

Explanatory Note:

For sometime we have been undertaking a detailed and careful review of the governance of the East of England Agricultural Society and its subsidiary, East of England Showground Services Limited. That review has now resulted in proposals for the adoption of new Articles of Association for both companies. Those new Articles have clear objectives, namely:-

- To reflect good modern practice.
- To achieve effective and accountable development and delivery of strategy.
- To achieve control of budgets and satisfactory financial performance.
- To encourage member participation.
- To achieve clear lines of management and reporting with accountable and auditable outcomes.

The Council of the Society hopes that at the EGM to be held on 20th October 2011, members will vote in favour of these proposals. The Society would very much like to improve its communication flow with members. However, as you may appreciate with over three thousand members this is a costly exercise if undertaken by post. You will see from the notice convening the EGM and the draft new Articles of Association that we are looking to move towards using electronic communications wherever possible. It would be very much appreciated if you would take a few moments to email us with your preferred email address, putting in the subject matter "electronic communications" and we will record your email as your authority to communicate with you electronically going forward. Our email address for this is info@eastofengland.org.uk. We do appreciate that some members prefer to receive notices by post and this will continue where we do not have an email address recorded. However, supporting documents and information will only be available via our website and details as to how to access that website will always be given in any written notice. We do hope that you will take advantage of the opportunity to improve the communication flow and save the Society a considerable amount of money in the process."

David Ralley-Davies
Interim secretary