

ANNUAL REVIEW 2023



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The Suffolk Agricultural Association (SAA) is a charity whose aim is to promote food, farming, environment, and wildlife. To support our aims, we deliver a wide range of educational programmes to bring industry experts, farmers, young people, and the public together across the county.

We deliver other events including one of the UK's oldest county shows, the Suffolk Show, which raises funds to support the SAA's charitable purpose, charity number 288595.

Our home, Trinity Park, is available to hire which includes an award-winning purpose-built conference and event centre.



Rill Bake

Bill Baker, **Chairman**

FROM THE CHAIRMAN

As we reflect on another busy year for the Suffolk Agricultural Association at Trinity Park, I begin by thanking the thousands of visitors who enter through our gates to attend our many events. I believe that we are justified in being incredibly proud of the work that we do to enhance our charitable objectives as we strive to remain relevant in today's ever-changing world.

Our Chief Executive, Phillip Ainsworth outlines some of the main events that have taken place throughout the year, a particular highlight welcoming Her Royal Highness (HRH) The Duchess of Edinburgh to our School Farm and Country Fair.

Our President, Stephen Fletcher, outlines the importance of Agriculture to the county of Suffolk and the delicate balance of sustaining a growing population whilst focusing on the importance of the environment. Stephen was instrumental in delivering a new display for our Show this year, showcasing the many emerging technological advances that will assist our industry in the future. We were delighted to welcome the Secretary of State for Environment, Food and Rural Affairs, the Rt Hon Thérèse Coffey MP, to this year's show and she took a keen

interest in the exhibits whilst meeting stakeholders in our community to discuss the challenges that lie ahead.

John Taylor, in his first year as Honorary Show Director, delivered a spectacular Show and was rewarded with an enormous attendance over both days. The work that John and his deputy Nick Watts, together with the Show Committee and the many volunteers undertake to deliver our Show is extraordinary, especially considering the busy lives they have with their own businesses, and we are grateful for their commitment and dedication.

We are incredibly proud of the many educational events we stage throughout the year, all of which underpin our primary charitable purpose and highlighted in this review. Again, all these events, whilst organised by our excellent staff, could not be delivered without the hundreds of volunteers that give their time freely and willingly and we are indebted to everyone that contributes to their success.

Our trading arm, Trinity Park Events Ltd (TPEL), reported another very busy year and this review highlights some of the events staged each week at Trinity Park generating vital funds enabling the Association to continue delivering its important charitable work.

Whilst operationally we have so much to be proud of, we cannot deny the significant financial pressures inflicted upon us e.g. post Covid impacts, rising costs, particularly utility charges, have impacted across the whole business and is reflected in our financial statements for the year. The Board has been keenly focused on improving the financial position and has already implemented a plan to combat rising costs whilst maintaining the quality of events that we stage, most notably the Suffolk Show.

I close by thanking my Vice Chairman Peter Over, my fellow Trustees and our dedicated staff here at Trinity Park. We very much look forward to welcoming our many visitors back for another full year of events in the year ahead.



Phillip Ainsworth,
Chief Executive

FROM THE CHIEF EXECUTIVE

In offering my view of 2023 reflect on the fact that it was a more normal period of time. Covid now seems a rather distant memory, and as an organisation we have focused entirely on looking to the future whilst acknowledging that Covid has had longer term impacts, particularly on the finances of the organisation.

During the year, we were delighted to welcome Shân Bendall to the education team. Her arrival in March meant that we significantly increased our education capacity allowing us to refocus on the many educational activities we had found difficult to deliver as a consequence of both the Covid legacy, but as well losing staff some months before. The School Farm and Country Fair in April welcomed Her Royal Highness (HRH), the Duchess of Edinburgh as our Royal guest, the first time the event had hosted a Royal visitor (HRH was to have visited in 2020, but Covid prevented this and she very graciously agreed to visit us in 2023). The event was a huge success and with HRH in attendance gave the whole day a significant boost and huge enjoyment for all taking part.

From a site perspective, we continue to look at opportunities to diversify what takes place here. Towards the latter part of the year, we welcomed Essex and Suffolk Medical Ltd, a private provider of medical services, who now have a tenancy occupying the old cups and trophies building which was refurbished ahead of their arrival. This business will provide the Association with a useful income, but as well, the ability to utilise an on-site medical provider for events. Other ideas are progressing concerning what the site could offer, for example, storage space and potentially other sporting activities.

The 2023 Show was the first for John Taylor as Honorary Show Director and, as anticipated, the number of visitors was slightly down (but still significant visitor numbers) on 2022 (you will recall the Platinum Jubilee and being the first Show after Covid significantly increasing visitor numbers that year). The event was a great success, particularly pleasing was the significant increase in trade stands returning, more akin to pre-Covid numbers. A particular event at the Show was the official opening by the Lord-Lieutenant of Suffolk of the King Charles III Coronation Gates. Commissioned by the Association to mark the occasion the gates provide a lasting legacy not only as a reminder of the Coronation but as well significantly enhance the arrival experience along our main Avenue. The Association is very grateful to those who provided funds in support of this initiative (a plaque with all their names will be created to recall those individuals and organisations).

Delivered by TPEL, our Christmas parties, despite the impact of Omicron, were a great success, and we were pleased that our customers enjoyed returning to Trinity Park. We continue to work with other partner organisations in enabling them to enhance the site, particularly The Green Light Trust who undertake woodland management on our behalf, Suffolk Wildlife Trust, who look after the countryside area and The Woodland Trust, who continue to support us with the provision of hedge plants. Whilst not available to us during Covid we welcomed back for a full year Community Payback who undertake a number of estate tasks. All of these organisations give their time free of charge.

Towards the end of the year, we were delighted to welcome Shannon Hannah, who takes the lead for commercial sales and marketing in TPEL as Sales Manager.

Despite the challenges, the organisation should feel confident about its future and take this opportunity to offer my thanks to all the partner organisations, volunteers and staff without whom the organisation wouldn't be what it is.



FROM THE PRESIDENT

It is hard to believe that the United Kingdom European Union (UK EU) Referendum was over seven years ago. Of course, it has taken much time and negotiation to agree our terms of departure, and to decide and publish the replacement policies, a process which is still ongoing.

Against this background, and the UK's present reliance on 40% of imported food, a new area was created within the 2023 Show, Farm4Future. This area was designed to introduce visitors to the farming practices of the future, and the role that technological innovation and advances will play in delivering food to our table. This included interactive displays, state of the art precision machinery, advisory services and much more. It enabled visitors to the Show to see how farmers will make the best use of our soil, labour and water resources, and at the same time, achieve the Government's desire to protect and enhance the environment for our wildlife. Signs that big changes are afoot are widespread, with new capital and people and companies carving niches in established farming sectors.



Stephen Fletcher, **2023 President**

Suffolk is renowned as a leading agricultural county, and the Show is a leader amongst its peers nationally. Its 192-year record is exemplary, and its balance sheet strong.

Against this background it is no wonder that Thérèse Coffey, Secretary of State for Environment, Food and Rural Affairs at the time, wanted to announce various new initiatives at the Show, including 'unleashing rural opportunity', which sets out plans to boost rural communities by improving planning, housing, IT connectivity, transport, jobs and tackling rural crime. The rural

economy is 19% less productive than the national average, and so with the right initiatives in place, closing that gap could add a further £43bn to national Gross Domestic Product (GDP). The Country Land and Business Association (CLA) and National Farmers Union (NFU) were much in evidence and actively participating in the debate.

The first day of the Show was a wonderful time for The Lord Lieutenant of Suffolk to formally open the new Coronation Gates to mark King Charles III's accension to the throne earlier that month and equally delightful that the President Elect, Bishop Martin Seeley blessed them.

Numerous other events took place during the year - School Farm and Country Fair, Suffolk Farm Business Competition, Schools Outreach Project etc.

The Suffolk Show and all other events run by the SAA enable the rural and agricultural economies of Suffolk to showcase their activities, and for all participants to enjoy a combination of work and pleasure. We should be proud of the event, and sincerely thank all the volunteers, staff and sponsors, without whom it would not be possible. I received numerous letters after the Show, and a typical one said 'We thought that this year's Show was superb, very Suffolk, and great fun. A colossal amount of talent and expertise was on display, immensely varied, and beautifully displayed. The work put into staging such a Show each year is staggering. Congratulations to all.'

In this world of immediacy and technology, it is easy to lose real connectivity with each other and, most importantly, with the public, who are the everyday customers of our hardworking farmers. We thank all the Vice Presidents (VPs), Members, and the public for supporting us in their droves.



John Taylor, **Show Director**

FROM THE SHOW DIRECTOR

The 2023 Suffolk Show (a fundraising event supporting the Association's charitable purpose) was another huge success for the Association. I was absolutely thrilled at the number of visitors that poured through our gates on both days. This really demonstrated an appetite for a county show in Suffolk with another year of near record attendance numbers.

Just over 90,000 people visited the Show over the two days with Trinity Park enjoying a fabulous atmosphere of family fun.

My personal aim was to create a strong agricultural theme and message at the Show. This involved having four key areas so that the first and last thing our visitors saw was food production being demonstrated. Our new area, Farm4Future, proved very popular and brought various dignitaries to the Show, including Therese Coffey, the then Secretary of State for Environment, Food and Rural Affairs.

Coupled with these areas, it was essential for the Equine and Livestock areas to be full. Our livestock entries did not disappoint and the highlight of that was the heavy horse section. Mark Donsworth does an exceptional job as Senior Steward and 91 heavies turned up to enter classes from all over the country, including many from Scotland. What a spectacle they were at our Show!

Trade stand numbers also filled me with optimism. Following the two-year absence due to the pandemic, I was very concerned that businesses would prefer trading online and will not return to the Show, but, amazingly, we welcomed over 600 trade stands over the two days, signalling return to pre-pandemic levels.

Sponsorship income also exceeded our expectations for the second time in as many years with a record number of diners taking advantage of topclass hospitality in the Sponsors Lounge.

All these great achievements are down to a great team, and I must thank Bruce Kerr for setting us back on the right track in 2022, and all the superb staff at the Show office who are diligent, efficient, and professional in all they do.

The Show Committee comprising Senior Stewards and their deputies are a tremendous team. I must thank them and all our 350 volunteer stewards for their hard work and support. In life, volunteers can be hard to find, so I am staggered at the numbers of new, young stewards coming forward; they form the backbone of the Association.

I would like to thank Nick Watts for being a first-class Deputy Director; his knowledge of the programme of all display rings paired with his down-to-earth approach was vital. My wife, Julia, and I had a great time working with Nick and his wife, Penny. Another partnership who I must thank is Stephen Fletcher, 2023 Suffolk Show President, and his wife Marion; Julia and I could not ask for a better couple to work alongside in our first year. We got on so well and were lucky to have their full help and support.

In 2023 we bade farewell to Mike Harris who stepped down as the Senior Steward for Light Horses after a 10-year tenure, with James Nunn taking the role going forward. Mike has been such a wonderful leader and carried out all the tasks with ease. He will remain a steward in another role for next year's Show and I would like to thank him for his many years of service and wish James good luck.

Also stepping down after 2023 Suffolk Show is Nick Brown as Senior Steward of Health & Safety and our Senior Vet, Jake Waddilove, who is making way for Ben Ryder-Davies. I would like to thank them both for all their hard work and dedication to the Show. It is amazing that we keep finding such brilliant volunteers to fill their roles given that all of them have full time jobs outside of the SAA.

It was my concern that we would find it hard to replace Elizabeth Payne who left the Association after the 2022 Suffolk Show and who had spent more than a quarter of a century as our Equine and Livestock Officer. However, I was relieved when Sophie King joined us in July that year and has proved to be a fantastic addition to the Show team.

So now we are looking forward to the 2024 Show. My Deputy Director, Brian Barker, is settling in well and I know I will enjoy working with him having already spent a number of years working alongside him as part of the School Farm and Country Fair committee.

The Show's aim as always will be producing a high-quality county show and showcasing all that is great about Suffolk to thousands of visitors over the two Show days during May half-term.

















EDUCATION

The 2023 education programme kicked off with the School Farm and Country Fair (SFCF) held on Thursday 20 April. Just under 4,000 primary school children aged seven to nine from across Suffolk attended the event from 89 schools and delighted to welcome HRH Duchess of Edinburgh to the event. She was given a guided tour of the whole event as well as a reception to meet just a small number of those involved with volunteering in many roles for the Suffolk Agricultural Association. HRH described the event as "a joyful experience you offer to so many young people – engaging them with food production and the countryside".

The 2023 School Show Garden Competition enjoyed a bumper year with twenty primary schools entering their gardens into the competition – the largest number of entries we have ever had. This year, schools were delivered the show garden box to their school along with the compost for the garden. Schools designed and made their gardens on their school grounds before they were transported back to Trinity Park in time for the Suffolk show. The theme of the competition was "A Garden Fit for a King". After much deliberation, the judges awarded the winning trophy to Washam le Willows VC Primary School.

The Farm Discovery Zone at the Show showcased the story of Cereals and Dairy with families being able to watch milking demonstrations, meet calves, get up close and explore a big combine harvester and also extract Deoxyribonucleic acid (DNA) from a strawberry! We were also pleased to present the Apprentice of the Year Award at the Show to Callum Hayes, with Archie Keenan as runner-up.

With the SFCF being oversubscribed this year we were able to continue to invite schools, who were not successful in securing a place at the event, a farm outreach visit. We successfully ran three visits in June and July, one at Hollow Trees Farm, Semer and two at Home Farm, Nacton. Over the three visits, we welcomed 330 students from 11 schools. They attended workshops kindly hosted by various organisations such as Suffolk Wildlife Trust, New Shoots, CLAAS and Hollow Trees Farm Butchery.















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 Norfolk and 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 19 and Tuesday 20 June 2023.

Class 1 – farms up to 250 hectares

Kindly sponsored by Limagrain UK

Winner Bramfield Hall Estate Ltd. – Broad Oak Farm, Bramfield

Second A.C.C. Green – Red House Farm, Badingham

Third Valley Farm Equestrian Leisure – Valley Farm, Wickham Market

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 Enterprise Bramfield Hall Estate Ltd. – Cattle - Broad Oak Farm, Bramfield

Best Farm Diversification Valley Farm Equestrian Leisure – Valley Farm, Wickham Market

Other farms entered were: C. Pirkis & Son, Keens Farm, Debach, Woodbridge



Class 2 – farms between 251 and 500 hectares

Kindly sponsored by Barker Gotelee Solicitors

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

Second Winfield Farms Ltd. – Lodge Farm, Bedfield, Woodbridge

Third L. W. Rolph & Son – Grove Farm, Ufford, Woodbridge

Best Conservation Winfield Farms Ltd. – Lodge Farm, Bedfield, Woodbridge

Best Crop Steward & Son – Winter Wheat – White House Farm, Dennington

Best Livestock Enterprise A. E. & K. W. Bullock – Cattle – Church Farm, Cotton, Stowmarket

Best Farm Diversification Stephen Cobbald – Acorn Farms Ltd., Acton Hall, Sudbury



Class 3 – farms over 501 hectares and over

Kindly sponsored by Hutchinsons

Winner Troston Farms Ltd. – Park Farm, Stanton, Bury St Edmunds

Second Rougham Estate Farms – Rougham, Bury St Edmunds

Third R.H. Forrest & Co – Mowness Hall, Elm Farm & Westwood Hall

Best Conservation E J Barker & Sons – Lodge Farm, Westhorpe & Kiln farm, Gt Ashfield

Best Crop Troston Farms Ltd. – Skyfall Wheat - Park Farm, Stanton, Bury St Edmunds

Best Livestock Enterprise R.H. Forrest & Co – Cattle - Mowness Hall, Stonham Aspal, Stowmarket

Best Farm Diversification Euston Farms - Euston









Awards Dinner

Participants of the Suffolk Farm Business Competition alongside the winners of SAA's other education initiatives attended the Agricultural Awards Dinner that took place at Trinity Park in the autumn of 2023.

Callum Hayes and Archie Keenan, winner and runner-up of the Suffolk Agricultural Apprentice of the Year competition respectively, were there to receive their trophies.

In addition, a representative of Walsham Le Willows primary school was presented with a trophy as a winner of the Schools Show Garden Competition.

Also in attendance were competition judges, sponsors and stewards. The evening was a wonderful opportunity for many of those involved with the SAA to get together and celebrate what is best about our regional farming industry.











TRINITY PARK EVENTS

TPEL delivered 14 'Out of Space' Christmas party events and whilst numbers preevent were very positive, unfortunately, because of Omicron, circa 1,000 people decided not to attend. Whilst this did not detract from the overall atmosphere and enjoyment of those that did attend it impacted financially as the spend through the bar was lower than anticipated.

Overall, apart from quarter one business, demand returned and the level of interest and enquiries for the rest of the trading year was as hoped for delivering a total of 437 commercial events in the year.

Operating cost challenges remained difficult in the year, utilities being the main area of concern with a huge rise that many experienced. Keeping a close eye on costs was key to managing down potential negative impacts and whilst we traded with a small deficit other hospitality business fared worse than us (A well established and local event business decided to cease trading at the end of the calendar year).

We continue to enable new activities at Trinity Park for example, Ipswich Croquet Club is now well established on the site and other ideas are being considered aimed at offering year-round income.

At the end of the year, we appointed a sales manager, Shannon Hannah, her role being to further increase our commercial opportunities.

Towards the future 2023/4 is looking positive with an encouraging order book.

TPEL thanks its many customers and the many part-time staff who enable all the activities to be delivered.









TRINITY PARK EVENTS – CURRENT EVENTS FOR 2024

Friday 16 February to Sunday 10 March – Circus Fantasia

Sunday 25 February – Suffolk Boat Jumble

April through to October – Car boot Sales

Most Saturdays and Sundays

Saturday 2 & Sunday 3 March – Suffolk Bugrs VW Auto Jumble

Thursday 28 to Sunday 31 March – Suffolk Centre Caravan Rally

Easter Week – Giggle City

Saturday 20 April – BSPS Horse Show

Sunday 21 April – NPS Horse Show

Monday 6 to Wednesday 8 May – Boden Clothing Sale

Saturday 15 & Sunday 16 June – Race for Life Cancer Research

Friday 28 & Saturday 29 June – Watch this space for a concert

Saturday 6 July – FitEast

Saturday 6 to Tuesday 9 July – Life Arts

Saturday 13 July – Suffolk Games and Plumb City Family Day

Friday 19 & Saturday 20 July - Kidz Fest, CapCon, Suffolk Sidecar Club

Saturday 27 & Sunday 28 July - Suffolk Military Show

Saturday 3 to Sunday 4 August – Festival of Wheels

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

Friday 23 to Sunday 25 August – Hope Church

Sunday 1 September – Copdock Bike Show

Sunday 8 September – Boat Jumble

Saturday 14 & Sunday 15 September - Low Collective Car Show

Saturday 5 & Sunday 6 October – Suffolk Bugrs VW Auto Jumble

Thursday 10 to Sunday 13 October – Suffolk Centre Caravan Rally

Saturday 12 October – Suffolk Farmers Market

Friday 18 to Thursday 31 October – Trinity Scares Halloween Spectacular

Saturday 2 November – Fireworks Show with Live Music Stage and Acts

Sunday 10 November – Shop Small

Saturday 16 November – GFP Boxing Event

Saturday 30 November - Suffolk 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	2023	2022	2021	2020	2019
	£000	£000	£000	£000	£000
Fixed assets					
Tangible fixed assets	7,145	7,235	6,325	6,391	6,691
Investment Property	845	890	850	800	-
Investments	5,133	5,052	5,437	6,140	5,981
	13,123	13,177	12,612	13,331	12,672
Current Assets					
Stock	22	24	13	11	46
Debtors	141	239	236	52	221
Short term investments	-	-	1,091	-	-
Cash at bank and in hand	22	38	326	414	106
	185	301	1,666	477	373
Creditors: Due within one year	(1,238)	(650)	(711)	(442)	(416)
Net current assets / (liabilities)	(1,053)	(349)	995	35	(43)
Total assets less current liabilities	12,070	12,828	13,567	13,366	12,629
Creditors: Due after more than one year	(480)	(653)	(729)	(694)	(713)
NET ASSETS	11,590	12,175	12,838	12,672	11,916
Unrestricted funds					
General Fund	5,752	6,053	6,513	6,281	5,226
Charitable fixed asset fund	5,838	6,122	6,325	6,391	6,690
TOTAL FUNDS	11,590	12,175	12,838	12,672	11,916

CONSOLIDATED STATEMENT OF FINANCIAL ACTIVITIES

As at 20 Santambar

This financial statement is a summary of information derived from the charity's statutory financial statements. 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 in the statutory financial statements which includes that the Trustees' report is consistent with the financial statements and prepared in accordance with legal requirements.

As at 30 September					
·	2023	2022	2021	2020	2019
	£000	£000	£000	£000	£000
Income and endowments from:					
Donations and legacies	183	178	46	111	165
Charitable activities	1,804	1,683	31	28	1,712
Other trading activities	1,043	984	409	593	1,356
Investments	141	131	162	170	1,656
Other	171	10	267	913	100
Cirici	_	10	207	710	Į.
Total income and endowments	3,171	2,986	915	1,815	3,399
Expenditure on:					
Raising funds	992	688	418	819	1,201
Charitable activities	2,798	2,618	973	1,161	2,124
Total expenditure	3,790	3,306	1,391	1,980	3,325
Total expenditure	3,790	3,306	1,391	1,980	3,325
Total expenditure Net operating (expenditure)/income	3,790	3,306	1,391	1,980	3,325 74
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·		·	·	•	
Net operating (expenditure)/income	(619)	(320)	(476)	(165)	74
Net operating (expenditure)/income Net (losses)/ gains on investments Revaluation of investment property	(619) 79 (45)	(320) (383) 40	(476) 592 50	(165) 245 676	74 335
Net operating (expenditure)/income Net (losses)/ gains on investments	(619) 79	(320) (383)	(476) 592	(165) 245	74
Net operating (expenditure)/income Net (losses)/ gains on investments Revaluation of investment property Net income for the year being net movement in funds	(619) 79 (45)	(320) (383) 40	(476) 592 50	(165) 245 676	74 335
Net operating (expenditure)/income Net (losses)/ gains on investments Revaluation of investment property	(619) 79 (45)	(320) (383) 40	(476) 592 50	(165) 245 676	74 335
Net operating (expenditure)/income Net (losses)/ gains on investments Revaluation of investment property Net income for the year being net movement in funds	(619) 79 (45)	(320) (383) 40	(476) 592 50	(165) 245 676	74 335



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