**The Alresford & District Agricultural Society Ltd.**

**Alresford Agricultural Show**



**Annual Report 2023**

**Dates for your diary**

**AGM - Wednesday 6 March 2024**

**Please note new date**

**Alresford Show - Saturday 7 September 2024**

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| **Chairman's Report - December 2023** |

On behalf of my fellow trustees, I would like to again thank all of our members and volunteers for their invaluable continued support. Our hugely successful Show is built upon your bedrock of support, voluntary commitment and huge goodwill, Thank you.

Nothing ever truly stands still and the Alresford Show is no different as we endeavour to strike the right balance between our agricultural roots & heritage and evolving attractions and the local community.

I am happy to report that across the showground all of our many shows within a show were superbly supported once more and we hope that DEFRA will allow the poultry to return in force in 2024 for a full house.

We are continuing to streamline office practices and the embryonic online ticket booking is gaining traction. Social Media is helping hugely to connect everyone and answer all those FAQ’s. Unfortunately, the delivery of reliable Wi-Fi across the show ground is still, understandably, a challenge but one we continue to wrestle with and coverage this year was markedly better than last year.

At the top of the Society there is scheduled change with 4 trustees stepping down at this year’s AGM.  On behalf of all of us I would like to formerly record my thanks to Chris Monnington, Mary Rook, Chris Lillywhite and Jeffrey Alison (who is standing down as Vice Chair but remaining on the board) for their many years of dedicated service and huge commitment to our Society.

Henry Mallory

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| **Treasurers Report for the Year End 31 October 2023** |

The accounts set out on the following pages reflect that the Society held a very successful show in 2023.

The attendance numbers were slightly down on the previous year which was a record after two years of no shows due to Covid. However, the restructured ticket pricing resulted in increased total income. We also had great support from traders, sponsors and a loyal membership.

Costs have perhaps inevitably risen reflecting the effects of inflation particularly in the fuel sector. Other costs for bought in labour and Wi-Fi have also increased. We have chosen to spend more on attractions in order to maintain and refresh the public’s interest in supporting the show.

The net financial position is that the surplus has enabled the trustees to make charitable donations totalling £40,000.

The Society has, as a result, been able to build its reserves in line with a prudent reserves policy. We are very conscious that the cost of running future shows will no doubt be considerably higher with inflation generally and some specific cost increases.

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

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| **MINUTES OF THE ANNUAL GENERAL MEETING**  **26 January 2023** |

1. **Apologies:** Jeffrey Allison, Sio Axl-Berg,John Britton, Richard Buer,

Naomi Burge, Victoria Cobden, Sue Cox, Stephen Cross, Tom & Sarah Floyd,

Julia Fordham, John Holiday, John Jervoise, David King, Lee Marriner,

Becky Miles, Gussie Raimes, Angie Trenchard, Wynne Tufnell,

Lord & Lady Wakeham, Debbie Williams,Judith Willis, Ann Winfield.

There being the necessary quorum, the meeting proceeded.

1. **Welcome**

The Chairman, Henry Mallory welcomed everyone.

1. **Minutes**

The minutes of the Annual General Meeting of the Society held on 26 January 2022 were agreed.

PROPOSED BY: Miss Mary Rook

SECONDED BY: Mr Charlie Corbett

1. **Treasurer’s Report**

Chris Monnington, Treasurer, reported on the accounts for 2022.

* Record attendance
* A healthy surplus allowing us to recoup the losses of the previous 2 years
* £30,000 donations to Charities including FCN, Young Farmers
* Sufficient surplus to add to our reserves

He reported that with a rise in the interest rates, he would now be looking at the Societies investments.

He further reported he would be revisiting the 2023 budget as initially he had increased costs by 10% but this was proving to be insufficient.

The Treasurer thanked Martin & Company, for their independent examiner’s report of the Society’s statutory accounts and submission to Company’s House on behalf of the Society.

The Chairman thanked the Treasurer on behalf of the Society for his hard work behind the scenes and the accounts for the year to 31st October 2022 were approved unanimously.

PROPOSED BY: Mrs Sarah Matthews

SECONDED BY: Mrs Jan White

1. **Chairman’s Report**

The Chairman thanked the Society, the Show Sponsors, his fellow trustees and all the volunteers who helped make our returning 2022 Show such a phenomenal success.

Putting on and taking down the show has become an incredibly involved operation and collectively we are reliant on a raft of supporters who selflessly contribute considerable time and effort all year round to ensure we have a successful event: and Henry asked that his thanks be conveyed throughout the sub committees.

There had always been a nagging fear that resurrecting the show would be no easy task but the huge local and loyal support, so clearly demonstrated on the day, was there from the outset.

**6. Committee Reports**

**6.1 Horse & Pony**

The Chairman reported that unfortunately there was no one to available to report directly. However, it had been plain to see how successful and busy the event had been and that plans were already emplaced for 2023 and excitingly the committee have committed to explore potential disability classes.

**6.2 Livestock**

Sarah Matthews reported it had been another successful year for livestock.

She reported that 1 exhibitor had brought 18 pigs but the cattle entries had been disappointing with on 53 of the 70 entered actually turning up on the day. The goat and sheep entries had again proved very popular.

She expressed her thanks to the Stewards and the Young Farmers for their help before, during and after the Show and to Mortimers Farm who had kindly brought some cattle that the public were able to touch.

She further thanked Becky Miles who had set up and run the Livestock Education Tent and advised that this year it would be combined with the Food, Farming and Discovery tent.

Sarah introduced Ben Robinson as he would be taking over as Chief Livestock Steward this year.

Ben thanked Sarah for a smooth and complete handover and reported he hoped to build on the achievements Sarah had made.

**6.3 Catering**

Mary Rook reported it had been a good year with a good mix of different types of food stalls but had received a few complaints of insufficient catering outlets. She reported this was during the ‘lunch period’ when everyone decides to eat at the same time, something beyond her control.

She reported that after many years of service, Jan and John White had stepped down from the Catering committee, Mary thanked them for their support.

**6.4 Sponsorship**

The Chairman welcomed Lindsay Johnn to the Sponsorship committee.

He then thanked Stephen for the phenomenal sponsorship support the committee had achieved in 2022.

He further reported that over the next few years we need to raise the prominence of our Sponsors to ensure we continued to improve their experience.

**6.5 Showground**

Chris Lillywhite reported that he had been away for the 2022 Show but understood the few complaints received were about the queues of traffic getting into the car parks and the closing of the gates for the Grand Parade. He advised both would be discussed at the next Showground committee meeting.

**6.6 Social Media**

Becca reported her small team had worked very hard to increase the audience and was pleased to report it had increased some 600%. She further reported that a ‘Social Influencer’ had been engaged for the 2022 Show which had worked well. Becca stressed the importance of working closely with the other committees and asked all to provide content for promoting the Show.

1. **Election of Officers**

The Chairman thanked the retiring President, Mrs Jan Field, for her support throughout the last three years. The retiring President said that it had been an honour and privilege to have been President and noted the amount of energy and effort that went in to putting on the Show. She stressed the importance of town and country working together.

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

1. President **Mr David Rees**

PROPOSED BY: Miss Becca Corbett

SECONDED BY: Mr Charlie Corbett

David stated that he was honoured to be President of the, in his opinion, best one day Agricultural Shows in the country.

1. President-elect **Mrs Jo Hemsley**

PROPOSED BY: Miss Becca Corbett

SECONDED BY: Miss Mary Rook

Jo reported she had moved into Alresford 15 years ago and was honoured to be President Elect. Jo is the proprietor of Billy Goat.

1. Honorary Veterinary Surgeons:

**Cedar Veterinary Group**

**Endell Veterinary Group (Livestock)**

PROPOSED BY: Mr Ben Robinson

SECONDED BY: Mr Tim Walters

1. Honorary Solicitor **Rory Fordyce (Taylor Fordyce)**

PROPOSED BY: Mr Chris Monnington

SECONDED BY: Mrs Jan White

1. Honorary Auditors **Martin & Company**

PROPOSED BY: Lt. Col. (retired) Henry Mallory

SECONDED BY: Miss Mary Rook

**8. Election of Trustees**

The following were elected unanimously to serve as the Society’s trustees:

**Mr J Allison, Miss R Corbett, Mr S Cross, Mr R Goodall, Mr C Lillywhite,**

**Mr E Pettit-Mills, Mr B Robinson, Miss M Rook,**

PROPOSED BY: Mr Nigel Webb

SECONDED BY: Mr Tim Walters

**9. To amend the name of the Advisory Committee to Pre-show Committee**

PROPOSED BY: Lt. Col. (retired) Henry Mallory

SECONDED BY: Mr Chris Lillywhite

**10. Elections to committees**

The following were elected unanimously to serve on the Society’s

committees for the forthcoming year:

1. Horse & Pony:

**Mrs A Raimes (Trustee), Mrs F Axel-Berg, Mrs E Mallory,**

**Mrs V Cobden (Secretary)**

(b) Livestock:

**Mr B Robinson (Trustee), Mr M Bailey, Mrs J Barker, Mr M Cheyney,**

**Mrs R Miles, Mr T Walters, Mrs S Bowden (Secretary)**

(d) Catering:

**Miss M Rook (Trustee), Ms J Fordham, Mrs H Jones, Mrs A Trenchard**

(e) Sponsorship:

**Mr S Cross (Trustee), Ms L Johnn, Mrs R Miles, Mrs A Trenchard**

(f) Showground:

**Mr C Lillywhite (Trustee), Mr J Allison (Trustee), Mr B Biggs,**

**Mr M Cheyney, Mr C Corbett, Mrs H Flindt, Mr R Goodall, Mr D King,**

**Mr P Mills, Mr E Petit-Mills (Trustee), Mrs A Raimes (Trustee),**

**Mr B Robinson (Trustee)**

(g) Sponsorship:

**Miss R Corbett (Trustee), Mrs E Stewart, Ms N Webster**

(h) Pre-show:

**All committee members plus President, President-elect,**

**Mr D Piper (Vintage), Mrs K Roadnight (Poultry), Mr W Tufnell,**

**Mr N Webb, Mrs J Wills (WI), Mrs A Winfield (Horticultural Society),**

PROPOSED EN BLOC BY: Mrs Sarah Matthews

SECONDED EN BLOC BY: Mrs Jan White

(j) Nominations for Vice President: **Mrs Jan Field**

(i) Nominations for Hon. Vice President: **Mrs Sarah Matthews**

**Mr Peter Mills**

**Mr Michael Maxwell**

**Mr Tony Walden**

PROPOSED BY: Lt. Col. (retd) Henry Mallory

SECONDED BY: Mr Ed Pettit-Mills

**9. Show Dates 2023**

The date of the Society’s Show was agreed as **2 September 2023 at Tichborne Park** (by kind permission of the Tichborne Estate and the Grange Farm Partnership).

The closing date for all entries was agreed as:

Livestock: **Monday, 31 July, 2023**

Horse and Pony: **Wednesday, 23 August 2023**

**10. Any Other Business**

Nigel Hoppitt from Broadlands Riding for the Disabled expressed his gratitude to the Society for its continued support. As a result of attending the Show, many donations had been received and they now had the new roof they much needed.

**11. Conclusion of Business**

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

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| **Accounts** |

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| **Alresford & District Agricultural Society Ltd. (Limited by Guarantee)**  **Detailed Income & Expenditure account for the year ended 31 October 2023** |

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|  | **31.10.2023** | | **31.10.2022** | |
| **Income** | **£** | **£** | **£** | **£** |
| Ticket Sales | 172,859 |  | 166,291 |  |
| Trade Stands | 46,777 |  | 36,097 |  |
| Sponsorship | 37,308 |  | 31,210 |  |
| Education Donation | 0 |  | 0 |  |
| Catering Concession | 18,862 |  | 16,271 |  |
| Lunches Sold | 4,401 |  | 4,207 |  |
| Programme Sales | 4,863 |  | 5,335 |  |
| Advertisements | 3,590 |  | 3,340 |  |
| Entry Fees | 6,984 |  | 5,602 |  |
| Sundry Income | 24 |  | 74 |  |
| Subscriptions | 15,365 |  | 13,576 |  |
| Donations | 1,161 |  | 1,921 |  |
| Deposit Interest | 9,049 |  | 1,997 |  |
|  |  | 321,243 |  | 285,921 |
| Less |  |  |  |  |
| Show Expenses | 212,430 |  | 184,192 |  |
| Donations | 40,000 |  | 30,000 |  |
|  |  | 252,430 |  | 214,192 |
| **SURPLUS FOR YEAR** |  | 68,813 |  | 71,729 |
|  |  |  |  |  |
| Funds brought forward |  | 461,903 |  | 390,174 |
| Funds carried forward |  | 530,716 |  | 461,903 |

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| **Represented by** |  |  |  |  |
| Fixed Assets | 0 |  | 0 |  |
| Debtors | 0 |  | 0 |  |
| Accruals/Prepayments | 8,278 |  | 5,962 |  |
| Cash at bank | 211,782 |  | 135,266 |  |
| Cash on deposit | 359,320 |  | 362,292 |  |
| Petty Cash | 0 |  | 1 |  |
| Creditors | -3,914 |  | -3,362 |  |
| Accruals/Deferred Income | -44,750 |  | -38,256 |  |
| Net Assets |  | 530,716 |  | 461,903 |

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|  | **31.10.2023** | | **31.10.2022** | |
| **Expenditure** | **£** | **£** | **£** | **£** |
| Tentage & Cattle Stalls | 34,438 |  | 28,415 |  |
| Erection/Dismantle Cattle Stalls | 1,800 |  |  |  |
| Cattle Stalling | -1,800 |  | 3,528 |  |
| Container & Groundworks | -660 |  | 6,456 |  |
| Horticultural Tent | 2,774 |  | 2,558 |  |
| Toilets | 11,130 |  | 8,820 |  |
| Grandstand Hire | 4,800 |  | 6,360 |  |
| Safety Barriers | 2,256 |  | 1,650 |  |
| Picnic Tables | 1,572 |  | 1,608 |  |
| Electricity/Water | 14,787 |  | 8,129 |  |
| Security | 1,339 |  | 1,352 |  |
| Medical Services | 3,130 |  | 3,130 |  |
| AA Road Signs | 1,777 |  | 1,597 |  |
| Showground Signs | 1,118 |  | 1,976 |  |
| Jumps & Course Builder | 1,325 |  | 1,650 |  |
| Public Address | 8,585 |  | 7,439 |  |
| Attractions | 9,717 |  | 3,019 |  |
| Showground Maintenance | 0 |  | 0 |  |
| Show Setup | 8,533 |  | 3,018 |  |
| Showground Hired Labour | 8,255 |  | 7,874 |  |
| Road Tracks | 5,040 |  | 5,274 |  |
| Skip Hire | 2,136 |  | 1,787 |  |
| Buggy Hire | 2,263 |  | 2,228 |  |
| Showground Compensation | 2,617 |  | 2,543 |  |
| WiFi | 12,091 |  | 5,170 |  |
| H&S Consultancy | 528 |  | 0 |  |
| Prizes | 4,267 |  | 4,860 |  |
| Rosettes & Trophies | 2,425 |  | 1,926 |  |
| Judges Expenses | 1,678 |  | 2,102 |  |
| Members Lunches | 5,772 |  | 4,894 |  |
| Officials Catering | 1,638 |  | 1,510 |  |
| Sundries | 1,075 |  | 324 |  |
| ASAO Subs/Conferences | 544 |  | 347 |  |
| Telehandler Hire | 0 |  | 0 |  |
| Affiliation Fees | 190 |  | 0 |  |
| Secretarial | 34,032 |  | 31,345 |  |
| Printing - Programme | 3,444 |  | 3,828 |  |
| Printing - Other | 683 |  | 318 |  |
| Stationery & Office Expenses | 555 |  | 544 |  |
| Postage & Telephone | 1,186 |  | 1,096 |  |
| Advertising | 1,973 |  | 2,507 |  |
| New Computers | 0 |  | 0 |  |
| Badges & Vehicle Hangers | 1,291 |  | 1,142 |  |
| Website Hosting/Amendments | 535 |  | 780 |  |
| Insurance - General | 3,643 |  | 3,361 |  |
| Insurance - Cancellation | 3,317 |  | 3,317 |  |
| Insurance - Trustee | 475 |  | 847 |  |
| Presidents Drinks | 0 |  | 393 |  |
| Office Charge | 1,730 |  | 1,100 |  |
| Bank/card charges | 2,426 |  | 2,070 |  |
| Greening Project | 0 |  | 0 |  |
| **Total Expenditure** | 212,430 |  | 184,192 |  |

**Membership Information**

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| **Become A Member of The Show Society** |

And receive the following benefits:

* Entrance to the Showground
* Admission to the Members' Club
* 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 and goat 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

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| **Membership** |

* **LIFE**

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

* **ANNUAL MEMBERSHIP**

Two badges: a Member badge and a Guest badge

* **ADDITIONAL GUEST BADGE(S)**

Members are able to purchase additional badges for family and friends

* **YOUNG PERSON MEMBERSHIP (30 and under)**

One Member badge

* **CHILDREN'S MEMBERSHIP**

Members' children under the age of 16 can accompany their parents into the Member's Enclosure without a Guest badge

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| **Method 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 subscriptions must be paid by **1 April each year to qualify for reduced entry fees.** Most importantly you remain in control and can cancel the instruction whenever you wish.

* **BY CHEQUE**

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

* **BY CREDIT/DEBIT CARD**

Ring the Show Office, 01962 738748, or complete the payment details on the application form. New Members can pay by cheque throughout the year but subscriptions must be paid by **1 April each year to qualify for reduced entry fees.**

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| **Membership Application Form** |

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| **Title:** | **Forename(s):** | **Surname:** |
| **Address:** | | |
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|  | | |
| **Postcode:** | | |
| **Telephone:** | | |
| **Email Address:** | | |
| **Signature:** | | |

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| **Package Type:** | | | | | | **Price** | **Total** |
| **Life Member** | | | | | | **£1000** |  |
| **Annual Member** | | | | | | **£45\*\*** |  |
| **Additional Guest Badge(s)** | | | | | | **£25** |  |
| **Annual Young Person Membership (30 & under, please state DOB)** | | | | | | **£16\*\*** |  |
| **Payment Method:**  **Surname:** | | | | | | | |
| **\*\*If paid before 1 April. After 1 April a £10 joining fee applies.**  **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 phone the show office or complete the following details. | | | | | | | |
| **Debit/Credit Card Type** | |  | | Card Number |  | | |
| **Start Date** |  | | Expiry Date |  | 3 Digit Security Code (on reverse) | | |  |
| **Signature** | | | | | | | |
| **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 the agriculture and agricultural education. Memorandum of Articles of Association of Alresford & District Agricultural Society Ltd. Can be viewed on application to the Secretary. | | | | | | | |

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| **Please return your application to:**  The Secretary, Alresford & District Agricultural Society  P.O. Box 146, Alresford, Hampshire, SO24 4AJ  **Tel: 01962 738748**  **email:** secretary@alresfordshow.co.uk w**ebsite:** www.alresfordshow.co.uk |
| **ALRESFORD & DISTRICT AGRICULTURAL SOCIETY LTD**  The Society is a Charity which exists to improve agriculture for the public benefit & education.  By completing and returning this form you agree for the Society to keep these details on their Membership database 🞏 (Please tick box) |