

Annual Review

2012

The British Deer Society







Annual Review 2012

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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.



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CHAIRMAN'S REPORT

As predicted 2012 proved to be a difficult year financially for the Society. We suffered a reduction in membership numbers from which we had previously been sheltered. This reduction was compounded by the loss of five days out of six at the Scone and CLA Game Fairs, and numerous other days at shows large and small across the country. It is difficult to estimate the loss this caused the Society, but a conservative figure would be at least half of last year's shortfall. The remainder of the negative result can be ascribed to a below budget take up of places on our training courses. We remain confident of the quality of our training, but we are always vulnerable to price undercutting in a low entry cost business. There is differentiation on quality, but the Society believes that where animal welfare is concerned there should be no short cuts.

We have taken steps to address costs, and we are working to a breakeven budget for 2013, our 50th anniversary year. We are also taking the opportunity to reflect on our first fifty years; to have a long think about where we stand, and how we should be positioning ourselves for the future. One thing

for certain is that the future is going to be very different from the past, and that change is going to take place at an ever-increasing pace. We could stand still, but I believe that would involve a gradual but sure decline as our membership ages without being replaced by the next generation who may well have a fundamentally different attitude and outlook to our own. The driver behind this change is the increasing speed of communication, coupled with the volume of information freely available to anyone with access to the internet. In many cases the quality of this information has and will suffer. Anyone with a view can make it widely known, despite either wild inaccuracy, evident prejudice, or plain error. Our challenge will be to ensure that information based on peer reviewed science is always at the fore, so that any decision making involved with deer related matters is objective, informed and above all correct.

In a world where headlines are deemed important, and news has an ever shortening half life, having the correct message is not relevant unless it can be distributed widely, effectively, and quickly. That means embracing social media with enthusiasm, but always mindful of the standards for which we have been known in our first 50 years, and which have been built up so painstakingly by those who have gone before us. Relying on a relatively small membership, when compared to those with an active interest in deer, will not sustain the Society long into the future - we have to reach those who have that interest in deer and not wait for them to come to us. That is the challenge the Board is addressing in our anniversary year, in order that we can face the future with confidence in this fast changing world.

This year will see two changes in particular which should not pass without comment. Roger Wadsworth is stepping down after 10 years as vice chairman. During that time he has brought to the Board, from his corporate life, professionalism and gravitas at a level from which I suspect few



charities benefit. His calm but forceful judgement has been both invaluable and invariably correct. Our best wishes and thanks are extended to him, with a request to take greatest care as one of his stated wishes is to spend more time in the saddle.

After 10 years we are also saying farewell, but firmly not goodbye to Rory Putman, who has stood down as our Scientific Advisor. Rory brought an ever increasing insight to the Society of what is current in the scientific world of deer related research and applied management. His contribution while conducting a hectic working life has been immense, and we are enormously grateful at so many different levels, but, as I have told him, he should not expect his telephone to stop ringing.

Their shoes will be difficult to fill, but we are very lucky to welcome Michael Thick to the Board. Michael comes from the world of clinical medicine where he practised for many years as a liver transplant surgeon, before moving on in the NHS to a very senior post in communication. He has recently left to join a major American medical systems company as their senior clinical advisor. His knowledge of both science and communication will be invaluable to our future. We also welcome Alastair Ward as our Scientific Advisor, or maybe I should say welcome back, as Alastair worked as our Education Officer about 10 years ago before taking up a post within Government Research. Alastair is as abreast as anyone with all current science relating to deer, and many other animals, and already his contribution to the Board has been very helpful.

In this anniversary year, we should remember that the Society would not be in the position it finds itself today without those who have gone before us. I could mention names, but there is not enough space to begin to list the individual contributions of all those who have given so much of their time freely to the benefit and welfare of deer. We today can only hope to do justice to their work in fighting for the cause of deer in this world where they have



few friends in some corners whilst enjoying great affection from the public at large. We will continue to work for a balance based on good science, and to communicate that to as many people as we can through our many volunteers and staff without whom deer would be considerably worse off. My thanks to all members and staff, past and present, cannot be exaggerated.

Mark Nicolson

OBJECTIVES AND ACHIEVEMENTS

The Society's primary objects are:

- The promotion in the public interest of research into the habits of and the scientific study of deer in the British Isles with particular reference to their relationship to the natural habitat, forestry, agriculture and areas to which the public have access
- The promotion in the public interest of knowledge of methods of management, humane treatment and humane control of deer

These objects are achieved through a packed programme of meetings and educational activities, deer management training and research projects all of which have to be financed via subscriptions, donations and fundraising activities. The main objectives for each year are described in a business plan addressing actions under major sub-headings with delivery targets.

The trustee/directors have referred to the guidance in the Charity Commission's general guidance on public benefit when reviewing the Society's aims and objectives, and in planning future activities.

In the current climate the cost of delivering such a demanding work programme continues to provide challenges, however we continue to focus on the charity's principal aim which is to ensure the future of a healthy population of wild deer in the UK existing in balance with the environment.

Working relationships

In 2012 much of the Society's work was accomplished through working partnerships and group meetings, sharing information and decision making. Each year the number of bodies - governmental, agency and nongovernmental (NGO) - with which we engage increases.

Scotland matters again took the main billing through the year following on from the Wildlife and Environment (WANE) Bill 2011. The deer advisory panel appointed by Scottish Natural Heritage to brief on technical issues, remained pivotal, with the chairman of BDS Scottish Council closely involved, as part of the four-man team. DSC1 was confirmed as the bar set to demonstrate competence in stalkers in Scotland, and the deer industry worked to publicise and impress on the stalking community the need to qualify in readiness for the next expected review in 2014. Best practice days, workshops, activity days and deer management training were organised to encourage DSC1 uptake and demonstrate that the industry is seen as addressing the issue.

This was but one thread over the year and Scotland was involved in deer-related meetings on matters as diverse as the SNH wildlife management survey and wildlife management framework, strategic directions for the National Forest Estate, Scottish Government and FSA consultation on the review of the Animal By-products (identification) regulations, Lowland Deer Management Group development, Peri-urban issues, poaching, count and cull data, wildlife crime and disease issues.

England and Wales, and Northern Ireland also provided equally busy years for BDS with a wide range of industry-related meetings and other activities covering the full spectrum of deer-related issues.



Throughout the year the Society met and/or corresponded with many organisations in pursuit of its aims, 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 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)
Firearms and Explosives Licensing Working Group (FELWEG)
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
Highways Agency
Institute of Chartered Foresters
James Hutton Institute
John Muir Trust
Lantra, Sector Skills Council for the environmental and land-based sector
Lead Ammunition Sub Group
Lowland Deer Network
Mammal Society
Mammal Trust
Moorland Forum
Moredun Institute
National Gamekeepers Organisation (NGO)
National Rifle Association (NRA)
National Trust
National Trust for Scotland
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
Royal Society for the Protection of Birds (RSPB)
Royal Society for the Prevention of Cruelty to Animals (RSPCA)
Scottish Executive Environment and Rural Affairs Department (SEERAD)
Scottish Natural Heritage (SNH)
Scottish Landowners and Estates (SLE)
Scottish Gamekeepers Association (SGA)
Scottish Venison Partnership
Scottish Wildlife Trust
Standing Conference on Countryside Sports (SCOCS)
Tracking Mammals Partnership
Transport Scotland
Various university/regional council specialist interest and biodiversity groups
Veterinary Deer Society
Wildlife Trusts (various)
Wild Scotland
Zoological Society of London



OBJECTIVES AND ACHIEVEMENTS

Education

Dama International: The Fallow Deer Project

BDS is a collaborative partner in the Fallow Deer Project at Nottingham University. The Society provides some technical support in deer management and a platform to promote the work. Led by Principal Investigator Dr Naomi Sykes, this ambitious and wide-ranging project, funded by the Arts and Humanities Research Council (AHRC), covers Fallow Deer and European Society 4000 BC-AD 1600.

● www.fallow-deer-project.net

One specific offshoot of this project is focusing on the ethical and environmental problems surrounding Britain's deer today. The Fair Game Initiative was launched as an outreach programme seeking to engage the public with the facts about

deer management and the benefits of wild venison providing locally sourced, seasonal, healthy and ethical food. Its educational importance is focused by linking with schools and the public in a series of Unmaking and cooking of venison events.

Similar events were held locally in combination with BDS Branches, both as part of this project and as wholly separate initiatives, encouraging

participation with the wider public – both young and old.



▲ Young students experience skinning and jointing at an Unmaking and cooking of venison event at Nottingham University Samworth Academy.

PHOTOGRAPHER: Sam Kirby





Environment, Northern Ireland Environment Agency and the Association of Chief Police Officers (England and Wales and Scotland).

● www.defra.gov.uk/paw

Display and download

Visual impact is vital, and during 2012, existing BDS display material was reviewed and renewed and a new clutch of posters produced for use centrally and by the branches. While the Society uses these display and educational materials primarily at Shows and Fairs, it also supplies them to estates, country parks and educational establishments with deer interest.

More downloadable resources were added to the Society website - the six species leaflets were included in this format along with the latest 2011 deer survey maps and other downloadable information. More material is currently being produced by the education group for provision as additional resources readily accessible to professionals, educators, students, media and the public visiting our site.

Download the species leaflets from the BDS website.



Yorkshire Branch produced two extended power point presentations for use on general talks to the public or the more specific topic of poaching. These they shared with all the branches so speakers can choose specific sections of the packs, to select and focus on individual topic areas.

Wildlife Crime

The Society is a member of the Partnership for Action against Wildlife Crime (PAW) – a collaboration of organisations working together with the National Wildlife Crime Unit (NWCU) to combat a range of wildlife crime. The value of the NWCU is widely recognised but funding is difficult with support variously from the Home Office, Defra, Scottish Government, SNH, Department of the

The issue of deer poaching is but one area addressed by PAW's wildlife crime remit. BDS continues its main anti-poaching campaign to encourage public awareness and the need to report poaching crimes to the police. The media has a clear role here too. Several BDS Branches remain committed to local poacher watch schemes and Yorkshire continues its 'Shine a Light' initiative within the North of England.

The Show circuit

The weather played a significant role attempting to sabotage the Society's programme of show attendance in 2012. The wild weather encountered at the Royal Cornwall Show, with damage caused to the branch tent and equipment, was an early warning of things to come. Following events suffered with the Great Yorkshire Show abandoned after one day, the Scottish Game Fair also only managing one of its three days, and the CLA Game Fair being cancelled completely. This all had an effect on Society finances through lost sales, fundraising and membership recruitment.

Nevertheless despite a few other poor showings due to bad weather a good number of shows continued unaffected.



OBJECTIVES AND ACHIEVEMENTS

Communications

The Society quarterly Deer Journal remains the primary source of information and communication for members and the wider world, with its mix of feature articles, research, technical information, branch news and reviews. Despite the move towards electronic information and receiving news in short bytes on 'hand helds', the Deer Journal provides the principal method of reaching such a wide audience. In addition to this traditional medium, more deer articles and information are being made available online to meet the needs of a younger audience.



BDS has also addressed the continuing rise of social media and launched its Facebook business page to appeal to a younger market and increase communication with a public used to smartphones and tablets as its natural method of communication.

The electronic newsletter Deerbytes continues to provide instant access to Members and subscribers and is especially useful when swift information transfer is required.

Media coverage

Another year hard at work with the media resulted in reasonable coverage of deer with technical input often provided by BDS to BBC Spring, Autumn and Winter Watch and items for Countryfile, Inside Out and other programmes. Although relatively unusual for the BDS name to receive air time, the Society has links to the relevant programme websites where support material is held and BDS acknowledged.

Further media coverage was also picked up in some papers and the sporting press with occasional radio coverage too.

The Society's own website continued providing a primary information source. When topical deer issues were raised externally in the press, this was reflected in a corresponding spike of hits on our site as evidenced by statistics from Google analytics. Our website enquiry forms continued to feed through an increasing number of enquiries which were answered by the technical team.

The website format is due to be overhauled and a new site built in 2013 when a number of further add-ons are anticipated.



Making use of by-products!

The outcome from one of the more unusual e-form enquiries was working with Royal College of Art student Emma Montague. Her resultant project work on a range of jawbone sunglasses entitled 'Eyewear', was exhibited not only at the RCA Graduate Show, but also in Milan!

◀ **EYEWEAR: Heiress Gold from the CHIEF & HIS WIDOW COLLECTION**
DESIGNER: Emma Montague
PHOTOGRAPHER: Gabriel Thomas



RESEARCH

Genetic and ecological characteristics of invasive success in deer species

Richard Fautley is completing a PhD at Imperial College London. He 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 world.

His research on the factors underlying invasion by introduced deer is co-funded by the Biotechnology and Biological Science Research Council (BBSRC) and the British Deer Society.

Comparative analysis of the factors promoting deer invasion

Richard's research has explored a number of aspects of non-native deer introductions. An analysis of the ecological, life-history and human-influenced factors which seem to be associated with successful establishment and spread of introduced deer

worldwide has been completed, and the results written up and published in *Biological Invasions*. 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 control for the effects of common ancestry on the invasion success of introduced deer.

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.



Using a genome-wide marker system (Amplified Fragment Length Polymorphism), 400 roe deer samples have been genotyped. Analysis of this data will determine the levels of genetic diversity and structure of the UK populations, and assess levels of gene flow between populations. The genetic data will also be combined with georeference and climatic data in order to better understand how the environment influences the distribution of genetic variation, and to detect genetic variants associated with particular environmental characteristics (ie genes under selection). The results of this study may have important implications for the future management of roe deer populations.

Muntjac and sika

Richard has also been in talks with a researcher at Queen's University Belfast who is researching the newly-established muntjac populations in Ireland. Once the results of a population analysis of muntjac in Ireland are available, they can be used to further explore the relationships between genetic diversity, environmental factors and rate of spread, but within a different study species.

Extending the analysis to sika, Richard compiled data on sika populations in the UK including the source, spread, hybridisation and population genetic data. Red x sika 'hybrid populations' are expanding into their source 'pure' populations, making an assessment of their rate of spread relative to other populations unfeasible to calculate. Furthermore, it appears that much of the variation in rate of spread of 'pure' sika will be explained by environmental factors as the levels of genetic variation are very low.





RESEARCH

Conservation genetics of the Chinese water deer

Richard is also working on the population genetics of Chinese water deer (CWD) in the UK and China. The aim of this project is to determine the source of CWD introduced to England, and assess the genetic diversity and differentiation of the populations. Richard has non-invasively sampled wild CWD populations in the UK (by collecting droppings and hair), applied novel techniques to extract DNA from the samples, and generated the first genetic data on British CWD. A collaboration with researchers at East China Normal University in Shanghai (who are currently engaged in a reintroduction programme, taking CWD from the Zhoushan islands and repopulating areas around Shanghai) has progressed well. The researchers have shared their genetic data on the Chinese populations, which has enabled a detailed comparison of the UK and Chinese populations. In addition, a grant proposal aiming to further develop the programme has been successful, and one of the Chinese researchers plans to visit the UK next year.

Analysis of the UK and Chinese populations shows that the UK populations have much lower genetic

diversity than those in China, are descended from mainland (rather than Zhoushan island) populations, and are significantly differentiated. These results will be of significance to conservation efforts, given the continued decline of CWD within their native range and the fact that the UK now hosts a larger number of CWD than China itself!

Research-related activities

BDS awarded a Jim Taylor-Page bursary to Richard which enabled him to attend a DSC Level 1 course. This training in deer stalking helped with sample collection for the roe deer project, and in making contact with other stalkers. Recently Richard also completed a Policy Placement under a new scheme from the BBSRC. This entailed working for three months in the Science Policy team of the Society of Biology, where he was involved in writing responses to consultations and public engagement.

During the course of his PhD, Richard has also presented a poster entitled "Population genetics of range expansion in roe deer" at the '*Evolutionary potential in natural populations*' international conference in Sønderborg, Denmark, and given talks on 'The invasion biology of wild deer populations' at various symposia in Silwood Park, Berkshire.

He is currently writing up his thesis which he expects to submit in May 2013.



RESEARCH

Vocal mediation of intrasexual competition in fallow deer

Alan McElligott and Ben Pitcher from Queen Mary, University of London are investigating the breeding vocalisations of fallow deer to determine how information about individuals is broadcast during the rut. This project is also funded through a postdoctoral fellowship grant from The Fyssen Foundation to Ben Pitcher.

Fallow deer are one of the most vocal deer species. They invest large amounts of energy in displaying and fighting during the rut, and can groan at rates of over 3,000 times per hour. The study aims to examine how information in fallow deer groans is perceived by males, and how it is used in the assessment of rivals and the mediation competition between males. By determining this, the study is exploring the selection pressures that have shaped the fallow deer vocal system and how fallow deer evolution has differed from other species, in particular red deer, but also other mammals.

Ben and Alan conducted this study over the 2012 rut in Petworth Park, West Sussex. Through September, in the lead-up to the rut, a group of 50 bucks were identified using photo identification techniques. The groans of these bucks were then opportunistically recorded during the early rut in the first weeks of October. The recorded groans were modified using the sound manipulation software *Praat*, which is more typically used to study human voices. Changes made to groans can include the pitch, duration and the frequencies of formants (frequencies in the groan caused by the morphology of the vocal tract). Around the peak of the rut in October playback experiments were performed to 10 of the previously identified males that were holding lek territories, to determine how changes in groans are reflected by changes in the behaviour of the males hearing them. Over six trials, modified groans were played to each male using a loudspeaker, in order to simulate the intrusion

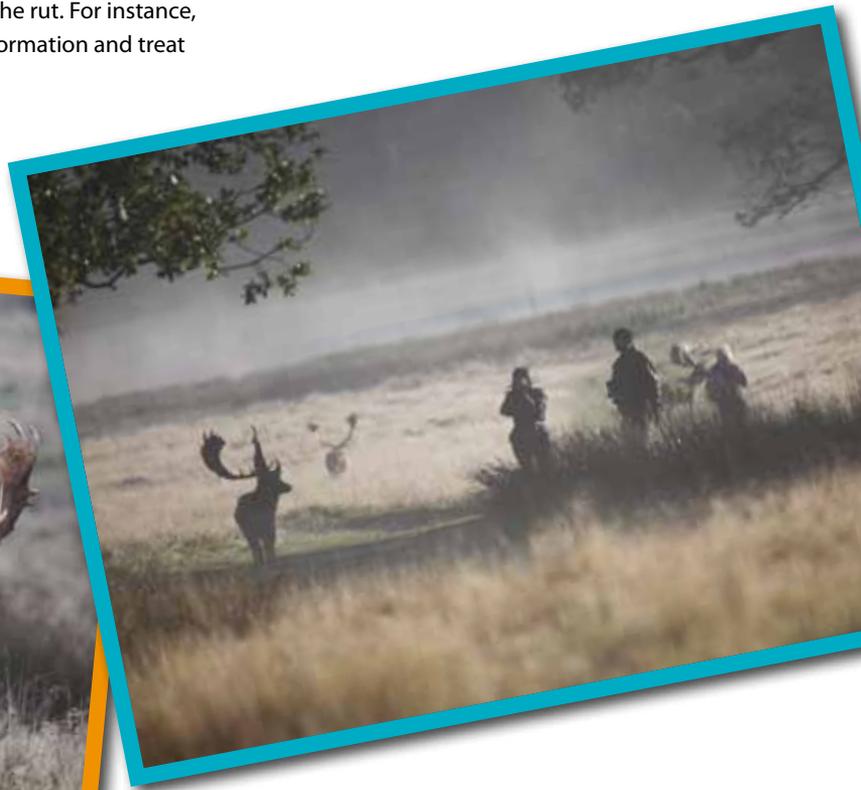


of another buck. All of the playback presentations were video recorded to allow the reaction of bucks to be studied and scored in detail back in the laboratory.

Previous work by Alan and colleagues on fallow deer has demonstrated that larger males have lower formant frequencies and that more dominant males have lower pitched calls. Further, fallow deer elongate their vocal tract while calling by retracting their larynx to lower their formant frequencies as much as possible, potentially emphasising body size. This new research builds on these findings, by examining the perception and use of this information by fallow bucks. This will then indicate sources of selection pressure that have shaped the evolution of fallow deer and their vocal communication system during the rut. For instance, if males do perceive formant information and treat

lower formants as more threatening, it is likely that intrasexual competition between males has driven the evolution of the mobile larynx in this species. If however males do not perceive this information, it is likely to be the result of other selective pressures such as intersexual selection by females (eg females might prefer males with lower formant frequencies).

The results of this study are currently being analysed and expect to be submitted for publication in the next few months, with a report to follow in *Deer*. This should provide a much greater understanding of the evolution of the breeding behaviour and vocal communication of deer species, and a greater appreciation of the calls heard on those misty mornings during the rut.

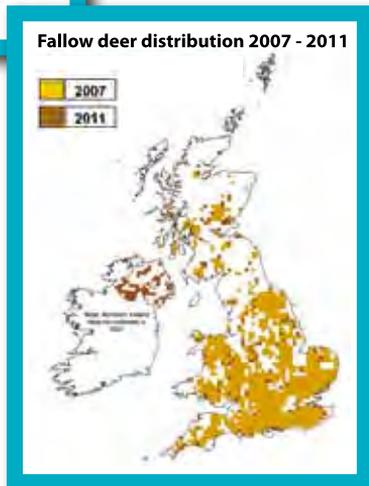
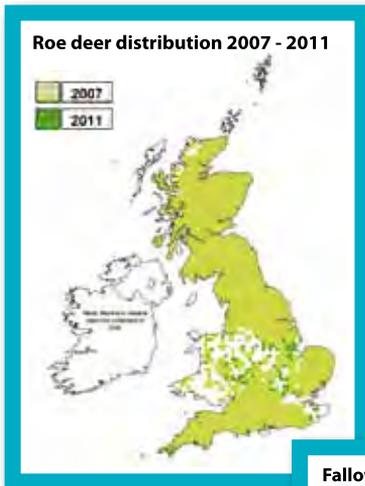


RESEARCH

UK Deer Distribution Survey

Having pioneered the reporting of distribution for all six species of deer living wild throughout the UK, the BDS completed the mapping of its latest survey during 2012. In 2002 and 2007, significant expansions of deer colonisation were recorded for all species, and in 2011 the results again showed increased spread and/or movements in deer range for all species. For the first time in this survey records were included from Northern Ireland. Full results were reported in Autumn Deer Journal 2012.

The survey maps can be downloaded from the BDS website.



Change of Honorary Scientific Advisor

After ten years as the Society's Honorary Scientific Advisor, **Professor Rory Putman** stepped down in May 2012. Rory provided extremely wise counsel, guidance and support to the Board and BDS members throughout his tenure, and will no doubt continue to do so within the deer world for many years through his ever-increasing portfolio of consultancy work.

Taking over the mantle of BDS Honorary Scientific Advisor, **Dr Alastair Ward** is a senior scientific project manager specialising in wildlife biology research at the Food and Environment Research Agency (FERA) Sand Hutton, York. Alastair's links with the Society stem from his early PhD days at York University when his thesis on *The ecology and sustainable management of roe deer in multiple-use forestry* was supported by the BDS. He subsequently worked as the Society's Conservation and Information Officer before moving on to become a Teaching Fellow at Durham University, then a Senior Ecologist at the Central Science Laboratory for several years before joining FERA. He was also for a period, a Trustee and conference organiser of the Mammal Society. His reputation for achievement is underpinned by a solid publication record, sound experience of university teaching, project supervision and fund raising. Alastair brings a breadth of knowledge to the role of Scientific Advisor and will be invaluable in assisting the Society's Trustee Directors with its expanding research programme.

One of Alastair's first tasks was to finalise and deliver the detail for future BDS research strategy and grant awards. This is now complete and will be instigated during 2013.



TRAINING

The Society understands and supports the need for culling wild deer populations in areas where deer numbers are in conflict with other land use interests and balanced habitat requirements. However, culling activities can have serious deer welfare implications if not conducted humanely and far-reaching consequences if safety and legislative requirements are not considered or observed.

BDS has a long history of delivering deer management training. The Society pioneered Britain's first 'Deer Sector' endorsed qualification, the National Stalkers Competence Certificate (NSCC) back in 1982. This training course, in addition to being delivered by the Society was also run on its behalf by other sporting organisations and the Forestry Commission. When Deer Management Qualifications (DMQ) formed in 1998, BDS gifted NSCC to form the basis of the Deer Stalking Certificate 1 (DSC1). During the 14 years since DMQ first introduced its awards, many thousands have qualified for what is now the nationally accepted standard of competence.

Within the BDS training department, it has long been considered that the market for those seeking a recognised qualification in deer stalking would eventually diminish and the Society's involvement would also reduce. In fact, the client base remains consistent with around 1,000 people taking DSC1 nationally every year and a record number of new students enrolled for the award. With BDS now in competition with an ever-increasing number of other training providers, it is gratifying to see the level of students still electing to take DSC1 with the Society.

The usual number of BDS DSC1 courses were run during the year at locations throughout the UK, and pass rates were high as would be expected from premium quality courses.

The Society was again successful in tendering to run a course on behalf of the Cairngorm National Park Authority. This was very well attended and thanks



to Scottish LEADER grant funding was able to be offered to students living within the National Park boundaries at half the normal cost.

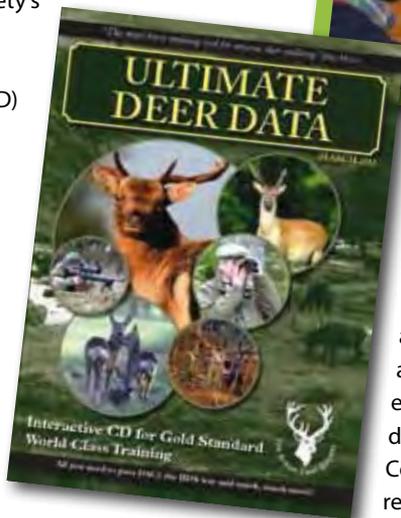
Changing student profile

Our student profile is appreciably changing. More young and inexperienced people are voluntarily seeking education on deer matters and wanting a recognised qualification before engaging in deer management. Essential to the humane control of deer is the ability to understand their anatomy and to have a level of marksmanship ability to consistently produce a quick and efficient kill.

During the year the Society acquired sponsorship for a number of new Gun Club rifles through the generosity of Edgar Brothers and Savage Arms. In a separate sponsorship agreement, Hornady USA donated several thousand rounds of ammunition so enabling BDS to provide free ammunition to students, without their own Firearms Certificate or rifle, to use during DSC1 shooting assessments. The generosity of our sponsors was passed directly to our students providing an enhanced benefit for those taking BDS courses. It has been interesting to note that with a sizeable novice element undertaking shooting assessments, the inexperienced person with no entrenched bad habits is often more receptive to guidance, performing well. Many quickly go on to become very competent shots. It is encouraging to think that future humane culling and related deer welfare appears to be in safe hands with the new generation of stalkers.

Remote delivery

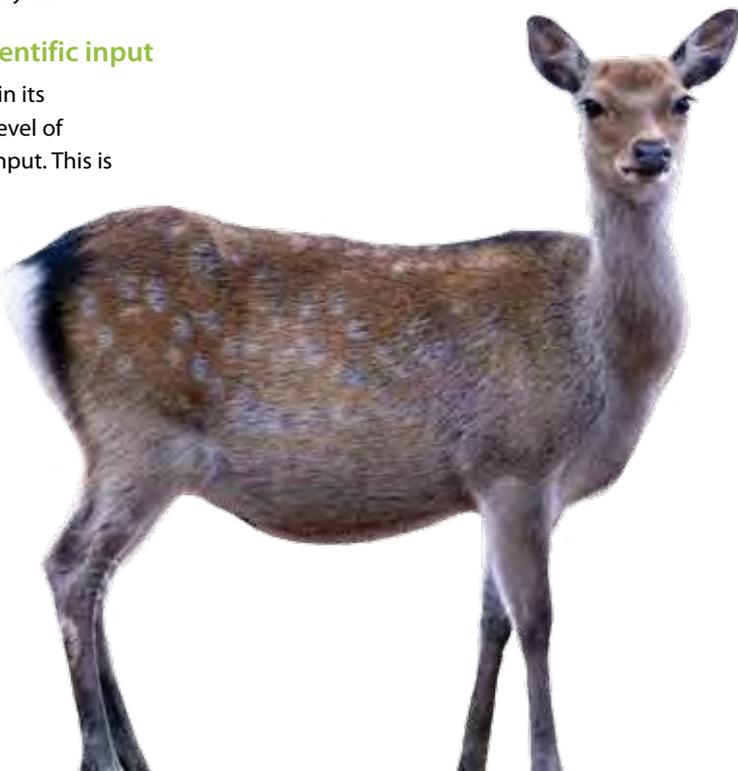
The training department recognised early on the need to provide contemporary delivery methods with particular emphasis on the training needs of potential students unable to attend classroom-based courses. The Society's unique DSC1 remote delivery platform – Ultimate Deer Data (UDD) sold well throughout the year. The product has justifiably become recognised as a premier education tool and for some, an essential part of achieving DSC1. 2012 saw the introduction of a combined package of UDD complete with DMQ registration and assessment. With the promise of considerable savings for students, sales of UDD strengthened throughout the year.



Given the very nature of the course, the delivery has to be given by lecturers able to combine a sound, deer-related academic background with work in the deer sector and a full understanding of the problems, and sometimes prejudices, which can exist. BDS is fortunate to have such people delivering its 'flagship' Deer Management Course and can also call upon the services of renowned experts as required. Courses are usually limited to three a year.

Experience, expertise and scientific input

The Society is fortunate to have within its membership and staff a formidable level of experience, expertise and scientific input. This is evident in many areas not least the delivery of the BDS Lantra endorsed Deer Management Course. Aimed at the decision makers within deer management enterprises, the course attracts students from widely differing backgrounds. In the classroom a recreational stalker might be placed with an estate manager on one side and an ecologist on the other. Such diversity enhances the course experience for all and often results in strong and lasting friendships.



TRAINING

To remain a Lantra endorsed certificated course, BDS is obliged to conform to Lantra quality and assurance requirements, including a yearly Lantra external verification visit. This year the training department was again pleased to receive the Lantra report confirming our course met fully the quality, delivery and content required to maintain its support.

Introduced in 2011, the Lantra accredited BDS Humane Animal Despatch Course gathered momentum during 2012. Courses were delivered to a number of police forces which, due to current financial restraints, have become more reliant on voluntary help in dealing with deer injured through road traffic accidents. The Society will continue to focus attention on the need for trained individuals to become involved with humane despatch.

The training department believes in best practice regarding professional delivery and requires all members of the team to maintain personal qualifications and competence. Throughout the year various Course Managers renewed first aid qualifications, became re-certified as National Rifle Association Range Conducting Officers and undertook continuing professional development (CPD) as required.

Training activities are not always obvious and much time is spent by both staff and volunteers answering queries from Society members and the public. Game fairs and shows frequently produce a variety of questions which are easily dealt with on the spot. What is not so obvious is the huge number of enquiries received through the BDS website. The diversity of questions can be astonishing and whilst the majority are readily answered, some require considerable research. Again the Society is fortunate in having so many expert members on whom to call.

In all its activities, the training department is enthusiastically and loyally supported by its Course Managers, Instructors, Assessors, Internal Verifiers and employed staff for which the Society is extremely grateful.





HOW WE WORK

Organisational Structure Of The Society

The Board of Trustee/Directors held quarterly meetings in 2012, a mix of in person and conference calls to set and direct policy. Additional meetings were held by subgroups with further routine business conducted by email.

The Management Team chaired by the General Manager delivered the year's work. Regular management team meetings were held throughout 2012 with the main objectives for the year as detailed in the Business Plan. They worked to budgets, with targets and work in progress subjected to continual review at team meetings. New initiatives were developed as the year progressed. The team comprised 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; Phillip Rosslee, Finance Officer; and Martin Hailstone, Project officer. Individual Trustee/Directors as ex officio members, contributed specialist input as required.

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, 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 process is recorded in a risks register which is subject to regular review.

FUNDRAISING

Internet Auction

All funds raised in the Society's annual auction are earmarked for the delivery of the Society's education and research programmes. In 2012 £25,000 was raised from 108 lots - slightly up on the previous year. 2013 will be the Society's fiftieth anniversary. It is hoped that this will encourage further interest and that major effort both by our generous donors and bidders will significantly boost Society funds.

Draws

The Society's main draw in 2012 featured three Blaser R8 Professional Rifles each worth £3,000 and supplied by UK distributor Open Season Ltd. Due to the cancellation of the CLA Game Fair and early closure of others, we lost some of our main venues which had an effect on ticket sales. Nevertheless this remained a well-supported draw.

The BDS 2012 Xmas Extravaganza Draw featured a range of prizes generously donated by Swarovski Optik, artist Ian MacGillivray, crystal engraver David Whyman, NomadUK, Clock House Furniture, Macroguard and artist Georgie Welch.

Online shop

Shop sales remain an important source of income for the Society and an increased range of stalking items can now be found online.

Visit the BDS online shop.



Trusts

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

2012 AWARDS

The Balfour-Browne Trophy - in the gift of Forestry Commission for 2012 - was awarded to Derek Wedderburn, a former Forestry Commission Scotland employee.

The Jim Taylor Page Trophy - was awarded to Yorkshire Branch member Gerald Alden for his significant show and educational work over the years within the branch, and his particular encouragement of young people. He was also key to producing the Yorkshire Shine a Light on Poaching campaign working with the local police and public.

The Jim Taylor Page Bursary Award - several students in full time education received a JTP Bursary enabling them to take and pass the DSC1 certificate.

THE BRANCHES

The Society's Annual General Meeting in May 2012 took place over a glorious weekend at Padstow. South West branch committee arranged exceptional visits for the weekend including a trip in Padstow's lifeboat, and visits to the Eden Project and Prideaux Place. The Society dinner took place at the Treglos Hotel with the Lord Lieutenant as after dinner speaker, and the AGM was held in the Great Chamber at Prideaux Place.

All BDS branch committees and their volunteers produced another full programme of activities and show attendance to which the Society is indebted. This effort, provided by such a relatively small body of volunteers within the British Deer Society, is acknowledged and warmly appreciated.

Find out about BDS activities in your area.



New Vice Chair

The appointment of Professor Michael Thick as Vice Chairman of the Board of Trustees was announced in May. Michael, a BDS member for a number of years was a transplant surgeon and Chief Clinical Officer in the Department of Health, Informatics Adviser to the Minister of Health and a member of the NHS Board (medical). He is currently Vice President, Clinical Strategy and Governance with the McKesson Group

Michael succeeds Roger Wadsworth, who as a Trustee Director since 2001 and Vice Chair from 2003 gave immeasurable support to the Chairman and Board.





FINANCIAL REPORT

Financial Review for the Year ended 31 December 2012

The 2012 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.

Results have been disappointing showing a break even situation as compared with a £3,424 surplus in the previous year. This was largely due to the cancellation of the two main game fairs – The Scottish Game Fair and The CLA Game Fair – which reduced opportunities of selling on site with a resultant loss of income estimated at £14,000. In addition, the sales of DVDs and CDs, which have good profit margins, were down when compared with sales in 2011. Sales over the usually busy period before Christmas were also below expectations.

Charity

As noted in last year's review, the training side of the charity was experiencing difficulties and returned a loss in 2011. Unfortunately these difficulties continued into 2012 and despite the best efforts of the Training Manager, the number of people taking courses has fallen further and the loss has increased. Action has been taken to reduce the length of courses and make more use of the Ultimate Deer Data (DSC1 training aid CD) but the impact of these changes will not be felt until 2013. Action has also been taken to reduce costs within the training division which will give us a better result next year.

Overall the charity recorded a loss of £32,000 which is not an acceptable outcome, and action has been taken to reduce costs as noted above. The budgeted loss for 2013 is below £5,000.

However the Society must do more to boost income to cover these losses, and I would urge all of you to try and recruit more members, as this is the only way to reduce the deficit further.

The Society's overall financial position is secure and the cash reserves remain healthy.

The staff at Fordingbridge have been under increasing pressure due to staff cuts and illness, and I would like to thank them for the exceptional efforts they have made in 2012.

Philip Mackenzie, Treasurer



FINANCIAL REPORT

Group Statement of Financial Activities for the Year Ended 31 December 2012

	Total 2012 £	Total 2011 £
INCOMING RESOURCES		
Incoming Resources from Generated Funds		
Voluntary Income		
Members Subscriptions and Donations	335,810	338,787
Legacies and Specific Donations	-	6,394
Grants and Sponsorship	12,592	8,599
Total Voluntary Income	348,402	353,780
Charitable Activities for Generating Funds:		
Fundraising Events, Auctions & Draws	41,079	39,952
Trading Income	94,715	120,225
Total Charitable Activities Income	135,794	160,177
Incoming Resources from Charitable Activities		
Training Income	149,260	142,323
Branch Activities	32,952	36,782
Investment Income	8,932	7,027
Total Incoming Resources	675,340	700,089
RESOURCES EXPENDED		
Costs of Generating Funds		
Direct Costs of Fundraising Events	27,234	35,943
Membership, Marketing and Data Management	84,127	75,041
Trading	68,731	84,621
	180,092	195,605
Charitable Activities		
Research and Public Education	72,364	57,833
Technical and Advisory	62,203	65,365
Media and Publications	83,250	80,554
Training	182,750	180,653
Other Activities	95,790	99,300
	496,357	483,705
Governance Costs	30,816	29,316
Total Resources Expended	707,265	708,626
Net Incoming/(Outgoing) Resources Before Transfers	(31,925)	(8,537)
Transfers Between Funds	-	-
Net Incoming Resources After Transfers	(31,925)	(8,537)
Net Movement in Funds	(31,925)	(8,537)
BALANCES AT 1 JANUARY 2012	480,311	488,848
BALANCES AT 31 DECEMBER 2012	448,386	480,311

Group Balance Sheet as at 31 December 2012

	Total 2012 £	Total 2011 £
FIXED ASSETS		
Tangible Assets	84,149	102,920
CURRENT ASSETS		
Stocks	26,500	26,523
Development Costs	2,575	15,956
Debtors	32,119	48,161
Deposits with Banks	300,000	280,702
Cash at Bank and In Hand	147,305	145,845
Total Current Assets	508,499	517,187
CREDITORS: Amounts falling due within one year	113,700	109,777
NET CURRENT ASSETS	394,799	407,410
TOTAL ASSETS LESS CURRENT LIABILITIES	478,948	510,330
CREDITORS: Amounts falling due after more than one year	30,562	30,019
NET ASSETS	448,386	480,311
Representing:		
INCOME FUNDS		
Restricted Funds	157,982	157,964
Unrestricted Funds:		
Designated Funds	43,771	28,865
General Fund	246,633	293,482
	290,404	322,347
TOTAL FUNDS	448,386	480,311



Financial Report 2012

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 6 March 2013. They will be presented for approval of the members at the AGM on 19 May 2013. 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
6 March 2013

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

We have examined the summarised accounts for the year ended 31 December 2012.

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 2012 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, 28 March 2013

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

Adrian Cawood
Adrian Liddle
Alan Barrell
Alan Hayward of Vicars' Game Ltd
Alan Shannahan
Alex Bingley
Andrew Hoon
Atholl Estates
Cameron Manson
Captain Nicholas Fane
Charles Fenn
Charles Smith-Jones
CLA Game Fair
Clockhouse Furniture
Coch-y-Bonddu Books
Dalhousie Estates
Dave Diggins
David A Grayling
David Barratt
David Davies
Dave Whyman
Derek Stimpson
Diane & Cliff Moore
Dick Bailey
Donald Anderson
Dr John Fletcher
Duff Hart-Davis

The Duke of Grafton
Ed Heap
Forest 4 Wheel Drive
GAP 180
George Trebinski
Georgie Welch
Gerald Collini
Graham Downing
Highland Safaris
Hockham Deer Management Group
Howard Day
Ian MacGillivray
Ian Smales
James McErlan
John Bruce
John Johnson
John Thomas
Jojo Glass Design
Kate and David Kenyon
Keith Watson
Lonsdale Estates
Maitland Rankin
Major Philip Hope-Cobbold
Marco Pierre White
Margaret Ralph
Mark Nicolson
Viscount Ridley

Macroguard
Michael Hitchmough
Michael Strang Steel
Michael Thick
Mike Bagnoweic
Mike Robinson of The Game & Wild Food Cookery School
Mrs Anna Login
Mrs Emma Paterson
Mrs Timothy Stanning
Neath Gun Shop
NomadUK
Open Seasons Ltd (Rupert Haynes)
Peter Elliott
Philip Mackenzie
Quiller Publishing Ltd
Richard Wills
Roddy Ando
Ross Minerva
Sam Farrow
Seskinore Farm Meats
Shampers Restaurant
Sir Edward Dashwood
Sparsholt College
Stephen Bishop
Swarovski Optik

The Assynt Foundation
The Game & Wildlife Conservation Trust
The Guntton Arms
The London Camera Exchange
The Marquess of Aberdeen
Tim Cooper and Roger Wadsworth

Todd Beardsworth
Tony Cook
Tony Dalby-Welsh
Trevor Hughes
Victor Beamish
Will Browne-Swinburne
Will Young
William Mathews Taxidermy
York Guns

Sponsors and Donors including:

Swarovski Optik, Saffrey Champness, Lycetts, Edgar Brothers, Savage Arms, Hornady, Country Land and Business Association, Countryman Fairs, Vantage Events Management Ltd, Game and Wildlife Conservation Trust, Stonewell Park Charitable Trust, Mr & Mrs TCS Haywood Charitable Trust, Nancy Warren Charitable Trust, Chris Manning, Lowther Driving Trials, Paul Mason, R A Bulbeck, Sophie Denning, James Gaggero, Estate of Peter Jenkins, David Barrington-Barnes, Dan Ellis, Alexander Scott, Edgar Bros, Megan Cleary, Dale Middleton, A H Phelan, DP Turtle, BDS Central Scotland Branch, BDS Midlands Branch

Many thanks to these and the many other donors and benefactors not included here.

WHO'S WHO

Patron:

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

Trustee/Directors:

President Sir Michael Strang Steel Bt DL
Chairman Mark Nicolson
Vice Chairman Roger Wadsworth (*until May 2012*)
Michael Thick (*from May 2012*)
Treasurer Philip Mackenzie
English/Welsh Area Chair N Hugh Davis
Scottish Area Chair John Bruce
Roddy Ando
Dominic Griffith
Dorothy Ireland
John Johnson
Ray Mears
Maitland Rankin
Charles Smith-Jones
John Thomas

Honorary Advisors:

Veterinary Peter Green BVSc, Cert EO, MRCVS
Scientific Professor R J Putman (*until May 2012*)
Dr Alastair Ward (*from May 2012*)
Legal Wilsons, Solicitors

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

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





Registered as a
charity in England
and Wales,
registered
no. 1069663
Registered
as a charity
in Scotland,
registered
no. SC037817

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