

The Alresford and District Agricultural Society

ALRESFORD AGRICULTURAL SHOW



ANNUAL REPORT 2017

Dates for your diary

AGM - Wednesday 24th January 2018

Alresford Show - Saturday 1st September 2018

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

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

I am thrilled to confirm that the 2017 Show broke attendance and sponsorship barriers this year, rather like the escaped bullock at the start of the show. In a year where we have continued to experiment with a number of changes to the show format, marketing, social media engagement and advertising we were importantly blessed with a sunny and dry day which ensured a full show ground; and as a team we should take enormous pride in once again collaboratively delivering a superb community platform and fantastic local entertainment.

We hope that this year's changes have been in the large part subtle and successful, but as we continue to evolve the Trustees and I would love to hear all your feedback and encourage your continued engagement. The challenging conundrum is how to continue to hold wide attraction whilst ensuring we remain loyal to our Associations ethos; and I hope that we can explore this more fully over the coming years. For example this might mean that from time to time a main ring attraction might be far more visually orientated towards pure entertainment acting as a counter balance to our fantastic Livestock, Equine and Horticultural mini shows. While looking ahead I hope to make greater public Interaction a future theme across the show ground, accepting that we must remain alive to and work within the bubble of Health and Safety.

This year's Vintage Tractor display, coincidentally also marking 100 years of Ford Tractors, was once more a real crowd pleaser and struck a chord with our President Lord Wakeham; and I would like to take this opportunity to thank both Lord and Lady Wakeham for all their support this year and in particular for the fantastic drinks party they threw this summer for our Show Stewards and Volunteers who support us so strongly on the day.

Finally as a community and family we are all still feeling the loss of Anthony Loudon and Joanna Cheney two hugely loyal Association supporters. While their loss has cast a long shadow this year instinctively we know that "To everything there is a season, and a time to every purpose under the heaven". I know throughout the coming months and years we will all be continually reminded of Anthony and Jo and our thoughts, love and prayers are with them and their families.

Henry Mallory
Chairman

The accounts set out on the following pages show that the Society had a very good show in 2017 with the number of paying visitors increasing. The surplus this year amounted to £38,496. This is after making sizable donations to other local charities. 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.

Gate numbers and takings have increased 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 again. However, I believe that costs will inevitably rise next year probably with more bought-in help to set up the show. Also, our very generous Education sponsor has now stopped after many years and has not been replaced leaving a gaping hole in the projections for next year.

We have retained a 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 benefitted from receiving £25,000 from the North East Hants Agricultural Association in 2016. This money is being applied to help finance our Education project 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 2017

INCOME	31.10.17		31.10.16	
	£	£	£	£
Gate and car park	131,483		106,451	
Trade stands	41,567		34,970	
Sponsorship	21,896		21,746	
Education donation	7,500		8,596	
Catering concession	12,297		12,015	
Lunches sold	1,188		1,485	
Sale of programmes	4,559		3,997	
Advertisements	4,729		3,137	
Entry fees	6,607		6,323	
Sundry Income	76		193	
TOTAL		231,902		198,913
GENERAL INCOME				
Subscriptions	12,228		12,788	
Donations	2,166		2,117	
Deposit Interest	2,222		1,845	
		248,518		215,633
Less				
Show expenses		193,893		193,529
TOTAL SURPLUS FOR YEAR		54,625		22,134
Donations	16,129			
Surplus after donations	38,496			
Funds brought forward	309,475			
Funds carried forward		347,971		
Represented by				
Fixed Assets	0		0	
Debtors	534		9,646	
Accruals/Prepayments	4,912		4,651	
Cash at bank	60,733		11,568	
Cash on deposit	303,064		301,136	
Petty cash	8		12	
Creditors	-16,492		-528	
Accruals/Deferred income	-4,788		-16,800	
Net Assets		347,971		309,685

Alresford and District Agricultural Society Limited (Limited by Guarantee) Detailed Income and Expenditure account for the year ended 31st October 2017

EXPENDITURE	31.10.17	£	£	31.10.16	£	£
Tentage and cattle stalls		41,900			39,566	
Toilets		10,800			10,800	
Grandstand hire		6,130			6,130	
Safety barriers		2,255			1,896	
Picnic Tables		1,152			1,152	
Electricity		8,792			4,322	
Security		1,542			1,748	
Medical services		2,280			4,025	
Road signs		2,659			2,606	
Society signs		1,125			1,329	
Jumps		1,200			1,200	
Public address		5,479			6,292	
Attractions		5,925			6,713	
Showground maintenance		33			811	
Show setup		4,242			3,117	
Showground Hired Labour		4,277			3,066	
Road Tracks		4,140			4,140	
Skip Hire		1,560			1,500	
Buggy Hire		1,873			1,576	
Showground compensation		2,324			2,252	
WiFi		2,456			4,963	
H & S Consultancy		535			594	
Prizes		8,411			7,650	
Rosettes and trophies		1,991			2,508	
Judges expenses		1,496			2,103	
Members' lunches		2,074			2,520	
Officials' catering		2,331			2,914	
Sundries		998			528	
ASAO Conferences		559			816	
Telehandler Hire		1,177			1,161	
Affiliation fees		200			291	
Secretarial		27,720			27,724	
Printing Programme		5,307			3,741	
Printing Schedule		1,285			1,950	
Printing Other		1,935			3,045	
Stationery & Office Expenses		402			877	
Postage and telephone		1,373			1,778	
Advertising		2,748			2,071	
New Website		3,099			0	
Website Hosting		440			525	
Insurance – General		3,317			3,405	
Insurance – Cancellation		2,438			2,144	
Insurance – Trustee		507			498	
Office charge		1,000			1,000	
Legal Fees		0			3,105	
Depreciation of assets		0			916	
Bank/card charges		1,416			1,551	
Education project		8,990			8,596	
TOTAL EXPENDITURE				193,893		193,529

1. **APOLOGIES** for absence received from 7 members. There being the necessary quorum, the meeting proceeded.

2. **WELCOME**

The Chairman, Henry Mallory, The Chairman, Henry Mallory, welcomed those present and thanked everyone for their support.

3. **MINUTES**

The minutes of the Annual General Meeting of the Society held on 27th January 2016 were agreed.

PROPOSED BY: Mrs Jan White

SECONDED BY: Mr Chris Lillywhite

4. **TREASURER'S REPORT**

Chris Monnington, Treasurer, presented the accounts for 2016. He reported that the Society had a good Show in 2016 although the number of paying visitors had declined again, continuing a trend over the last 5 years. This was an issue that the Trustees would need to consider further.

He highlighted the following points:

INCOME

- The number of paying visitors was 10% lower than 2015. Trade stand income had increased whilst sponsorship and catering income had been maintained.

EXPENDITURE

- Through careful planning and control, expenditure had been held at the same level as 2015.

CHARITABLE DONATIONS

Despite a reduction in net surplus the Society had maintained donations to local charities at the same level as in 2015.

The Treasurer reported that £5,000 would be added to reserves, and reminded members that the Society's policy was to ensure sufficient funds to stage future Shows in the event of a less profitable year or entire cancellation.

He noted that the Society had benefited from a one-off donation of £25,000 from the North East Hampshire Agricultural Association which had been earmarked to ensure the continuation of the annual Education Project.

Looking forward the Treasurer noted that the Society might need to face up to a deficit in 2017 as it was unrealistic to expect to sustain the same levels of expenditure in the coming year. He also reported that a small increase in the price of senior tickets for 2017 had been agreed.

The Treasurer thanked Martin & Company for their independent examiner's report of the Society's statutory accounts, required for submission to the Charities Commission and Companies House.

John Britton asked about the Society's cancellation insurance cover and the Treasurer confirmed that it covered 50% of the cost of the Show.

There being no further questions from the floor, the Chairman thanked Chris Monnington for his report. The accounts for the year to 31st October 2016 were approved unanimously.

PROPOSED BY: Miss Mary Rook

SECONDED BY: Mr Charlie Corbett

5. **CHAIRMAN'S REPORT**

The Chairman thanked the host of loyal Show volunteers, sub-committee members and all who help on Show day, without whom it would simply be impossible to host such a large, complex and successful agricultural Show. He thanked Angie Trenchard for coming out of retirement to help with the Horse & Pony entries and Victoria Cobden for successfully navigating a difficult first year as Chief Steward.

He reported that the Society had supported Hampshire Fare in 2016, it being their 25th anniversary year. He thanked the Hampshire Fare team and Becca Corbett for making this possible.

He noted that this year the Annual report and AGM invitation had been sent electronically and hoped that it had been successfully received by all members.

The Chairman then reported that the development of Froyle Park in Alton had resulted in the cessation of the Alton Show but hoped that the Alton Ploughing Match might still continue. He noted that the history of NEHAA would be recorded alongside the Society's for posterity and that the Society would continue to support the NEHAA educational programme for as long as practicable. He welcomed Members of NEHAA to the Society.

He noted that one of his highlights in 2016 had been listening to Anthony Loudon as President, describing with fondness his earliest boyhood recollections of the Show whilst walking around the Showground. He stated that the Society was incredibly lucky to have found such a happy home at Tichborne Park and thanked Anthony and his family for their continued support..

6. **ELECTION OF OFFICERS**

The Chairman thanked the retiring President, Anthony Loudon, for his support during his year in office. In reply the retiring President stated that it had been an honour to be President and that he was very proud to be the landowner, seeing the pleasure people had whilst at the Show. He said that he would happily be President every year if it were not for the expense! He then presented the badge of office to the President Elect, the Rt. Hon. Lord Wakeham, DL.

The new President thanked the Society for electing him as President for the 2017 Show, a role he was very proud and honoured to accept.

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

(a) President	The Rt. Hon Lord Wakeham DL PROPOSED BY: SECONDED BY:	Lt Col Henry Mallory Mrs Gussie Raimes
(b) President-Elect	Mr Charlie Corbett PROPOSED BY: SECONDED BY:	Miss Mary Rook Mr Anthony Loudon
(c) Hon. Veterinary Surgeons	Cedar Veterinary Group Endell Veterinary Group L/Stock PROPOSED BY: SECONDED BY:	Mrs Sarah Matthews Mr Tim Walters
(d) Honorary Solicitor	Cathy Sousa (Sousa Law) PROPOSED BY: SECONDED BY:	Mr Jeffrey Allison Mrs Gussie Raimes
(e) Honorary Auditors	Martin & Company PROPOSED BY: SECONDED BY:	Mr Chris Monnington Miss Becca Corbett

7. ELECTIONS OF TRUSTEES

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

Mr Jeffrey Allison, Mr Chris Lillywhite, Miss Mary Rook.

PROPOSED BY: Mrs Jan White
SECONDED BY: Mrs F Axel-Berg

8. 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, Mrs V Cobden, Mrs H Caunt (Secretary), Mrs E Mallory

(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, Mr S Cross, Mrs R Miles, 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 Robert Sutcliffe

SECONDED EN BLOC BY: Mrs Hazel Flindt

(h) Nominations for Hon. Vice President: Mr Anthony Loudon

PROPOSED BY: Lt Col Henry Mallory

SECONDED BY: Mr Jeffrey Allison

9. SHOW DATES 2016

The date of the Society's Show was agreed as 2 September 2017 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 9 August 2017

10. ANY OTHER BUSINESS

10.1 Livestock

Sarah Matthews reported that the aim of the Livestock Committee was to produce a competitive Show where visitors can see animals and different breeds in a safe environment and without risk to the animals or themselves. She reported no major changes for the 2017 Show, just a few minor adjustments.

10.2 Horse & Pony

Henry apologised for not introducing Hannah Caunt, the new Horse and Pony Secretary at the beginning of the meeting. In the absence of Victoria Cobden, the Chairman invited Hannah Caunt to report.

She reported that a few changes had been made to the Schedule for 2017, such as adding Championships, amending the timetable to ensure that classes do not clash, thus maximising entries and reinstating the RoR Challenge. The Schedule was almost ready for print. She reported that this year entries would be accepted on-line via My Riding Life and that to minimize the issuing of duplicate wristbands, exhibitors would exchange a tear-off section from the vehicle pass on the day.

10.3 Sponsorship & Marketing

Gussie Raimes reported that a target of £23k for 2017 had been set and asked all present to give some thought to help achieve this target. She stated that all Members would be emailed with the sponsorship package and a request to forward it to any potential sponsors.

She thanked those Members who had offered roadside sites for advertising boards. As a result very few had been removed last year. She reported that a higher profile advertising campaign would be mounted for 2017, including the use of magnetic signs attached to the rear of slow moving farm vehicles, beer mats/coasters to be distributed to pubs and coffee shops, a banner in Winchester High Street and professional input to the social media campaign.

10.4 Showground

Chris Lillywhite reported that preparation and take-down for the 2016 had gone well with no major issues. He reported that the Horse Parking area would be increased for 2017 with a requirement that vehicles be parked facing downhill. A contingency plan to assist vehicles out of the field in the event of wet weather had been put in place. He also reported that the size of the sheep rings would be increased for 2017.

10.5 Catering

Mary Rook reported that very few changes were proposed for the catering arrangements at the 2017 Show.

10.6 Trophies

Mary Rook reported that there would be no facility for engraving to be done on the Showground in 2017,

10.7 Education

Charlie Corbett reported he had incorporated NEHAA area schools into the Society's Education programme which commences on 31 January 2017. He noted that this was the final year that Sir Simon & Lady Robertson would sponsor the project and that a new major sponsor, such as a charity foundation, to support the project. He thanked Sir Simon & Lady Robertson for their generous support over the years.

10.8 Storage of Cups

The Chairman reported the need to find accommodation for storing cups and rosettes out of season and asked for suggestions.

10.9 NEHAA

Richard Buer, a former Member of NEHAA, thanked the Society for taking over, keeping the NEHAA name alive and providing a home for some of its assets.

11. CONCLUSION OF BUSINESS

There being no further business the meeting closed at 8.20 pm.

Grateful thanks to our Show Partners

BCM - Bays Curry McCowen

Grateful thanks to our generous Sponsors

About Venture Training Ltd.	Hampshire Hay	Ravenswood Properties
Alresford Dental Care	Hampshire Holdings	R Hunt
Alresford Salads	Hazelton Country Supplies	Robin Appel Ltd
Alresford Travel	Hellards Estate Agents	Savills (L&P) Ltd.
Authorn Ltd	Huxley Golf	Seward Properties
Barnstore	Liphook Equine Hospital	Sheen Stickland
Bartholomew (Agrifood) Ltd	Middleton Advisors LLP	Sir Simon & Lady Robertson
Box It	Moda Rosa	Southern Counties Auctioneers
Butler & Co	Mole Valley Country Stores	The Grange Estate
C. G. Agricultural Contractors	Mr & Mrs Andrews	The Harrow Inn
Carter Jonas	Mr G Stratford, Annetts Farm	The Pig Hotel
Cedar Veterinary Practice	N.T. Insolvency	Theses Asset Management
Ceejay Group	North Motor Company	Westgate Wealth Management
Crop Management Partners LLP	NSR Communications	West Point Farm Vets
Equestrian Fencing	Princes Mead School	Winchester Distillery
Frontier	RAIMES English Sparkling	
H.C.B.S with Genus Breeding Ltd.	Rathbone Investment Management	

The Show was delighted to make donations totaling £16, 129 to the following local organisations and charities

Donations Made in 2017

Alresford Pigs	Hampshire & IOW Air Ambulance
Alresford and Cheriton Cubs and Scouts	Perins School
Alresford Christmas Tree Fund	Childrens Road Safety Campaign
Alresford Horticultural Society	Winchester Air Cadets
Alresford Rotary Club	South East Hants Young Farmers
Alresford Young Farmers	Tichborne Estate Charity
The Donkey Sanctuary	Veterinary Benevolent Fund
The Firefighters Charity	Anstey School

Donations made through the Alresford PIGS Association

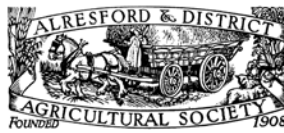
Alresford 345 Playgroup	Ropley Cricket Club
Alresford Badminton Club	Ropley Sports and Social Club
Busy Bees Pre-School	Sun Hill Schools
Cheriton Primary School PTA	Tichborne Cricket Club

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

Title:	Forename(s):	Surname:
Address:		
Postcode:		
Telephone:		
Email Address:		

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:

Title:	Forename(s):	Surname:
Address:		
Postcode:		
Telephone:		
Email Address:		
Proposed sign location:		



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 Website: 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:		
Package Type:	Price	Total
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 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 website: www.alresfordshow.co.uk

ALRESFORD & DISTRICT AGRICULTURAL SOCIETY LTD

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