



2020 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:
Roe buck by George Trebinski

In association with



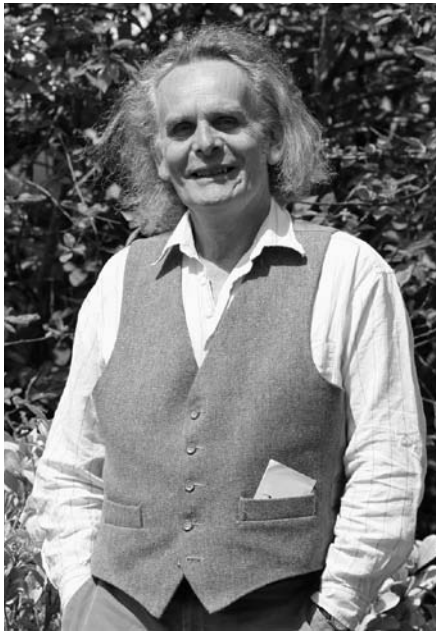
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Sika stag by Charlie Newman

CHAIRMAN'S REPORT



As for so many organisations, and alluded to in last year's Annual review, Covid has necessarily restricted our activities considerably, but we made the decision not to place any staff on furlough and try to use capacity to develop other initiatives for which perhaps we more usually lack the time.

Thus, we continue to develop our education and training, have taken the opportunity to have a thorough review of what we offer both in formal training [DMQ1, DMQ2 and our own advanced Deer Management Course] and what we may offer in Continuing Professional Development. Crucially, we are working hard to modularise much of our training provision and get as much of it available to be accessed online, to increase efficiency and reduce costs; this continues a priority and we will continue to invest. Some of this online provision will be available for passive download [self-teach], while other elements will be presented through online services [such as Zoom] to retain the ability of participants to engage more directly with the tutor – and with other participants. Together with a redevelopment of our website (launched early in 2021) we are confident that this will help us improve our provision and extend our outreach.

In a similar vein, and to increase our ability to engage with members during lockdown and continue to interact with them despite the fact that we have no physical meetings

at HQ or Branch level, we established a regular series of webinars on a wide range of topics, such as a debate on the merits and demerits of alternatives to lead ammunition, a discussion on deer-vehicle collisions, an exploration of the current decline in the venison market and what options are available to try and restore a vibrant venison market and – most recently – an excellent demonstration of venison cookery by the award-winning Game chefs at Celtic Manor Hotel. These webinars continue into 2021.

We have continued to engage with Government and Government Agencies, with (as two examples only) specific input to Scottish Ministers calling for a review of the earliest date where culling of female deer is permitted under General Authorisations, in the light of the latest published scientific evidence, and in response to the England Tree Consultation, a letter to The Defra Minister the Rt Hon George Eustice, highlighting issues likely to arise in deer management requirements, both in the short term and the longer term.

Sadly, the restrictions accompanying Covid-19 have forced us to postpone the survey planned of deer distribution and relative abundance but we hope to resurrect this as soon as possible in 2021. During 2020 we have however continued to support research through other organisations, offering grant aid to Dr Simone Ciuti of University College, Dublin for a study of the effects of human interactions on stress in the fallow deer in the Phoenix Park, to Dr Darren Gröcke, University of Durham for a study using collagen isotope ratios in archaeological samples of roe deer across the UK to evaluate historical changes in forest cover and deforestation, and to Dr Silvia Perez-Espona in the University of Edinburgh as collaborative support for a PhD studentship, to be undertaken by Chris Hirst, exploring the use of genomics to assess seasonal changes in diet to

inform management of woodland roe deer populations in Scotland.

Perhaps most significantly, the Board decided that to assist our development and delivery of the Strategic Plan approved in 2018, we should appoint a Chief Executive Officer. From over 200 applications we finally narrowed things down and were very pleased to appoint David McAuley (formerly CEO of the Trussell Trust) to this role. He took up the post at the beginning of October with energy and enthusiasm and we are absolutely delighted to have him with us to help drive the Society forward. At the same time, our General Manager Sarah Stride, who has led the Fordingbridge team for many years now, has decided to reduce her hours from the beginning of 2021. She will continue to assist David McAuley but will be reducing the number of days she works for the Society. We are enormously grateful to Sarah for the loyalty and commitment she has shown through the time of 52 Trustee Directors and 6 Chairs!

In summary, while, like all organisations in these troubled times we are having to keep a close eye on finances, nevertheless the Society is in good heart and continuing through the efforts of the whole team to deliver our core objectives in promoting research into deer and deer management, disseminating the results of our ever-increasing knowledge amongst our members and through interactions with Government agencies and other non-governmental organisations; promoting best practice in management and remaining a voice for a thriving deer population maintained in balance with their environment.

A handwritten signature in dark ink that reads "Rory Putman".

Professor Rory Putman



Red hinds by Tim Brayford

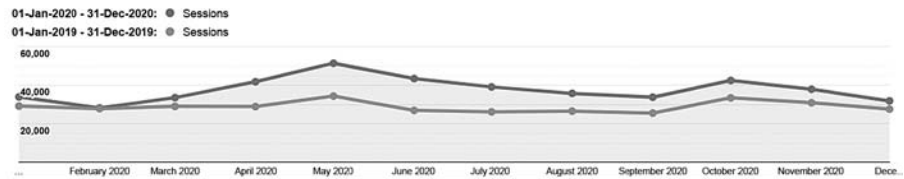
COMMUNICATIONS AND OUTREACH

Social Media

2020 was exceptionally busy, visits to the websites increased by 31% on the previous year from 346,000 to 453,000 with large spikes of demand during April, May, and June.

Many enquiries came in from people noticing more of the wildlife on their doorstep including deer.

Our social media audience increased over the year by 17.5% year on year to a total audience of over 18,500 (combination of Facebook, Twitter, and Instagram). These channels saw increasing enquiries via both post comments and messaging services. As a result, our social media community engagement grew by 178% in 2020.



Deerbytes continued to play an important role with regular communication to over 10,000 members and supporters. Approaching the end of 2020, we updated the look switching focus to more BDS news with a slim down approach.

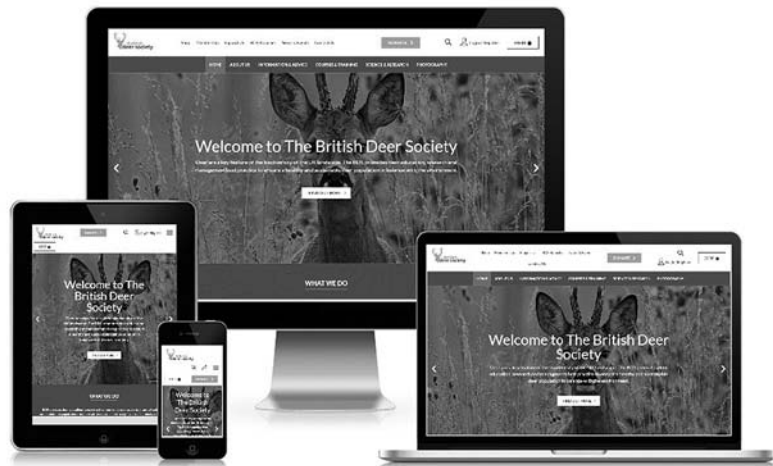
The Deer journal remained the tangible showcase for BDS with material selected to

complement membership whilst attracting a wide ranging environmentally interested audience by covering deer research, deer management and general topics, photography, art, venison cookery and much more. Digital deer is the online medium of selected journal articles aimed to heighten awareness and aid recruitment.

New website

2020 saw us forging ahead with the new website, a major task as this needed to function as information hub, online shop, events and booking portal, resources centre and more. Together with local development partner Enotions, the BDS team worked diligently building an online hub bringing all these elements together.

Phase one of the site was completed for launch early 2021 with exciting developments planned for later in 2021 and beyond.



Webinar: UK Venison Market & its Future

PANEL:

Nick Rout - Professional culler
Glyn Ingram - BDS Deer Officer
Graham Downing - Small scale venison producer
Will Oakley - Game dealer
David Hooton - Forestry Commission Deer Officer (East and East Midlands)



Representatives
together to discuss

WEBINAR: The Debate Over Lead and Copper Ammunition

Webinar panel:

Nick Rout Professional - Stalker
Megan Rowland - Stalker
Andrew Venables - Trainer and Stalker



Hear the panels personal
experiences and get a feel
for where we are currently.

www.bds.org.uk

Webinars

To counter the difficulties of Covid restrictions, we launched a webinar series as a new way to bring events to our members.

Four webinars were produced during the Autumn, three live streamed and all are freely available on our YouTube channel. Challenging topics were tackled including the future of the venison industry, non-lead ammunition and deer vehicle collisions before ending the year with a celebration of venison cookery by Simon Crockford, Executive Chef at the Celtic Collection.

Webinars provide great opportunities to engage with members, other organisations and the public. With the current series receiving over 4,000 views, more are planned for 2021.

Campaigns

BDS ran several key awareness campaigns throughout the year including:

- ▶ **Do Not Disturb** – Abandoned Young Spring Campaign
- ▶ **Deer on The Roads** – Spring Campaign
- ▶ **Deer Abundance and Distribution Surveys**
- ▶ **Wildlife Crime** – Poaching and Dog Attacks
- ▶ **Hazards to Deer** –
 - › Trapped Deer
 - › Fencing and Netting Entanglement
 - › Rubbish and Plastic Pollution.
- ▶ **Watching Deer Safely**
- ▶ **Wildlife Photography Code of Conduct**

▶ **DeerAware Autumn Campaign** – Working with Highways England

With more people exploring local areas and the countryside in 2020, we saw a surge in interest about deer with sighting reports flooding in. However, we also saw a worrying increase in deer disturbance by the public with many simply unaware of the need to keep their distance and their dogs under control. Large volumes of rubbish being left in our beauty spots was also of concern with images of deer eating rubbish in a Royal Park widely shared on social media.

Highways Agency and DeerAware

In Autumn 2020 we worked with Highways England to promote DeerAware. As part

of the campaign, we reached out to both national and local media with several radio interviews across the country. As one of the webinar topics, it involved Highways England, The Police, Animal Rescue, Research and Humane Animal Dispatch.

Photography

An increasing number of enthusiastic photographers are submitting images to our social media pages and entering stunning images in our annual members' competition. Many of these are showcased on our website gallery pages and a selection regularly used for the Annual Review, our calendars, publications and for marketing purposes. A warm thank you to all our generous contributors for some spectacular images.

VIRTUAL COLLABORATION

2020 was definitely the year of Zoom, Microsoft Teams, Skype and Facetime! Meetings proved simpler to organise and more cost effective but were also hampered on occasion by missing furloughed participants. Nevertheless, it pointed the way for future collaborative working, shared events and consultations which continued to play a vital BDS role during 2020.

In Scotland, Trustee Director/ BDS Scottish Council Chairman John Bruce participated variously in meetings of Scottish Government's Habitats and Landscapes Division, Cross Party Animal Welfare Committee, Wild Deer Best Practice steering groups, Moorland Management Best Practice work groups, Partnership Against Wildlife Crime and many other events external and internal.

Specific input was given to Scottish Ministers calling for a review of the earliest date where culling of female deer is permitted under General Authorisations. Contribution was also given to the Food Standards Authority, Scotland regarding the Preparation of new Scottish Wild Game Meat handling advice.

Northern Ireland also suffered from Covid restrictions and the inevitable mass cancellation of events that followed but the

branch did manage carefully orchestrated range practice days when restrictions eased during the summer months and included a joint event with BASC.

In England and Wales at the start of the year, NE England branch, supported by headquarters, hosted the first and last of the year's actual national events, a knowledge sharing and networking opportunity in the shape of a successful muntjac symposium which brought together numerous interested organisations and parties.

The demise of Deer Initiative Limited saw BDS take over the secretariat of the Deer Initiative(DI) Partners to facilitate its continuation, which resulted in virtual

meetings with 22 organisations participating on zoom to determine the DI future modus operandi and direction.

The Society was also represented variously at the National Wildlife Crime Enforcers Conference, Poaching Priority group and the Countryside Forum where the new Environmental Land Management Schemes (ELMS) were considered. BDS also contributed during the year to The Wild Venison Working Group, the Food Standards Agency's (FSA) consultation on the Revision of the Guidance for the Supply of Wild Game for Human Consumption, The Value of Shooting group, the England Tree Strategy consultation and the Home Office Consultation on Firearms Safety.



Fallow bucks by George Trebinski

TRAINING AND TECHNICAL

A strange year, when just as our key period of country shows and training courses was about to start, Covid-19 emerged with its restrictions and uncertainty that followed.

Large numbers of courses and events were postponed initially and then cancelled, causing significant additional administration and lost income. We received substantial volumes of enquiries surrounding deer management work relating to lockdown and with cross-border variations plus a lack of clear official guidelines, we consulted with others and formulated cautious guidance for stalkers.

The hospitality industry closure damaged an already fragile venison industry with many stalkers turning away from traditional carcass outlets towards home butchery and private sales. BDS assisted enquirers with guidance to ensure they could accomplish this within the correct legal framework. One of the positives to emerge was the exposure of venison to a range of new customers and the promotion of local consumption.

BDS participated in the newly formed Wild Venison Working Group (WVWG) with representation and investment from across

the sector commissioning a scoping study in Autumn 2020 to look at wild venison markets, stakeholder views on future supply, and current and future market potential.

Time that would have more usually been spent by the training team out and about was focused on the development of new short courses and eLearning initiatives and on reviewing and enhancing the already high standard of our resources and presentations.

BDS Head of Training Chris Brooks left the Society in late summer and was replaced by Nick Rout as Head of the BDS Assessment Centre. Standardisation and refresher training was held for all existing assessors and several new individuals recruited to the training team underwent training for Level 3 Assessment and the OneFile system. New potential online platforms for training delivery were explored.

Following negotiations, we were delighted to announce a new sponsorship agreement with the Blaser group which will see the BDS Training Team using Mauser, Sauer and Blaser rifles along with Blaser and Minox optics on future courses and stalking schemes.

On the technical front general enquiries poured in about varied topics: invasive alien species legislation and releasing muntjac, deer in unusual places, Deer Vehicle Collisions and signage, dog attacks on deer, Doctors fees for FAC renewals, planning applications

and projects with a deer presence, deer numbers and distribution, deer in gardens (trapped, injured, what to feed, damage prevention etc), colours variations – white and skewbald, deer image identification.

We were contacted by the press giving interviews to many including: Deer on roads (BBC Radio Devon interview, Effects of coronavirus on deer numbers (The Economist), Culling and the venison market (The Observer/Guardian), Reindeer (CBBC facts for Christmas programme), Swimming roe rescued by fisherman (BBC news), Muntjac (interpretation of film clips for BBC Springwatch), Poaching with dogs (BBC), Deer trends and issues (The Times), Urban roe deer (BBC Radio Berkshire radio interview).

BDS contributed to national panels and consultations on a variety of issues including the use of non-lead ammunition, Food Standards Agency's (FSA) consultation on the Revision of the Guidance for the Supply of Wild Game for Human Consumption, The Value of Shooting, Government consultations and the use of non-lead ammunition.

We were also approached for further help and advice including about removal of deer from building site projects, locations for deer filming, information about ticks and Lyme disease, winter mortality in Scottish deer and lynx rewilding... a ceaseless stream of requests.



Young roe buck pursued by a territorial buck by Ron Perkins

RESEARCH

Restrictions including periods of lockdown, travel limitations and furloughed staff hampered the progress of several research projects. However, work continued where possible on BDS sponsored work.

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

The project is aiming to identify functional DR and DQ genes within the class II region of the Major Histocompatibility Complex (MHC) of Scottish red deer (*Cervus elaphus*). Substantial delays were experienced due to lack of access to the laboratories which indicate that work will continue in 2021. Completing the objective will generate outcomes, being the first time that these genes are characterised in red deer.

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 project aims to contribute towards sustainable resource management by improving understanding of how deer interact with their environment. The main funding for this project was provided under a Welsh Government initiative [Kess2 Wales] with BDS support. Some significant work was completed during the year but delivery of the final report delayed to mid-2021.

Using camera traps to quantify the effect of deer on woodland restoration – Dr Elisa Fuentes-Montemayor, University of Stirling

28 woodland sites were surveyed in Scotland over the camera trapping 2019–2020 field season, providing a total of 130 days of intermittent surveying and 45,871 images recorded covering 14+ species of mammal (including roe and red deer). Data collection will continue in 2021 once travel restrictions allow re-starting of fieldwork.

Artificial feeding of wild fallow deer (*Dama dama*) in Phoenix Park: causes, effects, and solutions – Dr Simone Cuiti, Assistant

Professor of Wildlife Biology, University College Dublin. This project was able to



Fallow bucks by George Trebinski

progress as planned despite workplace complications imposed by Covid. Deer faecal samples were shipped to Vienna for steroid analysis as scheduled.

The use of genomics to inform management of woodland roe deer populations in Scotland – Christopher Hirst, The Royal (Dick) School of Veterinary Studies, The University of Edinburgh

This new project saw BDS giving support to a CASE studentship for PhD candidate Chris Hirst and began during 2020. Working with collaborative estates, good progress was able to be made with the student working on a review paper for submission early summer 2021.

To develop technologies for Unmanned Aerial Vehicles (UAV)s to census deer – Justin Baxter, Sentinel Unmanned

BDS provided sanction to this study and supported with input in kind by helping to secure appropriate test sites to calibrate and trial the equipment under development.

Sentinel Unmanned, with partners, were recently successful in receiving a major grant from the Scottish Government to continue to develop drones and Artificial Intelligence systems to census deer populations and survey environmental impacts.

Holocene record of deforestation using collagen isotope ratios in roe deer from the UK – Darren Gröcke, Department of Earth Sciences, University of Durham

This study will use collagen isotope ratios in archaeological samples of roe deer across the UK to evaluate historical changes in forest cover and deforestation. Deer have been ubiquitous in rural UK for the last 10,000 years alongside human expansion and development. Of particular interest is the change from a hunter-gatherer lifestyle during the Mesolithic to one that developed agricultural practices and reliance in the Neolithic. Concurring with this was the start of deforestation in the UK and subsequently a major change in the environment for the ecology of deer species. The impact of Holocene human development on deer ecology is poorly understood. Constructing a geospatial-chronological record of roe deer collagen carbon, nitrogen and sulphur isotopes from the Mesolithic to Present (Anthropocene) will enable us to reconstruct the changes in soil health and hence, deforestation patterns.

BDS deer distribution and abundance survey

Extreme difficulties were encountered due to Covid restrictions and intended abundance survey Spring walks were cancelled with Autumn walks then only able to be completed by around 100 volunteers. Consequently, any more meaningful work has been postponed until 2021 with further work dependent on future possible restrictions.

ORGANISATION AND 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 Lord Andrew Hay

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:

Chief Executive Officer David McAuley
(from October 2020)

General Manager Sarah Stride

P/A, Sales Administrator Helen Sims

Head of Training Development Chris Brooks
(until September 2020)

Deer Officer Glyn Ingram

Training Coordinator Dawn Cope

Finance Officer Phillip Rosslee

Membership Coordinator Annie Nadin

Marketing Manager Laura McMahon

Fellows:

Raymond Chaplin BSc, MIBiol, FZS

Norma Chapman

Mark Hatt-Cook, OBE, RD

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 Bt, CBE

John Thomas MBA, TD

Tony Waterson

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

HOW WE WORK

The Board meets at least four times a year, more usually face-to-face although 2020 resulted in all virtual meetings. Considerable work continues between main board events using virtual meetings and email. The Board is supported by a number of sub-board groups with responsibilities for Finance, Policy, Science and Research, Education, Communications, and Training. 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 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 in 2020

External world circumstances resulted in a shift of priorities with a forced move to remote working and virtual meetings. Focus switched to ensuring the Society remained in steady state whilst placing major emphasis on the digital platform development, programme content and virtual communication to improve outreach, education, training and fundraising.

Plans for future periods:

As we approach the mid-point of our 5-year strategic plan, 2021 will be a period of reflection and review. We expect the external pressures caused by the pandemic to

continue into 2022, and we understand that our strategic objectives set out in 2018 will continue to be affected. To ensure we deliver on as many 2018–2023 strategic outcomes as possible, we intend to continue investment to update and improve our digital systems and move as much of our training, fundraising, member services and outreach on to these new platforms.

The CEO will be working with the board of trustees and senior management team to improve all areas of the Society, ensuring we are in the best possible position to move forward once the pandemic restrictions are lifted. Like many organisations, the BDS has used the situation caused by COVID-19 to focus on new ways of communicating and working. Part of the 2021 review will look at some of our new working practices brought about by Government lockdowns, with a view to adopting these into the strategic plan: saving on commute times, improving flexible working, and improving our carbon footprint.

NEW CHIEF EXECUTIVE OFFICER AT BDS



Following an in-depth search, analysis and interview process, the BDS board was delighted to appoint David McAuley as the new Chief Executive for the Society in Autumn 2020. David is a highly experienced executive with a strong track record in the private and charitable sectors, probably best known for his ten years of leadership at the Trussell Trust, now the UK's largest anti-poverty and food bank social franchise. David joined the Society in October to support the chairman and board, with primary focus on driving the Society forward through fundraising and continuing delivery of the Strategic Plan.

FUNDRAISING

Fundraising is crucial to the Society to be able to continue delivering the BDS Strategic Plan. In 2020 events were severely curtailed and fundraising suffered with no annual London Dinner or any show events which are pivotal to success.

Our annual summer internet auction was postponed in the realisation that there would be a question mark over the ability to take up some of the lots on offer and so a smaller event was run later in the Autumn with a selection of countryside lots including fishing, stalking, shooting, equipment and accessories, holiday accommodation, food, wine, artworks and books which with Gift Aid made over £23,000. The BDS Chairman and President both made direct appeals to the membership for funding during the year and a number of small and very welcome donations were received through the online portal.

BDS is unbelievably grateful to all its generous members and supporters who donated in whatever way to the Society during a very difficult year.

Gift Aid

The Society is able to increase the contribution to its funds annually through Gift Aid. In 2020 this amounted to £60,245 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

other donations made by that member. So every donation to BDS becomes even more valuable.

Gifts in Wills

The simple and generous act of remembering BDS in your will could enable us to engage in more research, more training and increase our educational reach, helping to ensure a healthy and sustainable future for our deer population.

2020 Awards

Announcements of Society awards were belatedly made at a postponed virtual Society AGM in October with a subsequent new category of Volunteer Award instigated and awarded later in the year:

- **The Jim Taylor Page Trophy** – awarded to Bob Holmes, Yorkshire Branch
- **BDS Volunteer Award** – awarded to Bob Jarratt, North West England Branch
- **BDS Photographer of the Year** – awarded to Ron Perkins

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.



BLASER

At the last AGM we announced exciting news about a new sponsorship agreement with the Blaser group which will see training team members using Mauser, Sauer and Blaser rifles in future on some of our courses along with optics and Minox trail cameras. Blaser's own range of clothes and accessories will also form part of the package.



Sika hind by George Trebinski

FINANCIAL REPORT

Financial Review for the Year ended 31 December 2020

The 2020 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.

The COVID-19 pandemic has had a profound impact on the pursuits of the Society since it took hold in the UK in March 2020, causing the immediate cessation of all face to face activity including on the ground membership recruitment, fundraising events, physical volunteering activity and cancellation of our training programme.

The effects of COVID-19 have therefore impacted considerably on our 2020 results, although the huge efforts of our staff team coupled with the generous support of our members, donors and partners has enabled us to cope with many of the challenges presented and ensure our ongoing financial stability.

We are working hard to find ways to safely reintroduce face-to-face engagement and fundraising activity again soon. We know that COVID-19 will also bring long-lasting changes to the ways in which both ourselves and many of our partners work. We are working hard to adapt the Society and build our resilience to ensure against future adverse events. We have also been developing alternative approaches to how we might achieve some of our objectives, taking advantage of digital opportunities and challenging ourselves to be innovative and forward thinking to ensure the longer-term financial health of the Society.

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

Sales and Services recorded a breakeven result and reached a turnover of £93,560. Sales and Services contributed over £25,000 to the overheads of the Society so this continues as an essential component in our overall mix of activities. It is encouraging to see that turnover has risen during this demanding year and I would like to thank all members who buy goods from the Society through our website. Please do continue to use this resource for all training and other related purchases as we face ever increasing



Muntjac buck by Deb Heath

competition however, we do believe it is crucial we continue to offer this facility to our members.

Charity – The British Deer Society

Lockdowns and social distancing regulations have made life harder for all charities and this has been an extremely difficult year for the Society with these measures having a serious impact on our income generating activities. The cancellation of training programmes and fundraising events has had a negative financial impact, in that we have lost their contribution to overheads. Membership income did not suffer to the same extent and we were able to run some training sessions in the summer and ran a small online auction in November for which we are grateful for the support from all our members, however despite this, our total income for 2020 was down.

The Board and staff have been working hard to minimise the impact of these exceptional challenges on the Society and we are confident that we will be able to overcome the short-term operational difficulties that these challenges present and move to a more financially sustainable operation.

As we have only a small team of staff, we took the decision not to use the government furlough schemes and therefore remain in a position to maintain a continued high level of advice and a forum for our members throughout the year. We were also able to move forward with our strategic objectives with the recruitment of a CEO from October. We have also taken the opportunity to work on adapting our delivery method and improving and enhancing our

digital offerings, however digital is not a replacement for face to face delivery and has its own drawbacks.

The 2020 results were also impacted by a charge for discontinued operations in relation to the provision of insurance services. A strategic decision was taken that the Society would no longer make available a third-party liability insurance policy for members' private personal country sports activities including stalking. Due to significantly increasing costs, it concluded this was no longer practical or beneficial to provide this service and it was agreed that all future effort should be focused clearly on our core objectives. We would like to thank all our members who have previously supported us in purchasing this product and we do appreciate the inconvenience the withdrawal of this product may cause.

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 £65,147 offset by realised losses of £23,907 in the year as the portfolio was rebalanced. Our Investments are monitored regularly and the relevant risks considered by the Board as and when necessary.

Growing needs, changing working practices and stretched funding are taking their toll on well-being and I would like to record my sincere thanks and appreciation to all the Society's staff who have significantly contributed in maintaining our position in what have been extraordinary times.

Sarah Gubbins, Treasurer

Group Statement of Financial Activities for the Year Ended 31 December 2020

	Total 2020 £	Total 2019 £
INCOME FROM:		
Donations and Legacies		
Members Subscriptions and Donations	390,746	367,159
Legacies & Specific Donations	1,949	58,976
Grants and Sponsorship	5,555	8,111
Total Donations and Legacies	398,250	434,246
Other Trading Activities		
Fundraising	23,965	90,728
Trading Income	93,560	83,622
Total Other Trading Activities	117,525	174,350
Charitable Activities		
Training Income	76,716	156,378
Branch Activities	7,029	33,954
Investment income	12,645	10,857
Total Income	612,165	809,785
EXPENDITURE ON:		
Raising Funds		
Direct Costs of Fundraising Events	43,095	58,948
Membership Marketing and Data Management	146,188	187,840
Trading	73,968	53,478
	263,251	300,266
Charitable activities		
Research & Public Education	111,560	144,092
Technical and Advisory	87,403	88,197
Media and Publications	109,065	95,021
Training	118,207	174,784
Other Activities	37,704	62,832
	463,939	564,926
Total Expenditure	727,190	865,192
Net Income/Expenditure	(115,025)	(55,407)
Other Recognised Gains/(Losses)		
Unrealised Gains/(Loss) on Investments	65,147	53,240
Realised Gains/(Loss) on Investments	(23,907)	-
Net Movement in Funds	(73,785)	(2,167)
BALANCES AT 1 JANUARY 2020	845,672	847,839
BALANCES AT 31 DECEMBER 2020	771,887	845,672

Financial Report 2021

These Summarised Accounts are an extract from, and are consistent with, the Statutory Accounts but may not contain sufficient information to allow for a full understanding of the financial affairs of the Society.

James Fletcher, FCA, has given an unqualified Independent Examiner's Report on the full Statutory Accounts, which were approved by the Directors (who also act as trustees for the charitable activities of the British Deer Society) on 26 March 2021. They will be presented for approval of the members at the AGM on 16 May 2021. The full Statutory Accounts have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102).

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 2021

Group Balance Sheet as at 31 December 2020

	Group 2020 £	Group 2019 £
FIXED ASSETS		
Tangible Assets	42,377	35,982
INVESTMENTS	617,868	564,341
CURRENT ASSETS		
Stocks	9,556	14,516
Debtors	52,980	75,258
Cash at bank and on hand	242,830	330,564
Total current assets	305,366	420,338
CREDITORS: Amounts falling due within one year	178,391	151,708
NET CURRENT ASSETS	126,975	268,630
TOTAL ASSETS LESS CURRENT LIABILITIES	787,220	868,953
CREDITORS: Amounts falling due after more than one year	15,333	23,281
NET ASSETS	771,887	845,672
Representing:		
INCOME FUNDS		
Restricted Funds	82,594	95,443
Unrestricted Funds:		
Designated Funds	58,497	58,497
General Fund	630,796	691,732
	689,293	750,229
TOTAL FUNDS	771,887	845,672

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 2020.

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 2020 and comply with the applicable requirements of section 426 of the Companies Act 2006, and the regulations made thereunder.

James Fletcher, FCA, Fletcher & Partners,
Chartered Accountants and Statutory Auditors
Salisbury, 26 March 2021

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 specifically mentioned here who supported us during 2020:

Auction Donors

Alan Marshall
Alan Shannahan
Alistair Monkman
Andrew Bruce Wootton
Andrew Cook
Andrew Johnson
Andrew Souter
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William Mathews

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