

Financial statements

East of England Agricultural Society (A Company Limited by Guarantee)

For the year ended 31 October 2016



Company No. 1589922

Registered Charity No. 283564

Company information

Constitution:	East of England Agricultural Society is a company limited by guarantee and a charity governed by its Memorandum and Articles of Association, incorporated on 7 October 1981, with the last amendment on 19 March 2012
Charity registration number:	283564
Company registration number:	1589922
Registered office:	East of England Showground Peterborough PE2 6XE Email: info@eastofengland.org.uk Web: www.eastofengland.org.uk
Directors:	T B W Beazley Chairman N P Rome Vice-Chairman R W Dalglish G J Dodgson B M J Harris J R Parrish J S G Paton M R Redfearn C D Reynolds A H Riddington
Auditors:	BDO LLP 2 City Place Beehive Ring Road Gatwick West Sussex RH6 0PA
Solicitors:	Field Fisher LLP Riverbank House 2 Swan Lane London EC4R 3TT
Bankers:	Barclays Bank plc Peterborough Business Centre PO Box 294 Peterborough PE1 1EZ

Company information

**Investment
advisors:**

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Report of the Trustees

To: The President, Members and Supporters

The Directors, who are also the Trustees of the Charitable Company, have pleasure in presenting the Annual Report of the Board on the activities of the Society, together with the financial statements for the year ended 31 October 2016.

1. Trustees' report

The objects for which the Society is established are:

- 1.1 To promote agriculture and to such end generally to improve it in all its branches and to encourage skill and industry in it and in all trades, crafts and professions connected with it.
- 1.2 To promote industry in general.
- 1.3 To hold in pursuance of its main objectives an annual agricultural show if the Trustees deem it appropriate.

2. Review of activities

The Society has six key activities, namely:

- 2.1 organising an extensive series of children's educational events including a whole day 'Food and Farming' day
- 2.2 managing the Marshal Papworth scholarship scheme for students from developing countries that funds their studies in the UK
- 2.3 organising the Peterborough Royal Foxhound Show and the Festival of Hunting.
- 2.4 organise and manage the East of England Smithfield Festival, one of the leading livestock events in the UK
- 2.5 managing the East of England Showground and Peterborough Arena and, through the trading subsidiary, East of England Showground Services Limited, to raise funds for the Society
- 2.6 charitable activities, including educational and promotional activities to further the prospects and understanding of agriculture and the countryside

3. Directors, management, organisational structure and decision making

The directors who served during the year are set out below.

T B W Beazley – Chairman
N P Rome – Vice Chairman (appointed 9 June 2016)
R W Dalglish
G J Dodgson
B M J Harris
M R Holland (resigned 22 March 2016)
J R Parrish

Report of the Trustees

J S G Paton
M R Redfearn (appointed 9 June 2016)
C D Reynolds
A H Riddington

Mr Thomas Beazley was elected as Chairman of both the Council and the Society Board on 22 March 2016.

Mrs Isabelle Wheat was elected by Council to be their non-voting observer on the Society Board on 22 March 2016.

Members appoint Council. Council appoints the Society's Board which in turn appoints the Board members of the subsidiary, East of England Showground Services Limited, (Showground Services Ltd), Board. Each Board is supported by professional executives. The CEO and the Finance Director attend all Society Board meetings and both the CEO and Finance Director are also members of the Showground Services Ltd Board. Senior managers of both companies meet to ensure appropriate interaction. Some use of electronic decision making is made to speed up the process where appropriate and to support regular board meetings. Boards are further supported by committees to which certain functions are delegated.

Under article 15.6 of the Articles of Association Messrs T B W Beazley and A H Riddington retire by rotation and will offer themselves for re-election at the Annual General Meeting.

Key management personnel:

Senior managers for the Society:
Chief Executive Officer J E Staples
Finance Director H R Q Arnold

Senior managers for Showground Services Ltd:
Managing Director K P Dalton (resigned 1 May 2016)
General Manager J P Lunn (appointed 1 November 2016)

3.1 Remuneration and pay of staff

Remuneration for all employees of the Society and Showground Services Ltd is the responsibility of the CEO. Salaries and hourly pay rates are reviewed by the CEO annually in January. The approval of any changes in remuneration requires approval by the Board of Trustees and the Showground Services Ltd Board respectively. Remuneration must be reflected by the financial objectives set out in the annual budget.

The audit committee, in conjunction with the Society Chairman and Board of Trustees, approve the remuneration for all executive directors, nonexecutive directors and senior management, including bonuses and additional payments, pension rights and any compensation payments.

4. Tangible assets and investments

The Directors wish to draw attention to the fact that the market value of the freehold land substantially exceeds net book value. The value of unlisted investments shown at cost is at least equivalent thereto. The value of listed investments is shown at "bid" value.

Report of the Trustees

Fund managers have been set targets by the Society's Investment Committee to sustain investment fund growth using a medium risk investment strategy and generating a total return of 5% above RPI net of fees over the medium to long term.

Over the year the gain from financial investments averaged 9.6%, with income yields of 2.9% overall. The performance of each portfolio is subject to rigorous and regular review. Investments are valued on a quarterly basis and the performance is subject to an annual report and discussion with each investment advisor.

5. Reserves policy

As a result of selling development land on the fringes of the showground the Society has accumulated appreciable reserves. A proportion of the capital proceeds has been reinvested in long term improvements to the showground which are not realisable separately from the underlying property. Aside from capital receipts arising from land sales, the Society's expenditure has exceeded its normal level of income for a considerable number of years. Consequently the Directors consider it prudent to retain a portfolio of financial assets which acts as a source of funds to provide resources to achieve the charitable objectives.

There is also a separate designated reserve within unrestricted funds that has been established to ensure that funds are available to meet refurbishment costs of the 'Arena' building some years into the future. This reserve is currently at £702k.

The Directors have considered that reserve levels to support 4 years of expenditure exceeding income would require a reserve level of £3,000k. The total reserve level, including the refurbishment of the 'Arena' building, equates to £3,702k. The current level of unrestricted reserves are made up by the financial investments and the net current assets. These are £7,242k. The excess reserves are invested as part of the financial investment portfolio to provide additional investment income to help reduce the annual deficit. The Directors are actively seeking to reduce the present level of annual charity deficits to ensure a long term sustainable future for the Society.

6. Membership services

During the year, membership income continued to reduce from £13,970 to £12,736. Members of the Society are eligible for complimentary entry to a number of the Society / Showground Services Ltd events including the Smithfield Festival, Equifest, Championship Dog Show, Festival of Hunting and the Autumn Food and Country Fair.

In addition, the Society has negotiated discounts for members attending agricultural events run by third parties.

Members are encouraged to participate in devising, organising and helping run events. Several committees exist (as set out on page 40) to facilitate this. An Agricultural Steering Committee was formed to review the agricultural content of both the Society's events and third party events on the Showground. This committee has not met throughout the last year and instead their role has been passed to the Cultiv8 Group. Cultiv8 was formed in 2015 and has grown substantially to encourage young agricultural people in both farming and agri-businesses to become involved in the Society. This has been particularly successful over the last 12 months.

Report of the Trustees

7. Governance

The Council met three times during the calendar year. The Directors, who are also the Trustees met on a bi-monthly basis throughout the year. The CEO attends all Board meetings and reports back to the Trustees on major strategic issues. Two of the Trustees are also Directors of Showground Services Ltd to ensure effective communication between the trading subsidiary and the Society.

All new Trustees go through an induction process to ensure that they are aware of their responsibilities as Trustees. There is regular training for all Trustees on the roles of Trustees.

The Chairman and one other Non-Executive Director of Showground Services Ltd resigned in January 2016. A new Chairman has been appointed. The new Chairman has extensive and relevant experience within the events and hospitality industry and is remitted to help develop Showground Services Ltd. A further non-exec director has been appointed with relevant experience to assist with the proposed development and upgrade of the existing facilities.

Work has been ongoing throughout the year in agreeing the Terms of Reference for Showground Services Ltd and its relationship with the Society to ensure that there are clearly defined roles for the two organisations and the relationship between each other.

8. Statement of Directors responsibilities

The Trustees are responsible for preparing the Strategic Report, the Report of the Trustees, and the financial statements in accordance with applicable law and regulations.

Company law requires the Trustees to prepare financial statements for each financial year in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and applicable law). Under company law the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the charity and of the incoming resources and application of resources, including the income and expenditure, of the charity for that period.

In preparing these financial statements, the Trustees are required to:

- 8.1 select suitable accounting policies and then apply them consistently
- 8.3 make judgements and estimates that are reasonable and prudent
- 8.4 state whether applicable accounting standards have been followed, subject to any material departures disclosed and explained in the financial statements
- 8.5 prepare the financial statements on the going concern basis unless it is inappropriate to presume that the charitable group will continue in business

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the charity's transactions and disclose with reasonable accuracy at any time the financial position of the charity and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the charity and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

In so far as each of the Trustees is aware:

- there is no relevant audit information of which the charitable company's auditors are unaware; and
- the Trustees have taken all steps that they ought to have taken to make themselves aware of any relevant audit information and to establish that the auditors are aware of that information

Report of the Trustees

The Trustees are responsible for the maintenance and integrity of the corporate and financial information included on the charitable company's website. Legislation in the United Kingdom governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

9. Indemnity insurance

The Society has taken out an insurance policy on the following terms:

- 9.1 Cover for the Directors and Officers of the governing body of the East of England Agricultural Society and of its subsidiary for claims made against them alleging any wrongful act.
- 9.2 Cover for the Charity for claims made against the insured persons alleging any wrongful acts. This provides cover where the Charity shall be required or permitted to indemnify the Society's individuals.
- 9.3 Cover for the Charity against loss arising by reason of any wrongful acts committed by Society individuals or the employees in the course of any professional services rendered or which should have been rendered. As such, the definition of employee includes any person under a contract of service or apprenticeship with the Charity, any volunteer working for the Charity or any person who is being trained by the Charity.

10. Stewards and volunteers

Each year the Society relies on many volunteers who serve on committees to help plan and deliver the shows, events and other Society activities. Their work is unpaid, and they create the unique character and happy atmosphere of many activities. The Society is grateful for the input and welcomes offers of assistance from any interested individuals.

11. Public benefit

The Directors have considered the Charity Commission's guidance on public benefit and are confident that the Society's objectives are being delivered. The following are good examples of the Society's work that benefit the public:

- 11.1 Improving awareness of the link between food, farming and the countryside through funding initiatives such as the Kids Country programme, Schools Food Challenge, Livestock classes and Country Sports displays. Additional work is being undertaken with local agricultural colleges to assist with the development of both agriculture and livestock.
- 11.2 Promoting a better awareness of local food through our Food Direct From The Farm initiative. Showground Services have relaunched this initiative through 'Farmers Kitchen'. This has been well received by both our Members and visitors to the Showground.
- 11.3 Offering scholarships that fund study in the UK for overseas students.
- 11.4 The Society agreed to sponsor two Cultiv8 Members to attend the Royal Agricultural Society of the Commonwealth, the Next Generation Conference in Singapore. These young Members of the Society will be presenting to both the Cultiv8 Members and Members of the Society's Council to report on their experience and lessons learnt as a result of receiving this award.

Report of the Trustees

- 11.5 Encourage members of the public to attend a number of events on the Showground including, Just Dogs Live, Autumn Show, Equifest.

12. Related parties

The Society has one wholly owned subsidiary company, East of England Showground Services Ltd, known as Showground Services Ltd.

Showground Services Ltd, is asked to undertake the day to day commercial activities and to utilise the resources of the showground, as agreed by the Society. These activities include hosting events, providing hospitality and running events on behalf of the Society. The Society receives by covenant the subsidiary's net income under a qualifying charitable donation.

13. Auditors

The Society's Auditors, BDO LLP, have indicated their willingness to continue as Auditors and a resolution to reappoint them under the provisions of Section 489 of the Companies Act 2006 will be proposed at the Annual General Meeting.

The Report of the Trustees was approved on

On behalf of the Trustees

T B W Beazley
CHAIRMAN

Strategic Report

1. Events and achievements

The Society continued to run a number of events including the Kids Country programme, the Peterborough Royal Foxhound Show, the Festival of Hunting and the East of England Smithfield Festival; Showground Services Ltd ran, on behalf of the Society, the Championship Dog Show, Equifest and the Autumn Food and Country Fair. There is increasing participation of our Cultiv8 members to help and steward at a number of these events. In addition, Cultiv8 held 6 events for its growing membership as well as being present at the Shuttleworth Lecture, Farm Walk and Farming Conference.

1.1 Kids Country 'Food and Farming Day'

Since we launched our Kids Country Programme in December 2012 with our first major Food and Farming Day in 2013 we have rapidly become one of the leading agricultural societies delivering children's education within the country. The programme helps us educate children about the countryside, rural life and where their food comes from. We are very grateful to be sponsored by Tesco's Eat Happy Project that has really raised the profile of the Society's Kids Country Programme in 2016.

On the first Friday in July over 5,200 children from schools across the Eastern Region came together for our fourth annual Kids Country Food and Farming Day compared to 5,500 children in 2015. We are very grateful to the 100 leading agricultural organisations including Albert Bartlett and New Holland, Weetabix for attending this year's event and providing first class demonstrations for our visitors. The feedback from the schools has been tremendous. The engagement between supporting organisations and the children raises the awareness of where our food comes from.

The Kids Country Team is busy behind the scenes preparing for the 2017 programme of events. The success of last year's January Breakfast Week is again being run and expanded. This is held on behalf of the arable farmers who grow crops such as wheat, barley and oats.

The purpose is to raise awareness of the benefits of a healthy breakfast and demonstrates the wealth of breakfast produce available. We encourage children to think about where breakfast foods come from and support the cereal farmers who produce it.

The team will be cooking bacon sandwiches and making porridge for over 700 children plus incorporating taking a tractor into the schools.

The Society is looking to increase its engagement with schools and educators with an expectation to expand the attendance at the Food and Farming Day to 7,000 children and to increase the number of schools involved with 'Breakfast Week'.

1.2 Festival of Hunting

The 2016 Festival of Hunting proved a resounding success. Using the same location on the showground as the previous year, it was boosted by an increase in high quality trade stands. The day was very well received by visitors, trade-stands and exhibitors alike. We were very fortunate to have sponsorship from Lycetts Insurance who, following the Vice President's lunch, hosted an 'end of event' reception in the Hunt Marquee for over 300 people.

Work over previous years allowed us to substantially upgrade the quality of our trade-stands and the site was at full capacity. The event is beginning to become a flagship social event for Society Members.

The Festival of Hunting also featured showing classes for Harriers, Beagles, Bassets, Fell, Drag and Blood Hounds with coursing supporters having a strong presence in the Hunting Dogs classes together with a very much enlarged and competitive Terrier class.

Strategic Report

The equine classes for the event had a record number of competitors for the Interhunt Relay together with a full range of Ridden Hunters and Working Hunter competitions throughout the day.

We carried out an extensive social media and marketing campaign which increased visitor numbers.

The Society is looking to build this event further for 2017. By increasing the number of paying visitors we aim to reduce the cost to the Society. The Fitzwilliam family were very generous to the Society when the showground moved to its present site and have agreed to administer the Peterborough Royal Foxhound Society Show as part of the Festival of Hunting. This relationship is very important to the Society, but as a charity, the Society cannot subsidise the event.

1.3 East of England Smithfield Festival 2015

The Society hosted its ninth East of England Smithfield Festival for prime stock cattle and sheep but relocated the event into the recently refurbished Pavilion Building which allowed the cattle sheds to house the cattle throughout the event.

Work was done to increase the number of calves being shown and in addition we attracted 32 teams for the College Challenge and increased entries for the Young Handlers Competition.

There has been a concerted effort to make this event more relevant with the introduction of Stocktech with its cutting edge displays on rearing prime livestock.

This event increases the Society's engagement with local agricultural colleges and national universities and allows us to showcase all the agricultural activities the Society is proactive in. We intend to continue with this work which generates interest in the Society and Cultiv8.

1.4 Events organised and run by Showground Services Ltd

1.4.1 Championship Dog Show

Just Dogs Live which incorporates the prestigious East of England Championship Dog Show and Crufts qualifier played host to over 10,000 dogs and their owners over 3 days. This was a record number of competitors and was generally regarded as a huge success.

In addition over £1,000 was raised for canine charities.

The Showground played host for 3 days in early July to hundreds of visitors and competitors from around the country and this year's Best of Show went to a Newfoundland ch. Sandbears Better Than Ever. The aim of the show is to provide a celebration of all dogs and to encourage, educate and excel in positive ways of training and owning dogs.

The Championship Dog Show incorporating Just Dogs Live continues to grow and develop.

1.4.2 Equifest

Equifest 2016 continues to develop and evolve as a holiday for equestrian enthusiasts and the show retains a party atmosphere throughout. Equifest is now 9 years old and the Society is proud that it maintains its position as the UK's largest horse-only event. A number of the more commercial activities from 2016 were removed and the event reverted to a more traditional Equifest which proved to be a huge success. The event was basically a show of two halves. The week began with brilliant sunshine and ended with gale force winds. However, the show remains as popular as ever and the number of entries remained at the 2,500 level.

Strategic Report

Equifest will continue to develop the content to keep it relevant and appealing to the competitors to ensure that the entry levels remain high.

1.4.3 Autumn Food and Country Fair

The event is almost 40 years old. It provides a mixture of family fun, outdoor pursuits and country living. Around 8,000 visitors enjoyed food, furs and family fun and once again we were lucky with the weather at the largest regional event of its kind.

We ran the event without the addition of a TV personality and this did not appear to affect the 'gate'. We are now looking to develop the Autumn Food and Country Fair into a more food orientated event.

This event remains an issue for the Society and Showground Services Ltd. The existing model does not seem to attract sufficient members of the public or members. The date also clashes with another major event in Peterborough. A full review will be undertaken.

2. Marshal Papworth Scholarship Scheme

The Marshal Papworth Fund helps to educate agricultural and horticultural students from developing countries. In the 15 years since the Marshal Papworth Fund was formed it has empowered over 140 students from developing countries to receive further education and to help their home communities. In order to sustain and to grow this fund so more students can benefit from around the world it was decided in 2014 to look for additional funding to help build on the existing scholarship programme .

Seven students who came from Uganda(2), Malawi, Ethiopia(2), Zambia, and Kenya were funded for a year to study in the UK. This year the short course continued its partnership with G's West Africa Farms in Senegal (commercial partner) Farm Africa and Self-help Africa, formed a new partnership with Tree-aid recruiting pairs of people in country (one internal to Farm Africa / Self Help Africa/ Tree-aid/G's and one external related to the project) this was less successful due to visa issues but still enabled eight students to be awarded a 10 week scholarship course at Shuttleworth College in Bedfordshire. These students came from Uganda, Senegal, Tanzania, Ethiopia and Kenya.

The programme has a focus on business and business planning, with an emphasis on the development of practical skills and the underpinning knowledge in livestock and crop husbandry, including 'Train the Trainer' to help improve communication skills for a more targeted cohort of community leaders.

The Marshal Papworth Students traditionally build an African Village as part of the Food and Farming Day. The Society again hosted Taste of Africa drinks reception for Members, Council Members and guests on the evening before Food and Farming Day allowing them to mingle with the students and get a full understanding of the extent of the Marshal Papworth Fund and the benefit it brings to our students.

The scholarship schemes remain one of the Flagship activities of the Society. We have experienced visa problems over the past few years which has reduced the number of students able to attend. It is hoped that this will improve by working closely with the High Commission in Pretoria, South Africa We are now looking to relocate the 'Short Course' to an alternative educational establishment and will try to ensure that we can offer enough places on the course to obtain full value.

3. East of England Showground Services Ltd

The Society's commercial arm, known as Showground Services Ltd, is asked to undertake day to day commercial activities and to utilise the resources of the Showground, as agreed by the Society, with a view to generating a cash surplus that the Society can use to fund the Society's Charitable Objectives.

Strategic Report

In January 2016 the Board decided to restructure the business and take out a layer of management to make the company more commercially viable. Four staff were made redundant and a number of internal job adjustments were made. As a result the new Showground Services Board agreed to substantially increase the financial targets that were set for the company with the initiative to generate more business2business and events to utilise the Arena.

Showground Services Ltd has introduced a number of external directors with relevant commercial experience and we expect these individuals to help us develop third party business further.

Showground Services Ltd is now looking to attract more business to the Showground and is looking to attract at least six major new events over the next three years to utilise the Arena building.

4. Other charitable work

The Society is looking to put agriculture back into the Agricultural Society and to attract younger members to the Society. The newly appointed Agricultural Business Development Manager has made significant strides and has increased the awareness of the good work currently being carried out by the Society. We will continue to grow this particularly through our Cultiv8 members. We have engaged with a number of local colleges and assisted them where we can.

The Society held its annual Peterborough Dinner in November 2015. The event was totally sold out and had to move to the Atrium to accommodate the extra numbers. The East of England Bedfordshire Dinner in February 2016 was, as always, very well attended and continues to be a key fixture in the attendees' calendar.

5. Future prospects

The Society Board continued to review the performance of both the Society and Showground Services Ltd and has been successful in reducing the financial cash flow losses to enable the Society to invest more in its charitable objectives. Financial controls have been put in place and the Society is continuing to develop its charitable work. The Society continued to sponsor Young Farmers events in Cambridgeshire, Bedfordshire and Northamptonshire and is enjoying an increasing engagement with the Young Farmers across its region. We are also developing Cultiv8 which is a young person's group. We are starting to get a number of younger people involved with the Society's activities

Showground Services Ltd is continuing to develop its range of events on the Showground, both commercial and agricultural, and with the help of the new directors is looking to generate additional funds to benefit the Society.

The Society and Showground Services Ltd have agreed an ambitious three year plan to increase the contribution from Showground Services Ltd to the Society and to allow the joint organisation to become profitable over the next three years.

6. Financial performance

The Society and its subsidiary, Showground Services Ltd, have undergone a major restructuring exercise during the year as well as having to carry out some extensive repairs to the grounds due to damage in the early part of the year. The net outgoing resources before other recognised gains and losses on investments have increased to £828k from £642k as shown on page 21.

Showground Services Ltd operates a number of shows on behalf of the Society. These shows are part of the charitable work of the Society but Showground Services Ltd has still been tasked to operate them commercially to ensure they continue to become more financially viable. This has led to income from Shows and Events of the Society rising slightly to £908k from £886k last year with direct costs rising to £1,125 k from £1,092k. After allocation of overheads (see note 2b to the Accounts) the total net expenditure by the Society on its charitable activities, as shown on page 21, may be analysed as follows:

Strategic Report

Years ended 31 October	2016	2015
Net expenditure on charitable activities	£'000	£'000
Shows	288	301
Shows managed by Showground Services Ltd	(71)	(95)
Technical and educational activities	386	352
Membership	<u>55</u>	<u>27</u>
Total net expenditure on charitable activities	<u>658</u>	<u>585</u>

The shows held by the Society for charitable purposes were the Food and Farming Day, the Festival of Hunting and the East of England Smithfield Festival. Shows run by Showground Services Ltd include Just Dogs Live (including the Championship Dog Show), Equifest and Autumn Food and Country Fair. Technical and educational activities cover items such as the new Kids Country initiative, the scholarships given by the Marshal Papworth Trust and Farming Conference. There are also agricultural related events held during the year which the Society supports on the basis that they underpin our objectives to promote agriculture.

Showground Services Ltd has struggled to maintain its turnover for the year of £3,347k (2015 £3,529k) and has been able to maintain a net profit of £27k (2015 £135k) of which 18k (2015 £135k) was donated to the Charity. Profits after tax of £9k were retained due to negative reserves in earlier years.

7. Risk management policy and principal risks and uncertainties

The Audit & Risk Committee met four times during the year. The Audit & Risk Committee aided the Society in assessing its exposure and informing of strategic risk management. In addition the Audit & Risk Committee has expanded its Terms of Reference and now includes remuneration within its remit. The Society has been further assisted in connection with Health & Safety matters by Sphere Risk Health & Safety Management Ltd which has continued an on-site presence.

The Trustees consider the principal financial risks and uncertainties to be:

Risk	Actions and controls
Society continues to make losses and relies on assets to support the deficit.	The Society has a 3 year plan to increase income from Showground Services Ltd to eliminate the deficit.
Valuation of financial investments	The portfolio of investments is managed by a number of different investment managers. The Society's Investment Committee meet 4 times a year to review their performance.
Poor budget control and system errors	Systems and procedures have been established to manage those risks.

The Strategic Report was approved on

On behalf of the Trustees (as directors of the charitable company)

T B W Beazley
CHAIRMAN

Independent auditor's report to the members of East of England Agricultural Society (A company limited by guarantee)

We have audited the financial statements of East of England Agricultural Society for the year ended 31 October 2016 which comprise the Group Statement of Financial Activities, the Group and Parent Charitable Company Balance Sheets, the Group Cash Flow Statement and the related notes. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

This report is made solely to the charity's trustees and members, as a body, in accordance with Chapter 3 of Part 16 of the Companies Act 2006. Our audit work has been undertaken so that we might state to the charity's trustees and members those matters we are required to state to them in an auditor's report and for no other purpose. To the fullest extent permitted by law, we do not accept or assume responsibility to anyone other than the charity and the charity's trustees and members as a body, for our audit work, for this report, or for the opinions we have formed.

Respective responsibilities of trustees and auditor

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the charitable company for the purposes of company law) are responsible for the preparation of the financial statements and for being satisfied that they give a true and fair view.

Our responsibility is to audit and express an opinion on the financial statements in accordance with applicable law and International Standards on Auditing (UK and Ireland). Those standards require us to comply with the Financial Reporting Councils (FRC's) Ethical Standards for Auditors.

Scope of the audit of the financial statements

A description of the scope of an audit of financial statements is provided on the FRC's website at www.frc.org.uk/auditscopeukprivate

Opinion on financial statements

In our opinion the financial statements:

- give a true and fair view of the state of the group's and the parent charitable company's affairs as at 31 October 2016, and of the group's incoming resources and application of resources, including its income and expenditure, for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006

Opinion on other matter prescribed by the Companies Act 2006

In our opinion the information given in the strategic report and Trustees' Annual Report for the financial year for which the financial statements are prepared is consistent with the financial statements.

Independent auditor's report to the members of East of England Agricultural Society (A company limited by guarantee)

Matters on which we are required to report by exception

We have nothing to report in respect of the following matters where the Companies Act 2006 requires us to report to you if, in our opinion:

- the parent charitable company has not kept adequate and sufficient accounting records, or returns adequate for our audit have not been received from branches not visited by us; or
- the parent charitable company financial statements are not in agreement with the accounting records and returns; or
- certain disclosures of trustees' remuneration specified by law are not made; or
- we have not received all the information and explanations we require for our audit

Fiona Condron, Senior Statutory Auditor
for and on behalf of BDO LLP, Statutory Auditor
Gatwick
United Kingdom
Date:

BDO LLP is eligible to act as an auditor in terms of section 1212 of the Companies Act 2006

BDO LLP is a limited liability partnership registered in England and Wales (with registered number OC305127)

Principal accounting policies

1. Basis of preparation

The financial statements have been prepared in accordance with applicable accounting standards, the Companies Act 2006, and follow the recommendations in the Statement of Recommended Practice: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)(effective January 2015) - (Charities SORP (FRS 102)). They have been prepared under the historical cost convention except that investments are valued at market value (see below). The accounts are prepared on a going concern basis and the Trustees are not aware of any significant uncertainties.

1.1 Reconciliation with previous Generally Accepted Accounting Practice

The group financial statements include an accrual for holiday pay of £19,344. There has been no adjustment for holiday pay for the previous year as deemed as not material.

Financial investments are valued at “bid” price. This is an adverse adjustment of £17,186. This is an adjustment of 0.17%. There has been no prior year adjustment which has been valued at “market” value as deemed as not material.

Governance costs are now allocated along with other support costs.

1.2 Disclosure exemptions

In preparing the separate financial statements of the parent company, advantage has been taken of the following disclosure exemptions available in FRS 102:

- No cash flow statement has been presented for the parent company;
- No disclosure has been given for the aggregate remuneration of the key management personnel of the parent company as their remuneration is included in the totals for the group as a whole.

The principal accounting policies of the group have remained unchanged from the previous year and are set out below.

2. Basis of consolidation

The group financial statements consolidate those of the charity and of its subsidiary undertaking (see note 6) drawn up to 31 October 2016, using the acquisition method of accounting. No charity Statement of Financial Activity is prepared as permitted by section 408 of the Companies Act 2006 and by the SORP paragraph 397. The charity’s deficit for the financial year was £151,597 and its gross income was £904,205 .

3. Income

3.1 Donations and gifts

Income is recognised when the charity is considered to have entitlement to the assets, it is certain that the resources will be received and the monetary value can be measured with sufficient reliability.

All monetary donations and gifts are included in full in the statement of financial activities when receivable, provided that there are no donor-imposed restrictions as to the timing of the related expenditure, in which case recognition is deferred until the pre-condition has been met.

Legacies to which the charity is entitled are included in the statement of financial activities unless they are incapable of measurement.

Gifts-in-kind are accounted for at the Directors’ estimate of value to the charity or sale value as follows:

- assets received for distribution by the charity are recognised only when distributed
- assets received for resale are recognised, where practicable, when receivable or otherwise when sold

Principal accounting policies

- gifts of fixed assets for charity use or funds for acquiring fixed assets for charity use are accounted for (as restricted funds) immediately on receipt.

Intangible income, which comprises donated services, is included in income at a valuation which is an estimate of the financial cost borne by the donor where such cost is quantifiable and measurable. An equivalent amount is charged as expenditure. Voluntary help is not included as income.

Cash which the charity is legally entitled to but which has not been received at the year end is included as income.

Donations under Gift Aid are credited as income when the donations are receivable.

3.2 Investment income

Investment income is recognised when receivable.

3.3 Membership income

Members' subscriptions are recognised on a receipts basis.

4. Expenditure

Liabilities are recognised as expenditure as soon as there is a legal or constructive obligation committing the charity to the expenditure.

Expenditure, which is charged on an accruals basis, is allocated between:

- expenditure incurred directly to the fulfillment of the charity's objectives (direct charitable);
- expenditure incurred directly in the effort to raise voluntary contributions (fundraising and publicity);
- expenditure incurred in the management and administration of the charity and compliance with constitutional and statutory requirements; grants payable are charged to technical and educational activities and are recognised as expenditure when a grant commitment is made without condition, or when the condition will not in practice allow the charity to avoid the liability

Costs that can be recognised as being wholly associated with support activities are directly allocated. All other costs, including staffing costs, are apportioned on the basis of an estimate of the time spent by each member of staff.

5. Fund accounting

Restricted funds are to be used for specified purposes laid down by the donor. Both the capital and the income may be applied for the purposes for which the funds were donated. Expenditure for those purposes is charged to the fund, together with a fair allocation of overheads and support costs. This applies to the Marshal Papworth Fund (see note 13).

Endowment funds represent those assets which must be held permanently on trust by the charity for the benefit of the charity. This applies to funds received from Understanding British Agriculture (see note 14).

Unrestricted funds are donations and other incoming resources received or generated for expenditure on the general objectives of the charity at the discretion of the Trustees.

Transfers between funds from unrestricted to designated funds are at the discretion of the Trustees. The purpose is to allocate resources to future planned expenditure.

Principal accounting policies

6. Tangible fixed assets and depreciation

Tangible fixed assets are stated at cost, net of depreciation and any provision for impairment. Depreciation is calculated to write down the cost or valuation less estimated residual value of tangible fixed assets other than freehold land by equal annual installments over their expected useful lives, the first annual installment being the year of acquisition. The periods generally applicable are:

Buildings and showground development	-	over 5 to 30 years
Arena building and surrounds	-	over 5 to 50 years
Showground equipment	-	over 3 to 5 years
Office furniture and fittings	-	over 5 years

Depreciation of cups and trophies is not considered appropriate.

All assets are capitalised, including inalienable and historical assets.

Expenditure on equipment, furniture and fittings costing over £1,000 is capitalised (2015: £1,000).

7. Investments

Assets held for investment purposes are valued at market value at the balance sheet date and the movement shown in the consolidated statement of financial activities comprises both realised and unrealised gains and losses.

Traded securities are valued at the bid value quotation in the Stock Exchange Daily List.

Investments in subsidiary undertakings are held at cost.

8. Stocks

Stocks are stated at the lower of cost and net realisable value.

9. Retirement benefits

The pension costs charged in the year represent the amount of the contributions payable to the stakeholder pension scheme in respect of the accounting year.

10. Leased assets

Assets held under finance leases and hire purchase contracts are capitalised in the balance sheet and depreciated over their expected useful lives. The interest element of leasing payments represents a constant proportion of the capital balance outstanding and is charged to the statement of financial activities over the period of the lease.

All other leases are regarded as operating leases and the payments made under them are charged to the statement of financial activities on a straight line basis over the lease term.

11. VAT

The Society bears Value Added Tax to the extent that there is partial recovery of expenditure. Irrecoverable VAT is allocated across the expenses that give rise to the tax.

12. Taxation

The company is a charity within the meaning of Para 1 Schedule 6 Finance Act 2010. Accordingly the company is potentially exempt from taxation in respect of income or capital gains within categories covered by Chapter 3 of Part 11 of the Corporation Tax Act 2010 or Section 256 of the Taxation of Chargeable Gains Act 1992, to the extent that such income or gains are applied exclusively to charitable purposes.

Consolidated statement of financial activities (incorporating an income and expenditure account)

	Note	Unrestricted Funds £	Restricted Funds £	2016 Total Funds £	2015 Total Funds £
Income:					
Income from:					
- Voluntary Income		-	6,452	6,452	3,083
- Trading activities		2,456,814	226	2,457,040	2,596,691
- Investment income	3	212,809	77,022	289,831	278,039
		<u>2,669,623</u>	<u>83,700</u>	<u>2,753,323</u>	<u>2,877,813</u>
Income from charitable activities:					
- Shows		908,436	-	908,436	885,906
- Technical and educational activities		59,033	-	59,033	50,439
- Membership		12,736	-	12,736	13,970
		<u>980,205</u>	<u>-</u>	<u>980,205</u>	<u>950,315</u>
Profit on disposal of fixed assets		14,856	-	14,856	9,415
Other income		42,168	-	42,168	39,325
		<u>3,706,852</u>	<u>83,700</u>	<u>3,790,552</u>	<u>3,876,868</u>
Total income					
Expenditure:					
Costs of raising funds:					
- Fundraising trading: cost of goods sold and other costs		2,911,612	-	2,911,612	2,909,822
- Investment management costs		57,660	10,038	67,698	73,153
		<u>2,969,272</u>	<u>10,038</u>	<u>2,979,310</u>	<u>2,982,975</u>
Charitable activities:					
- Shows		1,125,466	-	1,125,466	1,092,277
- Technical and educational activities		281,568	163,035	444,603	402,263
- Membership		69,031	-	69,031	41,615
		<u>1,476,065</u>	<u>163,035</u>	<u>1,639,100</u>	<u>1,536,155</u>
		<u>4,445,337</u>	<u>173,073</u>	<u>4,618,410</u>	<u>4,519,130</u>
Total resources expended					
Net expenditure		<u>(738,485)</u>	<u>(89,373)</u>	<u>(827,858)</u>	<u>(642,262)</u>
Net gains on investments:		547,296	138,270	685,566	319,643
Net movement in funds		<u>(191,189)</u>	<u>48,897</u>	<u>(142,292)</u>	<u>(322,619)</u>
Total funds brought forward		18,238,936	2,510,740	20,749,676	21,072,295
		<u>18,047,747</u>	<u>2,559,637</u>	<u>20,607,384</u>	<u>20,749,676</u>
Total funds carried forward					

All of the activities undertaken were continuing activities.

The restricted fund includes movements on an immaterial endowment fund.

Consolidated balance sheet

Company number 1589922

	Note	2016 £	2016 £	2015 £	2015 £
Fixed assets					
Tangible assets	4		10,104,634		10,499,274
Investments - Listed	5a		9,904,592		9,568,017
Investment - Unlisted	5b		4,000		4,000
			<u>20,013,226</u>		<u>20,071,291</u>
Current assets					
Stocks	7	15,421		14,784	
Debtors	8	673,335		613,308	
Cash at bank and in hand		802,943		764,639	
		<u>1,491,699</u>		<u>1,392,731</u>	
Creditors: amounts falling due within one year	9	<u>897,541</u>		<u>714,346</u>	
Net current assets			594,158		678,385
Net assets			<u>20,607,384</u>		<u>20,749,676</u>
Represented by:					
Unrestricted funds					
General reserve	11	17,345,747		17,653,937	
Refurbishment reserve	12	702,000		585,000	
		<u>18,047,747</u>		<u>18,238,937</u>	
Restricted funds					
Marshal Papworth Fund	13		2,540,997		2,492,099
Endowment funds					
Understanding British Agriculture	14		18,640		18,640
			<u>20,607,384</u>		<u>20,749,676</u>

Approved on behalf of the Board and authorised for issue on

Signed Chairman: T B W Beazley

Vice Chairman: N P Rome

Company Secretary: H R Q Arnold

The accompanying accounting policies and notes form part of these financial statements.

Balance sheet

Company number 1589922

	Note	2016 £	2016 £	2015 £	2015 £
Fixed assets					
Tangible assets	4		10,104,634		10,499,274
Investments - Listed	5a		9,904,592		9,568,017
Investment - Unlisted	5b		4,000		4,000
Investment in subsidiary	6		9,600		9,600
			<u>20,022,826</u>		<u>20,080,891</u>
Current assets					
Debtors due in less than one year	8	289,823		441,784	
Cash at bank and in hand		<u>563,862</u>		<u>530,025</u>	
		853,685		971,809	
Creditors: amounts falling due within one year	9	<u>269,127</u>		<u>293,719</u>	
Net current assets			584,558		678,090
			<u>20,607,384</u>		<u>20,758,981</u>
Net assets					
Represented by:					
Unrestricted funds					
General reserve	11	17,345,747		17,663,242	
Refurbishment reserve	12	<u>702,000</u>		<u>585,000</u>	
			18,047,747		18,248,242
Restricted funds					
Marshal Papworth Fund	13		2,540,997		2,492,099
Endowment funds					
Understanding British Agriculture	14		<u>18,640</u>		<u>18,640</u>
			<u>20,607,384</u>		<u>20,758,981</u>

Approved on behalf of the Board and authorised for issue on

Signed Chairman: T B W Beazley

Vice Chairman: N P Rome

Company Secretary: H R Q Arnold

The accompanying accounting policies and notes form part of these financial statements.

Consolidated cash flow statement

	Note	2016 £	2015 £
Cash used in operating activities	15	(600,517)	(747,951)
Cash flows from investing activities			
Purchase of investments		(1,575,017)	(1,529,304)
Sale of investments		1,924,008	1,628,247
Dividends received		288,314	275,283
Interest received		1,516	2,756
		<hr/>	<hr/>
Cash provided by (used in) investing activities		638,821	376,982
		<hr/>	<hr/>
Cash used in financing activities			
Repayment of finance lease		-	(9,363)
		<hr/>	<hr/>
Cash used in financing activities		-	(9,363)
		<hr/>	<hr/>
Increase/(decrease) in cash in the year	16	38,304	(380,332)
		<hr/>	<hr/>
Opening cash at the beginning of the year		764,639	1,144,971
		<hr/>	<hr/>
Closing cash at the end of the year		802,943	764,639
		<hr/>	<hr/>

Notes to the financial statements

1. Turnover

Turnover is shown net of VAT and represents the total value of sales invoices, together with Show admission receipts, entries and membership. All turnover is derived from activities in the UK.

2. Net movement in funds for the year

This is stated after charging:

			2016			2015
			£			£
a Administrative expenses						
Staff costs (see c below)			336,441			264,724
Establishment charges			1,731,083			1,403,688
			<u>2,067,524</u>			<u>1,668,412</u>
b Expenditure						
	Staff costs	Direct costs	Support costs	Depreciation	Total 2016	
	£	£	£	£	£	
Cost of raising funds						
Fundraising trading: cost of goods sold and other costs	148,237	2,100,852	218,248	444,275	2,911,612	
Investment management	6,416	42,786	18,496	-	67,698	
	<u>154,653</u>	<u>2,143,638</u>	<u>236,744</u>	<u>444,275</u>	<u>2,979,310</u>	
Charitable activities						
Shows	72,631	905,963	59,186	87,686	1,125,466	
Technical and educational						
- Activities	86,225	250,544	63,991	43,843	444,603	
- Membership fees	22,932	339	36,991	8,769	69,031	
	<u>181,788</u>	<u>1,156,846</u>	<u>160,168</u>	<u>140,298</u>	<u>1,639,100</u>	
Total resources expended	<u>336,441</u>	<u>3,300,484</u>	<u>396,912</u>	<u>584,573</u>	<u>4,618,410</u>	

Resources expended are allocated on the basis of estimated time spent by staff.

Expenditure	Staff costs	Direct costs	Support costs	Depreciation	Total 2015
	£	£	£	£	£
Cost of raising funds					
Fundraising trading: cost of goods sold and other costs	156,187	1,960,928	132,020	438,255	2,687,390
Investment management	21,178	40,787	11,188	-	73,153
	<u>177,365</u>	<u>2,001,715</u>	<u>143,208</u>	<u>438,255</u>	<u>2,760,543</u>
Charitable activities					
Shows	47,650	1,144,759	35,802	86,498	1,314,709
Technical and educational					
- Activities	29,120	280,518	49,376	43,249	402,263
- Membership fees	10,589	-	22,376	8,650	41,615
	<u>87,359</u>	<u>1,425,277</u>	<u>107,554</u>	<u>138,397</u>	<u>1,758,587</u>
Total resources expended	<u>264,724</u>	<u>3,426,992</u>	<u>250,762</u>	<u>576,652</u>	<u>4,519,130</u>

2. Results for the year (continued)

	2016 £	2015 £
c Staff costs		
Wages, salaries and expenses	1,294,161	1,206,454
Social security costs	97,399	94,295
Redundancy costs and associated costs	66,265	-
Other pension costs - defined contribution costs under new scheme	42,465	39,548
	<u>1,500,290</u>	<u>1,340,297</u>
Less: Wages recharged to direct costs	1,163,849	1,075,574
	<u><u>336,441</u></u>	<u><u>264,723</u></u>

The above figures include wages of part-time and temporary full-time employees' salaries.

The weekly average number of permanent and temporary employees is made up as follows:

	2016 Number	2015 Number
Office, catering and management	34	33
Showground	6	6
	<u>40</u>	<u>39</u>

The emoluments of higher-paid employees fell within the following ranges:

	2016 Number	2015 Number
£60,001 to £70,000	1	-
£80,001 to £90,000	1	2

During the year two higher paid employees (2015: two higher paid employees) participated in a defined contribution pension scheme. Contributions payable to the scheme for the year were £8,694 (2015: £9,701).

d Qualifying charitable donation from subsidiary company

The income and directly attributable costs from charges to other Societies and Organisations are dealt with through the subsidiary company, East of England Showground Services Limited. The Society has received by covenant the subsidiary's net income under a qualifying charitable donation.

e Remuneration of council members and Trustees

No remuneration has been paid to the Chairman, members or former members of Council in respect of their duties. No remuneration has been paid to Trustees for their duties as Trustees and Directors.

f Remuneration of the senior management team

The senior management team of the Society and the trading subsidiary, Showground Services Ltd is made up of senior managers as detailed in the Trustees Report on page 6.

	2016	2015
	£	£
Remuneration of the senior management team	199,527	222,750

3. Interest and investment income

	2016	2015
	£	£
Investment income		
Listed investments	288,315	275,283
Bank interest	1,516	2,756
	<u>289,831</u>	<u>278,039</u>

4. Tangible fixed assets

	Freehold land and buildings £	Arena building and Surrounds £	Showground development £	Showground equipment £	Office Furniture and fittings £	Total £
The group and company						
Cost or valuation						
At 1 November 2015	380,403	9,664,910	5,515,770	1,235,846	217,607	17,014,536
Additions	-	-	120,298	57,635	12,000	189,933
Disposals	-	-	-	(13,000)	-	(13,000)
At 31 October 2016	<u>380,403</u>	<u>9,664,910</u>	<u>5,636,068</u>	<u>1,280,481</u>	<u>229,607</u>	<u>17,191,469</u>
Depreciation						
At 1 November 2015	1,600	2,193,415	3,065,575	1,095,204	159,468	6,515,262
Provided in the year	-	280,084	210,981	83,897	9,611	584,573
Eliminated on Disposal	-	-	-	(13,000)	-	(13,000)
At 31 October 2016	<u>1,600</u>	<u>2,473,499</u>	<u>3,276,556</u>	<u>1,166,101</u>	<u>169,079</u>	<u>7,086,835</u>
Net book value						
At 31 October 2016	<u>378,803</u>	<u>7,191,411</u>	<u>2,359,512</u>	<u>114,380</u>	<u>60,528</u>	<u>10,104,634</u>
At 31 October 2015	<u>378,803</u>	<u>7,471,495</u>	<u>2,450,195</u>	<u>140,642</u>	<u>58,139</u>	<u>10,499,274</u>

Cups and trophies are included under office furniture and fittings at the insured value of £42,413 as at 31 October 1979, and are not depreciated. All cups and trophies were donated to the Society and therefore the original cost is nil.

There are 182 acres of freehold land. 53 acres are held on a long lease.

5. Fixed asset investments

(a) Listed investments - at market value

	2016 £	2015 £
Market value brought forward	9,568,017	9,347,314
Additions at cost or transfer value	1,555,976	1,463,535
Proceeds	(1,924,008)	(1,628,244)
Gains on investments	685,566	319,643
Increase in cash invested	19,041	65,769
	<u>9,904,592</u>	<u>9,568,017</u>
Historical cost	8,328,385	8,723,356

The investments held at the year end can be analysed at market value as follows:

	2016 £	2016 %	2015 £	2015 %
Cash deposits	188,786	1.9	169,745	1.8
Bonds and gilts	1,258,997	12.7	1,272,822	13.3
UK equity funds	4,083,661	41.3	4,575,878	47.8
UK property funds	1,172,394	11.8	1,245,063	13.0
Overseas equity funds	3,200,754	32.3	2,304,509	24.1
	<u>9,904,592</u>		<u>9,568,017</u>	

Investments that represent greater than 5% by value of the Charity's portfolio:

	2016 £	2016 %	2015 £	2015 %
Cordea Savills UK - The Charity Property Fund	820,187	8.3	818,774	8.6

(b) Unlisted investment - at cost

The group and company	2016 £	2015 £
Land at Upwood Farm	<u>4,000</u>	<u>4,000</u>

6. Investment in subsidiary company

	Shares at cost	
	2016	2015
	£	£
Investment - subsidiary company	<u>9,600</u>	<u>9,600</u>

The above interest relates to the Society's 100% owned subsidiary company for shares at nominal value of £1 each, East of England Showground Services Limited, a company registered in England and Wales, company number 990944.

East of England Showground Service Limited made qualifying donations of taxable profits to the East of England Agricultural Society of £19,478. No corporation tax liability arises in the year other than a non-material charge of £2,326 within the accounts for East of England Showground Service Limited.

As at 31 October 2016, the aggregate of capital and reserves of the subsidiary was £9,600 (2015: £295).

A summary of the results of the trading subsidiary is set out below:

	2016	2015
	£	£
Turnover	3,347,020	3,529,117
Cost of sales	(2,270,059)	(2,111,518)
Gross Profit	1,264,885	1,417,600
Administration expenses	(1,233,776)	(1,282,580)
Operating profit	31,109	135,020
Interest received	-	-
Profit for the financial year before tax	31,109	135,020
Tax	(3,491)	-
Profit for the financial year after tax	27,618	135,020
Donated to East of England Agricultural Society	(18,313)	(135,020)
Retained profit	9,305	-
Total assets	731,933	545,275
Total liabilities	(722,333)	(544,980)
Shareholders' funds	9,600	295

7. Stocks

	The group		The company	
	2016	2015	2016	2015
	£	£	£	£
Stocks	<u>15,421</u>	<u>14,784</u>	<u>-</u>	<u>-</u>

8. Debtors

	The group		The company	
	2016	2015	2016	2015
	£	£	£	£
Amounts due in less than one year:				
Trade debtors	470,111	321,608	17,608	41,881
Amounts owed by subsidiary undertaking	-	-	89,104	100,808
Other debtors	90,465	66,273	94,215	89,671
Prepayments and accrued income	112,759	225,427	88,896	209,424
	<u>673,335</u>	<u>613,308</u>	<u>289,823</u>	<u>441,784</u>

9. Creditors: amounts falling due within one year

	The group		The company	
	2016	2015	2016	2015
	£	£	£	£
Trade creditors	269,767	249,296	83,910	130,300
Social security and other taxes	36,274	28,023	9,237	866
Other creditors	28	-	28	-
Accruals and deferred income	591,472	437,027	175,952	162,553
	<u>897,541</u>	<u>714,346</u>	<u>269,127</u>	<u>293,719</u>

Deferred income refers to deposits, advanced ticket sales and entries paid by clients for future events.

Deferred income

	The group	The company
	£	£
Opening balance	264,670	44,271
Realised in the year	(249,670)	(44,271)
Increased in the year	381,194	44,264
Closing balance	<u>396,194</u>	<u>44,264</u>

10. Analysis of net assets between funds

The fund balances at 31 October 2016 are represented by:

	Unrestricted funds £	Restricted Funds £	Total £
Tangible fixed assets	10,104,635	-	10,104,635
Investments	7,465,614	2,442,978	9,908,592
Net current assets	477,499	116,658	594,157
Total net assets	18,047,748	2,559,636	20,607,384

The fund balances at 31 October 2015 are represented by:

	Unrestricted Funds £	Restricted Funds £	Total £
Tangible fixed assets	10,499,274	-	10,499,274
Investments	7,105,264	2,466,753	9,572,017
Net current assets	634,399	43,986	678,385
Total net assets	18,238,937	2,510,739	20,749,676

11. Unrestricted funds

	The group 2016 £	The group 2015 £	The company 2016 £	The company 2015 £
Opening balance	18,238,937	18,452,140	18,248,242	18,461,445
Deficit for the year	(191,189)	(213,203)	(200,494)	(213,203)
Closing balance	18,047,748	18,238,937	18,047,748	18,248,242

12. Refurbishment Reserve

A designated fund has been created from the unrestricted fund to provide for a non-contractual planned major refurbishment of the Peterborough Arena.

	Refurbishment Reserve 2016 £	Refurbishment Reserve 2015 £
Opening balance	585,000	468,000
Increase in the year	117,000	117,000
Closing balance	702,000	585,000

13. Marshal Papworth Fund

	2016 £	2015 £
Opening balance	2,492,099	2,601,515
Other income	6,678	2,339
Investment income	77,022	79,821
	<hr/>	<hr/>
	2,575,799	2,683,675
Less:		
Scholarships payable	(117,475)	(174,839)
Investment fees	(10,038)	(10,461)
Management charges	(27,000)	(27,000)
Marketing	(13,263)	(22,649)
Meeting and travel expenses	(4,148)	(4,610)
Administration expenses	(1,148)	(709)
	<hr/>	<hr/>
	2,402,727	2,443,407
Gains on investments	138,270	48,692
	<hr/>	<hr/>
Closing balance	2,540,997	2,492,099
	<hr/> <hr/>	<hr/> <hr/>
Represented by:		
Investments	2,442,978	2,466,753
Cash at bank	58,317	1,560
Debtors	86,119	110,442
Creditors	(46,417)	(86,656)
	<hr/>	<hr/>
	2,540,997	2,492,099
	<hr/> <hr/>	<hr/> <hr/>

The Marshal Papworth Fund was established during 2001 by a legacy from Mr M K Papworth. The condition of the legacy is that the capital and income are to be used for the purpose of providing scholarships to educate students in UK colleges of their choice for one year. The legacy stipulates that the student is to come from a third world country and his studies are to assist him in the improvement of agriculture in his country to benefit his fellow countrymen.

14. Understanding British Agriculture

A capital sum of £15,600 is held in an Endowment Fund, £14,614 having been received from Understanding British Agriculture and £986 having been received from the Cambridgeshire Dinner Committee. The interest received each year is to be used to fund transport costs for Cambridgeshire School/Farm visits. The total fund includes accrued interest. Movements on this fund have been included in the restricted funds column of the Statement of Financial Activities on the basis of materiality.

15. Reconciliation of changes in resources to net cash inflow from operating activities

	2016 £	2015 £
Net outgoing resources before interest and unrealised gains and losses	(1,169,743)	(923,234)
Depreciation charges	584,573	576,652
Profit on disposal of fixed assets	(14,856)	(9,415)
Loss on disposal of investments	52,054	2,931
Purchase of tangible fixed assets	(189,933)	(471,393)
Sale of tangible fixed assets	14,857	9,415
(Increase)/decrease in stock	(637)	3,675
(Increase) in debtors	(60,027)	(50,186)
Increase in creditors	183,195	113,604
	<hr/>	<hr/>
Net cash outflow from operating activities	<u>(600,517)</u>	<u>(747,951)</u>

16. Auditors' remuneration

Included in the accounts is a charge of £24,350 (2015: £21,781) in respect of auditors' remuneration.

17. Limit of guarantee

Members have agreed to contribute a total of £1,142 (2015: £1,481) to the Society in the event of them being called upon to do so.

18. Pension costs

The Society operates a defined contribution pension scheme. The pension cost charge represents the contributions payable by the Society and amounted to £42,465 (2015: £39,548).

During the year two higher paid employees (2015: two higher paid employees) participated in a defined contribution pension scheme. Contributions payable to the scheme for the year were £8,694 (2015: £9,701).

19. Leasing costs

Amounts charged to the income and expenditure account during the year:

	2016 Land £	2016 Other £	2015 Land £	2015 Other £
Operating leases	<u>10,292</u>	<u>1,580</u>	<u>10,292</u>	<u>-</u>

20. Operating leases

At 31 October 2016 the Society had annual commitments under operating leases due to expire as set out below:

	2016 Land £	2016 Other £	2015 Land £	2015 Other £
Up to 1 year	8,450	1,580	10,292	-
Between 1 and 5 years	33,800	4,740	35,642	-
Over 5 years	338,000	-	346,450	-

21. Capital commitments and contingent liabilities

At 31 October 2016 the Society had a capital commitment amounting to £ 77,535 in respect of the purchase of fixed assets (2015: £24,741).

22. Transactions with related parties

As permitted by the constitution, the following transactions with related parties occurred during the year.

During the year the Society was charged rent of £10,292 (2015: £10,292) by Milton (Peterborough) Estates Company, a company whose chief land agent, Mr R W Dalglish, is a director of the Society. £ 2112 (2015: £nil) was due to Milton (Peterborough) Estates Company at 31 October 2016. During the year the Group made sales totalling £445 (2015: £nil) to Milton (Peterborough) Estates Company. £480 (2015: £nil) was due by Milton (Peterborough) Estates Company at 31 October 2016. Mr R W Dalglish also acts as Secretary to the Earl Fitzwilliam Charitable Trust, from which the Society received a donation of £4,000 (2015: £4,000).

During the year the Group made purchases totalling £15,412 (2015: £268,072) from Prince Build Limited, a company who two of the Directors are family members of Mr K R Dalton's wife. Mr K R Dalton is a director of Showground Services Ltd. £7,176 (2015: £nil) was due by the Society at 31 October 2016. The Society also received income for catering from Prince Build Limited of £9,431 (2015: £9,245).

During the year the Group made purchases totalling £ 5,442 (2015: £10,561) from Mr Simon Dalton, trading as a company SK One Media, who is a family member of Mr K R Dalton. Mr K R Dalton was a director of Showground Services Ltd. £ nil (2015: £287) was due by the Society at 31 October 2016.

During the year the Society made purchases totalling £23,012 (2015: £12,042) from Strutt and Parker, a company whose consultant, Mr J S G Paton, is a director of the Society. £6,286 (2015: £nil) was due by the Society at 31 October 2016.

During the year the Group made purchases totalling £714 (2015: £1,000) from Mr Richard Tate who is a non-executive director of Showground Services Ltd. £nil (2015: £917) was due by the Society at 31 October 2016.

During the year the Group made purchases totalling £748 (2015: £3,896) from Mr Paul Tate who is a family member of Mr Richard Tate who is a non-executive director of Showground Services Ltd. £1,650 (2015: £nil) was due by the Society at 31 October 2016.

During the year the Group made purchases totalling £980 (2015: £6,990) from Barrowman Associates, a company whose director is Mr Rob Barrowman who is a non-executive director of Showground Services Ltd. £nil (2015: £1,328) was due by the Society at 31 October 2016.

During the year the Society made purchases totalling £nil (2015: £490) from Bettaland Products Ltd, a company whose director, Mr A H Riddington, is a director of the Society. £nil (2015: £nil) was due by the Group at 31 October 2016.

During the year the Group made sales totalling £nil (2015: £447) to F B Parrish and Sons, a company whose director, Mr J R Parrish, is a director of the Society. £nil (2015: £nil) was due by the Group at 31 October 2016.

During the year 2 Trustees received £660 (2015: £nil) for expenses incurred in performing their roles as Trustees.

During the year 2 Trustees made purchases of catering for £475 (2015: £nil) from Showground Service Ltd.

During the year the senior management team received £4,252 (2015: £3,296) for services provided and expenses incurred in their roles within the group.

No other Trustee or member of the senior management team was materially interested in any contract with the Society during the year.

History

EAST OF ENGLAND AGRICULTURAL SOCIETY

The Showground was purchased and developed between the years 1960 and 1966; the first Peterborough Show was held in July 1966 under the Presidency of the late Earl Fitzwilliam, MFH.

Regional Show and Society

The Most Honourable, the late Marquess of Exeter, KCMG., LL.D., was President of the Peterborough Agricultural Society in 1967 and chaired meetings that led to the formation of the East of England Show in October 1967. The first Show (organised by representatives from individual neighbouring societies) was held in July 1968.

The East of England Agricultural Society was formed in 1970 by a merger of the Cambridgeshire & Isle of Ely (1863), Huntingdonshire (1837) and Peterborough (1797) Agricultural Societies. Joined in 1971 by Bedfordshire Agricultural Society (1801) and in 1972 by Northamptonshire Agricultural Society (1848). The Long Sutton & District Society (1837) remains independent and is affiliated for Show purposes only.

The Society moved to its present site, which now extends to 235 acres, in 1966. The 10th Earl Fitzwilliam provided invaluable assistance with the sale of the old Eastfield site and with the negotiations surrounding the assembly of land for the replacement site at Alwalton. The Earl made 40 acres available at a peppercorn rent and on his death Countess Fitzwilliam generously donated this land to the Society. A further 53 acres of land is held on a long lease from the Milton Estate on favourable terms, at the instigation of the 10th Earl. The Society also owes a great debt to Mr R H Waterworth and his family who agreed to sell land and release tenanted land to allow the purchase of the Showground.

Society and show presidents and deputy presidents

1968	The Rt. Hon. The Lord De Ramsey, KBE, TD, DL
1969	The Rt. Hon. Lord Luke, KCVO, JP, TD, DL
1970	HRH The Prince Philip, Duke of Edinburgh, KG, KT The Lord Hemingford (Deputy)
1971	The Lord Netherthorpe, LL.D, B.Sc.
1972	HRH Princess Alice, Duchess of Gloucester Col. G T Hurrell, OBE, KStJ (Deputy)
1973	Sir Henry Plumb, DL, MEP
1974	Lt. Col. The Hon. Peter E Brassey
1975	W T Godber Esq, CBE
1976	His Grace The Duke of Buccleuch and Queensberry, KT
1977	Col. G T Hurrell, OBE, KStJ,
1978	Finn Olav Gundelach Esq., The Hon. Richard C Butler, DL (Deputy)
1979	The Rt. Hon. The Earl Ferrers Robert M Peacock Esq, OBE (Deputy)

1980	HRH The Duke of Gloucester, GCVO Joseph Odam Esq, JP (Deputy)
1981	The Countess Fitzwilliam
1982	Sir Richard Butler
1983	Poul Dalsager Esq
1984	Sir Peter Proby, Bt
1985	The Rt. Hon. The Lord Boardman, MC, TD, DL
1986	The Rt. Hon. Robin Leigh-Pemberton, PC
1987	Frans H J J Andriessen Esq Major Peter Bletsoe-Brown, TD, DL (Deputy)
1988	Sir John Harvey-Jones, MBE
1989	HRH The Princess Royal, GCVO The Hon. Lady Hastings, MPhil, MFH (Deputy)
1990	The Earl of Dalkeith, DL
1991	S C Whitbread Esq
1992	Sir John Quinton
1993	The Right Hon. The Lord Pym, PC, MC, DL
1994	The Rt. Rev. William Westwood, The Lord Bishop of Peterborough
1995	Edmund Vestey Esq, MFH, DL
1996	Sir John L Lowther, KCVO, CBE, JP
1997	Her Majesty The Queen HRH The Duchess of Gloucester GCVO (Deputy)
1998	Lady Victoria Leatham, DL
1999	Richard L Banks Esq
2000	HRH The Duchess of Gloucester, GCVO James G P Crowden Esq, KStJ, JP (Deputy)
2001	HRH The Prince of Wales, KG, KT The Marquess and Marchioness of Tavistock (Deputies)
2002	Sir Philip Naylor-Leyland, Bt. MFH
2003	Sir Ben Gill, CBE
2004	The Lord De Ramsey, DL, FRAgS. D.Sc.
2005	Robert Sturdy Esq, MEP
2006	His Royal Highness, The Earl of Wessex
2007	The Bishop of Ely, The Right Reverend Dr Anthony Russell
2008	The Baroness Byford, DBE
2009	W J (Bill) Jordan Esq, MBE
2010	The Earl of Iveagh, DL
2011	The Duke of Bedford John Scorer Esq (Deputy)
2012	Lady Isabella Naylor-Leyland, MFH
2013	Paul Heygate Esq
2014	Lord Taylor of Holbeach, CBE
2015	Sir Hugh Duberly KCVO, CBE HM Lord-Lieutenant of Cambridgeshire
2016	David Reynolds Esq, OBE, DL

President:
David Reynolds Esq, OBE, DL

Chairman: Mr T B W Beazley
Vice-Chairman: Mr N P Rome

COUNCIL
Elected Members of Council

Retire AGM 2017	Retire AGM 2018	Retire AGM 2019
Mr R Bramley	Mr M R Andrew JP	Mr T Arthey BSc(Hons)
Mr A Burgess ARAgS	Mr R Barnes	Mr R S G Barnwell DL
Mr J Burgess	Mr T B W Beazley	Mr M H Bletsoe-Brown
Mr W Burgess	Mr I Beeby	Hon G P P Bowyer MRICS
Mr E A Davies N.Schol.	Mr N J Burman	Mr D Chamberlain MBE, FRAgS
Mr G J Dodgson FRAgS	Mrs J Butt	Mr J M Coward
Mr B H Gotting	Mr A Cade	Mr R W Dalgliesh FRICS,FAAV
Mr N J Harris	Mr D Coles	Mr W Gee
Mr M Holland	Mr R P Hayden MBE, JP	Mr J D Goodchild
Mr T Martin	Mr C A Horrell	Mrs K Graves
Mr G R Norman	Mr H Horrell	Mr F J Grounds MBE, DL, FRICS, FAAV
Mr J H Orbell	Mr P G R Horrell TD, DL	Mr B M J Harris
Mr S W Peck	Mr G Martin	Mr S G Harris ACIB, FRAgS
Mr M R Redfearn FIAgrM	Mrs C Myland	Mr G Markham
Mr C D Reynolds	Mr A H Riddington JP, DL, ARAgS	Mr M Martin
Mr D Reynolds OBE, DL	Mr N P Rome	Mr J Parrish
Mr N R Russell	Mr P Sharpley	Mr J S G Paton JP, FRICS, FAAV
Mr M Sly	Mr J Wallace	Mr A J Sharpley
Mr P Tate		Mr R Simpson
Mrs I A N Wheat		Mr J D Ward
		Mr P E P Ward
		Mr R E W West FRICS
		Mr R Wilkinson
		Miss K Worboys

Honorary Life Vice-Presidents

Mr R W Bird MBE	Mr E A Davies NSchol	Mr S G Harris ACIB, ARAgS
Mr P G R Horrell TD, DL	Mr M Martin	Mr D Reynolds OBE, DL
Mr A H Riddington JP, DL, ARAgS	Mr J N Scorer	Mr A J Sharpley

Honorary Vice-Presidents

Mesdames M Allanby JP, D Hendry, A Horrell, B Horrell, R Lalley, C Whitsed
Messrs M R Barber, A G Burton, J A Clayton, R Coward, R Dicks,
A H Duberly KCVO, CBE, R E Gee, S M German, J D Goodchild, S H Gould, H J Green, R Hemmant,
Dr M G Hoffman, J F Hoy FRICS IMC, C N Jones, B W Long, R Maris, P J Marr, D G McCreadie,
G A Norman, D J Organ, J Palmer, R G Parrish, A F Pemberton DL, D Riddington OBE, DL,
G M Riddington, C E Saunders DL, J E Scott, T Tunney MRCVS, G Ward, W S Webb, J B Wilkinson,
R E G Worboys, S J G Worboys

OFFICIALS OF THE SOCIETY

AUDITORS:

BDO LLP, 2 City Place, Beehive Ring Road, Gatwick, West Sussex, RH06 0PA

BANKERS:

Barclays Bank Plc, 1 Church Street, Peterborough.

National Westminster Bank Plc, Cathedral Square, Peterborough.

ADMINISTRATION:

Mr J E Staples (CEO)

SOCIETY COMMITTEES

Chairman and Vice-Chairman of Council are ex officio members of all Committees

SOCIETY BOARD	Chairman: Mr T B W Beazley Vice Chairman: Mr N P Rome Messrs R W Dalgliesh, G J Dodgson, B M J Harris, J R Parrish, J S G Paton, M R Redfearn, C D Reynolds, A H Riddington
SGS BOARD	Chairman: Mr R Tate Messrs H R Q Arnold, T B W Beazley, R C Bramley, P G R Horrell, A H Riddington, J E Staples
AGRICULTURAL STEERING / MEMBERSHIP SOCIAL	Mesdames E Allen, A M Hamilton, A Taylor Messrs T Arthey, N Blake, G J Dodgson, B M J Harris, H Horrell, M Johnston, A Rampley, C D Reynolds, N Rome, P Sharpley, J Ward, P Watson, R Wilkinson
AUDIT & RISK	Chairman: Mr W Burgess Messrs J D Goodchild, S Harris, P G R Horrell, J Wallace
BEDFORDSHIRE SOCIAL	Chairman: Mr D Tomkins Messrs E A Davies, G Davison, S Franklin, A Grimes, D Hunt, J Markham, S Maudlin, J Parrish, T Wootton
EDUCATION	Chairman: Mr P Tate Ms C Harwood Messrs R Douglas, Mr T Martin, Mr P Nelson, M Redfearn, N Rome, P Sharpley, Mr P Sibley, Mr R Suckling
FARMS BUSINESS AWARDS	Chairman: Mr R Barnes Messrs L Abblitt, I Ashbridge, N Blake, P J Bletsoe-Brown, A Cade, J Goodchild, H Horrell, J R Papworth, A Rampley, C Robinson, J Thorpe
INVESTMENT	Chairman: Mr J Turner Messrs H R Q Arnold, T Arthey, R W Dalgliesh, E A Davies, A H Riddington, M Sly
MARSHAL PAPWORTH	Chairman: Mr T Arthey Mesdames E Craven, A Townsend Messrs T B W Beazley, H Epsom, S G Harris, J R Parrish, C D Reynolds, M Studdert-Kennedy
NORTHAMPTON- SHIRE ACTIVITIES	Chairman: Mr M H Bletsoe-Brown Mrs P Reynolds, Messrs J Bennie, M Berridge, P J Bletsoe-Brown, R S G Barnwell, R Dicks, M Middleton, N Paske, D Reynolds, B Stokoe
PAST CHAIRMEN	Messrs E A Davies, S G Harris, P G R Horrell, M Martin, D Reynolds, A H Riddington, A J Sharpley
PROPERTY	Chairman: Mr J S G Paton Messrs R Barnwell, R C Bramley, M R Holland
WINTER STOCK FESTIVAL	Show Director: Mr W Haire Mesdames H Curzon, S Horrell, R Wylie Messrs G Burgess, D Burton, W Cumber, J Gent, E Holmes, J Hopwood, C A Horrell, H Horrell, J Martin, G Robinson, J Vowles