



SUFFOLK  
AGRICULTURAL  
ASSOCIATION

# ANNUAL REVIEW 2015

---



# CONTENTS

- 1 Report from the Chairman
- 2 The Suffolk Show 2015  
From the President  
From the Show Director
- 4 Education
- 6 Awards and Competitions
- 7 Autumn Horse Show
- 7 Gardening Conference
- 8 Trinity Park Events
- 10 Our Committees
- 12 Financial Overview



A handwritten signature in black ink that reads "Robert Rous".

Robert Rous,  
Chairman

# REPORT FROM THE CHAIRMAN

The major achievement of the year must be returning a surplus before investment gains for the first time since 2005. This is a credit to all those who work for the SAA both paid and voluntarily, and while sunshine helps, it was in large part due to the successful Show which, as we have established, is our main reason for existence.

Bill Baker, in his review, gives credit to all who made it a success but may I take this opportunity to thank him for putting in so much work in a year for most of which we have not had a fully operating Chief Executive. He very much leads from the front and motivates people to keep up with him. Thank you, Bill.

In this year we have once again had a most excellent President in Terry Hunt, editor of the East Anglian Daily Times (EADT), the newspaper bearing what might actually be Terry's personal motto "Suffolk and Proud". It was Terry's initiative to launch the Tractors into Schools project which you will read more of later and this was almost the start of putting the Suffolk Show into everybody's mind through the EADT. The greatly increased numbers at the Show must, in part, be due to this wonderful publicity. Throughout the year, Terry has been present at meetings and has been a wise man for the Chairman to consult in awkward times.

Of course this has been the first year with the new governance structure and the Trustee Board has been kept





busy. With a board of nine people meeting nine times this year we have much greater focus on the efficient running of the SAA. The Council has met three times and I believe had much more stimulating discussion as a result of its new advisory role.

It has been timely that these changes are in place as it has proved to be a difficult year on the leadership front. Sadly, the appointment of Nicola Bateman announced in my report last year did not work out. Since her departure we have taken our time before making a new appointment – speaking to all the staff, appointing new recruitment agents, selecting seven candidates for interview and finally appointing Phillip Ainsworth who started in early January. Phillip was born into a farming family in Zambia, moved to Devon, served for 11 years in the Light Infantry and has since spent his career in health administration with his final job with the British Society for Rheumatology. He lives in Suffolk and has served as a steward at the Show. The Trustees are very excited about this appointment.

It will be a huge relief to have a Chief Executive in place – I have been greatly supported by my wife, Teresa! The last fifteen months have been very difficult for the team and I commend and thank them for sticking at the job and getting things done so efficiently despite lacking the leadership they deserve. It has also put added executive responsibility on to a number of Trustees and I particularly thank my Vice Chairman, David Nunn, who has led on Education, the Show Director, Bill Baker, who took responsibility for the Show, Bee Kembell, who, as Deputy Show Director, has taken responsibility for HR and much

else, and Loudon Greenlees, who as Treasurer has been tireless, despite illness, in guiding the Trustees on financial matters. This group have helped to keep the business organised.

The SAA is in good heart with incredibly loyal supporters. Sadly many of us attended Bob Gray's funeral recently at

which it became very clear how important the SAA had been to him and his family. The strength of feeling about the Show is a humbling responsibility for those who are carrying it forward. With a clear vision, new governance and now a skilled administrator at the helm as our Chief Executive, I believe that the SAA has exciting times ahead.



# THE SUFFOLK SHOW

27 & 28 MAY 2015

## FROM THE SHOW DIRECTOR Bill Baker

The 2015 Suffolk Show was one of the most successful in recent years and will go down in SAA history as one of the friendliest Shows anyone can remember. 90,200 people attended over the two days of the Show. The sun shone and the crowds came out in droves to enjoy two fantastic, fun-filled days of first class family entertainment. The Suffolk Show, really does go from strength to strength as the County's biggest day out and a true celebration of everything that is great about Suffolk.

It was a great pleasure and an honour to serve my second year as Show Director and, once again, I was able to see at first hand the hard work and attention to detail that goes into staging an event of this scale and quality. I would like to thank the team of permanent staff for all their hard work which begins many months before, and all our Senior Stewards and Stewards who give up their time to prepare for the Show and to make sure everything runs smoothly. This year, I was very ably supported by my Deputy, George Harris, and I would like to extend my sincere thanks to him.

Education has always been at the heart of the Suffolk Agricultural Association as a charitable body and the Show embodies this educational remit to raise awareness of all things food, farming and the countryside to a wider public. Our President, Terry Hunt, chose to champion education during his year of office and we have continued to refine and develop the Show as an educational platform with increasing focus on the Skills Discovery Zone, the Farm Discovery Zone and the priority accorded at the Show to the Farming School of the Year Competition.

The success of the Show is dependent on the public choosing to visit and spending their leisure pound with us. This year, it was pleasing to note increased attendance numbers with many people visiting with their families for the first time or returning after a gap of a few years. Throughout the year, we worked in partnership with West Suffolk College and their Event Management Degree



students on a market research study. The survey analysis will help us plan continued improvements to the Show attractions and infrastructure for next year. Overall, visitors were extremely happy with their visit to the Show. We will continue the partnership with West Suffolk College and are very pleased that they have introduced a module on county shows into their Event Management Degree Programme – the first academic institution in the country to do so.

The Show continues to gain increasing importance as the place where the County comes together to do business. In 2015, we were able to increase the number of tradestands as well as welcoming back many businesses who have exhibited with us for many years. Tradestands are an important element to the Show, enriching the visitor experience and creating Suffolk's biggest and best pop-up shop with a unique retail mix not found on the high street. Sponsorship income rose to record levels with more and more regional companies and organisations using the Show to promote their businesses and to entertain clients in a relaxed and informal setting. We are very grateful to all those organisations who continue to invest in the Suffolk Show as a place to do business.

This year, we made changes to the layout of our Ringside Clubs which allowed us to increase tradestand space and we also moved the Judges' and Stewards' catering in-house





and into the Events Centre. Public catering concessions were also brought in-house for the first time and we were able to offer a wider choice of quality food and drink with an increased focus on local suppliers and produce with, for example, Adnams creating the “Beach Eats” concept.

Of course, the Suffolk Show wouldn't be one of the finest county shows in the country without the exceptionally high quality of livestock and show jumping entries. To win at the Suffolk Show is a very significant badge of honour. This year, livestock and show jumping entries were both very healthy and I was particularly pleased to note that we were also able to host the Red Poll Cattle Society's Inaugural National Show.

Now all our thoughts and plans turn to the 2016 Show and to stage an event that is every bit as good, if not better, than 2015. Attractions are being planned and booked including the ever popular Bulldog Lings Motor Cycle Display Team and the Shetland Pony Grand National. We will continue to bring in new avenue attractions as well as the main ring show-stoppers to provide an attractive all round entertainment package. A significant development for 2016 will be an enhanced Flower and Garden Area with a link to the Wildlife Area, opening up this beautiful and peaceful part of the Showground.

Once again, thank you to everyone who worked so hard to make this year's Show one of the most successful in recent years. It only now remains to welcome my Deputy for this year, Bee Kembal, and I look forward to working with her and the rest of the team to put on a great Show on 1st & 2nd June 2016.



## FROM THE PRESIDENT Terry Hunt

Before I was given the huge honour of becoming President of the Suffolk Agricultural Association, I thought I knew quite a lot about the Suffolk Show. After all, I had attended the County's biggest showpiece event since I was a small boy and, more recently, I had worked closely with the Show organisers in my role as editor of the East Anglian Daily Times. But the last year has clearly demonstrated that, in truth, I knew very little about this very special event. Having now been privileged to see “behind the scenes,” I am utterly in awe of this wonderful celebration of the very best of Suffolk. What the general public doesn't see are the thousands of hours devoted by staff and volunteers to make the Show happen, and to ensure that it is the best small county show in the land. Nothing is left to chance. No detail, however minor it might appear, is overlooked. The passion for the Show is so inspiring and hugely important because, as we all know, the Suffolk Show is an integral part of life in the County we all love.

My wife Jane and I had two wonderfully happy (and sunny!) days at the Show, which will be cherished memories forever. Thanks to everyone who helped to make it so special for us.

On the wider SAA front, my particular passion is education, and the importance of our children understanding what happens in the fields all around them. I'm very pleased that we have launched Tractors into Schools as part of this vital work. I really appreciate all the hard work which has gone into making this initiative so successful.

The Suffolk Agricultural Association is a very special organisation, and I have been very proud to be its President. Thank you for making me so welcome. I wish the organisation every success in the future, and I hope I might be able to continue to contribute in some small way.



# EDUCATION

2015 saw the Education Department go from one team member to two. Following Hannah Woods' return from maternity leave in September 2014 she is now working on a part time basis and job sharing with Helen Fomenko.

February 2015 welcomed the pilot scheme of the Tractors into Schools initiative which was instigated by our President, Terry Hunt. He knew that children may see tractors working in the fields near their home or school but felt they knew little about the purpose of them in farming.

65 farmers and their tractors attended 65 Suffolk primary schools to engage with pupils about how important the tractor is to the farmer and were able to relate the food that they eat to the work of the tractor and the farmer. This was achieved in a fun and interactive way and was linked to areas of the National Curriculum. This project was a huge success and is set to run again in 2016.

Another new education adventure this year was the launch of the first Schools Show Garden Competition taking place during the days of the Suffolk Show. This year saw four primary schools from across the County design and build a 3m x 3m show garden to the theme of 'A Slice of Suffolk History'. The schools worked hard the week before the



4,500 pupils attended the 2015 School Farm and Country Fair

All our events are open to all schools in Suffolk including PRUs and SENs

show to build the garden and were on hand over the Show days to speak to visitors and the judges. Carlton Colville Primary School from Lowestoft were declared the winners. Following the great success of this project we will be welcoming eight schools to take part in 2016.

The ever popular and successful School Farm and Country Fair was attended by 4,500 primary school children, aged 7 to 9, which is the largest number of pupils in its fifteen year history. By fine tuning the layout changes made in 2014 we were able to increase pupil numbers by 500, which is important as the event is always oversubscribed by around 2,000 places each year.

It is humbling to know that the Association is supported by exhibitors and stewards who give their time on a voluntary

*“This project has been an amazing experience for our class. They have enjoyed every moment, from building the model, to taking part in the semi-final day and delivering their final presentation at the Suffolk Show. It was a truly cross curricular activity”*

*Suffolk Farming School of the Year – Teacher*

*“No-one understands how important farming is until they realise what it does for us. Mr Taylor and Ed came to our school and they told us all about farming such as the malt they get from barley goes in the centre of Malteasers”*

*Tractors into Schools – Pupil*





**1,800** secondary school children have attended a careers day at Hollow Trees Farm since **2009**

**65** tractors and farmers visited **65** primary schools in February 2015



basis and all have the common purpose which is to educate the consumers of tomorrow.

The favourite attractions with the children were holding chicks, tasting sausages and cheering on the gun dogs as well as new exhibits including the scientists who brought the 'energy' theme alive.

The exciting final of the Suffolk Farming School of the Year, which started in 2013, took place on the second day of the Show with three schools going head to head to showcase their amazing learning journey of this project.

Energy was the theme for this year's competition seeing schools design and build a model farmyard which had to include a tractor, livestock and a form of energy for the first

round of the competition. Five schools went through to the semi-final where they attended five workshops, one being that they were able to meet ADIE, the life sized cow, whose stomach demonstrated the process of anaerobic digestion – every child and adult will remember this interactive learning experience!

Our education work is also showcased at the Farm Discovery Zone during the Suffolk Show. This is a 'have a go' area for all members of the family and where they could make a pizza, follow the journey of the tractor through the years and meet the vast array of animals within the Children's Farm. ADIE also featured at the Show, along with a state of the art CLAAS forage harvester.

Glorious sunshine greeted three hundred 12-15 year olds to

the Food and Farming Student Day at Hollow Trees Farm on Wednesday 18 June to enlighten them of the many opportunities that are available within the food and agriculture industry. The students attended structured, hands-on learning workshops which covered livestock, farm retail, cereals, machinery etc. Many students commented that they had no idea that the industry had so much to offer in terms of careers.

Our aim is for Suffolk pupils to attend more than one of our initiatives during their time at school, so to develop and deliver these projects is very important to the Suffolk Agricultural Association.

**£12,000** is paid out to primary schools every year to help with the cost of transport to the **School Farm** and **Country Fair**

**300 volunteers** and **120 businesses** give their time for free to help with all our **education initiatives**

*"The day after the event a lot of the parents came into school and told us how the children were very animated and were talking extensively about what they had seen and done"*

*School Farm and Country Fair –Teacher*



# AWARDS AND COMPETITIONS

Now into its fourth year, the Suffolk Agricultural Association's Agricultural Awards Dinner, sponsored by HSBC, celebrated best practice in food, farming and countryside businesses across Essex, Suffolk and Norfolk. The evening is held to announce and celebrate the winners of the SAA's three farming competitions – the Suffolk Farm Business Competition, Best Alternative Land Enterprise (BALE) Award and Suffolk Farming School of the Year.

The event has grown considerably and a record 300 guests attended the awards dinner on 22 October, at Trinity Park. The dinner has become a very popular addition to the Association's calendar and the SAA is extremely grateful to HSBC for supporting the dinner for a second year. Peter Over compered the evening and the Rt Hon Michael Jack CBE, currently the food and agricultural adviser to HSBC, opened proceedings with an entertaining speech.

The dinner was attended by all entrants of both the Farms Competition and the BALE Award, and their guests. Also in attendance were competition judges, sponsors, stewards and members of the Association.

The dinner brings together the farming and rural community, in a social environment, to celebrate what is best about our regional farming industry.

The 2015 BALE Award winner was the Catchpole family for Stowlangtoft Healthcare LLP. The business was founded in 2010 by the Catchpole family and it is still very much a family business dedicated to providing high quality residential care. The family also won the Best Newcomer Award in 2014.

The Suffolk Farm Business Competition was no less keenly contested this year, and victors in the Class One category were Fletcher & Dunt, Park Farm, Charsfield, who received the F W Barker Perpetual Challenge Cup. Winner of the Class Two Farms (251-500 hectares) was A & R L Porch, Leylands Farm, Middlewood Green who received the Cranworth Perpetual Challenge Cup and tankard. John Brown and Sons of Horsecroft, Bury St Edmunds, returned to take the top honours for the Class Three category, (farms of more than 501 hectares) and the King George VI Memorial Challenge Cup. The farm has now won the competition for four out of the last five years.

Thanks are also extended to Ensors for sponsoring the reception drinks and Archant for sponsoring the information booklet. The 2016 Agricultural Awards Dinner will take place on 20 October.

## SUFFOLK FARM BUSINESS COMPETITION

The Suffolk Farm Business Competition was judged in June and this year's judges came from Newbury in a reciprocal arrangement. The judges evaluate the entries on three criteria, the business management; sustainability of the business and land occupation and the social/ community involvement of the farms.

The principal sponsor of the Suffolk Farms Business Competition, for the year was Bunn Fertiliser. Certificates were presented to the second and third prize winners in each class as well as for the best crop, best conservation and best livestock enterprise, sponsored by Koch Advanced Nitrogen, Fram Farmers and Stanfords, Colchester Livestock Market, respectively.

### RESULTS

#### Class 1 – Farms up to 250 hectares

**1st Prize and the F W Barker Perpetual Challenge Cup and Tankard**  
Fletcher & Dunt, Park Farm, Charsfield

**2nd Prize** J M Stennett & Son, Slades Farm, Theltenham, Diss

**3rd Prize** Potash Farm, Wyverstone, Stowmarket

#### Special Awards

*Best Arable Crop* J C Pirkis & Son

*Best Livestock Enterprise* R White & Partners Ltd

*Conservation* R White & Partners Ltd

#### Class 2 – Farms of 251-500 hectares

**1st Prize and the Cranworth Perpetual Challenge Cup and Tankard**  
A & R L Porch, Leylands Farm, Middlewood Green, Stowmarket

**2nd Prize** Porters Farm (Walpole) Ltd, Hill House, Walpole, Halesworth

**3rd Prize** Bridge & Ivy Farms Ltd, Lower Hacheston, Wickham Market

#### Special Awards

*Best Arable Crop* J R Grimsey Farms

*Best Livestock Enterprise* S E Kent & Son

*Conservation* East Bergholt Estate Company Ltd with Sentry Ltd

#### Class 3 – Farms 501 hectares and over

**1st Prize and the King George VI Memorial Challenge Cup**  
John Brown & Sons, Hardwick House, Horsecroft, Bury St Edmunds

**2nd Prize** R H Forrest & Co, Mowness Hall, Stonham Aspell, Stowmarket

**3rd Prize** Sam Fairs, Hillfairs, Hill Farm, Heveningham

#### Special Awards

*Best Arable Crop* John Brown & Sons

*Best Livestock Enterprise* Sam Fairs

*Conservation* E J Barker & Sons



## BALE AWARD

The BALE Award, held in association with Ashton KCJ and now in its 24th year, attracted 11 entries from across Essex, Suffolk and Norfolk. Nearly all enterprises entered were new to the competition this year. Open to all farm businesses in the region, the annual award is the only one of its type in the region and recognises and rewards imaginative and commercial alternative non-agricultural uses of the land and positive effects on the local economy.

This year's judges were Jonathan Long, from sponsors Ashton KCJ, Terry Hunt, the SAA's President and Editor of the East Anglian Daily Times, and Sally Scobie, EE Ulph & Co Ltd, last year's BALE winner. The judges had two full days, visiting enterprises in Essex, Suffolk and Norfolk.

### THE RESULTS

#### 1ST PLACE

The Catchpole Family for Stowlangtoft Healthcare LLP

#### 2ND PLACE

R & P Barker for R & P Barker Farms

#### BEST NEWCOMER

Patrick Barker for Westhorpe Hall, Three Arches Care Ltd

#### CERTIFICATES OF MERIT TO

Richard Hirst, Hirsty's Family Fun Park  
Monach Farms, Wellies On, Butterfly Lodge Education

### Sponsors of the Awards Dinner:



### Sponsors of the Bale Award:



### Sponsors of Suffolk Farm Business Competition:

Principal Sponsor:



Sponsors:



# AUTUMN HORSE SHOW

The Suffolk Agricultural Association held its first Autumn Horse Show at Trinity Park on Saturday 12 September and are pleased to announce it was a huge success. The rather drizzly start to the day did not dampen the enthusiasm of competitors and the Show attracted competitors from across the region with over 350 entries.

The show was aimed at local amateur riders and it gave them a unique opportunity to compete in the "famous" Suffolk Show rings. The show was held to raise funds for the SAA's educational activities, principally the School Farm and Country Fair. Over 60 classes were held including showing, show jumping, and dressage.

The organisers would like to thank all the sponsors

# GARDENING CONFERENCE 2015

"Gardening – An English Love Affair" was the subject of the autumn gardening conference which attracted the highest ever turnout since the biennial event first began in 2005. Around 225 garden loving enthusiasts descended on Trinity Park on Tuesday 5 November to hear a panel of four distinguished and respected speakers chaired by Sir Kenneth Carlisle: Suffolk based Tom Hoblyn, Garden Designer, who spoke about the process of moulding together the ideas of the client and the designer; Alan Gray, Garden Maker Extraordinaire, whose achievements at East Ruston, so close to the sea, are inspiring, encouraged creativity and experimentation – boldly, pushing the boundaries all the while. After lunch George Carter, Garden Designer and Restorer, showed how gardens had evolved over the centuries from Versailles to his own



who helped to make the event possible, particularly Gotelee Solicitors, who supported the event by becoming principal sponsor.

The event was organised by the team behind the Suffolk Show. Peter Over, Chairman of the SAA's Business Development Committee commented "We are extremely grateful to everyone who came and supported this event and to our judges and stewards who gave their time for free to help make this first show such a success. We thought the event would be popular but the number of competitors exceeded our expectations. I am pleased to announce that the show will be repeated in 2016, on Sunday 11 September – make this a date for your diary!"

stunning Norfolk garden; James Alexander-Sinclair, Garden Designer, Journalist and TV presenter based in Oxfordshire, took the audience on a jaunt through 21st century gardens. Delivered at pace and liberally sprinkled with entertaining quips – his points were sealed with his long-remembered phrase – "crash bang". In the course of the day, they delivered a fascinating insight into what makes gardening such a popular past time in the UK, current trends in gardening world and what makes the 21st century garden. The buoyant atmosphere was helped by the busy and interesting tradestands that showcased a wide variety of garden plants and wares. The conference was supported by Alitex Greenhouse & Conservatories, Suffolk Gardens Trust and NFU Mutual Ipswich.

# TRINITY PARK EVENTS

Record attendances at the Cancer Research Race for Life weekend, Copdock Bike Show and Henham Steam Rally were just a few examples of charity fundraising events which managed to exceed all expectations for their success over the course of the year. Once again the Trinity Park site proved to be an ideal location for those wishing to attract footfall from Essex, Suffolk and Norfolk. Access to the site, the road network, integrated services and the professionalism and helpfulness of the Estates team were all cited as reasons for the showground's popularity with hirers. Similarly the Events Centre was used for a pop-up shop for Joules with record sales proving that the local economy and consumer confidence has truly turned a corner.

The Christmas party season also proved very popular with over 2,600 guests enjoying the pantomime themed revelries. For the first time dodgems were introduced as the outdoor attraction, providing an opportunity for some competitive manoeuvring around the track. Unfortunately, whilst consumer-based events thrived the number and size of balls, dinners and weddings fell below the previous year's



record, resulting in lower food and beverage sales overall. Fewer events and lower spends resulted in a reduction in turnover. Excellent cost control on catering activity enhanced profits despite lower levels of activity.

The Trinity Park Events team took on a more substantial role at the Suffolk Show, assuming responsibility for running the Judges' & Stewards' pavilion along with the Members' and Sponsors' bars. Much was learnt in this first year about the style of service and types of drinks preferred by Members, with the outdoor bar in the garden area proving very popular during the Wednesday evening's entertainment. Important lessons were learned for improving the service in 2016.

The inaugural Suffolk Skills Show took place in October

2014. Initiated by Suffolk County Council and supported by local businesses such as John Grose, BT, Willis, Easton & Otley College and Suffolk Agricultural Association, this important event targeted students aged 14 and over and was aimed at helping young people to make informed choices about career paths and subject choices needed to fulfil their ambitions. Over 3,000 students with their teachers and parents attended the event where hands-on "have-a-go" activities helped to highlight both vocational as well as purely academic pathways into future careers. The feedback from schools, students and parents was so positive that the County Council made a two year commitment to future funding as part of the integrated strategy for raising educational achievement and driving economic regeneration.

*"We were very pleased with the way you handled Dad's funeral reception... the venue is perfect for an event with a lot of elderly people."*

*"Staff setting up IT were great, helping things to run smoothly and to soothe any worries! It is a great venue, layout worked well"*



## EVENTS CALENDAR 2016

SATURDAY 6 FEBRUARY  
**George Woodward Cocktail Fundraiser**

28 APRIL-2 MAY  
**Plant Sale April**

22-25 SEPTEMBER  
**Plant Sale September**

SUNDAY 7 FEBRUARY  
**Winter Wedding Fair**

MONDAY 2 MAY  
**Woodbridge Horse Show**

SATURDAY 1 AND SUNDAY 2 OCTOBER  
**Copdock Bike Show**

SATURDAY 20 AND SUNDAY 21 FEBRUARY  
**SAA Dog Show**

10-15 MAY  
**Circus**

SATURDAY 8 AND SUNDAY 9 OCTOBER  
**Aztec Robin Hood Game Fair**

SUNDAY 21 FEBRUARY  
**Wedding Open Day**

WEDNESDAY 1 AND THURSDAY 2 JUNE  
**Suffolk Show**

SATURDAY 22 OCTOBER  
**White Collar Boxing**

FRIDAY 4 MARCH  
**Battle of the Bands**

9-12 JUNE  
**Plant Sale June**

WEDNESDAY 19 OCTOBER  
**Suffolk Skills Show**

SATURDAY 5 MARCH  
**White Collar Boxing**

WEDNESDAY 15 JUNE  
**Anglia Business Exhibition**

SUNDAY 23 OCTOBER  
**Baby and Toddler Show**

17-20 MARCH  
**Plant Sale March**

SATURDAY 18 JUNE  
**Race for Life Muddy Run**

SUNDAY 30 OCTOBER  
**Comic Show**

SUNDAY 20 MARCH  
**Baby and Toddler Show**

SUNDAY 19 JUNE  
**Race for Life**

SATURDAY 5 AND SUNDAY 6 NOVEMBER  
**Oakleigh Winter Fair**

25-28 MARCH  
**Aztec Spring Garden Show**

SATURDAY 25 JUNE  
**White Collar Boxing**

26 NOVEMBER,  
2, 3, 8, 9, 10, 15, 16, 17, 22, 23  
DECEMBER  
**Christmas Party Nights**

MONDAY 28 MARCH  
**Ipswich Horse Show**

SUNDAY 28 AND MONDAY 29 AUGUST  
**NASC**

FRIDAY 6 JANUARY 2017  
**January Late Christmas Party**

7-10 APRIL  
**Plant Sale April**

8-11 SEPTEMBER  
**Plant Sale September**

SUNDAY 10 APRIL  
**BSPS Horse Show**

SUNDAY 11 SEPTEMBER  
**SAA Horse Show**

7-10 APRIL  
**Joules Clothing Sale**

SUNDAY 11 SEPTEMBER  
**Wedding Fair**

**For details of all events visit**  
[www.trinityparkevents.co.uk/  
eventsdiary](http://www.trinityparkevents.co.uk/eventsdiary)

TPEL is the trading subsidiary of the Association. The team manages the extensive facilities on site including hire of the 1,000sqm award-winning Conference and Events Centre, the Trinity Rooms, the cattle building, the new farriery centre, and the 300 acres of grounds and gardens to generate income that is used to further our education programme.  
[www.trinityparkevents.co.uk](http://www.trinityparkevents.co.uk)



Despite a number of new competitor venues opening in the area during the year, Trinity Park's winning combination of easy access, free parking, parkland setting, award-winning Events Centre and long-serving professional events team helped to ensure that repeat custom remains as high as ever.

*“Many of the feedback comments received from our delegates praised the food and fantastic facilities offered by your venue. Thank you for being excellent!”*



# REFERENCE & ADMINISTRATIVE DETAILS 2015

## PROFESSIONAL ADVISORS

### Auditor

Price Bailey LLP  
Tennyson House  
Cambridge Business Park  
Cambridge CB4 0WZ

### Banker

Barclays Bank PLC  
1 Princes Street  
Ipswich  
Suffolk IP1 1PB

### Solicitor

Birketts LLP  
24-26 Museum Street  
Ipswich  
Suffolk IP1 1HZ

## DIRECTORS AND TRUSTEES

Until 30 September 2014 the members of Council were the Directors of the charitable company, the Suffolk Agricultural Association, and were its Trustees for the purpose of the law. Council consists of 47 elected members plus ex officio members, 15 Senior Stewards and six honorary members of the Association. Members of Council are elected at the AGM and serve for a period of five years.

All members of Council other than the members of the Trustee Board shown below, resigned as Directors and Trustees of the Association on 1 October 2014 but remained as Council members. Since 1 October 2014 the role of Council has been to advise and assist the Trustee Board and provide representation and two-way communication for the Association at local level within Suffolk. It is a forum for debate and the primary channel for encouraging volunteers and for ensuring goodwill and continuity. The Trustee Board is required to consult it on any matter that would result in major change to the structure, the main objects or the general strategic policies of the Association.

The names of those who served as Council members during the year are:

### Trustee Board

**R C Rous**  
Chairman (T) (S) (I) (A) (P)  
**D Nunn**  
Vice Chairman (T) (S)  
(H) (N) (P)  
**R J Baker**  
Show Director (T) (S) (H)  
(N) (P)  
**E Kemball**  
From June 2015  
Deputy Show Director  
(T) (S) (A) (H) (P)  
**L I Greenlees**  
Treasurer (T) (S) (I) (R) (A) (H)  
**C E Clarke** (T) (R)  
**B W Kerr** (T) (S)  
**P D Over** (T) (S)  
**D K Wybar** (T) (R)

### Other Ex Officio members of Council

**T Hunt**  
President (S)  
**J H Wall**  
President-Elect (S) (N)  
**G Harris**  
Deputy Show Director (S)

### Senior Stewards

**M Donsworth**  
Heavy Horses (S)  
**S Fairs**  
Tradestands (S)  
**R Goodwin**  
Grand Ring (S)  
**M Harris**  
Light Horses (S)  
**D Hayden**  
Hospitality & Catering (S)

**B W Kerr**  
Farm Discovery Zone (T) (S)  
**S Miles**  
Flower Show (S) (N)  
**E C Morton**  
Public Relations (S) (N)  
**T Pratt**  
Sheep & Goats (S)  
**A C Pulham**  
Finance (S)  
**S Stearn**  
Show Jumping (S)  
**J M Taylor**  
Maintenance (S)  
**J Tubbs**  
Traffic (S)  
**M J Warner**  
Health & Safety (S) (R) (H)  
**W E Wrinch**  
Cattle (S)

## OTHER MEMBERS BY RE-ELECTION YEAR

### 2016

R J Barker  
H Birch  
N Brown  
J Cousins  
The Countess of Euston (S)  
S Fairs (S)  
D Haydon (S)  
J T Long  
P D Mortimer  
R J W Paul  
J A Salisbury  
P W Start  
J Thurlow

### 2017

J Blyth (S)  
Sir Michael Bunbury (A) (I)  
C E Clarke (T) (R)  
N Currie  
A J Kerr  
G P Mayhew  
E A Woodward

### 2019

D E Barker  
J S Fletcher  
The Earl of Iveagh  
T Hubbard  
W B Kendall (I)  
J H Wall (S) (N)  
D K Wybar (T) (R)

### 2020

A M Ashby-Hoare  
S Bendall (N)  
J T Black (I) (A)  
S W Cobbald (N)  
The Countess of Cranbrook  
R L C Eley  
A W Fairs (S)  
R L Feltwell  
O L Holloway  
T J Pound  
J Rabagliati  
The Lord Tollemache  
G P Thorne  
J M Tuckwell  
P R C Westrope

### Committee members

(T) denotes membership of the Trustee Board  
(S) denotes membership of the Show Committee  
(I) denotes membership of the Investment Committee  
(A) denotes membership of the Audit Committee  
(R) denotes membership of the Risk Committee  
(P) denotes membership of the Personnel Committee  
(N) denotes membership of the Nominations Committee  
(H) denotes membership of the Health & Safety Committee

## MEMBERS OF THE COUNCIL

### Co-opted members

V Lugsden  
C Doe  
Dr P Funnell

## PERMANENT STAFF

### Executive Director

Nicola Bateman  
(appointed January 2015  
– resigned June 2015)

### Office Manager/ Executive Assistant

Sue Bennitt

### Finance Officer

Ian Liddell

### Accounts & Events Administrator

Vicki Wilson

### Administration & Livestock Officer

Elizabeth Payne

### Tradestand Officer

Paula Slater

### Education & Show Officers

Helen Fomenko  
Hannah Woods

### Show Administrative Support

Abigail Southworth

### Marketing and Communications Manager

Brigit Parker

### TRINITY PARK EVENTS

#### Commercial Manager

Christine Bond

#### Estates and Events Manager

Graham Thurston

#### Assistant Events Manager

Kevin Long

#### Front of House Supervisor

Justyna Nowak

#### Sales Executive

Leanne Carhart

#### Events Administrators

Andrea Barr  
Sarah Jay  
Gemma Lewis

#### Operations Assistants

Jamie Warden  
Dan Greenacre  
Olegs Trunovs

#### Head Chef

Ronnie Hayes

#### Assistant Estates Manager

Darren Cobbold

#### Maintenance Assistants

Christopher Green  
Stephen Eccott

## TRINITY PARK EVENTS LTD

### DIRECTORS

R C Rous  
R J Baker  
L I Greenlees  
N B Mills  
D Nunn  
P D Over  
H Packshaw

### SECRETARY

L I Greenlees

### REGISTERED OFFICE

Trinity Park  
Felixstowe Road  
Ipswich  
Suffolk  
IP3 8UH

### AUDITOR

Price Bailey LLP  
Tennyson House  
Cambridge Business Park  
Cambridge CB4 0WZ

# CONSOLIDATED BALANCE SHEET

AS AT 30 SEPTEMBER

	2015 £000	2014 £000	2013 £000	2012 £000	2011 £000
<b>Fixed assets</b>					
Tangible fixed assets	7,034	7,115	7,220	7,382	7,483
Investments	4,625	4,757	4,521	4,306	4,628
	<u>11,659</u>	<u>11,872</u>	<u>11,741</u>	<u>11,688</u>	<u>12,111</u>
<b>Current Assets</b>					
Stock	24	25	21	21	17
Debtors	226	262	172	187	148
Short term investments	-	-	-	-	11
Cash at bank and in hand	22	45	14	13	15
	<u>272</u>	<u>332</u>	<u>207</u>	<u>221</u>	<u>191</u>
<b>Creditors: Due within one year</b>	<u>(735)</u>	<u>(1,074)</u>	<u>(679)</u>	<u>(759)</u>	<u>(666)</u>
<b>Net current liabilities</b>	<u>(463)</u>	<u>(742)</u>	<u>(472)</u>	<u>(538)</u>	<u>(475)</u>
<b>Total assets less current liabilities</b>	<u>11,196</u>	<u>11,130</u>	<u>11,269</u>	<u>11,150</u>	<u>11,636</u>
<b>Creditors: Due after more than one year</b>	<u>(970)</u>	<u>(1,035)</u>	<u>(1,098)</u>	<u>(1,158)</u>	<u>(1,216)</u>
<b>NET ASSETS</b>	<u>10,226</u>	<u>10,095</u>	<u>10,171</u>	<u>9,992</u>	<u>10,420</u>
<b>Unrestricted funds</b>					
General Fund	3,192	2,980	2,951	2,610	2,937
Charitable fixed asset fund	7,034	7,115	7,220	7,382	7,483
<b>TOTAL FUNDS</b>	<u>10,226</u>	<u>10,095</u>	<u>10,171</u>	<u>9,992</u>	<u>10,420</u>

# CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

This summary financial statement is only a summary of information derived from the charity's statutory financial statements and does not contain sufficient information for a full understanding of the financial affairs of the charity. A full copy of the Trustees' report and financial statements is available on the Association's website at [www.suffolkshow.co.uk](http://www.suffolkshow.co.uk).

The auditor has issued unqualified reports on the full annual financial statements and on the consistency of the Trustees' report with those financial statements. Their report on the full annual financial statements did not contain statements in respect of sections 498(2)(a), 498(2)(b) or 498(3) of the Companies Act 2006.

	2015 £000	2014 £000	2013 £000	2012 £000	2011 £000
<b>INCOMING RESOURCES</b>					
Incoming resources from generated funds					
<i>Voluntary income:</i>					
Membership subscriptions	142	148	164	156	164
<i>Activities for generating funds:</i>					
Commercial trading activities	1,137	1,264	1,035	972	1,035
Rental income	15	15	13	14	1
<i>Investment income</i>	128	131	112	51	54
Incoming resources from charitable activities:					
Suffolk Show income	1,386	1,206	1,130	778	1,263
Conferences income	53	43	38	37	31
Other income	10	-	-	1	-
<b>TOTAL INCOMING RESOURCES</b>	<b>2,871</b>	<b>2,807</b>	<b>2,492</b>	<b>2,009</b>	<b>2,560</b>
<b>RESOURCES EXPENDED</b>					
Cost of generating funds:					
Membership costs	46	53	53	58	51
Commercial trading activities	1,121	1,203	1,127	1,085	1,026
Investment Manager rebated fees	(1)	(1)	(1)	(4)	(4)
Rental costs	-	15	-	-	-
Charitable activities:					
Suffolk Show costs	1,598	1,716	1,633	1,622	1,583
Donations, grants and subscriptions	31	31	38	29	67
Conference and farm competition costs	37	29	5	7	10
Governance costs	25	17	17	18	17
<b>TOTAL RESOURCES EXPENDED</b>	<b>2,857</b>	<b>3,063</b>	<b>2,872</b>	<b>2,815</b>	<b>2,750</b>
<b>NET INCOMING (OUTGOING) RESOURCES BEFORE RECOGNISED GAINS AND LOSSES</b>	<b>14</b>	<b>(256)</b>	<b>(380)</b>	<b>(806)</b>	<b>(190)</b>
Other recognised gains and losses					
Realised and unrealised gains/(losses) on investments	117	180	559	378	(143)
<b>Net incoming/(outgoing) resources for the year</b>	<b>131</b>	<b>(76)</b>	<b>179</b>	<b>(428)</b>	<b>(333)</b>
Fund balances brought forward	10,095	10,171	9,992	10,420	10,753
<b>TOTAL FUNDS CARRIED FORWARD</b>	<b>10,226</b>	<b>10,095</b>	<b>10,171</b>	<b>9,992</b>	<b>10,420</b>



SUFFOLK AGRICULTURAL ASSOCIATION

[www.suffolkshow.co.uk](http://www.suffolkshow.co.uk)  
Registered Charity Number  
288595