

The Alresford and District Agricultural Society

# ALRESFORD AGRICULTURAL SHOW



## ANNUAL REPORT 2016

Dates for your diary

AGM - Wednesday 25th January 2017

Alresford Show - Saturday 2nd September 2017

# Alresford Show Merchandise

## SOCIETY TIES

100% Silk - £12 each (Burgundy or Navy Blue)

---

## STOCK CLEARANCE – HURRY STILL A FEW LEFT

A series of six paintings each depicting a different aspect of the show were commissioned to celebrate the Centenary Year of the Alresford and District Agricultural Society Ltd.

Oil on board by - Susie Whitcombe (11" x 14") copyright 2008

## LIMITED EDITION PRINTS

£10 each or a set of 6 for £50

Merchandise available from the show secretary: Tel: 01962 738748  
Email: [secretary@alresfordshow.co.uk](mailto:secretary@alresfordshow.co.uk)

# Show Advertising Signs

---

**IF YOU ARE PREPARED TO HAVE A SHOW  
ADVERTISING BOARD ERECTED ON YOUR LAND  
PLEASE CONTACT THE SHOW SECRETARY**

---

**Tel: 01962 738748**  
**email: [secretary@alresfordshow.co.uk](mailto:secretary@alresfordshow.co.uk)**

As always the Society and I are indebted to the host of loyal Show volunteers. Without your continued support in the myriad of vitally important roles across the show ground, it would simply be impossible to hold such a large, complex and successful agricultural show, thank you.

Unfortunately the weather rather conspired against us this year. The forecast had been foreboding all week and although the rain stayed away for most of the day when it arrived the torrential downpour not only swept the showground clear but also hurried all but the extremely hardy home prematurely. However, it appeared to have no effect on the Equestrian activities as horses and ponies continued to compete regardless of the biblical weather, while the Vintage Tractor drivers appeared to rather relish the adversity.

Fortunately, and despite the forecast, we had a very strong turnout in the morning across the entire show ground and the many "shows within the show" were extremely well supported. I suspect that everyone has their own preferred route around the ground and particular attractions they look out for, and I hope that the one or two continual changes that we make add a little variety into that journey. This year the Society choose to support Hampshire Fare as they celebrated their first Quarter of a Century with bigger billing and representation across the show ground chiming with our local community theme.

For me one of this year's many highlights was listening to our President Anthony Loudon, a third Generation President, as he described with fondness his earliest boyhood show recollections. Our Society is incredibly lucky to have found such a happy home at Tichborne Park and we are extremely grateful for the continued support of Anthony and his family.

Finally, I would like to extend a very warm welcome to the Membership of the North East Hants Agricultural Association (NEHAA) who have swelled our ranks on their cessation. Unfortunately, the development of Froyle Park has meant the end of the Alton Show, although we hope that the Alton Ploughing Match may still continue. Moving forward the impressive NEHAA antecedent history will be captured alongside our own for posterity and we aspire to continue to support their active education programme for as long as practicable.

Thank you all once more for your vitally important support.

**Henry Mallory**  
Chairman

The accounts set out on the following pages show that the Society had a good show in 2016 although the number of paying visitors declined, probably as a result of the poor weather forecast. The surplus this year amounted to £5,334 down from £19,957 last year. This is after making sizable donations to other local charities.

Gate numbers and takings have decreased and this is the main stay of the show. The success of the show is also dependent on trade stand income and sponsorship. I am pleased that our sponsors have continued to support the Society during this year. Their names are listed elsewhere in this annual report.

The Society has managed the cost structure very well and has kept to the budget. This has enabled the charitable donations to be maintained despite the reduced income. These donations are in addition to the education program. Again, the beneficiaries of the donations are listed elsewhere in this report. Many of these donations are made in recognition of the tremendous support and help provided by those local organisations and charities which help the show to run smoothly on the day.

We have retained a small surplus which has been added to the general reserves. It is important that the Society builds up reserves to cushion against future cost increases, the possibility of a less profitable show or even a cancellation. We do partly insure against the possibility of a show being cancelled but we must still make sure that we are in a strong position to recover from any future setbacks. We need sufficient reserves to stage a show following the possibility of a cancelled show one year.

The Society has also benefitted from receiving £25,000 from the North East Hants Agricultural Association. This money is earmarked to help to finance our Education project in the future which now covers a wider catchment area of schools.

Finally I would like to thank Martin & Company for preparing and reporting on the Society's statutory accounts which need to be submitted to Companies House and the Charities Commission every year.

**Chris Monnington FCA**  
Treasurer

Alresford and District Agricultural Society Limited (Limited by Guarantee) Detailed Income and Expenditure account for the year ended 31st October 2016

INCOME	31.10.16		31.10.15	
	£	£	£	£
Gate and car park	106451		119,363	
Trade stands	34970		33,110	
Sponsorship	21746		23,720	
Education donation	8596		8,748	
Catering concession	12015		12,954	
Lunches sold	1485		2,360	
Sale of programmes	3997		4,175	
Advertisements	3137		3,555	
Entry fees	6323		5,543	
Sundry Income	193		512	
<b>TOTAL</b>	<b>198913</b>		<b>214,040</b>	
<b>GENERAL INCOME</b>				
Subscriptions	12788		11,252	
Donations	2117		2,408	
Deposit Interest	1845		1,933	
		215663		229,633
Less				
Show expenses		193529		193026
<b>TOTAL SURPLUS FOR YEAR</b>		<b>22134</b>		<b>36607</b>

Alresford and District Agricultural Society Limited (Limited by Guarantee) Detailed Income and Expenditure account for the year ended 31st October 2016

EXPENDITURE	31.10.16	£	£	31.10.15	£	£
Tentage and cattle stalls		39566			41,026	
Toilets		10800			10,800	
Grandstand hire		6130			6,010	
Safety barriers		1896			2,802	
Picnic Tables		1152			0	
Electricity		4322			8,404	
Security		1748			1,744	
Bio Security		314			0	
Medical services		4025			3,910	
Road signs		2606			2,566	
Society signs		1329			1,742	
Jumps		1200			1,500	
Public address		6292			4,650	
Attractions		6713			2,898	
Showground maintenance		811			457	
Show setup		2717			6925	
Showground Hired Labour		3066			0	
Course Builder		400			0	
Road Tracks		4140			4620	
Skip Hire		1500			1500	
Buggy Hire		1576			1503	
Showground compensation		2252			2,203	
WiFi		4963			3,784	
H & S Consultancy		594			0	
Prizes		7650			7,870	
Rosettes and trophies		2508			1,710	
Judges expenses		2103			1,794	
Members' lunches		2520			3,150	
Officials' catering		2914			3,096	
Sundries		528			651	
ASAO Conferences		816			1710	
Telehandler Hire		1161			1260	
Affiliation fees		291			709	
Secretarial		27724			28,870	
Printing Programme		3741			4849	
Printing Schedule		1950			1685	
Printing Other		3045			2969	
Stationery & Office Expenses		877			700	
Postage and telephone		1778			1,397	
Advertising		2071			3,549	
Website Hosting		525			0	
Insurance – General		3405			3213	
Insurance – Cancellation		2144			2502	
Insurance – Trustee		498			496	
Office charge		1000			1,000	
Legal Fees		3105			0	
Depreciation of assets		916			918	
Bank/card charges		1551			1,136	
Education project		8596			8,748	
<b>TOTAL EXPENDITURE</b>			193529			193026

## Alresford and District Agricultural Society Limited (Limited by Guarantee)

## Balance Sheet 31st October 2016

	31.10.16		31.10.15	
	£	£	£	£
Fixed Assets - Storage barn	0		915	
Debtors	9646		8,848	
Accruals/Prepayments	4651		4,181	
Cash at bank	11568		63,550	
Cash on deposit	301136		229,251	
Petty cash	12		17	
Creditors	-528		-748	
Accruals/Deferred income	-16800		-26,663	
<b>Net Assets</b>		309685		279,351
<b>Reserves Brought Forward</b>				259,394
<b>Profit For The Year</b>				19,957
<b>Reserves Carried Forward</b>				279,351

1. **APOLOGIES** for absence received from 6 members. There being the necessary quorum, the meeting proceeded.

## 2. WELCOME

The Chairman, Henry Mallory, welcomed those present and thanked everyone for their support during his first year as Chairman.

The Chairman reported with sadness the death of Harry Gray, Jimmy White and Jim Witchard and asked Members to stand with him in silence for a few moments as a mark of respect.

## 3. MINUTES

The minutes of the Annual General Meeting of the Society held on 28th January 2015 were agreed.

**PROPOSED BY:** Miss Mary Rook

**SECONDED BY:** Mr Jeffrey Allison

## 4. TREASURER'S REPORT

Chris Monnington, Treasurer, presented the unaudited accounts for 2016. He highlighted the following points:

### INCOME

- Overall income increased by 0.4% on 2014, with an increase in sponsorship income compensating for a slight reduction in gate receipts reflecting the lower number of visitors attending the Show.

### EXPENDITURE

- Overall expenditure increased by 6.7%, principally as a result of higher supply costs.

### CHARITABLE DONATIONS

- Although the Society had reduced its donations to local charities the percentage of overall profit donated was higher than 2014.

He reported that the Society had introduced a Reserves Policy to ensure sufficient reserves to stage future Shows. For 2015 this had increased by £28,000. He also noted that although the Society had achieved an operating surplus for the year, costs still needed to be minimized.

The Treasurer thanked Martin & Company for auditing the accounts.

There being no questions from the floor, the Chairman thanked Chris Monnington for his

Report and expressed his satisfaction at the adoption of a Reserves Policy to safeguard the future. The accounts for the year to 31st October 2015 were approved unanimously.

**PROPOSED BY:** Mrs Augusta Raimés

**SECONDED BY:** Mr John Waterston

## 5. CHAIRMAN'S REPORT

The Chairman, reported that the review of the Articles of Association, initiated by Charlie Corbett in 2014, had been completed. The changes made were intended to rationalize, modernize and update the operation of the Trustees and reflect current company and charity law. The changes would also have the effect of reducing the Society's insurance liability. He thanked Augusta Raimés and Jeffrey Allison for their time and effort bringing the Articles up to date. The Chairman then thanked the Secretary for the successful implementation of e-ticketing, Emma Stewart for her successful social media campaign and the secretariat, Angie Trenchard, Hazel Flindt and Val Watley, for their sustained support, guidance and patience through his first year as Chairman.

He reported that 2016 would be the last time the Annual Report would be printed and posted out to the Membership in future it will be posted on the Society's website and emailed to all members. It would, however, still be possible to request a hard copy version (with an accompanying sae) from the Secretary.

The Chairman reported that Jenny Corbett and Angie Trenchard were stepping down from the Equine Committee after many years. He presented them both with a bouquet of flowers as a token of the Society's deep appreciation and thanks for the considerable amount of work they had carried out on behalf of the Society. He then reported that John Waterston was retiring to Norfolk and had resigned from the committee. The Chairman thanked John for the many years he had served the Society and presented him with a bottle of whisky. In reply John stated that he had had a wonderful time with the Society, meeting so many people and that he looked forward to attending future Shows.

The Chairman welcomed Sally Bowden as Livestock and Trophy Secretary and Beth Beales as Horse and Pony Secretary to the Society. He concluded his report by asking all members to actively encourage anyone with pigs to exhibit them at the Show and that he was looking forward to a successful 2016 Show.

## 6. SPECIAL BUSINESS

**The members of the Alresford & District Agricultural Society Ltd. approved the resolution to adopt the revised Articles of Association.**

**PROPOSED BY:** Miss Rebecca Corbett

**SECONDED BY:** Mr Chris Lillywhite

## 7. ELECTION OF OFFICERS

The Chairman thanked the retiring President, Rosie Wild, for her support during her year in office. In reply the retiring President stated that it had been an honour and privilege to serve the Society as President and thanked all involved for their help and support during her year in office. She then presented the badge of office to the President Elect, Mr Anthony Loudon.

The new President thanked the Society for electing him as President for the 2016 Show, noting that he was the third generation of his family to become President of the Society. He stated that he and his wife were excited about the prospect of becoming more involved with the Show, community and Education Project over the coming year.



The following were elected unanimously to serve as Officers of the Society's for the forthcoming year:

(a) President	<b>Mr Anthony Loudon</b> PROPOSED BY: SECONDED BY:	Mr Charlie Corbett Mrs Sio-Axel-Berg
(b) President-Elect	<b>The Rt. Hon Lord Wakeham DL</b> PROPOSED BY: SECONDED BY:	Lt. Col. Henry Mallory Miss Mary Rook
(c) Hon. Veterinary Surgeons	<b>Cedar Veterinary Group Endell Veterinary Group L/Stock</b> PROPOSED BY: SECONDED BY:	Mrs Sarah Matthews Mr Charlie Corbett
(d) Honorary Solicitor	<b>Mr Rupert Morton-Curtis (Godwins)</b> PROPOSED BY: SECONDED BY:	Mrs Gussie Raimes Mr Stephen Cross
(e) Honorary Auditors	<b>Martin &amp; Company</b> PROPOSED BY: SECONDED BY:	Mr Chris Monnington Mrs Sarah Matthews

#### 8. ELECTIONS OF TRUSTEES

The following were elected unanimously to serve as the Society's Trustees:

**Lt. Col. Henry Mallory, Mrs Augusta Raimes, Mr Chris Monnington, Mr Jeffrey Allison, Mr Charlie Corbett, Mr Chris Lillywhite, Mrs Sarah Matthews, Mr Peter Mills, Miss Mary Rook.**

PROPOSED BY: Mrs Jan White

SECONDED BY: Mr Nigel Webb

#### 9. ELECTIONS TO COMMITTEES

The following were elected unanimously to serve on the Society's sub-committees for the forthcoming year:

##### (a) HORSE & PONY

**Lt. Col. HP Mallory (Trustee), Mrs F Axel-Berg, Mrs N Burge, The Hon. Mrs J Cavendish, Miss R Corbett**

##### (b) FARM STOCK

**Mrs S Matthews (Trustee), Mrs J Barker, Mrs J Cheyney, Mr H McCowen, Mrs R Miles, Mr P Mills (Trustee), Mr B Robinson, Mr D Trenchard, Mr T Walters, Mrs S Bowden (Secretary)**

##### (c) EDUCATION

**Mr C Corbett (Trustee), Mrs J Brown, Mrs J Hatton**

##### (d) CATERING

**Miss M Rook (Trustee), Mrs H Jones, Mrs A Raimes (Trustee), Mrs A Trenchard, Mrs J White, Mr J White**

##### (e) SPONSORSHIP & MARKETING

**Mrs A Raimes (Trustee), Mr S Burge, Mrs J Corbett, Miss R Corbett, Mrs S Cross, Mrs H Flindt, Mrs A Trenchard**

##### (f) SHOWGROUND

**Mr C Lillywhite (Trustee), Mr J Allison (Trustee), Mr P Mills (Trustee), Mrs A Raimes (Trustee), Mrs S Matthews (Trustee), Mr C Polak, Mrs H Flindt**

##### (g) ADVISORY

All sub-committee members plus:

**President, President Elect, Miss L Barker (Goats), Mr J Breslain (Poultry), Mrs N Byles (Dog Show), Mr C Kane, Mr P Moffatt, Mr P Tudor (Horticultural Society), Mr M Tufnell, Mr W Tufnell, Mr T Walden (Vintage), Mr N Webb, Mrs J Wills (WI)**

PROPOSED EN BLOC BY: Mr David Sinclair

SECONDED EN BLOC BY: Mr Robert Sutcliffe

**(h) Nominations for Vice President: Mrs R Wild**

**PROPOSED BY:** Mrs Augusta Raimés  
**SECONDED BY:** Mr John Waterston

**(i) Nominations for Hon. Vice President: Mrs J Corbett, Mrs A Trenchard**

**PROPOSED BY:** Mrs Sio Axel-Berg  
**SECONDED BY:** Miss Rebecca Corbett

**10. SHOW DATES 2016**

The date of the Society's Show was agreed as 3 September 2016 at Tichborne Park (by kind permission of the Tichborne Estate and the Grange Farm Partnership).

**The closing date for all entries was agreed as: Wednesday 17 August 2016**

**11. ANY OTHER BUSINESS**

None.

**12. CONCLUSION OF BUSINESS**

There being no further business the meeting closed at 8.00 pm.

**Grateful thanks to our Show Partners**

**BCM - Bays Curry McCowen**

**Savills (L&P) Ltd.**

**Grateful thanks to our generous Sponsors**

Alresford Dental Care

Alresford Salad

About Venture Training Ltd

Authorn Ltd

Barnstore

Bartholomew (Agrifood) Ltd

Box It

Butler & Co

C. G. Agricultural Contractors

Carter Jonas

Cedar Veterinary Practice

Ceejay Group

Crop Management Partners LLP

Dutton Gregory Solicitors

Eric Robinson Solicitors

Floatron UK

Frontier

H.C.B.S with Genus Breeding Ltd.

Hampshire Holdings

Hazelton Country Supplies

Huxley Golf

Liphook Equine Hospital

Middleton Advisors LLP

Moda Rosa

Mole Valley Country Stores

Mr & Mrs Andrews

Mr G Statford, Annetts Farm

Natwest Bank

North Motor Company

NSR Communications

Princes Mead School

RAIMES English Sparkling

Rathbone Investment Management

R Hunt

Ravenswood Properties

Robin Appel Ltd

Seward Properties

Sheen Stickland

Sir Simon & Lady Robertson

Strutt & Parker

The Country House Hotel

The Harrow Inn

The Naked Grape Wine Ltd.

The Pig Hotel

Theses Asset Management

Tow & Farm

The Show was delighted to make donations totaling £16, 800 to the following local organisations and charities

**Donations Made in 2016**

Alresford Pigs

Alresford and Cheriton Cubs and Scouts

Alresford Christmas Tree Fund

Alresford Horticultural Society

Alresford Rotary Club

Alresford Young Farmers

The Donkey Sanctuary

The Firefighters Charity

Hampshire & IOW Air Ambulance

Perins School

RABI

Winchester Air Cadets

South East Hants Young Farmers

Tichborne Cricket Pavilion Fund

Tichborne Estate

Veterinary Benevolent Fund

Women's Institute

**Donations made through the Alresford PIGS Association**

Alresford 345 Playgoup

Alresford Badminton Club

Busy Bees Pre-School

Cheriton Primary School PTA

Ropley Cricket Club

Ropley Sports and Social Club

Sun Hill Schools

Tichborne Cricket Club

Please fill out the form below and return to the show secretary so you can be emailed your copy next year:

<b>Title:</b>	<b>Forename(s):</b>	<b>Surname:</b>
<b>Address:</b>		
<b>Postcode:</b>		
<b>Telephone:</b>		
<b>Email Address:</b>		

---

If you would like to have a sign promoting the show on your land please fill out the form below and return to the show secretary:

<b>Title:</b>	<b>Forename(s):</b>	<b>Surname:</b>
<b>Address:</b>		
<b>Postcode:</b>		
<b>Telephone:</b>		
<b>Email Address:</b>		
<b>Proposed sign location:</b>		



## BECOME A MEMBER OF THE SHOW SOCIETY

### And receive the following benefits:

- Entrance to the Showground
- Admission to the Members' Club, Bar and Restaurant
- Exclusive ringside seating on the Members Club lawn
- Opportunity to reserve a table in the restaurant for morning coffee, lunch or afternoon tea
- Reduced entry fees in equine, cattle, sheep, goat and pig classes
- Opportunity to purchase ringside parking for the main ring (not available to non-members)
- Right to attend and vote at the Society's Annual General Meeting

## BECOME A MEMBER OF THE SHOW SOCIETY

### • LIFE

Two badges:- a Life Member Badge and a Guest Badge for the duration of the life of the member

### • ANNUAL MEMBERSHIP

Two Badges:- a Member badge and a Guest badge

### • ADDITIONAL GUEST BADGES

Members are able to buy additional badges for friends

### • CHILDREN'S MEMBERSHIP

Members' children under the age of 15 can accompany their parents into the Members' Enclosure without a guest badge.

## METHODS OF PAYMENT

### • STANDING ORDER

Subscriptions are paid automatically each year in January; no need to write and post cheques. New Standing Orders can be processed throughout the year however the last date for application for payment by Standing Order is 30th April each year. Most importantly, you remain in control and can cancel the instruction whenever you wish.

### • BY CHEQUE

Cheques are payable in January each year and payable to **Alresford & District Agricultural Society Ltd**. New members can pay by cheque throughout the year but subscriptions must be paid by **1st April each year to qualify for reduced entry fees**.

### • BY CREDIT OR DEBIT CARD

Ring the Show Office on 01962 738748 or complete the payment details on the application form overleaf. A £1 booking fee will be charged for all card payments. Credit card will incur a 2% booking fee. New members can pay throughout the year but subscription must be paid by **1st April** each year to qualify for reduced entry fees.

*The Society is a Registered Charity No. 298980 which exists to improve agriculture for the public benefit by the improvement of livestock and the demonstration, exhibition and showing of livestock, machinery, crafts, products, methods and processes connected with agriculture and agricultural education. Memorandum and Articles of Association of Alresford & District Agricultural Society Ltd can be viewed on application to the Secretary.*

### ALRESFORD & DISTRICT AGRICULTURAL SOCIETY LTD

The Secretary, P.O. BOX 146, Alresford, Hants SO24 4AJ  
Tel/fax 01962 738748 Email: [secretary@alresfordshow.co.uk](mailto:secretary@alresfordshow.co.uk) Website: [www.alresfordshow.co.uk](http://www.alresfordshow.co.uk) The Society is a Charity which exists to improve agriculture for the public benefit & education

# MEMBERSHIP APPLICATION FORM

Title:	Forename(s):	Surname:
Address:		
Postcode:		
Telephone:		
Email Address:		
Signature:		
<b>Package Type:</b>	<b>Price</b>	<b>Total</b>
Life Member	£1000	
Annual Member	£36	
Additional Guest Badges	£20	

## Payment Method:

Cheques to be made payable to: **Alresford & District Agricultural Society Ltd**

If you wish to pay your membership by **Standing Order** please contact the show office for a form. If you wish to pay by **Credit/Debit Card** please fill in the following details:

Debit/Credit Card Type

Card Number

Start Date

Expiry Date

3 Digit Security Code (on reverse)

Signature

*(Please note there is a 2% booking fee charge for payment by credit card. There is a £1 booking fee for debit card payments.)*

## Alresford & District Agricultural Society Registered Charity 298980

The Society is a charity that exists to improve agriculture for the public benefit by the improvement of livestock and the demonstration, exhibition and showing of livestock, machinery, crafts, products, methods and processes connected with agriculture and agricultural education

### Please return your application to:

The Secretary, Alresford & District Agricultural Society,

P.O. Box 146, Alresford, Hants, SO24 4AJ

Tel: 01962 738748

email: [secretary@alresfordshow.co.uk](mailto:secretary@alresfordshow.co.uk) website: [www.alresfordshow.co.uk](http://www.alresfordshow.co.uk)

### ALRESFORD & DISTRICT AGRICULTURAL SOCIETY LTD

The Society is a Charity which exists to improve agriculture for the public benefit & education.