

# 2025 RWAS Ambassador



Noddwr / Patron: The Late Queen Elizabeth II  
Prif Weithredwr / Chief Executive: Aled Rhys Jones BSc (Hons) MRICS FFAV NSch  
Cadeirydd y Cyngor / Chairman of Council: Nicola Davies BA Hons, ARAGS

Company Registration No.: 892851 Wales Charity Registration No.: 251232 VAT No.: 134 6903 69

# Enclosed/Attached Information

- **About the Royal Welsh Agricultural Society**
- **Guidelines**
- **Rules & Regulations**
- **Application Form**
- **Ambassador – 2023 Show Itinerary**  
- available on request

## About the Royal Welsh Agricultural Society

Established almost 120 years ago, but with a firmly modern outlook, the Royal Welsh Agricultural Society occupies a unique place in the rural and cultural landscape of Wales. As a registered charity, our core aim is to promote sustainable agriculture, horticulture, forestry, conservation and the environment in Wales. We deliver on these objectives by staging three major events annually, alongside a number of awards, bursaries and scholarships.

In addition to our own events, we host a number of third-party events on our 150-acre showground, generating key income to underpin our charitable work.

Looking ahead the Society, like all organisations, will need to evolve to remain relevant. We have a number of exciting projects in the pipeline and a drive to embrace change and grow the success of our events.

The RWAS is indebted to the support of its members serving on the Advisory County Committees throughout Wales and the border counties. These counties have an opportunity on a rota basis to become the RWAS Feature County for a given year; the RWAS President and Ambassador for that year are appointed from the county and he/she can influence aspects of the RWAS events. The Feature County also agrees to fundraise for a capital or works project on the Showground and this arrangement has been invaluable to develop the site.

The objectives of the Royal Welsh Agricultural Society as a charity are:

- To promote sustainable agriculture, horticulture, forestry, conservation, and the environment and in particular Wales.
- To encourage and promote agricultural science, research, and education in particular in relation to food, farming, and the countryside.
- To promote the improvement of livestock, the welfare of animals and the prevention and eradication of diseases in animals useful to man.
- To hold demonstrations of modern agricultural methods, technology, and processes.
- To hold shows for the exhibition of livestock, poultry, farm and horticultural produce and forestry, and for the demonstration of agricultural methods, machinery and modern technology and hold events of an ancillary nature.
- To promote and advance for the benefit and education of the public the conservation protection and improvement of the physical and natural environment; and
- To promote rural arts, culture, and heritage.

## APPOINTMENT GUIDELINES

- ❖ ***Could you be the person to promote the Society's objectives and be a key spokesperson and fundraiser?***

***How would you fulfil this criteria?***

- ❖ ***Are you a supporter of the Royal Welsh Agricultural Society and keen to play a leading role in promoting its aims and objectives, working on a voluntary basis?***

***How have you supported the Society in the past? How do you foresee the future of the Society? What role would you like to see it fulfil? How would you support this?***

- ❖ ***Can you fulfil a high-profile role, meet, and interact with people from all walks of life, speak publicly and possibly deal with the media; undertaking live radio and TV interviews and communicate on social media? Maintaining a public diary of your Society activities via a social media presence.***

***Communication is key to this role in its various formats and also the ability to listen – do you have past experience in this?***

- ❖ ***Do you have the passion to work alongside the RWAS Administration, Business & Marketing & Communications team to help promote Agriculture and educate the general public?***

***How do you envisage helping the Business & Marketing team?***

- ❖ ***Would you be interested in helping to plan, coordinate and be a driving force in organising fundraising events and activities in association with your own feature county committee?***

***Do you have ideas on fundraising and raising awareness of the charity within your county?***

If the answer to these questions is **YES**, then you could be the ideal candidate for the important and prestigious role of RWAS Ambassador.

These brief notes are intended to provide general guidance regarding:

- what commitments are expected from our RWAS Ambassador
- the support you can expect from the Society
- the personal qualities which we believe will help individuals to fill this unique role successfully

## **COMMITMENT**

The RWAS Ambassador is selected for a twelve-month term of office, which corresponds to that of their feature county. However, it embraces a two-year period to include the year as an Elect. The successful applicant will serve as an Elect from appointment at the RWAS Council meeting in the December prior to the year in post.

We therefore expect the successful applicant to partly support the current Ambassador in their work and you will also find this a rewarding period, which should prepare you for the exciting year which awaits you.

The Society's main events are the Smallholding and Countryside Festival held in May, the Royal Welsh Show in July and the Winter Fair in late November or early December. The RWAS Ambassador should be present and active throughout these events. Sponsors, exhibitors, and visitors appreciate the Ambassador's presence, and an important aspect

of their work is to ensure that people are happy, enjoying the events and helping to convey the RWAS's gratitude for their support. Interaction with exhibitors and their promotion on social media platforms at our events has been developed in recent times and is part of the itinerary.

The RWAS Ambassador will be invited to be part of the RWAS Marketing & Communications group and Future Generation Forum who may meet several times a year, to assist in the promotion of the Society's events. The Ambassador is also expected to attend the RWAS Council meeting and the RWAS Annual General Meeting. Virtual meetings will be held with the postholder from time to time especially prior to the Society's events.

**Every effort should be made to attend these important meetings.**

The RWAS Ambassador's other main commitment is to their feature county. Traditionally, the feature county works tirelessly in order to raise funds towards a selected project on the main showground in Builth Wells. The RWAS Ambassador is now an important member of this hard-working team. Activities and events which are organised by the feature county also tend to galvanise the sense of community spirit and cooperation within our rural areas – another fantastic reward of being RWAS Ambassador.

The candidate will be expected to work with the administration, business, and marketing team to develop a mutually agreed and bespoke itinerary for the Society events in particular.

## **SUPPORT**

The RWAS Ambassador is supported by the RWAS staff. An induction meeting will also be held with the elect and post holder at the beginning of the year and staff will offer advice and information with regards to the RWAS and its expectations.

Are you able to commit time to support the many meetings, fundraising activities, and Society events during your year as elect and in post?

## **PROJECT**

The Ambassador will be encouraged (and assisted, if necessary) to choose a project theme, stemming from one of the charity's objectives, to promote throughout their year. For example, the post holder may wish to choose a conservation theme, in which case they could consult with bodies and organisations related to this area. This could lead to a particular activity (ies) within the Summer Show, Festival or / and Winter Fair to showcase the Society's role/involvement/relationships within this area. If the post holder chooses produce, they could potentially host a breakfast/BBQ or similar at one of the main events, in conjunction with partner organisations. A cultural or heritage related theme, which could lend itself to hosting some form of exhibition.

The Society would like to encourage the post holder to be imaginative, make the role more varied and interesting as well as allowing them to bring their own ideas, skills, experiences, and personality to the role.

Their itinerary at the events could be built around the post holder's theme and activities - liaising with relevant businesses and organisations, visiting other agencies to highlight and promote their work to a wider audience. The post holder could also seek further support for their theme/promotional activities.

In 2022 project was membership and in 2023 Ambassador's project was the RWAS Rural Leadership Programme.

Do you have a project in mind? How do you anticipate delivery of this project? Why have you chosen this particular subject?

## **THE IDEAL CANDIDATE**

These guidance notes are in no way intended to be prescriptive. We are looking for an individual with enthusiasm and confidence for the honorary role of RWAS Ambassador and, importantly to promote, the Society's aims and objectives. You will need to be charismatic, have natural excellent people skills and be a good listener, willing to work hard and be 100% committed to the role. We are therefore looking for somebody with energy and drive and able to undertake this voluntary role.

Do you have these qualities? Can you give us examples of past experiences which demonstrate these qualities?

We are also aware that this role has evolved considerably over the past 30 years, and this is only right if the RWAS Ambassador is to remain relevant to the Society and able to make a valuable contribution. It is therefore imperative that you can bring your own ideas to the role and think of new ways of promoting the work of your feature county and the Society as a whole.

If you think that you are ready for such a challenge and possess the qualities which we are looking for in our RWAS Ambassador, why not give it a go? It could lead to one of the most exciting and rewarding experiences of your life!

## **RULES AND REGULATIONS**

The following rules and regulations are to be noted by the relevant County Advisory Committee as well as the Applicant. There are separate notes for staging the interview for the County Advisory Committee.

1. The interview panel will consist of two independent people nominated by the RWAS, and one individual to be nominated by the County Advisory Committee.
2. Previous Lady Ambassador/Ambassador postholders are not eligible to compete.
3. Candidates must be 21 years and over on the 1<sup>st</sup> of December 2023 and 35 years and under on the 1<sup>st</sup> of December 2024 and their electoral address must be within the Feature County on the date of application.

4. The Welsh Language is not essential for this role; however, applications are welcome from candidates who demonstrate their capability to conduct the role in both English and/or Welsh.
5. The successful applicant will receive £50.00 towards expenses from the County Advisory Committee at the commencement of his/her year as Elect. £350 will be paid towards expenses at the beginning of their year in post towards expenses, further expenses may be paid by prior approval by the RWAS, the maximum budget available for this will be £500.
6. Applications must be sent to the RWAS Head of Administration and the interview arrangements will be organised by her however the applicant will be informed of the panel's decision by the County Advisory Committee.
7. Commitments –  
During their Elect year they will be expected to attend the following –
  - Council meeting - December 2023
  - Smallholding and Countryside Festival 2024 - One Day of the Two-Day event
  - Royal Welsh Show 2024 - One or Two days of the Four Day event
  - Royal Welsh Winter Fair 2024 - One day of the Two-Day event

During the year in post as Ambassador the post holder will be expected to attend the following –

- RWAS Council Meeting - December 2024
- Smallholding and Countryside Festival 2025 - Two days
- RWAS Annual General Meeting - June
- Royal Welsh Show 2025 - Four days plus Sunday
- Royal Welsh Winter Fair 2025 - Two days plus Sunday
- RWAS Marketing group meetings - Three times a year
- Future Generations Committee - Two to four meetings

Also, to be a member of their Feature County Advisory Committee whilst in post.

**In the role as Elect and in post there will be many county-based commitments.**

8. The RWAS Ambassador Elect will receive a lapel badge which should be worn at all relevant functions. Prior to the beginning of the RWAS Ambassador year, the lapel badge will be handed over to the new RWAS Ambassador Elect and a new lapel badge, dated and inscribed will be presented to the Ambassador.
9. Privacy  
As part of the recruitment process, the organisation collects and processes personal data relating to the applicants for the honorary post. Your information will be shared for the purposes of the recruitment process with the relevant RWAS Feature County Committee and the selection panel along with the RWAS Head of Administration.

The organisation will not share your data with third parties unless your application is successful. Due to the nature of the post your name will be shared within the Society and media.

You are under no statutory or contractual obligation to provide data to the organisation during the recruitment process. However, if you do not provide this information, the organisation may not be able to process your application properly or at all.

The organisation takes the security of your data seriously and your information will be destroyed after the recruitment process if you have been unsuccessful.

10. Please note this invitation is for voluntary assistance only and no compensation should be expected in return for services provided as a volunteer. This arrangement does not constitute an employment relationship either now or at any time in the future.

**By order of the Board of Directors**





ROYAL WELSH AGRICULTURAL SOCIETY LTD

**APPOINTMENT OF 2025 RWAS AMBASSADOR  
Caernarfon – Feature County**

**APPLICATION FORM**

**APPLICATIONS CLOSE: Wednesday 1st November, 2023**

**Interviews will be held on Wednesday 15th November, 2023**

Name (Mr / Mrs / Miss / Ms) \_\_\_\_\_

Electoral Address \_\_\_\_\_

Post Code \_\_\_\_\_

Address \_\_\_\_\_

Tel No \_\_\_\_\_

Email Address \_\_\_\_\_

Date of Birth \_\_\_\_\_

Present employment or occupation \_\_\_\_\_

Brief particulars of Education/ Interests/ Main Hobbies

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\_\_\_\_\_  
\_\_\_\_\_  
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Please note your interview language preference

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Please explain why you have applied for the role and why you believe you can fulfil this role as well as noting what your chosen project may be (note not more than one A4 sheet).

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I confirm that I have read the appointment guidelines and rules and regulations in relation to the application and understood other Society policies on the website.

PRINT NAME

Signed \_\_\_\_\_ Applicant \_\_\_\_\_

The application form should be completed and returned to the Head of Administration, by email recruitment@rwas.co.uk by close of business on Wednesday 1st November 2023. Please mark your correspondence private and confidential.