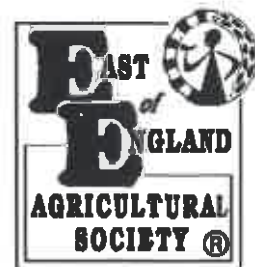


Financial statements

East of England Agricultural Society (a company limited by guarantee)

For the year ended 31 December 2020



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 in England, with the last amendment on 19 March 2013
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 at the date the report was approved:	R C Bramley - Chairman C D Reynolds – Vice Chairman T B W Beazley B M J Harris J R Parrish J S G Paton A H Riddington N P Rome
Interim Chief Executive Officer:	A Beattie
Auditors:	Saffery Champness Unex House Bourges Boulevard Peterborough PE1 1NG
Solicitors:	Hewitsons LLP Shakespeare House 42 Newmarket Road Cambridge CB5 8EP
Bankers:	Santander UK Plc 1-4 Long Causeway Peterborough PE1 1YD

Company information

**Investment
advisors:**

Investec Wealth and Investment
2 Gresham Street
London
EC2V 7QP

Tilney Investment Management Services Ltd
Baskerville House
Centenary Square
Birmingham
B1 2ND

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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 December 2020.

1. Trustees' report

The objects for which the Society is established are:

- 1.1 To promote agriculture and to such end generally 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 five key activities, namely:

- 2.1 organising an extensive series of children's educational events including the 'Food and Farming' day
- 2.2 managing the Marshal Papworth scholarship scheme that funds students from developing countries to study in the UK
- 2.3 organising the Peterborough Royal Foxhound Show and the Festival of Hunting
- 2.4 managing the East of England Showground and the East of England Arena and Events Centre through the trading subsidiary, East of England Showground Services Limited, to raise funds for the Society
- 2.5 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 period are:

R C Bramley - Chairman
C D Reynolds - Vice Chairman
T B W Beazley
D W A Burgess (resigned 26 October 2020)
R W Dalglish (resigned 19 September 2020)
G J Dodgson (resigned 8 January 2021)
B M J Harris
J R Parrish
J S G Paton
A H Riddington
N P Rome

Mr Richard Bramley was elected as Chairman of both the Council and the Society Board on 3 November 2020.

Mrs Isabelle Wheat was re-elected by Council to be their observer on the Society Board on 3 November 2020.

Members appoint Council. Council appoints the Society's Board which in turn appoints Board members of the subsidiary, East of England Showground Services Limited (Showground Services Ltd) Board. Each Board is

Report of the Trustees

supported by professional executives. The CEO, the COO and the Finance Director attend all Society Board meetings and the Finance Director is a member 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 by rotation and will offer themselves for re-election at the Annual General Meeting.

Key management personnel:

Senior Managers for the Society:
Interim Chief Executive Officer: A Beattie
Chief Operating Officer: A Queenborough (appointed 1 June 2020)
Finance Director: H R Q Arnold

Senior Manager for Showground Services Ltd:
Venue Director: J P Lunn

3.1 Remuneration and pay of staff

The Audit, Risk & Remuneration Committee shall ensure the remuneration arrangements support the strategic aims of the Society and enable the recruitment, motivation and retention of executive directors, staff and non-executive directors while also complying with the requirements of regulation. The Board and Remuneration Committee shall agree the Society's Remuneration Policies including levels and structure for staff remuneration, in particular, those for all executive directors, non-executive directors and senior management, including bonuses, pension rights and any compensation payments. Once approved the Remuneration Policies will form the basis within which the CEO and senior management shall conduct the operations of the Society.

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 market value.

Fund managers had been set targets by the Society's Investment Committee to sustain investment fund growth using a revised low to medium risk investment strategy and generating a total return of 2% above CPI net of fees over the medium to long term. This was revised by the Directors to reduce the level of risk due to increased uncertainty in the investment markets.

Environmental, social and governance: the Directors do not presently consider that these risks should impact on investment decisions. The Directors do not consider it appropriate to impose any ethical constraints on investments that may be held.

Over the year the gains from financial investments averaged 1.0%, with income yields of 2.1% 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

Report of the Trustees

working capital and to meet any annual deficits in future years as well as produce a source of income for the Society's new strategy.

There is also a separate unrestricted reserve fund 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 £806k and will be held no longer than 2030.

The Directors have considered that reserve levels to support 4 years of expenditure exceeding income are required. This would require a reserve level of £3,000k. The total reserve level, including the refurbishment of the 'Arena' building, equates to £3,806k. The current level of reserves are made up by the financial investments including cash deposits in the unrestricted fund. These are £6,317k. The Directors are actively seeking to reduce the present level of operational deficits to ensure a long term sustainable future for the Society. The Directors are using the excess reserves to expand the Society's charitable activities.

6. Membership services

During the period, membership income increased to £10,467 from £9,310. Members of the Society are eligible for complimentary entry to a number of the Society and Showground Services Ltd events.

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 (see page 44) to facilitate this. The growing Cultiv8 group has been instrumental in both the review and implementation of the agricultural content of both the Society's events and third party events on the Showground. Cultiv8 was formed in 2016 and has grown substantially to encourage young agricultural people in both farming and agri businesses to become involved in the Society.

7. Governance

The Council met once during the accounting period. The Trustees met twelve times throughout the period. All meetings since the 23 March 2020 have been carried out virtually. The CEO attends all Board meetings and reports back to the Trustees on major strategic issues. Two Trustees are also Directors of Showground Services Ltd to ensure effective communication between the Society and its trading subsidiary.

Trustees are elected by Council and are chosen for their competency and skillsets to carry out a number of roles required of Trustees of the Society. All new Trustees go through an induction process to ensure that they are aware of their responsibilities. Periodic training is held for all Trustees.

The Trustees have agreed the Terms of Reference for Showground Services Ltd and its relationship with the Society to ensure that the roles and relationship of the two organisations are clearly defined.

8. Statement of Trustees 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 period 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:

Report of the Trustees

- 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

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. Volunteers

Each year the Society relies on many volunteers who serve on committees and attend events 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 all the input over the past year and welcomes offers of assistance from any interested individuals.

Report of the Trustees

11. Public benefit

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 examples of the Society's work that benefits the public:

- 11.1 Improving awareness of the link between food, farming and the countryside through initiatives such as the Kids Country programme, livestock competitions and country sports displays. Additional work is being undertaken with local agricultural colleges to assist development of both agriculture and livestock.
- 11.2 Supporting local agriculture in the catering delivered on the showground. A third party caterer, Amadeus Ltd, has been appointed to provide catering on the Showground. Amadeus continued to use locally sourced produce.
- 11.3 Offering scholarships to overseas students to fund their studies in the UK.
- 11.4 Encouraging members of the public to attend a number of events on the Showground including, Just Dogs Live, 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.

The Society are in the process of major restructuring and are close to concluding the sale of Showground Services Ltd. This will enable the Society to realise the value of part of the land that Showground Services Ltd currently operate on.

13. Auditors

The Society's Auditors, Saffery Champness of Unex House, Bourges Boulevard, Peterborough, 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 30th July 2021

On behalf of the Trustees

R C Bramley
Chairman



Strategic Report

1. Events and achievements

The Society faced the challenge of the inability to run a number of planned events during the year as a consequence of the restrictions faced globally during the pandemic. It was a period of operational adjustment pivoting the longstanding approach of physical face to face output into new and innovative ways to continue to deliver our events and charitable output in a virtual manner where ever possible. Not with standing whilst also being thrust into working remotely at home, away from the office infrastructure and colleagues, for many the swift upskilling to deliver their work in new ways. Despite the challenges our activities have achieved increased exposure for the Society through TV, radio and press coverage and improved online engagement than prior years. All the while enabling wider awareness of our charitable objectives through keeping existing and newly attracted audiences engaged, which provides optimism as we commence the pathway out of a disrupted period for the Society.

1.1 Kids Country

Since we launched our Kids Country Programme in December 2012 with our first major Food & Farming day in 2013, we remain one of the leading UK agricultural societies in respect of providing children's education and this has been more evident during the pandemic. The Kids Country programme has a core principle to help promote and educate children as well as encouraging public engagement and understanding about the countryside, rural life, where their food comes from and about the importance of agriculture. A key note highlighted to the overall general public during the pandemic and the positive spotlight on agriculture was helpful to our aims.

Our popular Breakfast Week initiative, where the Kids Country team go into schools in January was able to be delivered. More than 350 Key Stage 1 and 2 children took part in hands-on workshops covering everything from sausage making with free-range rare breed pork, to making pancakes where the source of ingredients such as flour and eggs can be brought alive, understanding inputs and outputs from a 'metre square farm', going into the playground to meet a local farmer with a tractor, learning about what makes a healthy breakfast in a series of teamwork and communication centred activities.

Recognising the growth of STEM applications (Science, Technology, Engineering and Mathematics) deployed on UK farms and an increasing interest to understand this side of agriculture in schools, Kids Country partnered with Primary Engineer and Construction Equipment Association (CEA) to offer primary schools in Peterborough and surrounding areas a fully funded one day course. In February over 50 teachers of Key Stage 1 and 2 attended the CPD (Continuing Professional Development) programme, 'Structures and Mechanisms with Basic Electrics', with an agricultural theme. The course provided teachers with all of the skills and materials to then engage pupils in cross curricular application of mathematics, literacy and design technology, through the design, construction and testing of a fully functioning agricultural vehicle. It covered the safe and correct use of tools, materials and basic electrics in the manufacture of a range of agricultural vehicles before taking the projects back to school to share with pupils and colleagues. In doing so making generations of children more aware of the opportunities to enter careers in agriculture they may otherwise have not known or thought about before.

Grow Your Own Potatoes was the last onsite Kids Country programme delivered before lockdown and enabled seven schools to bring 318 children to experience a hands-on learning experience to plant up seed potatoes and then take away to care for and harvest later in the year.

Following the Government placing all the UK into lockdown, Kids Country immediately rolled out a virtual #lockdownlearning online resource area on the Kids Country website to assist parents and teachers with home schooling. This has expanded throughout the year, enabling us to assemble an 'ever green' archive of video and worksheet styled learning material to be utilised long after the pandemic recedes.

The Food & Farming Day is the flagship event in the Kids Country programme where usually around 4,000 schoolchildren from around 58 schools across Cambridgeshire, Lincolnshire, Bedfordshire, Leicestershire, Northamptonshire and Hertfordshire would descend on the Showground. Rather than concede this was reinvented into the first ever Virtual Food & Farming Day, made possible by the breadth of support from within the agricultural

Strategic Report

community not to let a pandemic entirely lay fallow this magnificent event which epitomises the hands-on learning experience that best provides children to learn first-hand about food, farming and the countryside. The essence of the day and the zoned educational areas was best replicated online and delivered through worksheets and video sessions streamed throughout the day, giving flexibility for schools and parents to join in to suit the various scenarios at home and school. Over 938 schools and homes logged in and over 9,000 active web users utilised the resources and in the build-up to the event over 50,000 users engaged in our social media activity. The resources were left available on line for use throughout the summer school holidays. Whilst virtual learning has been a necessity during the pandemic it was acknowledged going forward as being a tool to support and add to our future output rather than replace it entirely. It could not replicate as successfully the touch, taste and feel that much of our Food & Farming Day delivers.

We are very grateful for the continued support and co-operation of so many companies and individuals in the food, farming, countryside and education sectors that assisted Kids Country in making this happen, including the National Farmers Union (NFU), Albert Bartlett, Alan Bartlett & Son, Marriages, Produce World, G's Fresh and many of our local farmers for being filmed throughout the year. Also, to sponsorship from Central England Co-Operative.

In the Autumn other smaller virtual events were delivered including a Virtual Cubs and Beavers day, the culmination of a month long in-season focus on the life cycle of a pumpkin to tasty recipes, showing children there is more to Halloween than fun carving.

During the brief time schools returned to classrooms, Kids Country delivered into some Peterborough schools British apple boxes, supported by grower Richard Hochfeld Ltd and created supporting new Kids Country material in the form of worksheets, this enabled classes to taste four different apple varieties, make an apple crumble from scratch, learn about the supply chain from orchard to the shop and scientifically look at the inside of an apple.

The Winter Soup Challenge was also adapted so that classes could become more familiar with great seasonal British produce and create their own soup recipes and learn about the nutritional and cooking skills behind soup. Final recipes were then cooked and judged by a MasterChef finalist and streamed into the finalist schools.

The Society is looking to increase its engagement with schools and education to meet its charitable objectives through an expectation of further expanding the Kids Country programme in 2021 and in light of the continued disruption to educational delivery in school. With external school trips not anticipated to re-start until later in the year, Kids Country continues to evolve their offering suitable to the prevailing situation and aim to deliver more 'farm in the box' concepts into schools that are combined with virtual support.

1.2 Festival of Hunting

The Peterborough Royal Foxhound Show is held and organised by the Society in recognition to the Fitzwilliam Family for their help in establishing the Showground. The overall objective of the event is to provide a showcase for all types of top-quality hounds which historically have long been part of rural life.

The 2020 Festival of Hunting, held in conjunction with the Peterborough Royal Foxhound Show Society, was unable to proceed as a consequence to the pandemic. The event is considered the premier UK hound show event and since 1878 has been considered an important annual gathering for many visitors from rural communities and overseas. The only other time it has not been held was during the war.

Recognising the key importance of the socialising normally enjoyed by the hunting and rural community gathering together from all over the UK and to support the retail shopping trade stands, many of whom are reliant on this once-a-year audience and were faced with businesses being closed or severely disrupted, we increased our social media activity and created a new area on the event website. The objective being to provide a supporting conduit to market these rural businesses to our attendees and encourage commercial exchange.

Strategic Report

1.3 East of England Winter Stock Festival

As a consequence of the continued decline of entries as detailed in the prior year annual report the strategy for the Society in the livestock sector was to develop the areas which are more in line with the Society's educational objectives in particular the College Challenge and the Young Stock Person of the Year (YSPOTY).

The pandemic hampered both of these with all external qualifying events for the YSPOTY being cancelled throughout the Spring and the Summer and with participating agricultural colleges and universities in the College Challenge having reverted to online learning.

With the ongoing uncertainty of restrictions surrounding the pandemic the decision was taken not to hold a livestock event in November.

1.4 Shows organised and run by Showground Services Ltd

1.4.1 East of England Championship Dog Show

This was unable to be held with the restrictions in place at the time the show would have occurred during the pandemic.

1.4.2 Equifest

Equifest, was unable to be held this year due to the restrictions in place at the time of the pandemic. Despite no event operating, the associated social media channels were utilised throughout the period to keep our Equifest community engaged with the event and the sector. Additionally, social media posting was extended to support the long-standing trade stand exhibitors and sponsors by promoting their affiliation to Equifest and sharing their relevant information to our virtual followers.

2. Marshal Papworth Scholarship Scheme

The Marshal Papworth Fund helps to educate agricultural and horticultural students from developing countries. In the 20 years since the Fund was formed, it has empowered over 215 students from developing countries to receive further education and so help their home communities. The Society continue to source additional funding to build on the existing scholarship programme so more students can benefit from around the world.

Nine MSc students who came from Zimbabwe, Malawi, Kenya (3), Vietnam, Uganda (2) and Botswana, were funded for a year to study in the United Kingdom at the universities of Cranfield, Harper Adams, Reading and Writtle. The pandemic meant the students had a very different experience of the university system once lockdown occurred and as a consequence of all their tutorials then being delivered on-line. This in turn increased our pastoral contact for our Marshal Papworth students; ensuring continued support for their mental health and welfare whilst being isolated on campus and being apart from families at a time of concern across the globe. We had to ensure all their basic needs were being looked after i.e., money for food and extended accommodation as for some travel restrictions in place at the end of their course delayed being able to return home. Where social distancing was possible students were presented with their Marshal Papworth Certificate of completion before leaving the UK.

With uncertainty and risks still surrounding how the academic year would be delivered, the success of the vaccination programme overseas and ongoing restrictions on international travel, it has been decided not to run the MSc scholarship for the 2020/21 academic year. Places to the top six applicants already in the selection system would still be offered for September 2021 (subject to the pandemic situation).

The Marshal Papworth Fund are also evaluating the feasibility and benefit of a PhD programme to run alongside the Masters scholarship.

Following last year, where for the first time, the Marshal Papworth Scholarship teamed up with Harper Adams University in Telford (HAU), Shropshire to further develop its work with the short course programme, the decision

Strategic Report

had to be taken in late March that it was not feasible to bring the selected scholars to the UK in May due to the escalation of the global pandemic. It was agreed with our short course partners, Self-help Africa, Tree-Aid, The Leprosy Mission, ADRA and HATW (Hand Around the World), The Neno Macadamia Trust, and Send A Cow, that places would be held open for all students offered the scholarship. We remain in discussion with Harper Adams University on the feasibility of a later start to the 2021 short course intake notwithstanding other restrictive measures. This partnership with HAU reinforces the Charity's commitment to providing students with the best opportunities to build their skills for the benefit of their communities upon their return home.

The scholarship schemes remain one of the flagship activities of the Society and we look to improve upon what Marshal Papworth can offer to current and past students. There are plans to launch an interactive alumni network and use the website to create a platform that enables our alumni to share their experiences, publish their past and current work and engage with one another that further increases the ongoing credibility of being a Marshal Papworth scholar. This would also enable us to better record and measure the impact the scholarship is having on the students and their communities once they return home. During this year a past scholar in Nairobi, Kenya, updated us with his latest research and development on sustainable livestock production in Eastern Africa through his work with the Food and Agriculture Organization of the United Nations (FAO), which will not only make livestock production more sustainable but also provide new jobs for young people in the communities. This is the optimum desired outcome for the Marshal Papworth Fund with one of our alumni facilitating real change at a national level.

3. Cultiv8

Cultiv8 is the East of England Agricultural Society's membership group aimed at young professionals working within agriculture and allied industries. The aim is to inspire members through this group and broaden their knowledge and understanding of all aspects of agriculture, farming and general business practice, with the overall goal of introducing younger members to the Society. It also fosters a foundation of building camaraderie and the opportunity for personal support in addition to professional networking.

General meetings at the start of the year began with an evening talk and presentation from McDonalds Global and Sustainable Sourcing Manager, which was well supported by the Cultiv8 members just in advance of the lockdown. Their remaining scheduled programme throughout the year, including off-site visits, were subsequently paused. The committee deliberated their core success and purpose was best achieved via the face-to-face networking which their regular programme of activity achieved and it was considered this could not be as successfully replicated online.

The Cultiv8 group intends to resume as soon as lockdown restrictions ease and will be able to continue to meet its objectives and to provide connections both in business and socially for potential new partnerships and growth to be made.

4. East of England Showground Services Ltd

The Society's commercial arm covenants all of its profit to the Society. Up to the end of 2019 this was in the region of £700k a year.

Showground Services Ltd has established the East of England Arena and Event Centre as an important venue on the UK Event Industry stage. Supported by the Society Trustees, Showground Services Ltd also began to focus on profitable growth by identifying opportunities for commercial expansion, for example those arising from the City of Peterborough's cultural development projects such as Fletton Quays.

In February 2020, with the advent of Covid 19, the board and management of Showground Services Ltd recognised the importance of maintaining a positive cash flow especially as the Society, as a charity, could not legally continue to operate a loss-making business.

Our strategy was immediately and significantly to reduce overhead and operating costs while recognising the opportunity that existed to generate cash and PR if our venue were to be 'first off the blocks' as soon as events were allowed to take place.

Strategic Report

We invested to make the business Covid Secure while reassuring the Public Health Authorities and our key event clients of our ability to open safely as soon as permitted.

Our strategy paid off; through 2020 SGS remained cash positive, we took advantage of the HMG furlough scheme from the outset and our stewardship convinced HMG that we were worthy of further support through the Cultural Recovery Fund whereby we received a grant of £300k.

In turn, we have stood by the Local Authority, Public Health England and the NHS, ever ready to provide facilities, logistics and personnel in whatever capacity is required. To date this has manifested itself in the shape of a major drive through Covid 19 Test Centre and an NHS Mass Vaccination Centre while we continue to play our part as a uniquely qualified member of the Local Resilience Forum.

As befits a company whose parent is a charity, the board and senior management recognised early on the importance of supporting our team throughout the pandemic. Initiatives were introduced such as working from home, covid safe improvements to both our offices and venue and regular team communications focussed on welfare, mutual support and online training.

The financial outcome for SGS in 2020 is testament to the actions that our team has taken, this bodes well for 2021 as existing clients and the UK Event industry as a whole recognise the Venue is 'ready to go' as soon as lockdown lifts.

Equally importantly, the commercial performance of Showground Services Ltd to date has added to the value of the Society's assets underpinning the aspiration of a sustainable, successful future for the company.

5. Other charitable work

The Society is determined to inspire and attract its younger members. With the biennial conference of The Royal Agricultural Society of the Commonwealth (RASC) being held in the UK, it was their decision to cancel due to the pandemic. Which was disappointing as being held in Norfolk, this had been an opportunity to sponsor more places for our younger members to attend the next generation conference in addition to the main conference than in previous years without the additional costs of air travel. Looking ahead there will be future sponsorship of places for our younger members to attend the 2022 RASC Conference in South Africa.

The Society adapted their support of a number of local Young Farmer's Clubs from their usual route of sponsoring livestock classes at their shows and other activities which had halted. As a consequence of their YFC fundraising options being hampered, we buoyed their call to action for fundraising support through our social media channels and by introducing a new editorial feature in each addition of our membership publication *Society News* whereby we focus on a YFC group in our membership region. Something that we will continue to publish post pandemic. The showground was also able to host before the third lockdown a Christmas Wreath making demonstration for the Oundle YFC under covid secure conditions and it was evident just how appreciative they were of having a real time activity.

The Queen Mothers Handwriting Awards were well supported this year, despite some necessary adaptations for the judging to occur remotely and with the new blend of entrants from children being home schooled and key worker pupils in school. It attracted entries from several new schools than in prior years and further raised the awareness and participation outside of our membership region.

The Society was unable to hold its annual Peterborough Dinner and Bedfordshire Dinner and honour in person the distribution of any Long Service Awards. Plans were being considered for marking the respective fiftieth anniversaries when Bedfordshire and Northamptonshire merged into the Society. These will be carried forward in retrospect as considered key milestones to celebrate.

Strategic Report

The Shuttleworth Lecture in the Spring was another Society event the pandemic put paid to being held due to social distancing. This was being supported by new Agri bank Oxbury, who consequently agreed to be amongst the main sponsors of our autumn Farming Conference, which was optimistically being planned until last minute changes to restrictions were announced and indoor business events were not permissible. The impressive line-up of key note speakers, sponsors and exhibitors have remained supportive to rolling their commitments forward to 2021.

In response to some of our charitable activities being curtailed a series of online educational evening webinars were operated through the second half of the year, with notable speakers addressing current and topical subjects. These ranged from addressing the benefits of cover crops, climate friendly farming, farming diversification, environmental land management, all about soil and weather. These were also available to non-members to attend, thereby widening out our support and promotion of agriculture both regionally and nationally. With so much change on the horizon for the industry sector with Brexit, the new Agricultural Bill, the BPS being replaced by the incoming ELMS (Environmental Land Management Scheme) it has been an optimum time for the Society to increase their activity in these areas. It was evident not only were these webinars educational for some it additionally provided external virtual socialising in cases of those who had been and were still shielding.

Supportive to our charitable objectives of promoting agriculture and rural life there has been a strategic change in the type of content featured in the membership publication *Society News*. Lessening the repetitive style of Society events being reported each year, the editorial featured is now broader in context, more topical to the industry, individuals and businesses that we feel are more informative and interesting for our members to read and learn about. This approach has also been applied to our content that is distributed across social media, e-newsletters and website. A new directory on the website to promote all manner of rural and Agri related businesses has been introduced and other content areas are in development to promote careers in Agri and seasonal produce.

7. Financial performance

The Society and its subsidiary, Showground Services Ltd, are going through a strategic restructure. The Society are looking to maximise the value of its assets. This has involved the decision to exit a promotion agreement with Endurance Estates at a cost of £3.7m.

The Society and Showground Services Ltd have adapted to the Covid 19 pandemic with alternative methods for delivering events and by controlling costs. The Society has reduced their net expenditure on charitable activities to £471k (2019: £941)

After allocation of overheads (see note 2b on page 28) the total net expenditure by the Society on its charitable activities, (see page 24) may be analysed as follows:

Period ended 31 December	2020	2019
Net expenditure on charitable activities	£,000	£,000
Shows	251	325
Shows managed by Showground Services Ltd	18	54
Technical and educational activities	148	502
Membership	<u>54</u>	<u>60</u>
Total net expenditure on charitable activities	471	941

Showground Services Ltd has had to postpone or cancel the majority of events from March onwards. This has seen its turnover for the year decrease to £1,569k (2019 £3,272k). By controlling its costs and taking advantage of Covid related grants the company has maintained a profit of £82k (2019 £306k) which was donated under covenant to the Charity. The Society has added further support to Showground Services Ltd by waiving the 360k licence fee in 2020.

The outgoing resources, before recognised gains and losses on investments, have increased to £4,760k from £949k (see page 24).

Strategic Report

8. Risk management policy and principal risks and uncertainties

The Audit, Risk & Remuneration Committee met four times during this period. The Audit, Risk & Remuneration Committee aided the Society in assessing its exposure and informing of strategic risk management.

The Society has been further assisted in connection with Health & Safety matters by Logic Safety Solutions Ltd which has an on-site presence.

The Trustees consider the principal financial risks and uncertainties to be: valuation of investment funds, budget control and system risks. Systems and procedures have been established to manage those risks. These are detailed in the Standard Financial Instructions which are reviewed annually by the Audit, Risk & Remuneration Committee and the Trustees.

An annual budget and three year plan is prepared each year to identify cashflow requirements and potential liquidity risks.

9. Fund raising policy

Section 162a of the Charities Act 2011 requires charities to make a statement regarding fundraising activities. Although we do not undertake widespread fundraising from the general public, the legislation defines fund raising as “soliciting or otherwise procuring money or other property for charitable purposes.” Such amounts receivable are presented in our accounts as “voluntary income”.

In relation to the above we confirm that all solicitations are managed internally, without involvement of commercial participators or professional fund-raisers, or third parties. The day to day management of all income generation is delegated to the executive team, who are accountable to the Trustees.

We have received no complaints in relation to fundraising activities. Our terms of employment require staff to behave reasonably at all times; as we do not approach individuals for funds we do not particularise this to fundraising activities nor do we consider it necessary to design specific procedures to monitor such activities.

10. Future plans

The Society are in the process of a major restructure which will enable them to improve the delivery of their charitable objectives into the future. The Society are currently in negotiations to sell the showground and their trading subsidiary, Showground Services Ltd. This will enable the Society to both move eventually to a new, purpose built premises and to substantially increase their investment portfolio to provide financial security for the future.

The Strategic Report was approved on 30th July 2021

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

R C Bramley
Chairman



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

Opinion

We have audited the financial statements of East of England Agricultural Society (the 'parent charitable company') and its subsidiaries (the 'group') for the year ended 31 December 2020 which comprise the consolidated statement of financial activities, the consolidated balance sheet, the balance sheet, the consolidated cash flow statement and notes to the financial statements, including significant accounting policies. The financial reporting framework that has been applied in their preparation is applicable law and United Kingdom Accounting Standards, including Financial Reporting Standard 102, the Financial Reporting Standard applicable in the UK and Republic of Ireland (United Kingdom Generally Accepted Accounting Practice).

In our opinion the financial statements:

- give a true and fair view of the state of the affairs of the group and the parent charitable company as at 31 December 2020 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.

Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (UK) (ISAs (UK)) and applicable law. Our responsibilities under those standards are further described in the Auditor's responsibilities for the audit of the financial statements section of our report. We are independent of the group and parent charitable company in accordance with the ethical requirements that are relevant to our audit of the financial statements in the UK, including the FRC's Ethical Standard, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Conclusions relating to going concern

In auditing the financial statements, we have concluded that the trustees' use of the going concern basis of accounting in the preparation of the financial statements is appropriate.

Based on the work we have performed, we have not identified any material uncertainties relating to events or conditions that, individually or collectively, may cast significant doubt on the parent charitable company's ability to continue as a going concern for a period of at least twelve months from when the financial statements are authorised for issue.

Our responsibilities and the responsibilities of the trustees with respect to going concern are described in the relevant sections of this report.

Other information

The trustees are responsible for the other information. The other information comprises the information included in the annual report, other than the financial statements and our auditor's report thereon. Our opinion on the financial

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

statements does not cover the other information and, except to the extent otherwise explicitly stated in our report, we do not express any form of assurance conclusion thereon.

Our responsibility is to read the other information and, in doing so, consider whether the other information is materially inconsistent with the financial statements or our knowledge obtained in the course of the audit or otherwise appears to be materially misstated. If we identify such material inconsistencies or apparent material misstatements, we are required to determine whether this gives rise to a material misstatement in the financial statements themselves. If, based on the work we have performed, we conclude that there is a material misstatement of this other information; we are required to report that fact.

We have nothing to report in this regard.

Other matters prescribed by the Companies Act 2006

In our opinion, based on the work undertaken in the course of the audit:

- the information given in the Trustees' Annual Report which includes the Directors' Report and the Strategic Report for the financial year for which the financial statements are prepared is consistent with the financial statements; and
- the Trustees' Annual Report which includes the Directors' Report and the Strategic Report has been prepared in accordance with applicable legal requirements.

Matters on which we are required to report by exception

In the light of the knowledge and understanding of the group and the parent charitable company and their environment obtained in the course of the audit, we have not identified material misstatements in the Trustees' Annual Report and Strategic Report.

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

- adequate accounting records have not been kept by the parent charitable company, 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.

Responsibilities of trustees

As explained more fully in the Statement of Trustees' Responsibilities, the trustees (who are also the directors of the parent 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, and for such internal control as the trustees determine is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

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

In preparing the financial statements, the trustees are responsible for assessing the parent charitable company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the trustees either intend to liquidate the parent charitable company or to cease operations, or have no realistic alternative but to do so.

Auditor's responsibilities for the audit of the financial statements

We have been appointed as auditors under the Companies Act 2006 and report in accordance with regulations made under that Act.

Our objectives are to obtain reasonable assurance about whether the group and parent financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs (UK) will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

Irregularities, including fraud, are instances of non-compliance with laws and regulations. We design procedures in line with our responsibilities, outlined above, to detect material misstatements in respect of irregularities, including fraud. The specific procedures for this engagement and the extent to which these are capable of detecting irregularities, including fraud are detailed below.

Identifying and assessing risks related to irregularities:

We assessed the susceptibility of the group and parent charitable company's financial statements to material misstatement and how fraud might occur, including through discussions with the trustees, discussions within our audit team planning meeting, updating our record of internal controls and ensuring these controls operated as intended. We evaluated possible incentives and opportunities for fraudulent manipulation of the financial statements. We identified laws and regulations that are of significance in the context of the group and parent charitable company by discussions with trustees and updating our understanding of the sector in which the group and parent charitable company operate.

Laws and regulations of direct significance in the context of the group and parent charitable company include The Companies Act 2006 and guidance issued by the Charity Commission for England and Wales.

Audit response to risks identified:

We considered the extent of compliance with these laws and regulations as part of our audit procedures on the related financial statement items including a review of financial statement disclosures. We reviewed the parent charitable company's minutes of meetings to identify potential material misstatements arising. We discussed the parent charitable company's policies and procedures for compliance with laws and regulations with members of management responsible for compliance.

During the planning meeting with the audit team, the engagement partner drew attention to the key areas which might involve non-compliance with laws and regulations or fraud. We enquired of management whether they were aware of any instances of non-compliance with laws and regulations or knowledge of any actual, suspected or alleged fraud. We addressed the risk of fraud through management override of controls by testing the appropriateness of journal entries and identifying any significant transactions that were unusual or outside the normal course of business. We assessed whether judgements made in making accounting estimates gave rise to a possible indication of

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


management bias. At the completion stage of the audit, the engagement partner's review included ensuring that the team had approached their work with appropriate professional scepticism and thus the capacity to identify non-compliance with laws and regulations and fraud.

There are inherent limitations in the audit procedures described above and the further removed non-compliance with laws and regulations is from the events and transactions reflected in the financial statements, the less likely we would become aware of it. Also, the risk of not detecting a material misstatement due to fraud is higher than the risk of not detecting one resulting from error, as fraud may involve deliberate concealment by, for example, forgery or intentional misrepresentations, or through collusion.

A further description of our responsibilities is available on the Financial Reporting Council's website at www.frc.org.uk/auditorsresponsibilities. This description forms part of our auditor's report.

Use of our report

This report is made solely to the parent charitable company's 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 parent charitable company's 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 parent charitable company and the parent charitable company's members as a body, for our audit work, for this report, or for the opinions we have formed.

..........

Jane Hill CTA DChA FCCA (Senior Statutory Auditor)
for and on behalf of Saffery Champness LLP

Chartered Accountants
Statutory Auditors

Unex House
Bourges Boulevard
Peterborough
PE1 1NG

Date: 30th July 2021

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

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 Going concern

The group have substantial reserves in excess of the levels identified in the group's Reserves Policy to enable the group to remain a going concern for the foreseeable future. There are sufficient reserves to underwrite the impact of the Covid-19 virus on future business.

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 December 2020, 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.

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
- 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.

Principal accounting policies

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 period 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 12).

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 13).

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.

6. Government grants

Government grants are recognised at the fair value of the asset received or receivable when there is reasonable assurance that the grant conditions will be met and the grants will be received.

Principal accounting policies

7. 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 (2019: £1,000).

8. 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 market value quotation in the Stock Exchange Daily List.

Investments in subsidiary undertakings are held at cost.

9. Stocks

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

10. Retirement benefits

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

11. 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.

12. 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.

13. 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.

14. Key judgements and estimates

There are no additional key judgements or estimates to those detailed elsewhere in the accounts.

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

	Note	Unrestricted Funds £	Restricted Funds £	Year ending 31 December 2020 Total Funds £	Year ending 31 December 2019 Total Funds £
Incoming resources:					
Income from generated funds:					
- Voluntary Income		28	986	1,014	1683
- Grants	23	429,023	-	429,023	-
- Trading activities		1,222,317	275	1,222,592	2,764,056
- Investment income	3	90,464	46,240	136,704	227,652
		<u>1,741,832</u>	<u>47,501</u>	<u>1,789,333</u>	<u>2,993,391</u>
Income from charitable activities:					
- Shows		14,295	-	14,295	660,872
- Technical and educational activities		2,661	-	2,661	23,526
- Membership		10,467	-	10,467	9,310
		<u>27,423</u>	<u>-</u>	<u>27,423</u>	<u>693,708</u>
Profit on disposal of fixed assets		100	-	100	81,640
Other income		48,353	-	48,353	48,869
		<u>1,817,708</u>	<u>47,501</u>	<u>1,865,209</u>	<u>3,817,608</u>
Resources expended:					
Costs of generating funds:					
- Fundraising trading: cost of goods sold and other costs		2,152,525	-	2,152,525	2,771,937
- Investment management costs		26,414	9,695	36,109	47,050
		<u>2,178,939</u>	<u>9,695</u>	<u>2,188,634</u>	<u>2,818,987</u>
Charitable activities:					
- Shows		282,957	-	282,957	1,039,519
- Technical and educational activities		116,343	34,446	150,789	525,722
- Membership		64,848	-	64,848	69,494
		<u>464,148</u>	<u>34,446</u>	<u>498,594</u>	<u>1,634,735</u>
Governance and strategy costs		3,937,580	-	3,937,580	280,177
Other resources expended		-	-	-	32,951
		<u>6,580,667</u>	<u>44,141</u>	<u>6,624,808</u>	<u>4,766,851</u>
Net gains (losses) on investments:					
Total gains (losses) on investments		29,940	49,677	79,617	991,522
Net movement in funds					
Total funds brought forward		(4,733,020)	53,037	(4,679,982)	42,279
		<u>17,429,540</u>	<u>2,280,431</u>	<u>19,709,971</u>	<u>19,667,692</u>
Total funds carried forward		<u>12,696,520</u>	<u>2,333,468</u>	<u>15,029,989</u>	<u>19,709,971</u>

All of the activities undertaken were continuing activities.

The restricted fund includes movements on an endowment fund, the value of which is not material.

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

Consolidated balance sheet

Company number 1589922

	Note	31 December 2020 £	31 December 2020 £	31 December 2019 £	31 December 2019 £
Fixed assets					
Tangible assets	4		8,786,727		9,304,244
Investments - Listed	5a		4,844,156		5,131,483
Investment - Unlisted	5b		4,000		4,000
			<u>13,634,883</u>		<u>14,439,727</u>
Current assets					
Debtors	7	728,919		693,892	
Cash at bank and in hand		4,380,324		5,667,889	
		<u>5,109,243</u>		<u>6,361,781</u>	
Creditors: amounts falling due within one year	8	<u>3,714,137</u>		<u>1,091,537</u>	
Net current assets			<u>1,395,106</u>		<u>5,270,244</u>
Net assets			<u>15,029,989</u>		<u>19,709,971</u>
Represented by:					
Unrestricted funds					
General reserve	10	11,890,972		16,623,991	
Refurbishment reserve	11	805,549		805,549	
			<u>12,696,521</u>		<u>17,429,540</u>
Restricted funds					
Marshal Papworth Fund	12		2,314,868		2,261,831
Endowment funds					
Understanding British Agriculture	13		18,600		18,600
			<u>15,029,989</u>		<u>19,709,971</u>

Approved on behalf of the Board and authorised for issue on 30th July 2021

Signed Chairman: R C Bramley

Vice Chairman: C D Reynolds

Company Secretary: H R Q Arnold

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

Balance sheet

Company number 1589922

	Note	31 December 2020 £	31 December 2020 £	31 December 2019 £	31 December 2019 £
Fixed assets					
Tangible assets	4		8,786,727		9,304,244
Investments - Listed	5a		4,844,156		5,131,483
Investment - Unlisted	5b		4,000		4,000
Investment in subsidiary	6		9,600		9,600
			<u>13,644,483</u>		<u>14,449,327</u>
Current assets					
Debtors due in less than one year	7	413,133		502,520	
Cash at bank and in hand		<u>4,165,647</u>		<u>4,983,692</u>	
		4,578,780		5,486,212	
Creditors: amounts falling due within one year	8	<u>3,193,274</u>		<u>225,568</u>	
Net current assets			<u>1,385,506</u>		<u>5,260,644</u>
Net assets			<u>15,029,989</u>		<u>19,709,971</u>
Represented by:					
Unrestricted funds					
General reserve	10	11,890,972		16,623,991	
Refurbishment reserve	11	<u>805,549</u>		<u>805,549</u>	
			12,696,521		17,429,540
Restricted funds					
Marshal Papworth Fund	12		2,314,868		2,261,831
Endowment funds					
Understanding British Agriculture	13		<u>18,600</u>		<u>18,600</u>
			<u>15,029,989</u>		<u>19,709,971</u>

The charity's loss for the year was £4,679,982 and its gross income was £338,716.

Approved on behalf of the Board and authorised for issue on 30th July 2021

Signed Chairman: R C Bramley

Vice Chairman: C D Reynolds

Company Secretary: H R Q Arnold

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

Consolidated cash flow statement

	Note	Year ended 31 December 2020 £	Year ended 31 December 2019 £
Cash used in operating activities	14	(1,668,815)	(753,312)
Cash flows from investing activities			
Purchase of tangible fixed assets		(122,498)	(184,440)
Sale of tangible fixed assets		100	82,300
Purchase of investments		(2,189,742)	(1,832,395)
Sale of investments		2,556,686	6,746,398
Dividends received		107,145	219,325
Interest received		29,559	8,327
Cash provided investing activities		<u>381,250</u>	<u>5,039,515</u>
(Decrease) increase in cash in the period		<u>(1,287,565)</u>	<u>4,286,203</u>
Opening cash at the beginning of the period		<u>5,667,889</u>	<u>1,381,686</u>
Closing cash at the end of the period		<u>4,380,324</u>	<u>5,667,889</u>

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. Results for the period

This is stated after charging:

			Year ended 31 December 2020 £	Year ended 31 December 2019 £		
a	Administrative expenses					
	Staff costs (see c below)		417,921	478,592		
	Establishment charges		5,274,207	1,839,340		
			5,692,129	2,317,932		
b	Expenditure	Staff costs	Direct costs	Support costs	Depreciation	Total 2020
		£	£	£	£	£
	Cost of raising funds					
	Fundraising trading: cost of goods sold and other costs	61,276	1,457,375	115,462	518,412	2,152,525
	Investment management	3,138	29,057	3,914	-	36,109
		64,414	1,486,432	119,376	518,412	2,188,634
	Charitable activities					
	Shows	150,094	43,421	25,440	64,002	282,957
	Technical and educational activities	69,244	13,974	19,570	48,001	150,789
	Membership fees	35,678	-	19,570	9,600	64,848
		255,016	57,395	64,580	121,602	498,594
	Governance and strategy costs	98,491	3,827,347	11,742	-	3,937,580
	Total resources expended	417,921	5,371,174	195,698	640,015	6,624,808

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

Governance and strategy costs include 3.7m to Endurance Estates as detailed in the Report of the Trustees.

2. Results for the period (continued)

Expenditure	Staff costs	Direct costs	Support costs	Depreciation	Total 2019
	£	£	£	£	£
Cost of raising funds					
Fundraising trading: cost of goods sold and other costs	91,002	1,960,227	204,706	516,002	2,771,937
Investment management	7,605	32,505	6,940	-	47,050
	<u>98,608</u>	<u>1,992,732</u>	<u>211,646</u>	<u>516,002</u>	<u>2,818,987</u>
Charitable activities					
Shows	162,957	767,753	45,105	63,704	1,039,519
Technical and educational activities	59,237	357,011	61,696	47,778	525,722
Membership fees	23,889	1,353	34,696	9,556	69,494
	<u>246,083</u>	<u>1,126,117</u>	<u>141,497</u>	<u>121,038</u>	<u>1,634,735</u>
Governance and strategy costs	133,901	125,458	20,818	-	280,177
Other resources expended	-	32,951	-	-	32,951
	<u>478,592</u>	<u>3,244,308</u>	<u>406,911</u>	<u>637,040</u>	<u>4,766,851</u>

	Year ended 31 December 2020 £	Year ended 31 December 2019 £
c Staff costs		
Wages, salaries and expenses	729,876	974,203
Social security costs	20,630	84,313
Other pension costs - defined contribution costs under new scheme	20,938	68,761
	<u>771,444</u>	<u>1,127,277</u>
Less: Wages recharged to direct costs	<u>353,523</u>	<u>648,685</u>
	<u>417,921</u>	<u>478,592</u>

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

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

	Year ended 31 December 2020 Number	Year ended 31 December 2019 Number
The monthly average number of employees	<u>28</u>	<u>30</u>

2. Results for the period (continued)

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

	Year ended 31 December 2020 Number	Year ended 31 December 2019 Number
Office, catering and management	20	23
Showground	5	5
	25	28

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

	Year ended 31 December 2020 Number	Year ended 31 December 2019 Number
£60,001 to £70,000	1	2
£80,001 to £90,000	-	1

During the year, one higher paid employee (2019: three higher paid employees) participated in a defined contribution pension scheme. Contributions payable to the scheme for the period were £5,504 (2019: three members £35,844).

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.

2. Results for the period (continued)

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.

	Year ended 31 December 2020 £	Year ended 31 December 2019 £
Remuneration of the senior management team	311,944	316,922

3. Interest and Investment income

	Year ended 31 December 2020 £	Year ended 31 December 2019 £
Investment income		
Listed investments	107,145	219,325
Bank interest	29,559	8,327
	<u>136,704</u>	<u>227,652</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 January 2020	380,403	9,664,910	6,580,667	1,453,245	143,815	18,223,040
Additions	-	-	35,721	86,777	-	122,498
Disposals	-	-	-	(69,923)	-	(69,923)
At 31 December 2020	<u>380,403</u>	<u>9,664,910</u>	<u>6,616,388</u>	<u>1,470,099</u>	<u>143,815</u>	<u>18,275,615</u>
Depreciation						
At 1 January 2020	1,600	3,360,429	4,177,354	1,299,231	80,182	8,918,796
Provided in the period	-	280,084	286,190	66,670	7,071	640,015
Eliminated on Disposal	-	-	-	(69,923)	-	(69,923)
At 31 December 2020	<u>1,600</u>	<u>3,640,513</u>	<u>4,463,544</u>	<u>1,295,978</u>	<u>87,253</u>	<u>9,488,888</u>
Net book value						
At 31 December 2020	<u>378,803</u>	<u>6,024,398</u>	<u>2,152,844</u>	<u>174,121</u>	<u>56,562</u>	<u>8,786,727</u>
At 31 December 2019	<u>378,803</u>	<u>6,304,481</u>	<u>2,403,313</u>	<u>154,014</u>	<u>63,633</u>	<u>9,304,244</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

	31 December 2020 £	31 December 2019 £
Market value brought forward	5,131,483	9,053,965
Additions at cost or transfer value	2,230,752	2,796,476
Proceeds	(2,556,686)	(6,746,398)
Gains on investments	79,617	991,521
Decrease in cash invested	(41,010)	(964,081)
	<u>4,844,156</u>	<u>5,131,483</u>
Historical cost	3,709,614	3,903,385

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

	31 December 2020 £	31 December 2020 %	31 December 2019 £	31 December 2019 %
Cash deposits	82,407	1.7	123,425	2.4
Bonds and gilts	718,478	14.8	890,262	17.3
Alternatives	536,540	11.1	614,689	12.0
UK equity funds	1,381,786	28.5	1,727,040	33.7
UK property funds	106,075	2.2	130,699	2.5
Overseas equity funds	2,018,870	41.7	1,645,368	32.1
	<u>4,844,156</u>		<u>5,131,483</u>	

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

	31 December 2020 £	31 December 2020 %	31 December 2019 £	31 December 2019 %
Spdr S&P 500 Etf Tr S&P 500 Ucits Etf USD Dis	298,087	6.2%	285,568	5.6%

b) Unlisted investment - at cost

	31 December 2020 £	31 December 2019 £
The group and company		
Land at Upwood Farm	<u>4,000</u>	<u>4,000</u>

6. Investment in subsidiary company

	Shares at cost	
	31 December 2020 £	31 December 2019 £
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 00990944

The company made qualifying charitable donations of all taxable profit by covenant to the Society. No corporation tax liability on the subsidiaries arises in the accounts.

As at 31 December 2020, the aggregate of capital and reserves of the subsidiary was £9,600 (2019: £9,600).

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

	31 December 2020 £	31 December 2019 £
Turnover	1,568,546	3,272,476
Cost of sales	<u>(208,061)</u>	<u>(1,488,343)</u>
Gross Profit	1,360,485	1,784,133
Administration expenses	<u>(1,278,348)</u>	<u>(1,477,924)</u>
Operating profit	<u>82,137</u>	<u>306,209</u>
Interest received	59	-
Profit for the financial year	<u>82,196</u>	<u>319,187</u>
Donated to East of England Agricultural Society	<u>(82,196)</u>	<u>(319,187)</u>
Retained profit	<u>-</u>	<u>-</u>
Total assets	712,170	1,377,775
Total liabilities	<u>(702,570)</u>	<u>(1,368,175)</u>
Shareholders' funds	<u>9,600</u>	<u>9,600</u>

The Society own 100% of the shares of two dormant subsidiaries; Kids Country Limited (company number 08251920) and Equifest Limited (company number 08560972).

7. Debtors

	The group		The company	
	31 December 2020	31 December 2019	31 December 2020	31 December 2019
	£	£	£	£
Amounts due in less than one year:				
Trade debtors	229,073	456,499	7,742	2,991
Amounts owed by subsidiary undertaking	-	-	157,724	283,626
Other debtors	259,950	34,980	42,106	45,132
Prepayments and accrued income	239,896	202,413	205,561	170,771
	<u>728,919</u>	<u>693,892</u>	<u>413,133</u>	<u>502,520</u>

8. Creditors: amounts falling due within one year

	The group		The company	
	31 December 2020	31 December 2019	31 December 2020	31 December 2019
	£	£	£	£
Trade creditors	3,138,534	334,911	3,091,710	50,178
Social security and other taxes	106,546	31,392	760	757
Other creditors	4,882	199,777	1,576	1,147
Accruals and deferred income	464,176	525,457	99,228	173,486
	<u>3,714,138</u>	<u>1,091,537</u>	<u>3,193,274</u>	<u>225,568</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	295,944	5,906
Realised in the period	(259,881)	(5,906)
Increased in the period	325,182	23,094
Closing balance	<u>361,245</u>	<u>23,094</u>

9. Analysis of net assets between funds

The fund balances at 31 December 2020 are represented by:

	Unrestricted funds £	Restricted Funds £	Total £
Tangible fixed assets	8,786,727	-	8,786,727
Investments	2,617,910	2,230,246	4,848,156
Net current assets	1,291,884	103,222	1,395,106
Total net assets	12,696,521	2,333,468	15,029,989

The fund balances at 31 December 2019 are represented by:

	Unrestricted funds £	Restricted Funds £	Total £
Tangible fixed assets	9,304,244	-	9,304,244
Investments	2,905,752	2,229,731	5,135,483
Net current assets	5,219,544	50,700	5,270,244
Total net assets	17,429,540	2,280,431	19,709,971

10. Unrestricted funds

	The group 31 December 2020 £	The group 31 December 2019 £	The company 31 December 2020 £	The company 31 December 2019 £
Opening balance	17,429,540	17,434,297	17,429,540	17,434,297
Deficit for the period	(4,733,020)	(4,757)	(4,733,020)	(4,757)
Closing balance	12,696,520	17,429,540	12,696,520	17,429,540

11. Refurbishment Reserve

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

	Refurbishment Reserve 31 December 2020 £	Refurbishment Reserve 31 December 2019 £
Opening balance	805,549	838,500
Decrease in the period	-	(32,951)
Closing balance	805,549	805,549

12. Marshal Papworth Fund

	31 December 2020 £	31 December 2019 £
Opening balance	2,261,831	2,214,795
Other income	1,261	846
Investment income	46,240	65,978
	<u>2,309,332</u>	<u>2,281,619</u>
Less:		
Scholarships payable	(500)	(258,162)
Investment fees	(9,527)	(10,123)
Management charges	(27,000)	(27,000)
Marketing	(6,330)	(8,893)
Meeting and travel expenses	(483)	(1,822)
Administration expenses	(300)	(2,313)
	<u>2,265,192</u>	<u>1,973,306</u>
Gains on investments	49,676	288,525
Closing balance	<u>2,314,868</u>	<u>2,261,831</u>
Represented by:		
Investments	2,230,246	2,229,731
Cash at bank	7,261	35,985
Debtors	93,989	96,218
Creditors	(16,628)	(100,103)
	<u>2,314,868</u>	<u>2,261,831</u>

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.

13. 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. The total fund value is £18,600 (2019: £18,600).

Movements on this fund have been included in the restricted funds column of the Statement of Financial Activities on the basis of materiality.

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

	Year ended 31 December 2020 £	Year ended 31 December 2019 £
Net movement in funds	(4,679,982)	42,279
Depreciation charges	640,015	637,040
Less investment income	(136,704)	(227,652)
Gains on investments	(79,617)	(991,522)
Profit on disposal of fixed assets	(100)	(81,640)
(Increase) decrease in debtors	(35,027)	143,779
Increase (decrease) in creditors	2,622,600	(275,596)
	<hr/>	<hr/>
Net cash outflow from operating activities	(1,668,815)	(753,312)
	<hr/> <hr/>	<hr/> <hr/>

15. Auditors' remuneration

The auditors were paid the following remuneration during the period:

	Year ended 31 December 2020 £	Year ended 31 December 2019 £
Audit services	19,250	18,750
Tax services	2,650	2,575
Other professional services	14,250	7,835
	<hr/>	<hr/>
	36,150	29,160
	<hr/> <hr/>	<hr/> <hr/>

16. Limit of guarantee

Members have agreed to contribute a total of £977 (2019: £1,062) to the Society in the event of them being called upon to do so.

17. Pension costs

The Society operates a defined contribution pension scheme. The pension cost charge represents the contributions payable by the Society and amounted to £40,232 (2019: £68,761).

During the period one higher paid employee (2019: three higher paid employees) participated in a defined contribution pension scheme. Contributions payable to the scheme for the year were £5,528 (2019: three members £35,844).

18. Leasing costs

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

	Land 31 December 2020 £	Other 31 December 2020 £	Land 31 December 2019 £	Other 31 December 2019 £
Operating leases	8,450	9,549	8,450	5,760

19. Operating leases

At 31 December 2020 the Society had annual commitments under operating leases due to expire as set out below:

	Land 31 December 2020 £	Other 31 December 2020 £	Land 31 December 2019 £	Other 31 December 2019 £
Up to 1 year	8,450	9,175	8,450	7,680
Between 1 and 5 years	33,800	16,481	33,800	23,040
Over 5 years	304,200	-	312,650	-

20. Capital commitments and contingent liabilities

At 31 December 2020 the Society had a capital commitment amounting to £nil in respect of the purchase of fixed assets (31 December 2019: £nil).

21. Contingent assets

At 31 December 2020 the Society was near completion on the sale of 5.5 acres of the showground for a value of 2.9m. The land is valued at 31 December 2020 at historical cost at a value of 11.5k (December 2019 £nil).

22. Financial instruments

The company has elected to apply the provisions of Section 11 'Basic Financial Instruments' and Section 12 'Other Financial Instruments Issues' of FRS 102 to all of its financial instruments.

Financial instruments are recognised in the company's statement of financial position when the company becomes party to the contractual provisions of the instrument.

Financial assets and liabilities are offset, with the net amounts presented in the financial statements, when there is a legally enforceable right to set off the recognised amounts and there is an intention to settle on a net basis or to realise the asset and settle the liability simultaneously.

Basic financial assets and liabilities, which include debtors and creditors, are initially measured at transaction price or cost including transaction costs and are subsequently carried at amortised cost using the effective interest method unless the arrangement constitutes a financing transaction, where the transaction is measured at

the present value of the future receipts discounted at a market rate of interest. Financial assets and liabilities classified as receivable or payable within one year are not amortised.

23. Grants

The Group received Covid related grants. These included furlough grants, grants for business that had to close and a grant from the Culture Recovery Fund.

24. Transactions with related parties

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

During the period the Society was charged rent of £8,450 (2019: £8,450) by Milton (Peterborough) Estates Company, a company whose chief land agent, Mr R W Dalglish, is a director of the Society. £nil (2019: £nil) was due to Milton (Peterborough) Estates Company at 31 December 2020. During the period the Group made sales totalling £117 (2019: £2,831) to Milton (Peterborough) Estates Company. £nil (2019: £480) was due by the Group at 31 December 2020. Mr R W Dalglish also acts as Secretary to the Earl Fitzwilliam Charitable Trust, from which the Society received no donation in the year (2019: £4,000).

During the period the Society made purchases totalling £73,399 (2019: £31,612) from Strutt and Parker, a company whose consultant, Mr J S G Paton, is a director of the Society. £63,862 (2019: £5,239) was due by the Society at 31 December 2020.

During the period the senior management team received £1,034 (2019: £1,494) 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 period.

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
2017	Julian Proctor Esq, OBE
2018	The Bishop of Ely, The Right Reverend Stephen Conway
2019	The Bishop of Ely, The Right Reverend Stephen Conway
2020	Dr David Llewellyn

President:
Dr David Llewellyn

Chairman: Mr R C Bramley
Vice-Chairman: Mr C D Reynolds

COUNCIL
Elected Members of Council

Retire AGM 2021	Retire AGM 2022	Retire AGM 2023
Mr M R Andrew, JP	Mr T Arthey BSc(Hons)	Mr R C Bramley
Mr T B W Beazley	Mr R S G Barnwell, LL	Mr E A Davies, N.Schol.
Mr I Beeby	Mr M H Bletsoe-Brown	Mr B H Gotting
Mr N J Burman	Hon. G P P Bowyer, MRICS	Mr N J Harris
Ms A Goodall	Mrs K Graves	Mr T Martin
Mr H Horrell	Mr F J Grounds, MBE, DL, FRICS, FAAV	Mr G R Norman
Mr P G R Horrell, TD, DL	Mr B M J Harris	Mr J H Orbell
Mrs C Myland	Mr S G Harris, ACIB, FRAgS	Mr S W Peck
Mr A H Riddington, JP, DL, ARAgS	Mr M Martin	Mr C D Reynolds
Mr N P Rome	Mr J Parrish	Mr D Reynolds, OBE, DL
Mr P Sharpley	Mr J S G Paton, JP, FRICS, FAAV	Mr N R Russell
Mr J Wallace	Mr A J Sharpley	Mr M Sly
	Mr J D Ward	Mrs I A N Wheat
	Mr P E P Ward	
	Mr R Wilkinson	
	Miss K Worboys	

Honorary Life Vice-Presidents

Mr T B W Beazley	Mr E A Davies NSchol	Mr S G Harris ACIB, FRAGS
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 D Hendry, A Horrell, B Horrell, R Lalley, C Whitsed
Messrs M R Barber, A G Burton, J A Clayton, R Dicks,
A H Duberly KCVO, CBE, R E Gee, S M German, J D Goodchild, 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, G A Norman,
D J Organ, R G Parrish, A F Pemberton DL, D Riddington OBE, DL,
G M Riddington, J E Scott, T Tunney MRCVS, W S Webb, J B Wilkinson,
R E G Worboys, S J G Worboys

OFFICIALS OF THE SOCIETY

AUDITORS:

Saffery Champness
Unex House
Bourges Boulevard
Peterborough
PE1 1NG

BANKERS:

Santander UK Plc
1-4 Long Causeway
Peterborough
PE1 1YD

ADMINISTRATION:

Mr A Beattie (Interim CEO).

SOCIETY COMMITTEES

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

SOCIETY BOARD	Chairman: Mr R C Bramley Vice Chairman: Mr C D Reynolds Messrs T B W Beazley, B M J Harris, J R Parrish, J S G Paton, A H Riddington, N P Rome
SGS BOARD	Chairman: Mr R J Tate Mrs J Isaac. Messrs H R Q Arnold, T B W Beazley, R C Bramley, P G R Horrell, J P Lunn
AUDIT, RISK & REMUNERATION	Acting Chairman: Mr J Wallace Messrs S G Harris, P G R Horrell
BEDFORDSHIRE SOCIAL	Chairman: Mr S Franklin Messrs E A Davies, A Grimes, R Hedges, D Hunt, J R Parrish, W Simkins, D Tomkins, T Wootton
CULTIV8	Chairman: Mr R Wilkinson Mesdames H Darby, S Wilcox Messrs T Arthey, B Beazley, H Horrell, J Marshall-Roberts, C Robinson, P Sharpley, B Stroud
EDUCATION KIDS COUNTRY	Chairman: Ms A Goodall Ms M Bliszcak, Messrs R Douglas, P Sibley, R Suckling, P Tate
FARMS BUSINESS AWARDS	Messrs N Blake, P J Bletsoe-Brown, J Goodchild, H Horrell, J R Papworth, J Thorpe
INVESTMENT	Chairman: Mr J Turner Messrs H R Q Arnold, T Arthey, J Day, A H Riddington, M Sly
MARSHAL PAPWORTH	Chairman: Mr T Arthey Mesdames E Craven, A Townsend Messrs T B W Beazley, N Goodall, S G Harris, J R Parrish, C D Reynolds
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 T B W Beazley, 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 S G Barnwell, A H Riddington
WINTER STOCK FESTIVAL	Ms K Arden, Messrs D Burton, D Fabb, J Gent, S Ruck, A Smith, R West