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

**Alresford Agricultural Show**



**Annual Report 2024**

**Dates for your diary**

**AGM - Wednesday 5 March 2025**

**Alresford Show - Saturday 6 September 2025**

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| **Chairman's Report - December 2024** |

This year’s show hung in the balance right up to the wire and it took a real team and community effort to ensure that we could complete the set up in what can only be described as foul conditions; and I am delighted to report that despite the weather’s best efforts the Society did not make a loss. In fact, thanks to everyone’s hard work throughout the year we have made, after all our running costs are covered, a little over £45,000 which we will be gifting on to local charities and local worthy causes over the coming weeks.

As always, we are indebted to the generosity of Catherine Loudon and her family for our continued access to Tichborne Park and the goodwill of the Grange Farm Partnership who farm the land. Plans are already afoot to ensure that we future-proof show set up to cope better with heavy persistent downfalls, which are expected to become more of a seasonal norm, to minimise our impact on the beautiful Parkland.

This year’s show was further complicated by the last-minute discovery that despite correspondence and booking confirmation we had no power. A hectic 24 hours followed with Richard Goodall and Jeffrey Allison, to name but two, running down leads and coming up with possible solutions. Thankfully a power solution was cobbled together, and it eventually arrived late on Thursday, which meant that Dave Liddiard and all of his team from Barnes and Liddiard worked on very late into Thursday night and allday Friday to complete the installation; and on behalf of everyone I would like to record our immense gratitude here.

After ten years this was my last show as Chairman, and I would like to record my own personal thanks to all of you who so loyally support the Society’s overall aim of retaining our agricultural community links. The delivery and recovery of such a large local show requires an enormous community team effort, which perhaps is one of our greatest strengths, and it is fantastic to see the charitable profit we all generate being retained for local distribution. Throughout my tenure I have been supported magnificently by our Presidents, my fellow past and present Trustees and their sub committees; and of course, our dedicated Show Secretarial team Laura, Katie and Victoria who provide that essential Trade, Livestock and Equine oversight and to Naomie our lead Trophy Steward and her team. Finally, I would like to thank Val and Lorraine, our Show Secretaries who provide the much needed glue all year round to ensure each year is as successful as the last. Thank you one and all.

Henry Mallory

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| **Treasurers Report for the Year End 31 October 2024** |

The accounts set out on the following pages reflect that the Society held successful show in 2024 despite the difficult weather conditions.

The attendance numbers were down 28% on the previous year with a matched drop in income. The reduction was due to the heavy rains leading up to the show.

An increase in sponsorship and a final donation from the Northeast Hants Agricultural Society helped increase the society’s other income.

Costs have perhaps inevitably risen further reflecting the effects of inflation, in

particular for contractor, labour and secretarial costs.

The net financial position is that the surplus has enabled the trustees to, once again, make charitable donations totalling £40,000 whilst maintaining the society’s reserves. The Society has been able to maintain its reserves in line with a prudent reserves policy. We are very conscious that the cost of running future shows will continue to rise with inflation generally and also the requirement for labour which reflects the reduction in available resources from local farmers and landowners.

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.

**Philip Sharpe BSc FCA**

Treasurer

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| **MINUTES OF THE ANNUAL GENERAL MEETING**  **6 March 2024** |

**Apologies:** Michael Campbell, Sue Alexander, Sio Axl-Berg,Chris Everett, Sir Michael & Lady Craig–Cooper, Lord & Lady Wakeham, Stephen Cross, Becca Corbett, Andrew Wilkinson, Paul Tickner, Jackie Arcedeckne–Butler, Derek & Susie Lintott, Janet Pooley, Rodney Budd, Julian Gibbons, Judith Stephens, Carol McNiel, Katie Miles, Gussie Raimes, Sarah Mathews, Susie Corbett, Min & Sam Burge, Hopper Cavendish.

There being the necessary quorum, the meeting proceeded.

1. **Welcome**

The Chairman, Henry Mallory welcomed everyone; and introduced our new Secretary Lorraine Bailey who is taking over from Val Watley.

1. **Minutes**

The minutes of the Annual General Meeting of the Society held on 25 January 2023 were agreed.

PROPOSED BY: Ben Robinson

SECONDED BY: Ed Petitt-Mills

1. **Treasurer’s Report**

Chris Monnington, Treasurer, reported on the accounts for 2023.

* Record attendance
* Income increased
* Expenses risen by 15%, something to keep an eye on in future
* £40,000 donations to Charities, a total of £500K has been donated over the past 12 years.
* Sufficient surplus to add to our reserves

He introduced Phillip Sharpe who is taking over as Treasurer as Chris is now stepping down and retiring. He thanked the Trustees, Val and the rest of the team for all of their hard work and said how much he had enjoyed working with them all.

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 2023 were approved unanimously.

PROPOSED BY: Jan White

SECONDED BY: Mary Rook

1. **Chairman’s Report**

The Chairman thanked the Society, the Show Sponsors, his fellow Trustees and all the volunteers who helped make the 2023 Show such a phenomenal success.

The Chairman also thanked the Loudon family for their extremely generous support and reiterated that without it the Society would almost certainly struggle to hold such a successful show. Henry went on to thank all those involved with the physical set up and take down of the show ground, it 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: Henry asked that his thanks be conveyed throughout the sub committees. The Chair also announced that Chris Monnington, Mary Rook and Chris Lillywhite are stepping down. Henry thanked them all individually for their hard work and dedication

The Chair also thanked all those involved with the delivery of the hugely successful 1st March sponsor’s event.

Henry also said that we do still have a small amount of funds available to donate to any suitable charities and invited members to submit nominations.

**6. Committee Reports**

**6.1 Horse & Pony**

It was confirmed that there are many LIHS qualifiers for this year and also disability classes.

**6.2 Livestock**

Ben Robinson reported 2023 was another successful Show for livestock.

He reported that we had similar entries to 2022 and that they are trying to strengthen the competition with more classes for single animals and rare breeds.

Sally Bowden has stepped down as Secretary and Katie Miles will be taking over. We also have new committee members John Garret, Harriet Jackson and Charlie Cheyney.

He expressed his thanks to the Stewards and the Young Farmers for their help before, during and after the Show. A big thank you to Sally, for all of her hard work as Secretary and who will be remaining on the committee, he presented her with flowers as a thank you.

**6.3 Catering**

Mary Rook reported that we can please some people occasionally and some of the time but not all. There were reports, as usual, that there were not enough catering outlets and some of the Caterers said that they had not made enough money. There was a good mix of different types of food stalls. She reported the complaints that there were not enough catering outlets was during the ‘lunch period’ when everyone decides to eat at the same time, something beyond her control.

**6.4 4 Sponsorship**

The Chairman advised that the sponsorship committee achieved their original target and then smashed it! We have a broad range of sponsors from corporate businesses to local individuals who love the Show for all different reasons. Henry then thanked Val and Stephen for a tremendous job in organising the sponsorship event.

**6.5 Showground**

Chris Lillywhite reported that he judges the success of the Show depending on how many complaints and disasters we have. None happened!! And all seems to be the same as last year. As Chris is standing down, he thanked all involved particularly Val, who has been extremely supporting as well as the committee.

**6.6 6 Social Media**

Apologies from Becca, who had sent the report. Chair advised that it was all positive. Photos of charities that we had donated funds to, such as Air Ambulance, RDA, Alresford Christmas Tree Committee will go on social media in due course. No need to drive the Show at the moment but, will need to start in the spring.

**6.7 Discover Food & Farming**

Ed Pettit-Mills reported that 2023 Show was a triumph, everyone had a good time, the dirty pants experiment was a good draw. We have a brilliant team that Jeffery Allison has built, looking forward to 2024 Show. He also reported that NEHAA had donated their remaining funds to our education area.

1. **Election of Officers**

The Chairman thanked the retiring President, Mr David Rees, for his support throughout the year. The retiring President thanked everyone for the privilege of being President to the finest Show in the country. It has a fantastic family atmosphere and a joyous occasion. He thanked the Chairman and committee and said that it was a disappointment to have to hand over the presidency to the new President before warmly welcomed Jo Hemsley as the new President.

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

1. President **Mrs Jo Hemsley**

PROPOSED BY: Henry Mallory

SECONDED BY: Mary Rook

Jo stated that it was a real honour, and she was looking forward to being part of it all.

Jeffery introduced John and the Chair thanked John.

1. President-elect **Mr John Jervoise**

PROPOSED BY: Jeffrey Allison

SECONDED BY: Charlie Corbett

1. Honorary Veterinary Surgeons:

**Cedar Veterinary Group**

**Endell Veterinary Group (Livestock)**

PROPOSED BY: Jan White

SECONDED BY: Chris Monnington

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

PROPOSED BY: Charmian Jones

SECONDED BY: Nigel Webb

1. Honorary Auditors **Martin & Company**

PROPOSED BY: Philip Sharpe

SECONDED BY: Chris Monnington

**8. Election of Trustees**

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

**Mr M Cheyney, Mrs H Jones, Mrs A Raimes, Mr P Sharpe**

PROPOSED BY: Chris Lillywhite

SECONDED BY: Jeffrey Allison

**9 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 C Cheyney,**

**Mr M Cheyney (Trustee), Mrs R Miles, Mr J Garrett, Miss H Jackson,**

**Mr T Walters, Mrs K Miles (Secretary)**

(d) Catering:

**Mrs H Jones (Trustees), Mrs N Cartwright, Miss M Rook, Mrs A Trenchard**

(e) Sponsorship:

**Mr S Cross (Chair), Mrs A Trenchard, Mr B Cross**

(f) Showground:

**Mr C Lillywhite, Mr J Allison (Trustee), Mr M Cheyney, Mr C Corbett,**

**Mrs H Flindt, Mr R Goodall, Mr D King, Mr P Mills, Mr E Pettit-Mills,**

**Mrs A Raimes (Trustee), Mr B Robinson (Trustee),**

**Mrs Laura Preistley-Cooper (Secretary)**

(g) Social Media:

**Miss R Corbett (Chair), Ms N Webster**

(h) Pre-Show:

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

**Mrs K Roadnight (Poultry), Mr W Tufnell,**

**Mr N Webb, Mrs I Williams (WI), Mrs A Winfield (Horticultural Society),**

PROPOSED EN BLOC BY: Charlie Corbett

SECONDED EN BLOC BY: Ed Pettit-Mills

(j) Nominations for Vice President: **Mr David Rees**

PROPOSED BY: Henry Mallory

SECONDED BY: Jeffrey Allison

(i) Nominations for Hon. Vice President: **Mr Chris Lillywhite**

**Mr Chris Monnington**

**Miss Mary Rook**

**Mrs Sally Bowden**

PROPOSED BY: Henry Mallory

SECONDED BY: John Jervoise

**10. Show Dates 2024**

The date of the Society’s Show was agreed as **7 September 2024 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: **Wednesday, 31 July, 2024**

Horse and Pony: **Wednesday, 28 August 2024**

**10. Any Other Business**

**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 2024** |

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|  | **31.10.2024** | | **31.10.2023** | |
| **Income** | **£** | **£** | **£** | **£** |
| Ticket Sales | 124,570 |  | 172,859 |  |
| Trade Stands | 49,654 |  | 46,777 |  |
| Sponsorship | 45,483 |  | 37,308 |  |
| Education Donation | 6,623 |  | 0 |  |
| Catering Concession | 13,672 |  | 18,862 |  |
| Lunches and tea Sold | 5,172 |  | 4,401 |  |
| Sale of programmes | 2,620 |  | 4,863 |  |
| Advertisements | 3,990 |  | 3,590 |  |
| Entry Fees | 7,058 |  | 6,984 |  |
| Sundry Income | 692 |  | 24 |  |
| Subscriptions | 16,585 |  | 15,365 |  |
| Donations | 2,000 |  | 1,161 |  |
| Deposit account Interest | 15,865 |  | 9,049 |  |
|  |  | 293,984 |  | 321,243 |
| **Less** |  |  |  |  |
| Show Expenses | 244,538 |  | 212,430 |  |
| Donations | 40,000 |  | 40,000 |  |
|  |  | 284,538 |  | 252,430 |
| **SURPLUS FOR YEAR** |  | 9,446 |  | 68,813 |
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| Funds brought forward |  | 530,716 |  | 461,903 |
| Funds carried forward |  | 540,162 |  | 530,716 |

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| **Represented by** |  |  |  |  |
| Fixed Assets | 0 |  | 0 |  |
| Debtors | 200 |  | 0 |  |
| Accrued income/Prepayments | 8,740 |  | 8,278 |  |
| Cash at bank NatWest | 207,761 |  | 211,782 |  |
| Cash on deposit | 369,145 |  | 359,320 |  |
| Petty Cash | 0 |  | 0 |  |
| Creditors | (2,984) |  | (3,914) |  |
| Accruals | (42,700) |  | (44,750) |  |
| Net Assets |  | 540,162 |  | 530,716 |

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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 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.**  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) |