



THE 166th YEAR OF EGHAM ROYAL SHOW
SATURDAY 26th & SUNDAY 27th AUGUST 2023
CADDEY'S FIELD, WHITEHALL LANE
EGHAM, SURREY, TW20 9NW

Organised by: THE EGHAM & THORPE ROYAL AGRICULTURAL & HORTICULTURAL ASSOCIATION

Egham & Thorpe Royal Agricultural & Horticultural Association

Income & Expenditure Account for year ending 31 December 2023

Income		Expenditure	
Egham show 2023	£71,469.86	Egham Show 2023	£84,053.31
		Surplus on year	-£12,583.45
	£71,469.86		£71,469.86

Balance Sheet as at 31 December 2023

	2022		2023
Balance B/Forward (current account)	£3,090.86	Bank Balance (current acc.)	£3,046.77
Balance B/Forward(reserve account)	£60,230.80	Bank Balance (reserve acc.)	£47,761.44
Creditors	£70.00	Creditors	£1.43
Cash in hand	£1.43	Cash in hand	£12,583.45
Surplus/Deficit 2023			
	£63,393.09		£63,393.09

Accounts checker Certificate

From the books and vouchers given to me, I believe that the above shows an accurate position of the Association as at the 31st December 2023.

Sign: 
L.J. Ford FCPA

Date: 16/10/2024

President: Nick Wood-Dow DL
Chairman: James Doran
Treasurer: Mary Wildsmith Tel: 07966 826867
Secretary: Jackie Cashen

Registered address:
Egham Royal Show
C/O Horne, Engall & Freeman LLP
47a High Street, Egham, Surrey, TW20 9ES
Registered charity No: 247399
Website: www.eghamroyalshow.org.uk



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INCOME

Sponsorship	£23,775
Gate	£30,998
Trade/Craft	£6,831
Showground Entertainment	£2,915
Raffle	£2,206
Presidents Lunch	£1,340
Cars	£1,007
Bank Interest	£531
Membership	£510
Barn Dance	£505
Horticulture	£322
Animals	£275
Catering rebate	£255
TOTAL	£71,470
Deficit	£12,583

EXPENDITURE

Showground/Carpark	£53,737
Showground	
Entertainment	£7,547
Arena Entertainment	£5,360
Advertising/Sponsorship	£4,984
Animals	£3,842
Catering	£1,980
Insurance	£1,889
Gate	£1,362
Garage Rental	£903
Horticulture	£687
Music Marquee	£500
Cars	£452
Volunteer Expenses	£329
Trade Refunds	£280
Raffle	£135
Web Hosting	£66
TOTAL	£84,053

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TREASURER'S REPORT 2023

The Association started the year 2023 with **£3,090.86** in the current account, **£60,230.80** in the reserve fund account and **£1.43** in cash, a total of **£63,393.09**.

We finished the year with **£3,046.77** in the current account, **£47,761.44** in the reserve fund account and **£1.43** in cash, a total of **£50,809.64**.

The income received was **£71,469.86** and expenditure was **£84,053.31**, a difference of **£12,583.45**.

This is a very disappointing loss for the 2023 show.

Line by line analysis of the income and expenditure figures are displayed on the screen.

Income

We were lucky to have had good weather on both days of the show but despite this, the ticket income was £4,000 lower than in 2022. The reduction was entirely in the advance sales. Our explanation for this is two-fold – The weather forecast leading up to the show was extremely erratic, one day predicting excellent weather; the next predicting heavy rain. This will have deterred visitors from paying in advance, in case the weather meant they could not attend and would lose their money. Also, throughout the show, access to Whitehall Lane was blocked by the closure of the level crossing. This was an enormous problem for the show and would have affected advance sales and live sales. We did not increase the ticket price in 2023, having done so in 2022. Our judgment was that affordability concerns were serious. Accepting electronic payments at the gate is essential now, but of course involves the show in transaction charges which do not apply when accepting only cash.

Income from advertising, grants and sponsorship increased by £3,000 from 2022, with some pluses and minuses. Income from programme advertising was down by over £2000 compared with the previous year. Councillor Robert King made a very generous donation of £4,000 which was a new grant. Thanks go to James Doran for organising this.

Income from trade stands was £1,600 higher than in 2022, as Darren increased the charges in line with inflation which did not deter our loyal traders, who find the show a positive contribution to their businesses.

The raffle and tombola donated by Barclays Bank yielded nearly £400 more than in 2022. In fact, we ran out of raffle tickets and could have sold more. We will print more for this year and sell them more proactively. Our raffle prizes are always very attractive and Nick Wood-Dow does a very good job securing these for us.

We are grateful to the Egham Residents' Association for organising the barn dance and contributing £500 to our income.

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The return of our £500 deposit to the council for use of the showground was at risk until almost the end of the year, at which point Nick Wood-Dow's tenaciousness resulted in agreement to reimburse the show.

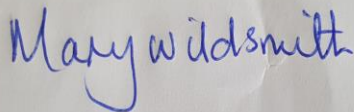
Finally, bank interest on our reserve account were £500 higher than in 2022, as the rate increased through the year.

Expenditure

As expected, due to the condition of the economy, all costs increased this year.

Just to stage the show cost us nearly £54,000, an increase of £9,000 from last year. Also, due to the weather forecast being so changeable, we made the decision to place tracking down for the vehicles entering the showground. In the event, this resulted in an unnecessary £5,000 cost but we could not take the risk of vehicles getting stuck in mud on the showground.

For this year's show, James Doran is already engaging with suppliers to try and control costs. Unless we can reduce costs and increase income, via increased sponsorship and higher attendance, the show is at risk in the medium term as our reserves reduce.



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EGHAM ROYAL SHOW TRUSTEES' REPORT 2023

The main activities of the Egham & Thorpe Royal Agricultural & Horticultural Association, as defined by its constitution, are the planning, organization and management of the annual Egham Royal Show, including raising the necessary finance to run the Show, whilst maintaining sufficient reserves to ensure the future of the Show.

Unlike many larger Shows, Egham Royal Show has no permanent staff and is entirely managed and run by volunteers who give up their time to support a valuable and long-established institution in Surrey. With the changing demands of modern life, it becomes more difficult to attract volunteers both to join the Show's organizing committee and to help put the Show on.

This has meant that several committee members have taken on additional responsibilities to ensure that the Show goes ahead. We thank all those who, over the last year who have devoted their time to ensuring that the Show continues. In the meantime, the committee is working to recruit additional volunteers, to attract new sponsors, and to introduce new features, including delivering children's rides free of charge via sponsorship. With the way that people spend their disposable income and leisure time, it is important that we endeavour to keep the Show true to its original purpose and history whilst being relevant to today's audience.

The Trustees and the Management Committee are confident that the level of the Association's Reserves, together with the work being done to increase the level of corporate support and the initiatives to recruit additional volunteers, will be sufficient to ensure the longer-term future of the Association and of the Egham Royal Show.

The 2023 show was successful in what we were able to deliver against a very different landscape of rising costs due to inflation and the cost-of-living crisis resulting from this situation. We put on a polished positive event with key elements of livestock and horticulture, an array of diverse arena entertainment from scurry driving, stunt displays and falconry to the return of traction engines and the prize giving finale of classic cars.

We were delighted to offer free children's rides again to ease the burden on families paying to enjoy a great day out. Food and drink plus an assortment of trade stands were also present.

A huge thank you to Surrey 4x4, our sponsors and Runnymede Borough Council, Surrey County Council and most importantly our volunteer team.

Best regards

James Doran - Chairman

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EGHAM ROYAL SHOW TRUSTEES' MEETING ON WEDNESDAY 29TH NOVEMBER 2023

AT 17:15

IN THE EGHAM CONSTITUTIONAL CLUB

Attended by James Doran, Nick Jamison, Douglas Newton (remotely), Mary Wildsmith, Nick Wood-Dow, Dennis Brown (Guest)

Apologies -None

Review of minutes of April 2023 meeting

Minutes accepted.

James has been in touch with the Charity Commission to report that he is their point of contact. Nick Wood-Dow is recorded as the chairman of the trustees.

Finance update

The summary financial situation is as follows

Income	Expenditure	Loss
£71,401.62	£84,564.83	£13,163.21

The £500 matched funding we had hoped to receive from Barclays Bank has not arrived and is now unlikely to. This is an application Nicholas Smith makes to the bank to support our charity, but it is discretionary. Also, RBC has failed to return the £500 deposit we paid for use of the field, though that might still be paid due to the efforts of Nick and Dennis.

The RBC chief executive has promised Nick that this money will be returned to us this week, in which case the loss will be £500 less.

The balance on the reserve account is £47,700, down from £60,000 at the start of the year.

Financial planning for 2024 must start by filling this gap, before any other expenditure is proposed.

A discussion was held on the reasons for this loss. Gate receipts were down by **£4000**, all of which was the result of lower advance bookings. We agreed that this was likely to be because the weather forecast was very erratic before the show, creating fear that it would rain and prepaid money would be lost. Also, the level crossing was closed throughout the show, making access to the showground difficult. We paid

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£5000 for tracking to avoid the risk of cars getting affected by mud if it rained, a large cost not incurred the previous year. The basic infrastructure costs were **£10,000** higher than in 2022 due to inflation. This more than covers the net loss.

The trustees debated ways of addressing the gap. Mary confirmed that we do not enter into contracts with any suppliers until the last possible date. This allows invoices to be paid after gate money has been received and sponsorship received.

Nick is confident of doubling the main sponsors' contribution from £15k to £30k for 2024. He is finding suppliers' attitudes to funding positive. He is willing to visit any company identified by other committee members to promote the benefits of sponsoring the show.

We plan to raise the entry fee from £12 to £15 in 2024 and make very clear in publicity that children attend free of charge and that children's rides are also free. We acknowledged the effects of the cost of living crisis, but agreed that the show still offers value for money when the cost is raised .

Nick will check the cost of comparable two day shows run by volunteers to check the validity of our proposed entry fee.

Mary suggested setting up meetings with all the top suppliers to ask them to reduce their prices, and let them know that the show will not be able to run beyond 2024 if they continue to charge more than the show can recover. **James as Procurement Manager will action this and Dennis agreed to help.**

Chairman's report

James wished to welcome Dennis to the management committee and to record his sincere thanks to Dennis for the contribution he has made to the show.

Legal matters

The trustees reflected on the enormous workload created by the difficulty in agreeing the contract with Runnymede Borough Council, particularly in the area of liability. It was acknowledged that the final wording of the agreement with RBC was correct with relation to limiting our liability to the extent of our insurance cover. The agreement for 2024 will start from that position.

Nick Jamison said that despite holding trustee indemnity insurance, we always risk being sued, particularly on matters of perceived discrimination. We agreed that for the 2024 show, **we will alert all volunteers to the importance of being vigilant about potential accusations of discrimination.**

President's update

Nick has reconfirmed two out of three of last year's sponsors, guaranteeing £10,000 of sponsorship. BUPA still appear engaged and he is pursuing other companies. Mary and Dennis are both willing to help him by attending meetings with potential sponsors.

Nick has given a year's notice that he will resign his position after the next show. Ralph Perkins is interested in joining us and pursuing sponsorship opportunities through his network. Ralph will not assume all of Nick's current responsibilities, therefore it was agreed that **the scope of Ralph's role would be clearly defined** and Nick's other responsibilities will be assigned elsewhere when he leaves.

Dennis Brown's report

Dennis addressed the distinction between incorporated and unincorporated charities. Our charity is unincorporated, creating a liability risk for trustees. Becoming incorporated would remove this unlimited liability. It also may result in relief of up to £10,000 on VAT payments. **Dennis offered to do some research into the actions required and the pros and cons of incorporation.** The committee accepted his offer and thanked him for this.

With respect to replenishing the reserves, Dennis stated that in addition to the income points already discussed, we also have to address expenditure. We must review closely what we actually need as there may be opportunities to reduce cost in some areas. We must also approach alternative suppliers to validate quotations, as we have tended to use the same trusted suppliers without knowing if their prices could be challenged.

Longer term, we need to review the sponsorship model. Dennis would like to see multiple profit centres, challenging each section of the show to take responsibility for its own financial performance. This would greatly reduce the dependence on sponsorship. **Further discussion will take place outside the Trustee meetings to develop this idea.**

AOB

Nick W-D raised the subject of the venue for the show AGM, whose date of 19th February had been confirmed at the last management meeting. The next Trustees' meeting will take place on 18th January 2024 at 5.15 before the management meeting. Meeting concluded.



James Doran - Trustee & Chairman