

The Alresford and District Agricultural Society

ALRESFORD AGRICULTURAL SHOW



ANNUAL REPORT 2018

Dates for your diary

AGM - Wednesday 23rd January 2019

Alresford Show - Saturday 7th September 2019

Alresford Show Merchandise

SOCIETY TIES

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

STOCK CLEARANCE – STILL A FEW LEFT

Only £10 each

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

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

That 2018 has been a bumper show will come as no surprise to those of us able to stop and look around on the day. The long hot summer meant that by the first weekend in September for many the harvest was well and truly over, while for others the chance to visit something closer to home offered some welcome relief and change of scenery. Long before we closed the show ground Ice creams, cold drinks and bottled water had all but sold out and at its height Car Parking was extremely hard to find and we had traffic queuing back up towards Alresford.

Across the show ground we have continued to adapt and alter the general layout and this year was no exception with changes in location for the Horticultural team and a rural crafts area the most strikingly obvious changes. These trial adaptations have been designed to change the flow around the ground and to create some much needed space that will continue to flex over the forthcoming years. Personally I think they have been bold and inspired changes and I would like to thank all those involved.

As in previous years the Educational Tent and its displays were once again a real high point. Our Society was able to support a significant number of school farm visits that complimented the curriculum and enabled us to bridge the ever widening gap between agriculture and the community. 12 Schools displayed this year and we already have plans in place to replicate this again with the addition of an additional farm visit aimed at encouraging more local schools within our District to participate and the President has kindly agreed to host this at Holden Farm in late February.

Val and our team have continued the drive to cap costs and the Sponsorship and Marketing team have again attracted and secured some significant sponsorship throughout 2018. However, as we continue to scrutinise areas of expenditure we have identified that the current Membership package no longer wipes its own face and when considered in the round we collectively lose money. Rather than attempting to pare back the membership package to cover the deficit we have elected to adapt and increase the membership costs so that a modest charitable profit is made from membership.

Annual Membership will increase to £45 (Member +1)
Additional Guest badges will increase to £25

And a new Annual Young Person Membership will be trialled at £15

The Trustees and I would like to thank everyone for their continued support throughout the year and on show day; and in particular I would like to thank the very active sub-committee members, the Alresford Pigs, Perins and our Young Farmers and of course Val and her close team. As a Society we have made, again, this years some significant charitable donations to local causes and contributed towards wider district events and activities. Without all your continued commitment we would simply be unable to sustain such an attractive, fun and profitable community event.

Thank you one and all.

Henry Mallory
Chairman

The accounts set out on the following pages show that the Society had a fantastic show in 2018 with a record number of visitors. The surplus for the year amounted to £54,716. 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.

This year the trustees have decided to not only increase the donations, but to make some extra donations in recognition of the successful year. These include donations to RABI and FCN – two very worthwhile farming support charities.

Gate numbers and takings have increased to a record number and now raises the bar for the future. 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. We are also still looking for an Education sponsor to help meet the cost of our Education programme which is only partly underwritten by the HEHAA funds received in 2016.

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 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.

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 & District Agricultural Society Ltd. (Limited by Guarantee)
Detailed Income & Expenditure account for the year ended 31st October 2018

INCOME	31.10.18		31.10.17	
	£	£	£	£
Gate and car park	137,828		131,483	
Trade stands	43,021		41,567	
Sponsorship	28,651		21,896	
Education donation	5,000		7,500	
Catering concession	13,433		12,297	
Lunches sold	1,304		1,188	
Sale of programmes	4,603		4,559	
Advertisements	4,696		4,729	
Entry fees	7,271		6,607	
Sundry Income	367		476	
Subscriptions	11,688		12,228	
Donations	2,436		2,166	
Deposit Interest	2,619		2,222	
		262,917		248,918
Less				
Show expenses	188,201		194,022	
Donations	20,000		16,400	
		208,201		210,422
SURPLUS FOR YEAR		54,716		38,496
Funds brought forward		347,971		309,475
Funds carried forward		402,687		347,971
Represented by				
Fixed Assets	0		0	
Debtors	204		534	
Accruals/Prepayments	4,389		4,912	
Cash at bank	66,039		60,733	
Cash on deposit	355,337		303,064	
Petty cash	8		8	
Creditors	-22,997		-16,492	
Accruals/Deferred income	-293		-4,788	
Net Assets		402,687		347,971

Alresford & District Agricultural Society Ltd. (Limited by Guarantee)
Detailed Income & Expenditure account for the year ended 31st October 2018

EXPENDITURE	31.10.18	£	£	31.10.17	£	£
Tentage and cattle stalls		42,834		41,900		
Toilets		10,800		10,800		
Grandstand hire		6,130		6,130		
Safety barriers		1,896		2,255		
Picnic Tables		1,152		1,152		
Electricity		10,407		8,792		
Security		1,658		1,542		
Medical services		2,736		2,280		
Road signs		2,561		2,659		
Society signs		1,247		1,125		
Jumps		1,300		1,200		
Public address		5,840		5,479		
Attractions		6,081		5,925		
Showground maintenance		0		33		
Show setup		2,411		4,668		
Showground Hired Labour		4,979		4,277		
Road Tracks		4,344		4,140		
Skip Hire		0		1,560		
Buggy Hire		1,868		1,873		
Showground compensation		2,400		2,324		
WiFi		2,912		2,456		
H & S Consultancy		528		535		
Prizes		8,754		8,411		
Rosettes and trophies		2,795		1,991		
Judges expenses		2,516		1,496		
Members' lunches		1,928		2,074		
Officials' catering		2,461		2,331		
Sundries		281		701		
ASAO Conferences		848		559		
Telehandler Hire		1,086		1,177		
Affiliation fees		318		200		
Secretarial		25,369		27,720		
Printing Programme		4,508		5,307		
Printing Schedule		1,099		1,285		
Printing Other		1,654		1,935		
Stationery & Office Expenses		617		402		
Postage and telephone		1,215		1,373		
Advertising		2,291		2,748		
New Website		0		3,099		
Website Hosting		445		440		
Insurance – General		3,234		3,317		
Insurance – Cancellation		2,206		2,438		
Insurance – Trustee		0		507		
Office charge		1,050		1,000		
Bank/card charges		1,992		1,416		
Education project		7,450		8,990		
TOTAL EXPENDITURE		188,201		194,022		

1. **APOLOGIES** for absence received from 21 members. There being the necessary quorum, the meeting proceeded.

2. **WELCOME**

The Chairman, Henry Mallory, welcomed those present and thanked everyone for attending the meeting despite such inclement weather. He reported that excellent weather on the show day complimented all of this year's Society's hard work and combined to deliver a very successful 2017 Show. However, albeit rather overshadowed by the tragic deaths of Anthony Loudon, last year's President of the Show, and Joanna Cheyney, Chief Livestock Steward for many years. Expressing on behalf of the Society our condolences to their families.

3. **MINUTES**

The minutes of the Annual General Meeting of the Society held on 25th January 2017 were agreed.

PROPOSED BY: Miss Mary Rook

SECONDED BY: Mrs Jan White

4. **TREASURER'S REPORT**

Chris Monnington, Treasurer, presented the accounts for 2017. He reported that the Society had had a good Show with increased gate numbers and takings; the mainstay of the show. He also noted the dependency of the financial success of the show on sponsorship, catering and trade income, which had also increased.

Chris reported that the Society had managed the cost structure very well and had kept to budget again, for which he thanked all involved. He noted that that costs would inevitably rise in 2018, particularly with more bought-in help to set up the show. He further reported that the education sponsor (who donated £7,500 in 2017) has decided to withdraw this support after many years of generous support. The absence of a replacement sponsor creates a significant deficit for next year's projection but the Trustees have budgeted to compensate for this.

Chris reported that charitable donations of £16,400 had been made to local charities, a similar sum as the previous year. He noted that many of these donations are made in recognition of the tremendous support and help provided by those local organisations and charities enabling the show to run smoothly on the day.

The Treasurer reported that the Society's reserve account was in good shape and sufficient funds were held to stage future Shows in the event of a less profitable year or entire cancellation. The Trustees had agreed, once again, to take out cancellation insurance to cover 50% of the costs, should it be necessary to cancel the Show.

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.

There being no further questions from the floor, the Chairman thanked Chris Monnington for his report. The accounts for the year to 31st October 2017 were approved unanimously.

PROPOSED BY: Mrs Jan White
SECONDED BY: Mr Jeffrey Allison

5. **CHAIRMAN'S REPORT**

The Chairman confirmed that the 2017 Show was a 'box office year' mainly due to the excellent weather on the day of the Show. He thanked all for their continued hard work behind the scenes which contributes to the continued success of the Show.

He reported some high points of the Show: the steer that escaped into pond at the start of the show; the vintage tractor display that coincidentally also marked 100 years of Ford tractors and the fantastic livestock, equine and horticultural mini shows.

He noted that the Trustees are keen to vary the format of the Show to facilitate greater public interaction as future theme across the show ground (within the constraints of Health and Safety requirements).

6. **ELECTION OF OFFICERS**

The Chairman thanked the retiring President, the Rt. Hon. Lord Wakeham, for his support during his year in office. He formally thanked Lord & Lady Wakeham for the superb drinks party they hosted for our volunteers and supporters. In reply Lord Wakeham stated that it had been an honour and privilege to be President and he was extremely grateful for all that he had experienced during his year as President. He stated that it had been a pleasure to host a reception for the people that turn out, year after year on behalf of the Society; they were the 'spirit' of the Show that contributed to its continuing success. He felt that everyone involved should be congratulated. He wished the Show continued success and stated that he would do all he could to assist the new President.

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

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

7. ELECTIONS OF TRUSTEES

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

Mrs Gussie Raimes, Mr Chris Monnington, Mr Peter Mills.

PROPOSED BY: Mr Chris Lillywhite

SECONDED BY: Mr Charlie Corbett

8. ELECTIONS TO COMMITTEES

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

(a) HORSE & PONY

Mrs V Cobden (Trustee), Mrs F Axel-Berg, Mrs N Burge, The Hon. Mrs J Cavendish, Miss R Corbett, Mrs E Mallory, Mrs A Raimes (Trustee), Miss J Ryde-Rogers

(b) FARM STOCK

Mrs S Matthews (Trustee), Mrs J Barker, Mr M 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, Miss R Corbett, Mr S Cross, Mrs B Fordham, Mrs R Miles, Mrs E Stewart, 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: Rt. Hon. Lord Wakeham

SECONDED EN BLOC BY: Miss Becca Corbett

(h) Nominations for Hon. Vice President: Rt. Hon. Lord Wakeham

PROPOSED BY: Lt Col Henry Mallory

SECONDED BY: Mrs Jan White

9. SHOW DATES 2018

The date of the Society's Show was agreed as 1 September 2018 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 8 August 2018

10. ANY OTHER BUSINESS

None

11. CONCLUSION OF BUSINESS

There being no further business the meeting closed at 7.55 pm.

Grateful thanks to our Show Partners

BCM - Bays Curry McCowen
 Rathbone Investment Management
 Savills (L&P) Ltd.

Grateful thanks to our generous Sponsors

Air Improve Air Conditioning & Ventilation	Hazeley Developments	Princes Mead School
Alresford Dental Care	Hazelton Country Supplies	Pro-Vision Planning Consultants
Alresford Salads	Hellards Estate Agents	RAIMES English Sparkling
Authorn Ltd	Holden Farm Camping	Ravenswood Properties
Barnstore	Huxley Golf	R Hunt
Bartholomew (Agrifood) Ltd	King Edward V1 School, Southampton	Robin Appel Ltd
Basingstoke Skip Hire & Southern Waste	Liphook Equine Hospital	Seward Properties
Butler & Co	Lloyds Bank PLC	Sheen Stickland
C. G. Shaw Agricultural Contractors	McCarthy & Stone	Southern Counties Auctioneers
Carter Jonas	Middleton Advisors LLP	Strutt & Parker Estate Agents
Cedar Veterinary Group	Moda Rosa	The Harrow Inn
Charters Estate Agents	Mole Valley Country Stores	The Pig Hotel
Conway & Son Landscape Gardeners	Mr & Mrs Andrews	Thesis Asset Management
Crop Management Partners LLP	Mr G Stratford, Annetts Farm	Tichborne Parish Council
Frontier Agricultural	Nicholas Tripp Landscape Design	Tom Parker Creamery
Gwynne Dental	North Motor Company	Wallops Wood Properties Ltd.
H.C.B.S with Genus Breeding Ltd.	NSR Communications	West Point Farm Vets
Hampshire Holdings	Paris Smith LLP, Solicitors	

The Show was delighted to make donations totalling £20,000 to the following local organisations and charities

Alresford and Cheriton Cubs and Scouts	Perins School
Alresford Christmas Tree Fund	R.A.B.I.
Alresford Community Centre	South East Hants Young Farmers
Alresford Horticultural Society	The Donkey Sanctuary
Alresford PIGS	The Farm Community Network
Alresford Rotary Club	The Firefighters Charity
Alresford Young Farmers	Tichborne Estate Charity
Citizens Advice	Veterinary Benevolent Fund
Friends of St. John's	Winchester Air Cadets
Hampshire & IOW Air Ambulance	

Donations made through the Alresford PIGS Association

Alresford 345 Pre-School	Chatterbox
Alresford Badminton Club	Ropley Cricket Club
Alresford Rugby Football Club	Ropley Parish Hall
Busy Bees Pre-School	Sun Hill Infant & Junior Schools
Cheriton Primary School PTA	Tichborne Cricket Club



Membership Information

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 11 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. 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	£45	
Additional Guest Badges	£25	
Annual Young Person Membership (under 30)	£15	
(DOB of Young Person)		

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

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.

By completing and returning this form you agree for the Society to keep these details on their Membership database (Please tick box)