

The Alresford and District Agricultural Society

# ALRESFORD AGRICULTURAL SHOW



## ANNUAL REPORT 2020

Dates for your diary

AGM - Wednesday 27th January 2021

Alresford Show - Saturday 4th September 2021

# Alresford Show Merchandise

## SOCIETY TIES

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

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## 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](mailto:secretary@alresfordshow.co.uk)

# Show Advertising Signs

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

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

To my fellow Trustees and Society members

We have held off from writing to you all to give us as much time as possible to see how the promising National vaccination programme is expected to develop. Clearly it is extremely early days but predictions and modelling are really promising.

As Trustees we are as one behind the intent to put on a 2021 Alresford Agricultural Show on Saturday the 4th September; although I am sure you will understand that at this moment we are unable to commit fully to its eventual size and shape. However, rest assured we plan on putting on as large a show as practicable and as close to normal as possible, and we look forward immensely to welcoming you all there. Behind the scenes we are preparing options so we have choice should some Social Distancing still be necessary and in the event of a cap on numbers members will clearly get priority.

As Trustees we have looked at delaying the AGM to allow more time for the ramifications of vaccination programme to be better understood. However, having looked at our financial decision points which are scheduled to occur later in the spring we have decided to hold a Zoom Video Conference 2021 AGM on the Wednesday 27th of January as planned, further details have already been sent.

Finally, I would like to thank you all for your very kind membership donations this year which have enabled us to cover the Society's 2020 costs and to make £6,400 donations to support a range of local charities.

**Henry Mallory**  
**Chairman**

The accounts set out on the following pages reflect that the Society could not hold a show in 2020 as a result of the Covid 19 pandemic.

The Society continued to receive subscriptions from a loyal membership which, together with some donations and bank interest, helped to contribute to the overheads for the year. The overheads were incurred to maintain our secretarial team and office. However, there was still a net deficit of £27,560.

The Society has, very fortunately, been able to build its reserves over recent years in line with a prudent reserves policy. It can therefore finance the upfront costs of the next show in whatever form that takes.

The trustees agreed that they would like to continue to support many local charities this year even though no show was held. It was felt that many other charities were suffering in the face of the pandemic and the trustees wanted to help them out, both so that they would be around to help us in the future and also to help them in turn support many worthwhile causes.

The amount distributed to charity this year was set at a level that reflected the surplus from last year's show less the net deficit for this year. The reserves are now back to the level that they were after the 2019 show.

Finally, I would like to thank Martin & Co 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

# Minutes of the Annual General Meeting January 2020

## Alresford & District Agricultural Society Ltd. (Limited by Guarantee) Detailed Income & Expenditure account for the year ended 31<sup>st</sup> October 2020

	31.10.20		31.10.19	
INCOME	£	£	£	£
Gate and car park	140		138,459	
Trade stands	0		41,758	
Sponsorship	0		23,605	
Education donation	0		6,635	
Catering concession	7		13,041	
Lunches sold	0		1,312	
Sale of programmes	0		4,068	
Advertisements			5,167	
Entry fees			7,757	
Sundry Income	20		7	
Subscriptions	10,572		12,552	
Donations	1,187		2,241	
Deposit Interest	2,647		3,421	
		14,573		260,023
Less				
Show expenses	42,277		205,194	
Donations	6,400		20,000	
		48,677		225,194
<b>SURPLUS FOR YEAR</b>		<b>-34,104</b>		<b>34,829</b>
Funds brought forward		437,516		402,687
Funds carried forward		403,412		437,516
Represented by				
Fixed Assets	0		0	
Debtors	0		2050	
Accruals/Prepayments	2,807		4,678	
Cash at bank	43,153		104,181	
Cash on deposit	360,283		357,878	
Petty cash	1		0	
Creditors	-2,832		-31,122	
Accruals/Deferred income	0		-150	
<b>Net Assets</b>		<b>403,412</b>		<b>437,516</b>

# Accounts

Alresford & District Agricultural Society Ltd. (Limited by Guarantee)  
Detailed Income & Expenditure account for the year ended 31<sup>st</sup> October 2020

EXPENDITURE	31.10.20	£	£	31.10.19	£	£
Tentage and cattle stalls		0			38,848	
Toilets		0			10,980	
Grandstand hire		1,658			6,130	
Safety barriers		0			1,896	
Picnic Tables		0			1,152	
Electricity		0			10,013	
Security		0			1,794	
Medical services		0			3,192	
Road signs		0			4,547	
Society signs		0			1,125	
Jumps		300			1,300	
Public address		0			5,845	
Attractions		1,079			6,406	
Showground maintenance		0			0	
Show setup		582			6,196	
Showground Hired Labour		0			5,369	
Road Tracks		0			4,380	
Skip Hire		0			1,644	
Buggy Hire		0			1,869	
Showground compensation		50			2,470	
WiFi		0			3,900	
H & S Consultancy		0			528	
Prizes		0			9,338	
Rosettes and trophies		890			2,281	
Judges expenses		0			2,388	
Members' lunches		0			1,879	
Officials' catering		0			2,973	
Sundries		432			849	
ASAO Conferences		72			720	
Telehandler Hire		0			1,224	
Affiliation fees		181			264	
Secretarial		29,808			29,185	
Printing Programme		0			3,718	
Printing Schedule		270			1,330	
Printing Other		138			1,830	
Stationery & Office Expenses		371			545	
Postage and telephone		921			1,239	
Advertising		85			2,455	
New Computers		0			1,777	
Website Hosting		205			667	
Insurance – General		2,668			2,840	
Insurance – Cancellation		0			2,966	
Insurance – Trustee		507			507	
Office charge		1,100			1,100	
Bank/card charges		960			2,080	
Education project		0			11,455	
<b>TOTAL EXPENDITURE</b>		<b>42,277</b>			<b>205,194</b>	

# Minutes of the Annual General Meeting January 2020

1. **APOLOGIES** for absence received from 20 members. The Chairman noted that Debbie Williams was unable to be present. This was the first year that she has been unable to attend despite living in Cambridge. 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 it being such a cold day.

3. **MINUTES**  
The minutes of the Annual General Meeting of the Society held on 23rd January 2019 were agreed.

**PROPOSED BY:** Miss Mary Rook  
**SECONDED BY:** Mrs Jan White

4. **TREASURER'S REPORT**

Chris Monnington, Treasurer, presented the accounts for 2019. He reported that the Society had had an excellent Show with increased gate numbers and takings. He suggested that sponsorship income, although down on last year, had been good in the prevailing challenging economic and political climate. He expressed the hope that given the current more settled times sponsorship income might increase.

He reported that despite an expected increase in the Society's expenditure a surplus of £34,000 had been achieved, compared with a surplus of £54,000 in 2018. Charitable donations of £20,000 to made to the Alresford PIGS and many other local charities who assist on the day together with donations to Winchester Hospice, R.A.B.I. and the Farm Community Network.

The Treasurer reported that the Society's held £400,000 in its reserve account, sufficient funds to stage future Shows in the event of a cancellation.

The Treasurer thanked everyone for their contribution to the Show and in particular Martin & Company, who carry out an independent examiner's report of the Society's statutory accounts free of charge.

There being no further questions from the floor, the Chairman thanked the Treasurer on behalf of the Society for his support and the work he undertakes 'behind the scenes'. The accounts for the year to 31<sup>st</sup> October 2019 were approved unanimously.

**PROPOSED BY:** Mr Jeffrey Allison  
**SECONDED BY:** Mr Wynne Tufnell

5. **CHAIRMAN'S REPORT**

The Chairman reported that the 2019 Show had been another superb year. Although the weather leading up to the Show had been damp the warm late summer weather returned for the Show. He noted that statistics show that the first weekend in September is the best weekend for the Show. He thanked the shows within the Show for their contribution towards the overall success of the Show. He expressed his indebtedness to the Stewards, Trustees and all helpers and thanked the local farm estates, Martin and Company, loyal supporters and the sponsors who support the Show. He further thanked the Secretary for ensuring a smooth run up to the Show and thanked Becca Corbett for covering for the Secretary on the afternoon of the Show.

6. **SUB-COMMITTEE REPORTS**

The Chairman reported that many Members are unaware of the work of the various sub-committees and to remedy this he had asked each sub-committee Chair to make a brief report.

- 6.1 **Horse & Pony**

In the absence of the Horse & Pony Secretary the Chairman reported that all bar two, judges had been secured for 2020 and that a number of Stewards had also confirmed their availability. Five classes for miniatures are to be introduced into the timetable for ring 3 in ring three to fill the gap between the heavy horse classes in the morning and the M&M in hand classes in the afternoon.

- 6.2 **Livestock**

Sarah Matthews reported it had been another successful livestock show and that the fine tuning of the event over a number of years had resulted in a much safer environment in the livestock area. She thanked the Stewards for their help and support on the day.

She reported that cattle entries remain fairly consistent over the years with about 85 entries on the day, although recently fewer were from larger commercial farms, and more from 'hobby' farmers. This year a large single large tent replaced the 2 smaller ones used hitherto, which had proved both more economic and created a much better atmosphere. This format would continue for next year.

As in previous years the sheep had proved to be very popular with visitors and additional sheep hurdles needed to be sourced to cope with sheep numbers. Sarah requested that anyone looking to donate or sell spare wooden sheep hurdles make contact with her. Sarah reported that it was intended to introduce more educational content for the 2020 Show including foot trimming and shearing displays and information about carcass and fleece quality inspections. If this proved successful, the intention was to expand the idea to other livestock areas.

Sarah noted that goat entries had remained static with mostly the same exhibitors as in previous years, and that the pig display had again proved very popular. Unfortunately, neither of the two exhibitors had been able to show a litter of piglets this year.

The Grand Parade was successful and uneventful as a result of a tightening up on who could enter.

# Minutes of the Annual General Meeting January 2020

The Young Farmers stand this year showing sheep and calves had been well received.

Sarah reported that Ben Robinson was stepping down from the Livestock committee due to other commitments and that Michael (Speedy) Bailey had agreed to join the committee in his place. Sarah thanked Ben for his support over the years. Sarah also thanked RAPPAs Fencing, BCM, Peveril Bruce, Rodney Morgan-Giles, Robert Raimés and Phil Tickner for their support.

## 6.3 Catering

Mary Rook reported that Creative Catering have agreed to continue to provide the Members and Officials catering for 2020. Whilst prices will remain unchanged the number of options may be reduced to help offset rising costs. Following feedback from the 2019 Show, the possibility of offering a smaller option such as salad and quiche is being explored.

She also stated that some comments had been received to the effect that there were insufficient public catering outlets. The Catering Committee took the view that as the public all want to eat at roughly the same time it is inevitable that queues will arise. They consider that there are sufficient outlets but will consider some repositioning for the 2020 Show.

Mary further reported on a change of policy regarding ice cream concessions. For the 2019 Show several local traders were invited rather than 'Mr Whippy' type vans from a trader in Essex. Although Ice Cream income was down on previous years it had been decided to continue to support local Ice Cream traders.

## 6.4 Sponsorship & Marketing

Gussie Raimés reported that sponsorship income of £23k had fallen short of the target of £30k, principally as a result of the withdrawal of Savills as 'Partner' sponsor and the loss of sponsorship from local estate agents. A considerable number of new, lower value sponsors helped to mitigate these losses. Gussie thanked all sponsors for their support.

She reported that advertising with roadside boards would continue and thanked all Members who had offered to host one. She further reported that this year free attractions such as bungee trampolines and the climbing wall would be highlighted on advertising leaflets and posters. Social media, including Facebook, Twitter and Instagram continued to prove successful channels for promoting the Show. She thanked Emma Stewart and David Craddock for another successful social media campaign.

## 6.5 Showground

Chris Lillywhite explained that the Showground Committee comprised Trustees, Directors and Members. The Committee is responsible for all showground matters such as, toilets, trade stands and insurance and each year minor changes are implemented following on from feedback given after the Show. As an example he noted that for the 2020 Show the water points would be made more visible.

Henry thanked the sub-committees for their help in ensuring that the Show continued to be a success.

## 7. ELECTION OF OFFICERS

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

a) President	<b>Mrs Jan Field</b> PROPOSED BY: SECONDED BY:	Mr Jeffrey Allison Mr Chris Lillywhite
(b) President-Elect	<b>Mrs David Rees</b> PROPOSED BY: SECONDED BY:	Mrs Gussie Raimés Mr Jeffrey Allison
(c) Hon. Veterinary Surgeons	<b>Cedar Veterinary Group</b> <b>Endell Veterinary Group L/Stock</b> PROPOSED BY: SECONDED BY:	Miss Mary Rook Mr Robert Sutcliffe
(d) Honorary Solicitor	<b>Rory Fordyce (Taylor Fordyce)</b> PROPOSED BY: SECONDED BY:	Mrs Gussie Raimés Mr Chris Monnington
(e) Honorary Auditors	<b>Martin &amp; Company</b> PROPOSED BY: SECONDED BY:	Mr Peter Mills Mrs Jan White

## 8. ELECTION OF TRUSTEES

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

**Mr Jeffrey Allison, Mr Richard Goodall, Mr Chris Lillywhite, Miss Mary Rook.**

**PROPOSED BY:** Mr John White  
**SECONDED BY:** Mrs Sarah Matthews

## 9. ELECTION TO COMMITTEES

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

### (a) HORSE & PONY

**Mrs A Raimés (Trustee), Mrs F Axel-Berg, Mrs N Burge, Miss R Corbett, Mrs E Mallory, Miss J Ryde-Rogers, Mrs V Cobden (Secretary)**



# Minutes of the Annual General Meeting January 2020

## **(b) FARM STOCK**

Mrs S Matthews (Trustee), Mr M Bailey, Mrs J Barker, Mr M Cheyney, Mrs R Miles, Mr D Trenchard, Mr T Walters, Mrs S Bowden (Secretary)

## **(c) CATERING**

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

## **(d) SPONSORSHIP & MARKETING**

Mrs A Raimes (Trustee), Mr S Burge, Miss R Corbett, Mr D Craddock, Mr S Cross, Mrs R Miles, Mrs E Stewart, Mrs A Trenchard

## **(e) SHOWGROUND**

Mr C Lillywhite (Trustee), Mr J Allison (Trustee), Mr P Mills (Trustee), Mrs A Raimes (Trustee), Mrs S Matthews (Trustee), Mr B Biggs, Mr C Corbett, Mr R Goodall, Mrs C Hewett (Secretary)

## **(f) ADVISORY**

All sub-committee members plus:

President, President Elect, Mrs N Byles (Dog Show), Mr P Tudor (Horticultural Society), Mrs K Roadnight (Poultry), 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 Jan White

## **(h) NOMINATIONS FOR HON. VICE PRESIDENT:**

Mr Tim Butler

**PROPOSED BY:** Mr Wynne Tufnell

**SECONDED BY:** Mrs Mary Rook

Mrs Hazel Flindt

**PROPOSED BY:** Mrs Gussie Raimes

**SECONDED BY:** Mr Chris Monnington

The Chairman thanked Hazel for her support as Trade Stand Secretary over the years and presented her with a bouquet of flowers. The Chairman then welcomed Mrs Caroline Hewett who has taken over the post of Trade Stand Secretary.

## **10. SHOW DATES 2020**

The date of the Society's Show was agreed as 5 September 2020 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 12 August 2020**

**Horse & Pony Wednesday 26 August 2020**

The Chairman reported that Catherine Loudon had sent her kind regards and he thanked the Tichborne Estate and Grange Farm Partnership for their continued kind permission to host the Show.

## **11. ANY OTHER BUSINESS**

Robert Sutcliffe suggested placing the roadside advertising boards in a row of 2 or 3 as he felt the first board got your attention and the second/third gave you the information.

The Chairman reported that the Country Sports Day had reverted to holding their Show on the Sunday a week after the Alresford Show

## **12. CONCLUSION OF BUSINESS**

There being no further business the meeting closed at 8.10 pm.

## Grateful thanks to our Show Partners

BCM - Bays Curry McCowen  
Rathbone Investment Management

## Grateful thanks to our generous Sponsors

Air Improve Air Ltd.	Hazelton Country Supplies	RAIMES English Sparkling
Alresford Salads	Heygates Country Feeds Ltd.	Rawlings Family
Authorn Ltd.	Holden Farm Camping	Robin Appel Ltd
Barnstore	Hunt Forest Group	Robins Row Ltd.
Bartholomew (Agrifood) Lt.d	Huxley Golf	Savills (L&P) Ltd
Bellemoor Removals & Storage	King Edward V1 School, Southampton	Seward Properties
Butler & Co.	Liphook Equine Hospital	Sheen Stickland
C. G. Shaw Agricultural Contractors	Lloyds Bank PLC	Smith & Williamson
Carter Jonas	Middleton Advisors LLP	Southern Counties Auctioneers
Cedar Veterinary Group	Moda Rosa	Taylor Tripp Landscape Design
Ben & Fergus Cross	Mr & Mrs Andrews	The Harrow Inn
Crop Management Partners LLP	Mrs G Stratford, Annetts Farm	The Pig Hotel
Dashi Japanese Restaurant	NFU	Tichborne Parish Council
Frontier Agricultural	North Motor Company	Tom Parker Creamery
H.C.B.S with Genus Breeding Ltd.	NSR Communications	Wallops Wood Properties Ltd.
Hampshire Holdings	Paris Smith LLP, Solicitors	West Point Farm Vets
Hampshire Police & Crime Commissioner	Princes Mead School	Westgate Wealth Management
Hartog Dental	Pro-Vision Planning Consultants	

The Show was delighted to make donations totalling £6,400 to the following local organisations and charities

Alresford Christmas Tree Fund	R.A.B.I.
Alresford Horticultural Society	South East Hants Young Farmers
Alresford PIGS	The Farm Community Network
Alresford Young Farmers	Riding for the Disabled
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](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

<b>Title:</b>	<b>Forename(s):</b>	<b>Surname:</b>
<b>Address:</b>		
<b>Postcode:</b>		
<b>Telephone:</b>		
<b>Email Address:</b>		
<b>Signature:</b>		
<b>Package Type:</b>	<b>Price</b>	<b>Total</b>
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](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.

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