



HECKINGTON AND DISTRICT AGRICULTURAL SOCIETY



155th Heckington Show Annual Report 2023

Registered Charity No: 1108829
Company No: 5141838

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CHAIRMAN'S REPORT FOR HECKINGTON & DISTRICT AGRICULTURAL SOCIETY FOR THE YEAR ENDING 30TH SEPTEMBER 2023

It is my pleasure to report on the activities of the Society in this its 160th year. Our key activity was the staging of our 155th show which was a great success and with 100 hours of dry weather enjoyed some of the best weather July 2023 could offer.



The good weather brought visitors out in greater numbers than we have seen since 2016

This undoubtedly contributed to a continuing increase in visitor numbers. A further factor was a re-run of one of the two Heckington episodes of The Farmers Country Showdown that were filmed at the 2022 show on prime time BBC2 in the week before this year's event. It drew visitors from all over the country, who without exception were even more impressed with the reality of the quality of the show and its wonderful atmosphere.



Heckington Show was featured on the BBC One programme The Farmers' Country Showdown

Many of our sections continued their revival after the pandemic and it was a particular joy to have a dog show for the first time since 2019. Whilst circumstances meant it was not possible to offer the Kennel Club pedigree show, we offered a fun dog show aimed at local dog owners which was enormously popular. A huge thank you to Karen Clifton and Abbie Needham for all they did to make it such a success. Looking forward to 2024, we are planning to re-introduce the Kennel Club show as well as continuing with the fun dog show. The combination of national standards of competition and the opportunity for all to take part is very much part of the Heckington show ethos.



For the first time we held a fun dog show, for local owners to show off their favourite pets.

Picture by Marc Moggridge of Burghley Images

That ethos was reflected in the invitation to be one of the hundred shows across the UK taking part in the national ASAO's Centenary celebration. Selected shows were offered a special rosette to award to the champion in a section that was important to their show, and the champion Lincoln Red bull was an obvious choice at Heckington. The presentation in our



ASAO Centenary Award ceremony for the Lincoln Red Champion and Lincoln Longwool Champion presented by Show Chairman Charles Pinchbeck and Lincolnshire Show Director, Andrew Read

Grand Parade was made even more special with the presentation of the rosette for the champion Lincoln Longwool from the Lincolnshire Show by the Lincolnshire Show Director, Andrew Read.

The role of promoting our county's native breeds is enormously important to us, and we were delighted to be the only show this year to have any Lincoln Buff poultry on display, thanks to Buff Breeder John Veasey who went to great lengths negotiating with DEFRA to make this possible.



Lincoln Buff poultry breeder John Vasey, who brought a display of Lincoln Buff poultry to the show

Our showjumping competition continues to prosper, thanks to sub-secretary Abbie Needham, and the course preparation by Ian Johnson and the ground team. Everyone's efforts were rewarded with one of the largest entries for an Area Trial across the region this year, including county shows.

Looking to the organisation of the show, one of our goals for the year was to improve the ground conditions in the New Field. Sterling work by our Vice chairman Mark Sardeson and long-term



A flyover by the Red Arrows on Saturday morning was captured by our photographer Morgan Christian

committee member Peter Asher saw the ground levelled and the grass over-seeded with the permission of the Estate who own the showground.

We have also had a particular focus on our financial position, as costs have continued to rise on the current inflationary environment. We made a modest increase in ticket prices this year of 7% which was the first for a number of years. This produced a small surplus in what was a very strong year and will be making a similar increase in 2024 to ensure our long-term viability. Nonetheless the enormous contribution of the volunteer team means the

show continues to offer exceptional value and affordability for all.

Next year we will be celebrating the diamond jubilee of the re-birth of the show after a three-year break, with a new volunteer team. What began as one day show on the village hall has grown over those 60 years into the remarkable event we see today. the voluntary ethos is absolutely core to our success, not just financially but in the commitment and enthusiasm of the



This year we said thank you to Jane Bowtell who is stepping down as Horticulture Secretary.

whole team, and the atmosphere it creates at the show. Because it is something we live with all the time we may underestimate it, not realising that it is widely accepted to be the largest voluntary run show in the UK. Something I think we can all be enormously proud of.

We are particularly grateful to our horticulture Jane Bowtell who is stepping down after a decade in the post. We are delighted that she intends to remain involved. On a slightly sadder note, we said farewell to Barry Marshall who was secretary in the early 1970's and George Wright who for many years was a key member of the team who set up the horticulture marquees.

A very positive sign this year has been the interest shown by new volunteers of all ages, who

all helped to make this year's show run so smoothly and whose interest offers the show a bright future for many years to come. Their support is very much appreciated.

To all the show team volunteers, young or old, new or longstanding, I offer the heartfelt thanks of our visitors and the community we serve.

Charles Pinchbeck
Chairman



We said goodbye this year to George Wright a stalwart of the horticulture team and Barry Marshall who was Show Secretary until 1975



Acknowledgements

Heckington & District Agricultural Society is fortunate to have very generous support from the local community, businesses and organisations —without whom the show would be unable to go ahead

- Janet, John & Richard Harriss for providing pedestrian access to Showground via Hall Lawn
- A Greetham for his help
- The St John Ambulance Brigade for First Aid Services
- Messrs P Asher, E Cullen & M Sardeson for loan of equipment
- J H Baxter & Son for transport services and loan of equipment
- The East of England, Rutland & Deeping Shows & Doubleday's for loan of equipment
- Turners Distribution and J L Priestley Ltd for providing trailers for the concert stage
- Mr & Mrs Graham Doughty and Mr & Mrs Lewin for the loan of caravans
- Lincoln Red Cattle Society, Lincoln Longwool Sheep Breeders Association & Lincoln Buff Poultry Society for their displays
- Mr & Mrs G Bolton for providing Lincoln Red Cattle Displays
- Donaldsons DIY and volunteers for advance ticket sales
- Morgan Christian for photography at the show
- The many local land owners, including Messer Sharpe, Mesdames Denman & Mason and Mr & Mrs A Key
- Thanks also to Heckington Parish Council & Heckington St Andrew's School who help facilitate the show and its supporting activities
- And not forgetting the many families and friends of committee members who provide invaluable support through the year



The Heritage area is always very popular with lots of hands-on activities to try out



The show is key in promoting and supporting rural activities, with the annual sheep shearing competition for the heaviest Lincoln Longwool fleece

Trustees, Officers, Committee & Members

Trustees: Mr C A Pinchbeck, DL Mrs J A Wright Mrs S E Grant
Mr T M Atkinson Mr M A Sardeson

Patron: The Lord Lieutenant of Lincolnshire, Mr Toby Dennis

President: Mr Alan Stennett, BEM

Life Members:

Dr M J Elliott, P Ireland, J D Kirk, D Nickols, D Simpson, T Atkinson, P Gash,
G Wright, Mrs R Nickols, I Johnson, Mrs S Pinchbeck, Mrs S Grant, Mrs J Lewin, M Sardeson

Chairman: Mr Charles Pinchbeck, DL **Vice Chairman:** Mr Mark Sardeson
Deputy Chairman: Mr Ian Johnson **General Secretary:** Mrs Sarah Grant
Treasurer: Mrs Jo Lewin **Chaplain:** Rev Ann Lett
Minutes Secretary: Miss Ann Stevenson

Committee Members:

| | | | |
|---------------------|---------------------|---------------------|--------------------|
| Mrs Ann Beever | Miss Jane Bowtell | Mrs Karen Clifton | Mrs Jackie Goodall |
| Mrs Jane Harrison | Mrs Sally Pinchbeck | Mrs Elaine Sardeson | Mrs Sue Spencer |
| Mrs Tina Stankley | Mrs Linda Stanley | Mrs Anne Watts | Mrs Jacki Wright |
| Miss Abbie Needham | | | |
| Mr Peter Asher | Mr Terry Atkinson | Mr Glenn Albrighton | Mr George Bell |
| Mr Bill Rayner | Mr Robin Bush | Mr Matt Brown | Mr Rolf Cinavas |
| Mr Paul Elderkin | Mr Paul Gash | Mr Charlie Harrison | Mr Jesse Harwood |
| Mr Adrian Johnson | Mr Des Johnson | Mr Dennis Johnson | Mr Richard Kinsey |
| Mr Tony White | Mr Mike Lock | Mr Nick Needham | Mr David Nickols |
| Mr Sean Oxby | Mr James Oxby | Mr Richard Pick | Mr James Pinchbeck |
| Mr Thomas Pinchbeck | Mr Daniel Tarry | | |

Society Members:

| | | |
|---------------------------|-----------------------------|---------------------|
| Mr & Mrs I Clarke | Mr & Mrs C Turner | Mr & Mrs G Hopkins |
| Mr & Mrs C Barlow | Ms M Hemens | Mr & Mrs D Long |
| Wg Cdr & Mrs M Jones | Mr D Townley & Ms J Sellick | Mr & Mrs Jones |
| Mr & Mrs J Collard | Mrs M Hillcoat | Dr H Guess |
| Mr W Cottis | Mr J Plewis | Mrs L Lee |
| Mr & Mrs I Buckthorpe | Mr & Mrs G Mountain | Mr & Mrs P Reid |
| Mr & Mrs N Martin | Mr J Stevenson | Mrs S Richardson |
| Mr & Mrs I Schofield | Mr & Mrs G Rogers | Mr R Ransom |
| Mr & Mrs Stephenson | Mr & Mrs A Thomas | Mr E Conlin |
| Mr & Mrs M Hodgetts | Mr & Mrs C Baxter | Mr & Mrs K Cinavas |
| Mr & Mrs Coupland | Mr & Mrs P Wood | Mr & Mrs G Barnett |
| Mr & Mrs C Thompson | Mr & Mrs A Bealby | Mr & Mrs J H Gaddes |
| Mr & Mrs C Brumitt | Mr & Mrs R Williamson | Ms K Hill |
| Mr T Cavill | Mr & Mrs G Gibson | Mr & Mrs Mathieson |
| Mr & Mrs R Emsley | Mr & Mrs J Morrissey | Mr & Mrs I Kimpton |
| Mr & Mrs D Turner | Ms S Twiss | Ms S Parker |
| Mr & Mrs C Rowlan-Jeffers | Mr M Hudson & Ms P Mcbeath | Ms K Wilkinson |
| Mr & Mrs C Henrickson | Mr & Mrs B Berridge | Mr Alec Hill |

Highlights from the Showjumping 2023



Heckington Show has a long tradition of hosting British Showjumping classes going back over a century, and we are incredibly proud to have hosted formidable equestrians such as Harvey Smith, Ted Dudley and the Whittakers. This year, we welcomed Holly Smith (Team GB, Tokyo 2020) to our “Hall of Fame” after she not only competed across our two largest classes but also provided the main ring crowd with commentary on what riders are doing and thinking when “walking the course”.



As well as holding our own when it comes to quality competitors, we also hold our own against many of the county shows in terms of quantity; our Area Trial - the jewel in our crown - had one of the largest entries for this class across our region and those nearby.

I also take pride in the fact that we have a cadre of competitors who enjoy competing with us year after year including a number of

first-timers from 2022 travelling across the country to be with us again! Our Area Trial winner hadn't competed with us for nearly ten years and told me how much he enjoyed that the show had retained its welcoming atmosphere and charm. We received a number of wonderful emails from our competitors - hard-earned praise indeed! “It really is one of the best shows in the country” and “...a wonderful show yet again” to mention just two.



And last but not least, I'm incredibly grateful for the enormous effort that goes into getting ready for Sunday. From Ian's impeccable watering (“The ground was perfect” - Competitor) to “The 5 a.m. Club” and the volunteers in the collecting ring and main ring, as well as David Cole, the judges and British Showjumping, it really couldn't have been achieved without this strong team.

Following in the footsteps of incredible Showjumping Secretaries, I am privileged to bring the exciting sport of showjumping to our visitors, many of whom do not get to experience the sport outside of our show - and two years in, I may be getting the hang of it!

Abbie Needham,
Showjumping Secretary

Trustees Report

The trustees present their report with the financial statements of the company for the year ended 30th September 2023.

Trustees who are the directors for the purpose of company law and served during the period and up to the date of their report were:

C A Pinchbeck, Mrs J A Wright, T M Atkinson, M A Sardeson, Mrs S E Grant

The directors held no beneficial interests in the company at any time during the period, since the company is limited by guarantee and holds no share capital.

The Memorandum and Articles of Association state that the number of members of the board shall never be less than three and that the subscribers to the memorandum and such other persons or organisations as are admitted to membership in accordance with the rules made under Article 61 shall be members of the Charity. No person shall be admitted a member of the Charity unless his application for membership is approved by the trustees.

All directors, being eligible, offer themselves for election at the forthcoming Annual General Meeting.

Objectives and Activities

The objectives of the company are the advancement of agriculture, horticulture and rural crafts for the benefit of the public by the holding of an annual show.

Public Benefit Reporting The trustees confirm that they have referred to the guidance contained in the Charity Commission's general guidance on public benefit when reviewing the Trust's aims and objectives and planning future activities. All of the trustees give their time freely and no trustee remuneration was paid in the year.

Achievements and Performance

Incoming resources from generated funds and charitable activities continued to be healthy during the year. Along with an economic upturn in interest and dividends meant a £36,455 fund gain. The high level of reserves noted in the reserves policy below has arisen due to the hard work and dedication of many volunteers from Heckington and the surrounding area.

Financial Review

Investment Policy

Cash is held in interest earning deposits at banks and other institutions. Funds not required to be immediately accessed are held in high interest rate deposits at varying periods of notice relating to the likely timescale on which they would need to be accessed. This policy is reviewed annually, we currently have investments as well as cash holdings.

Reserves Policy At 30th September 2023 the charity had £619,175 in unrestricted reserves.

The reserves are held at this level as a protective measure in case the costs incurred in preparation for a show are not met by income due to bad weather or any other unfortunate event on the day. These reserves are proportionate to the recurring costs of staging a show. One of the principal risks is



The firework concert was a success with a Spice Girls tribute band providing the entertainment

the future of the showground. Our policy is therefore to accumulate costs of acquiring and servicing a showground. These are estimated to be in the region of £800,000. The reserves policy is reviewed annually.

Due to the level of reserves held, the trustees have no concerns about the charity's ability to continue to operate in future years.

Structure, Governance and Management

The original society was founded in 1863.

The charitable company was incorporated 1st June 2004 and commenced trading on that date, acquiring all of the assets of Heckington and District Agricultural Society (an association) registered charity number 507328 on 1st October 2004. The company is limited by guarantee and has no share capital. The governing document of the charity is its Memorandum and Articles of Association. The charity is managed by the trustees who meet on a regular basis and decisions are made at these meetings. The trustees are elected at the AGM and receive no benefits. They are supported by a committee of 50 elected by the members.

Risk Policy Trustees have reviewed risk and undertake regular health and safety assessments.

Recruitment Policy The directors are committed to ensuring that their committee have the life and professional experiences essential to the growth of the charity. They are open to any opportunity to attract new committee members who will have typically demonstrated commitment to the show over a number of years or meet a particular area of expertise identified by the board. All new trustees and volunteers are given relevant induction training on their first day or as soon after as it is possible. Training will be on an "on-the-job" basis as is necessary.

Plans for Future Periods

The charity plans to continue meeting their objectives by holding annual shows. In 2024 we will be continuing our policy of continuous improvement through each successive show. The focus for the next period will include: -

- Exploring upgrade of WiFi / broadband to support cashless payments for traders
- Appropriate commemoration of 60 years of the voluntary run show
- Continuing to serve the community through staging the 156th show on 27th and 28th July 2024

This report has been prepared in accordance with the Statement of Recommended Practice Accounting and Reporting by Charities (2015) and in accordance with the special provisions of part 15 of the Companies Act 2006 relating to small companies.



In 2024 the Society will be celebrating the 60th anniversary of a voluntary run show. Pictured here in 1964

Financial Statements

Balance Sheet as at 30/09/2023

| | 2023 | | 2022 | |
|---|----------------------------|-------------------------|----------------------------|-------------------------|
| | Unrestricted Funds £ | Total 30-Sep-23 £ | Unrestricted Funds £ | Total 30-Sep-22 £ |
| Fixed Assets: | | | | |
| Tangible assets | 49,704 | 49,704 | 51,189 | 51,189 |
| Investments | <u>188,339</u> | <u>188,339</u> | <u>184,361</u> | <u>184,361</u> |
| <i>Total fixed assets</i> | <u>238,043</u> | <u>238,043</u> | <u>235,550</u> | <u>235,550</u> |
| Current Assets: | | | | |
| Investments | 333,107 | 333,107 | 320,649 | 320,649 |
| Debtors | 3,093 | 3,093 | 2,261 | 2,261 |
| Cash at bank and in hand | <u>50,979</u> | <u>50,979</u> | <u>25,536</u> | <u>25,536</u> |
| <i>Total current assets</i> | <u>387,179</u> | <u>387,179</u> | <u>348,446</u> | <u>348,446</u> |
| Liabilities: | | | | |
| Creditors: Amounts falling due within one year | <u>6,047</u> | <u>6,047</u> | <u>1,276</u> | <u>1,276</u> |
| Total net assets | <u>619,175</u> | <u>619,175</u> | <u>582,720</u> | <u>582,720</u> |
| The funds of the charity: | | | | |
| Unrestricted income funds | <u>619,175</u> | <u>619,175</u> | <u>582,720</u> | <u>582,720</u> |
| TOTAL CHARITY FUNDS | <u>619,175</u> | <u>619,175</u> | <u>582,720</u> | <u>582,720</u> |

The unrestricted fund is wholly .

The charitable company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 30th September 2023.

The members have not required the charitable company to obtain an audit of its financial statements for the year ended 30th September 2022 in accordance with Section 476 of the Companies Act 2006.

The trustees acknowledge their responsibilities for:

- (a) ensuring that the charitable company keeps accounting records which comply with Section 386 and 387 of the Companies Act 2006 and
- (b) preparing financial statements which give a true and fair view of the state of affairs of the charitable company as at the end of each financial year and of its surplus or deficit for each financial year in accordance the requirements of sections 394 and 395 and which otherwise comply with the requirements of the Companies Act 2006 relating to financial statements, so far as applicable to the charitable company.

These financial statements have been prepared in accordance with the special provisions of Part 15 of the Companies Act 2006 relating to small companies.

Financial Statements

Income & Expenditure to 30/09/2023

| | 2023 | |
|------------------------------------|------|----------------------|
| | £ | £ |
| INCOME | | |
| Sponsorship | | 8,537 |
| Entry fees | | 11,787 |
| Gate money | | 120,137 |
| Advance ticket sales | | 75,701 |
| Membership | | 1,844 |
| Programme advertisements | | 800 |
| Programme sales | | 2,949 |
| Trade stands | | 94,171 |
| Miscellaneous income | | 905 |
| Deposit account interest | | 4,897 |
| Gains/(Losses) on investments | | 12,353 |
| | | <u>334,081</u> |
| EXPENDITURE | | |
| Advertising | | 10,240 |
| Accountancy | | 2,284 |
| Entertainment | | 32,109 |
| Badges and rosettes | | 3,801 |
| Catering and hospitality | | 10,416 |
| Insurance | | 9,014 |
| Stewards | | 705 |
| Gate expenditure | | 28,485 |
| Utilities | | 1,266 |
| Equipment hire | | 52,529 |
| Trophies | | 5,699 |
| Telephone | | 690 |
| Clothing and miscellaneous | | 76 |
| Administrative expenses | | 1,798 |
| Printing, postage and stationery | | 6,328 |
| Honoraria and secretaries expenses | | 2,780 |
| Judges expenses | | 466 |
| Field licences | | 32,912 |
| Licences and subscriptions | | 2,170 |
| Prizes | | 15,492 |
| Contract work | | 50,161 |
| Security | | 13,038 |
| Ground preparation | | 1,838 |
| Signs | | 3,881 |
| Bank charges | | 3,506 |
| Repairs and renewals | | 4,458 |
| Donations | | - |
| Depreciation | | 1,484 |
| | | <u>297,626</u> |
| NET INCOME FOR YEAR | | <u><u>36,455</u></u> |

Pictures and comments from the 2023 Show



“First time visitors today. What a fantastic show. Value for money. Well organised. Well done to all the volunteers”

“Thoroughly enjoyed the show... Big thank you to all the volunteers who worked so hard to make it a success. Amazed how you put it all together.”



“Enjoyed every minute of my visit. So nice to visit a full and well organised show with farming at its heart”



“It was absolutely brilliant. We travelled from Lancashire to be at the show. Was fantastic. Good job Lincolnshire”



“My family and I had a ball.....bouncy castles to sampling fine gins and rums, cakes, cheeses, great displays, the flower tent, the jams, veg, fruit, etc... the whole experience was fantastic”



“Totally enjoyed by our family and friends. Never disappointed. Well done for all your hard work in planning this ”



“What an amazing show - we went on Sunday afternoon and absolutely loved it. A very well organised event”



“Lots of trade stalls, food stalls, great to see the sheep, cows and horses. What a fantastic day out, will definitely go again”

“Lovely, well attended country show with a super atmosphere and friendly people”



“So many happy, smiling people enjoying a thoroughly wonderful day out! I will surely be attending next year too”

“I have never seen so many people thoroughly enjoying themselves”

Our Patron, the Lord Lieutenant





Heckington & District Agricultural Society

Registered Charity: 1108829

A Company Limited by Guarantee: 5141838

www.heckingtonshow.org.uk