



THE 167th YEAR OF EGHAM ROYAL SHOW
SATURDAY 24th & SUNDAY 25th AUGUST 2024
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 2024

Income		Expenditure	
Egham show 2024	£75,829.10	Egham Show 2024	£75,396.51
		Surplus on year	£432.59
	£75,829.10		£75,829.10

Balance Sheet as at 31 December 2024

	2023		2024
Balance B/Forward (current account)	£3,046.77	Bank Balance (current acc.)	£2,760.89
Balance B/Forward(reserve account)	£47,761.44	Bank Balance (reserve acc.)	£48,479.91
Cash in hand	£1.43	Cash in hand	£1.43
Surplus/Deficit 2023			-£432.59
	£50,809.64		£50,809.64

Accounts checker Certificate

Sign.....
L.J. Ford FCPA

Date: 1/9/2025

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 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
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INCOME

Sponsorship	£26,250.00
Gate	£29,495.00
Trade/Craft	£8,300.00
Showground Entertainment	£2,392.28
Horticulture	£342.50
Raffle	£2,427.99
Membership	£702.00
Classic Cars	£1,305.00
Livestock	£424.00
Community Event	£619.78
Presidents Lunch	£1,144.00
Catering rebate	£1,325.00
Bank Interest	£718.47
Donations	£383.08
TOTAL	£75,829.10

EXPENDITURE

Advertising/Sponsorship	£2,683.40
Gate	£1,347.24
Insurance	£1,894.22
Showground/Carpark	£49,333.09
Arena Entertainment	£3,360.00
Showground Entertainment	£6,789.44
Classic Cars	£527.55
Horticulture	£624.94
Livestock	£4,034.45
Raffle	£65.00
Music Marquee	£500.00
Web Hosting	£72.00
Garage Storage Rental	£924.21
Volunteer Expenses	£235.00
Catering	£195.00
President's Lunch	£2,792.25
Membership	£0.00
Banking Transactions	£18.72
TOTAL	£75,396.51

TREASURER'S REPORT 2024

The Association started the year 2023 with **£3,047** in the current account, **£47,761** in the reserve account, a total of **£50,808**.

We finished the year with **£2,761** in the current account, **£48,480** in the reserve account, a total of **£51,241**.

The income received was **£75,829** and expenditure was **£75,397**, a surplus of **£432**.

After the loss of over **£12,000** in 2023, this is a very welcome turnaround and is testament to the efforts made by all members of the committee.

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

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Income

It rained all day on the first day of the show, resulting in very few visitors attending, but still the gate takings were only down by £1,500 on 2023, due to a sell-out second day.

Income from advertising and sponsorship was up by around £2,500, largely as a result of getting more companies to take out advertisements in our programme. The programme gets bigger each year as a result.

Income from trade stands was £1,500 higher than in 2023. Darren increased the charges in line with inflation each year, rather than holding them for several years and then introducing a large increase. This works for our loyal traders.

For 2024, we counted the income and expenditure from catering differently, therefore the summary presented shows large differences from 2023, but the net effect is minimal.

Other categories showed minor changes from the previous year.

The figure of nearly £400 labelled "Donations" is made up of three payments credited to the show account with no reference which we were not able to assign to any of the other categories

Expenditure

The committee worked hard to control costs this year. Many suppliers were persuaded to make no increase in charges for 2024 and the overall cost of providing show infrastructure, our largest expense, was over £4,000 lower than in 2023. This was largely due to taking the risk of ordering less tracking than in 2023, a risk which paid off.

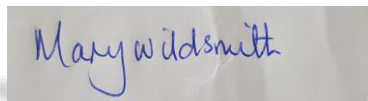
We spent £2,000 less on advertising this year. This is because last year we had a one-off cost for road signs and because Nick negotiated with a sponsor to produce our promotional leaflets free of charge. Deciding where to invest in show advertising is always a challenge as we have no reliable information about how our visitors hear about the show. We know that much of it is word of mouth and families visiting the show generation after generation, but it is difficult to decide where to advertise more widely.

Following on from last year's serious loss, we made the difficult decision to engage fewer arena entertainments, thus saving £2,000. Ideally, we would like to have more acts this year, but this will depend on the value of sponsorship we can attract in advance.

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A new category of expenditure appeared towards the end of 2024 – Bank charges. Barclays has always provided the show with a free service, but from late last year, started charging a flat rate per month and a transaction charge for cheque and cash handling. I estimate that with the levels of cheques and cash we normally handle, this will result in charges of £1,600 for the year 2025. I have urged all committee members to insist on bank transfers when payments are made, but we must continue to accept cash at the gate. I am working offline with Dennis Brown – CEO and Nick Jamison - Trustee to find a way of returning to fee-free banking, but this is not guaranteed.



EGHAM ROYAL SHOW TRUSTEES' REPORT 2024

The main activities of the Egham & Thorpe Royal Agricultural & Horticultural Association, as defined by its constitution continue to 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 is still a challenge to attract volunteers both to join the Show's organizing committee and to help put the Show on but have welcomed some new faces to our wider team.

We thank all those who, over the years post pandemic has devoted their time to ensuring that the Show continues. In the meantime, the committee is working to continuing to recruit additional volunteers, to attract new sponsors, and to introduce new features, and including continuing in 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.

Continued...



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The 2024 show was successful in what we were able to deliver against a continued very different landscape of rising costs due to inflation and the cost-of-living crisis resulting from this situation. We again 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 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. We continued to work on cutting costs from the budget to consolidate expenditure to reduce costs and return to a break-even position. Despite a large, unexpected cost to clear the site of the show of an epidemic weed infestation so we were able to use the ground safely, we managed to achieve this.

Best regards

James Doran - Chairman

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EGHAM ROYAL SHOW TRUSTEES' MEETING ON WEDNESDAY 18TH JANUARY 2024

17:15

IN THE EGHAM CONSTITUTIONAL CLUB

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

Apologies - Nick Jamison

Review of minutes of November 2023 meeting

Minutes accepted.

Matters arising

Covered in accompanying agenda items.

Net loss remedies:

- Contract negotiations.

James Doran has started on a plan to research the market for alternative suppliers in the next few weeks for the main infrastructure costs. He will also ask all current suppliers to hold their prices and review our requirements carefully rather than reordering last year's specification. James will use ASAO to get information on alternative suppliers. He will work from the Procurement spreadsheet from 2023 and confirmed that he has time to do this. He aims for end of February to list the possible suppliers. Mary assured him that other members of the team are here to help once he has gathered the information on potential suppliers.

- Sponsorship

Nick Wood Dow has reconfirmed last year's sponsors, added Lodge Brothers and Audley. South-Western Railways will print our leaflets. Nick is trying to contact one potential sponsor per week. James will find out who the CEO of Gartner is, and Nick will contact him. £23,000 was raised last year and to recoup last year's losses, we must aim for £33,000 this year and save £10,000 from areas other than sponsorship – for example gate takings, price increases and costs savings.

- Increased entry fee.

The entrance will be increased this year. £15 is suggested but this must be agreed at the management meeting which takes place after this meeting. Dennis has prepared a proposal to present.

Continued...

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Agree an approach to avoid unintentional discrimination.

It was agreed that we will use the ASAO document as the basis of guidance to all volunteers about the official categories of discrimination. And the danger that unintentional discrimination can lead to the risk of litigation. James will locate the ASAO document, and the committee will review it.

Formally accept the proposal to adopt Ralph Perkins as future President

It was acknowledged that Ralph Perkins can make an excellent contribution as President to show sponsorship, but it is not feasible for him to take over all of Nick's current duties. Nick will document the eight areas he works in and will continue to cover those that Ralph does not do. Nick needs a title – Past President was suggested and accepted.

Update on action to review limited liability and VAT status

Dennis Brown – Show CEO and guest at meeting has spoken to finance professional Peter Ashworth who is checking our constitution with the aim of protecting the trustees against unlimited liability. Removing liability for paying VAT is not a viable option

Any other business.

Dennis reported that Ralph had said he is working towards having all the costs of the show covered, mainly by sponsorship, before the event, so that we are covered if it is a wet weather weekend. There will be further updates on this following Nick and Dennis's meeting with Ralph tomorrow.

It was agreed that we would consider inviting Ralph Perkins to join the trustees as it will enable him to be more involved in all aspects of show management.

Meeting closed.

Best regards

James Doran – Trustee & Chairman

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