

MESSAGE FROM THE CHAIRMAN OF THE BOARD

Simon Hart MP thanks his colleagues for their loyal and staunch support and touches on how the digital age is influencing the work of the Countryside Alliance.



forward to renewing that partnership with him on our diverse campaigning, fundraising and membership ventures. I also thank our President, Baroness Mallalieu, for her loyal and staunch support of our work come what may.

Working on our core campaigns is now done rather differently to previous years. In a digital age much of our campaigning, engagement and reach is online, meaning we have restructured our staffing in order both to save funds and to deploy resources where they can do most good. We have also moved into more practical premises in Vauxhall, leaving the Old Town Hall after 18 action-packed years.

Championing those who love the countryside, regardless of age and location, remains our mission and as we further develop our digital offering, with the ability to analyse who our members are, what you enjoy and what you want, we will be even better placed to serve your needs.

SIMON HART MP
Chairman

Having taken on the role of Chairman in October 2015 my first duty is to thank Lord Mancroft and Kate Hoey MP who have both undertaken this post with great energy over the last few years. I am also very grateful to Sir Barney White-Spunner for guiding the organisation through his term of office. Barney stepped down as Executive Chairman in the autumn and a new Chief Executive, former Campaigns head Tim Bonner, took charge. Having worked closely with Tim when I was Chief Executive from 2003 until 2010, I look

LIST OF BOARD MEMBERS IN 2015

President Baroness Mallalieu QC
Vice President Baroness Golding
Vice President Duke of Westminster
KG CB CVO OBETD CD DL

Chairman Simon Hart MP
Deputy Chairman Lord Mancroft
Chief Executive Tim Bonner

Elected: Tim Vestey
Jamie Foster
Johnnie Arkwright
Lizzie Pinney

Appointed: David Harrel
Charles McVeigh
Bill Tyrwhitt-Drake
Guy Portwin
Paul Dunn

TCAF Chairman Nick Bannister



Photography: by Emma Edgar



CHIEF EXECUTIVE'S REPORT

Tim Bonner believes we have every reason to feel optimistic that we are now communicating with an ever wider group of people.

I have been proud to work for Simon Hart MP, Kate Hoey MP, Lord Mancroft and Sir Barney White-Spunner as they led the Countryside Alliance to this point, and look forward to working with Simon and with our President, Baroness Mallalieu, in these exciting, challenging but overall optimistic times.

The Alliance always walks a line between the old and the new. We stand for the future of rural communities, for tradition and for heritage, but we are also aware that to survive we must adapt and embrace new ways of operating.

We will always stand up for the rural way of life but are also incredibly proud of our charitable projects such as Casting for Recovery and Fishing for Schools. The Rural Oscars had their tenth anniversary in 2015 while we are also well known for our vital work such as on broadband and digital engagement. All of these issues, every piece of the rural jigsaw, need us

to engage with those who love us, those who hate us, those who have never even heard of us and those in political and media spheres who can help advance our work. The way to engage broadly is now not just through the traditional media (although this magazine remains a popular membership benefit), but also online. Our website and social media are an important shop window while our e-campaigns can engage many times the numbers we would have hoped for a decade ago while trying to make our voices heard.

We have every reason to feel optimistic that we are now communicating with an ever wider group of people. I thank you for your support thus far and welcome our new members. This is your organisation. Always feel free to tell us what you think we should be doing and I look forward to continuing to work hard on your behalf.

TIM BONNER
Chief Executive



Photo: Verity Johnson Photography - www.verityjohnson.co.uk

BOARD ELECTION PROFILES

Two new board members, Richard Fry and Andrew Ogg, met the qualifying requirements and as such have been elected unopposed.

ANDREW OGG, NOTTINGHAMSHIRE



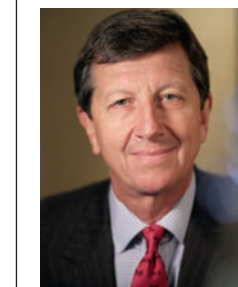
Andrew is a whipper-in, trail-layer and treasurer of the East Lincs Bassets. He hunts mounted with several Lincolnshire/Midlands packs and is also a member of a local rifle-range, shooting in large- and small-bore competitions. Other interests include military history and astronomy.

Andrew has been a Countryside Alliance Member since 1983 and is a former committee member of North & Mid Lincolnshire and South Lincolnshire Committees. As a volunteer he helped on show stands; talked to TV and press media and commented on accounting and charity law issues.

A self-employed chartered accountant, Andrew works with a wide range of rural clients. He has a zoology degree from Durham University and qualified as a chartered accountant in 1992 with subsequent experience in business and practice.

Andrew is a former member of his village Parish Council and has worked for Vote OK at constituency level from 2005 and as director for Lincolnshire from 2014.

RICHARD FRY, DORSET



Richard is a subscriber to the Blackmore & Sparkford Vale Hunt and hunts on a regular basis. He previously hunted with the Cattistock Hunt and has hunted continuously for over 30 years along with his wife and four children. As well as hunting, Richard stalks in Scotland and ran a pheasant shoot on his Dorset land. He farms 400 acres, mainly beef cattle.

Part of the farm is organic and entered into the Higher Level Stewardship Scheme. He is involved in National Hunt racing as a Director of Harry Fry Racing Ltd and owner of racehorses under rules and point-to-point racing. Richard is also the owner of several eventers ridden by daughter Rosie Fry.

Also a member of the CLA and GWCT amongst other organisations, Richard has been Chairman of the Dorset and South West Wilts Committee since 2010 but has been involved with the Alliance for over 20 years. As Chairman of the CA point-to-point at Badbury Rings for several years, he raised an average of £20,000 each year. Richard has also helped raise considerable sums for the Alliance by chairing the committees for our Present Finder Ball and Minterne Midsummer Blast. In 2014 Richard was awarded the Goodson-Wickes Trophy for services to the Countryside Alliance.

To vote online please go to
www.ersvotes.com/ca16

POSTAL BALLOT AND PROXY

I (please print) _____
hereby case 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 11am on October 18 in
the Gascoigne Suite, the Union Jack Club, Sandell Street,
London, SE1 8UJ.

(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 2015.

Approve Disapprove Proxy

2 To appoint Messrs Saffery Champness of Red
Lion Street, London, WC1R 4GB as Auditors of the
Countryside Alliance

Approve Disapprove Proxy

Signature _____

Date _____

Membership Number

COMPLETED BALLOTS MUST BE RETURNED TO: THE
INDEPENDENT SCRUTINEER, ELECTORAL REFORM SERVICES,
LONDON, N81 1ER BY MIDNIGHT ON OCTOBER 7 2016.

To vote online please go to
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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 at Electoral Reform Services, London, N81 1ER by midnight on October 7 2016. 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 www.ersvotes.com/ca16. 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.

ANNUAL REPORT 2015

FINANCIAL STATEMENTS

Summary Income and Expenditure Accounts, Balance Sheet and Cashflow Statement for 2015.

A full set of the financial statements including the auditor's report are presented on our website at www.countryside-alliance.org

INCOME AND EXPENDITURE ACCOUNT for the year ended 31 December 2015

	2015 (£)	2014 (£)
Income		
Subscriptions	3,230,267	3,260,367
Fundraising	1,090,198	1,070,692
Donations	243,732	425,625
TOTAL	4,564,197	4,756,684
Expenditure		
Campaigning expenditure	2,680,989	2,739,547
Administration and finance	386,859	390,357
Fundraising and commercial expenditure	430,747	479,580
Membership and insurance benefits	960,227	1,149,997
TOTAL	4,458,822	4,759,481
Surplus for the year	105,375	(2,797)

STATEMENT OF FINANCIAL POSITION at 31 December 2015

	2015 (£)	2014 (£)
Non-current assets		
Property, plant and equipment	65,997	42,810
Investments	5,100	5,100
	71,097	47,910
Current assets		
Inventories	19,046	11,762
Trade and other receivables	296,664	602,881
Cash and cash equivalents	622,703	258,256
	938,413	872,899
Current liabilities	(955,166)	(869,185)
Net current (liabilities) / assets	(16,753)	3,714
Total assets less current (liabilities)	54,344	51,624
Non-current liabilities	297,300	399,955
Income & expenditure account	(242,956)	(348,331)
	54,344	51,624

CASHFLOW STATEMENT for the year ended 31 December 2015

	2015 (£)	2014 (£)
Reconciliation of operating surplus / (deficit) to net cash inflow from operating activities		
Operating surplus / (deficit)	105,375	(2,797)
Investments and servicing of finance	30,172	36,383
Waiver of loan	-	(120,000)
Depreciation charges	26,501	22,141
(Increase) in inventory	(7,284)	(2,893)
Decrease / (increase) in receivables	306,217	(18,257)
(Decrease) / increase in payables	(674)	16,648
Net cash inflow / (outflow) from operating activities	460,307	(68,775)
CASHFLOW STATEMENT		
Net cash inflow / (outflow) from operating activities	460,307	(68,775)
Returns on investments and servicing of finance		
Interest paid	(30,172)	(36,382)
Capital expenditure		
Payment to acquire tangible fixed assets	(49,688)	(21,756)
Financing		
(Decrease) in loans	(16,000)	(23,000)
Increase / (decrease) in cash in year	364,447	(149,913)
Reconciliation of net cash flow to movement in net debt		
Increase / (decrease) in cash in year	364,447	(149,913)
Non-cash transactions	-	120,000
Cash flows from financing	16,000	23,000
Net debt at 1 January 2015	(532,744)	(525,831)
Net debt as at 31 December 2015	(152,297)	(532,744)

Analysis of changes in net debt

	At 31/12/2014	Cash flow	Non-cash	At 31/12/2015
Cash at bank & in hand	258,256	364,447	-	622,703
Loans due within one year	(415,000)	15,000	(100,000)	(500,000)
Loans due after one year	(376,000)	1,000	100,000	(275,000)
Net debt	(532,744)	380,447	-	(152,297)



2015 ANNUAL REPORT



The Annual General Meeting of the Countryside Alliance will take place on Tuesday October 18 at 11am in the Gascoigne Suite, the Union Jack Club, Sandell Street, London, SE1 8UJ.

This report contains instructions and postal ballot forms by which you may

approve our accounts. Completed ballots must be returned to the Independent Scrutineer, Electoral Reform Services, London, N81 1ER by Midnight on October 7, 2016. You can vote online at www.ersvotes.com/ca16 and this will close at the same time as the postal ballot.

You will need your membership number which is on your membership card, on the polywrap enclosing this mailing or via our membership team on 0207 840 9300. Further, this report includes profiles of two new board members who have been elected unopposed.