

# **The British Deer Society**

**Annual Review 2011**









# The British Deer Society

## Annual Review 2011

Registered as a charity in England and Wales, registered no. 1069663

Registered as a charity in Scotland, registered no. SCO37817

A company limited by guarantee

Company Registration Number 3485785

© The British Deer Society 2012

All rights reserved

The British Deer Society was founded in 1963 to protect the species of wild deer within the UK.

Promoting conservation through a programme of education, research, deer management, training, shows, and the Society Journal, *Deer*.



**Saffery Champness**

CHARTERED ACCOUNTANTS

Annual Review in association with  
Swarovski and Saffery Champness Chartered Accountants



## Contents

Chairman's Report	4
Activities and Achievements	6
Research	12
Training	19
How We Work	22
Financial Report	26
Acknowledgements	30
Who's Who in the BDS	31

# CHAIRMAN'S REPORT

**I**n these difficult financial times it is very heartening to chair an organisation with such a loyal membership. With prices seemingly outstripping the quoted inflation figures, it is very encouraging that our membership numbers are holding up well even though we have had to increase the annual subscription for 2012 to keep up with ever rising costs. The Board is mindful that subscriptions are paid with hard earned money, which will only continue to come in if the charitable purposes of the Society are visibly pursued and delivered.

In 2011 the focus has been in Scotland. I referred in last year's Review to the fact that the attitude towards deer by Government in Westminster and Holyrood could not be more different. In England and Wales deer remain off the political agenda. In some areas density is an issue with ensuing road traffic accident hotspots, but there are encouraging signs that local management is providing solutions. It was good news that the Deer Initiative secured further funding as its role in this area has been important and a key to the progress that has been made.

I continue to hear reports that roe numbers are falling in some areas, and that the extension of the doe season a few years ago is to blame, and should be reviewed. In wildlife management the goal is a sustainable balance, and in my view murmurs of reducing numbers are a welcome balance to the previous clamour of rising numbers everywhere. Perhaps the extension of the season is having the desired effect, but such matters should be looked at in the long term, and we will continue to monitor these changing population densities.

Our latest five yearly deer survey was carried out during 2011, and our thanks go to all those branches and members who have contributed to its production. I should also especially like to thank the many outside organisations, particularly Wildlife Trusts, whose enthusiasm and help seem to grow with every survey. I look forward to seeing the new distribution maps, and expect the

extension of ranges to have continued. It has been suggested that we should attempt an abundance survey to sit alongside our distribution maps, but the Board remains unconvinced of the value of such an exercise, the scale of which should not be underestimated.

## Scotland

In Scotland deer remain firmly on the political agenda. The Wildlife and Natural Environment Bill was passed in March. What initially started as a wide ranging exercise to tidy loose ends, grew into a major revision of the 1996 Deer Act. The Society was fully involved at all stages, and instrumental in ensuring some of the stranger suggestions were omitted from the final Bill. The principal changes affecting deer are the development of a Code of Practice for Deer Management, which has been completed; the development of a satisfactory voluntary competency level, which is ongoing with agreement reached that Deer Stalking Certificate Level 1 or equivalent should be the standard (its take up will be reviewed by Scottish Government in 2014); and changes to the system of out of season and night shooting authorisations, which are likely to become general licences with the exception of female deer in the breeding season. Although I question whether much in the Bill was really necessary, the outcome is acceptable, and in many areas an improvement.

The digestion of the Deer Commission for Scotland into Scottish Natural Heritage is now complete, and has been a success. The Society has been involved throughout, and continues with three of the four members of the Deer Advisory Panel being BDS members including the Chairman of Scottish Council. The focus in Scotland for too long has been on red deer on the open hill, and during the year there have been encouraging signs that this is changing with the formation of a Lowland Deer Network which will concentrate on roe management in areas where encroachment into urban and peri urban areas is increasing.



## Training

The training delivery of the Society is in a state of change which we predicted some years ago. As providers of education we have steadfastly refused to lower our standards to compete with some providers whose aim is purely to ensure an assessment pass. Our courses cover the full syllabus and more at Level 1, and accordingly take twice the time of some providers who only cover answers to assessment questions. We have addressed this by developing an interactive DVD, Ultimate Deer Data, which has been remarkably well received. This has provided high quality training without four day course attendance, and the take up has been very encouraging.

Other publications during the year included a DVD on rifle maintenance which has sold well. We have also published a Field Guide to Deer Diseases to replace and enhance our ageing disease cards. Every stalker should have one of these, and judging by sales in due course they will. We also saw the first branch production of a training DVD by Yorkshire Branch who are to be congratulated in their efforts to give advice on combating poaching to police authorities.

During the year we said goodbye to David Kenyon whose time with the BDS was invaluable in spreading the Society's influence to a wider audience. We wish him well in his new venture in the West Country. We welcomed Martin Hailstone in his role as Projects Officer supporting the training and education function.

Throughout the year we have been active in a multitude of areas, and my thanks go to all our staff for their continuing hard work and application often beyond working hours. But the influence of the Society is much wider than even they can provide, and that is down to the support and help of our many volunteers without whom the Society would be a shadow of itself. My unreserved gratitude goes to all who have contributed during the year. ■

A handwritten signature in black ink, which appears to read "Mark Nicolson".

**Mark Nicolson**



# ACTIVITIES AND ACHIEVEMENTS

## The Wider Picture

**E**ach year we review our activities to see what we have achieved, what else we could do, or what we might cover better or tackle differently. We work hard to meet our charitable remit and we continue to put significant effort into reaching our goals.

The economic circumstances within the UK continued to test us in 2011, increasing the challenges to us accomplishing our work. However, the Board and Management Team have continued to rise to these challenges with the key objective of maintaining membership levels and fundraising so that we can preserve our programme of events and activities throughout the year. Our members have remained extremely loyal in difficult circumstances and we are particularly appreciative of this. Overall membership numbers are holding up well in these difficult economic times.

During 2011 we continued the all-important process of engaging with like-minded organisations, groups and individuals in the quest to promote deer welfare as widely as possible. These activities included attending meetings, providing

guest lecturers, responding to consultations, liaison with government departments, awareness-raising campaigns, commissioning and supporting research, providing high quality training and promoting our aims through advertising and education.

The high costs associated with the delivery of an ambitious programme of work, and the associated administrative support, continued to provide significant financial challenges last year. While membership fees and sales income form a major part of our income, additional fundraising activities are essential to help us finance and deliver our agenda. Training is also a very important part of the operation of the Society, and it remains a steady source of new members. We rely heavily on our members and volunteers to help with the funding and delivery of a wide range of activities and it is with their efforts that we are able to continue to meet our charitable aims. As ever, the British Deer Society's defining goal is to ensure the future of our wild deer species, in balance with their environment.



Image © Neil Galton



# ACTIVITIES AND ACHIEVEMENTS

## Shows and Game Fairs

The Society's strategy of reaching the public and providing education on deer-related matters and initiatives through shows continued, with participation in over fifty events during the year.

The show season has now expanded considerably, beginning in February and ending in October, with approximately 200 country events vying annually for attention, so it is crucial that those supported by the Society are selected for maximum exposure. In addition to key events - the CLA Game Fair and Scottish Game Fair where Society exhibits are organised centrally - many branches also choose to attend shows to promote the educational remit of the Society and help deliver our campaign and awareness raising initiatives. The Society backs these branch-based efforts with display material and equipment as well as financial support for infrastructure and attendance costs. In return, the branches make some contribution to fundraising efforts, a significant contribution to our educational remit and the volunteers who attend these shows and events make an enormous contribution in kind to the work of the Society.

In 2011, new display materials and new species leaflets augmented the Society presence and additional support material was provided for branch activities.



## Working relationships

A key essential of the BDS philosophy is working in partnership, sharing information and experience for the benefit of all. The Society has a small staff and core of branch volunteers, so partnerships enable a broader coverage of the Society's remit. Every year the number of organisations and bodies - parliament, government, agency and sector - with which we engage increases.

Work in Scotland remained high on the Board's agenda throughout the year. The Wildlife and Environment (WANE) Bill was passed by parliament in March, followed by a consultation on a Code of Practice for Deer Management with the deer industry concerned with agreement of a competence bar. The four man deer advisory panel appointed by Scottish Natural Heritage to brief





SNH Board and staff on technical issues relating to deer welfare, public safety and sustainable deer management was well occupied, and as a panel member the Chairman of BDS Scottish Council was involved in concerted activity. Additional workshops, activity days and training were proposed and encouraged which together

with attendance at the Royal Highland Show, Scottish Game Fair, Moy, Fife Show and Galloway Game Fair along with routine events, round table, deer management group and advisory meetings resulted in an extremely full year for BDS Scottish representatives and branches.

*During the course of the year, and in pursuit of its aims, the Society met and/or corresponded with many organisations and groups including:*

All Party Shooting and Conservation Group (Westminster)  
 Association of Deer Management Groups  
 British Association of Shooting and Conservation (BASC)  
 Cairngorm Deer Advisory Group  
 Cairngorm National Park Authority  
 Central Scotland Green Network  
 Country Land and Business Association (CLA)  
 Countryside Alliance (CA)  
 Cross Party Animal Welfare Group, Holyrood  
 Deer Commission for Scotland (DCS)  
 Deer Management Qualifications (DMQ) Board meetings  
 Deer Management Qualifications Quality Assurance Group  
 Deer Management Round Table Group  
 Defence Estates (DDM)  
 Defra Wildlife Health and Welfare  
 Deer Initiative (DI) Partnership and Ltd Company meetings  
 DI research group  
 Deer Initiative Best Practice Steering Group  
 DI Wales  
 England Implementation Group (EIG) Animal Health and Welfare Strategy  
 European Commission  
 European Food Safety Authority (EFSA)  
 FACE (UK)  
 Financial Services Authority (FSA)  
 Food Standards Agency (FSA)

Food Standards Agency Game Meat Group  
 Food Standards Agency Meat Hygiene Policy Forum  
 Forestry Commission (FC)  
 Game & Wildlife Conservation Trust (various)  
 Heather Trust  
 John Muir Trust  
 Lantra, Sector Skills Council for the environmental and land-based sector  
 Lead Ammunition Sub Group  
 Lowland Deer Network  
 Macaulay Research  
 Mammal Society  
 Mammal Trust  
 Moorland Forum  
 National Gamekeepers Organisation (NGO)  
 National Rifle Association (NRA)  
 Natural England  
 Partnership for Action against Wildlife Crime (PAW)  
 Partnership for Action against Wildlife Crime (PAW) Scotland  
 Police Wildlife Liaison Officers meetings  
 Police Firearms Licensing Liaison Groups  
 Scottish Executive Environment and Rural Affairs Department (SEERAD)  
 Scottish Natural Heritage (SNH)  
 Scottish Rural Property and Business Association  
 Scottish Gamekeepers Association (SGA)  
 Scottish Wildlife Trust  
 Standing Conference on Countryside Sports  
 Tracking Mammals Partnership  
 Various university/regional council specialist interest and biodiversity groups.  
 Veterinary Deer Society  
 Wildlife Trusts (various)  
 Zoological Society of London



# ACTIVITIES AND ACHIEVEMENTS

## Media and Communications

**T**o maximise coverage and reach as broad a range of individuals as possible, the Society strategy focuses on a mix of media - use of the internet, publications and influence within the press, on radio and television. The era of instant news and social media where everyone either has an opinion, or is required to have one, has brought new challenges. Servicing and managing the different demands is not always easy. Increased interest by the media in 'all things deer' is welcomed, but reportage varies in quality and distorted facts and misinformation make the Society's remit harder - when to challenge? What to ignore? The Society continued to be as proactive as possible in 2011 with events often demanding a reactive stance.

### The internet

The Society website continued as a leading web-based resource for deer and deer related issues. Continuing work with programme researchers for BBC Spring Watch, Autumn Watch, and Countryfile programmes and accompanying support material on the BBC Nature website provided links to the BDS site. Visitor numbers to the Society site steadily increased with peaks clearly visible over the weeks of programme transmissions. Similarly during the periods of extended coverage by the media with topics such as the autumn rut, increased Society web traffic was evident. This was particularly noticeable when isolated incidences of stags attacking humans during the rut gained wide press coverage with the Society advice quoted on a number of occasions.

Website sections and topics continue to increase with numerous links, downloadable documents and detailed advice and information on all aspects of deer management, training and general information about the six deer species.

We monitor our website e-information forms constantly as a key point of contact with the public. The volume of queries submitted has increased considerably with requests ranging from simple

matters of identification, where to spot deer, what garden plants they will ignore, and their legal status, to more technical or complex issues requiring detailed consideration such as deer welfare concerns, urban deer problems and new building works.

The BDS website also supports a successful online shop providing support income for the Society. This part of the site is due for redevelopment during 2012 to manage increased requirements. The pace of web development and design - the 'look and feel' of a site - changes rapidly, which inevitably means that existing websites have a finite life, and so the complete BDS site is scheduled for renewal during 2013.

The Society also issues an email newsletter, Deer Bytes which aims to inform subscribers about all the latest developments and news items, and can be invaluable as an instant resource to distribute urgent information. It is estimated that around three quarters of the Society's membership now have access to email and so contact by this medium will continue in significance both as a tool for distributing information and as a cost effective route for servicing the membership.

### The general media

In 2011 the Society consolidated coverage built in previous years, gaining coverage in a number of papers and the sporting press with additional radio and television content.

### Publications

The Society quarterly Deer Journal is packed with news, feature articles, research, advice, branch reports and reviews. It provides the principal method of reaching our members and other interested groups and individuals. Around three hundred additional copies are distributed to universities, colleges, companies, non-governmental organisations (NGOs) and individuals acting as an important resource on deer matters. ■





## Genetic and ecological characteristics of invasive success in deer species

*Richard Fautley is undertaking a PhD at Imperial College London. His research on the factors underlying invasion by introduced deer is co-funded by the Biotechnology and Biological Sciences Research Council (BBSRC) and the British Deer Society.*

**R**ichard Fautley aims to identify characteristics important in explaining differences in success of establishment, and rates of spread, of populations of deer introduced to different parts of the UK (or worldwide). While much of this may be due to suitability of habitat or other ecological factors, he is also exploring whether genetic differences may play a part in explaining why some populations establish and spread more rapidly than others.

### Comparative analysis of the factors promoting deer invasion

Richard's research has explored a number of aspects of non-native deer introductions. An initial 'scoping' study involved analysis of the ecological, life-history and human-influenced factors which seem to be associated with successful establishment and spread of introduced deer worldwide. The data collection encompassed all historical records of deer being introduced to a non-native area. The analysis involved statistical modelling, and building a new phylogeny of the Cervidae in order to be able to control for the effects of common ancestry on the invasion success of introduced deer. The phylogeny is based on existing DNA sequences - and newly generated data from two of the rarest deer species: *Cervus alfredi* and *Axis kuhlii*. The results have now been accepted for publication.

These initial analyses clearly investigate factors affecting invasion success of different deer at the species level, but there may be much more subtle effects influencing the invasion success and expansion of different populations, even within the

same species. The project proposes to investigate this in a number of Eurasian deer species

### Population genomics of roe deer and range expansion

Roe deer became virtually extinct in England (although not in Scotland) towards the end of the 17th century and were subsequently reintroduced from a number of Scottish and continental European sources. There are large differences in the distributions of roe deer that have been reintroduced to England from different source populations, and the rates of spread have varied considerably between populations. Given that these introduced roe have come from a number of different source populations, it provides an excellent system in which to investigate if there is a genetic component to invasive success. Populations of roe deer have been sampled both at the site of that particular introduction, and the edge of the range expansion. The sample collection was contributed to by Forestry Commission and BDS stalkers, and provided the project with good sample sizes from a range of sites.

Over the last year the project has been expanded to Italy, Germany and Sweden, where there have also been significant introductions and reintroductions of European roe deer and where there are comparable data on rates of spread. The results of this study may have important implications for the future management of roe populations.

### Muntjac and sika

Chinese muntjac are of course another species introduced into the UK and might be expected to provide another 'study system' in which to investigate effects of ecological versus genetic factors in determining invasion success and spread. However in this case we know that there have been



Image © Chris Howard

numerous secondary translocations of muntjac which will have affected the apparent rate of spread. Richard is currently exploring how the results of a population analysis of muntjac in Ireland (currently being conducted by another PhD student in Belfast) might be integrated into the current project in order to explore further the relationships between genetic diversity, environmental factors and rate of spread, but within a different study species.

In the interests of broadening the study, to have as much confidence as possible in the generality of the results, it is hoped that analysis may also be extended to sika. In this case there are sufficient published studies of sika, their genetics and rates of spread across Scotland, to allow this part of the project (rather like the consideration of muntjac above) to probably be undertaken as a secondary analysis of existing data.

### **Conservation genetics of the Chinese water deer**

Richard is also working on the population genetics of Chinese water deer in the UK. Last year he travelled to China and established a collaboration with researchers at East China Normal University

in Shanghai. This team is currently engaged in a re-introduction programme, taking Chinese water deer from the Zhoushan islands and repopulating areas around Shanghai. Richard and his supervisors have subsequently contributed to a grant proposal to the China Scholarship Council aiming to further develop the programme. The aim of this project is to determine the source population of Chinese water deer introduced to England, and assess the genetic diversity and differentiation of the populations. Here Richard has applied novel DNA extraction techniques to work with non-invasively collected samples (droppings and shed hair). The results of the population genetic analysis will be shared and combined with data from China and Korea for the analysis. These results will be of significance to conservation efforts, given the recent steady decline of Chinese water deer within their native range and the fact that the UK hosts a very large part of the world numbers of this species.

The combined results from these exciting projects will give greater insight and deeper understanding of the role of genetic and environmental factors influencing the establishment and spread of non-native deer.



## Game as food: game and sustainable development in rural communities

*Graham Riminton is completing a PhD in Wild Food Research at the University of Nottingham. Whilst still finishing his studies he was appointed Project Officer for the Deer Initiative's East of England Wild Venison Project. His research was sponsored as part of a CASE Study award (Co-operative Awards in Science and Engineering) by BDS and the Game & Wildlife Conservation Trust (GWCT).*

The links between the 'Wild Food' research and the Wild Venison Project have been considerable. The Wild Venison Project is funded by the Rural Development Programme for England with financial support from both the EU and UK Government. Its overall objective is to add value as an incentive to venison sales and thereby generate a sustainable wild venison supply chain.

The Project provides match funding (up to 50% in some cases) to landowners, businesses and deer stalkers in the region (Norfolk, Suffolk, Cambridgeshire, Hertfordshire, Bedfordshire, and Essex) to support and increase the supply and availability of wild venison to local, regional

and national markets. Support can come in the form of training, capital investment (in items such as extraction equipment, larder/chillers, processing units and delivery vehicles) and revenue infrastructure (such as marketing, branding and website design).

Successful applicants have to show that they contribute:

- to improve and stimulate the supply of high quality wild venison to local markets
- to improve wild deer management
- to improve the Woodland SSSI (and other natural designations) status in the region
- to reduce the number of road traffic accidents with deer
- to support landowners in the region to increase their agricultural and forestry yields.

Applicants are also judged under the principles of 'additionality' (ie a new activity or an improvement to a current activity), and 'value for money'.

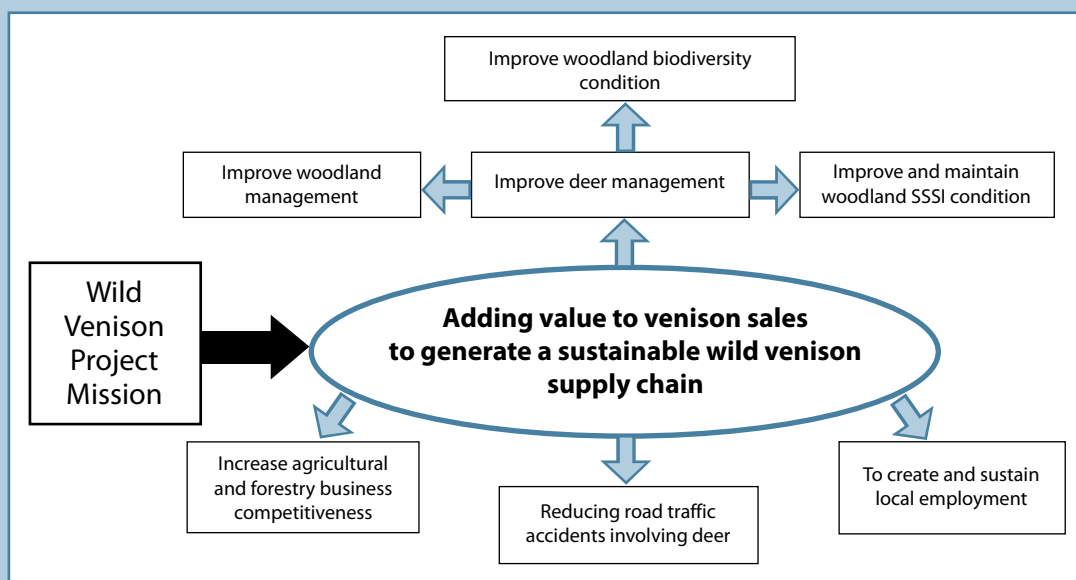






Image © Andrew Whitmarsh

## Recovery of human DNA from poached deer remains

*BDS, in conjunction with Deer Commission for Scotland (now Scottish National Heritage), PAW (Partnership for Action Against Wildlife Crime) Scotland, and British Association for Shooting and Conservation (BASC) gave support funding to a feasibility project conducted by Dr Lindsey Welch and Dr Shanan Tobe of the University of Strathclyde and Jim Govan, a Forensic Scientist with the Scottish Police Services Authority.*

Identifying deer poachers can be problematic, as the crimes are often committed in remote areas and are not discovered until some time after the event. Poachers' practice of disassembling a carcass

also often means that little physical evidence, and consequently little human DNA, is left behind.

The researchers devised a method which could pick up low levels of DNA and identify poachers. They reported that the chances of the DNA profiles it picked up being found randomly within the population would be less than one in a billion.

BDS, along with PAW (Partnership for Action Against Wildlife Crime) Scotland, and BASC, supported further follow up research work at Strathclyde University, completed by Stuart Bailey under the supervision of Dr Shanan Tobe, during Summer 2011.

## Quantification of the role of UK deer in the epidemiology of arthropod-borne infections

Research continued in 2011 following on from an original collaboration by co-investigators Dr Silvia Alonso Alvarez, Dr Richard Birtles, and Dr Chris Oura with their respective epidemiological investigations concerning Lyme Disease, tick-borne fever and red water fever transmission and blue

tongue virus. Work remains in varying stages of completion and reportage. Following publication of respective papers and peer-review, further information is expected to be reported in Deer during 2012.



## UK Deer Distribution Survey 2011

**H**aving pioneered the reporting of distribution for all six species of deer living wild throughout the UK, the BDS is currently nearing completion of its latest survey. In 2002 and 2007, significant expansions of deer colonisation were recorded for all species, and now, with a five year interval since the last survey, the Society is once again endeavouring to record the presence or absence of each deer species within every ten kilometre square area of the UK land mass.

It is anticipated that with the participation of its members and non-members alike, accurate records can be established to determine the distribution of each deer species currently resident in Britain. This is the fourth national deer survey that BDS has conducted and the new data will provide the basis for a comparison with previous surveys to identify any changes in population trends and locations.

The survey methodology is based on individuals providing information on which species of deer are present in an area they are familiar with or have knowledge of. The deer survey data is then stored as geographical coordinates for each 10 km square where at least one sighting of each species has been reported.

Members of the general public have also participated in the survey which was publicised in the sporting press and general media. BDS branches continue providing comprehensive datasets for their areas; additionally information has been gained from deer related road traffic accident reports. A number of wildlife, forestry and conservation organisations have also provided data including:

- British Trust for Ornithology
- Defence Deer Management
- Defence Infrastructure Organisation
- Deer Initiative (Wales)

- Forestry Commission England
- Forestry Commission Scotland
- Forestry Commission Wales
- Forest Service Northern Ireland
- Game and Wildlife Conservation Trust
- Isles of Scilly Wildlife Trust
- Langbein Wildlife Associates
- Lincolnshire Wildlife Trust
- Natural England
- Scottish Natural Heritage
- Sussex Wildlife Trust

Of particular interest when the survey is complete will be the recording of deer on the periphery of existing known areas of colonisation. Wherever possible, efforts have been made to validate deer recordings particularly where deer have been recorded in isolated areas well beyond their current distribution. However the data is dependent on the ability of individuals to record the coordinates accurately and/or identify the species correctly. Our partners who are processing the data have discarded datasets carrying sightings of deer situated far out to sea or in locations where BDS are confident they do not exist. Similarly, where isolated pockets of a particular deer species have previously been recorded, efforts are being made to ascertain if that deer species is still being observed in that particular area or to determine whether a mark on a map was an inaccurate recording from a previous survey.

The survey concluded on 31 March 2012 with results available in early summer. Updated deer distribution mapping will be on display at the CLA Game Fair at Belvoir Castle and the Scottish Game Fair at Scone Palace. Information will also be provided to the Tracking Mammals Partnership of which BDS is a member.

## Deer and People: Past, Present and Future - Conference

**D**eer have been central to human cultures throughout time: whether as staples to hunter-gatherers, icons of Empire, or the focus of sport. Their social importance has seen some species transported across continents whilst others have been extirpated, or are in threat of extinction, due to pressures of over-hunting and/or human-instigated environmental change. Today deer represent a challenge in terms of management and conservation, with legislation struggling to meet the needs of all interest groups.

An international conference was organised by Dr Naomi Sykes of Nottingham University and run in collaboration with the British Deer Society in September 2011, at Riseholme Campus in Lincoln. The conference attracted researchers and interested parties from a number of countries together with a mix of UK attendees. By bringing together individuals from a range of backgrounds, countries and disciplines, it aimed to promote knowledge transfer between different groups and so advance broader understanding of human-deer relationships. Emphasis was placed on comparison between the ancient and modern, the



*Dr Naomi Sykes*

premise being that neither situation could be fully understood without input from the other and that past practice has the potential to inform modern policy.

The sessions and international speakers featured the disciplines of Anthropology, Archaeology, Biology, Conservation, Deer Farming, Ecology, Geography, History, Landscape Management, Law, and Population Genetics. ■







## Outstanding achievements

**S**ummarising the training department activities in 2011 reveals a year of significant achievement tinged with some disappointment.

Student numbers taking a Deer Stalking Certificate 1 (DSC1) course with the Society were around 23% down on the previous year. BDS provided a similar number of courses nationally, but attendance in 2011 failed to meet expectations. Research indicates that some 46 identified providers now advertise DSC1 training and given that the numbers of students taking DSC1 nationally over the last ten years has remained fairly static, competition for participants has increased. Steps are being taken to increase the Society's market share in 2012 and this will be monitored.



Other Society courses were less affected by competition, notably the unique Lantra\* endorsed and validated BDS Deer Management Course which achieved its targets with courses in Hampshire, Suffolk and for the first time, Northern Ireland. The five day course focuses on the specific management of deer with instruction on many subjects including census, population dynamics, cull planning and deer and their environment.

Society support for Deer Management Qualifications (DMQ), the company which originated and has subsequently awarded Deer Stalking Qualifications 1 and 2 for some fourteen

years, continued throughout the year. The British Deer Society is one of eight DMQ Approved Assessment Centres and occupies a place on the DMQ main Board where policy and protocols are decided. The 'workhorse' of DMQ is its Quality and Assurance Group (QAG) advising on DSC1 and DSC2 technical content, developing the DSC1 question bank, supporting Assessment Centres and dealing with any complaints. BDS has provided a member to QAG and attended every meeting throughout its entire existence.



*Lincoln Castle Academy students*

Outstanding achievements were also noted in other areas of deer related training. The Society expanded its interaction with secondary education students when it was invited by Lincoln Castle Academy to deliver a Business and Technology Education Council (BTEC) award in deer management to a select number of students.



*Training youngsters in range work*

\*Lantra is the UK's Sector Skills Council for land-based and environmental industries.

# TRAINING

It was apparent that presentational material used for the traditional BDS suite of courses did not meet the specific requirements of BTEC, so new modules and presentations were developed and in total 12 visits by the BDS training team were made to the Academy to deliver the course. The resulting educational course material is now available to meet future similar requests.

As part of their wider education the Academy students were also encouraged to take a locally run DSC1 course to enhance their knowledge on deer related matters. All students passed giving them a DSC1 in addition to their mainstream BTEC award.

The students all received free placement on the DSC1 course under the terms of the Society's Jim Taylor Page (JTP) educational bursary which is available to selected students under the age of 25, in full time education, and who wish to understand more about wild deer in the UK. In 2011 seven students received JTP Bursaries.



## Deer welfare

**We are all aware of the thousands of deer involved in road traffic accidents each year, many of which are sadly not killed outright but maimed and require humane roadside despatch.**

As a fundamental remit of the British Deer Society is deer welfare, in consultation with a number of police constabularies offering voluntary road traffic accident call out schemes, the Society developed a course of training for those involved in this work. Aimed at all personnel involved whether the actual despatcher, police control room staff or the police officer at the scene, the course offers advice and training on the many aspects of such an incident. Subjects such as onlooker control, traffic management, despatch and the minefield of legal issues are covered in detail during the one day course. The course has been approved by Lantra for

one of their customised awards aimed at serving a specific purpose for a specific industry sector. All course attendees receive a Lantra Certificate of Attendance, demonstrating that they have received an appropriate level of training enabling them to deal safely, legally and above all humanely with an accident involving deer.

In all training activities, the Society is enthusiastically and loyally supported by its Course Managers, Instructors, Assessors, Internal Verifiers and employed staff for which the Society is extremely grateful. Training team members undertake Continuing Professional Development as necessary and renew certification to be able to offer the necessary skills to meet instructional, FSA, Health and Safety and range requirements.



## New products

**In 2011 the training department was also responsible for the production of several new BDS training products which were added to the sales range.**

An outstanding achievement was the launch of the *Ultimate Deer Data* (UDD) CD. This interactive learning programme was developed particularly for students working towards DSC1 assessments, but is equally valid for any deer stalker wishing to refresh or expand their knowledge. The disc includes all the elements required for DSC1 together with an electronic version of the Society's renowned training manual, a new manual on marksmanship principles and a host of other material.

The key element of the CD is the way it allows each student to test their knowledge, identify weaknesses and study to improve. Nineteen interactive tests are included on the disc which randomly draws questions from selected categories of the DMQ standard question banks. Different question sets are presented each time the programme is selected, ensuring that with continued use all areas are covered. Each test is marked and a score provided along with supplementary learning material for incorrect responses. The programme also incorporates visual revision tests to enable correct identification of deer by species and sex. As part of the learning process, the CD contains around 1,000 full screen images to further enhance the learning process. *Ultimate Deer Data* has been met with tremendous user acclaim and is proving an excellent learning tool.

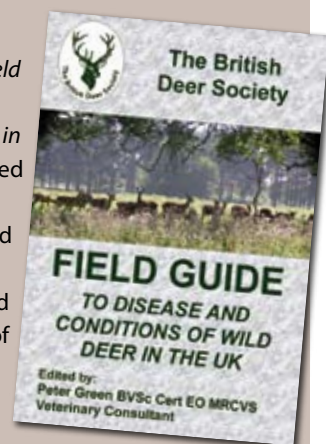
A new DVD was also introduced this year adding to the range of BDS products. *Rifle Maintenance* is a 50 minute film covering the relevant requirements of keeping a modern sporting rifle in good working condition to maintain accuracy in the field. Featuring Steve Bowers, a builder of high quality custom rifles, and BDS course manager Chris

Howard, the film is an invaluable aid to rifle owners. Steve and Chris gave their time and expertise freely for the production of the DVD which the Society acknowledges with grateful thanks.

A new technical publication entitled *Field Guide to Disease and Conditions of Wild Deer in the UK* was also launched following detailed research. A pocket sized booklet, extending to 74 pages and produced on water and tear proof paper, it is already being regarded as much an essential part

of a stalker's kit as any other item of equipment. Edited by the Society's Honorary Veterinary Adviser Peter Green and with input from Professor Ranald Munro and the BDS Training Committee, the publication is packed with useful information and illustrations and relates to diseases and conditions which might be encountered during carcass inspection prior to any submission into the human food chain. The publication has received much critical acclaim and as such the Field Guide has been endorsed as 'meeting the industry standard' by Scottish Natural Heritage, Scottish Gamekeepers Association, Deer Management Qualifications, The Deer Initiative, British Association for Shooting Conservation and the National Gamekeepers Organisation.

With such significant developments in 2011 the training department will be hard pressed to maintain this level of success in subsequent years. However, it will not rest on its laurels, and will continue to be imaginative in providing real and valuable training initiatives for the deer sector. ■



# HOW WE WORK

## Organisational structure of The Society

**T**he Society's Trustee/Directors held four quarterly full day meetings in 2011 to set and direct Society policies. The meetings were a mix of actual and virtual conference calls. Specific business was also conducted on a routine basis by email enabling further Trustee/Director interaction with minimal cost to the Society.

The Management Team completed another full year of scheduled work under the Chairmanship of the General Manager. The members consisted of Mark Nicolson, Society Chairman; Philip Mackenzie, Treasurer and Financial Director; Sarah Stride, General Manager and Company Secretary; David Goffin, UK Training Manager; John Bruce, Area Director for Scotland; and Phillip Rosslee, Finance Officer. Trustee/Directors as ex officio members, can attend management meetings and individual Trustee/Directors contribute specialist input as required.

Management meetings were held regularly in 2011, the majority by virtual medium, with single and multiple agenda item meetings conducted in this manner. The Management Team worked to their business plan with budgets, targets and work in progress subjected to continual review. New initiatives were developed as the year progressed.

### Risk management policy

The Society's Trustee/Directors take a responsible view of risk management, and in accordance with the provisions of SORP 2005 (Statement of Recommended Practice) Accounting for Charities, as a matter of course examined major risks to which they considered the Society might be exposed, reviewing and putting in place systems and procedures to manage and mitigate them. The Board adopted formal procedures to record this process using a risks register under which likelihood, and severity of risk are assessed on a 1 to 5 scale (low to high) in combination with the effect of high impact/high likelihood through to low impact/low likelihood. This enables the Society to prioritise its approach to risk management. The register is regularly reviewed.

### Occupational health and safety policy

In 2011, The Trustee/Directors reviewed and revised the Society's Occupational Health and Safety Policy to reflect changing conditions within the Society's work practices. Health and Safety has been incorporated as a routine agenda item at management team meetings.

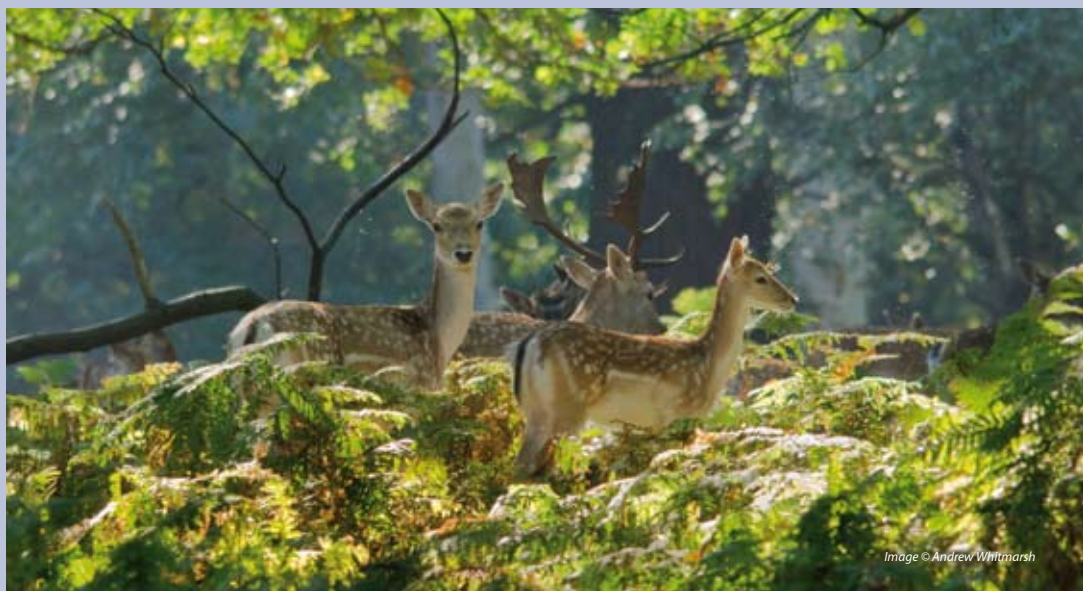


Image © Andrew Whitmarsh

## Fundraising

**A**ll BDS activities and initiatives require some form of financial support and often commitments have to be undertaken without recovering the expenditure. This is well understood, as there is a real cost to delivering the Society's core messages. The Society supports its range of projects by running an active fundraising programme. In 2011, BDS in common with the majority of charities, found the going increasingly difficult. Nevertheless the Society was successful in raising money from several annual fundraising initiatives with specific appeal to its membership.

### Internet auction

All funds raised during the annual internet auction were ring-fenced for the delivery of the Society's education and research programmes. The bulk of the auction lots are donated by BDS members and supporters, and in 2011 over 100 lots were donated with just over £20,000 raised. This was a similar figure to the previous year, which considering the financial climate was considered a good result.

### Draw

The BDS Ultimate Winter Draw ran through the end of 2010 and into 2011 closing in February. It featured a range of prizes chosen to widen the appeal to all members and their families. Goods were generously donated by Swarovski Optik, K&A Services, Greenfields of Salisbury, Chewton Glen Luxury Hotel and Spa, Clock House Furniture, The Present Finder and artist, Simon Trinder.

For the main draw the Society once again chose a rifle – on this occasion a £6,000 custom build from Callum Ferguson of Precision Rifle Services in Tomintoul, Banffshire. Tickets were sold at key shows – the Scottish Game Fair and CLA Game Fair. The Society does change its key draw items on occasion, selecting to widen appeal and has in previous years featured holidays, or vehicles. However from experience by far the best results and member support continues to come from rifle draws.

### Scottish deer stalking experience

Following on from the 2010 success of a limited ticket draw for stalking in Southern England, in 2011 attention was focused on Scotland. Each of five Scottish estates generously gave an opportunity for a day's stalking at Glenshero, Laggan; Gaick, Kingussie; Rothiemurchus, Aviemore; Kinvechy, Aviemore; and Aldourie, Loch Ness. All the stalking was for cull animals as part of the estates' management plans. It is intended to repeat the draw in the South of England in 2012, with one hundred £50 tickets on offer.

### Online shop

BDS Sales saw steady improvement both through the shows and via the online shop where deer management and stalker items have proved particularly popular. In addition new BDS products devised by the training department in 2011 – Ultimate Deer Data, Rifle Maintenance DVD and the pocket Field Guide to Diseases of Deer – had a significant effect on traffic to the BDS website. To maximize sales once purchasers reach the online shop pages, the range of products on offer is once again under review with a plan to increase the number of items offered. This process will be accomplished in two stages as the existing BDS ecommerce site has technical limitations. A replacement ecommerce site is planned for mid 2012, but until in place, the increased stock range will be limited. Sales are an important source of income for the Society so we must be ever vigilant and ready to make changes.

### Trusts

Trust donations were gratefully received from The Stonewall Park Charitable Trust, Mrs N.E.M. Warren Charitable Trust, Mr & Mrs T.C.S. Haywood Charitable Trust and the Diana Symon Charitable Trust.

### Legacies

Legacies were gratefully received from the estates of Mr M. Plant, Mr Brian Trevatt, and Miss Cynthia Drewery.





# HOW WE WORK

## 2011 Awards

**The Balfour-Browne Trophy** was awarded to John Willett for his outstanding work over many years both within the British Deer Society and the wider deer world. John was one of the founding members of the Society, which was formed in 1963 after breaking away from the Mammal Society with the purpose of lobbying for deer legislation. Efforts were rewarded when The Deer (England and Wales) Act was passed in 1963. An early Chairman of the Society, John has remained passionate about deer – whether training, filming, photographing, collecting or passing on his infectious enthusiasm to others over the past 50 years. He remained active at committee level in the South West England Branch until standing down at the end of 2010.

**The Jim Taylor Page Trophy** was awarded to Willie Perrie to recognise his service to the Society, and to Central Scotland branch in particular where he served on the committee for many years. He gave freely of his time particularly with training, and helped countless youngsters to enter the world of deer and with his enthusiasm helped to guide their progress through deer stalking.

**The Jim Taylor Page Bursary Award** - Seven students in full time education were recipients of a JTP Bursary enabling them to take and pass the DSC1 certificate.

## The Branches

**H**unstanton was the venue for the Society's Annual General Meeting weekend in May 2011. A couple of excellent estate visits to Holkham Hall and Houghton Hall, courtesy of Lords Coke and Cholmondeley respectively, were arranged by the East Anglia Branch Committee. Deer Keeper Glyn Ingram explained his management strategy at Holkham, whilst at Houghton, Deer Manager Julian Stoyel gave commentary on the park, the deer and management. Saturday night's after dinner speaker was John Thornley.



*John Willett being presented with The Balfour-Browne Trophy by the Chairman.*



*Willie Perrie being presented with The Jim Taylor Page Trophy by the Chairman.*

As ever a relatively small nucleus of Society members was involved in running the branches and/or active at branch events. This body of volunteers provided a yearly programme of activities and last year had a presence at around 50 shows. Additionally committees organised range days and training events, education days, working parties, deer watching and calf tagging, butchery and cookery demonstrations and similar activities. Branch fortunes wax and wane dependent on the availability of sufficient volunteers. In recent months it has been the turn of East Mercia to struggle on without a committee. Branch support has been given by the Area Chairman, bolstered by assistance from the Fordingbridge office. Efforts continue to keep the branch running rather than see it disappear, as has happened to a few other branches in recent years.

The ongoing effort provided by a relatively small but determined body of volunteers is acknowledged and much appreciated by the Society. ■





# FINANCIAL REPORT

## Financial Review for the Year ended 31st December 2011

**T**he 2011 Accounts set out overleaf are the consolidated financial statements of the British Deer Society including all branches and the wholly owned subsidiary BDS (Sales and Services) Ltd. The Accounts are presented in the same general format as last year. The support costs have been re-allocated over the direct charitable and other expenditure in accordance with the current best practice for Charities and SORP 2005, and on a consistent basis to previous years.

### Subsidiary – The British Deer Society (Sales and Services) Ltd.

Sales and Services produced a surplus for the year that was more than double that of last year and this has been passed over to the Charity. The new Ultimate Deer Data DVD has sold very well and the two original DVDs continue with steady sales. The cost of the venison cooking DVD has nearly been written off in full so should have little impact on next year's result. New arrangements are being explored with outside suppliers to replace the agreement that came to an end last year. This should expand the range of goods available to members and help to produce a good trading result in 2012.



### Charity

As reported last year the Charity Accounts now incorporate the training activities of the Society. We continue to account for training as a separate division for internal purposes and I have to report that training has recorded an increased loss this year owing to reduced demand for courses and low uptake on some of the courses that were run. This situation has been addressed by the Training Committee and bookings are already showing an increase in the current year. In addition options are being considered for more streamlined courses and there is a possibility of linking with the Duke of Edinburgh gold award scheme to run courses for its students. Having said that, training is a very important part of the operation of the Charity as it remains a steady source of new members and the expertise that has been built up has provided a major input into the DVDs that have been produced. Overall membership numbers are holding up well in these difficult economic times and I believe our retention of members is better than that of some similar organisations. The Charity has recorded a loss of £8,537 in the current year but this is less than was anticipated earlier in the year. The Charity remains financially strong and has good financial reserves; however in the current climate of low interest rates these deposits generate a much lower investment return than in the past. Again I would like to record my thanks to the staff at Fordingbridge who do sterling work on behalf of the Society and its members. The year ahead may be more difficult but we are still budgeting for a small surplus and I believe that the Society is in good shape to tackle any challenges that may lie ahead.

**Philip Mackenzie**  
Treasurer





## Financial Report 2011

**These Summarised Accounts are an extract from, and are consistent with the Statutory Accounts but may not contain sufficient information to allow for a full understanding of the financial affairs of the Society.**

Our Auditors, Messrs Fletcher & Partners, have given an unqualified audit report on the full Statutory Accounts, which were approved by the Directors (who also act as trustees for the charitable activities of the British Deer Society) on 8 March 2012. They will be presented for approval of the members at the AGM on 13 May 2012. The full Statutory Accounts have been prepared in accordance with

the Statement of Recommended Practice (SORP 2005) Accounting by Charities.

Copies of the full Statutory Accounts will be lodged with the Registrar of Companies and the Charity Commission. The full accounts may be inspected at the Society's offices at The Walled Garden, Burgate Manor, Fordingbridge, Hampshire, SP6 1EF, and copies are available to members on request.

### **Signed on behalf of the Board**

**Philip Mackenzie**

Treasurer

8 March 2012

# FINANCIAL REPORT

## Group Statement of Financial Activities for the Year Ended 31 December 2011

	Total 2011 £	Total 2010 £
<b>INCOMING RESOURCES</b>		
<b>Incoming Resources from Generated Funds</b>		
<b>Voluntary Income</b>		
Members Subscriptions and Donations	338,787	358,915
Legacies and Specific Donations	6,394	5,993
Grants and Sponsorship	8,599	8,043
<b>Total Voluntary Income</b>	<b>353,780</b>	<b>372,951</b>
<b>Charitable Activities for Generating Funds:</b>		
Fundraising Events, Auctions & Draws	39,952	46,923
Trading Income	120,225	96,338
Sundry Income		75
<b>Total Charitable Activities Income</b>	<b>160,177</b>	<b>143,336</b>
<b>Incoming Resources from Charitable Activities</b>		
Training Income	142,323	146,180
Branch Activities	36,782	34,098
<b>Investment Income</b>	<b>7,027</b>	<b>6,898</b>
<b>Total Incoming Resources</b>	<b>700,089</b>	<b>703,463</b>
<b>RESOURCES EXPENDED</b>		
<b>Costs of Generating Funds</b>		
Direct Costs of Fundraising Events	35,943	40,553
Membership, Marketing and Data Management	75,041	65,795
Trading	84,621	64,828
	<b>195,605</b>	<b>171,176</b>
<b>Charitable Activities</b>		
Research and Public Education	57,833	54,852
Technical and Advisory	65,365	96,485
Media and Publications	80,554	79,235
Training	180,653	163,187
Other Activities	99,300	93,570
	<b>483,705</b>	<b>487,329</b>
<b>Governance Costs</b>	<b>29,316</b>	<b>20,411</b>
<b>Total Resources Expended</b>	<b>708,626</b>	<b>678,916</b>
<b>Net Incoming/(Outgoing) Resources Before Transfers</b>	<b>(8,537)</b>	<b>24,547</b>
Transfers Between Funds	-	-
<b>Net Incoming Resources After Transfers</b>	<b>(8,537)</b>	<b>24,547</b>
<b>Net Movement in Funds</b>	<b>(8,537)</b>	<b>24,546</b>
BALANCES AT 1 JANUARY 2011	488,848	464,302
<b>BALANCES AT 31 DECEMBER 2011</b>	<b>480,311</b>	<b>488,848</b>

## Group Balance Sheet as at 31 December 2011

	Total 2011 £	Total 2010 £
<b>FIXED ASSETS</b>		
Tangible Assets	102,920	104,952
<b>CURRENT ASSETS</b>		
Stocks	26,523	24,665
Development Costs	15,956	20,940
Debtors	48,161	33,053
Loans to Subsidiaries	-	-
Deposits with Banks	280,702	375,000
Cash at Bank and In Hand	145,845	131,752
<b>Total Current Assets</b>	<b>517,187</b>	<b>585,410</b>
CREDITORS: Amounts falling due within one year	109,777	159,158
<b>NET CURRENT ASSETS</b>	<b>407,410</b>	<b>426,252</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>510,330</b>	<b>531,204</b>
CREDITORS: Amounts falling due after more than one year	30,019	42,356
<b>NET ASSETS</b>	<b>480,311</b>	<b>488,848</b>
Representing:		
<b>INCOME FUNDS</b>		
Restricted Funds	157,964	157,983
Unrestricted Funds:		
Designated Funds	28,865	28,785
General Fund	293,482	302,080
	<b>322,347</b>	<b>330,865</b>
<b>TOTAL FUNDS</b>	<b>480,311</b>	<b>488,848</b>



Image © Rob Moon

## **Independent Auditors' Statement** to the Trustees and Members of The British Deer Society

**W**e have examined the summarised accounts for the year ended 31 December 2011.

### **Respective Responsibilities of the Trustees and Auditor**

The trustees are responsible for preparing the summarised accounts in accordance with applicable United Kingdom law. Our responsibility is to report to you our opinion on the consistency of the summarised accounts with the full annual consolidated accounts and the compliance with the relevant requirements of section 427 of the Companies Act 2006 and the regulations made thereunder.

We conducted our work in accordance with Bulletin 2008/03 issued by the Auditing Practices Board. Our

report on the company's full annual consolidated accounts describes the basis of our opinion on those accounts.

### **Opinion**

In our opinion the summarised accounts are consistent with the full annual consolidated accounts of The British Deer Society for the year ended 31 December 2011 and comply with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

**Fletcher & Partners**

Chartered Accountants and Statutory Auditors

Salisbury, 26 March 2012

**The full accounts may be inspected at the Society's offices at The Walled Garden, Burgate Manor, Fordingbridge, Hampshire SP6 1EF and copies are available to members on request.**



# ACKNOWLEDGEMENTS

## Auction and Draw Donors

The Marquess Of Aberdeen  
Mike Bagnowicz  
Capreolus  
The Earl of Dalhousie  
Mark Nicolson  
John Bruce  
John Thomas  
Tim Cooper  
Roger Wadsworth  
Robert Shields  
George Trebinski  
Richard Prior  
Charles Fenn  
Colin Dunton  
Tony Dalby-Welsh  
Coch-Y-Bonddu Books  
Forest 4 Wheel Drive  
Philip Mackenzie  
Iain Semple  
Sir Michael Strang Steel  
Richard Wills

Sir Edward Dashwood  
Tony Cook  
Trevor Hughes  
Holkham Estate  
The Rutland Group  
Todd Beardsworth  
The Essex Shooting School  
John Shields  
Charles Smith-Jones  
Dr John Fletcher  
Graham Downing  
The London Camera Exchange  
(Salisbury)/Canon  
Silky Fox Saws  
Roddy Ando  
Quiller Publishing Ltd  
John Johnson  
Damian McElholm  
Will Browne-Swinburne  
John Campbell-Smith  
Ross Minerva

Matt Ridley  
Dominic Griffith  
Jo Jo Glass Design  
Marco Pierre White  
Will Young  
The Game Conservancy &  
Wildlife Trust  
Chris Sturgis  
Mark Lazzeri  
Blackmore Vale Shooting &  
Conservation Society  
Annan and Borders Fly Fishing  
Ian Thew  
The Duke of Grafton - Euston  
Estate  
Glyn Ingram  
Invercauld Estate  
Peter Elliott  
Alan Shannahan  
Viscount Deer Stalking UK  
Lonsdale Estates  
Neath Gun Shop  
Goldsmith & Co  
Atholl Estates  
Geoffrey Thomson  
Tim Baynes  
Donald Anderson  
Hockham Deer Management  
Group

Mrs Emma Peterson  
David Barrett  
Chewton Glen Hampshire  
The CLA Game Fair  
Mrs Timothy Stanning  
William Mathews Taxidermy  
Cameron Manson  
David Grayling  
Derek Stimpson  
Sparsholt College  
Duff Hart-Davis  
Shooting Gazette  
Shooting Times & Country  
Magazine  
Sporting Rifle  
Sporting Shooter  
The Countryman's Weekly  
Maitland Rankin  
York Guns Ltd  
Muntjac Trading  
Shampers Restaurant  
Anna Login  
Precision Rifles  
Glenshero Estate  
Gaick Estate  
Rothiemurchus Estate  
Kinvechy Estate  
Aldourie Estate  
Precision Rifle Services



## Sponsors and Donors

Swarovski Optik  
Saffrey Champness  
Jahti Jakt  
Country Land And Business  
Association  
Countryman Fairs  
Vantage Events Management  
Ltd  
Highland Field Sports Fair Ltd  
Lowther Horse Driving Trials &  
Country Fair  
Wilson's Mark Hatt-Cook  
Game & Wildlife Conservation  
Trust  
The Stonewall Park Charitable  
Trust  
Mr & Mrs T C S Haywood's  
Charitable Trust  
The Trustees of the Nancy  
Warren Charitable Trust

Diana Symon Charitable Trust  
The Downton Society re. Mark  
Hatt-Cook  
Harewood Estate  
K&A Services  
Greenfields of Salisbury  
Macroguard Ltd  
CG Manning  
PD Payne  
Baron G van Tuyll  
RA Bulbeck  
Paul Payne  
KG Industries  
The Englefield Estate  
CIC Head Measurers  
Clock House Furniture  
The Present Finder  
Steve Bowers  
Chris Howard

**Grateful thanks to the BDS donors listed  
and to the many more who are not  
specifically mentioned here.**

## Patron:

HRH The Prince of Wales KG,KT,GCB,ADC (P)

## Trustee/Directors:

<b>President</b>	Sir Michael Strang Steel Bt DL
<b>Chairman</b>	Mark Nicolson
<b>Vice Chairman</b>	Roger Wadsworth
<b>Treasurer</b>	Philip Mackenzie
<b>English/Welsh Area Chair</b>	N Hugh Davis
<b>Scottish Area Chair</b>	John Bruce
	Roddy Ando
	Will Browne-Swinburne (until May 2011)
	Dominic Griffith
	Dorothy Ireland
	John Johnson (from May 2011)
	Ray Mears
	Maitland Rankin
	Charles Smith-Jones
	John Thomas
	Michael Thick (from May 2011)

## Branches:

### England

South East England, South West England, East Anglia, Wessex, Midlands, East Mercia, Yorkshire, North East England, North West England, West

### Scotland

South East Scotland, Central, Highlands, North East Scotland, South West Scotland

### Northern Ireland

## Special interest group:

### Defence Deer Management

## Honorary Advisors:

### Veterinary

Peter Green BVSc,  
Cert EO, MRCVS  
Professor R J Putman  
Wilsons, Solicitors

### Scientific

### Legal

## Staff:

### General Manager

Sarah Stride

### P/A, Sales Administrator

Sue Varvill

### UK Training Manager

Dave Goffin

### Training Coordinator

Cheryl Seymour

### Projects Officer

Martin Hailstone

### Finance Officer

Phillip Rosslee

### Membership Coordinator

Annie Nadin

### Administration Assistant

Francis Fish

## Vice Presidents:

Major The Hon PC Baillie  
Major CS Kilpatrick BSc (For)  
JA Willett FRGS, FZS

## Fellows:

Raymond Chaplin BSc, MIBiol, FZS  
John Childs  
Dorothy Ireland  
Jeanette Lawton  
VJA Manton MRCVS, FIBiol  
Hugh Oliver-Bellasis, FRAG  
Richard Prior CBiol, MIBiol, MIEEM  
Tony Waterson  
JA Willett, FRGS, FZS





# The British Deer Society



Registered as a charity  
in England and Wales,  
registered no. 1069663  
Registered as a charity in Scotland,  
registered no. SCO37817

The Walled Garden,  
Burgate Manor  
Fordingbridge,  
Hampshire SP6 1EF

Tel: +44 (0) 1425 655434  
Fax: +44 (0) 1425 655433  
Email: [h.q@bds.org.uk](mailto:h.q@bds.org.uk)  
Web: [www.bds.org.uk](http://www.bds.org.uk)

Cover image © George Trebinski.  
Additional images courtesy of the  
photographers and The British Deer Society  
Image Library.

Design and layout:  
Phoenix 2, [www.phoenix-2.co.uk](http://www.phoenix-2.co.uk)

In association with



**Saffery Champness**  
CHARTERED ACCOUNTANTS



## Mixed Sources

Product group from well-managed  
forests, controlled sources and  
recycled wood or fibre.  
[www.fsc.org](http://www.fsc.org) Cert no. TT-COC-002662  
© 1996 Forest Stewardship Council