

ANNUAL REVIEW 2022

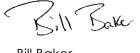


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The Suffolk Agricultural Association (SAA) is a registered charity founded in 1831. Our objective is to promote awareness of food, farming and the countryside and its importance to our everyday lives. It is also our role to inspire young people to be more connected with how their food is produced and to consider career opportunities in the rural economy.





Bill Baker, **Chairman**

From the Chairman

As we close another year at Trinity Park, it is pleasing to reflect on a more normal year of activity and trading with the Covid pandemic having a less prominent effect on activities, although the aftermath of it still felt. I begin by praising all those who have made so many sacrifices in dealing with such a difficult period of our lives.

With two previous years of cancelled shows, it was wonderful to open the gates again for our County Show and no one was more pleased and relieved than our Honorary Show Director, Bruce Kerr. The Show was, of course, a tremendous success, thanks in no small part to Bruce and his team of senior stewards, stewards and our wonderful staff here at Trinity Park who were rewarded with huge numbers of visitors over the two days. I would like to thank Bruce for his tireless dedication as our Show Director and welcome his successor John Taylor into the role for the next three years.

It is impossible to ignore the challenges we have all faced this year with rising inflation creating cost pressures on our business and it seems likely this will continue for the short term at least. Our small team at Trinity Park Events Ltd have done an incredible job of staging numerous events throughout the year and attracting thousands of visitors, raising vital funds to support our charitable objectives. My thanks go to our Chief Executive, Phillip Ainsworth, who has again expertly guided the Suffolk Agricultural Association throughout the year.

We opened our two new toilet blocks during the year, a considerable but much needed investment in our infrastructure and it is pleasing to report that they were delivered on time and on budget. We are determined to continue with our plan, as funds allow, to invest in our facilities to meet the demands and expectations of our visitors throughout the year.

There are many charities that benefit from our facilities at Trinity Park, and we welcome the opportunity to assist them with their own objectives, many of which overlap with our own. As we navigate the post Covid era, continuing war in Ukraine and people's increasing financial constraints charities such as ours play a vital part in the health and wellbeing of so many in our wonderful county of Suffolk and beyond.

I close by thanking my Vice Chairman, Peter Over, my fellow Trustees, our dedicated staff and the vast number of volunteers who give their time so willingly to keep the Suffolk Agricultural Association as relevant today as it was back in 1831 when it was founded and long may it continue.



Phillip Ainsworth,
Chief Executive

From the Chief Executive

I concluded my contribution to the 2021 annual review by saying how much I was looking forward to a more normal 2022 and in part this was the case. Whilst Covid was seemingly receding, the Omicron variant, and the national policy to manage it, impeded our ability in the first six months of the year to achieve the commercial plan we had set out, which had been conservatively constructed. The consequence of Omicron and associated government advice reduced our Christmas party activity by around 25% resulting in a financial impact of some significance.

Running alongside this period we began to plan for our charitable activities, not least the School Farm and Country Fair (SFCF) and Suffolk Show and as with our commercial thinking planned the events very much with potential Covid impacts in mind. But as we came into the spring and with the easing of all restrictions, confidence grew, particularly for attendance at major events. Deliberately planned to be slightly smaller than normal, the SFCF in April was a huge success and it was very gratifying to see so many people wishing to support the event, not least the schools, who had faced considerable and somewhat unique challenges associated with Covid. With the Show looming soon afterwards, it became apparent that huge interest was being expressed, not least by the visiting public, and with the Platinum Jubilee celebrations incorporated into the event made it a unique experience. This, and the fact that we had been unable to put on the Show for two years, resulted in an incredibly fulfilling event for all involved with huge public interest.

From a business perspective, and whilst disappointing that commercially we had been negatively impacted early in 2022, we completed the year in relatively good shape. The Show performed financially better than we had anticipated, and we managed to maintain a positive cash position through the period. That said, the commencement of hostilities in Europe and the wider inflationary cost increases, particularly for utilities, presented different and longer-term challenges to the organisation which we are very focused on managing.

On the estate the significant investment in two new toilet blocks was completed on time and to budget, meaning that for the 2022 Show the facilities were brought into use and proved their worth. We have also agreed a long-term arrangement with Ipswich Croquet Club, who have now established a brand-new facility on the site which they aim to be playing on from April 2023. We continue to find other ways to enhance the estate, one being a planting program of particularly hedgerows, which over time will further improve the biodiversity of the site.

Having navigated ourselves through the impacts of Covid we, like many others, now find new challenges needing to be carefully considered. There is no doubt the economic picture for the next few years will continue to present difficulties but rightly the organisation remains optimistic about its future and continues to plan to deliver the highest quality events.

As ever I pay thanks to all the support from our Trustees, Directors, Members, Staff, Volunteers and our many supporters.



David Darker

David Barker, **2022 President**

From the President

It has been a huge honour and a privilege to be your President, the disappointment of losing the 2021 show has been made up by the truly magnificent show in 2022. A record attendance but above all so many happy people and the brisk trade being done by trade stands in a relaxed atmosphere.

Of course, being President extends way beyond the show, I had the great honour, on the day of the School Farm and Country Fair, to open two superb new toilet blocks. These additions will serve the Association for many years and add so much to the superb facilities already in place.

In March, I appreciated the Association allowing me to host an evening in aid of the East Anglian Air Ambulance a charity I helped launch back in 2000. A terrific sum of £6,320 was raised for this life saving charity.

There are many events that take place at Trinity Park during the year and I am pleased to have attended many of these; it is good to see the facilities available at Trinity Park being well used.

Of course, it is the Suffolk Show which will give Claire and all my family so many wonderful memories. The official opening of the Queen's Platinum Jubilee Avenue and the launch of Suffolk's Platinum Jubilee celebrations with a ring display to rival any that has gone before was inspirational.





Presenting forty four recipients with their Long Service and Special Awards was a particular highlight and the unveiling of the John Paton Philip Memorial Bench with members of the Chadacre Old Students Association and Chadacre Trust.

I enjoyed the banter with many of the Association's members, in particular with the show committee. The remarkable contribution of all the staff at the SAA has made this a unique and incredibly special experience.



Bruce Kerr, 2022 Show Director

From the 2022 Show Director

What a pleasure it was opening our gates to visitors and exhibitors again, and I am delighted at how well supported the Show was after an enforced two year absence. It was a year of celebration with the Suffolk Show coinciding with the Platinum Jubilee celebrations of our Late Majesty Queen Elizabeth II. We were delighted to host our own tribute to her reign within the special exhibit 'Suffolk – The Platinum Years' which covered so many aspects of Suffolk life over the last seventy years, and I am grateful to all those who took part in bringing this to life, none more so than Tony Pulham, and my predecessor Bee Kemball.

The Suffolk Show is, in so many people's opinion, a highlight of their Calendar, as demonstrated by the record visitor numbers, with our avenues filled with many returning, and a large number of first time showgoers on both days. I hope we managed to provide a level of diversity within the Show, that will encourage them all to return, and we are always conscious of providing a great, affordable day out, with many activities for all ages to experience and enjoy.

The Show takes a great deal of planning and preparation. After a two year break due to the Covid pandemic, we were acutely aware of the financial challenges facing our visitors and exhibitors. We ran a series of promotions and special offers throughout the year, with the aim to recognise these issues, but still with the intention of delivering a safe, fun and

exciting Show. The Trustee Board were incredibly supportive of the Show committee, and I thank them for giving us the opportunity to stage such an event. I am very grateful to all the staff at Trinity Park, for their wise counsel and support throughout the last three years for helping to achieve those objectives, as well as delivering a profitable Show.

We said goodbye to Elizabeth Payne after over a quarter of a century as our Livestock Officer, and I wish her well in her new role across the Essex border. I know I, and all my predecessors will join me in thanking Elizabeth for her devoted service to the Association.



We made a considerable number of changes in the layout of the Show including changes to the layout of the Ringside Club but only after considerable consultation and discussion with Vice-Presidents and Members. Those changes were generally well received. Not everybody likes change, and I appreciate that, although much of what we changed, was born out of necessity, both financially and with the welfare of all our visitors in mind given that the early stages of planning took place mid-2021.

There were many highlights for me personally at the Show, including presenting my cousin's wife with the Interbreed Beef Championship for her Lincoln Red Bull as well as being able to present the Inter-Breed Dairy Trophy in the Grand Parade, which was donated to the Association by my late Grandfather. Witnessing the ceremonial opening of the Avenue of Trees as part of The Queen's Green Canopy project, generously supported by our membership, with the opportunity to sponsor trees being

oversubscribed, was an opportunity for members to gather and see those trees in situ and how well they complement their location. They will be enjoyed by generations to come.

Sponsors and benefactors are an important element of the Suffolk Show, and their generosity affords us the ability to provide a high standard of competition, and many other popular displays around the Show, as well as at other events throughout the year.

Seeing livestock and equestrian classes back at Trinity Park and walking through the livestock accommodation early on both mornings, brought home just how important our Show is to the farming community. It is a place of getting together, learning, and competing, as well as socialising, and we are incredibly lucky to have such tremendous support from all corners of the County.

Our Volunteers are an incredible unit, with over three hundred and fifty stewards helping to stage the Suffolk Show, many with decades of experience. Alongside those we welcomed a large intake of new stewards, and I thank all of those who made time to assist with 'OUR' Show. Your Show Committee, worked tirelessly throughout the year and are a wonderful group, who devote so much time and energy to their individual roles. Without them, our Show would simply not exist. And special and final thanks, must be reserved for my three deputies, James Nunn, Tony Pulham and John Taylor, who were simply outstanding in their support and commitment to our Show. I wish John every success for the next three years and I can think of no one more capable of directing future Shows.

The Show concluded with the most amazing Pageant, co-ordinated by our friends in all parts of the British and American Military, and Civilian Services in Suffolk, and I am incredibly grateful to all those who participated for their hard work, especially to Chris Halliday, the Regimental Sergeant Major from the Royal Engineers at RAF Honington who was responsible for co-ordinating the Pageant.

The unfurling of the Union Jack Flag from the Red Devils on their descent into the Grand Ring, followed by Her Majesty's Lord Lieutenant taking the salute alongside Lieutenant Colonel Jay Ferman, did not disappoint, and that was a magnificent conclusion to two excellent days.





John Taylor, **Show Director**

From the 2023 - 2025 Show Director

It is a great honour to take over from Bruce Kerr as Show Director, having been his deputy in 2022 and deputy to David Nunn in 2012. I have big shoes to fill and plenty to learn over the next three years, but I am determined to give it my best.

I am a fourth-generation arable farmer from Clopton, near Woodbridge. From 2012 to 2018 I was School Farm and Country Fair Chairman and was a Senior Steward of Maintenance for the show for twelve years. I am looking forward to working with my deputy, Nick Watts, the Show Committee and all the staff at Trinity Park.

Planning for the next Suffolk Show starts as soon as the last visitors leave Trinity Park. I have spent many days in the summer chairing de-brief meetings which are designed to look at what worked well and what can be improved for the next Show. It never ceases to amaze me how much goes into planning the Show and how many things must come together at the right time to ensure the Show is a success.

I look forward to the challenge that lies ahead for me and will endeavour, with the guidance from the Show Committee, volunteer stewards and staff, to deliver the Show that we can all be proud of.















Education

2022 saw the successful return of our educational activities, which was very much welcomed back by Suffolk Schools and the vast number of volunteers who help us deliver the activities.

Twenty six farmers drove their tractors into fifty eight Suffolk primary school playgrounds for the 'Tractors into Schools' initiative. Approximately, 2,400 pupils benefited from the experience of getting up close to a tractor and getting lost in the science of these huge machines and how they help farmers to grow food for our plates.

We welcomed back the School Farm and Country Fair in April to celebrate the event's 20th anniversary. Three thousand five hundred seven to nine year old Suffolk pupils enjoyed the day where they experienced all aspects of food, farming and countryside activities.

We made several changes to the layout of the event to ensure that the schools were given enough space to explore the many different learning opportunities the event has to offer.



The theme for the 2022 Suffolk Farming School of the Year was the importance of bees to farming. Fourteen schools produced models to this theme with five schools going through to the semi-final at Trinity Park, where they attended workshops, which included making bee bombs, learning the vital role of bees in growing Oil Seed Rape, making Sunflower and Honey Granola bars to take home and were able to dissect flowers and learn more about pollination. Beekeepers kindly brought bees in observation hives so that the children could see the bees working. Special thanks to

CLAAS UK, Cook with me Kids, Food Museum, HillFarm Oils, Suffolk Beekeepers Association and WildPlay Ltd for creating such a unique and memorable educational day for the semi-finalists

The final took place on the second day of the Suffolk Show, where Acton Primary School, All Saints, Lawshall Primary School and Stoke By Nayland C of E Primary School provided eight minute presentations to showcase their learning journey of the competition. Stoke-by-Nayland Primary were crowned 2022 Suffolk Farming School of the Year.



This year we offered those schools who we could not accommodate at the School Farm and Country Fair, an interactive farm visit in July. Two highly successful Outreach Farm Visits took place at Home Farm (Nacton) Ltd and Hill Farm, Framsden where three hundred key stage 2 pupils experienced workshops based around agronomy, sugar beet, vegetable growing, CLAAS, forestry, food to fork, tractor and trailer rides and the fascinating insight into the robotic weeder and planter – Robotti!

A huge thank you must go to our many volunteers who dedicate their time and enthusiasm to enable us to

run these unique experiences and also to our vast number of sponsors who continue to support the work that we do for Suffolk students.

Awards and Competitions

The Suffolk Agricultural Association hosts several competitions throughout the year that showcase and celebrate agriculture, farming and food in the County of Suffolk.

Suffolk Farm Business Competition

Kindly sponsored by:















The Suffolk Farm Business Competition is sponsored by Savills and recognises the best farms in Suffolk, in three categories according to size. Businesses are ranked against various criteria including business management, sustainability, land occupation, diversification and community involvement with the judging panel consisting of farmers from Essex. For each Class there are also certificates awarded for Best Crop, Best Conservation, Best Livestock Enterprise and Best Farm Diversification.

Judging took place on Monday 20 and Tuesday 21 June 2022.

Class 1 – farms up to 250 hectares

Kindly sponsored by Hutchinsons

Winner Mill Green Farm Partnership - Mill Green Farm, Stonham Aspal Second Valley Farm Equestrian Leisure – Valley Farm, Wickham Market

Third Vicki Chapman and E J Barker & Sons – Fairoaks Farm,

Westhorpe

Best Conservation Vicki Chapman and E J Barker & Sons – Fairoaks Farm,

Westhorpe

Best Crop A.C.C. Green – Skyscraper Wheat - Red House Farm,

Badingham

Best Livestock P. D & G.S Mortimer – Pigs - Fir Tree Farm, Metfield

Enterprise

Best Farm Mill Green Farm Partnership - Mill Green Farm, Stonham Aspal

Diversification

tfield n, Stonham Aspal



Other farms entered were: David & Belinda Grant, Fordley Hall Farm, Middleton, Saxmundham and J. C. Pirkis & Son, Keens Farm, Debach, Woodbridge

Class 2 – farms between 251 and 500 hectares

Kindly sponsored by Barker Gotelee

Winner Porters Farms (Walpole) Ltd – Hill House Farm, Walpole

Second Stephen Cobbald – Acorn Farms Ltd.

Third Hintlesham Hall Farms - Hill Farm, Hintlesham

Best ConservationPorters Farms (Walpole) Ltd – Hill House Farm, Walpole
Steward & Son – Oil Seed Rape – White House Farm,

Dennington

Best Livestock L. W. Rolph & Son – Cattle – Grove Farm, Ufford

Enterprise

Best Farm Hintlesham Hall Farms - Hill Farm, Hintlesham (The Lost Garden

Diversification Retreat)

Other farms entered were: J R Grimsey Farms, Raydon Hall, Orford & Lodge Farm, Sudbourne

Class 3 – farms over 501 hectares and over

Kindly sponsored by RSM

Winner E J Barker & Sons – Lodge Farm, Westhorpe & Kiln farm, Gt

Ashfield

Second Wantisden Hall Farms – Dale Farm, Wantisden, Woodbridge

ThirdR.H. Forrest & Co – Mowness Hall, Elm Farm & Westwood Hall **Best Conservation**E J Barker & Sons – Lodge Farm, Westhorpe & Kiln farm, Gt

Ashfield

Best Crop R.H. Forrest & Co – Astronomer Wheat – Mowness Hall, Stonham

Aspal

Best Livestock Farms – Cattle - Euston

Enterprise

Best Farm E J Barker & Sons - Lodge Farm, Westhorpe & Kiln farm, Gt

Diversification Ashfield

Other farms entered were: Troston Farms Ltd., Park Farm, Stanton, Bury St Edmunds











Awards Dinner

Winners of the Suffolk Farm Business Competition, Suffolk Agricultural Apprentice of the Year competition, Leon Noble, Land based Service Engineering Technician Apprentice (employed by Agri-Equest Engineering) and Sophia Sparkes, Stock Person Apprentice (employed by Baylham Rare Breed Farm), along with the winners of the Bawdsey Primary School were presented with their trophies at the Suffolk Agricultural Association Agricultural Awards Dinner, held on Thursday 20 October at Trinity Park. Also in attendance were competitors 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.



Trinity Park Events

Trinity Park Events remains the standout venue of choice for events in Suffolk. Over three hundred and fifty commercial events were delivered in 2022, a decrease on pre-Covid times but the signs of a full recovery are there. A combination of private and business events, both indoor and outdoor, including both new and repeat custom is leading to an optimistic outlook for the future. Our order book is extremely healthy and growing at a rate that will soon see us back to pre-pandemic levels and exceed them before the end of this financial year.



Our Christmas parties continue to be extremely popular and market leading with parties booking for the following year just a day after their party night. Over 50% of places



are usually confirmed by the end of March. Over 80% of all those who book their Christmas parties with us are repeat customers who have been to one or more of our Christmas extravaganzas. 'Out of this World' was the theme for December 2022 and we welcomed 40,185 guests over fourteen nights; a record number of attendees, eclipsing the budget by five hundred. The theme for 2023 will be 'Jingle in the Jungle' and at the time of writing there are already over a thousand confirmed and paid for bookings.

2022 saw a wide variety of events making use of the outdoor space available at Trinity Park. In addition to the more commercially focused events such as The Festival Of Wheels, The Suffolk Military

Show, Retro Dub, Kidz Fest, Lets Rock to name a few, we also supported several charity fundraisers including St. Elizabeth Hospice for their Midnight Walk, Cancer Research UK's series of Race for Life and Pretty Muddy runs and the ever popular Copdock Motorcycle Show which raises a great deal of funds for local organisations.

We are excited about some new initiatives that will bring a new feel to the site, one of these being the Ipswich Croquet Club which will put mallet to ball very soon. We are constantly exploring creative ways to use the site to its full potential in an ever-challenging environment.

Throughout the year the Events Centre and Trinity Rooms have provided space for many events of varying size. We have continued to be a popular choice for cultural weddings thanks to the capacity of our venue, even expanding into the Romanian Wedding market. Trinity Park offers a blank canvas for events; whether it be for forty or forty thousand, every scenario can be accommodated with unlimited free parking and great transport links. Our team works tirelessly throughout to ensure our customers receive a service that is second to none. Our goal is to deliver first rate customer service that is tailored to every customer's individual need.



Trinity Park Events - Events Diary 2023

Friday 10 to Sunday 5 March – Circus Fantasia

Sunday 5 March – Suffolk Boat Jumble

April through to October – Car boot Sales Most Saturdays and Sundays

Monday 8 May – Woodbridge Horse Show

Saturday 17 & Sunday 18 June – Cancer Research Race for Life

Saturday 15 July – Suffolk Games
Suffolk Side Car Club
Suffolk Centre Caravan Rally

Saturday 22 & Sunday 23 July - Kidz Fest and CapCon

Saturday 29 & Sunday 30 July - Suffolk Military Show

Saturday 5 to Sunday 6 August – Festival Of Wheels

Monday 14 to Monday 21 August – Dogs In Need Agility Show

Sunday 3 September – Copdock Bike Show

Saturday 9 & Sunday 10 September - Low Collective Car Show

Friday 15 to Sunday 17 September - Suffolk Mind Body and Wellbeing Festival

Sunday 17 September – Suffolk Horse Spectacular

Friday 22 to Sunday 24 September – Retro Dub Suffolk

Wednesday 11 October – Suffolk Skills show

Saturday 14 October – Farmers Market

Friday 27 to Tuesday 31 October – Who's Afraid of the Park Halloween Spectacular

Saturday 4 & Sunday 5 November - Christmas Fayre

Saturday 2 December – Helen Rollason Charity Christmas Fayre

Saturday 9 December – Farmers Market



Other events are scheduled during this time and further details can be found at www.trinityparkevents.co.uk

Consolidated Balance Sheets

As at 30 September	2022	2021	2020	2019	2018
	£000	£000	£000	£000	£000
Fixed assets					
Tangible fixed assets	7,235	6,325	6,391	6,691	6,707
Investment Property	890	850	800	- - 001	- - 707
Investments	5,052	5,437	6,140	5,981	5,786
	13,177	12,612	13,331	12,672	12,493
Current Assets					
Stock	24	13	11	46	30
Debtors	239	236	52	221	127
Short term investments	0	1,091	-	-	-
Cash at bank and in hand	38	326	414	106	38
	301	1,666	477	373	195
Creditors: Due within one year	(650)	(711)	(442)	(416)	(385)
Net current assets / (liabilities)	(349)	995	35	(43)	(190)
Total assets less current liabilities	12,828	13,567	13,366	12,629	12,303
Creditors: Due after more than one year	(653)	(729)	(694)	(713)	(796)
NET ASSETS	12,175	12,838	12,672	11,916	11,507
Unrestricted funds					
General Fund	6,053	6,513	6,281	5,226	4,800
Charitable fixed asset fund	6,122	6,325	6,391	6,690	6,707
TOTAL FUNDS	12,175	12,838	12,672	11,916	11,507

Consolidated Statement of Financial Activities

As at 30 September

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. These are therefore not the charitable company's statutory financial statements for the year ended 30 September 2022. The statutory financial statements have been filed with the registrar of companies and are available from Companies House. A full copy of the Trustees' report and financial statements is also available on the Association's website at www.suffolkshow.co.uk.

The auditor has issued unqualified reports on the statutory financial statements which includes that the Trustees' report is consistent with the financial statements and prepared in accordance with legal requirements.

	2022	2021	2020	2019	2018
	£000	£000	£000	£000	£000
Income and endowments from:					
Donations and legacies	178	46	111	165	162
Charitable activities	1,683	31	28	1,712	1,646
Other trading activities	984	409	593	1,356	1,166
Investments	131	162	170	1,556	1,100
Other	10	267	913	100	2
Omer	10	207	713	ı	Z
Takal in a case and and accompanie	2.007	015	1 015	2 200	2 127
Total income and endowments	2,986	915	1,815	3,399	3,137
Cost of generating funds:		410	010	1 001	
Raising funds	688	418	819	1,201	1,146
Charitable activities	2,618	973	1,161	2,124	1,981
Total expenditure	3,306	1,391	1,980	3,325	3,127
Net operating (expenditure)/income	(320)	(476)	(165)	74	10
	(202)	500	045	225	172
Net gains on investments	(383)	592	245	335	173
	(383) 40	592 50	245 676	335	173
Net gains on investments Revaluation of investment property	40	50	676	-	-
Net gains on investments	, ,			335	173
Net gains on investments Revaluation of investment property Net income for the year being net movement in funds	40	50	676	-	-
Net gains on investments Revaluation of investment property	40	50	676	-	-
Net gains on investments Revaluation of investment property Net income for the year being net movement in funds Reconciliation of funds	(663)	166	676 756	409	183
Net gains on investments Revaluation of investment property Net income for the year being net movement in funds	40	50	676	-	-



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