

THE PROCLAMATION!



First Charter reading at 6.00am at Parish Church, West door.



Second Charter reading at site of New Inn and Balls Foundry.



Third Charter reading at the Greyhound Inn with traditional horseplay.

The Proclamation Ceremony begins at the stroke of six o'clock in the morning outside the west door of the Church on the Monday after the Feast of the Holy Trinity (known locally as Rowell Fair Monday). After this reading, the Bailiff rides on horseback accompanied by a bodyguard of halberdiers and the Rowell Fair Society Band and the Charter is read at all the public houses, or sites of those now closed, in the town. After each reading a hearty cheer is given for "God save the

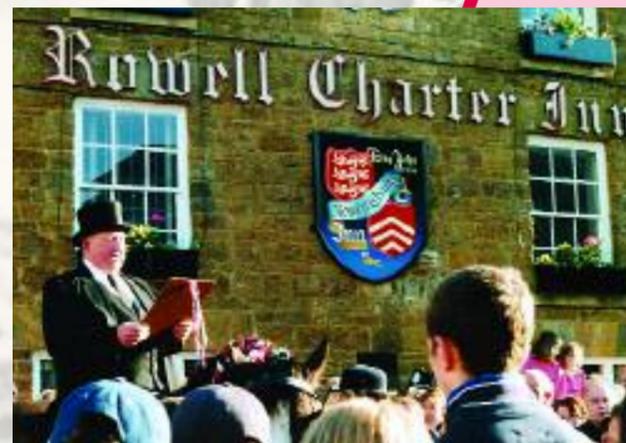


Sixth Charter reading at the site of the Chequers in 1909.



The seventh Charter reading at the Woolpack.

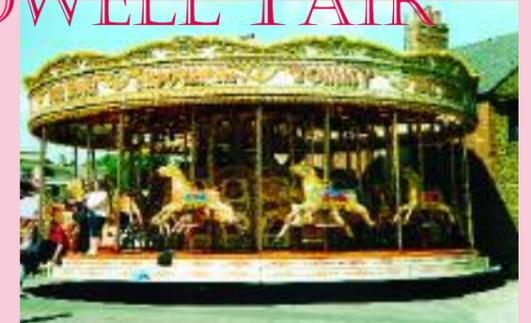
Queen and the Lord of the Manor" and the National Anthem is played. The party is then presented with drinks from the landlords which include the traditional Rowell Fair rum and milk for the Bailiff, a drink designed to keep the early morning chill away, with beers for the halberdiers and the band. After some good humoured horseplay, where the local youths try to disarm the halberdiers, the procession moves onto the next hostelry where the ceremony is repeated.



Final Charter reading at Rowell Charter pub.



ROWELL FAIR



In 1968 there was a real danger of the Proclamation dying out and it was quickly realised by a few in the town that some drastic action had to be taken to save the tradition of the Proclamation of the Royal Charter Fair.

A town meeting was called on Thursday, 29 February 1968 and, from that meeting, the Rowell Fair Society was formed. The Society was born to work to preserve the traditions of the our Ancient Charter Fair and it has certainly succeeded in that aim and is now one of the largest organisations in existence in the town.

Revitalised Rowell Fair band.



For many families, Rowell Fair is still a time for homecoming. The traditional fare of home cured ham and Rowell Fair tarts would have been

prepared. People who have moved away make a point of returning from far and wide to be at home with their families and friends.

Rowell Fair is one of those medieval customs which the tides of progress and modern living have failed to submerge. People will say that Rowell Fair is not what it used to be. The answer, of course, is that it never was!

For an event to have survived for 800 years it must have had to change with the times. So, Rowell Fair lives on, remains unique, and long may it continue to do so!