

# 2017 ANNUAL REVIEW



# OUR PRIORITIES

The BDS board will focus on requirements for delivering its strategic plan for 2018–2023, prioritising the essentials to achieve this.

## 2017

**In 2017 the Society prioritised:**

Research – particularly relating to areas in the public interest

Fundraising – to provide an increased income strand to underpin our work

Improving our offering – to widen the Society's appeal and to attract a younger demographic

Continuing to improve governance – to deliver the Society's objectives effectively

Working to produce a five-year strategic plan.

## 2018

**Looking forward to 2018:**

The BDS Board will focus on requirements to deliver the five-year strategic plan for 2018-2023, prioritising the essential requisites to achieve this.

A key focus will be on membership, marketing and communication. The need to develop and extend the reach of membership and broaden our appeal to capture a younger and a wider demographic will drive the direction of much future work.

The BDS Board will continue its encouragement of collaborative research and of maximising spend through joint funding of projects.

Additional effort will be channelled towards fundraising to increase income.



*BDS Photographer of the Year Competition, Highly Commended, Tom Streeter: Fallow Fawn*

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## The British Deer Society:

- provides support and funding for academic research into the habits and scientific study of deer
- promotes knowledge and understanding of deer
- promotes and provides high quality training so that deer are managed effectively using Best Practice
- ensures that policy makers receive practical and factual advice
- works collaboratively with organisations in promoting a healthy and sustainable deer population
- 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.

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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.

Front cover photo by Robin Morrison

Annual Review in  
association with Swarovski



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 2017.

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.

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# BROADENING OUR APPEAL

## CHAIRMAN'S REPORT

*"It is very important that we broaden the appeal of the Society to a much wider demographic"*



I'm sure that soon we will see this last year as the period during which attitudes to animal welfare changed profoundly, with a big shift towards being mindful of and caring much more for their health and welfare. The internet also makes it easy to see that this is a global phenomenon, bar some obvious national nuances. In several places significant shifts appear to have occurred because of the weight of sentiment rather than objective evidence.

As an organisation we have always taken great care to ensure that all our decisions are evidence based, and we will always do so. However, we must now be sure to pay much more attention to how we are likely to be perceived, and spend more time explaining to the public and regulators why we care for the welfare of deer and the manner in which we do it. It should be easier to enlist political support for research into cervid Chronic Wasting Disease, but it will be more difficult to retain our current methods and organisation of deer population management.

With this in mind it is very important that we broaden the appeal of the Society to a much wider demographic. Our core of stalking members is vital to the Society, and representing their needs and interests must remain a high priority, but we must also put more effort into understanding why deer are important to everybody else, and into attracting them as members.

### A strong year for research

This year has been a productive one for our research efforts. With the additional funding from the Lonsdale Trust and the Martin Wills Trust, we have put significant resources into investigating the genetics of susceptibility of British deer to Chronic Wasting Disease. This is being done at the Roslin Research Institute in Edinburgh University. Working with St Andrews and Durham, we are researching deer disturbance and the adaptive management of people, livestock and wildlife. With the funding from the Whitehead Trust, we are continuing the support to Durham for research into genome wide studies of two parallel founder populations of deer herds separated by a mountainous barrier. We are also contributing to research into the role of deer in the lifecycle of ticks as a vector for *Borrelia*, the pathogen causing Lyme disease. All of these topics were presented at our seminar day at our last AGM, most generously sponsored by Simon Gibson and the Celtic



Manor Resort near Cardiff. The Society also co-hosted the Joint Deer Management conference with the DI and BASC, sharing speakers and ideas. This clearly showed the benefits of collaboration and joint working, and the Board is keen to develop this further. May I also thank all of you stalkers who have taken the time and trouble to support our research projects by taking tissue samples and sending them in. We much appreciate it.

## Strengthening our governance

Ever mindful of our responsibilities to members, donors and the Charity Commission, the Board is continuing to strengthen its governance role by recruiting Trustee Directors with exceptional skills. We will give more news of this at the AGM in May.

The Board has produced a draft strategic plan for the next five years, which is currently undergoing refinement and review before the finalised plan is presented to members at the AGM.

The Society's financial governance depends on fundraising, and the excellent team in Fordingbridge have had a successful year, managing a great internet auction and then a popular and productive London Fundraising Dinner. Many congratulations to the team, and profound thanks to all our numerous and very generous donors. We also work hard to

raise funds from trusts and legacies, and at the start of 2018 we were very fortunate to receive an extremely benevolent donation from the Mrs NEM Warren Charitable Trust the use of which will receive careful consideration from the Board.

I look forward to seeing as many of you as possible at the AGM, so that we can celebrate a very successful year for the Society.

*Michael Thick*

**Michael Thick**



*BDS Photographer of the Year Competition, Third Prize, Dominic Griffith: Roe in Wild Flower Ley*



# INFORM, INFLUENCE & PERSUADE

*Alerting the public to the dangers of discarded fencing material and netting became a new project in 2017*



**BDS works to increase its influence by partnership working wherever practicable. Gaining maximum reach is crucial in order to educate a wider audience, so focus is given to collaborative working, shared events and consultations throughout the UK.**

In Scotland, as ever, working groups were active throughout the year, adding weight when making joint representations to the Scottish Parliament's Environment, Climate Change and Land Reform Committee to emphasise the deer sector's contributions and competence to manage the deer population. BDS demonstrated its educational worth in Scotland by providing over 130 activities during the

year including range work, butchery, cookery, technical, best practice and show events. The Society also contributed to working groups and meetings with relevant organisations including Transport Scotland; Lowland Deer Network, Scotland; Association of Deer Management Groups; Wild Deer Best Practice steering group, and the Holyrood parliamentary Animal Welfare Cross Party Group.

South of the border, a national Deer Management Conference was run in conjunction with the British Association for Shooting and Conservation (BASC) and the Deer Initiative (DI). Covering a wide range of subject matter, the speakers addressed an audience drawn from government, local authorities, academia, the deer industry sector, business and the public.

A number of Best Practice and deer management events were also arranged independently or in combination variously with BASC, the Deer Initiative and National Gamekeepers Organisation. Primarily orchestrated at local branch level, these activities attracted significant numbers of practitioners.

BDS was involved with many additional wide ranging topics during the year, not least the Welsh Game Meat Project, the government's Offensive and Dangerous Weapons Consultation, the Food Standards Agency's World Game Guide Revision, Scotland's Specific Authorisation Review, Isle of Wight Deer and the potential reintroduction of Lynx.

## Campaigns for 2017

Anti-poaching campaigns remained a priority throughout the UK, with Project Poacher. England and Wales Area Chair, Morris Charlton represented BDS at the Poaching Priority Delivery Group and gave input into the Rural Policing National Strategy and the National Poaching Strategy. In Scotland John Bruce,

as the plan owner for the Poaching and Coursing Priority Group, represented BDS at the Partnership for Action against Wildlife Crime (PAW) Scotland. In Northern Ireland, the branch represented BDS at the PAW-NI and Poaching Sub Group.

Alerting the public to the dangers of discarded fencing material and netting became a new project in 2017. A regular hazard for wildlife, male deer are especially vulnerable as their antlers can subsequently become entangled in trees or bushes and sometimes with each other. Lucky animals are found quickly and offending material removed but some animals are not so fortunate and can suffer agonies. Examples include entrapment with electric fence tape, washing lines, tennis and football goal nets.

A perennial campaign to be aware of deer on roads peaked during the autumn months when deer were on the move during the rut, clocks changed and visibility was often poor. Known high-risk roads and areas such as Ashridge in Sussex, Cannock Chase and the New Forest received additional attention helped by local branch campaigns.

Tick Awareness and Lyme Disease cases in recent years involving celebrities have helped publicise and further raise the profile of the work undertaken in this field by BDS, however, the importance of a clear understanding and good factual material is essential. The Society continued to keep up the momentum, distributing display material and making it readily available at local shows.

## Throughout the year the Society in pursuit of its aims met, corresponded with or consulted:

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 technical  
Deer Management Round Table Group  
Defence Estates  
Defra Wildlife and Animal Welfare  
Deer Initiative (DI) Partnership and Ltd Company meetings  
Deer Initiative research group  
Deer Initiative Best Practice Steering Group  
Deer Initiative in Wales  
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  
Home Office  
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 Rifle Association (NRA)  
National Trust  
National Trust for Scotland  
National Wildlife Crime Unit, UK Tactical and Co-ordinating Group  
Natural England  
Natural Resources Wales  
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 Northern Ireland (PAW NI)  
Partnership for Action against Wildlife Crime Wales (PAW Cymru)  
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  
Wales Biodiversity Partnership  
Wales Deer Forum  
Wild Deer Association Ireland (WDAI)  
Wildlife Trusts (various)  
Woodland Trust



# INVESTIGATION & ANALYSIS

## RESEARCH

*We undertake and fund pure and applied research projects aiming to scientifically explore and understand deer, and the issues they create for people*

One of the core functions of BDS is to support research to help maintain a healthy and sustainable deer population. Objectives and priorities are agreed by the science and research sub-group and published on the BDS website, along with criteria for applying for funding. BDS supported projects focus on the habits of deer with particular reference to their relationship to the natural habitat, forestry, agriculture and areas to which the public have access.

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 at [www.bds.org.uk/index.php/research/objectives-priorities-support-grants](http://www.bds.org.uk/index.php/research/objectives-priorities-support-grants).



BDS Photographer of the Year Competition, Highly Commended, Ian Walmsley: Roe doe in Bluebells



## Investigating the susceptibility of British deer to Chronic Wasting Disease

Chronic Wasting Disease (CWD) in deer is a progressive fatal prion disease of the nervous system belonging to the same group of diseases as BSE in cattle, scrapie in sheep and goats, and CJD in humans. First documented 50 years ago in Colorado, despite subsequent efforts to control its spread, CWD is now found in 24 US states and three Canadian provinces. CWD was first reported in Europe in 2016 in reindeer in Norway. Since then, increased surveillance has identified further cases in reindeer, and in moose in another area of Norway.

CWD has not been reported in the UK, however the Norwegian cases raised concerns about the potential spread to this country. Should disease be identified, control measures would be underpinned by scientific knowledge about deer species in the UK. This includes population sizes, densities, movement and management practices and importantly, how susceptible the British species are to CWD. Defra and Scottish Government have been monitoring the situation and along with BDS provided some funding to initiate research into the susceptibility of British deer and models of how CWD might spread in the UK.

The BDS project aims to provide an overview of the genetic variation in the major free-ranging British deer species. The initial Defra-funded investigations in 2016 are being continued



*Left to right – Amy Robinson, John Bruce (BDS), Dr Wilfred Golmann, Dr Fiona Houston*

and expanded, using BDS financial and practical support, together with generous funding from The Lonsdale Trust and The HDH Wills (1965) Charitable Trust (Martin Wills Fund). At the Roslin Institute, University of Edinburgh, researcher Amy Robinson, a qualified veterinarian, is undertaking laboratory work with DNA and prion specialist Dr Wilfred Golmann and team leader Dr Fiona Houston.

The first objective of the project is to determine how much genetic variation there is within and between the six major deer species. In addition to BDS funding towards the cost of a researcher, several hundred tissue samples have been provided by BDS members to enable DNA extraction and analysis for the prion gene.

The eventual outcomes of this research will help inform strategies for surveillance and intervention in wild deer, as well as protection of farmed or captive deer, if CWD is found in Britain. Results are due to be presented at the BDS 2018 AGM.

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

Menno de Jong's PhD project at Durham University is funded jointly by BDS and the Whitehead Trust. The focus is on understanding the relative importance of random factors and natural selection for founder deer populations introduced to a new habitat and the implications for their long-term survival and management.

The first part of the study concentrated 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. Rare empirical evidence that animals that are introduced to a new area can quickly start adapting to their new habitat was reported by Menno in the Summer Deer Journal 2017.

Further focus on a second species – roe deer, is building on earlier work by Dr Karis Baker (funded previously by BDS and the Whitehead Trust) which identified population structure, the impact of local founder events, and the source of historical introductions. Sequencing for the roe deer part of Menno's study is complete and so attention has shifted to including these analyses as well, reflecting founder populations introduced into Britain.

The data collected from these studies provides valuable information about the potential for deer species to adapt to local habitat in spite of small founder population size and is relevant to the long-term survival and management of all species of deer in the UK.

## Conflict and coexistence: Improving the evidence base for adaptive management of people, livestock and wildlife

Scotland's open moorland and mountain landscapes are valued and enjoyed by both residents and visitors. These areas also host a range of activities such as hill farming, deer stalking, game birds, forestry and fishing, all of which support the rural economy. In 2014 BDS contributed to a pilot study to examine the impact that recreational land use might have on deer distribution and the economics of deer stalking, and to determine whether further research might be warranted. The Perthshire study was carried out by Danielle Gauthier BSc and Dr Philip Stephens, both of Durham University, and Dr Justin Irvine of the James Hutton Institute.

Following the initial study, further research studying the impact of humans on deer including disturbance, is being carried out

*Red stags by Neil McIntyre*



by a collaborative partnership involving the James Hutton Institute, Durham University, St Andrews University, and the private sector (the latter coordinated through North Chesthill Estates). Dr Jed Long and a team of researchers are investigating the interaction between hill walkers, deer ranging behaviour and changes in sheep stocking rates in order to support a more evidence-based approach to managing the relationship between deer and people.

The overall aim is to:

- i) quantify the impact of hill walkers on red deer and disentangle this from the effects of livestock reduction and culling pressure and
- ii) test the effect of information provision on the behaviour of humans.



*Red stag by Rob Moon*

While the original study demonstrated that changes in deer movements coincided with a reduction in sheep stocking and increased hill-walking traffic around Munros, the ability to provide sufficient hard evidence was hampered by the quality of the data due to the difficulty of collecting the information using occasional, one-off and expensive, helicopter counts.

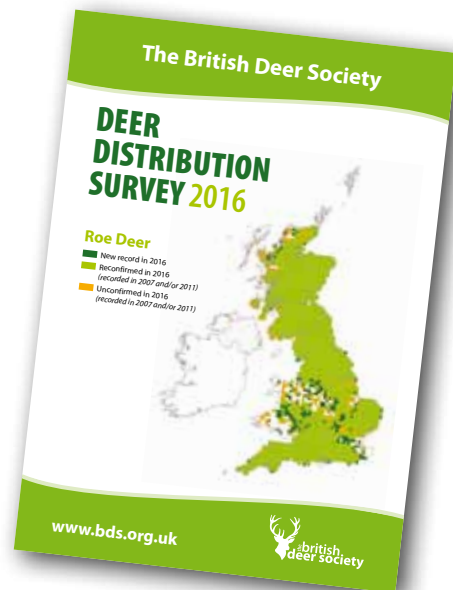
The current research team, with further funding including some assistance from BDS plus the loan of its Reconyx Ultrafire XR6 infrared trail cameras, is developing techniques to count red deer by using drone technology and more effective use of trail cameras and people counters to record the movements of people and deer. The team is also developing an approach for analysing recreational data from web sites such as Strava, which provide information on routes people use when walking in the hills.

As well as supporting more effective management of wild deer across the UK, the project should also assist in understanding the relationship between the increasing use of the environment by people for recreation and the impact on our wildlife.



## Deer Distribution Survey 2016 Results

The purpose of the survey, conducted every five years, is to determine deer distribution throughout Great Britain and Northern Ireland and to monitor changes in the population. Information is recorded by members of the public as well as land and forestry managers, stalkers, wildlife organisations and others involved in the deer industry and includes road traffic accidents and culling data alongside live deer sightings.



For the first time the 2016 survey was web-based enabling data input via computers, tablets and smartphones and for the first time also, it was expanded beyond the six wild deer species to include reindeer. While reindeer roam free in parts of Scotland they remain domesticated animals and are not truly wild. However, growing concerns about the proximity to the UK of Chronic Wasting Disease make it important to know as much as possible about all wild or captive deer, so their inclusion was felt justified. Overall some 168,000 individual deer sighting records were included across all sources.

Results show that comparing back to the 2007 survey, overall distribution in Great Britain seems to have stabilised with only roe and muntjac showing minor expansions.

Overall, roe deer remain the most widespread, with very few places left in England and Scotland that they cannot be found, including an increasing presence in suburban areas. They are however, less widely distributed in Wales. The arrival of muntjac in Northern Ireland has been well documented in recent years and numbers, while scattered, have greatly increased. While slowly increasing in range around its main strongholds of East Anglia and Bedfordshire, the less robust and more habitat-specific Chinese Water Deer have been less successful. Populations of red, fallow and



*BDS Photographer of the Year Competition, Second Prize, George Trebinski: Roe in Meadow*

sika appear to show some local contractions in Great Britain, while there has been a steady increase in presence in Northern Ireland.

The full survey report appears in the autumn 2017 Deer Journal.



## Enclosed and captive deer survey

Although traditionally focussing on wild deer, a key element of the Society's charitable remit is the wider welfare of deer. To assist with this BDS set out to create the first comprehensive register of all enclosed or otherwise captive deer (in farms, parks, zoos or other collections) of any species in the UK.

Records of deer parks were first created in 1950 and 1988. However, as well as being clearly out of date the listings did not record the presence of deer in other captive settings. This latest survey is therefore an ambitious undertaking of national importance that will contribute to a more complete picture of the deer population.

Data collection began in 2017 and remains live with reporting forms available on the BDS website. Currently more than 400 entries have been received of which over 200 offer public access. Locations offering public access are detailed in an online spreadsheet, while the full register (including private premises whose details are covered by data protection legislation) is held securely by BDS. The list, regularly updated, promises to be an invaluable asset. Its uses will include advising the public of where they can view deer, recording endangered species, and importantly, facilitating prompt reaction should there be outbreaks of diseases affecting deer.

## Environmental and anthropogenic factors driving the movement and habitat utilisation of fallow deer

BDS began supporting Dr Graeme Shannon and Owain Barton's three year project at Bangor University in the autumn. The study will focus on the movement behaviour of fallow deer and the ecological and anthropogenic factors driving range expansion in this species. More will be reported once the project is well under way.



*Fallow bucks by George Trebinski*

## BDS members help with research projects

Many deer-related research projects could not happen without practical support. BDS members continue to respond to requests from researchers for help with tissue samples, sighting data and other deer-related information and their contributions are gratefully acknowledged by the Society and the research community.

## Tick collection

A number of university projects researching tick-borne diseases, and in particular Lyme disease, are currently in progress and requests for deer ticks continue. These have included ticks for Jo Middleton's work at the University of Brighton, also financially supported by BDS, into the ecological determinants of Lyme borreliosis risk in the South Downs National Park and the potential for one-health based interventions. Results are due to be published in 2018.



The most recent tick request is for work being carried out by PhD student Maya Holding at Public Health England, who is investigating the evidence of viruses spread by ticks in the UK deer population. The blood will be tested for antibodies to tick-borne viruses, which will contribute to mapping the presence and distribution of these viruses in the UK.

## AGM research focus



*Jo Middleton of Brighton and Sussex Medical School explained his work to identify ticks on the Sussex Downs*



*BDS Honorary Vet Peter Green spoke on the current confusion surrounding park deer legislation*



*Alistair Ward, BDS Scientific Advisor addressed the AGM on the new threat of Chronic Wasting Disease*

In a break from tradition, the 2017 AGM weekend included a well-received day of lectures on deer-related topics including legislation of park deer, Chronic Wasting Disease, wild boar in Britain and Lyme Disease. Members were also updated on several BDS-funded research projects. Thanks are due to The Lonsdale Trust which generously provided sponsorship to enable the speakers' attendance.

The success of this seminar format has meant that deer-related research will come under the spotlight again at the 2018 AGM in Edinburgh. Day one of the two-day event will feature Scottish scientific matters with a range of expert speakers, whilst day two will focus on BDS-supported research projects.

## Tissue samples

The CWD research work being carried out at the Roslin Institute has also been assisted by BDS members. The team requested tissue samples of ear tips and nasal swabs from highly specific locations and deer species. Work is continuing and expected to be complete and reported in 2018.



**Please visit the website for the latest published information on the progress of BDS supported research projects.**



# SKILLS & KNOWLEDGE TRAINING

*Our courses, manuals, DVDs and booklets are produced by experts with a lifetime of practical and academic experience. All have deer welfare at their heart*

## DSC1 and DSC2

The Deer Stalking Certificate 1 course remains the core of our training focus and is an excellent opportunity to engage with a wide range of people who are often at the start of their journey in deer management. In 2017 BDS ran 16 courses at eight venues, including two new ones, which saw just under 300 candidates achieve the qualification. We also conducted

a number of assessments for other training providers. A particular highlight of the year was the courses that we ran in conjunction with the Yorkshire Branch for the students at Askham Bryan College. It is very satisfying to see so many good young people undertaking training in wildlife and countryside management; it goes without saying that these people are the future of our industry.

Our Ultimate Deer Data online training resource continues to be very popular and many candidates find it an invaluable learning and revision tool. The growth of online activities is moving forward at a fast pace; we now take around 60% of DSC1 bookings via our website and handle numerous training enquiries on Facebook and through other social media.

It is a natural progression from the largely theoretical DSC1 to the practical field work



of DSC2 where candidates must demonstrate their experience and competence to a witness on three occasions. We are supported in the administration of this by a network of Approved Witnesses, Assessors and Internal Quality Assurers who all work very hard to assist both the candidate and the Assessment Centre. As always, a huge amount of work goes on behind the scenes. Training and standardisation events, team meetings and liaison with Deer Management Qualifications (the awarding body for DSC1 and DSC2) take place regularly.

The introduction of ePortfolio, the electronic version of DSC2, is now complete and early teething problems are settling down. Like any major change, the challenges have meant an increase in staff workload but we must move forward. Dawn Cope, BDS Training Coordinator, is a key to the success of DSC2 within the Society and provides invaluable support to all involved.

One hundred and twenty candidates registered for DSC2 with the BDS in 2017.





## Deer Management Course and Humane Animal Dispatch

The Deer Management Course remains very successful with places always in high demand. The course is seen as the flagship training event not only for professional and semi-professional Deer Managers but also for a wide range of countryside staff, including wardens and agents who may not undertake practical stalking themselves but have responsibility for those who do.

Last year we ran two courses, one in Hampshire and one in Scotland with 41 candidates attending.

Humane Animal Dispatch is a very challenging area of work in both the training and practical application but very important if we are to ease the suffering of deer involved in road traffic collisions and other incidents. Obviously many situations involve the police and, with 43 constabularies in England and Wales plus Police Scotland on the mainland, there is a great deal of variation in force policy and protocol. Despite this, the overall aim remains the same; to train and advise all concerned to ensure that incidents are dealt with quickly and efficiently with safety and welfare at the forefront of everyone's minds.

In 2017 we trained 90 candidates on our own courses and assisted in the delivery of training to all of the volunteers on the Hampshire and Thames Valley HAD scheme.

## Behind the scenes

Training team staff used their industry knowledge and experience on a daily basis to answer enquiries from members, vets, police officers and many other organisations, with questions ranging from the very simple to quite complex. Staff also took part in a number of public and private consultation projects and supported the BDS Board and the England and Wales Area Council by attending meetings, offering advice and providing an interface between members, staff and senior management.

The Training Manager attended and supported seven Deer Initiative events which strengthen the links between ourselves and other groups and provide a great opportunity to meet other like-minded people. In addition, BDS took part in the National Deer Management Conference, the first event of its kind for a number of years, which proved a great success. Numerous shows and local events were also attended.

The support of our sponsors is very important to the Society and we are always very happy to assist them with product testing, advice and feedback not to mention attendance at shows and trade open days. Edgar Brothers and Swarovski are our major trade sponsors providing rifles (including six outstanding new Savage Model 16 .243's in 2017), optics and associated equipment but we must not forget the huge amount of operational support that we get from estates, local registered firearms dealers and many others. Our thanks are due to them all.



*Lisa Riley, Edgar Brothers Director hands first of six new rifles to BDS Training Manager Glyn Ingram at the Game Fair. The rifles are part of a new three-year sponsorship package which continues Edgar Brothers' long-standing relationship with BDS and will be used by the training team on DSC1 courses.*



*Molly Turgoose receiving the BDS Yorkshire Branch Young Stalkers Award. A graduate of Askam Bryan College, Molly passed DSC1 with flying colours, receiving her award on graduation day together with prizes for Best Gamekeeping Student and Best Overall Student and will shortly take up a trainee management role on Rudding Park Estate.*

BDS is the principal organisation focusing throughout the UK on deer welfare and promoting their conservation in balance with the environment.

To deliver our aims, in 2017 we provided more than 180 events throughout our branch network and attended over 30 shows and fairs UK wide. We also communicated with more than 60 policy groups and organisations, ran training course initiatives, supported 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 the business of managing the charity and fundraising.

#### **Our 2017 year included:**

**February** Branch visit to Highland Game, Dundee

**March** Photographic Competition Judging

**April** DSC1 course at Askam Bryan College, Yorkshire

**May** AGM and Deer Research Seminars, Newport, Wales

**June** BDS Summer Internet Auction

**July** The Game Fair, Hatfield House

**August** Countryfile Live, Blenheim, Oxfordshire

**September** BDS/BASC/DI National Deer Management Conference, Warwickshire

**October** Gala Game Dinner Ulster

**November** BDS London Fundraising Dinner

More information on national programmes and branch initiatives can be found online.

*BDS Photographer of the Year Competition, First Prize, Tom Streeter.  
Inquisitive young Sika Stag amongst the gorse bushes and bracken of Arne, near Poole.*







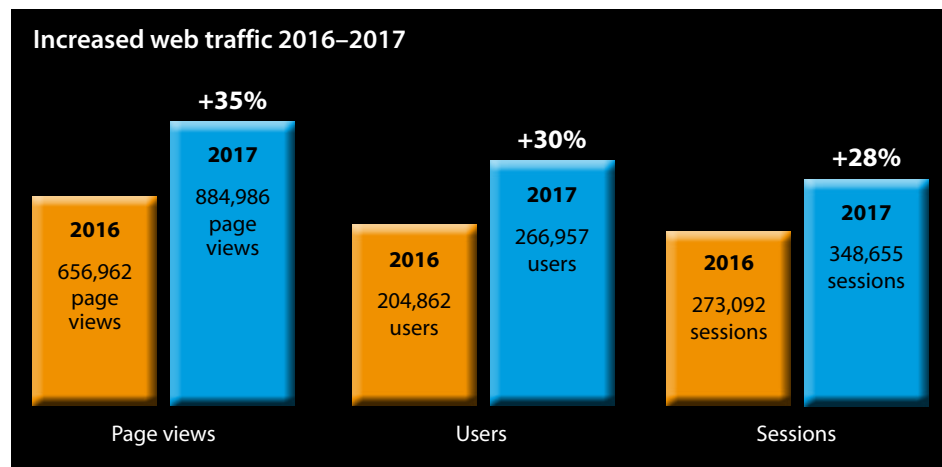
# CONNECTING WITH THE PUBLIC

Our success in promoting deer welfare, influencing legislators, informing members and partners, campaigning and trading depends on our ability to use all the communication channels open to us. While traditional print and face-to-face communications remain a major part of our strategy, digital communication plays an increasingly important role in our work.

## Website

As reported in the 2016 Annual Review, visits to BDS.org.uk increased significantly following a major overhaul of the site. 2017 saw further improvements consolidating the changes and laying the groundwork for future development. These included new content and functionality,

such as the ability to carry out searches on particularly content-heavy pages making information retrieval simpler. Traffic to the website increased by around 30% during 2017, with a rise in page views (+35%), users (+30%) and sessions (+28%).



## Social media

Our social media reach via Twitter and Facebook continues to expand, resulting in an increase in Facebook 'Likes' of 12% in 2017 and an average of 600 Twitter impressions per day. (An impression is the number of times users see the tweets on Twitter).



## Deerbytes

Our weekly e-newsletter, Deerbytes, continues to have a good following, with over 10,000 subscribers, and an 'open rate' (a measure of how many people open and view a particular email) well above the industry average. Deerbytes continues to be a very effective mechanism for boosting online sales of training courses and shop items, such as stalking equipment, books and cards.

## Google ADWord Grant

BDS is now benefiting from a Google grant for charities offering free pay-for-click advertising. A three-month trial run at the end of 2017 resulted in increased traffic to the website of 23%, and 20,508 new users due specifically to the Google adverts. The success of this initiative has led to a decision to continue the campaign.

## Digital communication highlighted at 2017 AGM

Wales hosted the AGM for the first time in 2017 when BDS visited Newport's Celtic Manor Resort. A spectacular site with three hotels, six restaurants and three championship golf courses, a warm welcome was extended to members who enjoyed research seminars, skilled venison butchery and culinary demonstrations and a superb gala dinner alongside the main business of the weekend.

In addition to the usual AGM meeting, BDS Trustee, Professor Simon Gibson gave a presentation outlining the Board's approach to communicating with members, highlighting the need to broaden the Society's appeal to younger members by improving its online offer. As an example, he revealed that, during a presentation on the previous day, a



*Dr Arnold Cooke receives the Balfour Browne Trophy from Michael Thick in recognition of a lifetime's work on muntjac and Chinese water deer.*



*Carmen Hocking receives the Jim Taylor Page Trophy from BDS Chairman Michael Thick for her tireless contribution to BDS South West branch.*

one-minute video of a speaker had reached 1,600 viewers. Altogether, video clips of all the previous day's presentations had reached 18,000 people in 24 hours. It is planned that the 2018 AGM in Edinburgh will have live video streaming during the seminars.

The AGM also saw the following award and trophy announcements:

**Balfour Browne Trophy:** Dr Arnold Cooke

**Jim Taylor Page Trophy:** Carmen Hocking

**BDS Individual Photographer of the Year:** Tom Streeter

**Dulverton Trophy for Photography:** Wessex Branch



*Dorothy Ireland receives the Dulverton Trophy from Sir Michael Strang Steel*

## Deer magazine

The quarterly Deer Journal continues to deliver news, comment, research summaries, reviews and in-depth articles on deer-related issues in a glossy and highly readable package. The magazine is mailed directly to 6,000 members, supporters and organisations, and read by more than 12,400 individuals including those involved with deer on both a professional and recreational basis. Back copies are available via the website.

A new project has begun, working on a digital model with a selection of Deer Journal pages which it is intended will be held on a web platform to encourage a wide spectrum of interest. It will enable non-members to get a feel for BDS and the Deer Journal content with some 20 pages from the current edition in a flippable, interactive format. The logical follow on will be to produce the complete Deer Journal in a digital format in a members only area.



## Common queries

In 2017 the most frequent enquiries via the BDS website were about deer problems in gardens, concerns about planning applications and housing developments and their effect on deer, help with species identification, concerns for injured deer, and whether it was advisable to put out food and drink for deer in bad weather – and if so what was best to provide.

The most common press enquiries resulting in interviews arose from publication of the Deer Distribution Survey, deer/human interaction and close encounters, white deer and culling in parks.

## Events

Game fairs and countryside shows continue to offer great opportunities to meet people, promote deer welfare and explain what BDS is all about. As well as Society involvement in major shows, many BDS Branches take part in local and regional events and do a great job encouraging an understanding of a host of deer-related issues as well as showcasing the benefits of BDS membership and training.

In a new addition to the show calendar, the Society took part in BBC Countryfile Live at Blenheim Palace in August. Exhibiting in the



*Partnership working is increasingly recognised as a cost-effective method by which to promote BDS. At BBC Countryfile Live, BDS shared space with the NGO, GWCT, Sparsholt College, Yorkshire Moorland Association, Bright Seeds, UK Deer Track and Recovery, and Hampshire Game. All agreed that working together had been hugely beneficial, attracting large numbers of visitors to the stand eager to find out more about our countryside.*

Gamekeeping and Conservation area, alongside a number of other countryside organisations, the event attracted large numbers of town dwellers of all ages genuinely interested in the countryside and its activities.

## Education

### Walk4Wildlife



During early 2017 BDS was involved in Walk4Wildlife, a series of events created primarily as fundraisers for a wide variety of wildlife charities. The overall purpose from a BDS perspective was to raise awareness of deer at school level with teachers, parents and the young. Forty-three UK charities including BDS were involved, with effort focussed at BDS Branch level and the individual schools concerned. Some 110 schools and 23,000 children took part on the walking day in May. Stand-alone 'Big 5' walks were also held on specific dates in organised locations (the New Forest, Snowdonia, South Downs, 3 Peaks Yorkshire and Richmond Park) between June and October 2017 where Society Branches were asked to coordinate involvement on a local basis.

## Educational display material

As always there was a steady demand for display posters and species handouts from a wide variety of venues and establishments surrounded by deer such as Cannock Chase Visitor Centre, Richmond Park and Bushy Park as well as numerous educational establishments.



## New data protection rules

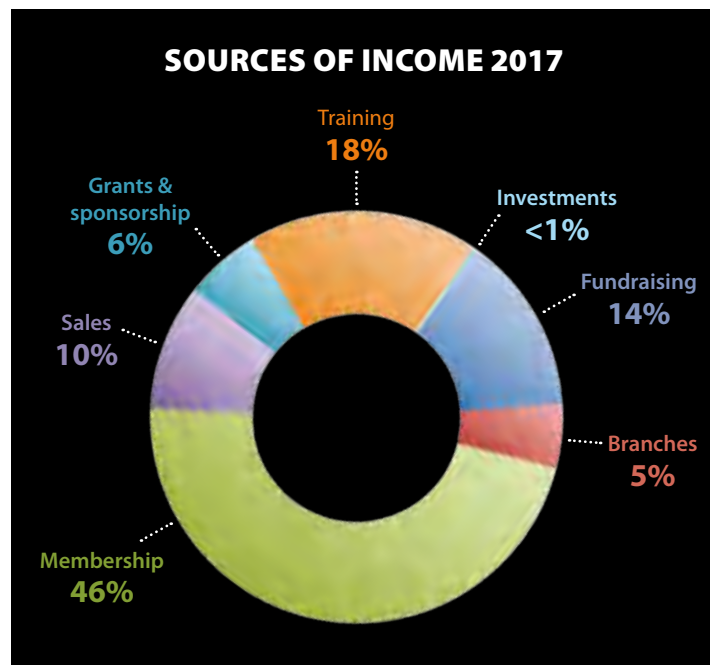
The new Data Protection regulations, the General Data Protection Regulation (GDPR), come into force in May 2018. The new rules are intended to strengthen the way in which individuals' information is held and prevent the misuse of personal data. All organisations that hold details of members, subscribers etc. must ensure that the way they hold this information meets the new regulations. BDS is working diligently to ensure compliance with these new regulations across all platforms.



# MAKING IT HAPPEN

## FUNDRAISING

BDS membership services, scientific research, training, campaigning and the administrative costs associated with running the charity are paid for by maintaining a number of income streams. Membership fees continue to provide around half of the Society's total funding with the balance coming from income from training and sales, branch contributions, grants, sponsorship, investments and fundraising activities.



Muntjac by Brian Phipps

## London Fundraising Dinner

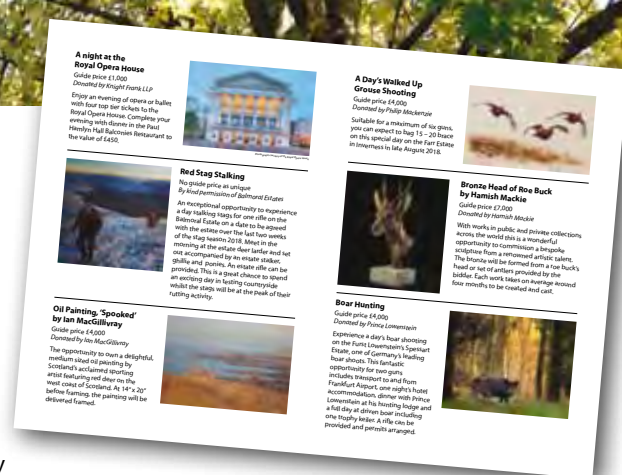
The fundraising highlight of the year was the annual Knight Frank LLP sponsored London Fundraising Dinner at the Caledonian Club. With an incredibly generous array of lots, this prestigious November event managed to break all records by raising over £50,000 for BDS, doubling the total raised the previous year.

An online auction maximised the use of modern technology. Opening two weeks prior to the event, it concluded on the night with frenzied bidding submitted via tablets provided to the evening's guests. Lots included stalking, fishing, theatre tickets, wine, holiday cottage lets and art.



Dinner guests

The key event of the evening however, was the live auction run by Knight Frank which saw lots such as a painting by Ian MacGillivray, an evening for four at the Royal Opera House and a day's boar shooting at Prince Löwenstein's Spessart estate in Germany, achieve around £5,000 each. A day's grouse shooting in Inverness-shire sold for £5,500 while a Hamish Mackie bronze roebuck head made £7,000. Star lot of the evening was undoubtedly the experience of a day's stag shooting at HM the Queen's Balmoral estate donated by the Society's Patron, HRH The Prince of Wales.



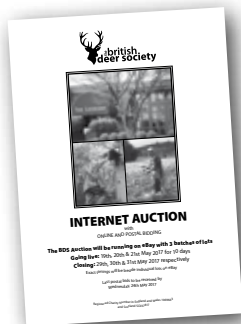
Left to right – BDS Training Coordinator; Dawn Cope; Knight Frank's Sheila de Cordova and BDS P/A Sales Administrator, Helen Sims at the fundraising dinner



Ian MacGillivray presents his painting of red deer



## Internet auction



Earlier in the year over £30,000 was raised by the annual summer Internet Auction. The majority of lots were donated by generous supporters linked with the rural community, its pastimes and industries with items ranging from countryside clothing, equipment and photography to fishing, stalking, sailing and ferreting. Fine dining, pub food, holiday lets, spa treatments, paintings, books and food also proved extremely popular.

BDS would like to thank most warmly its very generous donors who give their time and contributions to support our education and research projects.

## Legacies, bequests and Trust donations

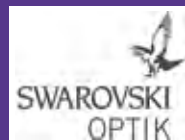
BDS was delighted to be remembered in the wills of two of its members and received legacies from the estates of M Bulbeck and Hugh Guillebaud. We were also fortunate and most grateful to receive donations during the year from Mr & Mrs TCS Haywoods Charitable Trust, The V & E Fleming Trust, The HDH Wills (1965) Charitable Trust (Martin Wills Fund) and The Lonsdale Trust.

## Gift Aid

A significant contribution to the Society's funds is made annually by Gift Aid. In 2017 this amounted to £56,000 in Gift Aid donations. The simple act of a member signing a Gift Aid form (where eligible) enables us to claim back tax from the Treasury on membership subscriptions and on any donations made by that member. Thus each contribution to BDS becomes even more valuable.

*giftaid it*

## Key Sponsorship



### Swarovski Optik

Our long term relationship with Swarovski Optik continued actively. In addition to Swarovski scopes which are on loan and used by some of the training team for practical field training purposes, Swarovski generously donated binoculars for our auction and competitions. They also contributed sponsorship for some of our educational material, calendar and this Annual Review.



### Edgar Brothers

Continuing a longstanding relationship with BDS, Edgar Brothers has announced a new three-year partnership with the Society. The generous sponsorship includes six new Savage 16FCSS Weather Warrior Rifles with scopes, moderators and ammunition for use on DSC1 courses.



### Celtic Manor Resort

Generous subsidies were provided by Celtic Manor Resort (CMR) for the complete 2017 BDS AGM weekend, enabling discounted food and accommodation, conference halls, facilities and a culinary venison demonstration by chef.

CMR also generously donated several auction prizes to our events and sponsored the 2017 BDS membership cards.



### Knight Frank

For the second year in succession Knight Frank gave substantial support to the Society's London Dinner which took the form of extremely generous sponsorship, the online auction operation, manpower, plus a number of auction lots.



# ACKNOWLEDGEMENTS

## Major sponsors and donations

Swarovski Optik  
Knight Frank LLP  
Edgar Brothers  
Bushnell  
Celtic Manor Resort  
Hornady  
Countryman Fairs  
Lonsdale Trust  
The HDH Wills (1965) Trust  
(Martin Wills Fund)  
The Mr & Mrs TCS Haywood Trust

Lady Jean Mackenzie  
Valentine & Elizabeth Fleming  
Philip Hope-Cobbold  
Rebecca Constantini  
Katharine Franks  
David Davies  
Chris J Manning  
Ian Stuart Kelly  
NG House  
MC Richardson  
PC Nash  
AG Fuller  
C Shannon

## Auction Contributors 2017

Alan Hayward (Vicars' Game Ltd)  
Alan Shannahan  
Alistair Monkman  
Andy Pearce  
Archant  
Arthur Scott  
Atholl Estates  
Audiofit  
Balmoral Estates  
Bee Griffith  
Capreolus  
Caspar Uniacke  
Chalk Stream Fishing Ltd  
Charles Smith-Jones  
Chewton Glen Hotel  
Coch-y-Bonddu Books  
Colin Dunton  
Colin H Johnston and Falkland Estate Trust  
Dama Services UK  
Dave Archer  
David Davies  
David Overton  
David Parry  
Derek Stimpson  
Dominic Griffith  
Don Palfrey  
Dr Phil Morris  
Ed Heap  
Edgar Brothers  
Forest 4 Wheel Drive  
Gamekeeper Supplies Ltd  
Gareth Cole  
George Trebinski  
Glyn Ingram  
Hamish Mackie  
Hammond Sporting  
Hayley Jones  
Helen Stammers  
Hilborough Estate, Norfolk  
His Grace The Duke of Bedford

Hugh van Cutsem  
Hugh Oliver-Bellasis  
Ian Davidson  
Ian Hamish Leslie Melville  
Ian MacGillivray  
Ian Smales  
Invercauld Estate  
Jane Forshaw  
Jason Pegden  
John Bruce  
John Campbell-Smith  
John Home  
John Johnson  
John Rigby & Company  
John Senior  
John Thornley  
JoJo Glass Engraving  
Keith Snow  
Kevin Rigler  
Knight Frank LLP  
Kuiu Europe  
Lavenham Butchers  
Leigh Welch  
Maitland Rankin  
Major Nicholas Wills  
Margaret Ralph  
Mark Godfrey and Neil Keep  
Mark Nicolson  
Mark Pearce  
Merlin Unwin Books  
Michael Hitchmough  
Michael Thick  
Millbank Deer Farm  
Mike Bagnoweic  
Mike Short and Des Purdy  
Monarch Country Products  
Morris Charlton  
Movenpick Resort Hotels  
Mrs Emma Paterson  
Mrs Kerrie Jackson  
Napier UK  
Neil Borland  
Nick Pitts  
Norma Chapman  
Opticron

Paul Taylor  
Peter Elliott  
Philip Mackenzie  
Prince Löwenstein  
Quiller Publishing Ltd  
RAH & Co  
The late Richard Eshelby  
Richard & Lizzie Milligan-Manby  
Richard Vipond  
Roger Cartwright  
Ross Minerva  
Rupert Shaw MBE  
Sally Fear  
Shampers Restaurant  
Simon Gibson  
Sir Gareth Edwards  
Sir Michael Strang Steel  
South Ayrshire Stalking  
South West Scotland Branch  
Stephen Bishop  
Swarovski Optik  
Tal Fane  
The Celtic Manor Resort  
The Duke of Grafton  
The Earl of Dalhousie  
The Ledbury  
The Marquess of Aberdeen  
The Skipton Gun Room  
Tom P Ritchie  
Vince Reynolds (Viper Engineering)  
Viscount Ridley  
West London Shooting School  
William Mathews Taxidermy  
Woodland Ways  
Woodmill Shootings Ltd

*Our warmest thanks to these and the many other donors and benefactors not able to be included here.*



*Red hind by Neil McIntyre*

# STRONGER TOGETHER

## BRANCH NEWS



More branch news can be found online.

Go to [www.bds.org.uk](http://www.bds.org.uk)

### East Anglia

After a short break, the branch again took part in the **count of red and fallow deer** at Holkham in north Norfolk. The estate provided lunch and a carcass for a demonstration of skinning and butchery.

At the Suffolk School Show the children showed a high level of interest in a range of **deer-related information**. The branch had not attended the show before and now intends to return in 2018 and go to a similar event in Essex.



*Children visiting the stand at the Suffolk Schools Show*

### East Mercia

In April, the **Leicestershire Police Wildlife Crime** team gave an interactive talk about its work and current trends in wildlife crime.



### Midlands, Wales & the Marches

Seventeen branch members attended a **rifle techniques and firearms familiarisation course** near Shrewsbury in June. Following a range firing session discussion topics included zeroing, range estimation, positional shooting and wind judging. Most attendees saw a positive difference after a second range firing session.

### North East England

The 2017 Wolsingham Show was the branch's best in many years. With record visitor numbers, the branch focus on training for stalkers and deer managers proved highly successful.

A well-attended event on **Larders and Forest Design** at Kielder included a larder visit to see the current system and discuss future improvements. A further visit to a high timber plot provided the opportunity to discuss deer management methods.

### North West England



*Twenty-four candidates attended the DSC1 course at Carnforth in April*

### South East England

Continuing the **close relationship with Richmond Park** branch members enjoyed the annual Rut Walk hosted by the Friends of Richmond Park.

The annual **Stalkers Shoot** took place in May when Tim Cooper carried off the Stalkers Cup Trophy while Lindy Larkin won the Ladies Buck competition.



*Lindy Larkin receiving the award for the Ladies Buck competition.*







James Sewell and Kerl Merritt at the West of England Game Fair.

## South West England

A large number of visitors made their way to the branch stand at the **West of England Game Fair** at the Bath & West Showground in March.

April saw 15 DSC1 students achieve a 100% **pass rate** at the course held at UK Gun Repairs near Wellington in Somerset.

## Yorkshire



The successful DSC1 students

April saw the branch working with Askham Bryan College and Harewood House to run the **first DSC1 course in the county** for some time. In the same month, members attended a talk at the Royal Armouries on sniping in World War II. The branch display trailer was at the Northern Shooting Show in May providing a great opportunity to speak to stalkers.

## Wessex

This year's **country show season** took the branch to Broadlands House, Romsey and the Highclere Country Show in May, the New Forest Show in July, and Royal Berkshire Show in September. In October, branch members helped the National Trust and Dorset Wildlife Trust with deer censuses in the Purbecks and Arne.

## West



Mike Riggs gave a **butchery demonstration** to members and guests at The Tunnel House, Cirencester in February.

## Highland

Well-supported **range days at the Cawdor** also offer the opportunity to welcome new faces. This year saw forestry work (clear felling) around the range make the shooting more interesting and challenging due to the wind. The move towards more 'field shooting' training and practice also proved useful. The Altyre Estate has kindly agreed to support members who are new to stalking and those working towards DSC1 and DSC2 qualifications.



## Central Scotland

2017 saw the latest of the branch's **game cookery evenings** at the SRUC Elmwood Campus at Cupar in Fife. Under the watchful eyes of key staff, the catering and hospitality students mounted a hugely successful event showcasing the best of Scottish venison.

## North East Scotland



Chairman Grenville Irvine Fortescue congratulates Fin Shand.

Over £750 was raised towards branch funds at the AGM auction. Lots included fishing on the Dee and Don, stalking gear and accompanied stalking days. The branch also awarded a **£500 training bursary** to local youngster Fin Shand to help with costs attending Thurso College and a placement at Edinglassie Estate.







## South East Scotland



Former gamekeeper Alan Tweedie spoke to the branch in March on the subject of **predator control**, new legislation and successful control methods.

## South West Scotland



Millbank Deer Farm at Lockerbie hosted a **best practice activity day** covering gralloching and butchery. Fifteen members and seven non-members (one of whom has since joined BDS) enjoyed the expert demonstrations and tried their hand at gralloching. The day ended with an auction of two fallow carcasses generating a significant contribution to branch funds.

## Northern Ireland

May saw the branch exhibiting, alongside the Countryside Alliance, at the **NI Countrysports Fair** held at Scarvagh House. The display space was shared with Joe Murphy from the Irish Trophy Commission exhibiting some fine examples of deer heads.



*Left to right – Eric Risborough BDS NI Training Officer, Osmond Gurgan BDS NI Hon Sec, Cecil Mawhinney BDS NI member, Joe Murphy Irish Trophy Commission.*

For the fifth year, the branch sponsored a **Gala Game Banquet** for Ulster Reform Club members and guests as part of its promotional work. BDS NI member, Greg Kane, delivered a presentation on the work of BDS, the deer species found in Northern Ireland and the importance of deer management.



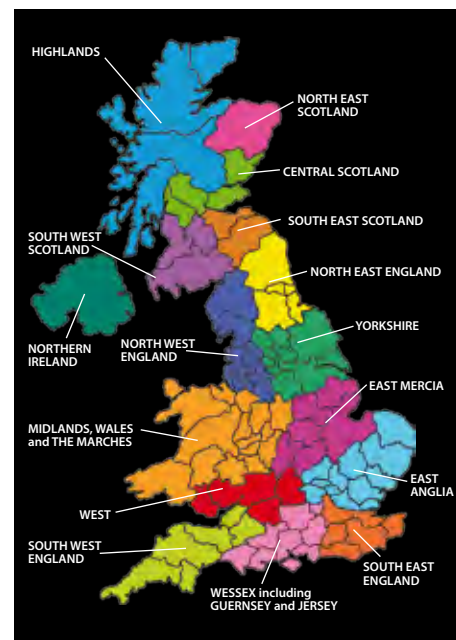
*Ulster Reform Club President Harry Sproule (left) with Greg Kane of BDS NI.*



*Busy trade stands at the DDM AGM weekend.*

## Defence Deer Management

The **annual symposium and AGM** in June was attended by around 140 members – some from more remote parts of the MOD estate. In addition to saying farewell to outgoing Chairman Major General Richard Stanford and welcoming his successor, Rear Admiral John Weale, the evening featured presentations from Jamie Cordery of the Deer Initiative; Bob Newnham, Head Ranger at Epping Forest on managing deer in public space, and Dr Morris Charlton on BDS developments.



# ORGANISATION & PEOPLE

The Board of Trustee/Directors has overall responsibility for the Society and its participants contribute a wide range of skillsets, business experience and deer interests.

The Board is supported by a number of sub-board groups with responsibilities for Finance, Policy, Science & Research, Education, Communications, and Training.

The board meets at least four times a year. These meetings are primarily face-to-face alternating with virtual meetings when needed. Considerable additional work continues between meetings 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.

Day-to-day control of the Society is undertaken by a management team reporting to the Board of Trustee/Directors. 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 management team 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.

## Patron:

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

## Trustee/Directors:

**President** Sir Michael Strang Steel Bt CBE

**Chairman** Michael Thick

**Vice Chairman** Dominic Griffith

**Treasurer** Philip Mackenzie

**English/Welsh Area Chair** Dr Morris Charlton

**Scottish Area Chair** John Bruce

Alfred Brand (*from May 2017*)

Hugh van Cutsem

Simon Gibson CBE

Dorothy Ireland

John Johnson

Alistair Monkman CBE

Maitland Rankin

Nicholas Rout

Leigh Welch

## Honorary Advisors:

**Veterinary** Peter Green BVSc, Cert EO, MRCVS

**Scientific** Dr Alastair Ward

## Branches:

### England

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

### Scotland

South East Scotland | Central | Highlands | North East Scotland | South West Scotland

### Northern Ireland

## Special Interest Group:

### Defence Deer Management

## Staff:

**General Manager** Sarah Stride

**P/A, Sales Administrator** Helen Sims

**UK Training Manager** Glyn Ingram

**Training Coordinator** Dawn Cope

**Finance Officer** Phillip Rosslee

**Membership Coordinator** Annie Nadin

**Admin/Marketing Coordinator** Adrienne Tollman

## 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



# FINANCIAL REPORT

## Financial Review for the Year ended 31 December 2017

The 2017 Accounts set out on the attached pages 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 re-allocated over the direct charitable and other expenditure in accordance with the current best practice for Charities and the FRS 102 SORP, and on a consistent basis to previous years.

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

Sales and Services recorded breakeven and reached an increased turnover of £77,191. Sales and Services contributes in excess of £35,000 to the overheads of the Society so it is an important component in the overall mix of activities. It is encouraging to see that turnover has risen this year and I would like to thank all members who buy goods from the Society. Please continue to use this resource for all stalking related purchases as we are competing with much more commercially run businesses that have larger stockholding and financial resources.

### Charity

I am pleased to report that the Society has generated a surplus of £63,968 in the current year which is the highest since I took over as Treasurer eight years ago. The fundraising income has increased by £17,420 over the previous year and this is due to the major



*Sika hinds by George Trebinski*

fundraising dinner in London and good results from the Auction. The dinner is becoming an annual event and both Dominic Griffith and Hugh van Cutsem have put a lot of effort into the organisation of this event which now makes a serious contribution to the Society's finances. Having incurred losses for the last few years the Training division has moved to near breakeven and this too has had a major beneficial effect on the result for the year. The introduction of an online booking system has made a big difference to the number of people booking training courses and I would like to thank all those involved in training for making such a positive contribution. One of the major changes over the last few years was the decision to move funds from Bank deposit accounts (which were paying interest of less than 1%) to Investment accounts. I am pleased to say that the unrealised gains on investments to date are £42,153 which is substantially more than would have been achieved from deposit accounts. Obviously the risk is higher but that level of gain gives a reasonable safety cushion for falls in the market. Last year I was bemoaning the

lack of legacies left to the Society in peoples' Wills. This year I am pleased to say that a very substantial trust donation has been received from the Mrs NEM Warren Charitable Trust. The donation was received in January 2018 so is not reflected in this year's Accounts but it will have a significant impact on the Society's cash reserves. This build up of reserves will allow the Society to take on new staff and move forward into different areas of activity; there is currently a strategic review being undertaken by the Board and we look forward to an exciting 2018 and beyond.

Finally I would like to thank all staff at Fordingbridge and particularly Sarah Stride and Phillip Rosslee for all their help and support over the years. This is my final Treasurer's Report as I am standing down after eight years and handing over the reins to Sarah Gubbins. Sarah is a highly qualified and experienced accountant and I am sure that she will be very effective in looking after the members' interests.

**Philip Mackenzie, Treasurer**



## Group Statement of Financial Activities for the Year Ended 31 December 2017

	Total 2017 £	Total 2016 £
<b>INCOME FROM:</b>		
<b>Donations and Legacies</b>		
Members subscriptions and Donations	349,386	357,117
Legacies & Specific Donations	5,800	–
Grants and Sponsorship	45,272	10,808
<b>Total Donations and Legacies</b>	<b>400,458</b>	<b>367,925</b>
<b>Other Trading Activities</b>		
Fundraising events Auctions and Draws	105,830	88,410
Trading income	77,192	73,928
<b>Total Other Trading Activities</b>	<b>183,022</b>	<b>162,338</b>
<b>Charitable Activities</b>		
Training Income	132,796	119,252
Branch Activities	36,601	30,439
<b>Investment income</b>	<b>3,766</b>	<b>2,192</b>
<b>Total Income</b>	<b>756,643</b>	<b>682,146</b>
<b>EXPENDITURE ON:</b>		
<b>Raising Funds</b>		
Direct costs of fundraising events	49,292	42,300
Membership Marketing and Data Management	84,149	93,326
Trading	52,591	44,256
	<b>186,032</b>	<b>179,882</b>
<b>Charitable activities</b>		
Research & Public Education	92,582	87,220
Technical and advisory	75,776	74,650
Media and Publications	99,024	96,004
Training	138,530	139,917
Other Activities	100,731	106,213
	<b>506,643</b>	<b>504,004</b>
<b>Total Expenditure</b>	<b>692,675</b>	<b>683,886</b>
<b>Net Income/Expenditure</b>	<b>63,968</b>	<b>(1,740)</b>
<b>Other recognised gains/(losses)</b>		
<b>Gains/(Loss) on Investments</b>	<b>16,014</b>	<b>18,646</b>
<b>Net movement in funds</b>	<b>79,982</b>	<b>16,906</b>
<b>BALANCES AT 1 JANUARY 2017</b>	<b>501,838</b>	<b>484,932</b>
<b>BALANCES AT 31 DECEMBER 2017</b>	<b>581,820</b>	<b>501,838</b>

## Group Balance Sheet as at 31 December 2017

	Group 2017 £	Group 2016 £
<b>FIXED ASSETS</b>		
Tangible assets	38,287	47,274
<b>INVESTMENTS</b>	<b>391,513</b>	<b>171,866</b>
<b>CURRENT ASSETS</b>		
Stocks	19,102	18,516
Debtors	80,709	79,415
Cash at bank and on hand	246,350	321,236
<b>Total current assets</b>	<b>346,161</b>	<b>419,167</b>
CREDITORS: Amounts falling due within one year	165,385	109,439
<b>NET CURRENT ASSETS</b>	<b>180,776</b>	<b>309,728</b>
<b>TOTAL ASSETS LESS CURRENT LIABILITIES</b>	<b>610,576</b>	<b>528,868</b>
CREDITORS: Amounts falling due after more than one year	28,756	27,030
<b>NET ASSETS</b>	<b>581,820</b>	<b>501,838</b>
Representing:		
<b>INCOME FUNDS</b>		
Restricted Funds	70,585	53,785
<b>Unrestricted Funds:</b>		
Designated funds	28,497	28,497
General fund	482,738	419,556
	581,820	501,838
<b>TOTAL FUNDS</b>	<b>581,820</b>	<b>501,838</b>

## Financial Report 2017

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.

James Fletcher, FCA, has given an unqualified Independent Examiner's Report on the full Statutory Accounts, which were approved by the Directors (who also act as trustees for the charitable activities of the British Deer Society) on 8 March 2018. They will be presented for approval of the members at the AGM on 19 May 2018. The full Statutory Accounts have been prepared in accordance with the Statement of Recommended Practice applicable to Smaller Entities (FRS 102 SORP).

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**  
29 March 2018



*Chinese water deer by Marc Baldwin*

## Independent Examiner's Statement to the Trustees and Members of The British Deer Society

I have examined the summarised accounts for the year ended 31 December 2017.

### Respective Responsibilities of the Trustees and Examiner

The Trustees are responsible for preparing the summarised accounts in accordance with applicable United Kingdom law. My responsibility is to report to you my 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 thereunder.

I also read the other information contained in the summarised financial report and consider

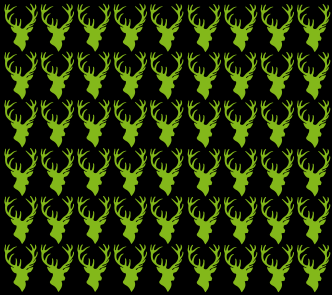
the implications for my report if I become aware of an apparent misstatement or inconsistencies with the summary financial statement. The other information comprises only the review of financial performance.

### Opinion

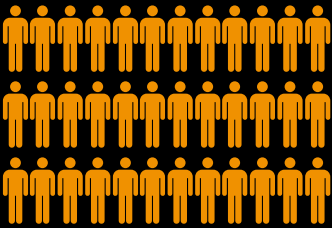
In my opinion the summarised accounts are consistent with the full annual consolidated accounts of the British Deer Society for the year ended 31 December 2017 and comply with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

**James Fletcher, FCA**  
**Fletcher & Partners,**  
Chartered Accountants and Statutory Auditors  
Salisbury, 29 March 2018

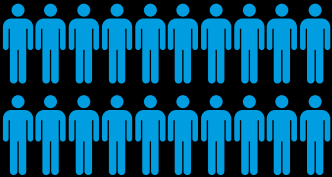
# BDS IN NUMBERS



OVER  
**1.5**  
MILLION  
DEER



OVER  
**5,700**  
MEMBERS



OVER  
**300**  
VOLUNTEERS



**17** BRANCHES



**7** STAFF

## Join us

We are the only organisation working exclusively for the welfare of wild deer across the UK.

RESEARCH | TRAINING | EDUCATION | ADVOCACY



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

**t:** +44 (0) 1425 655434

**e:** [h.q@bds.org.uk](mailto:h.q@bds.org.uk)

**w:** [www.bds.org.uk](http://www.bds.org.uk)

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