes, reducing administrative workload for the committee members, improvement efficiency and enhancing the experience for competitors, exhibitors and sponsors. Further detail in Annex 1
11. **When will project be implemented?**  
**Start Date:** Already started  
**Expected Completion Date:** 10<sup>th</sup> August – will be ongoing project, currently trade stands are now live, entries will be going live mid March.
12. **Who will undertake the project works?**  
Trawden Show Committee – Lead by Philippa Osborne (Show Secretary)

**13. Are there long-term revenue consequences and how will these be funded?**

The implementation of Showing Scene will have a long-term financial benefits for the show by improving efficiency, reducing administrative costs, enhancing revenue generation. While the software requires ongoing funding beyond the initial three-year grant, its ability to streamline entry processes, automate invoicing, and improve financial tracking will help maximise income from competition entries, trade stands, catering pitches and sponsorships. Additionally, the systems user-friendly online entry process is expected to increase participation, leading to higher entry free revenues. The Trawden Show Commit is committed to securing future funding through sponsorships, donations, and continued efforts to attract more visitors, ensuring the show remains financially sustainable without relying solely on ticket price increases.

***\*Please note that grants inclusive of VAT will only be awarded where the organisation is not VAT-registered and is unable to reclaim VAT***

Annex 1

Showing Scene is an all-in-one show management software designed to streamline the organisation of agricultural shows, equestrian events and country fairs. It provided a digital platform for managing competition entries, trade applications, catering tenders, sponsorships, and membership registrations, all in one place. With automated invoices, real-time results management, and GDPR-compliant data storage, Showing Scene reduces the administrative workload, enhances financial transparency, and improve the overall experience for both organisations and participants.

Securing the £5,400 +VAT grant will fund a three-year subscription to Showing Scene, ensuring the long-term digital transformation of the Trawden Agricultural Show. By implementing this all-in-one show management system, we will significantly reduce administrative workload, streamline competition entries, trade applications, catering tenders, and sponsorships, and improve financial transparency with automated invoicing. Over the next three years, this investment will modernise the show, attract mor participants through an easy online process, enhance data security with GDPR-compliant digital records, and future-proof the event by reducing reliance on paper-base systems This will ultimately create a more efficient, well organised and financially sustainable event, allowing volunteers to focus on growing and improving the show rather than being burdened by manual administration.

One of the key benefits of Showing Scene is the automation of entry and application processes. Currently, a significant amount of time is spent manually processing paper-based entries, handling payments, and ensuring compliance with various legal requirements. With Showing Scene, all entries and applications can be submitted online, reducing the risk of human error and ensuring that all necessary documents, such as risk assessments and public liability insurance, are uploaded and securely stored in one place. This will not only save countless volunteer hours but also create a smoother experience for competitors, exhibitors and sponsors.

Additionally, the system provides real-time updates and reporting, allowing organised to instantly access and manage entries, payments and event schedules. This feature is particularly valuable during the show, as results can be recorded live and immediately shared with the public. By having an integrated digital platform, we can also improve communication with competitors and exhibitors, sending automated reminders and updates to keep them informed and engaged.

Financially, adopting Showing Scene will improve cash flow management and transparency. With built-in invoicing and online payment processes, payments for entries, trade stands, and sponsorships can be tracked in real time, reducing the risk of outstanding balances and ensuring more reliable revenue stream for the show. The system also allows for easy financial reporting, which will help the show's committee make informed decisions and plan for future growth. Investing in this software will help future-proof the Trawden Agricultural Show, making it more attractive to a wider audience while also easing the burden on volunteers. The ability to modernise and streamline operations will not only enhance the experience for all involved but also help ensure the show's long-term sustainability, allowing it to continue as a cherished community event for years to come.

2 years ago, Colne and District Area Committee generously funded the ability to enable online ticketing for The Trawden Agricultural Show and it has already seen significant benefits. In 2023, online ticketing generated £1,246 from 123 online ticket purchases with £170 worth of tickets purchased by attendees who never arrived. By 2024, digital ticketing adoption grew significantly, with 591 ticket transactions generating £7,488 – accounting for 44% of total gate revenue. Of these, 97 ticket holders did not check in, contributing to £1,105 in revenue. Additionally, 85% of those who purchased tickets online in 2023 returned for the 2024 show, tracked via an online discount code. These results demonstrate how digital solutions improve accessibility, decreased queue waiting times, increase revenue and encourage long-term attendee retention, made the show a less of a 'on the day' decision to attend, and helped diminish the importance of the weather on our gate takings.