



the british
deer society

2016

annual review



CONTENTS

This Annual Review underpins the British Deer Society's aim to be the UK's leading authority on wild deer management. It looks at the Society's governance, structure and activities throughout 2016.

As well as summarising the annual accounts, the review highlights some of the Society's accomplishments and the key issues that BDS has addressed in the past year, alongside a selection of the many activities undertaken by our branches across the UK.



Annual Review in association with Swarovski

Registered as a charity in England and Wales, registered no. 1069663
Registered as a charity in Scotland, registered no. SCO37817
A company limited by guarantee
Company Registration Number 3485785
© The British Deer Society 2017
All rights reserved

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

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

Front cover photo by George Trebinski
Inside cover photo by Neil McIntyre

04

A Personal View

Report from BDS Chairman,
Michael Thick

21

Acknowledgements

06

Campaigning and
Influencing

22

Who's Who

08

Research Highlights

23

Arrivals and
Departures

12

Training

24

How We Work

14

Delivering Our
Message

25

Objectives and
Priorities

16

The BDS Year

26

Branch Highlights

18

Fundraising

29

Financial Report

A PERSONAL VIEW

CHAIRMAN'S REPORT

This has been an “interesting” year, as the Chinese might say! In summary, we have assimilated some very talented new Trustee Directors onto the Board, weathered the challenges of considerable staff turnover in Fordingbridge, faced up to the political challenges posed by the Scottish National Party and the threat of Chronic Wasting Disease in the UK, and also completed the first stages of the internal review of our business model. All of these demanded effort far beyond the day job, particularly of Sarah and her team at Head Office.

Working with others

In general, there has never been a time during which the vigilance of the Society has been more necessary. The arguments about land ownership in Scotland, in which deer have become the proxy focus, came to a peak when Scottish Natural Heritage published a report this autumn. The questionable facts and methodologies within it cast a poor light on this particular political process, and the unwillingness of the authors to entertain any correction shows the same disrespect which has moved the electorate towards populism. The Scottish Council and branches have intervened wherever possible to keep the

consultation rational and fact based, and will continue to do so.

The issue of Chronic Wasting Disease has also taken much attention and effort. Through determined lobbying DEFRA has come to appreciate the significance of the threat, and the EU has also implemented importation bans on most of the deer products which might contain the prion. There is as yet still no control over the importing of reindeer from Scandinavia, but this is under discussion. We have to accept that convincing a cash-strapped government will be difficult, particularly when the value of the deer industry is relatively small compared with other livestock, and the effect of the disease will take two or three parliamentary cycles to be really evident.

Liaison with our police forces has never been so important, not least because technology has made deer spotting by drones so easy, and night stalking by imaging so accessible. Fortunately, there are signs that legislation about night stalking and the issuing of night permits is under review, and that police interest in both humane despatch and poaching is increasing.

I mentioned earlier that we were fortunate to welcome new Trustee Directors. We are trying to further increase the diversity and skill mix by advertising for more and are very keen to find new Directors with the skills to attract younger members, and to make the Society more relevant to them. If you know someone, please put them forward!

“

We continue to place great value on research, and demonstrate this by dedicating substantial financial support through grants

There has been a significant change in the office staff at Fordingbridge following the retirement of Sue Varvill and Dave Goffin. We are very pleased that Glynn Ingram is settling in to his role as Training Manager, and that Sarah has the opportunity to reshape the office functions to suit the Business Review when it is finished. The Review began with looking at the training model and its delivery, followed by the use of our shop, and also the organisation and use of our IT. The results and recommendations will be circulated in due course.

Increasing our knowledge

The 2016 Deer Survey is upon us, and for the first time we have enabled online submissions of data, hoping that this will improve participation and accuracy. This year we have also included reindeer, because when asked about deer this is the species that children mention first, and because if CWD were to have been imported through an infected reindeer, we have at least a chance of picking it up early. Although not included in the survey, we are also interested to know more about the UK's many deer parks. Again this will help with chasing the demographics of any outbreak, should it happen.

We continue to place great value on research, and demonstrate this by dedicating substantial financial support through grants. Projects may be solely funded by us, or through joint applications with other charitable, university or government bodies.

This year there is a particular emphasis on CWD and efforts to identify diagnostic techniques for live animals.

Improving finances

I'm glad to say that our finances this year have held up well, and this is very much thanks to great efforts in fundraising. Our internet auction was highly successful, as was the reinvigorated London Dinner. We owe great thanks to Knight Frank for generous support for the dinner, to the BDS team who pushed hard to find lots for both these events, and to the many donors and BDS members who so kindly made them available. This year we raised over £65k from these two events, which sets a daunting target for next year! A very heartfelt thanks from, and to, all the Board and Staff involved in making it happen.

Our efforts next year will be dedicated to improving on what we achieved in the last year. We will continue to produce and make available education material for schools so that deer are valued as a part of our landscape and heritage from an early age. We will review and improve our training material and delivery to maintain best practice standards, and to

make them more appealing and accessible to younger members, and so increase the non stalking membership. We also have a pressing need to review our accommodation requirements, and that too follows on naturally from the business review.

I look forward to welcoming all of you to the AGM in South Wales, which promises to be a very different and entertaining event this year!



Michael Thick



CAMPAIGNING AND INFLUENCING

The key tenet of BDS work is promoting deer health, welfare and conservation and this is most effectively achieved in combination with a range of other organisations, working in partnership to ensure that the interests of wild deer are understood and considered by public and private sector bodies and the general public.

Chronic Wasting Disease (CWD)

Previously found in North America, three cases of CWD were announced in Norway during the year, increasing the UK risk factor. CWD although not thought to pose a health risk to humans or other species, is fatal in deer and highly infectious. A spread to the UK could result in disruption to deer management, venison sales, problems for deer farming and the death of potentially large numbers of the deer population. North of the border, BDS, as part of the Scottish Deer Round Table working group, along with Defra's Animal and Plant Health Agency, government advisers and Transmissible Spongiform Encephalopathies experts, met to consider the implications for UK deer and revised advisory material for travellers. Within England, BDS supported a workshop at Newcastle University which brought together leading experts in the field to consider possible implications. The BDS website continues to promulgate new information as soon as it becomes available.

Deer Management in Scotland

BDS was actively involved in numerous deer industry meetings and also submitted responses to the Deer Authorisations Review Panel regarding reassessment of Specific and General Authorisations and Night Shooting Authorisations. In unison with many landowners, deer industry members and countryside concerns, BDS made strong representation in response to Scottish Natural Heritage's report to the Scottish Parliament on Deer Management in Scotland.

Further consultation work included...

Wild Game Guidance

BDS responded to a consultation document circulated by The Food Standards Agency reviewing Wild Game Guidance, intended for use by those who shoot and/or supply wild game and retailers and processors of game meat.

National Occupational Standards (NOS) for Gamekeeping and Wildlife Management

BDS responded to the review by the Lantra Standards and Qualifications Team.

Reintroduction of the Lynx

Following a national consultation by the Lynx UK Trust, its interim report met with strong resistance at public meetings in the Kielder Forest area which BDS attended.

Poaching

Poaching campaigns continued as a BDS priority throughout the UK at national and local level with BDS supporting the Police Service Northern Ireland's Operation Wild Deer. In Scotland, Scottish Area Chair John

“

A key BDS campaign highlighting concerns over deer vehicle collisions continued our drive to make the public more aware of areas with high incidence of deer

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

Bruce, as plan owner for the Poaching and Coursing Priority Group (Partnership for Action against Wildlife Crime Scotland), continued its profile and EWAC Chair Morris Charlton worked at the Poaching Priority group of PAW where the National Wildlife Crime Unit, serving police officers and representative bodies carried forward Project Poacher and the poaching crime reporting app.

Deer vehicle collisions



A key BDS campaign highlighting concerns over deer vehicle collisions continued remorselessly with its objective of making the public more aware of areas with high population of deer. The additional dangers present during shorter winter days in some particular black spots, were emphasised by promotional campaigns at local and national level and through social media.

Meetings continued with Transport Scotland (Environmental Committee Carriageway) and Highways Scotland concerning the dual carriageway development of the A9 Perth to Inverness road. Many innovative passages are to be incorporated in the road improvement scheme, working to mitigate deer vehicle collisions, but high altitude sections will remain open to large herbivores.

Animal and Plant Health Agency (APHA)
Animal Health and Welfare Board for England (AHWBE)
Association of Deer Management Groups (ADMG)
British Association of Shooting and Conservation (BASC)
British Deer Farms and Parks Association (BDFPA)
Cairngorm Deer Advisory Group (CDAG)
Cairngorm National Park Authority (CNPA)
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 (QAG)
Deer Management Round Table Group
Defence Estates
Defra Wildlife Health and Welfare
Deer Initiative (DI) Partnership and Ltd Company meetings
Deer Initiative research group
Deer Initiative Best Practice Steering Group
Deer Initiative (Wales)
European Federation of Associations for Hunting and Conservation (FACE)
European Food Safety Authority (EFSA)
Firearms and Explosives Licensing Working Group (FELWG)
Financial Conduct Authority (FCA)
Food Standards Agency (FSA)
Forest Enterprise (England)
Forest Enterprise (Scotland)
Forestry Commission (FC)
Game & Wildlife Conservation Trust (various)
The Heather Trust
Highways England
Institute of Chartered Foresters
The James Hutton Institute
John Muir Trust
Lantra, Sector Skills Council for the environmental and land-based sector
Lowland Deer Network Scotland (LDNS)
Moredun Research Institute
Moorland Forum
National Biodiversity Network
National Farmers Union
National Gamekeepers Organisation (NGO)
National Resources Wales
National Rifle Association (NRA)
National Trust
National Trust for Scotland
National Wildlife Crime Unit, UK Tactical and Co-ordinating Group
Natural England
Northern Ireland Assembly's All Party Group on Country Sports
Northern Ireland Deer Society (NIDS)
Partnership for Action against Wildlife Crime (PAW)
Partnership for Action against Wildlife Crime (PAW) Scotland
Partnership for Action against Wildlife Crime (PAW) Northern Ireland
PAW Poaching Priority Committee
PAW Scotland Poaching & Coursing Priority Group
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)
Science and Advice for Scottish Agriculture (SASA)
Scottish Association for Country Sports (SACS)
Scottish Gamekeepers Association (SGA)
Scottish Government (various divisions)
Scottish Natural Heritage (SNH)
Scottish Landowners and Estates (SLE)
Scottish Venison Partnership
Scottish Wildlife Trust
Standing Conference on Countryside Sports (SCOCS)
Tracking Mammals Partnership
Transport Scotland
Ulster Reform Club
Various university/regional council specialist interest and biodiversity groups
Veterinary Deer Society
Wild Deer Association Ireland (WDAI)
Wildlife Trusts (various)
Zoological Society of London



RESEARCH

HIGHLIGHTS

Supporting deer-related research is one of the core functions of BDS and maintaining a healthy and sustainable deer population depends on contemporary scientific study.

Research objectives and priority areas are agreed by the BDS Board and published on the website, along with criteria for applying for funding.

Current research themes are:

- ▶ Deer impact on the environment and human interests
- ▶ Impact of humans on deer including welfare and disturbance
- ▶ The role of deer in livestock and human diseases
- ▶ Urban deer: problems caused and problems associated with management
- ▶ Novel methods of controlling impacts of deer
- ▶ Ways of improving the welfare impacts of culling wild deer
- ▶ Responses of deer and their habitat to climate change
- ▶ Research to help combat wildlife crime
- ▶ The community carrying capacity of deer.

Full details of our research priorities, current projects and how to apply for support are available on the BDS website. Go to www.bds.org.uk/index.php/research/objectives-priorities-support-grants

“

For the first time the 2016 survey was internet-based and included reindeer on the species list



Full details of current BDS research projects are online. Go to www.bds.org.uk



2016 Deer Distribution Survey

Understanding the distribution of the different species of deer throughout Great Britain and Northern Ireland is fundamental to supporting and managing their welfare. Every five years the Society undertakes a comprehensive survey to gather this information which is widely used by scientists, researchers, students and the media. In addition to information submitted by members, the 2016 survey collected data from, amongst others, the deer industry, wildlife organisations, stalkers, land and forestry managers and the general public.

This survey was, for the first time, internet-based allowing access via desktop computers, laptops, tablets and



smartphones. An interactive map and species information was available to assist those submitting data. A further innovation was the inclusion of reindeer in the list of species surveyed.

The data will be collated, verified, analysed and mapped with the results published in summer 2017.

Deer, biodiversity management and ecotourism in the Hebrides

H M O'Neill, University of Durham

The season of fieldwork of this PhD project introduced new methods to investigate how the daily influx of tourists affects the routines of the resident deer on Ulva, a small and sparsely-populated island, separated from the larger Isle of Mull by a narrow strait.



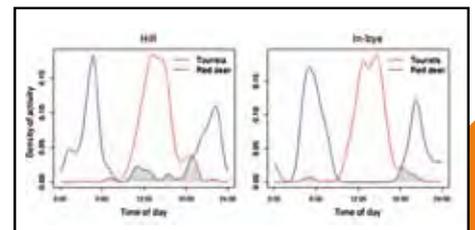
Tourists arrive daily by ferry, landing at the flatter eastern end of the island known as the 'in-bye' (the arable and grassland parts of a farm). This is separated from the much larger hill area by a deer fence. While Ulva is privately owned, it is managed as a tourist attraction with a network of paths giving access throughout the island.

The project used trail cameras at 14 locations to investigate the overlap in the use of



paths. The study assessed explicit path-use behaviour as opposed to overall activity, and in doing so presents the first study to quantify the temporal patterns of path-use in red deer, and furthermore, to assess the degree of overlap in these patterns with that of human path-use.

These results provide a temporal perspective on the use of path systems by wildlife and tourists.



Genome wide selection analysis in two parallel founder deer populations using ddRAD-sequencing

Menno de Jong, University of Durham



Photo by Charles Smith-Jones

The first aspect of this PhD study focused on an investigation into the relative importance of natural selection and random processes (genetic drift) following the founding of two parallel populations of reindeer (*Rangifer tarandus*) on the island of South Georgia in the South Atlantic. Initial results based on a very large number of loci (>50,000), and therefore high resolution, suggest that the null hypothesis of parallel signals for adaptation through natural selection among two independent founder populations can be accepted, despite strong random effects caused by small founder population sizes.

Sequencing for the roe deer part of the study has now been completed, and so attention will shift to including those analyses as well, reflecting founder populations introduced into Britain.

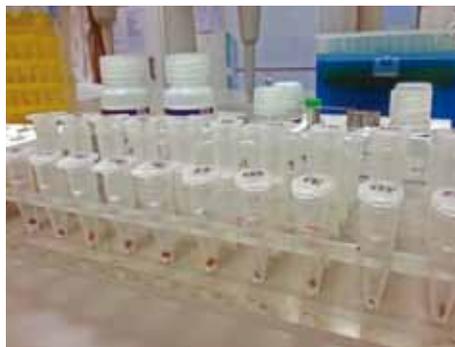
It is expected that these studies will provide valuable information about the potential

for species to adapt to local habitat in spite of small founder populations and will also be relevant to the long-term survival and management of these species.

Ecological determinants of Lyme disease hazard in the South Downs National Park and the potential for One Health based interventions

Jo Middleton, University of Brighton

Lyme borreliosis (LB) is tick-borne and if untreated can cause skin, cardiac, nervous system and musculoskeletal disease in humans. UK annual diagnoses have more than trebled over the last two decades. Two of the ten areas in England and Wales where LB infection is most frequent are in the South Downs National Park (SDNP); the South Downs themselves and much of Wealden West Sussex. Elsewhere increased wildlife populations have been implicated in rising tick-borne disease, setting up a potential conflict between biodiversity and human health. Given that the key objectives of National Parks include enhancing wildlife and encouraging public enjoyment of



the countryside, such conflict would be problematic.

This BDS funded project is due for completion in summer 2017. It has involved two years of fieldwork collecting ticks from 16 sites across the South Downs National Park, including tick submissions from deerstalker members of BDS with volunteer tick collection from culled deer and tick collection by drag-sampling. Laboratory analysis for pathogen prevalence is presently being carried out by DNA extraction and real time Polymerase Chain Reaction. The researchers aim to map LB vector and pathogen distribution and assess the extent of the hazard in woodlands and sheep-grazed downland. They also hope to determine the pathogen species present and to systematically review interventions based on One Health (an integrated approach to wildlife, livestock and human health) and suggest actions within the national park and, where reasonable, elsewhere.



Full details of current BDS research projects are online. Go to www.bds.org.uk

Northern Ireland research reveals UK muntjac population derives from only four or five females

Professor Jamie Dick, Queens University, Belfast



In 2010, many BDS members sent samples to Marianne Freeman, a student at Queen's University Belfast, to assist with a muntjac genetics project. Six years later the results were published in the *Journal of Zoology* (Freeman et al. 2016).

DNA was extracted from the 176 muntjac tissue samples that were received from many different parts of Great Britain and added to a few samples collected in Northern Ireland. The maternal line of the whole population was traced back using Chinese muntjac mitochondrial primers and by genotyping and analysing the genetic diversity between each population – this way, the different lineages could be determined.

The results showed an obvious difference between populations in the east and those in the west of the country and the low number of different haplotypes observed indicate that the British Isles population originates from only four or five females. This corroborates the work of Chapman et al.'s (1994) historical research with Woburn and other captive collections lying in the centre of this east-west split.

More practical help with projects

In 2016, BDS help was also sought by a number of projects including **University of Leicester** research into Lyme disease. While this is not a BDS funded project, members have nevertheless been contributing to this important research by sending ticks to the project team. It is hoped that the research will lead to the development of bacterial 'phages', or viruses, that can infect and kill Lyme disease bacteria...

...and at **Imperial College London** a request was coordinated through our veterinary advisor for deer blood to help with a project looking into the genetic basis of red blood cell shape. The red blood cells in many deer species have unusual shapes and the project is seeking to determine why this is by looking at deer DNA.



*Make 2017
an even greater
success*
**Enlist new
members**



TRAINING:

AT THE HEART OF OUR WORK



The first full year for Training Manager Glyn Ingram involved a review of the existing training programme and consolidation in some areas, while looking to the future. The training and development role also involved spending time on advisory work and cooperating with others in the industry to promote best practice. Competence issues also formed a major part of the BDS contribution to a wide-ranging review of the Scottish deer sector.

Deer Stalking Certificate 1 (DSC1) training and assessment remain at the heart of BDS and still represent the baseline standard for the safe and humane management of wild deer.

Nearly 24,000 people nationwide now hold DSC1. In 2017, to complement the BDS team of experienced regionally based course managers, new instructors and venues were identified for development. Where travel and time constraints preclude candidates from attending a full course, Ultimate Deer



Glyn Ingram

Data, the BDS online teaching and revision resource, proves an extremely valuable tool and is very successful. Some branches also received support with offering DSC1 evening revision sessions followed by an Assessment Day.

“

Deer Stalking Certificate 1 (DSC1) training and assessment remain at the heart of BDS and represent the baseline standard for the safe and humane management of wild deer



Deer Management Qualifications Ltd (DMQ), the awarding body, launched the DSC2 ePortfolio to optimise evidence provision and administration. All BDS Assessors and Training Staff attended briefing sessions.

The two Lantra certificated BDS Deer Management Courses held in 2016 continued to attract a broad mix of candidates from keen recreational stalkers to professionals at all levels and sectors including conservation, farming and forestry.

High standards in rifle shooting

Promotion of high standards in rifle shooting and firearms safety continues as a BDS priority and, working with the branches and the National Rifle Association, BDS now has upwards of 85 trained Range Conducting Officers with new range venues identified. The Society's Home Office Gun Club status enables BDS to train young people who would otherwise not have access to firearms, including those on the Jim Taylor Page bursary scheme, ensuring good shooting practices are instilled at the beginning.

Deer welfare

The welfare of deer injured in road traffic collisions remains a key issue and with up to 74,000 deer reportedly injured every year, BDS Humane Animal Despatch training continues to develop. We are pleased to have been successfully involved, along with the Deer Initiative, in the development and delivery of bespoke courses for police forces and other organisations.

The BDS Skills Award generated much interest and has seen a wide range of



qualifications submitted for evaluation including carcass butchery, habitat management and first aid as well as mandatory requirements such as DSC1.

New online booking system

Enthusiastic feedback from candidates and developments in the field support a programme of continuous improvement, and the implementation of a new online booking system on our website now provides the means for all potential students to easily access and book BDS training courses.

OVER
1.5
MILLION
DEER

OVER
5,700
MEMBERS

OVER
360
VOLUNTEERS

17
BRANCHES

7
STAFF



The only organisation working exclusively for the welfare of wild deer across the UK



DELIVERING OUR MESSAGE

Bds.org.uk is the Society's 'shop window' and is often the first point of contact with the organisation.



News and information is posted on the website each week to help ensure that the Society remains near the top of search engine rankings. Simply typing 'deer' into Google now returns a list showing BDS as second only to Wikipedia's own page on deer.

The weekly Deerbytes e-newsletter also underwent a facelift at the start of 2016. It now has a fresh new look and feel, with plenty of interesting and relevant stories and has been very effective in boosting online sales of training courses and shop items. Development of internal systems supported improved management of the database and the ability to capture member data. As a result, the reach of Deerbytes increased by over 2,000 names.

The Society's social media reach also continues to expand via Twitter and Facebook leading to a clear increase in Facebook 'Likes' and Twitter impressions as people increasingly engage with news stories and updates.



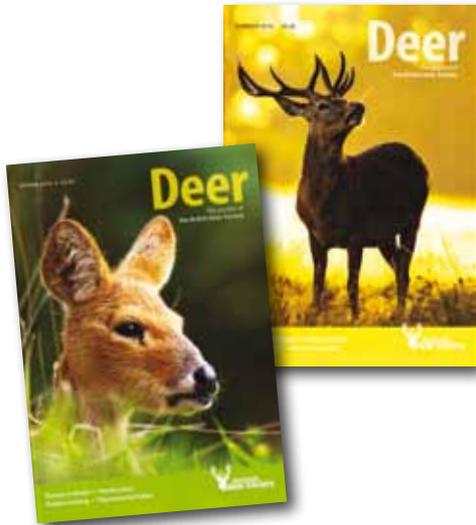
Having redesigned and relaunched the website in 2015, last year saw further enhancements to content and functionality, making it easier for people to understand what BDS is all about. These changes resulted in a massive increase of around 600 per cent in the number of daily page views compared with the old site – from 347 to 2177 per day.



“

... changes resulted in a massive increase of around 600% in the number of daily page views compared with the old site - from 347 to 2177 per day





Alongside the growth in digital communications, the quarterly Deer Journal continues to be a firm favourite with BDS members and supporters both in the UK and overseas. The magazine carries a wealth of deer-related news and information in a high quality, colourful format and represents a key element in BDS communications. Running in its current format for 14 years it is an archivable resource and back copies can be purchased via the website or from the Fordingbridge office.



Shows and Fairs

There are now numerous UK countryside events vying for attention. The season stretches from February to the end of October with some form of event every weekend at its height. Game fairs and countryside shows continue to offer great opportunities to promote BDS philosophy, aims and objectives to the general public and to showcase the Society's work and encourage greater understanding of deer conservation and deer-related issues.

Show stands also provide a platform to launch new initiatives and promote membership, our training courses and other activities. At the Scottish Game Fair, Scone, a second advisory leaflet about Chronic Wasting Disease was launched and distributed to show attendees. The Scottish Game Fair also provided the opportunity to present BDS stalwart Mike Cottam with the Jim Taylor Page Trophy.

BDS branches and local volunteers are key to the success of the Society's participation in shows, game fairs and activity days and in 2016 pulled out all the stops and attended over 30 shows and Activity days.

Education

A wide range of information and educational material was supplied to schools and further education establishments throughout 2016, and BDS received frequent approaches from students wanting assistance with projects or statistics to enhance their dissertations.

Numerous organisations and visitor centres requested permission to use material from the BDS website to produce promotional and/or web material. Additionally the BDS site carries a selection of downloadable and printable resources that can be used in a variety of ways whether as educational material or as handouts at shows.





THE BRITISH DEER

2016 saw us continuing to focus on deer welfare and the promotion of conservation in balance with the environment. In delivering these aims we communicated with over 60 policy groups and organisations, attended more than 30 shows and provided 130 events throughout our branch network. We also ran training courses, published important research and worked with young people across the country.

To help us achieve all of this over 200 organisations and individuals contributed sponsorship, donations and prizes.

Our year is as varied as our work, taking in local initiatives and national launches alongside managing the charity and fundraising.

Here is a small selection from our 2016 diary.

JANUARY

- ▶ Identify and interview prospective new Trustee Directors
- ▶ Auction lot collection begins in earnest
- ▶ Branch AGMs begin
- ▶ BDS HQ stock take

FEBRUARY

- ▶ Main BDS Audit
- ▶ England & Wales Area Council and Scottish Council AGMs
- ▶ Ultimate Deer Data (UDD) goes online
- ▶ The Shooting Show – start of the show season
- ▶ BDS Humane Animal Despatch Course Cirencester

MARCH

- ▶ Launch of 2016 deer distribution survey with new online interactive recording
- ▶ West Country Game Fair, Shepton Mallet
- ▶ BDS Deer Management Course (Lantra), Middle Wallop, Hampshire
- ▶ London Board Meeting

APRIL

- ▶ BDS First Aid Courses Cambridge and Nottingham
- ▶ Gamekeepers Fair, Catton Park

MAY

- ▶ Northern Shooting Show, Harrogate
- ▶ Best Practice, Lancaster
- ▶ AGM at Harewood House



Yorkshire welcomes the AGM

Members attending the 2016 AGM received a warm welcome from our Yorkshire branch hosts in the attractive spa town of Harrogate. Our hosts also took the opportunity to show off the best that the county has to offer with a full day excursion to the 18th century Harewood House and gardens as part of the weekend's proceedings. Before the AGM got underway, Dr Naomi Sykes of Nottingham University, looked at the origins of fallow deer in south eastern Europe and Asia Minor, their colonisation of other parts of Europe, their arrival in Britain with the Romans and their subsequent extinction and reappearance around 1000AD.



MEMBER SOCIETY YEAR



Mark Nicolson (left) receives Fellowship of BDS from Sir Michael Strang Steel at the AGM



George Trebinski announced as winner of BDS Photography Competition

JUNE

- ▶ Biggest ever BDS internet auction raises over £42,000
- ▶ Defence Deer Management Annual Symposium
- ▶ Royal Cornwall Show

JULY

- ▶ Scottish Game Fair



Mike Cottam, retiring Highland branch secretary receives the Jim Taylor Page Trophy at the Scone Fair in recognition of a long and distinguished service to deer, their welfare and management.

- ▶ New guidance published on CWD for hunters and sporting agents
- ▶ CWD Workshop initiative at Newcastle University with Defra's Animal and Plants Health Agency
- ▶ Great Yorkshire Show

AUGUST

- ▶ The Highland Field Sports Fair, Moy
- ▶ Management team 2017 planning meeting
- ▶ Scottish Interbranch Rifle Shoot
- ▶ Partnership Against Wildlife Crime Scotland Executive meet

SEPTEMBER



Gala Dinner at London's Caledonian club raises record £25,000

- ▶ Midland Game Fair
- ▶ Deer Management Course, Yorkshire

OCTOBER

- ▶ Shropshire DSC 1 Course
- ▶ Wales Deer Forum
- ▶ Queens University Belfast – Alien Invader, Muntjac in Ireland

NOVEMBER

- ▶ Training Review
- ▶ Association of Deer Management Group's executive, Inverness
- ▶ Standing Conference on Countryside Sports and Management
- ▶ Best Practice Event, Cumbria

DECEMBER

- ▶ BDS Annual Raffle Draw
- ▶ Representations to Scottish Parliament over Scottish Natural Heritage Report on deer management



FUNDRAISING

Meeting the cost of running an organisation as complex as the BDS is a constant challenge. While the bulk of our funding comes from such things as membership fees, training and trading income, around 17% derives from fundraising activities, including auctions, prize draws, special events, legacies and bequests, and branch fundraising efforts. This money plays a key role in running the organisation, campaigning and meeting our research and education objectives.

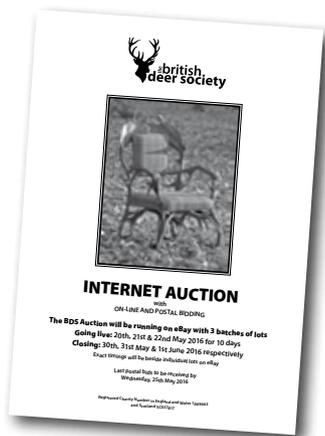
We are constantly exploring ways to maximise existing income sources and to develop new ones and suggestions from members are always welcome.

“

The generosity of individual and organisational donors enabled us to offer 164 lots in the 2016 online auction, including private stalking, shooting and fishing, sporting goods, luxury holiday lets and special dining experiences

SOURCES OF INCOME 2016





Internet auction

The generosity of individual and organisational donors enabled us to offer 164 lots in the 2016 online auction, including private stalking, shooting and fishing, sporting goods, luxury holiday lets and special dining experiences. The auction raised a record £42,000 towards the BDS finances and our thanks go to all our donors and bidders.

Fundraising dinner



Seventy members and guests helped to raise the magnificent total of £25,000 at the gala fundraising dinner held at the Caledonian Club in London in September.



Sponsored by Knight Frank LLP, the event attracted members from as far as the Scottish borders to enjoy a wonderful meal in splendid surroundings and to bid for a range of lots generously donated by a number of organisations and individuals. Top-performing lots of the evening were Ian MacGillivray's painting of a deer on a Scottish hill and a 150-bird day for nine guns on Morayshire's Altyre Estate, donated by Sir Alistair Gordon Cumming, which each raised £5,600. Not surprisingly, the success of this evening means that the Society is considering how it might hold other such events in the future and there is already another dinner in the planning stages scheduled for November 2017.



Swarovski

Once a year we have the opportunity to let all our members know what BDS has been doing throughout the UK and why. The Annual Review brings together our achievements and activities for 2016 in a flagship publication that delivers the BDS message to both members and the wider community. Its publication, in this high profile format, is thanks to the generous sponsorship of Swarovski.



Knight Frank LLP

The 2016 BDS London Fundraising Dinner was generously sponsored by Knight Frank LLP. Their support, combined with the prestigious venue of the Caledonian Club and the opportunity to bid for some outstanding auction lots raised a total of £25,000 for BDS.



Lycetts

Nearly 6,000 BDS members rely on their membership cards to show their support of the Society and prove their identity for range work. Generous support from Lycetts allowed BDS to meet the cost of card production and distribution in 2016.



Edgar Brothers

Training is at the heart of BDS work, and Edgar Brothers provides support to our training programme with both sporting equipment and the sponsorship of events and prizes. Their generosity allows us not only to provide continuous training to those already involved in countryside sports but also to encourage and work with the next generation to ensure good practice from an early age.



Grand Draw

Thanks are due to all our generous donors who supplied some fantastic prizes for the 2016 BDS Grand Draw, including Edgar Brothers, Swarovski Optik, Napier UK, Glenalmond Tweed Company, Nigel Artingstall, David Whyman, Millbank Parkland, Highland Game, Times Inc UK Ltd, Gamekeepers Supplies Ltd and Kyle Books.

The money raised is used in support of our education and research work.

Special thanks are due to Sue Varvill who retired from BDS this year after many years collecting lots for our auctions and prizes for our main draws.

Legacies, bequests and Trust donations

It is always incredibly gratifying when someone chooses to remember BDS in their Will and help to secure the welfare of deer tomorrow and into the future. All legacy income received is spent on direct project work and is not used for administration. Needless to say, we extend grateful thanks to everyone who has helped in this way.

Donations from charitable trusts are another important income stream and this year we are grateful for support from the Haywoods Charitable Trust, the D. Symon Charitable Trust and the Warren Charitable Trust.

We also received a donation at the winding up of The Deer Study and Wildlife Centre at Trentham Gardens on the retirement of Jeanette Lawton after many years of providing resources, information and education materials. Our warmest thanks are due to her and her fellow Trustees.

Branch contributions

Whilst branch finances inevitably vary, the Society always welcomes any financial contributions that regional branches are able to make towards the cost of running the charity, and in 2016 Head Office was particularly grateful for a contribution of £1,500 from the South West Scotland branch.

A runaway success



BDS Training Manager, Glyn Ingram, raised over £1,000 for the Society by running in the New Forest Marathon in September. Although he was a keen runner as a youngster, he had only run one previous marathon but still managed to finish in the top half of the 500-strong field with a time of 3 hours 57 minutes. Our thanks go to Glyn for his magnificent effort, and to all his sponsors for their generosity.

The importance of Gift Aid

Gift Aid allows BDS to claim back the basic rate tax already paid on charitable donations by the donor. In 2016 this amounted to over £57,000, thereby making a significant contribution to our fundraising efforts.

Our thanks are due to all members and donors who have already signed Gift Aid declarations. We would encourage all donors to utilise this valuable opportunity to maximise their contributions to the work of the Society.



ACKNOWLEDGEMENTS

Auction and draw donors 2016

Alan Shannahan
Alex Bingley
Alistair Monkman
Andrew Boobyer
Andy Pearce
Audiofit
Barry Flounders
Blackdown Stalking
Capreolus
Charles Smith-Jones
Chewton Glen Hotel
Clock House Furniture Ltd
Coch-y-Bonddu Books
Colin H Johnston and Falkland Estate Trust
Colin Foster
Craig Morrison
Craig Wood
David Parry
David Davies
Derek Stimpson
Des Purdy
Don Palfrey
Dr John Fletcher
Dr Phil Morris
Ed Heap
Edgar Brothers
Fallow Fabric
Forest 4 Wheel Drive
Gamekeeper Supplies Ltd
Gareth Cole
George Trebinski
Glyn Ingram
Graham Downing
Greensauce
Hammond Sporting
Hayley Jones
Hockham Deer Management
Howard Heywood
Ian Davidson
Ian MacGillivray
Ian Smales
Jack Cosgrove
Jane Forshaw
Jim Scobie
John Bruce
John Hammond Sporting
John Home
John Johnson
John Thornley
Judy Richardson
Keith Snow
Maitland Rankin
Major Tom Wills and Captain Nicholas Wills
Margaret Ralph
Mark Boulton
Mark Godfrey
Mark Held
Mark Nicolson
Merlin Unwin Books
Michael Hitchmough
Mike Bagnoweic
Mike Short
Monarch Country Products
Morris Charlton
Mr and Mrs Ian A Duncan
Mrs Emma Paterson
Mrs Park
Napier UK
Neil Keep
Norma Chapman
Nichola Fletcher
Nick Pitts
Nick Rout
Nick Tempest
Nuthampstead Shooting Ground
Opticron
Paul Gendall
Paul Greener
Paul Taylor
Peter Prideaux Brune
Peter Green
Perdix Publishing
Peter Elliott
Philip Mackenzie
Quiller Publishing Ltd
RAH & Co
Richard Wills
Robert Thomas

Roddy Ando
Roger Cartwright
Ron Smith
Ross Minerva
Rupert Shaw
Shampers Restaurant
Sir Michael Strang Steel
Scottish Off Road Driving
South Ayrshire Stalking
Spartan Precision Equipment Ltd
Stephen Bishop
Stephen Smith
Steve Bennett
Telfer, Overton, Tweedie Syndicate
The Blackface Meat Company
The Duke of Bedford
The Earl and Countess of Harewood
The Earl of Dalhousie
The Earl of Leicester
The Earl of Lonsdale
The Ledbury
The Marquess of Aberdeen
The Seafood Restaurant Ltd
The Scottish Off Road Driving Centre
Tiff Dew
Tiffany Leach - Fallow Fabric
Thoresby Estate
Vicars Game Ltd
Vince Reynolds of Viper Engineering
Viscount Ridley
West London Shooting School
Wildlife-Products
William Mathews Taxidermy
Woburn Deer Park
Woodland Ways
Woodmill Shootings Ltd

Sponsors and donors

Swarovski Optik
Lycetts
Knight Frank LLP
Edgar Brothers
Bushnell
Celtic Manor Resort
Savage Arms
Hornady
Countryman Fairs
Lonsdale Trust
Rebecca Constantini
Chris J Manning
Charles Schragger
Highland Field Sports Fair
H D Jones
Estate of John Arkley
Estate of John Childs
South West Scotland Branch

Our 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 Michael Thick

Vice Chairman Dominic Griffith

Treasurer Philip Mackenzie

English/Welsh

Area Chair Morris Charlton

Scottish

Area Chair John Bruce

Roddy Ando
(until May 2016)

Hugh van Cutsem
(from May 2016)

Simon Gibson
(from May 2016)

Dorothy Ireland

John Johnson

Alistair Monkman
(from May 2016)

Maitland Rankin

Nicholas Rout

Charles Smith-Jones
(until June 2016)

Leigh Welch

Honorary Advisors:

Veterinary

Peter Green BVSc,
Cert EO, MRCVS

Scientific

Dr Alastair Ward

Legal

Wilson, Solicitors

Staff:

General Manager

Sarah Stride

P/A, Sales Administrator

Sue Varvill
(retired August 2016)

Helen Sims
(from July 2016)

UK Training Manager

Glyn Ingram

Technical Manager

Dave Goffin
(retired March 2016)

Training Coordinator

Dawn Cope

Finance Officer

Phillip Rosslee

Membership Coordinator

Annie Nadin

Admin/ Marketing Coordinator

Adrienne Tollman

Vice President:

Major The Hon PC Baillie

Fellows:

Raymond Chaplin BSc, MIBiol, FZS

Norma Chapman

Dorothy Ireland

Jeanette Lawton

VJA Manton MRCVS, FIBiol

Mark Nicolson

Hugh Oliver-Bellasis, FRAGS

Professor Rory Putman

Richard Prior CBiol, MIBiol, MIEEM

John Thomas MBA, TD

Tony Waterson

Branches:

England

South East England | South West England
East Anglia | Wessex | East Mercia
Midlands, Wales and the Marches
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



ARRIVALS AND DEPARTURES

In May BDS welcomed three new trustees to the Board

HUGH VAN CUTSEM

Chipping Norton, Oxfordshire

Hugh has been a BDS member for over 25 years. Having had a passion and fascination for deer from a young age he has been involved in the management and observation of deer throughout his life, both in Norfolk and, for the past ten years, in Oxfordshire. The last 20 years has seen him lead an active career in financial services, setting up his own asset management business in 2008.

SIMON GIBSON, OBE

Monmouth, Wales

Simon is a passionate countryman and keen stalker, having pursued his interest for over 40 years in the UK, Canada and the USA. A technology entrepreneur and investor, he is also a visiting Professor at Swansea University and the University of South Wales, the founder and Chair of a leading educational foundation and has undertaken reviews on a number of economic and environmental issues for the Government.

ALISTAIR MONKMAN, CBE

Garmouth, Moray, Scotland

Alistair is an active stalker, trainer, mentor and Approved Witness with a wide range of deer management experience. He undertakes routine deer management for the Ministry of Defence, holds DSC2 and has completed the Deer Management Course. He is also a member of BASC. Following 27 years as a jet pilot in the RAF, he retired as an Air Commodore aged 48. He holds a first class degree in Land Economy and an MA in Defence Studies.

ADRIENNE TOLLMAN, Marketing Coordinator

With a French and Business degree, Adrienne has worked in marketing and communications for over 20 years both in the UK and abroad. Her experience is helping to improve BDS marketing including enhancements to website content, functionality and appearance. She has also introduced a refreshed design for Deerbytes and increased the mailing list, boosted the Society's social media presence and taken on advertising and the internet auction.



HELEN SIMS, Administrator and PA to the General Manager

Helen holds a BA honours degree and has spent most of her working life in information management in libraries, working in all sectors from public libraries to engineering, medical and IT. Before joining BDS she worked in the immigration department of an international IT company, keeping track of personal data, ensuring each individual had the correct paperwork to live and work in the UK. At BDS she retrieves, collates and provides information to internal and external customers, organises sales and provides highly effective support to the General Manager.



DAVE GOFFIN

retired in April after 14 years on the staff as UK Training Manager where he presided over the development and expansion of the BDS training programme being instrumental in a number of innovations that together, helped make BDS the leading training provider in the sector. A BDS volunteer since the 1970s, Dave's contribution to BDS, both as a volunteer and as a staff member, has been immense.



SUE VARVILL left

BDS after 20 years of exceptional service in HQ administration. PA to the General Manager, as well as Sales Administrator, Sue provided skilled and tireless support to the headquarters team and branches and was well known to many members as a stalwart at BDS shows and events. Sue was determined to leave BDS on a high and succeeded in amassing over 160 lots for the most successful internet auction to date before her retirement. Her enthusiasm and breadth of knowledge will be greatly missed.





HOW WE WORK

Day to day management of the Society is undertaken by a management team reporting to the Board of Trustee/Directors. The Board has overall responsibility for the Society and its members have wide-ranging experience and deer interests.

The Board is supported by sub-board groups covering Finance, Policy, Science & Research, Education, Communications, and Training.

There are four main board meetings a year with a mix of actual and virtual meetings. Additional work is carried out between meetings by the various groups using Webex and email.

The Board is responsible for:

- ▶ Setting policy
- ▶ Agreeing business plans and budgets
- ▶ Steering sub-boards
- ▶ Publishing an annual report and accounts
- ▶ Managing risks
- ▶ Directing and overseeing the work of the Management Team.

The Management Team is made up of the Society Chairman, Vice Chairman, Treasurer, General Manager, Training Manager, Finance Officer, Scottish Area Trustee/Director and other Trustee/Directors as appropriate. All Trustee/Directors have an open invitation to attend meetings.

The Management Team is responsible for:

- ▶ Implementing policy and delivering business plans
- ▶ Financial management
- ▶ Developing new initiatives
- ▶ Setting targets and monitoring progress
- ▶ Making and maintaining links with partner organisations
- ▶ Supporting research
- ▶ Contributing to regional and national developments and responding to deer-related issues
- ▶ Promoting the Society's activities while protecting and enhancing its reputation.

Risk Management Policy

The Society's Trustee/Directors take a responsible view of risk management, and in accordance with the provisions of SORP 2015 (Statement of Recommended Practice) Accounting for Charities, examine 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.

“

The Board has overall responsibility for the Society and its members have wide-ranging experience and deer interests

OBJECTIVES AND PRIORITIES

The British Deer Society is the only organisation working throughout the UK exclusively for the welfare of wild deer.

THE SOCIETY:

- ▶ Provides support and funding for academic research about deer and their habitats.
- ▶ Promotes knowledge and understanding about deer.
- ▶ Works closely with other countryside and animal welfare organisations to ensure that deer remain in balance with their environment.
- ▶ Ensures that policy makers receive practical and factual advice.
- ▶ Provides high quality education and training so that deer can be effectively managed.
- ▶ Publishes the only UK journal devoted solely to wild deer.
- ▶ Supports regional branches offering a forum for discussion, local events and activities for deer enthusiasts plus advice and talks to local groups and the public.

PRIORITIES FOR 2016 WERE TO:

- ▶ Continue focus on improving governance to deliver the Society's objectives effectively.
- ▶ Carry out a Board skills audit to identify any gaps, followed by advertising more widely to encourage new Trustee Directors from a broader base providing specific expertise with a view to strengthening and improving balance.
- ▶ Review the BDS training model, programme, suite of courses and delivery.
- ▶ Undertake the five-yearly deer distribution survey to examine the current status of the species and any changes in distribution across the UK.
- ▶ Focus on encouraging more research into topical deer issues.
- ▶ Start a total business review to examine the existing BDS model and its delivery, recommending any changes.

LOOKING FORWARD TO 2017:

The Board will continue its business review covering all areas of Society work and interactions.

The Board has yet to focus on its review of membership. In 2016 a lack of manpower necessitated this being held over and it will now form a key element of Board work in 2017 in conjunction with the business review. The urgent need to appeal to younger people and members from a wider spectrum will drive the direction of future work.

The Board will increase its encouragement of research focusing particularly on areas in the public interest.

Effort will be channelled towards fundraising to provide an increased income strand to underpin Society work.

Show your support.
Shop online.
www.bds.co.uk



BRANCH HIGHLIGHTS

Wessex



Holidaymakers visiting the New Forest and Hampshire County Show in July quizzed branch members on a wide range of deer-related questions, particularly on which species to look out for during their stay. Later in the year, the branch held a weekend development and test event in conjunction with UK Deer Track & Recovery. Martin Frampton (below) from Dorset, and his dog Poppy, were amongst those who passed the 20-hour blood trail.



South West

In addition to the usual BDS display, the branch delivered a presentation entitled 'The Evolution of Deer in Cornwall' at the Royal Cornwall Show in June. Large and appreciative crowds surrounded the Countryside Ring for the 30-minute presentation given three times daily.



Paul Snell (below) tries out a dart rifle during the branch AGM and Members' Day in March.



South East



The annual Stalkers' Shoot took place at Bisley in May when around 40 shooters, including a number of new faces, took part. In addition to shooting tests, members enjoyed the branch barbecue and the presence of trade stands from Hunting Lodge and Mercury Hearing. In the main event, Werner Wassenaar (pictured top right) won the Stalkers Cup and the Hawkins Trophy.

East Anglia



The branch held its second Family Day alongside the July range day. The year's range day programme drew to a close in September with a practical rifle session giving shooters the opportunity to test themselves at distances of 80, 100 and 150 metres.



More branch news can be found online.
Go to www.bds.org.uk

East Mercia

Branch events during the year included presentations on deer and legal issues, poaching and how geology and physical aspects of the ground and vegetation can attract deer and offer successful stalking outings. The branch also hosted the inaugural First Aid with Forestry Component training course under the BDS Skills Awards scheme at Car Colston in Nottinghamshire.

Yorkshire



In the midst of a very busy period the branch mounted an excellent display at the two-day East Yorkshire Country Show held in Driffield at the beginning of May. This show goes from strength to strength and offers an ideal platform to promote BDS to East Yorkshire.



Above: Children visiting the branch display at the Great Yorkshire Show in Harrogate in July questioned branch members on tick awareness.

Midlands, Wales & Marches



The branch's new exhibition gazebos had their first outing at the BASC Gamekeepers Fair in April. In July the branch attended the Betley Gundog and Game Fair and in August held a deer awareness day on Cannock Chase. The Midland Game Fair in September was Midlands, Wales & Marches last show of the season.

North West

The branch hosted two presentations in one evening for the Deer Initiative with Dr Naomi Sykes and vet Simon Roach. Simon Roach looked at bullet construction and the humane killing of deer, including lead poisoning in wildlife and the use of new materials such as copper ammunition. Dr Sykes explained how fallow deer were introduced to the UK and around the Mediterranean and how their movements could be traced using archaeological evidence and data on genetic markers. She also spoke about her work taking deer carcasses into schools combining history, anatomy, natural history and venison as a healthy food.

West

Nineteen members and guests attended a butchery demonstration by Mike Riggs of Nailsworth. The event looked at butchering a carcass when the bullet had not behaved as would normally be expected.

North East

Presentations on deer larders and fridges and Chronic Wasting Disease were hosted in July and August respectively while September saw the branch represented at the Wolsingham Agricultural Show.

Highland

The BDS stand at the Highland Field Sports Fair, Moy was again a great success for the branch despite rain. The branch was delighted to host Fergus Ewing, Scottish Government's Cabinet Secretary for the Rural Economy and Connectivity with wide ranging and fruitful discussions on deer welfare, outreach, training and competency taking place.



Mike Cottam (centre)

Mike Cottam retired as Branch Secretary and was presented with a copy of *Deer: Artists Impressions* for his many years of service to the branch.





South West Scotland

The Activity Day held at Millbank Deer Farm proved very successful with members from Highland, Central, NE and NW England. The day was divided into gralloching and butchery with emphasis on the practical. Butcher Wallace Smith gave a superb performance in butchering with the prime cuts auctioned at the end of the day increasing branch funds by £400.

Central Scotland



November saw 50 members and guests attend the branch's sixteenth annual gastronomic evening. Held at Scotland's Rural College Elmwood campus in Cupar, Fife, professional cookery students prepared and cooked the game while hospitality students prepared the venue and served the food and wine. Members supplied salmon, rabbit, duck and partridge, as well as red, roe, sika and fallow deer for the menu. Once again the branch sponsored a Game Chef of the Year competition, which was won by first year students Caroline Stuart and Jane Simpson.

North East Scotland



This year's branch field day focussed on tracking wounded deer and was attended by 53 people, mostly from the branch but also supported by members of the UK Scent Hound Association and Lowland Deer Network Scotland. The event included seminars and practical demonstrations covering topics including the law on dealing with a wounded animal, using tracker dogs, shot placement and identifying animal matter from shot sites. The final demonstration of the day saw Thekla, a young Hanoverian scent hound, track a 'wounded boar'.

South East Scotland



Branch members learned how British Army marksmanship principles can be applied to deer stalking and range practices at a presentation given by Captain Tony Manktelow. In addition to his talk, Captain Manktelow ran a practical session enabling attendees to try out the marksmanship principles for themselves, without any live firing.

Northern Ireland



Professor Jaimie Dick third left (with muntjac exhibition)

The branch, in partnership with Queen's University, Belfast, held an information evening in October entitled 'Alien Invader – Muntjac in Ireland' presented by Professor Jaimie Dick. Over 100 people representing organisations including the police, forestry service and BASC, as well as BDS members, listened to Professor Dick's multimedia presentation commencing with a brief history of Reeve's muntjac, its introduction to the UK mainland and its subsequent arrival in Ireland in around 2009. Despite its relatively recent appearance, it was thought that the 'invader' has already got too strong a foothold to eradicate it from Ireland's shores.

Defence Deer Management



The General Committee met at the Armour Centre Gunnery School in Lulworth, Dorset in October as part of its quest to understand some of the local challenges facing Principal Deer Managers and their groups. In addition to the usual committee business, members benefited from a briefing and tour of the larder and classroom facilities at Lulworth.

FINANCIAL REPORT

Financial Review for the year ended 31 December 2016

The 2016 Accounts set out overleaf are the consolidated financial statements of the British Deer Society including all branches and the wholly owned subsidiary Sales and Services Ltd. The Accounts are presented in the same general format as last year. The support costs have been reallocated over the direct charitable and other expenditure in accordance with the current best practice for Charities and SORP 2005, and on a consistent basis to previous years.

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

Sales and Services incurred a loss for the year of £2,683, per the management accounts, as turnover was down by £8,000 but overhead costs remained at the same level. However Sales and Services contributes £30,000 to the overheads of the Society so it is an important component in the overall mix of activities. As noted last year we are competing with much more commercially run businesses that have larger stockholding and financial resources. Once again I would urge members to use the Society for all stalking related purchases.

Charity

I am pleased to report that the Society generated a surplus of £13,850 in the current year which is higher than the previous two years. That surplus is before transfers to reserves which then reduces the income to a deficit of £1,740. The fundraising income has increased by £42,587 over the previous year

and this is largely due to a major fundraising dinner in London in September. This dinner is being repeated this year in November so we should be able to maintain the increased level of fundraising in 2017. However there were no legacies received in 2016 so once again I would urge members to consider the Society when drawing up their Wills. On the Balance Sheet you will see that the Society's fixed assets have reduced from £66,567 to £47,274. This reflects a low level of capital expenditure which is set to continue into the current year. The associated depreciation has improved the cash flow over the year. One other area that has shown a major increase on the previous year is investment gain which has risen from a loss of £600 in the previous year to a gain of over £18,000 in the current year. The stock market has continued to move upwards and as of today's date the gain is just over £30,000. This is mainly due to a decision taken by the Board to move part of the Society's funds to investment funds run by Ruffer investment managers owing to the very poor returns available on deposits held by the Banks. This action is being repeated with further surplus funds being invested this year. Once again training has been loss making as income has fallen

by £22,000 with costs being much the same as in the previous year. This reflects a very difficult and competitive market for training and the Training Committee are coming up with new ideas for training courses to try to reduce the loss. However training remains a very important part of the Society's remit as it impacts directly on deer welfare.

Once again I would like to record my thanks to the staff at Fordingbridge who do sterling work on behalf of the Society and its members.

Philip Mackenzie, Treasurer



Group Statement of Financial Activities for the Year Ended 31 December 2016

	Total 2016 £	Total 2015 £
INCOME FROM:		
Donations and Legacies		
Members subscriptions and Donations	357,117	351,220
Legacies & Specific Donations	–	1,000
Grants and Sponsorship	10,808	14,946
Total Donations and Legacies	367,925	367,166
Other Trading Activities		
Fundraising events Auctions and Draws	88,410	45,823
Trading income	73,928	82,582
Total Other Trading Activities	162,338	128,405
Charitable Activities		
Training Income	119,252	141,930
Branch Activities	30,439	35,511
Investment income	2,192	2,820
Total Income	682,146	675,832
EXPENDITURE ON:		
Raising Funds		
Direct costs of fundraising events	42,300	27,980
Membership Marketing and Data Management	93,326	88,256
Trading	44,256	50,389
	179,882	166,625
Charitable activities		
Research & Public Education	87,220	77,000
Technical and advisory	74,650	71,506
Media and Publications	96,004	89,633
Training	139,917	161,915
Other Activities	106,213	99,478
	504,004	499,532
Total Expenditure	683,886	666,157
Net Income/Expenditure	(1,740)	9,675
Other recognised gains/(losses)		
Gains/(Loss) on Investments	18,646	(598)
Net movement in funds	16,906	9,077
BALANCES AT 1 JANUARY 2016	484,932	475,855
BALANCES AT 31 DECEMBER 2016	501,838	484,932

Group Balance Sheet as at 31 December 2016

	Group 2016 £	Group 2015 £
FIXED ASSETS		
Tangible assets	47,274	66,567
INVESTMENTS		
	171,866	153,220
CURRENT ASSETS		
Stocks	18,516	18,953
Debtors	79,415	32,809
Deposits with Banks	–	161,279
Cash at bank and on hand	321,236	190,236
Total current assets	419,166	403,277
CREDITORS: Amounts falling due within one year		
	109,439	108,755
NET CURRENT ASSETS	309,727	294,522
TOTAL ASSETS LESS CURRENT LIABILITIES	528,867	514,309
CREDITORS: Amounts falling due after more than one year		
	27,029	29,377
NET ASSETS	501,838	484,932
Representing:		
INCOME FUNDS		
Restricted Funds	53,785	100,043
Unrestricted Funds:		
Designated funds	28,497	43,497
General fund	419,556	341,392
	501,838	484,932
TOTAL FUNDS	501,838	484,932

Financial Report 2016

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 9 March 2017. They will be presented for approval of the members at the AGM on 14 May 2017. The full Statutory Accounts have been prepared in accordance with the Statement of Recommended Practice applicable to Smaller Entities (FRSSE SORP 2015).

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
24 March 2017

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 2016.

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 2016 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, 24 March 2017





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

t: +44 (0) 1425 655434

f: +44 (0) 1425 655433

e: h.q@bds.org.uk

w: www.bds.org.uk

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

Registered as a charity in Scotland, registered no. SCO37817

Images courtesy of the photographers and The British Deer Society Image Library.

Design and layout: Phoenix 2, www.phoenix-2.co.uk

In association with

