

Countryside Alliance



2017 Annual Report



Message from the Chairman of the Board



This time last year we were half way through an election campaign when I wrote the 2016 report. Since then the Conservatives scraped back into Government, helped by the DUP; a former Russian spy was poisoned in Salisbury of all places; the war in Syria took yet

another, depressing turn, and the UK's position in the Brexit debate has generally failed to satisfy any of its protagonists.

In rural affairs we were gifted a new Secretary of State Michael Gove, and with him a raft of eye catching, populist ideas and a few stark Brexit warnings too. Re-wilding is back on the agenda, as is a ban on puppy farms, ivory sales and the use of animals in circuses, despite the last of these being a thing of the past anyway.

We are promised a new animal welfare bill, to deal with sentience and sentencing. Hunting has seldom been out of the news, as has shooting which has, for the first time, come under more widespread scrutiny in Parliament and beyond. Our charitable activity in the worlds of fishing and food continues to attract positive attention and the Alliance awards – now in their thirteenth year – received a staggering 12,000 entries.

For the Alliance team, mapping out a strategy for more than a few weeks ahead, let alone a few years is a mugs game. The nature of politics now changes by the hour.

So it is with this in mind that the board is pleased to report another surplus for the year. We have invested

significantly in the integration of our databases, and our website which will make life a great deal easier for our members as well as our small dedicated staff in Tinworth Street and elsewhere.

Our improved digital capability should help us compete more evenly in the many online battles that follow our topics and enable us to find new, innovative ways of retaining and enhancing our membership.

Turning to the Board of the Alliance, this year there are three Board vacancies which will be filled by the three candidates included in these papers. Johnnie Arkwright is retiring by rotation and has agreed to serve a further three-year term. Jamie Foster stood down during the year and Tim Vestey, having served two consecutive terms, stands down. I would like to thank each of the three Board members for their contributions and support. They give freely of their time and provide support, like the remainder of the Board, in a variety of ways. Our significant cohort of volunteers remains invaluable and represents a unique ingredient that makes the Alliance an enduring vital force.

In closing and with an eye on the future, the Labour Party's recent paper on 'animal rights' (their words not mine) should serve as a very clear signal as to what we might expect next time there is a change of Government.

Nobody else but the Alliance keeps guard for the rural way of life where it really matters.

SIMON HART MP
Chairman

Chief Executive's Report



"In an era of extraordinary politics it is sometimes difficult to focus on the more mundane aspects of day to day life, but in 2017 the Countryside Alliance continued to deliver for our members and supporters.

Shooting, and game shooting in particular, continued to grow in popularity. With that growth came challenges both in terms of practice and public perception. The Alliance has been promoting the consumption of game through our Game-to-Eat campaign for over a decade, but the increased demand for shooting created problems in the market in 2017. Meanwhile the increasing popularity and prominence of game shooting brought an inevitable response from the animal rights movement. The answer both to game marketing and to the perception of game shooting comes from the industry coming together to address marketing and standards. The Alliance spent much of 2017 encouraging the diverse elements of the shooting world to come together for their own benefit and that work has led to the launch of an industry game marketing and self-assurance body.

Outside the slapstick of national politics hunting continued to robustly reject reports of its demise. The only hunt supporters convicted under the Hunting Act in 2017 have subsequently been acquitted on appeal and the Alliance's hunting team continued to deliver direct support to hunts targeted by anti-hunting activists. The use of social media and video by anti-hunt activists to target hunts became an increasing problem as standards of conduct within hunts came under scrutiny. Importantly, the Alliance campaigned successfully to defeat an anti-hunting inspired motion to ban trail hunting on National Trust land. In Scotland the Alliance continued to work with hunts and animal welfare groups to create a Government approved code of practice for hunts as recommendations in Lord Bonomy's review of Scottish hunting legislation.

Meanwhile Brexit and the debate over future agricultural policy stimulated further discussion of 'rewilding' and the role of agriculture in many, especially upland, landscapes. The Alliance robustly argued the reality of managed landscapes and the interests of the farming communities they support. We were particularly pleased to see UNESCO award world heritage status to the 'cultural landscape' created by generations of farmers in the Lake District.

On a less positive note 2017 saw further challenges to the BBC's reputation for impartiality on rural issues as its presenter, Chris Packham, became further involved in animal rights campaigning. Concerns were also raised about the Charity Commission's regulation of animal rights charities as the level of political campaigning on issues like hunting, wildlife management and livestock farming.

Importantly the improving financial position and the refocusing of resources allowed the Alliance to increase campaigning activity across the country in 2017.

I am constantly reassured and hugely encouraged by the loyalty and unstinting support of our membership. Our commitment to protecting, promoting and improving the rural way of life is often a challenging one, and can only be delivered with the support of such a large part of the countryside. The Alliance's reputation and achievements have been built on harnessing the strength, energy and commitment of our members, supporters and staff. That strength, energy and commitment will continue to be integral to everything we are fighting so hard to achieve in the years to come.

TIM BONNER
Chief Executive

BOARD OF THE COUNTRYSIDE ALLIANCE 2017

President:	Baroness Mallalieu
Vice Presidents:	Baroness Golding
Chairman:	Simon Hart MP
Deputy Chairman:	Lord Mancroft
Chief Executive:	Tim Bonner
	Tim Vestey
	Johnnie Arkwright
	Paul Dunn
	Richard Fry
	Richard Hardy
	David Harrel
	Charles McVeigh
	Andrew Ogg
	Guy Portwin
	Caroline Squire
	Bill Tyrwhitt-Drake
The Countryside Alliance Foundation:	<i>Chairman</i>
	Nick Bannister
Company Secretary:	Steve Hatcher



Photo by Fernie July

Summary Financial Statements

INCOME STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2017

	2017 (£)	2016 (£)
Revenue		
Subscriptions	3,253,193	3,215,471
Fundraising and donations	1,361,181	1,291,206
	<u>4,614,374</u>	<u>4,506,677</u>
Direct costs	(3,027,263)	(2,457,651)
Gross surplus	1,587,111	2,049,026
Administrative expenses	(1,502,134)	(1,805,039)
Finance costs	(16,675)	(24,645)
Surplus on ordinary activities before taxation	<u>68,302</u>	<u>219,342</u>
Tax expenses	-	-
Surplus on ordinary activities after taxation	<u>68,302</u>	<u>219,342</u>

STATEMENT OF FINANCIAL POSITION AS AT 31 DECEMBER 2017

	2017		2016	
	£	£	£	£
Non-current assets				
Property, plant and equipment	271,096		78,982	
Investments in subsidiaries	5,100		5,100	
		<u>276,196</u>		<u>84,082</u>
Current assets				
Inventories	19,961		15,408	
Trade and other receivables	335,512		241,510	
Cash and cash equivalents	369,055		594,636	
		<u>724,528</u>		<u>851,554</u>
Current liabilities				
Trade and other payables	(521,017)		(475,958)	
Financial liabilities	(350,000)		(400,000)	
		<u>(871,017)</u>		<u>(875,958)</u>
Net current assets/(liabilities)		<u>(146,489)</u>		<u>(24,404)</u>
Total assets less current (liabilities)		<u>129,707</u>		<u>59,678</u>
Non-current liabilities				
Trade and other payables		35,019		33,292
Financial liabilities		50,000		50,000
Income and expenditure Account		<u>44,688</u>		<u>(23,614)</u>
		<u>129,707</u>		<u>59,678</u>

The financial statements were approved by the Board on 24th April 2018. The full report and financial statements can be viewed on the Countryside Alliance's website at www.countryside-alliance.org/annual-report

BOARD ELECTION PROFILES

Set out below are the three candidates who met the qualifying requirements and as such are elected unopposed at the Countryside Alliance at the 2018 Annual General Meeting. Full biographies can be viewed at www.countryside-alliance.org



Johnnie Arkwright



Karen Silcock



James Wharton

To vote online please go to
<https://vote.ukevote.uk/countryside>

Postal Ballot and Proxy

I (please print)
hereby cast my vote or appoint the Chairman
as my proxy to cast my vote at the Annual
General Meeting of the Countryside Alliance to
be held at 12.00pm on Tuesday 11th September
2018 at the Union Jack Club (please vote by
marking with a cross x in the box below).

1 To approve the Report and Accounts of
the Countryside Alliance for the year
ended 31st December 2017

Approve Disapprove Proxy

2 To appoint Messrs Saffery Champness
of Queen Victoria Street, London or
another selected authorised firm as
Auditors of the Countryside Alliance.

Approve Disapprove Proxy

Signature

Date

Membership Number

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Completed ballots must be returned to the
Independent Scrutineer, UK Engage, Image House, 10
Acorn Business Park, Heaton Lane, Stockport SK4 1AS
by midnight on 4th July 2018

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<https://vote.ukevote.uk/countryside>

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VOTING INSTRUCTIONS FOR POSTAL & ONLINE BALLOT AND PROXY FORM

To cast your vote on the resolutions you must put a cross (x) in either the box marked Approve or in the box marked Disapprove. To appoint the Chairman as your proxy you must put a cross (x) in the box marked Proxy. Completed ballots must be returned to the Independent Scrutineer, UK Engage, Image House, 10 Acorn Business Park, Heaton Lane, Stockport, SK4 1AS by midnight on 4th July 2018. If you appoint the Chairman as your proxy and do not mark either the Approve or Disapprove box, your Chairman will cast your vote in favour of the resolution.

If you would prefer to vote online, you can visit the website <https://vote.ukevote.uk/countryside>. You

will need your membership number which is printed on your membership card or alternatively please call the membership team on 0207 840 9300.

Spoiled, multiple or late ballots and proxies will be disregarded. Once received by the Independent Scrutineer all postal ballots are irrevocable.

PLEASE BE SURE TO PRINT OR TYPE YOUR NAME AT THE TOP AND SIGN, DATE AND INCLUDE YOUR MEMBERSHIP NUMBER AT THE BOTTOM OF THE BALLOT CARD TO ALLOW THE INDEPENDENT SCRUTINEER TO CONFIRM YOUR VOTES.

Your membership number can be found on your membership card. If you have mislaid your card or are unable to locate it, please contact our membership team on 0207 840 9300.