



2019 ANNUAL REVIEW





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



Front cover photo:
Fallow buck by Tom Streeter

In association with



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Covid-19

The content for this 2019 Annual Review was compiled early in 2020 in preparation for the Society's May Annual General Meeting. This therefore is reflected within the commentary. Covid restrictions since and continuing uncertainties resulted in a postponement of the event to an Autumn virtual AGM and a decision to produce this Annual Review in a brief functional format.



Running roe by Ron Perkins

CHAIRMAN'S REPORT

2019 has been a very busy and hopefully a productive year for the Society as, alongside usual core activities we have launched a number of new initiatives to move ahead in those areas highlighted in the Strategic Plan for the next five years aimed at moving the Society forward to consolidate its position as the go-to place for advice on deer and deer management. At the Society's AGM in Cambridge, we were delighted to welcome Lord Andrew Hay as our new President. Andy has made it clear that he intends to play an active role in support of the Society and we are delighted to have him aboard. He is already making his presence felt through the Board.

Work has continued in development of a new and more effective digital platform which we intend to populate through time with videos (or whatever is the current medium!) offering education material on deer and their biology, reviewing their impacts (both positive and negative) and demonstrating techniques and Best Practice in management. This will expand our potential for offering a wider range of educational and instructional materials to a wider audience, alongside our more traditional training initiatives.

As part of that wider outreach we have also launched a new app for mobile phones and other mobile devices offering general information, education and advice and inviting submission of sightings to open our traditional survey of deer distributions as a citizen science programme. With records of simple sightings now transferred to this mobile app., we have refined the Society's own regular survey of changes in the distribution of the different species of deer within the UK to include not simply records of presence (or absence) but to offer in each area some index of relative abundance. This survey was launched at the end of the year to be undertaken through members and other volunteers through 2020.

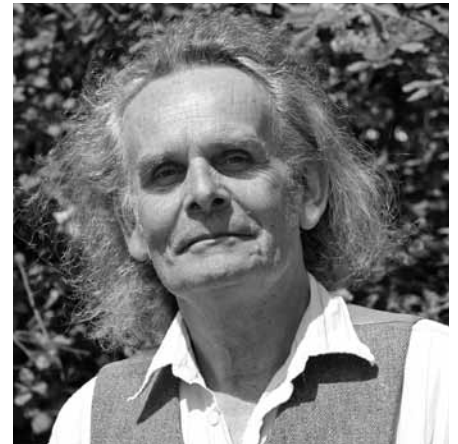
BDS's external research programme was enhanced by additional funding, funding priorities were redefined, and project work was supported at various levels. We continued our support for an ongoing project on the

effects of human disturbance on red deer populations at the Chesthill estate in Glen Lyon: Conflict and coexistence: Improving the evidence base for adaptive management of people, livestock and wildlife and our collaborative support for the PhD studies of Owain Barton at Bangor University: Assessing habitat connectivity and patterns of resource-use at the landscape scale: a case study on fallow deer (*Dama dama*) in North Wales. New Support Grants were provided to Professor Matthew Baylis, University of Liverpool on behalf of Master's student Rebecca Southwell: Investigating evidence of Schmallenberg virus (SBV) in UK deer; Dr Simon Babayan, University of Glasgow, on behalf of Master's student Chris Hirst: Safeguarding the welfare of park fallow deer: investigating how chronic stress and management strategies affect immunity and susceptibility to disease. Support grants were also awarded to Dr Sílvia Pérez-Espona, University of Edinburgh, for the Development of a cost-effective protocol for MHC genotyping in red deer; and to Dr Elisa Fuentes-Montemayor for a project on Using camera traps to quantify the effect of deer on woodland restoration.

As always, stalking members have been happy to support other ongoing research programmes through provision of cull samples. This year many BDS members assisted Maya Holding, based at Public Health, England with her studies to investigate whether there was any evidence of Tick-borne encephalitis virus (TBEV) presence within the UK.

We have reviewed all our existing training courses and invested considerable effort in updating these so that we continue to be the industry leaders. We have provided training through DSC1 to a further 307 participants, and supported many candidates through DSC2. 66 candidates attended and passed our advanced Deer Management Course. We have also been developing a new series of one-day courses, or Study Days, on a variety of specialist topics which we hope to launch next year. We intend that some of these, specifically on management-related topics shall be offered in the future as part of new initiatives in Continuous Professional Development; others will not necessarily be related to management, but are intended to provide a wider range of educational and enjoyable courses available also to our non-stalking members including courses on wildlife photography, venison cookery and general natural history.

As a new innovation the Society has also entered into an agreement with Harewood Estate in Yorkshire to assist in some measure



with management of deer on the Estate as part of a major training initiative aimed at giving participants hands-on experience of methods for assessing deer populations and numbers, training in establishing what might be appropriate densities to sustain in the context of the estate's other land-use objectives and in developing management plans designed to deliver those altered population numbers and finally, appropriate training in necessary culling and larding practice. In parallel to these management-oriented initiatives the Society will also hope to use Harewood as a regional "hub" for delivery of a wide range of other courses in the future.

We again were busy throughout an extended season at shows. I personally joined our stands at Scone and Moy and the Society was also represented at the Game Fair at Hatfield. I would particularly express my thanks to our show team who managed to put together a very good performance at Hatfield despite a last-minute move to a much smaller display space than originally allocated. The Society also shared tent-space with the National Gamekeepers' Organisation and others at BBC Countryfile Live (at both Blenheim and Castle Howard) – events which become ever more important in our calendar as we seek to engage with more general countryside audiences who might not otherwise have heard of the Society and its activities. The Society was also well-represented at the usual array of regional shows and I am grateful to the willing volunteers from the Branches who take on organisation of our stands at these events.

I myself continue to explore closer collaborations more generally with partner organisations in UK and overseas, and although this 'sneaks' into reports for 2020, the BDS has agreed to take over the responsibility for administration of the Deer



Sika hind by George Trebinski

Initiative Partnership after DI Ltd closes its doors at the end of March 2020. This is to ensure that this important forum for discussion of deer and deer-related issues continues to offer regular opportunity for all Government Departments and Agencies as well as Non-Governmental organisations with an interest in deer, deer impacts and deer management, to meet and discuss current issues with the aim of developing some consensus on policy. During the year, I personally have had fruitful discussions with our neighbours at the Game and Wildlife Conservancy Trust, and the National Gamekeepers' Organisation about future joint initiatives.

The Society's journal *Deer* continues as a major headline and advertisement for the Society's activities, showcasing the results of current research by members, or others supported by Society Research grants and with an ever-increasing breath of material which is hopefully of appeal to a wider range of interests. Recent articles have also

sought to highlight ever-increasing links with partner organisations overseas – in Germany, Norway and the Netherlands. Alongside our website, the journal is indubitably one of the most obvious pillars of our outside profile.

The turn of the year has plunged us into a number of political discussions and public consultations, with the Board formulating a response to the UK Government's consultation on proposals for changing regulations around the Import and Export of Hunting Trophies [the Board's response is available to view on the BDS website] as well as publication of a number of reviews in Scotland, which potentially have far-reaching implications and to which we will respond in due course.

This included a report from Scottish Natural Heritage Assessing Progress in Deer Management - report to Scottish Government from Scottish Natural Heritage offered a review of the performance of Deer Management Groups across the

country, as well as reviewing performance of SNH themselves, in delivery of their various agreed Deer Management Plans and in delivery of the requirements of Government in relation to a range of declared Public Interest Benefits. Although not directly focused on deer management, we also saw the release of the report to Scottish Government by the Grouse Moor Management Review Group and finally the long-anticipated report of the Deer Working Group – a small review group directly commissioned by Scottish Government with a remit to review the existing statutory and non-statutory arrangements for the management of wild deer in Scotland. Elsewhere the Board has continued an inward-looking review of the Society's statutes, Articles of Association and governance, ensuring that we conform to the requirements of Charity Commission and other legislation.

As I have noted previously, all this activity represents a great deal of effort from Board members and Headquarters staff at Fordingbridge and I would take this opportunity to thank them all for this support. But inevitably all this activity takes time and costs money – more money, if we are to be effective, than we can generate from membership subscriptions alone. Hence the requirement for additional fund-raising through activities such as our online auction and other fund-raising events. Our Summer Internet Auction raised £30,000 (including Gift Aid) and later in the year, the London Dinner and Auction raised just over £50,000. It is only with your help that we are able to arrange these fundraising initiatives and so it is crucially important for members to support us in the future by provision of suitable lots and by taking part. Very grateful thanks go in particular to Estate Agents Knight Frank for their continuing and very generous support of this event, and to all those, donors and bidders alike at our various auctions, who help us raise significant money in support of the Society's efforts, particularly in relation to research and education.

Professor Rory Putman

COMMUNICATIONS AND OUTREACH

The Society's public information and outreach programme continued the drive to educate, expand and find new audiences throughout 2019.

BDS Website

The current BDS website averaged 28,808 visits per month with 52% of visitors using mobiles to access, so a new BDS site being constructed for 2020 will focus on fast and easy access. 1,610,448 website pages were viewed with the most popular topics being deer species, courses and training dates.

BDS Deer App

Launched in 2019, the BDS Deer App allows engagement with a new and wider audience. Easy to use and informative, in addition to the many expected features, it enables regular deer sightings to be submitted as part of the continuing BDS distribution survey work. To date it is being used on 1,153 devices (723 android 430 apple).

Social Media

Interaction was expanded as a key element of outreach and interaction with members and the public. This wider audience enables BDS to promote deer welfare and sustainable deer management, to be active and engaged informing, working and talking with a growing audience.

The BDS Facebook audience grew to nearly 12,000 followers by December. Twitter was instrumental in testing and sharing more diverse content and experienced considerable engagement growth during 2019. We also launched an Instagram account to provide a different interaction thread and a platform to share BDS photography and that of the public. Overall, through social media BDS regularly engages with an audience in excess of 16,000 but reaches considerably more through posts shared and available publicly.

Digital Strategy

Significant progress was made on the BDS digital strategy. A new phone system was implemented to give more flexibility and functionality plus provide better support for remote workers. Office software and email systems were also updated to make our internal systems more efficient, scalable and secure.

The website project expanded as BDS ambitions for the new site have grown. Significant groundwork went into the project in 2019 to ensure the final result fully supports all users now and into the future. The new platform will be a true hub for all things deer, from better support for branches to more ways to learn about the work of the BDS and get involved. We will be integrating our online training into the site and hope to bring new online courses to run alongside Ultimate Deer Data.

The Deer journal

The Society's magazine acts as the primary glossy print showcase for BDS activities and research with an increasing breadth of material selected to appeal to a wider audience. Digital deer works as an online complementary lure holding a selection of the full contents of the Deer journal so acting as a recruitment tool.

Events snapshots

2019 highlights included the opportunities to attend two BBC Countryfile Live events at Blenheim Palace and Castle Howard. Sharing space with several industry partners is a format that worked well allowing mutual support and professional networking. Both four day shows maximised engagement with a wide range of people and especially children. BDS staff were supported by member volunteers taking pride in sharing knowledge with the public. It was gratifying to meet people from all walks of life including occasionally those opposed to wildlife management. The BDS digital media resources of video and the BDS Deer App proved particularly popular.

The Game Fair at Hatfield was less successful due to a site issue preventing use of the allocated location and a necessary move during set up to a very much smaller but more central stand. Massive appreciation is due to the Society staff, volunteers and guest exhibitor Andy Yates who handled the situation with innate professionalism and adapted speedily and efficiently to maximise the use of space available.

Throughout the UK Branch Members attended shows from Moy in the Highlands, the Scottish Game Fair at Scone Palace down to the Royal Cornwall Show in the South West of England, providing opportunities to educate, greet old friends and make new Society members. Some Branches also attended school focused day events, so

reaching out to the next generation and where it was enlightening on occasion to discover just how much our young already know about deer and wildlife.

With the support of the marketing department, new videos were completed for show use as rolling backdrops of deer and BDS work, plus also for training availability where they have been utilised on courses, sent out via email as pre-course learning and promoted on Facebook. Several more are in the planning stages.

Behind the scenes

In addition to public facing work, significant effort continued behind the scenes. Staff responded daily by phone, email, web enquiry and social media to enquiries ranging from requests for advice on the impact of planning applications to local deer through to simple queries about species of deer. Enquiries were dealt with by the most appropriate person whether Deer Officer, Veterinary, Technical or Scientific Advisors or Branch Members with local knowledge. Enquiries may need only a two-minute response but a significant number require researching to ensure that advice given is of the highest standard, technically and legally accurate. The most unusual enquiry was a 'Live' phone call from a group of young men trying to disentangle a fallow buck from goal post netting! It is satisfying that across the board, BDS is seen as the leading source of information on all matters deer.

Staff continued to support the Branch network at Area Council meetings, shows, contributing talks and offering specialist advice on local projects and initiatives. One such project started in late summer with Yorkshire branch at Harewood Deer Park (approximately 280 acres) containing fallow and red in classic parkland with park oak and coniferous woodland. Opportunities for deer counts, deer management and an array of educational days and training events will feature in future plans there for 2020.

BDS branches

Once again branch members provided invaluable support to the Society and contributed many volunteer hours in 2019 enabling training courses, range days, informative evenings, fundraisers, social meetings, educational visits and more. The Society is indebted to all those branch members for their help and support in 2019.

COLLABORATIVE WORKING

Collaborative working, shared events and consultations play a crucial role in reaching and educating the widest possible audience. This remained key to Society work in 2019.

In Scotland, Trustee Director/ BDS Scottish Council Chairman John Bruce became part of the Lowland Deer Network Scotland management team, where funds were made available to give an element of support for training of lowland deer managers on suitable courses. The Wild Deer Best Practice Steering Group also met and reviewed the Best Practice Guides and agreed on new updates for 2019.

In July, BDS was one of 15 industry partners to sign up to Wildlife Management: A Shared Approach, a concordat setting out ways of working which the range of organisations agreed to adopt to deliver effective wildlife management across Scotland. This shared approach recognises the need to work in partnership and that all have responsibility (legal, social and moral) to manage wildlife as a shared resource.

Publication of reviews in Scotland during the period included a report from Scottish Natural Heritage (SNH) Assessing Progress in Deer Management. This report to Scottish Government from SNH gave a review of Deer Management Group performance

across the country and reviewed SNH's own performance delivering their various agreed Deer Management Plans and Government requirements in relation to a range of declared Public Interest Benefits. In addition the Deer Working Group, commissioned by Scottish Government, reported its review of the existing statutory and non-statutory arrangements for the management of wild deer in Scotland.

The Partnership Against Wildlife Crime (PAW) Priority Group for Poaching & Coursing affairs, also in Scotland and chaired by John Bruce, supported SNH and Police Scotland with their investigations into compliance with the regulations for Venison Dealers Licences.

Nearing year end a response was formulated by the BDS Board to the UK Government's consultation on proposals for changing regulations around the Import and Export of Hunting Trophies.

Discussions continued within the sector as to the future of lead in bullets following reports that venison buyers were becoming more insistent on absence of lead particles in meat and no lead and residues in venison supplied.

The end of 2019 saw a significant fall in the price of venison which continued into 2020 hitting many stalkers, estates and Deer Management Groups hard. This will inevitably lead to under culling, particularly of the larger species such as fallow and will be a set-back for those who have committed many years

of hard work to managing populations under already very challenging conditions.

These debates and similar activities were also shared throughout England, Wales and Northern Ireland where Dr Morris Charlton, Trustee Director and EWAC Council Chairman also headed up various activities focusing on partnership working. This included at The Countryside Forum, formed to discuss policy and initiatives for conservation and countryside management. Similar joint initiatives continued within the Deer Initiative Partnership and PAW Poaching Priority Group. Best Practice stalking events were also run in combination with BASC, the NGO and St Hubert's Club. Partnership events promoting venison as nutritious and healthy were also featured on various occasions not least the shared gamekeeping and conservation stands held in 2019 at Countryfile Live four-day events held at Blenheim Palace and at Castle Howard in the North.

Northern Ireland additionally retained focus on joint working throughout a year's events of meetings and talks including shared events at Scarva Fair with the Countryside Alliance, Shanes Castle Game Fair and Best Practice Talking Stalking evenings with BASC which included discussions on wildlife crime and the Police Service Northern Ireland partnership approach to eradicating stalking plus DAERA's veterinary arm covering zoonotic and epizootic diseases.

TRAINING ACHIEVEMENTS

As a registered Assessment Centre for Deer Management Qualifications (DMQ) the industry standard, BDS continued a review of materials, practices and personnel during the year to ensure compliance and unity of standards.

In 2019 BDS delivered 21 DSC1 courses to full course and assessment only candidates, a 17% increase on 2018. Only 2 courses were delivered in Scotland this year but with a new course manager in Scotland, improved delivery is planned for 2020 both in Scotland and Northern Ireland. There was an upturn in registrations for DSC2. All remaining DSC paper portfolios went through the system by the end of the year, so all is now digital.

Four Deer Management Courses were run in 2019 from Altyre in Scotland to Lulworth in Dorset with 66 candidates taking the course, evenly spread across venues. The Lulworth course was run primarily for Defence Deer Management (DDM) with their provision of the venue. For 2020 again 4 courses will be planned including one in Northern Ireland.

Five Humane Animal Dispatch courses were delivered in 2019 to 88 candidates and the same number of courses is planned for 2020.

BDS Training and Mentoring Scheme - The BDS scheme provides one-to-one individual training in all aspects of Best Practice relating to stalking and shooting deer, gralloching, transportation and larder operations ready for food chain entry. Demand for places on the Swinley Forest scheme, a 3,000 acre woodland area managed by Crown Estate, Windsor remained buoyant throughout 2019.

New and short course development

Several new part-day and one day courses were under discussion and development during the year with a view to rolling out in 2020.

Ultimate Deer Data (UDD)

In 2019 UDD was updated providing some new images and extra feedback information. It was moved to a new platform giving the online training a fresh mobile friendly look. Feedback has been positive, as has the uptake. Further improvements are in the pipeline for spring 2020 plus plans to add more courses in the future.

RESEARCH

The review and revision of the research programme which took place in 2018, resulted in more applications for grants in 2019 with the result that BDS is now funding several excellent projects selected by the Science and Research Group.

Development of a cost-effective protocol for MHC genotyping in red deer – Dr Sílvia Pérez-España, The Royal (Dick) School of Veterinary Studies, The University of Edinburgh

This project aims to identify functional DR and DQ genes within the class II region of the Major Histocompatibility Complex (MHC) of Scottish red deer (*Cervus elaphus*). Collaboration for collection of spleen samples from hunted or culled red deer has been already established at nine Scottish estates. A detailed protocol has been prepared for the collection of samples to be sent to all the estates along with the necessary material to collect the samples before the start of the stag hunting season 2020. Mapping the DR and DQ genes onto the publicly available genome of a Hungarian red deer stag (Bana et al. 2018) is currently being done. Information is available for 33 autosome chromosomes as well as the sex chromosomes, X and Y. This mapping will allow identifying the location of the MHC genes in the red deer genome which is currently unknown and if the quality of the sequencing for the target regions is of sufficient quality it will allow the design of specific primers directly targeting the DR and DQ genes in red deer rather than using cattle or sheep primers. Preliminary analyses have uncovered three copies of these genes in chromosome 7 and one copy in chromosome 17.

Assessing habitat connectivity and patterns of resource-use at the landscape scale: a case study on fallow deer (*Dama dama*) in North Wales – Owain Barton, Bangor University

The aim of this project is to contribute towards sustainable resource management by improving understanding of how deer interact with their environment. Over the past year the study has been refined to address four key objectives that will form the individual chapters of a PhD thesis. These objectives are as follows: (1) assess the species-specific evidence base for wild ungulate management in the UK, (2) estimate

functional landscape connectivity, (3) identify the environmental and anthropogenic drivers of resource-use and (4) assess variation in daily patterns of resource-use.

Stress and its Effects on Parasite Immunity in Fallow Deer – Chris Hirst, University of Glasgow

This study aimed to characterise the effects of stress on gastrointestinal helminth (GIH) immunity in fallow deer in order to better understand the challenges associated with parasitism in natural ecosystems. There is a body of evidence to suggest that, amongst many other consequences, stress may cause some reduction in immunocompetence. We set out to determine if fallow deer populations exposed to differing stocking densities, environmental conditions and levels of human disturbance would also differ in their GIH burden and the type of immune response mounted. Here we show evidence of a physiological trade-off allocating metabolic resources to mitigating the effects of environmental stressors whilst limiting effective immunity to GIHs.

Investigating evidence of Schmallenberg virus (SBV) in UK deer – Rebecca Southwell, University of Liverpool

Schmallenberg virus is a recently emerged pathogen of ruminants, spread by insect vectors, which can lead to serious malformation in newborn animals. A large outbreak in cattle/sheep in 2011/2012 was followed by a period of quiescence; however, recent evidence indicates it is still present and circulating in the UK and may now be endemic. There is a single study on the presence of SBV in UK deer from East Anglia in 2013. The objective is to both update this information and expand it to a national survey for evidence of SBV infection in UK deer. This will be achieved by recruiting deer stalkers to provide samples of blood; and testing the blood for evidence of antibodies to SBV.

Tick-borne encephalitis virus (TBEV) – Maya Holding, University of Liverpool and Public Health, England

Tick-borne encephalitis virus (TBEV) is a pathogen that can cause the disease tick-borne encephalitis (TBE) in humans as a result of a bite from an infected tick, or occasionally from consumption of raw infected milk. TBEV is present in a number of countries across Europe and Asia. Until 2019, the UK was thought to be a TBEV-free country. As part of a PhD student project, research was conducted by Maya Holding,



Fallow fight by George Trebinski

based at Public Health England, to investigate whether there was any evidence of TBEV presence in the UK. This was investigated through a serosurveillance study using deer as an indicator and measuring the presence of antibodies that react to TBEV in their blood. Deer were used for this study, as despite not being thought to be involved in the natural virus transmission cycle, they are widely distributed across the UK, are regularly bitten by ticks and produce a measurable antibody response when exposed to TBEV.

Of 2,041 tested ticks, five were positive for TBEV, all within the Thetford Forest area. Follow up work collecting ticks in the areas in which seropositive deer were culled in Hampshire and its bordering area also detected TBEV in a small number of ticks on the Hampshire/Dorset border.

The support of BDS and its members collecting samples was critical for the success of this study, resulting in a significant contribution to increasing the understanding of the ecology of tick-borne viruses the UK.

Practical Help

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, 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.

FUNDRAISING

To continue delivering the BDS Strategic Plan with its targets of further scientific research, training, educational programmes, campaigning and membership services, whilst concurrently covering the associated charity running costs, funding has to be found through a range of income streams. Membership provides approximately half the Society's income with the balance resulting from training courses, shop sales, grants, sponsorship, branch contributions, investments, legacies and fundraising activities.

Internet auction

Our Annual Summer internet auction remains eagerly anticipated each year attracting wide interest with participants bidding fiercely for lots. Over 120 items were listed in the May 2019 event which provided an eclectic range of countryside lots including fishing, stalking, shooting, equipment and accessories, holiday accommodation, food, wine, artworks, books and much more. The donations with the inclusion of gift aid realised over £30,000.

The BDS has been running its auction every year since 2003, with a wide range of donors including an unbelievably committed few

who have unstintingly given lots since the very start. We are particularly indebted to them for such loyalty. In recent years we have seen a fresh coterie of donors emerge to help and we warmly thank them all, welcoming their support and that of any others who are able to assist. Without our very generous donors and enthusiastic bidders, the event could not happen!

Annual dinner

We are massively grateful to Knight Frank LLP who once again most generously sponsored the Society's annual fundraising dinner and auction in November, held at the Caledonian Club, in London's Belgravia. One hundred



Red stag by Paul Kimber

and ten guests attended a champagne reception before sitting down to a smoked salmon and venison dinner and participating in the online and live auction. Generous donations included a night of ballet or opera at the Royal Opera House, a private painting commission by Justin Prigmore, a Highland stag, fishing on the Upper Findhorn, a fallow buck stalk in Herefordshire and hind stalking on the Reay Forest Estate. A richly supported raffle included Swarovski binoculars, Celtic Manor Resort Signature Spa Break with dinner and accommodation, Harkila heat waistcoat, Puma Tec Knife and belt, Jojo Storm Lantern, Le Chateau shooting socks, a Fieldsports Journal subscription, magnum of Louis Roederer champagne, a case of Chateau Senejac and a box of Inverawe Smokeries treats. A well enjoyed evening resulted in £50,000 for BDS research and education.

Gift Aid

A significant contribution to the Society's funds is made annually by Gift Aid. In 2019 this amounted to £60,236 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.

Gifts in Wills

In 2019 we received legacies from the estates of Daphne Collard, RH Peake and Colin Wilkinson, for which we are immensely grateful. By remembering the BDS this way, it enables us to engage in more research and increase our educational reach, helping to ensure a healthy and sustainable future for our deer population

Key Sponsorship



SWAROVSKI OPTIK

Swarovski Optik have been key sponsors for many years. Swarovski scopes on loan are used for practical field purposes by training team staff. Swarovski have also generously donated binoculars for our competitions and contribute sponsorship for educational material, the BDS yearly calendar and for this Annual Review.



CELTIC MANOR RESORT

Celtic Manor Resort (CMR) generously sponsored the BDS membership cards for 2018, 2019 and 2020. CMR also kindly contributed a number of auction prizes to our fundraising events.



EDGAR BROTHERS

Edgar Brothers sponsorship of the BDS training team continued in 2019 with generous provision of Savage 16FCSS Weather Warrior Rifles with scopes, moderators and ammunition for use on DSC1 courses.



KNIGHT FRANK LLP

Once again Knight Frank gave significant support to the Society's London Dinner in the form of generous financial sponsorship. Knight Frank also funded our online dinner auction operation, provided staff assistance for the event and donated several auction lots.

ORGANISATION & PEOPLE

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.

Patron:

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

Trustee/Directors:

President Sir Michael Strang Steel Bt CBE
(until May 2019)

Lord Andrew Hay
(from May 2019)

Chairman Professor Rory Putman

Vice Chairman Dominic Griffith

Treasurer Sarah Gubbins

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

Staff:

General Manager Sarah Stride

P/A, Sales Administrator Helen Sims

Head of Training Development Chris Brooks

Deer Officer Glyn Ingram

Training Coordinator Dawn Cope

Finance Officer Phillip Rosslee

Membership Coordinator Annie Nadin

Marketing Manager Laura McMahon

Admin/Marketing Coordinator

Adrienne Tollman (until February 2019)

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

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

Sir Michael Strang Steel

John Thomas MBA, TD

Tony Waterson

HOW WE WORK

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, primarily face-to-face with virtual meetings when needed. Considerable work continues between using virtual meetings and email. The Board is responsible for setting policy, agreeing business plans and budgets, overseeing 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, Head of Training, Finance Officer, Deer Officer, Marketing Manager, Scottish Area Council Chairman/Trustee/

Director and other Trustee/Directors as appropriate.

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.

Priorities for 2019:

The BDS Board continued working to its five-year strategic plan. 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.

Plans for future periods:

Looking forward to 2020 the BDS Board will continue to focus on requirements in delivering its five-year strategic plan for 2018-2023. Primary focus for 2020 will again be on membership, marketing and communication with delivery of the new digital platform to extend the Society reach, continuing to broaden appeal to a younger and a wider demographic. Education and training delivery is set to expand into new avenues to maximise functionality. Collaborative research and of maximising spend through joint funding of projects will remain a priority. Additional effort must be channelled towards fundraising to increase and strengthen income streams.

FINANCIAL REPORT

The 2019 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 breakeven result and reached a turnover of £83,622.

Sales and Services contributed in excess of £30,000 to the overheads of the Society so this continues as an important component in the overall mix of activities. Turnover has remained as a similar level to last 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 – The British Deer Society

In 2018 we were pleased to report that the Society received a substantial donation from the Mrs N.E.M. Warren Charitable Trust. This has allowed the Society to make progress with our initiatives, as per our five-year strategic plan. Due primarily to the agreed increased investment decisions to help achieve our strategic goals, the Society has reported a deficit of £55,407 in the current year. Our strategic goals look to establish the Society as the leading authority for unbiased

information on deer, whilst focussing on developing membership, marketing and communication.

Fundraising income continues to be a significant contributor to the Society finances and is extremely important in ensuring we have the adequate funds to cover the general running costs of the Society. Our main sources of fundraising remain the annual London fundraising dinner and the annual Grand Draw and internet auctions. Trustee Directors, Dominic Griffith and Hugh van Cutsem and our newly appointed President, Sir Andrew Hay, put a huge amount of effort and support into the organisation of the annual dinner in 2019, which ensured yet another successful event. 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 static during the year. We introduced a new family membership option from January 2019 in direct response to member requests. We continue to investigate further how we can develop and extend our reach and how our marketing and communication initiatives can allow for enhancement in membership numbers and therefore income going forward.

The Training division has had increased income this year; however this area continues to be loss making as we develop our training programmes to ensure we deliver the right curriculum of relevant courses.

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 gains on investments in the year were £53,240. 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.

As at the time of writing this report, the world is attempting to manage the spread of coronavirus. The trustees and senior management are working hard to minimise the impact of these exceptional challenges on the Society and are confident that we will be able to overcome the short term operational difficulties that these challenges present.

Sarah Gubbins, Treasurer



Roe buck by George Trebinski

Group Statement of Financial Activities for the Year Ended 31 December 2019

	Total 2019 £	Total 2018 £
INCOME FROM:		
Donations and Legacies		
Members Subscriptions and Donations	367,159	689,664
Legacies & Specific Donations	58,976	–
Grants and Sponsorship	8,111	9,447
Total Donations and Legacies	434,246	699,111
Other Trading Activities		
Fundraising Events Auctions and Draws	90,728	103,197
Trading Income	83,622	84,125
Total Other Trading Activities	174,350	187,322
Charitable Activities		
Training Income	156,378	137,448
Branch Activities	33,954	32,500
Investment income	10,857	7,984
Total Income	809,785	1,064,365
EXPENDITURE ON:		
Raising Funds		
Direct Costs of Fundraising Events	58,948	67,719
Membership Marketing and Data Management	187,840	102,473
Trading	53,478	53,222
	300,266	223,414
Charitable activities		
Research & Public Education	144,092	144,394
Technical and Advisory	88,197	86,237
Media and Publications	95,021	96,627
Training	174,784	154,406
Other Activities	62,832	65,774
	564,926	547,438
Total Expenditure	865,192	770,852
Net Income/Expenditure	(55,407)	293,513
Other Recognised Gains/(Losses)		
Gains/(Loss) on Investments	53,240	(27,494)
Net Movement in Funds	(2,167)	266,019
BALANCES AT 1 JANUARY 2019	847,839	581,820
BALANCES AT 31 DECEMBER 2019	845,672	847,839

Financial Report 2019

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.

Geoffrey Thomas, 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 27 March 2020. They will be presented for approval of the members at the AGM on 29 October 2020. 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
27 March 2020

Group Balance Sheet as at 31 December 2019

	Group 2019 £	Group 2018 £
FIXED ASSETS		
Tangible Assets	35,982	50,715
INVESTMENTS	564,341	451,081
CURRENT ASSETS		
Stocks	14,516	14,633
Debtors	75,258	75,509
Cash at bank and on hand	330,564	445,270
Total current assets	420,338	535,412
CREDITORS: Amounts falling due within one year	151,708	163,496
NET CURRENT ASSETS	268,630	371,916
TOTAL ASSETS LESS CURRENT LIABILITIES	868,953	873,712
CREDITORS: Amounts falling due after more than one year	23,281	25,873
NET ASSETS	845,672	847,839
Representing:		
INCOME FUNDS		
Restricted Funds	95,443	59,585
Unrestricted Funds:		
Designated Funds	58,497	58,497
General Fund	691,732	729,757
	750,229	788,254
TOTAL FUNDS	845,672	847,839

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 2019.

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 426 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 2019 and comply with the applicable requirements of section 426 of the Companies Act 2006, and the regulations made thereunder.

Geoffrey Thomas, FCA, Fletcher & Partners,
Chartered Accountants and Statutory Auditors
Salisbury, 27 March 2020

ACKNOWLEDGEMENTS

BDS is always extremely grateful to receive donations, grants or legacies from its supporters whose gifts genuinely make a serious contribution to the functioning of the Society and the projects enabled. We would particularly like to thank the following and all others not mentioned here who supported us during 2019:

Legacies

Daphne Collard
RH Peake
CR Wilkinson

Auction Donors

Alan Marshall
Alan Shannahan
Alistair Monkman
Andrew Johnson
Andrew Souter
Andy Pearce
Ardtornish Estate Co Ltd
Arthur Scott
Atholl Estates
BDS HQ
Brett Graham
Buccleuch Woodlands
Calum Campbell
Cathy Mayne
Charles Smith-Jones
Dave Archer
David Davies
David Parry
Dominique Ashford &
 Andrew Kibble
Don Palfrey
Emma Paterson
Eric Rombaut
Glyn Robson
Hal Salvesen
Hugh Nicoll
Hugh van Cutsem
Ian Smales
Jack Cosgrove
Jamie Mash
Jane Forshaw
Jason Pegden
Joanne Potter
John Bruce
John Campbell-Smith
John Thomas
John Thornley
Justin Hillgarth
Justin Prigmore
Kathleen Pharoah
Keith Snow
Kerrie Jackson in Memory of
 Mark Jackson
Kevin Rigler
Margaret Ralph
Mark Godfrey
Mark Nicolson

Mark Rawlings
Mark Toft
Michael Wigan
Mike Bagnowicz
Mike Short & Des Purdy
Morris Charlton
Neil Beeby
Nicholas Wills
Nick Pitts
Opticron
Paul Morgan
Paul Sim
Peter Allan
Phil Morris
Philip Mackenzie
R Macleod & Son of Tain
Reay Forest Estate
Richard Vipond
Robbie Rowantree
Rupert Shaw MBE
Sally Fear
Simon Gibson
Simon Pearson

Sir Michael Strang Steel
South Ayrshire Stalking
Spartan Precision Equipment
Stephen Bishop
The Applecross Trust
The Duke of Grafton
The Earl of Dalhousie
The Marquess of Aberdeen
Thoresby Estate
Tim Maddams
William Mathews Taxidermy

Grants and general donations

A Mathewson
Andrew Hay
Andy Tyding
Arnold Cooke
Ben Rossborough
Brodies LLP
David Lowen
Glyn Ingram

H Idden on behalf of late
 K Dawes
Hearsum Family
Henderson Maired
Hooley A Brass
Jack Rawlings
James Smithells
Mammal Conservation Trust
Michael Strong
Nicholas Lassman
PAG Mackenzie
Rosalyn Hodgson Burgate
 School
Rupert Astley
Sarah Barnes
Shannon Hursey
Simon Carter
Sir John MacTaggart
Thomas McNamee
Timothy Body
Tom Ballard
Trishna Patel
Walkers are Welcome