



the british.
deer society

2018 ANNUAL REVIEW



Our vision is for a healthy, valued and sustainable population of deer across the UK

To achieve our vision in 2018 BDS supported important research, organised training courses, worked with young people, communicated with over 60 policy groups and organisations, attended over 30 shows and fairs across the UK, and provided more than 180 events throughout our national branch network.

Our achievements were supported by the generosity of over 200 organisations and individuals and their valued contributions of advice, expertise, sponsorship, donations and prizes.

In 2018 our year included welcoming our new Chairman, Professor Rory Putman, as well as the appointment of a Head of Training and Development, and BDS's first dedicated Marketing Manager, the launch of Digital deer with selected Deer articles, and two days of scientific presentations at our Annual General Meeting. This was alongside attending national and local shows, running training courses, answering enquiries from both the media and general public, and the fundraising so essential to enable us to meet our aims.





Our working year included:

JANUARY

- ▶ Annual stocktake, audit preliminaries

FEBRUARY

- ▶ Wildlife Crime regional group meeting, Tayside police
- ▶ The British Shooting Show 2018, NEC Birmingham

MARCH

- ▶ Trustee/Directors main Board meeting, London
- ▶ A9 Road dualling Dunkeld, Scotland design and welfare – public meeting

APRIL

- ▶ Askam Bryan College, York DSC1 Course
- ▶ BDS Photographic Competition judging
- ▶ Suffolk Schools' Day

MAY

- ▶ Edinburgh research seminar days and Society AGM
- ▶ Summer Internet auction fundraiser

JUNE

- ▶ Fivemiletown, Northern Ireland DSC1 course
- ▶ Prince's 70th Birthday Countryside Parade at the Royal Cornwall Show

JULY

- ▶ Great Yorkshire Show, Harrogate
- ▶ The Game Fair Ragley Hall

AUGUST

- ▶ Countryfile Live, Blenheim Palace, Oxford
- ▶ Humane Animal Dispatch Course, Harewood House, Leeds
- ▶ Highland Field Sports Fair, Moy, Inverness

SEPTEMBER

- ▶ Richmond Park, London Open Day: behind the scenes
- ▶ Westmorland County Show, Lake District

OCTOBER

- ▶ Partnership for Action against Wildlife Crime, Holyrood
- ▶ Rut Walk, Cannock Chase, Staffordshire

NOVEMBER

- ▶ BDS London Fundraising Dinner and Auction, Caledonian Club
- ▶ Celebrating British Game, British Game Dinner at Celtic Manor Resort, Newport, Wales
- ▶ Ulster Reform Club and BDS NI Game Dinner

DECEMBER

- ▶ Management team and staff end of year meeting



Our mission is to promote education, research and management best practice to ensure a healthy and sustainable deer population in balance with the environment and widely appreciated as part of the biodiversity of the UK landscape.

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.

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school children to scientists,
and wildlife enthusiasts to national
advisory bodies, BDS unites different
individuals and organisations in their
respect and enthusiasm for our deer



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Developing and delivering high
quality deer management training



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From research to outreach our
work relies on the generosity
of our members and public
support of our fundraising
campaigns



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Warmest thanks to all our donors and
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SHAPING RESEARCH

Pure and applied research
projects are funded or
undertaken by BDS to learn more about
deer and their interaction with people.
Here are some highlights



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This has been a good year
for BDS



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WORKING IN PARTNERSHIP

In 2018 BDS worked with over 80
organisations across the UK towards
achieving our vision of a healthy,
valued and sustainable deer population

06 CHAIRMAN'S REPORT



If we are to be a Society that truly represents deer and best practice in their management, it is important that we attract (and provide for) members of a wide range of interests



Driving the Society forward

The Society was kind enough to appoint me its new Chairman at the 2018 AGM in Edinburgh. I joined the Society's officers at an exciting time of evolution as we start to put together actions to deliver the Strategic Plan approved by the previous Board, under Michael Thick's Chairmanship for the Society's development over the period 2018-2023. I was thus fortunate enough to 'inherit' a ready-made plan for driving the Society forwards. And the basic tasks ahead of the Society are to build its membership base, to increase further our profile and credibility, both politically and as the go-to place within the UK for objective and dispassionate information on deer, their biology and their humane management.

If we are to be a Society that truly represents deer and best practice in their management, it is important that we attract (and provide for) members of a wide range of interests. Stalking members will always be the core of our membership and we must look to initiatives which improve the training and wider educational opportunities we offer. But we must also attract – and provide for – a diversity of other interests in deer: those interested in deer biology, those interested in deer as photographers, artists, chefs or simply as keen naturalists. We have recently appointed a new Head of Training Development, Chris Brooks, who will be working with existing staff and trainers to update our provision of the core Deer Management Qualifications of DSC1 and DSC2 as well as our flagship Deer Management Course, but will also be looking to develop additional 'modules' covering other aspects of deer management and broadening the provision to include educational events

aimed at non-stalkers. Glyn Ingram moves within the Society to a new post with a slightly different focus as the Society's Deer Officer. He will continue to assist with training delivery but his role shifts increasingly towards outreach and increasing liaison with the regional Branches. It is one of my own personal aspirations that we engage more closely with our various Branches and involve them more in delivery of Central initiatives as well as supporting them in the staging of their own regional activities.

Encouraging younger generations

As part of our Strategic Plan it is accepted that we need to do more to encourage the younger generations. In some part this will be effected through collaboration with Agricultural and Land Use Colleges throughout the country offering ancillary courses in support of the more formal College courses, but we also aim to increase our outreach to this new digital generation through development of a new digital platform accessed via portable electronic devices such as tablets or mobile phones. Towards this end, the Society has also recruited another new member of staff, Laura McMahon, who has been tasked with developing this new digital 'profile'. The new platform and associated features – apps – will be available to all-comers, not simply existing members and we hope that this will offer more engagement with younger people as well as helping us better to deliver our wider charitable objectives of outreach, posting and hosting information for all who are interested in deer – members and non-members alike – information of deer biology, on best practice

in management, hosting instructional videos and other materials and also developing a platform for future research and survey projects engaging citizen-science.

Behind the scenes – but equally important to our long-term aspirations, the Board has been reviewing all our activities and outreach: our website, our presence at Shows (how many we should attend, where we should be positioned and what should be the themes we attempt to project), and how we can best support and fund relevant new research initiatives. As well as reviewing, and hopefully improving, the value of what we offer to our members (in development of this new digital platform, in reviewing and enhancing our educational provision), we have also undertaken a review of membership categories, to ensure that we are offering packages that are attractive and affordable to existing and potential new members: we have already instituted a new category of Family membership for two adults and up to 3 children in full-time education.

Core activities

Although it has therefore been a time of real change, reviewing our activities overall, recruiting and settling in new staff, the Society has carried on with its normal core activities: providing training through DSC1 to some 300 further participants (including a number from overseas), scrutinising and approving candidates for DSC2, and through provision of our highly-regarded Deer Management Course. We have maintained our profile and a high standard of interesting articles through the Society's journal *Deer* – and summer, of course for Headquarter's staff and volunteer Branch members alike, is Show season, with

presence at the Game Fair at Ragley Hall, the Scottish Game Fair at Scone, the Moy Highland Field Sports Fair and a large number of more regional shows. For the second time, this year we also had a presence at Countryfile Live, which proved a great success.

Research

We continue to champion evidence-based management and support and encourage research. Over the past year we have given funds to a number of projects including support of an investigation into the susceptibility of British deer to Chronic Wasting Disease; support for a study of the effects of disturbance by hillwalkers on red deer in Scotland; and a project investigating environmental and anthropogenic factors driving the movement and habitat utilisation of fallow deer in the Elwy valley. (You will find details elsewhere in this Review). In house we launched a survey of enclosed and captive deer in Britain, much needed as a record of all establishments holding deer to assist with any potential disease outbreaks. BDS members have also continued to give practical help with a number of other research projects by collecting specific tissue samples and ticks during their deer culling work. Further details on our research activities can be found on our website.

We continue to be active members of the Deer Initiative Partnership and through that forum, but also independently, seek closer collaboration with partner organisations such as the Game and Wildlife Conservancy Trust, the British Association for Shooting and Conservation, the National Gamekeepers' Association and others to ensure our efforts

are complementary and not competing. Such associations help us to engage and contribute on both the national and international stage.

Inevitably all of this costs money – and far more than we could support from membership subscriptions alone. Funds are boosted by our internet auction in the summer, and at our London dinner in November. Hosted on this occasion in my absence by our outgoing President Sir Michael Strang Steel, the dinner raised an amazing total of £60,000. We are enormously grateful to Estate Agents Knight Frank for their continuing and generous sponsorship of the London dinner and to all those, donors and bidders alike, who help us raise significant money in support of the Society's efforts (particularly in relation to research and education). Funds were further boosted this year by an incredibly generous donation from the Mrs NEM Warren Trust Fund. All this represents a great deal of work from Board members and Headquarters staff at Fordingbridge and I thank them all warmly for their support.



Professor Rory Putman

STRATEGY FOR SUCCESS

The BDS Board adopted a new five-year strategic plan at the June board meeting.

In line with the Society's mission, these strategic goals look to establish BDS as the leading authority for unbiased information on deer, whilst focusing on developing membership, funding research, improving training and education, promoting best practice and working in partnership to the benefit of a healthy and sustainable deer population in balance with the environment.

Our Strategic Goals 2018–2023

- ▶ To be the go-to place for objective and unbiased information on the biology of deer and methods of deer management, humane treatment and humane control
- ▶ To develop and extend the reach and membership of the Society
- ▶ To provide funding and coordination for high quality research and promote the findings within Government(s), academia, trade organisations, members, the media and the public
- ▶ To improve the general education of the public on issues concerning deer through active engagement and access to high quality educational materials
- ▶ To promote best practice in deer management by developing and delivering high quality deer management training
- ▶ To establish strong partnerships with relevant partner organisations to develop consensus on deer related issues
- ▶ To ensure compliance with all applicable Charity Commission Regulations
- ▶ To ensure the prosperity of the Society through effective funding and financial management
- ▶ To provide effective and coherent management of the Society





10 CATALYST FOR CHANGE

Collaborative working, shared events and consultations play a crucial role in reaching and educating the widest possible audience. In 2018 BDS met, corresponded or consulted with over 80 organisations, working towards a healthy, valued and sustainable deer population across the UK.

In Scotland 2018 was a year of industrious activity at national and regional level driven by requirements emanating from government level.

Focus was again determined by the Action Plan for Scotland's Wild Deer: A National Approach (WDNA) – compiled by Scottish Natural Heritage (SNH). WDNA is a collectively agreed, national vision for deer management aiming to encourage private landowners and public bodies to work together across

Scotland balancing the needs of the environment, local economies and people's health and well-being.

The Action Plan sets out key tasks for delivery by a range of organisations involved in managing Scotland's land and wildlife.

BDS, as one of the stakeholders, focused its year's activities to marry in with the WDNA plan. The Society:

- ▶ enabled training opportunities and events emphasising the need to prepare and implement clear and robust plans for adaptive management
- ▶ promoted the Deer Code and Wild Deer Best Practice
- ▶ ran a headline event raising awareness of the need for effective deer management by organising a two-day seminar programme held in Edinburgh with in-depth talks and presentations of scientific papers on a wide range of subjects including deer welfare, habitat impacts, Lyme disease and hybridisation. The seminars, put together by Scottish Area Chairman John Bruce, attracted a wide range of delegates from government departments, NGOs, industry representatives, BDS members and the general public.

Further south the focus of meetings remained on partnership working to achieve our objectives and gain wider reach. Much work was channelled through joint initiatives whether via the Poaching Priority Group, through the Deer Initiative or via a number of Best Practice events also run variously in conjunction with BASC, the NGO and St Huberts Club. Similarly, partnership events

promoting venison as a nutritious and healthy option were features of the shared gamekeeping and conservation stand at the Countryfile Live four-day event, the Celebration of Game event held at The Celtic Manor Resort, and at the Ulster Reform Club Game Dinner.

BDS has been a regular member of the Standing Conference on Countryside Sports since its inception in 1978, most recently attended by the BDS England and Wales Area Chairman. Policy and political climate changes resulted in its reforming as The Countryside Forum with the objective of continuing the opportunity for a broad range of countryside bodies and individuals to discuss policy and constructive initiatives for conservation, country sports and countryside management. The forum works as a useful addition to the BDS year, providing opportunities to meet key personnel from other organisations and with occasional access to government ministers and departments.

Northern Ireland focus remained very much on joint cooperation throughout the year's events. In high summer a joint event with BASC focused on deer management and welfare. Among the talks officials from the Department of Agriculture, the Environment and Rural Affairs (DAERA) gave a presentation on notifiable diseases, a Police Services Northern Ireland (PSNI) liaison officer updated on Operation Wild Deer and the PSNI partnership approach to tackling poaching, and a Queen's University Belfast researcher talked about invasive muntjac deer.

DRIVERS AND DEER

BDS Wessex branch worked with Hampshire County Council to place signs warning drivers of the possible presence of deer at key locations in the county. The bright yellow 'Deer SLOW' signs drew a lot of positive feedback and are known to have prevented a number of potential accidents.



Campaigning

Throughout 2018 BDS continued its ongoing campaigns raising awareness of poaching, deer vehicle collisions, the threat of Chronic Wasting Disease and mitigation, deer entanglement (discarded string and other waste) and tick awareness.

An area of increasing concern is deer disturbance and this has prompted new research, some of which BDS is supporting with grant aid. The ever-increasing enthusiasm of the public to embrace health and wellbeing within the countryside has resulted in widespread issues as different interest groups attempt to utilise space harmoniously. For the Society the effect on wildlife and deer continues as the key concern and we keep a watching brief.

At local level BDS has seen an upsurge of enquiries about planning applications where locals fear 'their' deer being displaced by housing developments. Unless specific circumstances dictate otherwise, we remain uninvolved apart from giving information and reassurance that the deer will move on and re-establish elsewhere.

However there are occasions of particular interest. Midlands, Wales and The Marches raised concerns about a potential holiday village planning development in Mortimer Forest which straddles the Shropshire and Herefordshire border near to Ludlow. The area is home to a small herd of unique long haired fallow first identified in 1953 by Gerald Springthorpe who was a wildlife co-ordinator for the Forestry Commission. The initial development impact assessment for

the planning application mentioned many species but completely failed to mention the presence of deer (there are also roe and muntjac present). The branch consulted with local authority representatives, wildlife trusts and Herefordshire planners who determined that an Environmental Impact Assessment (EIA) was required.

Local debates

North East England branch organised an evening muntjac seminar in response to the increasing spread of the deer to the north. Graham Downing and David Stewart spoke to a wide audience. This was planned as a preliminary to a possible much wider muntjac initiative.

Yorkshire branch debated the introduction of the Eurasian Lynx to the UK. The panel of Steve Carver of University of Leeds, rewilding; Alistair Ward of the BDS and Hull University; Alistair Boston of the Deer Initiative and Gareth Dockerty of BASC steered a very thoughtful and considered talk with genuine audience participation.

Position statements

The Society revisited its position statements and updated The Use of Handguns to Kill Deer. Also in response to the increasing enquiries from press, public and elsewhere regarding any likelihood of using contraceptives for deer, the Board agreed a position statement on Fertility Control which can be read on the website <https://www.bds.org.uk/index.php/documents/258-bds-fertility-control-09-2018-1/file>

JOINT APPROACH TO MANAGING DEER



BDS joined with BASC, the National Gamekeepers Association and St Hubert's Club in sponsoring a Deer Initiative event exploring best practice in deer management at Helmingham Hall in Suffolk, home to a 340-acre deer park. Fifty-eight attendees, including landowners and stalkers, considered a range of issues relating to managing deer in the East Anglian region.

GREAT BRITISH GAME WEEK



BDS and BASC held a joint celebration of venison and other game at Cardiff's Celtic Manor Resort as part of British Game Week in November. In addition to an enjoyable Q&A session hosted by BDS Trustee/Director Professor Simon Gibson, participants dined on pheasant, rabbit and venison prepared by the hotel's award winning chef, Simon Crockford.

12 MAKING CONNECTIONS

The Society's public information and outreach programme continued the drive to find new audiences, as well as stay in touch with existing contacts, throughout 2018.

Events snapshot

Great British Shooting Show



February heralded the Shooting Show at the National Exhibition Centre (NEC) Birmingham – the perfect indoor venue for unpredictable weather early in the year – where BDS was hosted on the Edgar Brothers stand. The show is Europe's largest trade and retail shooting show and allowed BDS to connect with more people in the shooting world.

POP-UP TO YORKSHIRE

A new pop-up display unit had its first, and highly successful, outing when the Yorkshire branch took part in the Leeds



Green Fayre in May. The Fayre attracted a new, more urban-based audience, who were keen to ask many questions about BDS and its work.



Game Fair

July saw BDS HQ staff supported by members from the Midlands, Wales and the Marches branch attending the 60th Game Fair held at Ragley Hall in Warwickshire.

Renowned wildlife artist Justin Prigmore joined the BDS team on its stand together with representatives from the British Deer Farms and Parks Association.



Justin Prigmore



L-r: Rory Putman presents the Jim Taylor Page Trophy to Mike and Joan Bagnoviec

With more than 113,000 visitors, the Game Fair remains a great showcase for our work and an opportunity to educate and inform the public about many important deer-related issues. During the event, BDS Chairman, Rory Putman presented the Jim Taylor Page Trophy to Mike and Joan Bagnoviec in recognition of their unstinting work on behalf of the Society and BDS West branch.

Highland Field Sports Fair



L-r: Sir Michael Strang Steel and Philip Mackenzie

August saw BDS take part in the Highland Field Sports Fair on the Moy Estate, just south of Inverness. The Society welcomed a number of guest exhibitors, including award-winning photographer Neil McIntyre, artist Justin Prigmore and sporting optics specialists R MacLeod & Son of Tain.

During the Fair, BDS President Sir Michael Strang-Steel presented a silver stag statuette to Philip Mackenzie in recognition of his service to the Society. Philip served as a Trustee Director and was Society Treasurer for nine years before standing down at the 2018 AGM.

Countryfile Live



Blenheim Palace was the venue for the BBC Countryfile Live show in August when BDS joined a number of partner organisations on the Gamekeeping and Conservation stand. With around 35,000 visitors each day BDS, Sparsholt College, UK Deer Track & Recovery, National Gamekeepers Organisation, Brightwell Seeds and The Game and Wildlife Conservation Trust were kept very busy sharing information and talking with an eager and largely new, audience.

Branch Support

BDS branches once again provided invaluable support and many volunteer hours in 2018. This, in no small way, makes it possible for us to run our important and valuable training courses and be in attendance at so many events and shows throughout the year.

We are also extremely proud of the work each branch is doing within its region running range days, informative evenings, fundraisers, social meetings, educational visits and more. It has been wonderful to see how well the branches are reaching out to engage new and younger audiences including school-focused events.

A huge thank you to all the branch members for their help and support in 2018 and especially to those serving on the many committees for their commitment and dedication.

In the spotlight

A record number of entries were received for the 2018 BDS Photographic competition judged this year by award-winning wildlife photographer Jules Cox; Wildlife Online natural history website owner Marc Baldwin, and BDS's John Johnson. From a fantastic selection of images, Ron Perkins took first prize for his stunning image of a sika stag.



Ron Perkin's winning image

Most common enquiries

Issues of wildlife crime including poaching and injured or killed deer remained the top email enquiries. We also received many requests for help with deer identification and advice on deterring deer – often from keen gardeners!

The wide range of requests vary from simple questions about UK deer species to more complex enquiries about legal issues and deer population movement. Increasingly more of these now come through social media as well as via our website.



For more branch news visit
www.bds.org.uk

NEW MARKETING ROLE

To strengthen the Society's marketing function, Laura McMahon joined the BDS HQ team in the new role of Marketing Manager. Laura comes to BDS with over 18 years' experience in areas such as web development and digital marketing with the public sector, not for profit organisations and global businesses.



SCHOOL OUTREACH IN EAST ANGLIA



East Anglia branch has been busy increasing deer awareness amongst young people. The branch took part in two school-focused events; the Royal Norfolk

Agricultural Association's Spring Fling and the Suffolk Agricultural Association's School Farm and Country Fair. The Farm and Country Fair attracted 4,500 children from 93 Suffolk primary schools and allowed children to 'touch and try' deer-related exhibits and meet live deer.

Education

BDS App

In 2018, BDS commissioned a brand new educational app to be packed full of our most popular deer information and advice. The app will be a free tool suitable for the public, to help a new and wider audience become interested in the welfare, management and future of our UK deer populations.

A key feature of the app will be the ability to record a deer sighting with simple, easy to use tools to assist with species identification. Development of the app progressed well in late 2018 and the final version is set to be launched in 2019 in time for the main BDS summer show season.



NI YOUTH DAY

BDS Northern Ireland branch received extremely positive feedback from young people who attended the branch's first youth day at Chairman John Hetherington's farm. Participants learned about deer generally, using dogs to follow a scent trail, gralloching, and safe and accurate shooting.



Stats Update

Website



Traffic to the website continued to grow in 2018 making it an increasingly important part of our communications strategy.

Going digital

Digital deer

A taster version of the Deer journal is now available as a digital magazine.

Digitaldeer.co.uk includes a range of news and features from the latest version of Deer together with a selection of interesting material from previous editions.

This allows many more people to gain an insight into what the full version of Deer has to offer. In the future, the new digital platform will be hosting a member's only area where a full digital version might be made available.



Deer Magazine

Our much-loved quarterly Deer Journal continues to keep our 6,000 members and supporters, as well as many organisations, informed about all things deer. Its mixture of news, comment, research summaries, reviews and detailed articles remains popular among its more than 12,400 readers.

The latest copy of Deer is always sent directly to our members and select supporters; however, it can also be purchased from the Society through our online shop where select back issues are also available.

Social Media

Facebook

Page followers increased from 9.7k in January 2018 to 10.6k in December 2018, an increase of 9%.



This means we have over 10,000 people following our posts on Facebook.

Twitter

In 2018 we posted 192 tweets (an average of 16 per month) and our tweets were shown on average 21.6k times per month. This means through our Twitter posts alone we reached many thousands of people every month of the year.

Deerbytes

The BDS newsletter was sent out every week to over 10,000 subscribers.

The Board of Trustee / Directors has ultimate responsibility for the activities of the Society. Its members, all of whom have an interest in deer-related issues, are drawn from a wide range of business, conservation and scientific backgrounds. Day-to-day control of the Society is undertaken by the Management Team consisting of the Chairman, Vice Chairman, Treasurer, General Manager*, Head of Training Development*, Finance Officer* and the Scottish Area Chairman/Trustee Director.

Patron:

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

Trustee/Directors:

President Sir Michael Strang Steel Bt CBE

Chairman Michael Thick (*until May 2018*)
Professor Rory Putman (*from May 2018*)

Vice Chairman Dominic Griffith

Treasurer Philip Mackenzie (*until May 2018*)
Sarah Gubbins (*from May 2018*)

English/Welsh Area Chair Dr Morris Charlton

Scottish Area Chair John Bruce

Alfred Brand

Hugh van Cutsem

Professor Simon Gibson CBE, DSc

Dorothy Ireland

John Johnson

Alistair Monkman CBE DL

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

Head of Training Development Chris Brooks
(*from July 2018*)

Deer Officer Glyn Ingram

Training Coordinator Dawn Cope

Finance Officer Phillip Rosslee

Membership Coordinator Annie Nadin

Marketing Manager Laura McMahon
(*from December 2018*)

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

NEW CHAIR FOR BDS



Professor Rory Putman was elected Chairman of BDS at the AGM in May. His involvement with deer began over 40 years ago as researcher at the University of Southampton where he ran the Deer Management Research Group for 20 years. Leaving the academic world to return to his native Scotland, he built a successful deer management consultancy providing advice on managing deer populations and making deer management plans for clients. Rory lives with his wildlife artist wife, Catherine, in Lochaber in the shadow of Ben Nevis from where he maintains an interest in the academic study of deer through Visiting Professorships at The Universities of Glasgow and Utrecht.

My BDS...

“

The British Deer Society is a valued partner. Its contribution, knowledge and networks help deliver our vision for wild deer in Scotland. We recognise and appreciate the effort and time that the organisation and its members make to ensure deer management in Scotland is sustainable, based on firm evidence and has welfare at its heart.

Robbie Kernahan, Head of Wildlife Management, Scottish Natural Heritage

“

I am grateful for receiving the Jim Taylor Page bursary - it made it possible for me to achieve DSC1.

Sophie Watts, MSc
(Sophie's MSc thesis focused on Rum's wild deer project. She is shortly to study human-wolf conflict in Canada for her PhD)

“

BDS continues to play an important role for DMQ in the development of deer stalking qualifications and I am pleased that we enjoy such a productive and friendly relationship. The Society brings influence to our qualifications ensuring they are gained according to best practice and in a manner in which the welfare of our deer is safeguarded.

John Thornley OBE, DMQ Chairman

“

I really enjoy the challenge of delivering quality training to candidates keen to further their own knowledge. Instructing on the Deer Management Course has helped increase my own knowledge and understanding of the broader issues associated with deer management.

Dom Strutt, member and course trainer



“

BDS is the most important organisation I belong to. It concerns itself with the study and management of deer as a resource which needs careful management and not over-exploiting.

Ben Carter, ARTFARM Director of Wild Resources

“

As a wildlife biologist and manager, BDS is my one-stop-shop for all things relating to deer and their management. I trust them for deer-related news, sound knowledge and first-class training opportunities.

Mike Short, Ecologist, Game and Wildlife Conservation Trust

“

As a recreational deer manager passionate about wild deer and their proper and respected management, I find that BDS offers more research, advice and information dedicated purely to deer, than any other organisation in the country.

Miles Kaye, member and wine merchant

“

BDS brings together everyone with an interest in deer whether for scientific, local studies and research into veterinary problems or humane management and marketing venison. It also welcomes those who just want to see, photograph, paint or sound record our deer.

Stan Kemish, Wessex Committee member for 50+ years and Branch President



18 TRAINING FOR THE FUTURE

The BDS Board completed its training review in the early part of the year.

Following the review Glyn Ingram moved to the new role of Society Deer Officer in line with the new strategic plan. The new post releases him to focus on selected elements of training together with wider initiatives, branches and live events. Glyn will continue with a core instructional element but is now able to focus significantly more attention on helping make our outreach to the branches and the non-shooting public much more visible, effective and engaging.

Chris Brooks then joined BDS to become Head of Training Development in July. His early attention was spent focusing on the Society's role as a DMQ Assessment Centre ensuring proficiency in all areas of BDS work. Additionally, as provider of DMQ1 assessment materials, question banks were checked and updated to ensure a sound methodology.

HEAD OF TRAINING APPOINTED

Chris Brooks took up the post of Head of Training Development following roles with BASC and the Deer Initiative.

A keen stalker, Chris has been a trainer and DMQ assessor for ten years and has wide ranging experience of working with wild, park and farmed deer.



A few changes in the training team were made in the latter half of the year. There are now six course managers, with one probationer and a further trainee. This new structure allows for succession planning, providing trainers who are credible with relevant industry experience/expertise and have the passion and skills to deliver an engaging and inspiring course. A standardisation and training meeting was held in December for all assessors and course managers, which was well received, and all training materials are currently under review. As a result BDS is going forward into 2019 with a stronger and more robust training team which has the skills, resources and confidence to deliver top quality training, advice and expertise.

Training achievements

DSC1 currently provides the core work for the team. In 2018 eighteen DSC1 courses ran at various venues across the country resulting in 277 successful candidates. A steady demand for DSC1 training courses has seen uptake remain stable and it is anticipated that there will be a similar number in 2019 with additional courses in Scotland. Northern Ireland also ran a highly successful DSC1 course in 2018. Another is scheduled for 2019 but with a higher interest in 'assessment only' options. The age demographic for candidates seems to be fairly constant right across the UK, but we have identified a greater demand for assessment only and online training within the 18 – 30 age group.

Ninety-three candidates were awarded their DSC2 through BDS in 2019.

Three Deer Management Courses took place in 2018, with 57 candidates achieving the award. A further three courses are planned for 2019. Four Humane Animal Dispatch courses ran in 2018. This will increase to five in 2019.

The number of BDS training venues is also increasing steadily. Two were added in 2018 with another expected to come on line in 2019.

The Society's Training and Mentoring Scheme at Swinley Forest continued to be popular. Novices received two outings with a professional BDS training instructor to guide them through all aspects of stalking and dealing with a carcass after the shot. A second scheme is available at Altyre in the north of Scotland.

The BDS Ultimate Deer Data online training package was also reviewed during the year and is currently being updated. It remains an extremely popular interactive revision aid for use in preparation for DSC1. It is equally valuable as an important educational resource for anyone interested in gaining knowledge of British deer and related management.

Other activities

In addition to its core function the training team handled an increasing number of queries from the website, social media, emails and by telephone. Questions range from the straightforward to extremely complex requiring further research. Additionally, staff took part in public and private meetings, and supported the BDS Board and Area Councils at their meetings offering advice and providing

an interface between members, staff and senior management. They also attended shows and local events.

The support of our sponsors is extremely important to help fulfil our goal to develop and deliver high quality deer management training. Edgar Brothers and Swarovski are our major trade sponsors and provide rifles, optics and associated equipment. Massive operational support is also given by estates, local registered firearms dealers and many others. We are hugely grateful to them all.

Global reach



This autumn BDS welcomed a visiting candidate from Japan on our DSC1 and Deer Management courses. Hitoshi Ogawa, a director of the All Japan Deer Society, is a university researcher at the Tamagawa University Research Institute in Tokyo. He completed both courses and has now returned home to develop and disseminate them throughout Japan.



For training course dates and bookings, visit www.bds.org.uk

DSC1 IN THE SOUTH WEST



Thirteen students from all walks of life attended the DSC1 course in Hartland, Devon in September. The shooting results were some of the best ever seen by the South West branch.

NURTURING YOUNG TALENT IN CENTRAL SCOTLAND

Gamekeeping students at SRUCs Elmwood campus in Cupar, Fife continue to benefit from support from the Central Scotland branch by being enrolled as student members of BDS.



L-r: Jim Goodlad, Head of Gamekeeping at Elmwood, Emma Scott and Ron Smith, Branch Chairman

The branch also offers a prize for the top-performing DSC1 candidate, an accolade won this year by Emma Scott who achieved top marks in all five disciplines.

20 FUNDRAISING

BDS has ambitious plans for increasing outreach and delivering the targets stated within our Strategic Plan. To enable more scientific research, educational programmes, further campaigning, additional training and membership services, whilst also covering the associated costs of running a charity, the necessary funding has to be found by maintaining several income streams. Around half the Society's total funding comes from membership income. The balance comes from training income, sales, branch contributions, grants, sponsorship, investments and fundraising activities.

Our fundraising activities remain key to delivering our vision.



Annual dinner

A stunning single-lot bid of £29,000 contributed to a record-breaking £60,000 raised for BDS research and education at the Knight Frank LLP-sponsored 2018 annual fundraising dinner and auction held at Belgravia's Caledonian Club in November. One hundred and ten guests held their collective breath as the final bidding for a day's driven grouse shooting for nine guns climbed to its climax. The lot included accommodation at the recently luxuriously refurbished Fife Arms Hotel. Amongst other high achieving lots, an Ian MacGillivray painting of red stags sold for £3,400 while £2,160 was achieved for a handmade Emberleaf stalking knife with a handle crafted from 40,000-year-old mammoth ivory.

The evening began with a special Limited Ticket Draw which saw one lucky winner rewarded with a Rigby Highland Stalker rifle worth £7,500, plus a tour of the Rigby factory; a fantastic investment at only £100 per ticket!



Ian MacGillivray with his painting of red stags



Alkhas Khametov admires the Rigby Highland Stalker rifle



Handmade Emberleaf stalking knife

Internet auction

A total of 139 lots were in May's annual internet auction. One of the more unusual lots available was a day's ratting with the

Wiltshire-based Nadder Valley Rat Pack, while more traditional offerings included a variety of country sports, a lunchtime tasting menu at Notting Hill's



two Michelin starred Ledbury restaurant, and Number One of a new limited edition print of red deer by wildlife artist Ian MacGillivray.

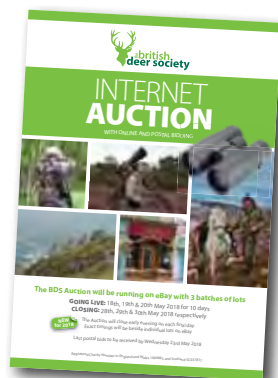
One successful bidder contacted BDS HQ to express his delight at winning two lots

– a photography day at Gledpark Deer Farm in Kirkudbright with Rupert Shaw and a day's stalking in West Calder with Jack Cosgrove. "These were two truly great experiences but the best part for me was meeting two people who were passionate about their involvement with deer and more than happy to engage with us two complete novices. They were both a credit to BDS and have encouraged us to get more involved."

Gift Aid

A significant contribution to the Society's funds is made annually by Gift Aid. In 2018 this amounted to £52,400 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. Swarovski loan BDS scopes for use by some of the training team for practical field training purposes. They also generously donate binoculars for our auction and competitions, as well as contributing sponsorship for some of our educational material, calendar and this Annual Review.



EDGAR BROTHERS

Continuing a longstanding relationship, Edgar Brothers recently hosted BDS on its stand at the Great British Shooting Show. Generous sponsorship also included Savage 16FCSS Weather Warrior Rifles with scopes, moderators and ammunition for use on DSC1 courses.



CELTIC MANOR RESORT

Celtic Manor Resort (CMR) hosted joint BDS and BASC British Game Week celebrations in November, generously donated several auction prizes to our events and sponsored the 2018 BDS membership cards.



KNIGHT FRANK

For the third 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.

My BDS...

“

In a world with increasing detachment from nature, and biodiversity impoverishment, it's refreshing to see the BDS acting as conduit for sensible, evidence-based management of deer in Britain; for the good of the landscape, landowners and the public.

Marc Baldwin, member and wildlife photographer (MB1)

“

More than ever countryside enthusiasts and managers are being asked to justify their activities so being a member of the BDS has never been more important as it demonstrates the importance of good values of sustainable deer and habitat management.

Marcus Munro, Managing Director, Highland Shooting Centre

“

I am glad BDS welcomes family membership. From age 5 I have learned lots about deer by going with my dad to BDS events including Game Fairs, butchery, cooking demos and even training for tracking dogs! When I turn 14 later this year, I want to begin stalking with him which is something few people get to experience – especially at my age.

Izzy Davies, aged 13

“

The Society is a valuable source of information about deer research and management. It is essential that it establishes itself as THE organisation that other organisations and the public refer to, for information and advice about deer, their welfare, conservation and management.

Peter Donnelly, BDS member and deer enthusiast



ACKNOWLEDGEMENTS 23

Major sponsors and donors

Swarovski Optik
Knight Frank LLP
Edgar Brothers
Celtic Manor Resort
David Davis
Emily Widdicombe
Nuala Wheeldon
Paris Christofferson

TCS Haywood Charitable
Trust
Mrs NEM Warren Charitable
Trust
Peter Semple
GlemHall Shoot Ltd
Newavon Ltd
Chris Manning

Inverclyde & Dunbartonshire
Lowland Deer Group
Hitoshi Ogawa
Hearsum Family
Al Gaskin
TJ Body
Nicholas Lassman

Auction contributors 2018

Alan Marshall
Alan Shannahan
Alistair Monkman
Andy Pearce
Anthony Merrion
Archant Publishing
Arnaud Brunel
Arthur Scott
Atholl Estates
Bicester Village
Broadlands Estates
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Chewton Glen Hotel
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Ian MacGillivray
Ian Smales
Iwan and Manuela Wirth
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Equipment
Stephen Beale
Stephen Bishop
The Duke of Grafton
The Earl of Dalhousie
The Ledbury
Thoresby Estate
Tim Maddams
Tom P Ritchie
Vince Reynolds
William Mathews Taxidermy

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

24 SHAPING RESEARCH

Supporting research into the health, management and sustainability of the deer population is a key function of BDS. 2018 saw a special focus on research at the Edinburgh AGM and updates to our research strategy and funding application processes.



Roe buck by Kevin Messenger

Traditionally the Society has funded research within the natural sciences (mainly biology). However, as research becomes increasingly multi- and inter-disciplinary, we will fund a wide range of disciplines, including social sciences and humanities. Objectives and priorities are monitored and agreed by the science and research sub-group and published on the website, along with guidance on how to apply for funding. Updates to BDS research priorities were made in 2018 and all new research proposals should meet the criteria outlined in the new strategy. Details of the strategy, together with a revised application form and timeline, are available on the website.

Priorities for research fulfil two objectives: Firstly, they encourage research that aligns with the Society's objectives. Secondly, they meet current Society policy needs. However, these objectives do not preclude applications seeking funding for support of projects that do not meet them, but which are otherwise within the remit and/or interests of the Society.

There are two tiers of priorities: *Fundamental Themes* and *Policy Requirements*.

Fundamental themes

- ▶ Deer impact on the environment and human interests
- ▶ Impact of humans on deer especially on their health and welfare

- ▶ Human disturbance and its effects on behaviour, ecology and welfare of deer
- ▶ The role of deer in spread and transfer of livestock and human diseases
- ▶ Urban deer: problems caused and problems associated with their management
- ▶ Novel methods of controlling impacts of deer
- ▶ Ways of improving the welfare impacts of culling wild deer
- ▶ Responses of deer and their habitats to climate change
- ▶ Research to help combat wildlife crime

Policy requirements

These are determined by current needs of Society policy. These needs will be met by the offer of a research contract by open tender or to a limited number of potential contractors.

Types of funding available

Small grants of up to £3,000 for projects of up to 12 months duration

Support grants of up to £5,000 per year for up to three years

Student support grants of up to £7,500 per year for up to two years for MSc by research or MPhil, and up to three years for PhD.



Full details of research priorities, current projects and how to apply for support are available at <https://bds.org.uk/index.php/research/about-our-science-research>.

AGM shines spotlight on deer research

The 2018 AGM in Edinburgh included two days of seminars and presentations by leading researchers into deer health, management, genetics, impact on the landscape and interaction with humans.

The event took place against the background of an expert Lowland Deer Panel which had been created by Scottish Natural Heritage, and charged with examining the complex issues around deer management in the lowlands and contributing to the Scottish Government's review of deer management across the whole of Scotland.

Although the theme was managing Scotland's deer, seminar delegates also heard from a range of speakers drawing on projects from around the UK and Europe, including updates from researchers whose projects have benefited from BDS support.

DAY 1

Professor Josephine Pemberton of Edinburgh University outlined her ongoing study of hybridisation and the transfer of genetic information (introgression) between red deer and Japanese sika. Animals resulting from apparent cross-breeding had been seen for several decades but new research methods suggest that hybridisation is much more common than had been previously thought. In



order to control future hybridisation Professor Pemberton suggested culling sika stags on the Scottish mainland in areas where there were no sika hinds, together with any animals that could be identified as hybrids.

Claudia Jordan-Fragstein, from the Technical University of Dresden, reported on an experimental ungulate management strategy running across five study areas in Germany. The Biowild project looks at soil condition, biomass and the regeneration of woody species in areas occupied by red and roe deer, wild boar, hares and mice.

The impact of deer browsing on vegetation was the subject of Sustainable Land Use Consultant, **Dr Helen Armstrong's** talk. Damage caused, principally by deer, was seen to eliminate tree regeneration in native woodlands by one-third and limit it in another 54% of cases. The study has developed a standard method to assess the extent of such damage and detailed documentation and this 'woodland grazing toolbox' will be published on the Forestry Commission Scotland website.

Jessica Findlay of Scottish Natural Heritage (SNH) looked at the place of deer as a sustainable economic development resource and updates to the national deer action plan. Also from SNH, **Alastair MacGugan** looked at Best Practice in deer management since 2001 and its ability to help reconcile some controversial issues.

Brexit, and political demand for land reform were creating a degree of uncertainty among

Scottish sporting estates and **Stephen Thomson** of Scotland's Rural College (SRUC) looked at the contribution that such estates made to their local economies.

Focusing on the role played by red deer in shaping Scotland's uplands, **Dr James Fenton** argued for a 'benign neglect' approach to upland management suggesting that nature be allowed to take its course without too much human intervention.

Closing the first day's presentations, SNH Operations Manager, **Donald Fraser**, drew on 56 years of cull data to explore national trends and regional differences in red deer density.

DAY 2

The second day of presentations focused primarily on BDS-supported research projects (indicated by **bds** at the beginning of each relevant paragraph.)

bds Drawing on his research into the long-term effects on the genetic make-up of deer species introduced to the UK, **Menno de Jong** examined the history of roe deer. Evidence suggests that the European (Western) roe split from its Siberian (Eastern) cousin about 1.2 million years ago. Having diverged, the Eastern roe population increased while the Western did not, possibly due to events during the last Ice Age, and more recently, that led to a drastic reduction in numbers as well as contributing to significant differences in diversity among the four European roe populations.

bds **Jed Long** of St. Andrews University, discussed his 'citizen science' approach to data collection as part of his project to assess the impact of outdoor recreation on the distribution of red deer on Perthshire's North Chesthill estate, an area easily accessible from both Edinburgh and Glasgow and popular with hillwalkers. Walkers were issued with wildlife questionnaires and GPS trackers to build a picture of their movements. Camera traps also monitored the deer to see how they avoided the hill trails at different times of day. The project is in its infancy and work is continuing to refine the collection of data for this study.



116 GPS tracks collected at the Glen Lyon, North Chesthill estate

bds **Hagen O'Neill's** project on the island of Ulva off the west coast of Mull, also looked at the interplay between red deer and human tourism by observing how the behaviour and distribution of deer was affected by walkers using footpaths.

bds Deer, ticks and Lyme disease in humans was the subject of **Professor Richard Birtles** from the University of Salford. The incidence of Lyme disease in humans in the UK is increasing with official figures showing

1,700 GP-reported cases per year. However, generally low levels of knowledge among GPs about the disease have led some to suggest that this only accounts for around 20% of actual cases. While the number of ticks in the UK is rising (Roe deer alone can carry many thousands of ticks) and more people are visiting tick infested areas, at least part of the increase may simply be due to better reporting.

bds Around 3,000 cases of tick-borne encephalitis in humans are reported in Europe each year with about 2% of these proving fatal. **Maya Holding**, of the University of Liverpool explained that, while the disease can cause neurological symptoms in sheep, cattle and grouse, there has only been one suspected case in the UK in 20 years, and deer do not appear to develop the disease. One reason for this is that deer develop protective antibodies which can be detected in their blood. Maya is working with deer stalkers to collect blood samples that can help in this investigation.

A number of organisations, including BDS, are campaigning hard to keep the potentially devastating effects of Chronic Wasting Disease (CWD) on both wild and farmed deer out of the UK. **Dr Mark Dalglish** reviewed the progress of the disease through the US and Canada to reindeer in Norway and, more recently, camels in Algeria.

bds Working with BDS members, **Amy Robinson** of the Roslin Institute has been analysing over 1,000 deer tissue samples in an effort to identify possible resistance to CWD. The research is continuing and results will be published soon.

Many BDS members have assisted **Dr Tom McNeilly** in his work in mapping the venison industry in Scotland, following an e-coli outbreak associated with venison products in 2015. The focus of the study is on identifying the risks of cross-contamination in wild deer from field to larder. Working with a range of deer managers, over 1,000 tissue samples have been received for analysis.

Closing the two-day research focus, **Professor Rory Putman** commented that the range of projects covered indicated the breadth of deer research topics in which the Society was involved and how keen it was that deer management should be properly informed by rigorous research.

In light of the number of projects looking at the interaction between deer and humans, Professor Putman referred to the importance of assessing the levels of chronic stress in wild deer and the difficulty in measuring this. Along with colleagues from the University of Glasgow, he has been exploring the effectiveness of detecting changes in surface body temperature as a reliable indicator of stress. Pilot studies suggest that thermal imaging of the area around the eyes yields good results. The next stage will be to develop software that would enable deer managers to carry out thermal imaging tests in the field to help them assess whether or not the deer in their charge are stressed.



More information and videos of many of the AGM presentations can be found on the BDS website.

KEY: **bds** = BDS supported project – practical and/or financial assistance

Sustainable management of fallow deer

In the face of the need to manage the increasing numbers of fallow deer in the UK, a team from Bangor University, including BDS-supported researcher Owain Barton, is seeking to contribute to sustainable resource management by improving our understanding of how deer interact with their environment.



Funded by BDS, the study focuses on a largely isolated population of fallow deer in the Elwy Valley region of North Wales. Over a period of two years data is being collected from 40 motion-activated cameras while individual animals are tracked using GPS radio collars. While the project is in its early stages, it is hoped that its findings can be used to help improve the management of natural resources.

Attractants and repellents in deer management

BDS Northern Ireland branch supported Erfan Fadaei, a PhD student at Queen's University, Belfast, in the preparation of his doctoral thesis *Managing deer: attractants, repellents, invasion modelling and impact assessment*.



Erfan Fadaei's research found deer were most attracted to apples

The project looked at different attractants and repellents as potential tools to improve deer management: attractants could be used to increase culling efficiency, while odour repellents could potentially deter deer from areas such as roads, forests, agriculture and gardens.

Lynx reintroduction rejected

Following a suggestion that the Eurasian Lynx could be reintroduced to the UK to help control the growing deer population BDS commissioned a paper on the matter in 2015 from Jos M Milner of Aberdeen University and R Justin Irvine of the James Hutton Institute.

The report collated evidence from a number of sources and examined a wide range of issues related to the desirability, practicality, financial, ethical and welfare issues and social acceptance of the idea. The report concluded that, despite the available evidence, further work on habitat, prey availability and social acceptability would be needed before an informed assessment of the proposal could be made.

Unsurprisingly, the possible reintroduction generated significant debate on both sides of

the argument, culminating with an application to the government from the Lynx UK Trust to allow it to release six Eurasian Lynx into Kielder Forest in Northumberland. In December 2018, following a report from Natural England, the Secretary of State for Environment, Food and Rural Affairs rejected the application saying that it "lacked the necessary depth and rigour to provide confidence that it would succeed" and highlighting the lack of consultation with landowners and managers in the process.

Deer as infection carriers

The possible role played by wild deer in Schmallenberg Disease in cattle and sheep is the subject of a BDS-supported project being undertaken by Rebecca Southwell, a student in Conservation Medicine at Liverpool University. In addition to financial support for the study, BDS members are providing deer blood samples that can be tested for evidence of infection.

HELP FROM BDS MEMBERS

While BDS has a well-developed process for considering applications to fund research projects, the Society recognises the significant contribution to deer research made by ordinary members assisting with the collection of blood and tissue samples and ticks. In addition, many members supply sighting data and other information without which many projects would struggle. BDS and the research community acknowledge this vital contribution and thank members for their help.



Muntjac buck by Chris Howard

Financial Review for the Year ended 31 December 2018

The 2018 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 reallocated 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 a small profit and reached an increased turnover of £84,125. Sales and Services contributes in excess of £38,000 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 again this year and I would like to thank all members who buy goods from the Society. Please do continue to use this resource for all stalking and other related purchases, as we face ever increasing competition, however we do believe it is crucial we continue to offer this facility to our members.

Charity

I am very pleased to report that the Society has generated a surplus of £266,019 in the current year, which includes a very substantial trust donation that was received from the Mrs NEM Warren Charitable Trust in January 2018. This generous donation has allowed the Society to instigate investment of funds in the initiatives as per our five-year strategic plan, which have a key focus on membership, marketing and communication.

Fundraising income continues to be a significant contributor to the Society finances and is mainly achieved through the annual London fundraising dinner and the annual Grand Draw and internet auctions. Trustee Directors, Dominic Griffith and Hugh van Cutsem, have once again both put a huge amount of effort into the organisation of the annual dinner which ensured the event was a success. Legacy, bequests and Trust donations are also extremely important to us and I would urge members to consider the Society when drawing up their wills.

Membership income has remained at a similar level to the previous year notwithstanding a small increase in the membership fee over the course of the year. We have introduced a new family membership option from January 2019 in direct response to member requests. It is anticipated that this, together with our improved communication initiatives will enhance membership income in 2019.

The Training division has increased income this year and the improved use of the online booking system has contributed to the success in this area. A reorganisation of the management of our Training team during

the year has allowed more relevant courses to be offered which in turn should produce increased revenues to permit the Society to continue to provide this important resource to both members and other interested parties in 2019 and beyond. Due to reorganisation investment costs incurred, the training division made a loss in the year, however this now gives a better platform from which we expect to see improved results going forward.

Our funds are held in Investment accounts with a certain level remaining in Bank deposit accounts to ensure we have adequate liquidity for our operations. Unrealised losses on investments in the year were £27,494, primarily due to the poor financial conditions in the final quarter of 2018, however we are still well ahead of where we would have been if these funds had remained in deposit accounts. So far these unrealised losses have been reversed since the year end, as the market conditions improved. Our Investments are monitored regularly and the relevant risks considered by the Board as and when necessary.

I would like to record my thanks and appreciation to all the Society's staff who have all contributed to this year's financial result.

Sarah Gubbins, Treasurer

Group Statement of Financial Activities for the Year Ended 31 December 2018

	Total 2018 £	Total 2017 £
INCOME FROM:		
Donations and Legacies		
Members Subscriptions and Donations	689,664	349,386
Legacies & Specific Donations		5,800
Grants and Sponsorship	9,447	45,272
Total Donations and Legacies	699,111	400,458
Other Trading Activities		
Fundraising Events Auctions and Draws	103,197	105,830
Trading Income	84,125	77,192
Total Other Trading Activities	187,322	183,022
Charitable Activities		
Training Income	137,448	132,796
Branch Activities	32,500	36,601
Investment income	7,984	3,766
Total Income	1,064,365	756,643
EXPENDITURE ON:		
Raising Funds		
Direct Costs of Fundraising Events	67,719	49,292
Membership Marketing and Data Management	102,473	84,149
Trading	53,222	52,591
	223,414	186,032
Charitable activities		
Research & Public Education	144,394	92,582
Technical and Advisory	86,237	75,776
Media and Publications	96,627	99,024
Training	154,406	138,530
Other Activities	65,774	100,731
	547,438	506,643
Total Expenditure	770,852	692,675
Net Income/Expenditure	293,513	63,968
Other Recognised Gains/(Losses)		
Gains/(Loss) on Investments	(27,494)	16,014
Net Movement in Funds	266,019	79,982
BALANCES AT 1 JANUARY 2018	581,820	501,838
BALANCES AT 31 DECEMBER 2018	847,839	581,820

Group Balance Sheet as at 31 December 2018

	Group 2018 £	Group 2017 £
FIXED ASSETS		
Tangible Assets	50,715	38,287
INVESTMENTS	451,081	391,513
CURRENT ASSETS		
Stocks	14,633	19,102
Debtors	75,509	80,709
Cash at bank and on hand	445,270	246,350
Total current assets	535,412	346,161
CREDITORS: Amounts falling due within one year	163,496	165,385
NET CURRENT ASSETS	371,916	180,776
TOTAL ASSETS LESS CURRENT LIABILITIES	873,712	610,576
CREDITORS: Amounts falling due after more than one year	25,873	28,756
NET ASSETS	847,839	581,820
Representing:		
INCOME FUNDS		
Restricted Funds	59,585	70,585
Unrestricted Funds:		
Designated Funds	58,497	28,497
General Fund	729,757	482,738
	788,254	511,235
TOTAL FUNDS	847,839	581,820



Chinese water deer by Marc Baldwin

Financial Report 2018

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 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 26 March 2019. They will be presented for approval of the members at the AGM on 12 May 2019. 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
Sarah Gubbins, Treasurer
26 March 2019

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 2018.

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.

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 2018 and comply with the applicable requirements of section 427 of the Companies Act 2006, and the regulations made thereunder.

Fletcher & Partners,
Chartered Accountants and
Statutory Auditors
Salisbury, 26 March 2019

WORKING IN PARTNERSHIP

In 2018 BDS met, corresponded or consulted with over 80 organisations across the UK including:

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)
The Countryside Forum
Cross-Party Group on Animal Welfare Scottish Parliament 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
Department of Agriculture, Environment and Rural Affairs, Northern Ireland (DAERA)
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 Land and Estates (CLE)
Scottish Venison Partnership
Scottish Wildlife Trust
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



Our vision is for a healthy, valued and sustainable deer population across the UK