



**2013** annual review



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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.

Annual Review in  
 association with  
 Swarovski





“ 2013 was a special year for the Society as it was our Golden Anniversary. During those 50 years some things have barely changed, in that there remains the view in some quarters that all deer are vermin. We should thank those that hold that view, since without them there would have been no need to found an organisation with deer welfare at its heart. From those early days I believe the Society has had a positive effect on deer welfare through its many activities, which have led to many improvements; indeed too many to list in this short review of the year. But if I was to single out one, I think it would be that the general attitude towards deer has changed markedly in those 50 years. There is now so much more knowledge readily available and assimilated by those involved with deer, from the experienced manager with skills including habitat impact assessments, population management, humane culling, and venison promotion, to enthusiastic amateurs who simply enjoy expanding their knowledge of their local deer, be it with camera, rifle, or just with their eyes.

At our Annual General Meeting at Woburn where the Society was formed, the presence of some of our founding members brought home just how far we have come. In this world where so much is taken for granted, these members are a reminder of the progress of that journey. Perhaps 50 years ago the conversation would have centred on the need for legislation to promote deer welfare, and might have strayed on to how accuracy with open sights could be improved, how to stop shooting driven deer with shotguns, or what to do with venison which few people had ever eaten. At Woburn this year a central issue would have been the spread and management of expanding deer populations, with a special request to our host that six species of deer found wild in the United Kingdom was enough! Side conversations might have included the efficacy of the latest scopes and moderators, how far muntjac have spread, and what cut provides the best pave. The scene has changed but the central issue and work of the Society remains the same.

The year had many highlights, with Society Fellowships granted to Norma Chapman, Rory Putman, and John Thomas who have all contributed so much to the Society and deer over the years. Tim Clutton Brock was awarded the Balfour Browne Trophy, and Ron Smith the Jim Taylor Page Trophy. Special events included the Open Photographic Competition, which produced many excellent images, and the National 50th Anniversary Rifle Shoot, organised by Dave Goffin and won by Nick Rout, first amongst a large group of members of both sexes who shot to a remarkably high standard.

This was a good year for fund raising with the internet auction beating all previous records thanks to the generosity of both donors and bidders. A book named *Deer: Artists' Impressions* was produced with royalties generously contributed to the Society. It included images from the leading deer artists of today, has sold well and should grace the coffee table of all those interested in deer. Our sponsors were incredibly generous, all of which contributed to a healthy financial result and increase in reserves for the Society.



There was an enormous effort from our training team led by Dave Goffin to run more DSC1 courses than we have ever undertaken before. A new DSC2 scheme has been run at Wadhurst Park in Sussex, which was fully subscribed, and has made the attainment of this qualification much more manageable - a similar scheme is planned for Scotland this year. New courses have been introduced, notably a Humane Despatch Course open to all comers, which have been very well attended.

There was a similar effort by all those in the office at Fordingbridge. All the extra events of the year did not come without a lot of extra hours for which the Society is very grateful to all those involved.

As to the next 50 years, the Board of Trustees is reviewing how we can be best fit for purpose to deliver our charitable aims. With the advent of information available at one's fingertips, and access to the views of all and sundry, broadcast at all hours to those who want to see or listen, we have to be relevant. But above all, the Society should be a natural home for those with a detailed interest in deer, whilst providing information and education to those whose interest is general. Value for money is as important as it ever was, and the Society must represent that to its members. A first step has been the introduction of a membership category plus insurance in a much simpler form than before. This already looks to be a popular measure. More will follow as the Society looks to equip all those with deer interests with the latest continuing development of what they need to know, with deer welfare remaining at its core.

Without its members the Society would not exist, and so the biggest thank you goes to our volunteers who give so much of their time to further the aims of the Society. Coupled with the unswerving efforts of our staff, much of it outside office hours, we have had a very good year, the last of our first 50, and we all much look forward to the next.



Mark Nicolson





Originally established in 1963, The British Deer Society (BDS) was formed to campaign for legislation and better understanding and management of wild deer. The objectives were achieved by a schedule of supporting research, campaigning, providing education and deer management training. Since then the primary focus has remained on deer welfare and promoting conservation in balance with the environment.

However much has changed over the years, and in celebrating its landmark anniversary BDS recognised the need to ensure that it is in a fit state to fulfil its charitable obligations for the next 50 years and for the Society's purpose and aims to remain relevant for the future. As a result the Board of Trustee Directors met in the autumn to discuss how this should be matched to current attitudes to deer, and to consider the Society's future strategic intentions.

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

### A joined-up approach

In 2013, BDS continued its policy of collaborative relationships wherever possible aimed at providing best value by sharing resources and decision making whilst working to strengthen the position of the Society and the deer sector. In Scotland, the work of the deer advisory panel appointed by Scottish Natural Heritage to brief on technical issues remained a priority with the BDS Scottish Council chairman, as a panel member, closely involved. In combination with the Deer Management Round Table and Lowland Deer Network groups, the combined deer sector continued its push for collaborative deer management and solutions, and for increased DSC1 uptake to demonstrate industry control of the issue. Best practice, workshops, activity days and deer management training continued. Throughout the year a BDS Scottish

the primary focus has remained on deer welfare and promoting conservation in balance with the environment



presence was provided to progress matters as varied as campaigning for Chronic Wasting Disease awareness, wildlife crime, deer collisions issues, road carriageway development, and potential research projects. Many issues were also covered in the autumn at a meeting held with the Minister for the Environment, Paul Wheelhouse.

Work in Northern Ireland focused on a drive to position BDS as an acknowledged authority on deer related matters, and the Society's NI Branch took forward meetings promoting co-operation with other organisations in areas of mutual interest. It arranged meetings with key representatives of the Police Service of Northern Ireland (PSNI) to cover poaching and review police requirements for the NI branch Rifle Club. BDS NI also worked with a leading restaurateur to promote wild venison as a healthy resource. The ultimate aim is to make a real and lasting difference to deer and deer welfare in the province.

In England and Wales BDS continued the collaborative approach as a member of the Partnership for Action against Wildlife Crime (PAW), the Tracking Mammals partnership, FACE (UK), The Standing Conference on Countryside Sports, local firearms liaison groups and within the Deer Initiative partnership. BDS was a core member of the original DI group which over the years has grown to 25 partners with wide-ranging interests - public and private, statutory and voluntary. BDS provides a representative for partnership meetings, and also a DI Ltd Board member. There are obvious areas where interests cross over within the partnership and some very specific areas where BDS works separately. The system also works at branch level by providing BDS support at local workshops and Best Practice events.

Throughout the year the Society in pursuit of its aims met and/or corresponded with:

- All Party Shooting and Conservation Group (Westminster)
- Animal Health and Veterinary Laboratories Agency (AHVLA)
- 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 Committee, 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 (FELWG)
- 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)
- The Heather Trust
- Highways Agency
- Institute of Chartered Foresters
- The James Hutton Institute
- John Muir Trust
- Lantra, Sector Skills Council for the environmental and land-based sector
- Lead Ammunition Sub Group
- Lowland Deer Network (LDNS)
- Mammal Society
- Moredun Research Institute
- Moorland Forum
- 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
- PAW Poaching Priority Committee
- Police Firearms Licensing Liaison Groups
- Police Service of Northern Ireland (PSNI)
- Police Wildlife Liaison Officers meetings
- 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



## Education in its many guises

### Campaigning

#### Wildlife Crime

The issue of deer poaching remains a high priority for the Society in all regions. In Northern Ireland BDS joined the Police Service of Northern Ireland (PSNI) in taking a tough stand against the spiralling increase in deer poaching within the province. Operation Wild Deer was reinvigorated with the launch of a new campaign alongside publication of leaflets and posters highlighting the issue. Once more, working in partnership with other organisations, local communities are encouraged to help combat this crime by reporting suspicious activity which may be associated with poaching.

The Society is also an active member of the Partnership for Action against Wildlife Crime (PAW). PAW is a collaboration of organisations, both north and south of the border working together with the National Wildlife Crime Unit (NWCU) to combat a range of wildlife crime, where poaching of all wildlife is recognised as a problem. John Bruce of the BDS Scottish office has recently been nominated to chair the Poaching and Coursing Priority group for (PAW) Scotland.



#### Chronic Wasting Disease of Deer

A transmissible Spongiform Encephalopathy of deer, Chronic Wasting Disease affects several species. Although at present limited to wild and farmed deer of North America, where it has become widespread in the past 30 years, farmed deer exported from there to the Far East have also been affected. BDS has been campaigning hard to promote awareness, encouraging visitors particularly to and from North America to be vigilant in the biosecurity of outdoor equipment. The potential to bring back infection on dirty boots, clothes or equipment by sportsmen, hikers or campers continues to be highlighted, and the Society, in collaboration with other organisations, produced an information leaflet with advice on simple biosecurity precautions to reduce the risk of introducing the disease to the UK.





## Coaching

### Jim Taylor Page Bursaries

In 2013 BDS had more Jim Taylor Page Bursaries to dispense following a rollover of awards from the previous year. As a result 15 students were awarded free DSC1 places during the year. The successful applicants came from colleges and universities in Northern Ireland, central and south west England – Rodbaston, Harper Adams, South Staffs College, Wiltshire College Lackham, Yeovil College, RAU Cirencester, Bristol University, the University of Ulster, and Kent. The students were taking variously A levels, BTECs or degrees covering Countryside Management, Agriculture, Rural Management, Animal Care and Veterinary Science.

The Jim Taylor Page Bursaries have proved extremely beneficial for struggling youngsters who otherwise might not be able to afford a DSC1 course. Hopefully they will go on to become good ambassadors for BDS and deer management in the future.

### Central Scotland Bursaries

Two separate bursaries were also awarded by the local BDS branch to National Certificate Gamekeeping students at Elmwood College Gamepus.



## Competition

### 50th Anniversary Open Photography

Many people are introduced to BDS and its objectives through the world of photography and competitions are a particularly effective way of generating interest. The photography section ran a 50th anniversary Open Competition in 2013 and some spectacular entries were received. The year also saw some branches arrange photography workshops to stimulate interest prior to entering the competition and the resultant winning images were displayed at the Society AGM at Blenheim.



50th Anniversary Shoot

The importance of being able to use rifles accurately and humanely is paramount in deer management. Society branches regularly run range days to allow members to zero their rifles, practise skills and hone their craft.

For the 50th Anniversary, a national shoot was organised by the Society's Training Manager, Dave Goffin, which brought together representatives from preliminary branch heats, and culminated in identifying the best shot on the day.

Sponsorship and prizes were generously provided by a number of companies.



Nick Rout winner of the National 50th Anniversary Rifle Shoot with Mark Nicolson



Instructing shooters



The support team



Group finalists







## Communicating Publications

The Deer Journal has continued as the Society mouthpiece for 50 years and in its current well illustrated format provides a primary source of information for members and subscribers with features, research, technical information, branch news and reviews.

The occasion of the 50th Anniversary gave an opportunity to revisit the first edition of Deer News published in 1963, the year of BDS inauguration. It was interesting to learn that the issues which preoccupied the first members then – legislation research, deer distribution, deer in forestry and deer management groups are every bit as relevant now.

*Deer: Artists' Impressions* - a glorious hardback publication produced by Quiller Publishing was launched as a fundraiser in celebration of the Society's Anniversary. Eight leading sporting artists portray deer in their own unique style ranging from delicate watercolours to expansive oils. These are images to be treasured as they capture the essence of deer both on the hill and in the woodland. All royalties have generously been donated by the artists to The British Deer Society in celebration of its 50th anniversary.



## Media

A new member of the Board with a professional PR and media background helped boost considerably the Society's profile within the countryside press. The placement of around 50 additional pieces of

editorial coverage through the year equated to a media value of over £25,000. The Society's presence within the area of social media has also grown. Its popularity, particularly with the younger market and users of smartphones and tablets, resulted



in Facebook 'Likes' of 4,732, with the highest number of impressions at 5,582 comparing very favourably with BDS main competitors. Twitter is still in its infancy for the Society but its use is increasing.



Throughout the year the Society provided technical input to wildlife researchers for BBC Countryfile, BBC Spring and Autumn Watch and more information for a variety of regional programmes. Material was also provided for national radio including BBC Radio 4's Today Programme and Radio 2's Jeremy Vine Show as well as for local news channels.

## Web and Electronic Information

BDS remained a key point of contact for national and regional press sourcing information for deer stories, with the Society's website used frequently as a primary information source when topical deer issues were raised. The use of BDS website enquiry forms by the public for information and technical enquiries continued unabated.



The BDS e-commerce site was rebuilt on a satellite server to enable completion of essential updates, however the work on the main website due for overhaul and rebuild in 2013, was rescheduled to 2014.

The electronic newsletter Deer Bytes continued its use for circulation of news and information. Its subscription list includes BDS personnel and members of other organisations and members of the public by request.

### Shows, events and open days

The Society has organised many events at national and branch level across the UK. These are in addition to participating in a range of partnership initiatives where BDS is able to provide expertise and support, further raising the profile of deer across the country.



*Venison butchery and cooking demonstration.*



*Mascots Pete the Pony and Dotty the Deer were part of Brockenhurst College's push to raise awareness of Deer Vehicle Collisions in the New Forest. Part of National Road Safety Week the initiative was strongly supported by BDS.*



*Working with the police in the New Forest to raise driver awareness and prevent deer vehicle collisions.*



*Northern Ireland's Ellen Donnelly, who won a prize for her air rifle score, with proud father Jodie.*



*Kayleigh Hogg's Hungarian Vizsla proved to be a natural tracker at Northern Ireland's Dogs for Deer day. Led by Danish dog training expert Niels Sondergaard.*

### Country Shows

Following cancellations due to weather in the previous year, the Society was pleased to be represented at so many shows in 2013 beginning in February at The British Shooting and Countryman Show. Other shows attended in the year included the Royal Cornwall Show, Devon County Show, the Royal Bath and West Show, Northern Ireland Countryside Festival, North Wales Country Fair, Scottish Game Fair, Great Yorkshire Show, Kent County Show, The CLA Game Fair, New Forest Show, Highland Field Sports Fair, Royal Berkshire Show, Fenland Country Fair, Midlands Game Fair and many more. In total the Society was represented at more than 30 events.









human influence typically impacts on natural populations of conservation interest

## BDS Research Strategy

The new BDS Research Strategy document was presented by the Hon Scientific Adviser, Dr Alastair Ward to the Board at the beginning of the year. It was approved and the strategy implemented. Its purpose is to describe a simple framework, through which research proposals can be invited, evaluated, approved or rejected, and reported.

Understandably research priorities for the Society are expected to change fairly frequently, but the strategy has been designed to deliver an effective research programme and is intended to remain in place for five years with the next review projected for 2018. The Strategy can be viewed on the BDS website [www.bds.org.uk](http://www.bds.org.uk) where research grant application forms can also be downloaded.

At the Woburn AGM in May, the Society's two Honorary Advisors gave enlightening presentations. Honorary Veterinary Peter Green spoke on Deer: Friend or Foe to the UK Livestock Industry. He considered farm livestock diseases and the various implications for wild deer and urged the need for more and better research to be undertaken in this area. Honorary Scientific Advisor Alastair Ward spoke about When is Deer Damage not Deer Damage? Uncertainty in Policy and Management Decision. He described the importance of good science and good data interpretation, and its use in management decisions.

## Research Updates

### Evolution of population genetic structure of the British roe deer by natural and anthropogenic processes (*Capreolus capreolus*)

Karis H. Baker and A. Rus Hoelzel

Dr Karis Baker was the first Whitehead PhD student at Durham University and she was jointly funded by BDS.

The Society subsequently contributed support to gain publication of this paper in *Ecology and Evolution*. The abstract is



reproduced below. The full paper is available online and can be downloaded: <http://tiny.cc/gsbdsdx>

*“Human influence typically impacts on natural populations of conservation interest. These interactions are varied and sometimes complex, and may be negative and unintended or associated with conservation and management strategy. Understanding the details of how these interactions influence and are influenced by natural evolutionary processes is essential to the development of effective conservation strategies. In this study, we investigate a species in Britain that has experienced both negative impact through overhunting in historical times and management efforts through culls and translocations. At the same time, there are regional populations that have been less affected by human influence. We use mtDNA and nuclear microsatellite DNA markers to investigate patterns of connectivity and diversity and find multiple insular populations in Britain that probably evolved within the Holocene (when the habitat was free of ice). We identify three concurrent processes. First, surviving indigenous populations show highly provincial patterns of*

*philopatry, maintaining and generating population structure on a small geographic scale. Second, founder populations into habitat extirpated of native populations have expanded, but remained largely insular. Third, introductions into established populations generate some admixture. We discuss the implications for the evolution of diversity of the integration of natural processes with anthropogenic influences on population size and distribution.”*

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

BDS supported Richard Fautley with his Ph.D. studies at Imperial College London on the factors underlying invasion by introduced deer, identifying characteristics important in explaining differences in success of establishment, and rates of spread, of populations of deer introduced to different parts of the world.

Richard completed and submitted his thesis in June and passed his viva at the end of September 2013.



## Vocal mediation of intrasexual competition in fallow deer

BDS supported Alan McElligott and Ben Pitcher from Queen Mary, University of London in their investigation of the breeding vocalisations of fallow deer to determine how information about individuals is broadcast during the rut. This project was also funded through a postdoctoral fellowship grant from The Fyssen Foundation to Ben Pitcher. Subsequent work on their findings involved comparisons with Persian fallow deer which was published in *The Journal of Zoology - Acoustic divergence in the rut vocalisations of Persian and European fallow deer*. This study was conducted on the male rut vocalisations (groans) of two closely related species, Persian and European fallow deer. Persian fallow deer are endangered, restricted to Iran and Israel, and their rut vocalisations have never been studied. Persian bucks are approximately 16% larger than European bucks, and this size differentiation can have important implications for vocalisations. <http://tiny.cc/dobsdx>

## Up and Coming

### Genetic diversity in the Major Histocompatibility Complex in Scottish red deer

Dr Sílvia Pérez-España of the Anglia Ruskin University, Cambridge is shortly to commence a study aiming to thoroughly assess genetic diversity at the Major Histocompatibility Complex (MHC) in open hill and forest populations of red deer in the Scottish Highlands. The MHC genes play a vital role in the immune defence of mammals and therefore variation at this gene complex is thought to be key for populations to respond to the different pathogens to which they might be exposed. Data from preliminary studies undertaken indicated that a more intensive study on MHC variation was needed to capture the total diversity in this gene complex in Scottish highland red deer. Funding from the British Deer Society was sought to conduct a thorough experiment to assess the number of clones that need to be sequenced per individual to fully assess genetic variation. This study will represent the first detailed assessment of MHC

diversity in Scottish red deer and provide the vital data to conduct a larger-scale study assessing the association of MHC diversity with different male and female body condition traits. Results from this study and subsequent investigations will help inform future management and conservation strategies of this iconic and economically important species.

## Assistance with sample collection

### Fluke in Deer

As part of ongoing research at Moredun Research Institute in Edinburgh, BDS members are assisting with sample collection from deer during the course of their deer management activities. Wildlife hosts, specifically deer, are known to act as a reservoir of infection for a number of fluke species, including liver fluke - a serious livestock parasite. The Moredun team are interested in testing samples from deer with two specific objectives in mind:

1. To test faeces from deer for the presence of fluke eggs and antigen (effectively 'fluke vomit') to see how many UK deer are naturally infected
2. To examine the rumen lining and/or contents for the presence of rumen fluke, another type of fluke parasite, which has appeared relatively recently in UK livestock and is also thought to infect deer.

### Disease and lesions

Professor Jim Simpson of the Royal (Dick) Veterinary College, University of Edinburgh also has requested help from BDS with the Scottish Deer Project, an ongoing study aiming to develop a pictorial data base providing a comprehensive and clear insight into the diseases present in wild deer in Scotland. Deer stalkers are required to inspect carcasses carefully for signs of disease prior to allowing them to enter the human food chain. To assist with the study they are asked to send phone images and samples (where safe to do) of unusual lesions for identification by the veterinarians and addition to the database. Professor Simpson is scheduled to give a presentation on current disease research at the Society's AGM meeting in May 2014 in the Cotswolds.







Over the last 50 years BDS has been successful in educating thousands of people on aspects of deer biology

The year has been a milestone for the Society marking its 50th year since formation in 1963. Aimed at addressing deer welfare, training has featured as an important part of the Society's function throughout much of this period. Over the last 50 years BDS has been successful in educating thousands of people on aspects of deer biology which is vital to understand to achieve humane culling.

Equipment has improved considerably and includes more accurate rifles, superior optics and more diverse items such as improved shooting sticks enabling steadier and more accurate shots to be taken. With improved equipment, improved skills have been evident. The Society, through its branch activities and centralised training, has run countless shooting events with average target results now at a level which would have been unimaginable in the early days. Training also delivers carcase preparation education to the modern day standards required to ensure the end product is entirely fit for human consumption. Without doubt, the average deer manager today has a skill set far higher than in the past.

### Stalking qualification

Thirty-two years ago, BDS introduced a deer stalkers qualification which was available to anybody wishing to achieve it. At the time there was some criticism of the Society suggesting it was the 'thin end of the wedge' and that before long everybody would have to be trained. In 1997, Deer Management Qualifications (DMQ) was formed - a partnership comprising all the major players from the deer sector, including of course, BDS. The aim was to develop qualifications that were linked to recognised National Vocational Qualifications and 'fit for purpose'.

The stalking qualification introduced by BDS 14 years previously was gifted by the Society to DMQ and with some minor tweaking was adopted by DMQ as the Deer Stalking Certificate 1 (DSC1). BDS is justifiably proud of its historic innovations in training and 2014 will be a landmark year with the award of DSC1 to its 20,000th recipient.



In recent years, the profile of students on our training courses has changed noticeably. On all DSC1 courses, the majority of attendees are now new to stalking. They have little or no knowledge of deer and often have no access to a rifle. These newcomers to deer management have an obvious thirst for knowledge which the Society is keen to quench. During the past year, BDS trained or assessed over 500 individuals for their DSC1 at various locations throughout the UK. In addition to the annual course programme, the Society was successful in tendering to run a part-funded course on behalf of the Cairngorm National Park Authority for the third successive year.

Via its network of approved course managers, BDS delivers courses in many locations and the past year has been no exception. With 26 courses held throughout the UK, the Society is one of, if not the largest and most diverse, deer-related training providers.

## Deer management

The acclaimed, Lantra approved BDS Deer Management Course continued to run during the year attracting students from many parts of the UK. This year saw the introduction of a modified course reducing the course duration to three days. The course is now more attractive to students who would otherwise have to take a full week off work and possibly incur additional accommodation expenses. The course is designed for the decision makers within a deer management unit. Frequently this is the stalker but it might also be the owner, estate manager or forest manager responsible for controlling deer management activities but engaging others to implement their plan. In the past, the course had contained an optional advanced shooting test suitable for stalkers but not necessarily appropriate to other participants. Removing the shooting from the course was one way of reducing its duration without any loss of important content or quality. Generally, the shortened course has been well received by students.



## Welfare

One of the largest issues relating to deer welfare in the British Isles is the significant number of deer involved in deer vehicle collisions. Sadly many are not killed outright and past studies suggest that several thousand deer are injured, with humane dispatch as the only option. Working with various police forces the Society has developed a course to instruct police personnel and volunteers on the legal issues which might be encountered, and tuition on the recommended dispatch methods and equipment necessary for the task. The course was submitted to Lantra and received accreditation as a Lantra Customised Award. Initially, the course was restricted to police forces only, however, during 2013 it became available to all. Several courses have now been run resulting in an additional 200+ trained and certificated individuals ready and able to respond should they be called upon by the police.

The Society has been encouraged by the number of people who have shown an interest in formal humane dispatch training. Whilst this reservoir of volunteers is unlikely to reduce the number of deer vehicle collisions, there are now more trained people available to offer prompt assistance to dispatch injured deer, safely, humanely and in the shortest possible timeframe. More one-day courses are planned for the future to cater for the many people who have requested to enrol.

The majority of the Society's training courses are conducted face-to-face within a classroom type environment. For a variety of reasons, some students are unable to attend an event of this type. BDS recognised a need to deliver deer-related training to the widest possible audience over 10 years ago and pioneered and launched Britain's first online learning programme for the Deer Stalking Certificate 1. In 2011 this was developed into a disc-based programme – Ultimate Deer Data (UDD). This is without doubt the most comprehensive and powerful remote deer learning package available and has assisted many hundreds of people to gain DSC1 at their own pace and in a timeframe appropriate for them. This year, UDD underwent extensive updating and remains the most extensive learning programme available.


The British Deer Society has always been a leader and innovator in supplying deer-sector required training. Our forward-thinking team of instructors and course managers, steered by the BDS Training Committee, responds quickly to develop training to meet market demands and the forthcoming year will be no exception. BDS training clearly has an impact on meeting the aims of the Society in respect of addressing deer welfare through education, training and skill assessment. We are certain that BDS is the leader and innovator of deer-related training and we intend to maintain that position into the future.

*Image © Chris Howard*







A photograph of a group of deer in a field. In the foreground, a deer stands facing the camera. Behind it, several other deer are visible, some looking towards the camera. The background is a blurred field with trees. A blue speech bubble is overlaid on the image, containing text about fundraising.

just under £40,000 was raised from 152 lots - an amazing 60% increase on last year

### Organisational Structure Of The Society

The Board of Trustee/Directors meetings to set and direct policy were held quarterly with further routine business conducted by email. Additional meetings relating to education, training, and other priorities were held by subgroups.

The management team chaired by the General Manager delivered the year's work. Regular management team meetings were held throughout 2013 with the main objectives for the year as detailed in the Business Plan. They worked to budgets, with targets and work in progress reviewed 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; and Phillip Rosslee, Finance 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

#### 50th Anniversary Internet Auction

Considerable effort was expended to increase the fundraising capability of the auction for the Society's fiftieth year and the response from contributors was truly appreciated. Just under £40,000 was raised from 152 lots - an amazing 60% increase on last year and a record for the Society. The additional funds will provide a significant boost to the education and research programmes.



## Draws

The Society's main draw in 2013 featured a prize rifle worth £10,000 to be custom built by Steve Bowers of Specialist Rifle Services. It was well supported by members. Some branches also ran their own local draws to assist with raising funds.

## 'Deer: Artists' Impressions'

Eight sporting artists contributed their work to this stunning book produced by Quiller Publishing. All donated their royalties to the British Deer Society. The Society is immensely grateful to the artists: Ashley Boon, Ben Hoskyns, Ian MacGillivray, Roger McPhail, Martin Ridley, Jonathan Sainsbury, Keith Sykes, and Owen Williams.

## 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.

## Legacy

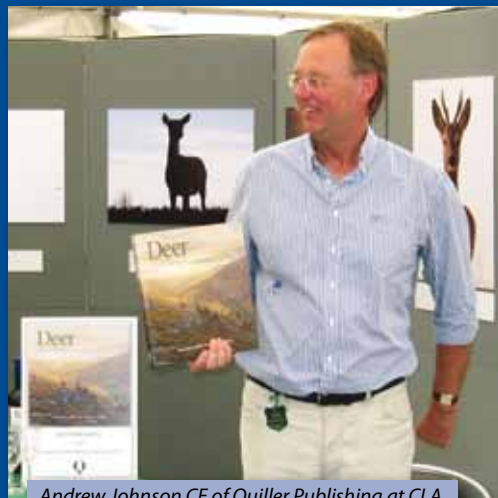
A legacy was received from the estate of Mrs M. E. L. Sinclair.

## Annual General Meeting

The Society's AGM weekend was held in May 2013 at Woburn where the inauguration of the Society had taken place in 1963. It was a real pleasure to have representative members from the Society's first year of existence present for the weekend. Members enjoyed a conducted tour of the house and the park to learn more about Woburn's deer, and also visited Bletchley Park. On Saturday evening His Grace, the Duke of Bedford, joined members for the Society dinner. The Sunday AGM was held in the Sculpture Gallery at Woburn following presentations by the Society's Honorary Scientific and Veterinary Advisors.



*The Chairman, The Duke of Bedford and the President*



*Andrew Johnson CE of Quiller Publishing at CLA*



*Artists included in Deer: Artists' Impressions at CLA*



*Auction Lot 'On the hill'*

## 2013 AWARDS announced at the AGM



**The Balfour-Browne Trophy** - awarded for his lifetime of research work with mammals - to Professor Tim Clutton-Brock, Prince Philip Professor of Ecology and Evolutionary Biology and Head of the Large Animal Research Group at the Department of Zoology, University of Cambridge.



*Norma Chapman receiving her Society Fellowship from the President*

### Appointment of British Deer Society

**Fellows** - Norma Chapman, Professor Rory Putman and John Thomas were appointed as Fellows. This is the Society's highest award given on rare occasions to those individuals who have made particularly outstanding contributions to the Society and/or to the deer world.



**The Jim Taylor Page Trophy** - awarded to Ron Smith, Chairman of Central Scotland Branch for his tireless work and promotion of the Society in Scotland.

**The Jim Taylor Page Bursary Award** - given in the form of a free place on a BDS DSC1 Course and awarded to 15 young students.

### 50th Anniversary Photographic Competition Winners

There were some stunning entries in the competition, and the full list of winners and prizewinning images was on display in The Long Harness Room at Woburn.

- **Open Category Winner** - Tim Plowden
- **Members Category Winner** - Ron Perkins
- **Junior Category Winner** - Jack Merrett
- **The Dulverton Trophy** - South West England Branch



*Jack Merrett's winning photograph*



## The branches

The Society has 16 branches spread throughout the UK and members are kept informed of events and activities within their area by their local branch representatives. Two Area Councils meet during the year to bring together representatives from each branch and stimulate sharing of information and ideas. The Area Council Chairmen have places on the main Board to act as the conduit between Board and Branches.

The Society is greatly indebted to all branch committee members and volunteers who annually produce a programme of events, give talks, help with local deer issues and attend shows to promote the Society. This combined effort provided by such a relatively small body of volunteers within the British Deer Society is very gratefully acknowledged.



*Tim Plowden with the Chairman*



*Ron Perkins with the President*







## Financial Review for the Year ended 31 December 2013

The 2013 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.**

The turnover for the year was up by £8,500 compared to the previous year but marketing and administrative costs were also much higher with notable increases in salaries, postage and insurance. The net result was a profit before tax of £1,800 compared with £900 the previous year. Although the sales and services operation is not highly profitable it does provide a meaningful contribution to the overall cost of running the Society and provides good value to those members using the service. I would encourage all members to make use of the service provided, as an increased turnover will increase the contribution to the Society's running costs.

### **Charity**

It is encouraging to report that last year's loss in the charity of £31,925 has been transformed into a surplus of £15,129 in the current year. This is largely due to the turnaround in the fortunes of the training department which made a small profit in this year compared with a large deficit in the previous year. This has been achieved by a tight control of costs which were £25,170 lower than in the year before although the turnover increased by £9,071. There is an encouraging increase in the numbers of people taking training courses and the introduction of the Humane Despatch course has been a popular move. The Training Manager

and his colleagues should be congratulated on this excellent result.

Turning to the main Charity results the membership has held up well and fundraising was particularly successful in the 50th anniversary year which gave the Society an increased revenue for 2013. Costs were very much in line with the budget although expenditure on research was lower than anticipated. This was due to a lack of suitable research projects requiring funding.

The cash position remains strong with deposits of over £300,000. However, with interest rates at an all time low for the last few years the interest earned on these deposits is paltry.

The staff at Fordingbridge have been under additional pressure owing to the organisation of extra events during the anniversary year and staff illness. However they have risen to the challenge and should be congratulated for their efforts on behalf of the Society.

**Philip Mackenzie, Treasurer**



*Image © Chris Howard*



## Group Statement of Financial Activities for the Year Ended 31 December 2013

	Total 2013 £	Total 2012 £
<b>INCOMING RESOURCES</b>		
<b>Incoming Resources from Generated Funds</b>		
<b>Voluntary Income</b>		
Members Subscriptions and Donations	336,576	335,810
Legacies and Specific Donations	5,000	–
Grants and Sponsorship	6,585	12,592
<b>Total Voluntary Income</b>	<b>348,161</b>	<b>348,402</b>
<b>Charitable Activities for Generating Funds:</b>		
Fundraising Events, Auctions & Draws	55,098	41,079
Trading Income	103,057	94,715
<b>Total Charitable Activities Income</b>	<b>158,155</b>	<b>135,794</b>
<b>Incoming Resources from Charitable Activities</b>		
Training Income	158,331	149,260
Branch Activities	34,192	32,952
<b>Investment Income</b>	<b>5,512</b>	<b>8,932</b>
<b>Total Incoming Resources</b>	<b>704,351</b>	<b>675,340</b>
<b>RESOURCES EXPENDED</b>		
<b>Costs of Generating Funds</b>		
Direct Costs of Fundraising Events	32,690	27,234
Membership, Marketing and Data Management	85,311	84,127
Trading	60,975	68,731
	<b>178,976</b>	<b>180,092</b>
<b>Charitable Activities</b>		
Research and Public Education	60,124	72,364
Technical and Advisory	68,990	62,203
Media and Publications	88,911	83,250
Training	157,581	182,750
Other Activities	106,141	95,790
	<b>481,747</b>	<b>496,357</b>
<b>Governance Costs</b>	<b>28,499</b>	<b>30,816</b>
<b>Total Resources Expended</b>	<b>689,222</b>	<b>707,265</b>
<b>Net Incoming/(Outgoing) Resources Before Transfers</b>	<b>15,129</b>	<b>(31,925)</b>
Transfers Between Funds	–	–
<b>Net Incoming Resources After Transfers</b>	<b>15,129</b>	<b>(31,925)</b>
<b>Net Movement in Funds</b>	<b>15,129</b>	<b>(31,925)</b>
BALANCES AT 1 JANUARY 2013	448,386	480,311
<b>BALANCES AT 31 DECEMBER 2013</b>	<b>463,515</b>	<b>448,386</b>

## Group Balance Sheet as at 31 December 2013

	Total 2013 £	Total 2012 £
<b>FIXED ASSETS</b>		
Tangible Assets	63,030	84,149
<b>CURRENT ASSETS</b>		
Stocks	24,899	26,500
Development Costs	–	2,575
Debtors	24,800	32,119
Deposits with Banks	308,512	300,000
Cash at Bank and In Hand	212,070	147,305
<b>Total Current Assets</b>	<b>570,281</b>	<b>508,499</b>
CREDITORS: Amounts falling due within one year	138,573	113,700
<b>NET CURRENT ASSETS</b>	<b>431,708</b>	<b>394,799</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>494,738</b>	<b>478,948</b>
CREDITORS: Amounts falling due after more than one year	31,223	30,562
<b>NET ASSETS</b>	<b>463,515</b>	<b>448,386</b>
Representing:		
<b>INCOME FUNDS</b>		
Restricted Funds	157,964	157,964
Unrestricted Funds:		
Designated Funds	38,497	43,771
General Fund	267,054	246,651
	<b>305,551</b>	<b>290,422</b>
<b>TOTAL FUNDS</b>	<b>463,515</b>	<b>448,386</b>

## Financial Report 2013

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 12 March 2014. They will be presented for approval of the members at the AGM on 18 May 2014. 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**

12 March 2014

## 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 2013.

### 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 2013 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, 4 April 2014

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.

## Auction and Draw Donors 2013

Adrian Cawood	Hawk Conservancy Trust	Peter Elliott
Alan Barrell	Hockham Deer Management Group	Peter Tweddle
Alan Hayward of Vicars' Game Ltd	Hopetoun Estates	Philip Mackenzie
Alan Shannahan	HRH The Prince of Wales	Quiller Publishing Ltd
Alex Bingley	Iain Semple	Richard Froggatt
Andrew Hoon	Ian MacGillivray	Richard Prior
Atholl Estates	Ian Skelton	Richard Wills
Audiofit	Ian Smales	Roddy Ando
Ben Alder Estate Ltd	Invercauld Estate	Ross Minerva
Blackdown Stalking	Jack Cosgrove	Roy Viccari
Brown Trout & Co	Jan Andrews	Sealife Adventures
Cameron Manson	John Brown	Shampers Restaurant
Charles Brownlow Ltd	John Bruce	South Ayrshire Stalking
Charles Fenn	John Campbell-Smith	South Downs Venison and Game
Charles Smith-Jones	John Shields	Sparsholt College
Chewton Glen Hotel	John Thomas	Specialist Rifle Services
CLA Game Fair	Jojo Glass Design	Stephen Bishop
Clare Scheckter	Keith Poyser	Stephen Gibbs
Coch-y-Bonddu Books	Maitland Rankin	Sir Edward Dashwood
Cofton Country Holidays	Major Philip Hope-Cobbold	Sir Michael Strang Steel
Colin Dunton Taxidermist	Malcolm Harman	The Field Sports Agency
Dalhousie Estates	Marco Pierre White	The Hunting Lodge
Dave Luff	Margaret Ralph	The Ledbury Restaurant
David A Grayling	Mark Gilchrist	The National Trust at Lyme Park
David Barratt	Mark Held	The Marquess of Aberdeen
David Davies	Mark Lazzeri c/o North Harris Trust	The Lord Margadale
David Kenyon	Mark Nicolson	The Lord Stair
DDM/Services Branch BDS	Martin Edwards	The Viscount Coke
Derek Stimpson	Macroguard	The Viscount Ridley
Dominic Griffith	Michael Hitchmough	Thoresby Estate
Don Palfrey	Millbank Parkland Venison	Todd Beardsworth
Donald Anderson	Michael Thick	Tony Cook
Drew Ackroyd	Mike Bagnowicz	Tony Dalby-Welsh
Dr John Fletcher	Moore Leather	Trevor Hughes
Fred Ward	Mr & Mrs R Kelvin-Hughes	Ursula-May Halifax
Forest 4 Wheel Drive	Mrs Anna Login	Victor Beamish
GAP 180	Mrs Emma Paterson	Wessex Wildlife Photography
George Trebinski	Muntjacstalker	Will Browne-Swinburne
Gerald Collini	NapierUK	William Mathews Taxidermy
Goldsmith & Co	Neath Gun Shop	WMS Firearms Training
Graham Downing	Nick Rout	Woodmill Shootings Ltd
Greg Willing	Norma Chapman	York Guns Ltd

## Sponsors and Donors including:

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







In association with



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

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