

# MORETON-IN-MARSH AND DISTRICT AGRICULTURAL AND HORSE SHOW SOCIETY

England & Wales · Charity number 900122

## Details

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**Other names** MORETON IN MARSH SHOW - MORETON SHOW

**Status** Registered

**Legal form** Charitable company

**Company number** [02397134](#)

**Registered** 1989-09-13

**Register** [View on the Charity Commission register](#)

## Contact

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**Address** Moreton in Marsh & District Agricul  
5 Wychwood Court  
Cotswold Business Park  
London Road  
Moreton In Marsh  
GL56 0JQ

**Phone** 01608 651098

**Email** [post@moretonshow.co.uk](mailto:post@moretonshow.co.uk)

**Website** [www.moretonshow.co.uk](http://www.moretonshow.co.uk)

## Activities

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**Objects:** 1. TO PROVIDE THE IMPROVEMENT IN THE BREEDING OF LIVE STOCK, HUNTERS AND HEAVY HORSES. 2. TO IMPROVE THE STANDARDS OF FARMING AND FARM CRAFT FOR FARMERS RESIDING WITHIN AN AREA FIXED BY THE SOCIETY.

**Activities:** THE HOLDING OF AN ANNUAL AGRICULTURAL AND HORSE SHOW ON FIRST SATURDAY IN SEPTEMBER AND ON FARM COMPETITIONS IN A RESTRICTED AREA THROUGHOUT THE YEAR WITH OTHER ASSOCIATED ACTIVITIES FOR MEMBERS AND THE PUBLIC.

## Classification

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- **How:** Provides Services
- **What:** Education/training, Animals, Economic/community Development/employment
- **Who:** Other Defined Groups, The General Public/mankind

## Geography

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- Gloucestershire
- Leicestershire
- Oxfordshire
- South Gloucestershire
- Warwickshire
- Worcestershire

## Finances

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Period end	Income	Expenditure	Assets	Employees
2025-10-31	£655,474	£626,248	£871,164	5
2024-10-31	£668,960	£607,750	£841,938	5
2023-10-31	£592,135	£533,889	£780,728	5
2022-10-31	£543,983	£491,891	£722,482	6
2021-10-31	£528,989	£445,128	£670,390	6

## Trustees

Name	Role	Appointed
<b>STEPHEN JOHN PARKES</b>	Chair	2024-09-23
ANTHONY PATRICK GODWIN		
Adrian Loker		2018-09-26
Alistair Gordon Hett		2021-09-22
DAVID GAULD		2012-02-23
DIANE JANE DEWBERY		
Ian Watts		2025-09-17
JAMES COKER		2012-02-23
PROFESSOR BRADFORD HOOKER		
ROSEMARY SMITH		2013-02-06
Russell Marks		2025-09-17
SALLY ANNE HARRISON		
Sarah Eve		2019-09-25
Simon Bing		2019-09-25
Simon James Crawford Randall CBE		2025-06-01
Stuart Anthony Mace		2022-09-22
THOMAS LESLIE HAYMAN-JOYCE		2011-10-18
THOMAS ROY LIMBRICK		
Timothy John Gardner		2014-09-24

**MORETON-IN-MARSH AND DISTRICT AGRICULTURAL AND HORSE SHOW SOCIETY**

England & Wales - Charity number 900122

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# Accounts

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Moreton-in-Marsh and  
District Agricultural and  
Horse Show Society

**Report and financial statements**

**For the year ended 31 October 2024**

Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire  
GL56 0LA

Company limited by guarantee  
Company number 2397134  
Charity number 900122

# Moreton-in-Marsh and District Agricultural and Horse Show Society

**Company limited by guarantee:** Incorporated number 2397134

**Registered office and trading address:** 5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ

**Officers:** The company is managed by a council, consisting of a Chair, Vice-chair and members numbering not less than 20 and not more than 27. The Chair at the year-end was Mr Stuart Mace. The Vice-chair was Mr Stephen Parkes. A full list of the council members appears in the report of the council.

**Treasurer:** Mrs L Parkes  
5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ  
  
Telephone: 01608 651908

**Bankers:** Lloyds Bank Plc  
High Street  
Moreton-in-Marsh  
Gloucestershire GL56 0AY

**Accountants:** Tayabali Tomlin  
Chartered Accountants  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

**Solicitors:** Ladders Solicitors  
Number Ten, Elm Court  
Stratford-upon-Avon  
Warwickshire CV37 6PA

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council**

The council submits its annual report, together with the accounts for the year ended 31 October 2024.

### **Principal activities**

The principal activity of the company is to hold an annual agricultural and horse show and a range of crop, livestock and craft on-farm competitions.

### **Governance**

The Society was established by Memorandum and Articles of Association signed on 28 March 1989 and incorporated on 21 June 1989, under which the longest serving one-third of the members of council retire each year. Vacancies are filled by election by the members at the Annual General Meeting.

### **Objects**

The objects for which the Society is established are:-

1. To promote the improvement in the breeding of livestock, hunters and heavy horses.
2. To improve the standards of farming and farm craft for farmers residing within an area fixed by the society.

The holding of an Annual Show is specifically authorised in the Memorandum of Association.

### **Brief Statement of Public Benefit**

Council considers that the objects set out above are fulfilled by the holding of the Annual Show and the on-farm competitions. The Show has built up an enviable reputation for the quality of its livestock and horses, hosting the National Shows of Poll Hereford Cattle and of Cotswold Sheep and a very full range of qualifying classes for the Horse of the Year Show as well as competitions for numerous other breeds and classifications. The effect is to encourage the very best in breeding and husbandry, especially when the cumulative result of this and other events is considered. On-farm competitions continue to attract significant entries and are adapted each year to current needs which are, however, frequently changed by market and fiscal effects.

### **Results for the year, business review and future developments**

The 2024 Show was a huge success. The weather was perfect, slightly cooler in the morning and turning brighter in the afternoon, perfect conditions for a Show. Thousands of people turned out to attend this celebration of British agriculture and rural life in the heart of the Cotswolds.

The online ticketing system continuing to work extremely well. Advance tickets were sold online, also in local outlets who kindly assisted by selling advance tickets. The Vat structure on ticket sales has changed to allow the Society not to charge Vat on ticket sales. This shift in process should be beneficial to the Show.

Increases in revenue in trade stands, sponsors, livestock entries and membership all indicate that Moreton Show is relevant and gaining strong support from the community for which it serves.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Results for the year, business review and future developments (continued)

Sponsorship income is very important to the Society and for 2024 raised a total of £99,448 (2023 £92,331) which was an amazing feat in the current climate and an increase of an amazing 7.7% on the prior year. Catering commission has increased to £40,672 (2023 £40,086); our main caterers had queues most of the day, as did the ice cream vans, bars and once again the local catering proved extremely popular.

Grand Arena highlights included Hunter classes early in the morning, six bar show jumping challenge, Senior 1.25 Open Show Jumping and the magnificent sight of heavy horses. The Shetland Pony Grand National and one of the best parades of livestock in the country finished the day. In the Attractions Arena crowds enjoyed watching the Clumber Spaniels, RMP Bike Trials team, a sheep dog display and parade of Vintage Tractors. The Farmtastic area was a huge success, creating an environment for visitors of all ages to learn more about farming, rural crafts, and country living. The inclusion of Attwell Farm Park and Oxford Sandy and Black pigs was a big hit and attracted a huge amount of visitors. Education is very important, and much effort was made to educate the visiting public about the various displays, demonstrations, and competitions.

The Livestock area was busy all day, the highlight was a very well supported Livestock Parade in the Grand Arena in the afternoon. Entries were strong in all sections and the quality of competition was to an exceptionally high standard. New for 2024 was the cattle rare breed classes that were kindly supported by local breeders. The Sheep Shearing Competition again proved to be a huge draw for the public and looks to be a permanent fixture at the Show. The Show encourages the promotion of rural skills, and to try and educate the public of where their food comes from.

The Horse section entries increased dramatically compared to previous years, and almost got back to pre-covid figures. Moreton was one of the best Shows of the season for their entry numbers which resulted in some logistical changes to manage and a very busy Show day! Thankfully the team of stewards all did a fantastic job to ensure that the day ran smoothly, and we received a lot of positive feedback from competitors. The British Show Jumping affiliated competitions and the Arena Eventer Challenge classes were well supported and The Heavy Horse Display and Farriery Competition attracted large crowds all day.

The Home and Garden marquee was very well supported this year with over a thousand entries coming from locals and those from far afield; it looked fantastic. The marquee was full of home-grown fruit, vegetables, flowers, fresh cakes along with homemade preserves and liquid refreshments. The handicrafts and children's class were also well supported.

There were just short of 300 trade stands exhibiting at the Show, selling a broad range of products and services. Trade stand numbers were around the same numbers achieved in the previous year, but not yet to pre-pandemic levels. A growing number of businesses from the Cotswolds are exhibiting at the event, this is great as the Show is strengthening its position as a location to promote local enterprise and innovation.

Moreton Show continues to be one of the finest one-day agricultural shows in the UK, the Show has built a reputation for being a high-quality event showcasing the very best of farming and associated industries in the Cotswolds. The Show is built on strong charitable principles, and for over 70 years has endeavoured to educate visitors about farming and provide a platform for farmers to compete their livestock and horses.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Results for the year, business review and future developments (continued)

The feedback from the Show has been extremely positive, it was a great team effort and one everyone involved can be proud of.

Looking forward to 2025, rising prices and inflation are cementing the need for careful budgeting. This has initiated a review of all systems and expenses to ensure a cost effective and efficient operation moving forward.

Additionally, a need to keep the event dynamic and evolving to meet local trends and expectations is essential. The addition of new or enhanced features are being considered, whilst the accessibility of the event for people with physical or mental impediments to all is also being reviewed and considered.

There was an operating profit of £54,847 (2023: £56,874).

### Council members and their interests in the company

The council members who served in the year are listed below:

A Godwin	Miss SA Harrison	SJ Parkes
J Coker	T Hayman-Joyce	S Mace
S Randall	Prof B Hooker	A Loker
Mrs D Dewbery	TR Limbrick	A Hett
T Gardner	E Hicks	Mrs R Smith
D Gauld	Mrs S Eve	S Bing

Most members of council listed served on one or more sub-committees of the council during the year. The company is limited by guarantee and therefore has no share capital.

### Recruitment of council members

Council members are usually recruited from amongst the co-opted members of the section committees and, thus, already have a working knowledge of the Society's methods and activities. Newly elected members receive an induction pack and are informally mentored by the chairman of the committee on which they were previously serving.

### Reserves policy

Council considers it prudent to maintain sufficient reserves to enable a completely cancelled show and on-farm judging season, coupled with another poorly performing season, to be withstood without rendering the Society insolvent or unable to fund a restart of activities. The interest on reserves is applied towards maintaining them at the required level, having regard to inflation. This policy is reviewed each year when considering the draft annual accounts.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Risk management

Council actively reviews the major risks which the Society faces on a regular basis and believes that maintaining reserves at the levels stated above will provide sufficient resources in the event of adverse conditions. Council has also examined other operational and business risks which the Society faces and confirm that they have established systems to mitigate the significant risks.

### Investment policy

The Society aims to manage its affairs, particularly the holding of the annual show, so that its expenditure is met by income received, the majority of the income being received immediately before or at the Show and the majority of expenditure becoming due at or immediately after the Show. Administration costs are incurred throughout the year and are met from subscriptions and other advance income, or from working capital. Surpluses arising beyond that required for immediate purposes are invested in short term interest bearing accounts. The society seeks to achieve a reasonable rate of return on its investments, to at least meet the effects of inflation on its reserves, without incurring the high risks associated with higher yield short term deposits. It is not considered appropriate to appoint investment fund managers. The policy is reviewed at least annually.

### Council's responsibilities

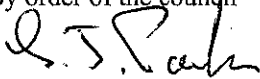
Company Law and Charity Regulations require the council to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements council is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The council is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006 and with the Statement of Recommended Practice for Charities. Council is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

By order of the council



SJ Parkes  
Chair

11 December 2024

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Independent examiner's report to the members on the unaudited financial statements of Moreton-in-Marsh and District Agricultural and Horse Show Society**

We report on the financial statements of the society for the year ended 31 October 2024 which are set out on pages seven to fifteen.

### **Respective responsibilities of the council members and reporting Accountants**

The council members (who are also directors of the company for the purposes of company law) are responsible for the preparation of the financial statements. The council members consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

Having satisfied ourselves that the charity is not subject to audit under company law and is eligible for independent examination, it is our responsibility to:

- examine the financial statements under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- to state whether particular matters have come to our attention.

### **Basis of independent examiner's report**

Our work was conducted in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as council members concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with our report, no matter has come to our attention:

- a) which gives us reasonable cause to believe that in any material respect the requirements:
  - i) to keep accounting records in accordance with section 386 and 387 of the Companies Act 2006; and
  - ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.have not been met; or
- b) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Asad Noorani FCA  
Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

11 December 2024

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Statement of financial activities for the year ended 31 October 2024

<i>Note</i>	2024 £	2023 £
<b>Incoming resources</b>		
<i>Incoming resources from generated funds:</i>		
Voluntary income:		
Donations and grants	11,432	2,001
Special prizes	99,448	92,332
Activities for generating funds:		
Members subscriptions and fundraising events	56,714	53,478
Investment income	6,363	1,372
<i>Incoming resources from charitable activities:</i>		
Show receipts	494,647	441,445
<i>Other incoming resources:</i>		
Other income	356	1,507
	<hr/>	<hr/>
<b>Total incoming resources</b>	<b>668,960</b>	<b>592,135</b>
<b>Resources expended</b>		
<i>Charitable activities:</i>		
Direct show expenses	379,984	325,820
Support costs and management and administration	227,766	208,069
	<hr/>	<hr/>
<b>Total resources expended</b>	<b>607,750</b>	<b>533,889</b>
<b>Net incoming resources for the year</b>	<b>61,210</b>	<b>58,246</b>
<b>General fund balance brought forward</b>	<b>780,728</b>	<b>722,482</b>
	<hr/>	<hr/>
<b>General fund balance carried forward</b>	<b>841,938</b>	<b>780,728</b>
<i>11</i>	<hr/> <hr/>	<hr/> <hr/>

All of the company's funds form the general fund and the total balance of this fund is unrestricted.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Profit and loss account** *for the year ended 31 October 2024*

	<i>Note</i>	<b>2024</b> £	2023 £
Turnover	3	662,597	590,763
Direct costs		<u>379,984</u>	<u>325,820</u>
<b>Gross profit</b>		<b>282,613</b>	264,943
Administration expenses		<u>227,766</u>	<u>208,069</u>
<b>Operating profit/(loss)</b>		<b>54,847</b>	56,874
Investment income		<u>6,363</u>	<u>1,372</u>
<b>Net profit/(loss) for the financial year</b>		<b>61,210</b>	58,246
Retained profit brought forward		<u>780,728</u>	<u>722,482</u>
<b>Retained profit carried forward</b>	11	<u><u>841,938</u></u>	<u><u>780,728</u></u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Balance sheet at 31 October 2024

	Note	£	2024 £	£	2023 £
<b>Fixed assets</b>	5		<b>336,784</b>		340,908
<b>Investments</b>	6		<b>4,503</b>		4,469
<b>Current assets</b>					
Debtors		3,384		2,338	
Cash at bank and in hand		521,141		454,754	
		<u>524,525</u>		<u>457,092</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>23,874</u>		<u>21,741</u>	
<b>Net current assets</b>			<b><u>500,651</u></b>		<b><u>435,351</u></b>
<b>Total assets less current liabilities</b>			<b><u>841,938</u></b>		<b><u>780,728</u></b>
<b>Represented by:</b>					
General reserve	11				
Balance brought forward			780,728		722,482
Profit for the year			61,210		58,246
			<u>841,938</u>		<u>780,728</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Balance sheet (continued)**

*at 31 October 2024*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2024.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2023 in accordance with Section 476 of the Companies Act 2006.

The council members acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 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 company as at the end of each financial year and of its profit or loss for each financial year in accordance with 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 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 and with the Statement of Recommended Practice: Accounting and Reporting by Charities.

Signed on behalf of the council by:



SJ Parkes  
Chair

11 December 2024

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Cash Flow Statement for the year ended 31 October 2024

		2024	2023
	Notes	£	£
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>67,101</u>	<u>72,223</u>
Net cash provided by operating activities		<u>67,101</u>	<u>72,223</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		<u>(680)</u>	<u>(11,466)</u>
Net cash (used in)/provided by investing activities		<u>(680)</u>	<u>(11,466)</u>
<hr/>			
<b>Change in cash and cash equivalents in the reporting period</b>		<b>66,421</b>	<b>60,757</b>
<b>Cash and cash equivalents at the beginning of the reporting period</b>		<b><u>459,223</u></b>	<b><u>398,466</u></b>
<b>Cash and cash equivalents at the end of the reporting period</b>		<b><u>525,644</u></b>	<b><u>459,223</u></b>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the Cash Flow Statement for the year ended 31 October 2024

### 1. Reconciliation of net income to net cash flow from operating activities

Net income/(deficit) for the reporting period (as per the Statement of Financial Activities)	2024 £ 61,210	2023 £ 58,246
Adjustments for:		
Depreciation charges	4,804	3,857
Decrease/(increase) in debtors	(1,046)	-
(Decrease)/increase in creditors	<u>2,133</u>	<u>10,120</u>
Net cash provided by operations	<u>67,101</u>	<u>72,223</u>

### 2. Analysis of changes in net funds

	At 1/11/23 £	Cash flow £	At 31/10/24 £
Net cash			
Cash at bank	454,754	66,387	521,141
Investments	<u>4,469</u>	<u>34</u>	<u>4,503</u>
	<u>459,223</u>	<u>66,421</u>	<u>525,644</u>
<b>Total</b>	<u>459,223</u>	<u>66,421</u>	<u>525,644</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements

### 1 Capital

The society has no issued share capital and the members of the council have no interest in its surplus or assets.

### 2 Limited company

The society is a registered charity (number 900122) and as such, a non-profit making organisation, limited by guarantee and therefore with no share capital. The liability of members upon liquidation is limited to £1.00 each. The society is managed by a council and council members receive no remuneration for acting in that capacity.

### 3 Accounting policies

#### *Basis of preparation*

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

#### *Incoming resources/turnover*

Special prizes and donations are included in full in the statement of financial activities and the profit and loss account when receivable. The value of services provided by volunteers has not been included. Incoming resources from the show, subscriptions, fundraising events, investments and other income are included when receivable.

#### *Resources expended*

Resources expended are recognised in the period in which they are incurred. Direct show expenses, support costs and management and administration expenses have been grouped together within the statement of financial activities under charitable activities. The interrelationship between these categories of expenses and the nature of the charity's objects and activities makes any split arbitrary.

#### *Fixed assets and depreciation*

Fixed assets are stated at cost less depreciation. Depreciation is calculated at the following annual rates so as to write off the cost of fixed assets over their anticipated useful lives:

Equipment and furniture	-	25% on reducing balance
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The freehold property is included at cost.

#### *Investments*

Investments, which are in general cash deposits, are included in the balance sheet at cost. Realised gains or losses on the sale of investments are included in the profit and loss account and in the statement of financial activities.

#### *Pension costs and other post-retirement benefits*

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 4 Net incoming/(outgoing) resources for the year/operating profit:

The net incoming/(outgoing) resources for the year/ operating profit is stated after charging:

	<i>Note</i>	<b>2024</b> £	2023 £
Depreciation	5	4,804	3,857
Staff costs – average number employees 6 (2023: 6)		<u>131,473</u>	<u>107,794</u>

### 5 Fixed assets

	<b>Freehold property</b> £	<b>Equipment &amp; furniture</b> £	<b>Total</b> £
<i>Cost</i>			
At 1 November 2023	320,000	96,615	416,615
Additions	-	680	680
Disposals	-	-	-
<b>At 31 October 2024</b>	<u>320,000</u>	<u>97,295</u>	<u>417,295</u>
<i>Depreciation</i>			
At 1 November 2023	-	75,707	75,707
Charged for year	-	4,804	4,804
Disposal in year	-	-	-
<b>At 31 October 2024</b>	<u>-</u>	<u>80,511</u>	<u>80,511</u>
<i>Net book value</i>			
<b>At 31 October 2024</b>	<u>320,000</u>	<u>16,784</u>	<u>336,784</u>
At 31 October 2023	<u>320,000</u>	<u>20,908</u>	<u>340,908</u>

### 6 Investments

	<b>2024</b> £	2023 £
Premium Bond	5	5
National Savings Bank	4,498	4,464
	<u>4,503</u>	<u>4,469</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 7 Creditors: amounts falling due within one year

	2024 £	2023 £
Sundry creditors and accruals	21,503	17,125
Vat	2,371	4,616
	<u>23,874</u>	<u>21,741</u>

### 8 Council members' expenses

No payments were made to Council Members except in respect of direct reimbursement for which vouchers were provided.

### 9 Related party transactions

During the year sponsorship of £800 (2023: £1,300) was kindly provided by one connected party with the society (2023: two). Set out below are details of sponsorships in excess of £200:

<i>Name</i>	<i>Relationship</i>	<i>Amount</i> £
Hayman-Joyce Property Limited	Director is Council Member	<u>800</u>
		<u>800</u>

### 10 Taxation

As a registered charity, the society's profit is not subject to UK taxation.

### 11 General reserve

The company was incorporated to take over the assets and liabilities of a previous unincorporated society having the same name. At the succession date on 1 November 1989, the unincorporated society had a substantial surplus of assets over liabilities, and this is included in the general reserve.

Upon liquidation of the company, clause 8 of the Memorandum of Association provides that any surplus remaining after the realisation of assets and payment of liabilities shall not be distributed to the members, but shall be transferred to some charitable institution or institutions, having objects similar to that of the society.

**The following schedules are for  
management purposes only and do not  
form part of these financial statements**

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Show statistics

Year	Stock	Entries Horses	Home & garden	Prize money £	Gross gate receipts £
2024	1,314	907	1,021	26,072	288,537
2023	1,286	573	928	25,705	296,455
2022	1,131	722	907	31,433	270,730
2021	992	833	970	19,311	254,373
2020	e	e	e	1,703	e
2019	1,345	1,164	1,240	33,699	203,367
2018	1,267	1,143	1,230	32,364	215,573
2017	1,080	1,282	1,201	31,614	188,162
2016	1,168	1,253	996	28,594	136,136
2015	1,325	1,382	1,065	30,069	170,078
2014	1,174	1,322	981	27,046	161,921
2013	1,221	1,174	1,075	24,707	140,308
2012	1,153	1,050	979	23,946	152,818
2011	1,072	1,082	1,079	23,701	140,929
2010	932	916	898	26,177	130,719
2009	957	1,000	951	22,411	134,134
2008	d	d	d	d	d
2007	1,007 <sup>c</sup>	1,044	1,067	11,424	87,481
2006	1,004	1,074	922	18,512	77,414
2005	1,101	1,147	1,026	18,354	111,725
2004	1,051	1,138	1,063	17,539	90,072
2003	857	1,063	984	20,186	82,103
2002	706	1,028	746	17,218	72,207 <sup>b</sup>
2001	a	a	a	a	a
2000	980	1,075	918	20,521	57,150
1999	866	1,033	919	18,042	58,354
1998	951	774	1,015	18,469	47,459
1997	898	925	1,115	18,419	48,384
1996	942	1,030	1,231	17,183	52,104
1995	1,037	869	1,333	15,780	47,957
1994	1,053	919	1,481	15,672	45,222
1993	1,078	889	1,514	15,088	55,925
1992	1,083	877	1,488	15,151	43,436
1991	832	789	1,422	13,634	51,248
1990	966	812	1,687	14,538	42,783
1989	935	823	1,488	13,507	41,536
1988	894	855	1,469	12,262	29,076
1987	835	842	1,673	12,091	26,856
1986	868	897	1,370	10,567	23,647
1985	845	844	1,439	10,206	21,285
1984	885	773	1,469	9,503	15,196
1983	913	792	1,503	8,520	9,789
1982	895	695	1,574	6,851	9,651
1981	843	747	1,095	6,019	8,638
1980	838	726	1,148	5,673	7,764

<sup>a</sup> no show held due to Foot and Mouth Disease

<sup>b</sup> includes Sunday gross gate receipts of £4,017

<sup>c</sup> entries later cancelled and refunded due to Foot and Mouth Disease

<sup>d</sup> no show held due to adverse weather conditions

<sup>e</sup> no show held due to Covid-19

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Detailed profit and loss account for the year ended 31 October 2024

	2024 £	2023 £
<b>Income</b>		
Subscriptions	46,080	44,544
Trade space	119,451	119,326
Special prizes and sponsorship	99,448	92,331
Donations	3,432	2,001
Entry fees	45,315	33,053
Catalogues	672	1,771
Gate receipts	288,537	247,208
Show lunches	10,634	8,935
Catering commission	40,672	40,087
Grant income	8,000	-
Sundries	356	1,507
	<hr/>	<hr/>
<b>Total income</b>	<b>662,597</b>	<b>590,763</b>
	<hr/>	<hr/>
<b>Expenditure</b>		
Postage, phone, travel etc	6,724	5,424
Printing and stationary	5,184	5,043
Advertising	14,237	10,811
Accountancy	4,100	4,195
Insurance	7,254	7,624
Salaries, NHI and pensions	131,473	107,794
Judges' expenses	8,995	7,504
Prizes	27,273	25,706
Attractions	6,778	8,354
Showground expenses	299,688	284,256
Sundries	3,317	3,781
Bank charges and commission	19,721	18,559
Office overheads	11,849	16,857
Professional fees	6,777	13,195
Affiliation fees	1,364	1,157
Computer and website expenses	10,962	9,772
Irrecoverable Vat	37,250	-
Depreciation	4,804	3,857
	<hr/>	<hr/>
<b>Total expenditure</b>	<b>607,750</b>	<b>533,889</b>
	<hr/>	<hr/>
<b>Operating surplus</b>	<b>54,847</b>	<b>56,874</b>
Interest on investments	6,363	1,372
	<hr/>	<hr/>
<b>Total surplus for the year</b>	<b>61,210</b>	<b>58,246</b>
	<hr/> <hr/>	<hr/> <hr/>

**MORETON-IN-MARSH AND DISTRICT AGRICULTURAL AND HORSE SHOW SOCIETY**

England & Wales - Charity number 900122

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# Accounts

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Moreton-in-Marsh and  
District Agricultural and  
Horse Show Society

**Report and financial statements**

**For the year ended 31 October 2023**

Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

Company limited by guarantee  
Company number 2397134  
Charity number 900122

Moreton-in-Marsh and District  
Agricultural and Horse Show Society

**Company limited by guarantee:** Incorporated number 2397134

**Registered office and trading address:** 5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ

**Officers:** The company is managed by a council, consisting of a Chair, Vice-chair and members numbering not less than 20 and not more than 27. The Chair at the year-end was Mr Stuart Mace. The Vice-chair was Mr Stephen Parkes. A full list of the council members appears in the report of the council.

**Treasurer:** Mrs L Parkes  
5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ  
  
Telephone: 01608 651908

**Bankers:** Lloyds Bank Plc  
High Street  
Moreton-in-Marsh  
Gloucestershire GL56 0AY

**Accountants:** Tayabali Tomlin  
Chartered Accountants  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

**Solicitors:** Ladders Solicitors  
Number Ten, Elm Court  
Stratford-upon-Avon  
Warwickshire CV37 6PA

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council**

The council submits its annual report, together with the accounts for the year ended 31 October 2023.

### **Principal activities**

The principal activity of the company is to hold an annual agricultural and horse show and a range of crop, livestock and craft on-farm competitions.

### **Governance**

The Society was established by Memorandum and Articles of Association signed on 28 March 1989 and incorporated on 21 June 1989, under which the longest serving one-third of the members of council retire each year. Vacancies are filled by election by the members at the Annual General Meeting.

### **Objects**

The objects for which the Society is established are:-

1. To promote the improvement in the breeding of livestock, hunters and heavy horses.
2. To improve the standards of farming and farm craft for farmers residing within an area fixed by the society.

The holding of an Annual Show is specifically authorised in the Memorandum of Association.

### **Brief Statement of Public Benefit**

Council considers that the objects set out above are fulfilled by the holding of the Annual Show and the on-farm competitions. The Show has built up an enviable reputation for the quality of its livestock and horses, hosting the National Shows of Poll Hereford Cattle and of Cotswold Sheep and a very full range of qualifying classes for the Horse of the Year Show as well as competitions for numerous other breeds and classifications. The effect is to encourage the very best in breeding and husbandry, especially when the cumulative result of this and other events is considered. On-farm competitions continue to attract significant entries and are adapted each year to current needs which are, however, frequently changed by market and fiscal effects.

### **Results for the year, business review and future developments**

The 2023 show was a huge success. The weather was perfect, slightly cooler in the morning and turning brighter in the afternoon, perfect conditions for a Show. Thousands of people turned out to attend this celebration of British agriculture and rural life in the heart of the Cotswolds.

Grand Arena highlights included the six bar show jumping challenge, parade of heavy horses, Shetland Pony Grand National and one of the best parades of livestock in the country. In the Attractions Arena crowds enjoyed watching The BMX Show, Otter and Blood Hounds and parade of Vintage Tractors and Series 2 Land Rovers. The Spitfire flypast was another highlight in the day's events, passing three times, we got a great view of this iconic plane.

The gate revenue was up by 9.5% on last year, with the online ticketing system continuing to work extremely well. Advance tickets were sold online, also four local outlets kindly assisted by selling advance tickets.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council (continued)**

### **Results for the year, business review and future developments (continued)**

The Livestock area was busy all day, the highlight was a very well supported Livestock Parade in the Grand Arena in the afternoon. Entries were strong in all sections and the quality of competition was to an exceptionally high standard. New for 2023 was the Sheep Shearing Competition which proved to be a huge draw for the public and looks to be getting bigger next year. The show encourages the promotion of rural skills and to educate the public of where their food comes from.

The Horse section entries were down on previous years, which was reflected across the showing world, but the quality was exceptionally high and there were good numbers for each class. The Show held a selection of HOYS qualifiers and hosted qualifiers for LIHS and RIHS. The British Show Jumping affiliated competitions and the new Eventer Challenge classes were well supported. The ground conditions and summer weather were such that watering was not required. The Heavy Horse Display and Farriery Competition attracted large crowds all day.

The Home and Garden Marquee was very busy all day with local people getting involved in entering the many and diverse competitions in a much-loved section of the Show. The marquee was as usual a sensory delight; beautiful floral displays and some of the finest vegetables and summer blooms were on display.

There were just over 300 trade stands exhibiting at the Show selling a broad range of products and services. Trade stand numbers were slightly above the numbers achieved in the previous year, but not yet to pre-pandemic levels. A growing number of businesses from the Cotswolds are exhibiting at the event, this is great as the Show is strengthening its position as a location to promote local enterprise and innovation.

Moreton Show continues to be one of the finest one-day agricultural shows in the UK, the Show has built a reputation for being a high-quality event showcasing the very best of farming and associated industries in the Cotswolds. The Show is built on strong charitable principles, and for over 70 years has endeavoured to educate visitors about farming and provide a platform for farmers to compete their livestock and horses.

Pleasingly, increases in trade stands, sponsors, livestock entries and membership all indicate that Moreton Show is relevant and gaining strong support from the community for which it serves. 2023 has been defined by rising costs, on average costs rose by nearly 10%, luckily income has managed to keep pace. This is a testament to the Show and puts the event in a positive position heading into 2024.

The Farmtastic area was a huge success, creating an environment for visitors of all ages to learn more about farming, rural crafts, and country living. The inclusion of the Sheep Show was a big hit and attracted huge audiences. Education is very important, and much effort was made to educate the visiting public about the various displays, demonstrations, and competitions.

Sponsorship income is very important to the Society and in 2023 raised a total of £92,331 (2022 £82,789) which was an amazing feat in the current climate and an increase of an amazing 11.5% on the prior year.

Catering commission has increased to £40,087 (2022: £36,593) our main caterers had queues most of the day, as did the ice cream vans, bars and once again the local catering proved extremely popular.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Results for the year, business review and future developments (continued)

The showground ran extremely well without any major incidents. Existing and new contractors performed well working successfully and proactively with the showground team to produce the Show. All amendments to the Show layout and the locations for the new features worked well. The updated traffic management also helped to reduce congestion and ease the ingress and egress from the showground. Changes to the pedestrian route from Moreton Town also worked well and greatly reduced the number of people crossing live traffic.

The feedback from the Show has been extremely positive, it was a great team effort and one everyone involved can be proud of.

Looking forward to 2024, rising prices and inflation are cementing the need for careful budgeting. This has initiated a review of all systems and expenses to ensure a cost effective and efficient operation moving forward. Additionally, a need to keep the event dynamic and evolving to meet local trends and expectations is essential. The addition of new or enhanced features are being considered, whilst the accessibility of the event for people with physical or mental impediments to all is also being reviewed and considered.

There was an operating profit of £56,874 (2022: £51,964).

### Council members and their interests in the company

The council members who served in the year are listed below:

Ms R Allen	Miss SA Harrison	SJ Parkes
J Coker	T Hayman-Joyce	M Green
S Randall	Prof B Hooker	A Loker
Mrs D Dewbery	TR Limbrick	A Hett
T Gardner	E Hicks	Mrs R Smith
D Gauld	Mrs S Eve	S Bing
A Godwin	S Mace	

Most members of council listed served on one or more sub-committees of the council during the year. The company is limited by guarantee and therefore has no share capital.

### Recruitment of council members

Council members are usually recruited from amongst the co-opted members of the section committees and, thus, already have a working knowledge of the society's methods and activities. Newly elected members receive an induction pack and are informally mentored by the chairman of the committee on which they were previously serving.

### Reserves policy

Council considers it prudent to maintain sufficient reserves to enable a completely cancelled show and on-farm judging season, coupled with another poorly performing season, to be withstood without rendering the society insolvent or unable to fund a restart of activities. The interest on reserves is applied towards maintaining them at the required level, having regard to inflation. This policy is reviewed each year when considering the draft annual accounts.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Risk management

Council actively reviews the major risks which the society faces on a regular basis and believes that maintaining reserves at the levels stated above will provide sufficient resources in the event of adverse conditions. Council has also examined other operational and business risks which the society faces and confirm that they have established systems to mitigate the significant risks.

### Investment policy

The society aims to manage its affairs, particularly the holding of the annual show, so that its expenditure is met by income received, the majority of the income being received immediately before or at the show and the majority of expenditure becoming due at or immediately after the show. Administration costs are incurred throughout the year and are met from subscriptions and other advance income, or from working capital. Surpluses arising beyond that required for immediate purposes are invested in short term interest bearing accounts. The society seeks to achieve a reasonable rate of return on its investments, to at least meet the effects of inflation on its reserves, without incurring the high risks associated with higher yield short term deposits. It is not considered appropriate to appoint investment fund managers. The policy is reviewed at least annually.

### Council's responsibilities

Company Law and Charity Regulations require the council to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements council is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The council is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006 and with the Statement of Recommended Practice for Charities. Council is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

By order of the council

S Mace  
Chair



7 December 2023

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Independent examiner's report to the members on the unaudited financial statements of Moreton-in-Marsh and District Agricultural and Horse Show Society**

We report on the financial statements of the society for the year ended 31 October 2023 which are set out on pages seven to fifteen.

### **Respective responsibilities of the council members and reporting Accountants**

The council members (who are also directors of the company for the purposes of company law) are responsible for the preparation of the financial statements. The council members consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

Having satisfied ourselves that the charity is not subject to audit under company law and is eligible for independent examination, it is our responsibility to:

- examine the financial statements under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- to state whether particular matters have come to our attention.

### **Basis of independent examiner's report**

Our work was conducted in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as council members concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with our report, no matter has come to our attention:

- a) which gives us reasonable cause to believe that in any material respect the requirements:
  - i) to keep accounting records in accordance with section 386 and 387 of the Companies Act 2006; and
  - ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.have not been met; or
- b) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Asad Noorani FCA  
Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

7 December 2023

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Statement of financial activities for the year ended 31 October 2023

<i>Note</i>	2023 £	2022 £
<b>Incoming resources</b>		
<i>Incoming resources from generated funds:</i>		
Voluntary income:		
Donations	2,001	3,765
Special prizes	92,332	82,789
Activities for generating funds:		
Members subscriptions and fundraising events	53,479	48,841
Investment income	1,372	128
<i>Incoming resources from charitable activities:</i>		
Show receipts	441,445	407,707
<i>Other incoming resources:</i>		
Other income	1,506	753
	<hr/>	<hr/>
<b>Total incoming resources</b>	<b>592,135</b>	<b>543,983</b>
<b>Resources expended</b>		
<i>Charitable activities:</i>		
Direct show expenses	325,820	315,522
Support costs and management and administration	208,069	176,369
	<hr/>	<hr/>
<b>Total resources expended</b>	<b>533,889</b>	<b>491,891</b>
<b>Net incoming resources for the year</b>	<b>58,246</b>	<b>52,092</b>
<b>General fund balance brought forward</b>	<b>722,482</b>	<b>670,390</b>
	<hr/>	<hr/>
<b>General fund balance carried forward</b>	<b>780,728</b>	<b>722,482</b>
<i>11</i>	<hr/> <hr/>	<hr/> <hr/>

All of the company's funds form the general fund and the total balance of this fund is unrestricted.

Moreton-in-Marsh and District  
Agricultural and Horse Show Society

**Profit and loss account**  
*for the year ended 31 October 2023*

	<i>Note</i>	2023 £	2022 £
Turnover	3	590,763	543,855
Direct costs		<u>325,820</u>	<u>315,522</u>
<b>Gross profit</b>		<b>264,943</b>	<b>228,333</b>
Administration expenses		<u>208,069</u>	<u>176,369</u>
<b>Operating profit/(loss)</b>		<b>56,874</b>	<b>51,964</b>
Investment income		<u>1,372</u>	<u>128</u>
<b>Net profit/(loss) for the financial year</b>		<b>58,246</b>	<b>52,092</b>
Retained profit brought forward		<u>722,482</u>	<u>670,390</u>
<b>Retained profit carried forward</b>	<i>11</i>	<u><u>780,728</u></u>	<u><u>722,482</u></u>

Moreton-in-Marsh and District  
Agricultural and Horse Show Society

**Balance sheet**  
*at 31 October 2023*

			2023		2022
	<i>Note</i>	£	£	£	£
<b>Fixed assets</b>	5		340,908		333,299
<b>Investments</b>	6		4,469		4,465
<b>Current assets</b>					
Debtors		2,338		2,338	
Cash at bank and in hand		454,754		394,001	
		<u>457,092</u>		<u>396,339</u>	
<b>Creditors: amounts falling due within one year</b>	7	21,741		11,621	
<b>Net current assets</b>			<u>435,351</u>		<u>384,718</u>
<b>Total assets less current liabilities</b>			<u>780,728</u>		<u>722,482</u>
<b>Represented by:</b>					
General reserve	11		722,482		670,390
Balance brought forward			58,246		52,092
Profit for the year			<u>58,246</u>		<u>52,092</u>
Balance carried forward			<u>780,728</u>		<u>722,482</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Balance sheet (continued)**

*at 31 October 2023*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2023.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2023 in accordance with Section 476 of the Companies Act 2006.

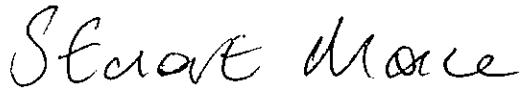
The council members acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 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 company as at the end of each financial year and of its profit or loss for each financial year in accordance with 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 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 and with the Statement of Recommended Practice: Accounting and Reporting by Charities.

Signed on behalf of the council by:

S Mace  
Chair



7 December 2023

Moreton-in-Marsh and District  
Agricultural and Horse Show Society

**Cash Flow Statement**  
*for the year ended 31 October 2023*

		2023	2022
	Notes	£	£
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>72,223</u>	<u>54,286</u>
Net cash provided by operating activities		<u>72,223</u>	<u>54,286</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		<u>(11,466)</u>	<u>(620)</u>
Net cash (used in)/provided by investing activities		<u>(11,466)</u>	<u>(620)</u>
<hr/>			
Change in cash and cash equivalents in the reporting period		60,757	53,666
Cash and cash equivalents at the beginning of the reporting period		<u>398,466</u>	<u>344,800</u>
Cash and cash equivalents at the end of the reporting period		<u>459,223</u>	<u>398,466</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the Cash Flow Statement

for the year ended 31 October 2023

### 1. Reconciliation of net income to net cash flow from operating activities

Net income/(deficit) for the reporting period (as per the Statement of Financial Activities)	2023 £ 58,246	2022 £ 52,092
<b>Adjustments for:</b>		
Depreciation charges	3,857	3,705
Decrease/(increase) in debtors	-	(1,840)
(Decrease)/increase in creditors	<u>10,120</u>	<u>329</u>
<b>Net cash provided by operations</b>	<u><u>72,223</u></u>	<u><u>54,286</u></u>

### 2. Analysis of changes in net funds

	At 1/11/22 £	Cash flow £	At 31/10/23 £
<b>Net cash</b>			
Cash at bank	394,001	60,753	454,754
Investments	<u>4,465</u>	<u>4</u>	<u>4,469</u>
	<u>398,466</u>	<u>60,757</u>	<u>459,223</u>
<b>Total</b>	<u><u>398,466</u></u>	<u><u>60,757</u></u>	<u><u>459,223</u></u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements

### 1 Capital

The society has no issued share capital and the members of the council have no interest in its surplus or assets.

### 2 Limited company

The society is a registered charity (number 900122) and as such, a non-profit making organisation, limited by guarantee and therefore with no share capital. The liability of members upon liquidation is limited to £1.00 each. The society is managed by a council and council members receive no remuneration for acting in that capacity.

### 3 Accounting policies

#### *Basis of preparation*

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

#### *Incoming resources/turnover*

Special prizes and donations are included in full in the statement of financial activities and the profit and loss account when receivable. The value of services provided by volunteers has not been included. Incoming resources from the show, subscriptions, fundraising events, investments and other income are included when receivable.

#### *Resources expended*

Resources expended are recognised in the period in which they are incurred. Direct show expenses, support costs and management and administration expenses have been grouped together within the statement of financial activities under charitable activities. The interrelationship between these categories of expenses and the nature of the charity's objects and activities makes any split arbitrary.

#### *Fixed assets and depreciation*

Fixed assets are stated at cost less depreciation. Depreciation is calculated at the following annual rates so as to write off the cost of fixed assets over their anticipated useful lives:

Equipment and furniture	-	25% on reducing balance
Website	-	25% on reducing balance

The freehold property is included at cost.

#### *Investments*

Investments, which are in general cash deposits, are included in the balance sheet at cost. Realised gains or losses on the sale of investments are included in the profit and loss account and in the statement of financial activities.

#### *Pension costs and other post-retirement benefits*

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

- 4 Net incoming/(outgoing) resources for the year/operating profit/(loss):  
The net incoming/(outgoing) resources for the year/  
operating profit/(loss) is stated after charging:

	<i>Note</i>	2023 £	2022 £
Depreciation	5	3,857	3,705
Staff costs – average number employees 6 (2022: 5)		<u>107,794</u>	<u>73,508</u>

- 5 Fixed assets

	Freehold property £	Equipment & furniture £	Total £
<i>Cost</i>			
At 1 November 2022	320,000	85,149	405,149
Additions	-	11,466	11,466
Disposals	-	-	-
<b>At 31 October 2023</b>	<b>320,000</b>	<b>96,615</b>	<b>416,615</b>
<i>Depreciation</i>			
At 1 November 2022	-	71,850	71,850
Charged for year	-	3,857	3,857
Disposal in year	-	-	-
<b>At 31 October 2023</b>	<b>-</b>	<b>75,707</b>	<b>75,707</b>
<i>Net book value</i>			
<b>At 31 October 2023</b>	<b><u>320,000</u></b>	<b><u>20,908</u></b>	<b><u>340,908</u></b>
At 31 October 2022	<u>320,000</u>	<u>13,299</u>	<u>333,299</u>

- 6 Investments

	2023 £	2022 £
Premium Bond	5	5
National Savings Bank	4,464	4,460
	<u>4,469</u>	<u>4,465</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 7 Creditors: amounts falling due within one year

	2023	2022
	£	£
Sundry creditors and accruals	17,125	5,493
Vat	4,616	6,128
	<u>21,741</u>	<u>11,621</u>

### 8 Council members' expenses

No payments were made to Council Members except in respect of direct reimbursement for which vouchers were provided.

### 9 Related party transactions

During the year sponsorship of £1,300 (2022: £1,275) was kindly provided by two connected parties with the society (2022: two). Set out below are details of sponsorships in excess of £200:

<i>Name</i>	<i>Relationship</i>	<i>Amount</i>
		£
Hayman-Joyce Property Limited	Director is Council Member	775
James Coker Land Sales Planning Ltd	Director is Council Member	<u>525</u>
		<u>1,300</u>

### 10 Taxation

As a registered charity, the society's profit is not subject to UK taxation.

### 11 General reserve

The company was incorporated to take over the assets and liabilities of a previous unincorporated society having the same name. At the succession date on 1 November 1989, the unincorporated society had a substantial surplus of assets over liabilities, and this is included in the general reserve.

Upon liquidation of the company, clause 8 of the Memorandum of Association provides that any surplus remaining after the realisation of assets and payment of liabilities shall not be distributed to the members, but shall be transferred to some charitable institution or institutions, having objects similar to that of the society.

**The following schedules are for  
management purposes only and do not  
form part of these financial statements**

## Moreton-in-Marsh and District Agricultural and Horse Show Society

### Show statistics

Year	Stock	Entries Horses	Home & garden	Prize money £	Gross gate receipts £
2023	1,286	573	928	25,705	296,455
2022	1,131	722	907	31,433	270,730
2021	992	833	970	19,311	254,373
2020	<sup>e</sup>	<sup>e</sup>	<sup>e</sup>	1,703	<sup>e</sup>
2019	1,345	1,164	1,240	33,699	203,367
2018	1,267	1,143	1,230	32,364	215,573
2017	1,080	1,282	1,201	31,614	188,162
2016	1,168	1,253	996	28,594	136,136
2015	1,325	1,382	1,065	30,069	170,078
2014	1,174	1,322	981	27,046	161,921
2013	1,221	1,174	1,075	24,707	140,308
2012	1,153	1,050	979	23,946	152,818
2011	1,072	1,082	1,079	23,701	140,929
2010	932	916	898	26,177	130,719
2009	957	1,000	951	22,411	134,134
2008	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>
2007	1,007 <sup>c</sup>	1,044	1,067	11,424	87,481
2006	1,004	1,074	922	18,512	77,414
2005	1,101	1,147	1,026	18,354	111,725
2004	1,051	1,138	1,063	17,539	90,072
2003	857	1,063	984	20,186	82,103
2002	706	1,028	746	17,218	72,207 <sup>b</sup>
2001	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>
2000	980	1,075	918	20,521	57,150
1999	866	1,033	919	18,042	58,354
1998	951	774	1,015	18,469	47,459
1997	898	925	1,115	18,419	48,384
1996	942	1,030	1,231	17,183	52,104
1995	1,037	869	1,333	15,780	47,957
1994	1,053	919	1,481	15,672	45,222
1993	1,078	889	1,514	15,088	55,925
1992	1,083	877	1,488	15,151	43,436
1991	832	789	1,422	13,634	51,248
1990	966	812	1,687	14,538	42,783
1989	935	823	1,488	13,507	41,536
1988	894	855	1,469	12,262	29,076
1987	835	842	1,673	12,091	26,856
1986	868	897	1,370	10,567	23,647
1985	845	844	1,439	10,206	21,285
1984	885	773	1,469	9,503	15,196
1983	913	792	1,503	8,520	9,789
1982	895	695	1,574	6,851	9,651
1981	843	747	1,095	6,019	8,638
1980	838	726	1,148	5,673	7,764

<sup>a</sup> no show held due to Foot and Mouth Disease

<sup>b</sup> includes Sunday gross gate receipts of £4,017

<sup>c</sup> entries later cancelled and refunded due to Foot and Mouth Disease

<sup>d</sup> no show held due to adverse weather conditions

<sup>e</sup> no show held due to Covid-19

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Detailed profit and loss account

*for the year ended 31 October 2023*

	2023	2022
	£	£
<b>Income</b>		
Subscriptions	44,544	40,534
Trade space	119,326	109,462
Special prizes and sponsorship	92,331	82,789
Donations	2,001	3,765
Entry fees	33,053	33,599
Catalogues	1,771	2,443
Gate receipts	247,208	225,609
Show lunches	8,935	8,308
Catering commission	40,087	36,593
Sundries	1,507	753
	<b>590,763</b>	<b>543,855</b>
<b>Expenditure</b>		
Postage, phone, travel etc	5,424	5,320
Printing and stationary	5,043	4,925
Advertising	10,811	9,289
Accountancy	4,195	4,054
Insurance	7,624	7,759
Salaries, NHI and pensions	107,794	73,508
Judges' expenses	7,504	6,696
Prizes	25,706	31,433
Attractions	8,354	11,557
Showground expenses	284,256	265,835
Sundries	3,781	1,937
Bank charges and commission	18,559	18,251
Office overheads	16,857	12,846
Professional fees	13,195	26,853
Affiliation fees	1,157	992
Computer and website expenses	9,772	6,931
Depreciation	3,857	3,705
	<b>533,889</b>	<b>491,891</b>
<b>Operating surplus</b>	<b>56,874</b>	<b>51,964</b>
Interest on investments	1,372	128
<b>Total surplus for the year</b>	<b>58,246</b>	<b>52,092</b>

**MORETON-IN-MARSH AND DISTRICT AGRICULTURAL AND HORSE SHOW SOCIETY**

England & Wales - Charity number 900122

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# Accounts

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Moreton-in-Marsh and  
District Agricultural and  
Horse Show Society

**Report and financial statements**

**For the year ended 31 October 2022**

Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

Company limited by guarantee  
Company number 2397134  
Charity number 900122

# Moreton-in-Marsh and District Agricultural and Horse Show Society

**Company limited by guarantee:** Incorporated number 2397134

**Registered office and trading address:** 5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ

**Officers:** The company is managed by a council, consisting of a Chair, Vice-chair and members numbering not less than 20 and not more than 27. The Chair at the year-end was Mr Stuart Mace. The Vice-chair was Mr Stephen Parkes. A full list of the council members appears in the report of the council.

**Treasurer:** Mrs L Parkes  
5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ  
  
Telephone: 01608 651908

**Bankers:** Lloyds Bank Plc  
High Street  
Moreton-in-Marsh  
Gloucestershire GL56 0AY

**Accountants:** Tayabali Tomlin  
Chartered Accountants  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

**Solicitors:** Ladders Solicitors  
Number Ten, Elm Court  
Stratford-upon-Avon  
Warwickshire CV37 6PA

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council**

The council submits its annual report, together with the accounts for the year ended 31 October 2022.

### **Principal activities**

The principal activity of the company is to hold an annual agricultural and horse show and a range of crop, livestock and craft on-farm competitions.

### **Governance**

The Society was established by Memorandum and Articles of Association signed on 28 March 1989 and incorporated on 21 June 1989, under which the longest serving one-third of the members of council retire each year. Vacancies are filled by election by the members at the Annual General Meeting.

### **Objects**

The objects for which the Society is established are:-

1. To promote the improvement in the breeding of livestock, hunters and heavy horses.
2. To improve the standards of farming and farm craft for farmers residing within an area fixed by the society.

The holding of an Annual Show is specifically authorised in the Memorandum of Association.

### **Brief Statement of Public Benefit**

Council considers that the objects set out above are fulfilled by the holding of the Annual Show and the on-farm competitions. The Show has built up an enviable reputation for the quality of its livestock and horses, hosting the National Shows of Poll Hereford Cattle and of Cotswold Sheep and a very full range of qualifying classes for the Horse of the Year Show as well as competitions for numerous other breeds and classifications. The effect is to encourage the very best in breeding and husbandry, especially when the cumulative result of this and other events is considered. On-farm competitions continue to attract significant entries and are adapted each year to current needs which are, however, frequently changed by market and fiscal effects.

### **Results for the year, business review and future developments**

The 2022 show was felt to be a great success. The weather was perfect, the forecasts looked a little unfavourable early in the week running up to the Show, however, happily these predictions did not come to fruition. Thousands of people turned out to attend this celebration of British agriculture and rural life.

Grand Arena highlights included the hunter championship, Jamie Squibb freestyle motorcycle stunt show and the Shetland Pony Grand National. In the Attractions Arena crowds enjoyed watching the Welsh Axe Men, Lamb National and parade of vintage tractors. The Lancaster Bomber flypast was a highlight in the day's events, passing three times, we got a close-up view of this RAF WW2 relic.

The gate was up by 6.4% on last year with the online ticketing system continuing to work extremely well. Advance tickets were solely sold online, none were sold from outlets. 88.5% of admission tickets were purchased in advance.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council (continued)**

### **Results for the year, business review and future developments (continued)**

The Livestock area was busy all day, the highlight was a very well supported Livestock Parade in the Grand Arena in the afternoon. Entries were strong in all sections and the quality of competition was to an exceptionally high standard.

The Horse section entries were down on previous years, which was reflected across the showing world, but the quality was high and there were good numbers forward. The Show held a good number of HOYS qualifiers and hosted qualifiers for LIHS and RIHS. The British Show Jumping affiliated competitions had to move due to poor ground conditions, watering and other ground preparations were required in this drought year. The Heavy Horse Display and Shoeing competition attracted large crowds all day.

The Home and Garden marquee was very busy all day with local people getting involved in entering the many and diverse competitions in a much-loved section of the Show.

There were just shy of 300 trade stands exhibiting at the Show selling a huge range of products. Pleasingly Moreton Show bucked many trends this year, trade stand numbers increased, and cattle and sheep numbers were on par with pre-pandemic figures, many UK agricultural shows have not been so lucky. This is a testament to the Show and puts the event in a positive position heading in to 2023.

The Farmtastic area was a huge success, creating an environment for visitors of all ages to learn more about farming, rural crafts, and country living. Education is very important, and much effort was made to educate the visiting public about the various displays, demonstrations and competitions.

Sponsorship income is very important to the Society and for 2022 raised a total of £82,789 which was an amazing feat in the current climate.

Catering commission was the highest ever at £36,593; our main caterers had queues most of the day, as did the ice cream vans, bars and once again the local catering proved extremely popular.

The showground ran extremely well without any major incidents. Existing and new contractors performed well working successfully and proactively with the showground team to produce the Show.

The feedback from the Show has nearly all been extremely positive, it was a great team effort and one everyone involved can be proud of.

Reflecting on the accounts we are showing a profit of £52,092 (2021: 83,861). Gate receipts were £13,631 greater than our record year last year.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council (continued)**

### **Results for the year, business review and future developments (continued)**

Our reserves are £722,482, however £333,299 are fixed and tied up in our offices and equipment which are needed to run the Society and annual Show. We have £394,001 cash at bank and in hand which falls significantly short of our Reserves Policy.

Looking forward, rising prices and inflation are cementing the need for careful budgeting. This has initiated a review of all systems and expenses to ensure a cost effective and efficient operation moving forward.

### **Council members and their interests in the company**

The council members who served in the year are listed below:

Ms R Allen	Miss SA Harrison	SJ Parkes
J Coker	T Hayman-Joyce	M Green
G Dancer	Prof B Hooker	A Loker
Mrs D Dewbery	TR Limbrick	A Hett
T Gardner	E Hicks	Mrs R Smith
D Gauld	Mrs S Eve	S Bing
A Godwin	Sir Alec Reed	S Mace

Most members of council listed served on one or more sub-committees of the council during the year. The company is limited by guarantee and therefore has no share capital.

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### **Recruitment of council members**

Council members are usually recruited from amongst the co-opted members of the section committees and, thus, already have a working knowledge of the society's methods and activities. Newly elected members receive an induction pack and are informally mentored by the chairman of the committee on which they were previously serving.

### **Reserves policy**

Council considers it prudent to maintain sufficient reserves to enable a completely cancelled show and on-farm judging season, coupled with another poorly performing season, to be withstood without rendering the society insolvent or unable to fund a restart of activities. The interest on reserves is applied towards maintaining them at the required level, having regard to inflation. This policy is reviewed each year when considering the draft annual accounts.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Risk management

Council actively reviews the major risks which the society faces on a regular basis and believes that maintaining reserves at the levels stated above will provide sufficient resources in the event of adverse conditions. Council has also examined other operational and business risks which the society faces and confirm that they have established systems to mitigate the significant risks.

### Investment policy

The society aims to manage its affairs, particularly the holding of the annual show, so that its expenditure is met by income received, the majority of the income being received immediately before or at the show and the majority of expenditure becoming due at or immediately after the show. Administration costs are incurred throughout the year and are met from subscriptions and other advance income, or from working capital. Surpluses arising beyond that required for immediate purposes are invested in short term interest bearing accounts. The society seeks to achieve a reasonable rate of return on its investments, to at least meet the effects of inflation on its reserves, without incurring the high risks associated with higher yield short term deposits. It is not considered appropriate to appoint investment fund managers. The policy is reviewed at least annually.

### Council's responsibilities

Company Law and Charity Regulations require the council to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements council is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The council is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006 and with the Statement of Recommended Practice for Charities. Council is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

By order of the council



S Mace  
Chair

6 December 2022

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Independent examiner's report to the members on the unaudited financial statements of Moreton-in-Marsh and District Agricultural and Horse Show Society**

We report on the financial statements of the society for the year ended 31 October 2022 which are set out on pages seven to fifteen.

### **Respective responsibilities of the council members and reporting Accountants**

The council members (who are also directors of the company for the purposes of company law) are responsible for the preparation of the financial statements. The council members consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

Having satisfied ourselves that the charity is not subject to audit under company law and is eligible for independent examination, it is our responsibility to:

- examine the financial statements under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- to state whether particular matters have come to our attention.

### **Basis of independent examiner's report**

Our work was conducted in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as council members concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with our report, no matter has come to our attention:

- a) which gives us reasonable cause to believe that in any material respect the requirements:
  - i) to keep accounting records in accordance with section 386 and 387 of the Companies Act 2006; and
  - ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.have not been met; or
- b) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Asad Noorani FCA  
Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

6 December 2022

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Statement of financial activities for the year ended 31 October 2022

<i>Note</i>	<b>2022</b>	2021
	<b>£</b>	<b>£</b>
<b>Incoming resources</b>		
<i>Incoming resources from generated funds:</i>		
Voluntary income:		
Donations	3,765	25,444
Special prizes	82,789	71,372
Activities for generating funds:		
Members subscriptions and fundraising events	48,841	41,777
Investment income	128	222
<i>Incoming resources from charitable activities:</i>		
Show receipts	407,707	360,080
<i>Other incoming resources:</i>		
Other income	753	132
Grant income	-	29,962
<b>Total incoming resources</b>	<b>543,983</b>	<b>528,989</b>
<b>Resources expended</b>		
<i>Charitable activities:</i>		
Direct show expenses	315,522	275,033
Support costs and management and administration	176,369	170,095
<b>Total resources expended</b>	<b>491,891</b>	<b>445,128</b>
<b>Net incoming resources for the year</b>	<b>52,092</b>	<b>83,861</b>
<b>General fund balance brought forward</b>	<b>670,390</b>	<b>586,529</b>
<b>General fund balance carried forward</b>	<b>722,482</b>	<b>670,390</b>
<i>11</i>		

All of the company's funds form the general fund and the total balance of this fund is unrestricted.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Profit and loss account** *for the year ended 31 October 2022*

	<i>Note</i>	<b>2022</b> <b>£</b>	2021 £
Turnover	3	<b>543,855</b>	528,767
Direct costs		<b>315,522</b>	275,033
<b>Gross profit</b>		<b>228,333</b>	253,734
Administration expenses		<b>176,369</b>	170,095
<b>Operating profit/(loss)</b>		<b>51,964</b>	83,639
Investment income		<b>128</b>	222
<b>Net profit/(loss) for the financial year</b>		<b>52,092</b>	83,861
Retained profit brought forward		<b>670,390</b>	586,529
<b>Retained profit carried forward</b>	<i>11</i>	<b>722,482</b>	670,390

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Balance sheet at 31 October 2022

	<i>Note</i>	£	2022 £	£	2021 £
<b>Fixed assets</b>	5		<b>333,299</b>		336,384
<b>Investments</b>	6		<b>4,465</b>		4,464
<b>Current assets</b>					
Debtors		2,338		498	
Cash at bank and in hand		394,001		340,336	
		<u>396,339</u>		<u>340,834</u>	
<b>Creditors: amounts falling due within one year</b>	7	<u>11,621</u>		<u>11,292</u>	
<b>Net current assets</b>			<u><b>384,718</b></u>		<u>329,542</u>
<b>Total assets less current liabilities</b>			<u><u><b>722,482</b></u></u>		<u><u>670,390</u></u>
<b>Represented by:</b>					
General reserve	11				
Balance brought forward			<u>670,390</u>		586,529
Profit for the year			<u>52,092</u>		83,861
Balance carried forward			<u><u>722,482</u></u>		<u><u>670,390</u></u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Balance sheet (continued)**

*at 31 October 2022*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2022.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2022 in accordance with Section 476 of the Companies Act 2006.

The council members acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 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 company as at the end of each financial year and of its profit or loss for each financial year in accordance with 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 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 and with the Statement of Recommended Practice: Accounting and Reporting by Charities.

Signed on behalf of the council by:



S Mace  
Chair

6 December 2022

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Cash Flow Statement

for the year ended 31 October 2022

	Notes	2022 £	2021 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>54,286</u>	<u>81,396</u>
Net cash provided by operating activities		<u>54,286</u>	<u>81,396</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		<u>(620)</u>	<u>(870)</u>
Net cash (used in)/provided by investing activities		<u>(620)</u>	<u>(870)</u>
<b>Change in cash and cash equivalents in the reporting period</b>			
Cash and cash equivalents at the beginning of the reporting period		<u>344,800</u>	<u>264,274</u>
Cash and cash equivalents at the end of the reporting period		<u>398,466</u>	<u>344,800</u>

Moreton-in-Marsh and District  
Agricultural and Horse Show Society

**Notes to the Cash Flow Statement**  
*for the year ended 31 October 2022*

**1. Reconciliation of net income to net cash flow from operating activities**

	2022	2021
	£	£
<b>Net income/ (deficit) for the reporting period (as per the Statement of Financial Activities)</b>	<b>52,092</b>	<b>83,861</b>
<b>Adjustments for:</b>		
Depreciation charges	3,705	4,734
Decrease/(increase) in debtors	(1,840)	15,543
(Decrease)/increase in creditors	<u>329</u>	<u>(22,742)</u>
<b>Net cash provided by operations</b>	<b><u>54,286</u></b>	<b><u>81,396</u></b>

**2. Analysis of changes in net funds**

	At 1/11/21	Cash flow	At 31/10/22
	£	£	£
<b>Net cash</b>			
Cash at bank	340,336	53,665	394,001
Investments	<u>4,464</u>	<u>1</u>	<u>4,465</u>
	<u>344,800</u>	<u>53,666</u>	<u>398,466</u>
<b>Total</b>	<b><u>344,800</u></b>	<b><u>53,666</u></b>	<b><u>398,466</u></b>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements

### 1 Capital

The society has no issued share capital and the members of the council have no interest in its surplus or assets.

### 2 Limited company

The society is a registered charity (number 900122) and as such, a non-profit making organisation, limited by guarantee and therefore with no share capital. The liability of members upon liquidation is limited to £1.00 each. The society is managed by a council and council members receive no remuneration for acting in that capacity.

### 3 Accounting policies

#### *Basis of preparation*

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

#### *Incoming resources/turnover*

Special prizes and donations are included in full in the statement of financial activities and the profit and loss account when receivable. The value of services provided by volunteers has not been included. Incoming resources from the show, subscriptions, fundraising events, investments and other income are included when receivable.

#### *Resources expended*

Resources expended are recognised in the period in which they are incurred. Direct show expenses, support costs and management and administration expenses have been grouped together within the statement of financial activities under charitable activities. The interrelationship between these categories of expenses and the nature of the charity's objects and activities makes any split arbitrary.

#### *Fixed assets and depreciation*

Fixed assets are stated at cost less depreciation. Depreciation is calculated at the following annual rates so as to write off the cost of fixed assets over their anticipated useful lives:

Equipment and furniture	-	25% on reducing balance
Website	-	25% on reducing balance

The freehold property is included at cost.

#### *Investments*

Investments, which are in general cash deposits, are included in the balance sheet at cost. Realised gains or losses on the sale of investments are included in the profit and loss account and in the statement of financial activities.

#### *Pension costs and other post-retirement benefits*

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 4 Net incoming/(outgoing) resources for the year/operating profit/(loss):

The net incoming/(outgoing) resources for the year/  
operating profit/(loss) is stated after charging:

	<i>Note</i>	2022 £	2021 £
Depreciation	5	3,705	4,734
Staff costs – four part time & one full time (2021: six part time)		<u>73,508</u>	<u>62,016</u>

### 5 Fixed assets

	Freehold property £	Equipment & furniture £	Total £
<i>Cost</i>			
At 1 November 2021	320,000	84,529	404,529
Additions	-	620	620
Disposals	-	-	-
<b>At 31 October 2022</b>	<u>320,000</u>	<u>85,149</u>	<u>405,149</u>
<i>Depreciation</i>			
At 1 November 2021	-	68,145	68,145
Charged for year	-	3,705	3,705
Disposal in year	-	-	-
<b>At 31 October 2022</b>	<u>-</u>	<u>71,850</u>	<u>71,850</u>
<i>Net book value</i>			
<b>At 31 October 2022</b>	<u>320,000</u>	<u>13,299</u>	<u>333,299</u>
At 31 October 2021	<u>320,000</u>	<u>16,384</u>	<u>336,384</u>

### 6 Investments

	2022 £	2021 £
Premium Bond	5	5
National Savings Bank	4,460	4,459
	<u>4,465</u>	<u>4,464</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 7 Creditors: amounts falling due within one year

	2022	2021
	£	£
Sundry creditors and accruals	5,493	9,478
Vat	6,128	1,814
	<u>11,621</u>	<u>11,292</u>

### 8 Council members' expenses

No payments were made to Council Members except in respect of direct reimbursement for which vouchers were provided.

### 9 Related party transactions

During the year sponsorship of £1,275 (2021: £1,250) was kindly provided by two connected parties with the society (2021: two). Set out below are details of sponsorships in excess of £200:

<i>Name</i>	<i>Relationship</i>	<i>Amount</i>
		£
Hayman-Joyce Property Limited	Director is Council Member	750
James Coker Land Sales Planning Ltd	Director is Council Member	<u>525</u>
		<u>1,275</u>

### 10 Taxation

As a registered charity, the society's profit is not subject to UK taxation.

### 11 General reserve

The company was incorporated to take over the assets and liabilities of a previous unincorporated society having the same name. At the succession date on 1 November 1989, the unincorporated society had a substantial surplus of assets over liabilities, and this is included in the general reserve.

Upon liquidation of the company, clause 8 of the Memorandum of Association provides that any surplus remaining after the realisation of assets and payment of liabilities shall not be distributed to the members, but shall be transferred to some charitable institution or institutions, having objects similar to that of the society.

**The following schedules are for  
management purposes only and do not  
form part of these financial statements**

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Show statistics

Year	Stock	Entries Horses	Home & garden	Prize money £	Gross gate receipts £
2022	1,131	722	907	31,433	270,730
2021	992	833	970	19,311	254,373
2020	e	e	e	1,703	e
2019	1,345	1,164	1,240	33,699	203,367
2018	1,267	1,143	1,230	32,364	215,573
2017	1,080	1,282	1,201	31,614	188,162
2016	1,168	1,253	996	28,594	136,136
2015	1,325	1,382	1,065	30,069	170,078
2014	1,174	1,322	981	27,046	161,921
2013	1,221	1,174	1,075	24,707	140,308
2012	1,153	1,050	979	23,946	152,818
2011	1,072	1,082	1,079	23,701	140,929
2010	932	916	898	26,177	130,719
2009	957	1,000	951	22,411	134,134
2008	d	d	d	d	d
2007	1,007 <sup>c</sup>	1,044	1,067	11,424	87,481
2006	1,004	1,074	922	18,512	77,414
2005	1,101	1,147	1,026	18,354	111,725
2004	1,051	1,138	1,063	17,539	90,072
2003	857	1,063	984	20,186	82,103
2002	706	1,028	746	17,218	72,207 <sup>b</sup>
2001	a	a	a	a	a
2000	980	1,075	918	20,521	57,150
1999	866	1,033	919	18,042	58,354
1998	951	774	1,015	18,469	47,459
1997	898	925	1,115	18,419	48,384
1996	942	1,030	1,231	17,183	52,104
1995	1,037	869	1,333	15,780	47,957
1994	1,053	919	1,481	15,672	45,222
1993	1,078	889	1,514	15,088	55,925
1992	1,083	877	1,488	15,151	43,436
1991	832	789	1,422	13,634	51,248
1990	966	812	1,687	14,538	42,783
1989	935	823	1,488	13,507	41,536
1988	894	855	1,469	12,262	29,076
1987	835	842	1,673	12,091	26,856
1986	868	897	1,370	10,567	23,647
1985	845	844	1,439	10,206	21,285
1984	885	773	1,469	9,503	15,196
1983	913	792	1,503	8,520	9,789
1982	895	695	1,574	6,851	9,651
1981	843	747	1,095	6,019	8,638
1980	838	726	1,148	5,673	7,764

<sup>a</sup> no show held due to Foot and Mouth Disease

<sup>b</sup> includes Sunday gross gate receipts of £4,017

<sup>c</sup> entries later cancelled and refunded due to Foot and Mouth Disease

<sup>d</sup> no show held due to adverse weather conditions

<sup>e</sup> no show held due to Covid-19

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Detailed profit and loss account

for the year ended 31 October 2022

	2022	2021
	£	£
<b>Income</b>		
Subscriptions	40,534	36,085
Trade space	109,462	80,590
Special prizes and sponsorship	82,789	71,372
Donations	3,765	25,444
Entry fees	33,599	33,273
Catalogues	2,443	2,384
Gate receipts	225,609	211,978
Show lunches	8,308	5,693
Catering commission	36,593	31,854
Grant income	-	29,962
Sundries	753	132
	<hr/>	<hr/>
<b>Total income</b>	<b>543,855</b>	<b>528,767</b>
	<hr/>	<hr/>
<b>Expenditure</b>		
Postage, phone, travel etc	5,320	4,122
Printing and stationary	4,925	3,454
Advertising	9,289	10,480
Accountancy	4,054	5,227
Insurance	7,759	5,953
Salaries, NHI and pensions	73,508	62,016
Judges' expenses	6,696	5,032
Prizes	31,433	19,311
Attractions	11,557	10,445
Showground expenses	265,835	240,246
Sundries	1,937	667
Bank charges and commission	18,251	19,816
Office overheads	12,846	13,408
Professional fees	26,853	32,240
Affiliation fees	992	466
Computer and website expenses	6,931	7,511
Depreciation	3,705	4,734
	<hr/>	<hr/>
Total expenditure	491,891	445,128
	<hr/>	<hr/>
<b>Operating surplus</b>	<b>51,964</b>	<b>83,639</b>
Interest on investments	128	222
	<hr/>	<hr/>
<b>Total surplus for the year</b>	<b>52,092</b>	<b>83,861</b>
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**MORETON-IN-MARSH AND DISTRICT AGRICULTURAL AND HORSE SHOW SOCIETY**

England & Wales - Charity number 900122

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# Accounts

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Moreton-in-Marsh and  
District Agricultural and  
Horse Show Society

**Report and financial statements**

**For the year ended 31 October 2021**

Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

Company limited by guarantee  
Company number 2397134  
Charity number 900122

# Moreton-in-Marsh and District Agricultural and Horse Show Society

**Company limited by guarantee:** Incorporated number 2397134

**Registered office and trading address:** 5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ

**Officers:** The company is managed by a council, consisting of a Chair, Vice-chair and members numbering not less than 20 and not more than 27. The Chair at the year end was Mr Tom Hayman-Joyce. The Vice-chair was Mr Stuart Mace. A full list of the council members appears in the report of the council.

**Treasurer:** Mrs L Parkes  
5 Wychwood Court  
London Road  
Moreton-in-Marsh  
Gloucestershire GL56 0JQ  
  
Telephone: 01608 651908

**Bankers:** Lloyds Bank Plc  
High Street  
Moreton-in-Marsh  
Gloucestershire GL56 0AY

**Accountants:** Tayabali Tomlin  
Chartered Accountants  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

**Solicitors:** Messrs Ladders  
Number Ten, Elm Court  
Stratford-upon-Avon  
Warwickshire CV37 6PA

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council**

The council submits its annual report, together with the accounts for the year ended 31 October 2021.

### **Principal activities**

The principal activity of the company is to hold an annual agricultural and horse show and a range of crop, livestock and craft on-farm competitions.

### **Governance**

The society was established by Memorandum and Articles of Association signed on 28 March 1989 and incorporated on 21 June 1989, under which the longest serving one-third of the members of council retire each year. Vacancies are filled by election by the members at the Annual General Meeting.

### **Objects**

The objects for which the society is established are:-

1. To promote the improvement in the breeding of livestock, hunters and heavy horses.
2. To improve the standards of farming and farm craft for farmers residing within an area fixed by the society.

The holding of an Annual Show is specifically authorised in the Memorandum of Association.

### **Brief Statement of Public Benefit**

Council considers that the objects set out above are fulfilled by the holding of the Annual Show and the on-farm competitions. The Show has built up an enviable reputation for the quality of its livestock and horses, hosting the National Shows of Poll Hereford Cattle and of Cotswold Sheep and a very full range of qualifying classes for the Horse of the Year Show as well as competitions for numerous other breeds and classifications. The effect is to encourage the very best in breeding and husbandry, especially when the cumulative result of this and other events is considered. On-farm competitions continue to attract significant entries and are adapted each year to current needs which are, however, frequently changed by market and fiscal effects.

### **Results for the year, business review and future developments**

Following the cancellation of the 2020 show due to the Covid-19 pandemic and the subsequent return of lock down, the staff remained on furlough through the first half of the financial year. Mrs Parkes continued to do an exceptional job keeping the necessary administration and communications of the Society going.

The Society Council actively monitored the pandemic, with increased frequency of meetings, to consider when and if it was appropriate to cancel the 2021 show; it was a delicate balancing act. Firstly, regarding the financial viability of a show and the risk of escalating loss should we take a later decision to cancel? Secondly, and more importantly, was the safety of our visitors – could we run a show where our visitors were safe and felt safe?

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council (continued)**

### **Results for the year, business review and future developments (continued)**

As the vaccination programme was successfully rolling out and with Society opening up, the team were bought back off furlough and committed to doing everything to put on a show. We planned for many different versions of the show, depending upon the potential guidance and public sentiment.

Not knowing the restrictions which would be in place, decisions were made based on realistic worst-case scenarios. To fulfil the potential need for Track and Trace we sold all tickets online only, so we could record each visitors' contact details. This raised challenges, however, the office team adapted and dealt with it well. Preparations continued and the office team, showground team, contractors and our many volunteers pulled off a magnificent feat - delivering the show with only 90 days of preparation.

The showground was different; among other measures we widened aisles, replaced the Craft and Retail marquees with market style shedding, significantly increased the open space in the showground and redesigned the Horse Area so it could be accessed from multiple gates rather than one. The stars aligned, the weather was with us, and we put on an amazing show which had the highest number of gate receipts in its history.

The Tractor Committee made the decision not to run the Bluebell Tractor run in May, hoping they could run it later in the year; however, this did not happen. The Livestock area was busy all day, down on entries, but the quality of stock was exceptional. We did not have pigs nor poultry at the show due to Covid-19 mitigations. The day was topped out with an incredibly successful and record Livestock Parade in the Grand Arena in the afternoon. The Horse Section showing entries were less than 2019 and hoped, however show jumping entries were slightly up. The relocation of Heavy Horse into the Horse Section with the Shoeing competition attracted large crowds all day. The increase visibility of the Show Jumping ring was very well received by visitors and competitors. The Home and Garden marquee was busy all day with local people getting involved in entering the many competitions in a much-loved section of the show. There were significantly fewer trade stands this year, however this helped increase the open space on the showground. Farmtastic remained a huge success, creating an environment for visitors of all ages to learn more about farming and rural life.

We are blessed to be well supported by sponsorship income and under the circumstances the team did an amazing job to retain these relationships in such uncertain times.

With the increased visitor numbers, the catering commission receipts were the highest ever. Our main caterers had queues most of the day, as did the ice cream vans, bars and once again the local catering proved extremely popular.

Overall, we were delighted to put on a show in 2021. It was an almighty challenge with the continued uncertainty and lack of guidance through the summer. The feedback has been exceptional and unanimous in its support of getting the job done and running a highly professional traditional agricultural show. With the overwhelming sentiment and excitement, life was getting back to normal. Well done to all those involved, bravo!

Reflecting on the accounts we are showing a profit of £83,861 which is a significant profit for the Society. However, this has been distorted by some unaccustomed income, which includes £25,444 in donations and £29,962 in Covid-19 grants. We were blessed with gate receipts £32,334 greater than our record in 2018 which was due to the public's increased appetite for events after cancellations and lockdowns. Taking these extraordinary figures out of account we suffered a small loss.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Report of the council (continued)**

### **Results for the year, business review and future developments (continued)**

Our Reserves Policy requires that we maintain sufficient reserves to enable a completely cancelled show and on-farm judging season, coupled with another poorly performing season, to be withstood without rendering the Society insolvent or unable to fund a restart of activities. Our reserves are £670,390, however £336,384 are fixed and tied up in our offices and equipment which are needed to run the Society and annual show. We have £340,336 cash at bank and in hand which falls significantly short of our Reserves Policy.

Moving forward we must keep upward pressure on our income to counter rising costs, higher inflation and to build our reserves for the long-term survival and continued success of the Society.

### **Council members and their interests in the company**

The council members who served in the year are listed below:

A Bryant	J Hayman-Joyce	SJ Parkes
Ms R Allen	Miss SA Harrison	D Gilder
J Coker	T Hayman-Joyce	M Green
G Dancer	Prof B Hooker	A Loker
Mrs D Dewbry	TR Limbrick	Mrs S Smith
T Gardner	E Hicks	Mrs R Smith
D Gauld	Mrs S Eve	S Bing
T Clarke	Mrs M Clark	S Mace
A Godwin	A Hett	G Russell
Hon R Wills	S Randall CBE	Sir Alec Reed
Mrs M Harrison		

Most members of council listed served on one or more sub-committees of the council during the year. The company is limited by guarantee and therefore has no share capital.

### **Recruitment of council members**

Council members are usually recruited from amongst the co-opted members of the section committees and, thus, already have a working knowledge of the society's methods and activities. Newly elected members receive an induction pack and are informally mentored by the chairman of the committee on which they were previously serving.

### **Reserves policy**

Council considers it prudent to maintain sufficient reserves to enable a completely cancelled show and on-farm judging season, coupled with another poorly performing season, to be withstood without rendering the society insolvent or unable to fund a restart of activities. The interest on reserves is applied towards maintaining them at the required level, having regard to inflation. This policy is reviewed each year when considering the draft annual accounts.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Report of the council (continued)

### Risk management

Council actively reviews the major risks which the society faces on a regular basis and believes that maintaining reserves at the levels stated above will provide sufficient resources in the event of adverse conditions. Council has also examined other operational and business risks which the society faces and confirm that they have established systems to mitigate the significant risks.

### Investment policy

The society aims to manage its affairs, particularly the holding of the annual show, so that its expenditure is met by income received, the majority of the income being received immediately before or at the show and the majority of expenditure becoming due at or immediately after the show. Administration costs are incurred throughout the year and are met from subscriptions and other advance income, or from working capital. Surpluses arising beyond that required for immediate purposes are invested in short term interest bearing accounts. The society seeks to achieve a reasonable rate of return on its investments, to at least meet the effects of inflation on its reserves, without incurring the high risks associated with higher yield short term deposits. It is not considered appropriate to appoint investment fund managers. The policy is reviewed at least annually.

### Council's responsibilities

Company Law and Charity Regulations require the council to prepare financial statements for each financial year which give a true and fair view of the state of affairs of the company and of the profit or loss of the company for that period. In preparing those financial statements council is required to:

- select suitable accounting policies and then apply them consistently;
- make judgements that are reasonable and prudent; and
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the company will continue in business.

The council is responsible for keeping proper accounting records which disclose with reasonable accuracy at any time the financial position of the company and to enable them to ensure that the financial statements comply with the Companies Act 2006 and with the Statement of Recommended Practice for Charities. Council is also responsible for safeguarding the assets of the company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

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

By order of the council

  
T Hayman-Joyce  
Chair

7 December 2021

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Independent examiner's report to the members on the unaudited financial statements of Moreton-in-Marsh and District Agricultural and Horse Show Society**

We report on the financial statements of the society for the year ended 31 October 2021 which are set out on pages seven to fifteen.

### **Respective responsibilities of the council members and reporting Accountants**

The council members (who are also directors of the company for the purposes of company law) are responsible for the preparation of the financial statements. The council members consider that an audit is not required for this year under section 144(2) of the Charities Act 2011 (the 2011 Act) and that an independent examination is required.

Having satisfied ourselves that the charity is not subject to audit under company law and is eligible for independent examination, it is our responsibility to:

- examine the financial statements under section 145 of the 2011 Act;
- to follow the procedures laid down in the general Directions given by the Charity Commission under section 145(5)(b) of the Act; and
- to state whether particular matters have come to our attention.

### **Basis of independent examiner's report**

Our work was conducted in accordance with the general Directions given by the Charity Commission. An examination includes a review of the accounting records kept by the charity and a comparison of the financial statements presented with those records. It also includes consideration of any unusual items or disclosures in the financial statements, and seeking explanations from you as council members concerning any such matters. The procedures undertaken do not provide all the evidence that would be required in an audit and consequently no opinion is given as to whether the financial statements present a 'true and fair view' and the report is limited to those matters set out in the statement below.

### **Independent examiner's statement**

In connection with our report, no matter has come to our attention:

- a) which gives us reasonable cause to believe that in any material respect the requirements:
  - i) to keep accounting records in accordance with section 386 and 387 of the Companies Act 2006; and
  - ii) to prepare financial statements which accord with the accounting records, comply with the accounting requirements of section 394 and 395 of the Companies Act 2006 and with the methods and principles of the Statement of Recommended Practice: Accounting and Reporting by Charities.have not been met; or
- b) to which, in our opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.

Asad Noorani FCA  
Tayabali Tomlin  
*Chartered Accountants*  
Kenton House  
Oxford Street  
Moreton-in-Marsh  
Gloucestershire GL56 0LA

7 December 2021

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Statement of financial activities for the year ended 31 October 2021

<i>Note</i>	2021 £	2020 £
<b>Incoming resources</b>		
<i>Incoming resources from generated funds:</i>		
Voluntary income:		
Donations	25,444	16,633
Special prizes	71,372	17,244
Activities for generating funds:		
Members subscriptions and fundraising events	41,777	29,965
Investment income	222	780
<i>Incoming resources from charitable activities:</i>		
Show receipts	360,080	-
<i>Other incoming resources:</i>		
Other income	132	264
Grant income	29,962	19,932
<b>Total incoming resources</b>	<u>528,989</u>	<u>84,818</u>
<b>Resources expended</b>		
<i>Charitable activities:</i>		
Direct show expenses	275,033	11,386
Support costs and management and administration	170,095	118,579
<b>Total resources expended</b>	<u>445,128</u>	<u>129,965</u>
<b>Net incoming/(outgoing) resources for the year</b>	83,861	(45,147)
<b>General fund balance brought forward</b>	586,529	631,676
<b>General fund balance carried forward</b>	<u>11</u> <u>670,390</u>	<u>586,529</u>

All of the company's funds form the general fund and the total balance of this fund is unrestricted.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Profit and loss account

for the year ended 31 October 2021

	<i>Note</i>	2021 £	2020 £
Turnover	3	528,767	84,038
Direct costs		275,033	11,386
<b>Gross profit</b>		<u>253,734</u>	<u>72,652</u>
Administration expenses		170,095	118,579
<b>Operating profit/(loss)</b>		<u>83,639</u>	<u>(45,927)</u>
Investment income		222	780
<b>Net profit/(loss) for the financial year</b>		<u>83,861</u>	<u>(45,147)</u>
Retained profit brought forward		586,529	631,676
<b>Retained profit carried forward</b>	11	<u><u>670,390</u></u>	<u><u>586,529</u></u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Balance sheet at 31 October 2021

	<i>Note</i>	£	2021	£	2020	£
<b>Fixed assets</b>	5		336,384		340,248	
<b>Investments</b>	6		4,464		4,432	
<b>Current assets</b>						
Debtors		498		16,041		
Cash at bank and in hand		340,336		259,842		
		<u>340,834</u>		<u>275,883</u>		
<b>Creditors: amounts falling due within one year</b>	7	<u>11,292</u>		<u>34,034</u>		
<b>Net current assets</b>			<u>329,542</u>		241,849	
<b>Total assets less current liabilities</b>			<u>670,390</u>		<u>586,529</u>	
<b>Represented by:</b>						
General reserve	11					
Balance brought forward			586,529		631,676	
Profit/(loss) for the year			83,861		(45,147)	
Balance carried forward			<u>670,390</u>		<u>586,529</u>	

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## **Balance sheet (continued)**

*at 31 October 2021*

The company is entitled to exemption from audit under Section 477 of the Companies Act 2006 for the year ended 31 October 2021.

The members have not required the company to obtain an audit of its financial statements for the year ended 31 October 2021 in accordance with Section 476 of the Companies Act 2006.

The council members acknowledge their responsibilities for:

- (a) ensuring that the company keeps accounting records which comply with Sections 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 company as at the end of each financial year and of its profit or loss for each financial year in accordance with 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 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 and with the Statement of Recommended Practice: Accounting and Reporting by Charities.

Signed on behalf of the council by:



T Hayman-Joyce  
Chair

7 December 2021

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Cash Flow Statement

for the year ended 31 October 2021

	Notes	2021 £	2020 £
<b>Cash flows from operating activities</b>			
Cash generated from operations	1	<u>81,396</u>	<u>(28,448)</u>
Net cash provided by operating activities		<u>81,396</u>	<u>(28,448)</u>
<b>Cash flows from investing activities</b>			
Purchase of tangible fixed assets		<u>(870)</u>	<u>-</u>
Net cash (used in)/provided by investing activities		<u>(870)</u>	<u>-</u>
<b>Change in cash and cash equivalents in the reporting period</b>			
Cash and cash equivalents at the beginning of the reporting period		<u>264,274</u>	<u>292,722</u>
Cash and cash equivalents at the end of the reporting period		<u>344,800</u>	<u>264,274</u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the Cash Flow Statement

for the year ended 31 October 2021

### 1. Reconciliation of net income to net cash flow from operating activities

	2021	2020
	£	£
<b>Net income/ (deficit) for the reporting period (as per the Statement of Financial Activities)</b>	<b>83,861</b>	<b>(45,147)</b>
<b>Adjustments for:</b>		
Depreciation charges	4,734	6,022
Decrease/(increase) in debtors	15,543	(13,749)
(Decrease)/increase in creditors	<u>(22,742)</u>	<u>24,426</u>
<b>Net cash provided by operations</b>	<b><u>81,396</u></b>	<b><u>(28,448)</u></b>

### 2. Analysis of changes in net funds

	At 1/11/20	Cash flow	At 31/10/21
	£	£	£
<b>Net cash</b>			
Cash at bank	259,842	80,494	340,336
Investments	<u>4,432</u>	<u>32</u>	<u>4,464</u>
	<b>264,274</b>	<b>80,526</b>	<b>344,800</b>
<b>Total</b>	<b><u>264,274</u></b>	<b><u>80,526</u></b>	<b><u>344,800</u></b>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements

### 1 Capital

The society has no issued share capital and the members of the council have no interest in its surplus or assets.

### 2 Limited company

The society is a registered charity (number 900122) and as such, a non-profit making organisation, limited by guarantee and therefore with no share capital. The liability of members upon liquidation is limited to £1.00 each. The society is managed by a council and council members receive no remuneration for acting in that capacity.

### 3 Accounting policies

#### *Basis of preparation*

The financial statements of the charity, which is a public benefit entity under FRS 102, have been prepared in accordance with the Charities SORP (FRS 102) 'Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2015)', Financial Reporting Standard 102 'The Financial Reporting Standard applicable in the UK and Republic of Ireland' and the Charities Act 2011. The financial statements have been prepared under the historical cost convention.

#### *Incoming resources/turnover*

Special prizes and donations are included in full in the statement of financial activities and the profit and loss account when receivable. The value of services provided by volunteers has not been included. Incoming resources from the show, subscriptions, fundraising events, investments and other income are included when receivable.

#### *Resources expended*

Resources expended are recognised in the period in which they are incurred. Direct show expenses, support costs and management and administration expenses have been grouped together within the statement of financial activities under charitable activities. The interrelationship between these categories of expenses and the nature of the charity's objects and activities makes any split arbitrary.

#### *Fixed assets and depreciation*

Fixed assets are stated at cost less depreciation. Depreciation is calculated at the following annual rates so as to write off the cost of fixed assets over their anticipated useful lives:

Equipment and furniture	-	25% on reducing balance
Website	-	25% on reducing balance

The freehold property is included at cost.

#### *Investments*

Investments, which are in general cash deposits, are included in the balance sheet at cost. Realised gains or losses on the sale of investments are included in the profit and loss account and in the statement of financial activities.

#### *Pension costs and other post-retirement benefits*

The charity operates a defined contribution pension scheme. Contributions payable to the charity's pension scheme are charged to the Statement of Financial Activities in the period to which they relate.

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

<b>4</b>	<b>Net incoming/(outgoing) resources for the year/operating profit/(loss):</b> The net incoming/(outgoing) resources for the year/ operating profit/(loss) is stated after charging:	<i>Note</i>	<b>2021</b> £	2020 £
	Depreciation	5	<b>4,734</b>	6,022
	Staff costs – six part time (2020: four part time)		<b>62,016</b>	46,108
			<u><u>        </u></u>	<u><u>        </u></u>
<b>5</b>	<b>Fixed assets</b>			
		<b>Freehold property</b>	<b>Equipment &amp; furniture</b>	<b>Total</b>
		£	£	£
	<i>Cost</i>			
	At 1 November 2020	320,000	83,659	403,659
	Additions	-	870	870
	Disposals	-	-	-
		<u>        </u>	<u>        </u>	<u>        </u>
	<b>At 31 October 2021</b>	<b>320,000</b>	<b>84,529</b>	<b>404,529</b>
	<i>Depreciation</i>			
	At 1 November 2020	-	63,411	63,411
	Charged for year	-	4,734	4,734
	Disposal in year	-	-	-
		<u>        </u>	<u>        </u>	<u>        </u>
	<b>At 31 October 2021</b>	<b>-</b>	<b>68,145</b>	<b>68,145</b>
	<i>Net book value</i>			
	<b>At 31 October 2021</b>	<b>320,000</b>	<b>16,384</b>	<b>336,384</b>
		<u><u>        </u></u>	<u><u>        </u></u>	<u><u>        </u></u>
	At 31 October 2020	320,000	20,248	340,248
		<u><u>        </u></u>	<u><u>        </u></u>	<u><u>        </u></u>
<b>6</b>	<b>Investments</b>		<b>2021</b> £	2020 £
	Premium Bond		5	5
	National Savings Bank		<b>4,459</b>	4,427
			<u>        </u>	<u>        </u>
			<b>4,464</b>	4,432
			<u><u>        </u></u>	<u><u>        </u></u>

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Notes to the financial statements (continued)

### 7 Creditors: amounts falling due within one year

	2021	2020
	£	£
Sundry creditors and accruals	9,478	2,900
Income in advance	-	31,134
Vat	1,814	-
	<u>11,292</u>	<u>34,034</u>

### 8 Council members' expenses

No payments were made to Council Members except in respect of direct reimbursement for which vouchers were provided.

### 9 Related party transactions

During the year sponsorship of £1,250 (2020: £2,100) was kindly provided by two connected parties with the society (2020: one). Set out below are details of sponsorships in excess of £200:

<i>Name</i>	<i>Relationship</i>	<i>Amount</i>
		£
Hayman-Joyce Property Limited	Director is Chairman	750
James Coker Land Sales Planning Ltd	Director is Council Member	<u>500</u>
		<u>1,250</u>

### 10 Taxation

As a registered charity, the society's profit is not subject to UK taxation.

### 11 General reserve

The company was incorporated to take over the assets and liabilities of a previous unincorporated society having the same name. At the succession date on 1 November 1989, the unincorporated society had a substantial surplus of assets over liabilities, and this is included in the general reserve.

Upon liquidation of the company, clause 8 of the Memorandum of Association provides that any surplus remaining after the realisation of assets and payment of liabilities shall not be distributed to the members, but shall be transferred to some charitable institution or institutions, having objects similar to that of the society.

**The following schedules are for  
management purposes only and do not  
form part of these financial statements**

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Show statistics

Year	Stock	Entries Horses	Home & garden	Prize money £	Gross gate receipts £
2021	992	833	970	19,311	254,373
2020	<sup>e</sup>	<sup>e</sup>	<sup>e</sup>	1,703	<sup>e</sup>
2019	1,345	1,164	1,240	33,699	203,367
2018	1,267	1,143	1,230	32,364	215,573
2017	1,080	1,282	1,201	31,614	188,162
2016	1,168	1,253	996	28,594	136,136
2015	1,325	1,382	1,065	30,069	170,078
2014	1,174	1,322	981	27,046	161,921
2013	1,221	1,174	1,075	24,707	140,308
2012	1,153	1,050	979	23,946	152,818
2011	1,072	1,082	1,079	23,701	140,929
2010	932	916	898	26,177	130,719
2009	957	1,000	951	22,411	134,134
2008	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>	<sup>d</sup>
2007	1,007 <sup>c</sup>	1,044	1,067	11,424	87,481
2006	1,004	1,074	922	18,512	77,414
2005	1,101	1,147	1,026	18,354	111,725
2004	1,051	1,138	1,063	17,539	90,072
2003	857	1,063	984	20,186	82,103
2002	706	1,028	746	17,218	72,207 <sup>b</sup>
2001	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>	<sup>a</sup>
2000	980	1,075	918	20,521	57,150
1999	866	1,033	919	18,042	58,354
1998	951	774	1,015	18,469	47,459
1997	898	925	1,115	18,419	48,384
1996	942	1,030	1,231	17,183	52,104
1995	1,037	869	1,333	15,780	47,957
1994	1,053	919	1,481	15,672	45,222
1993	1,078	889	1,514	15,088	55,925
1992	1,083	877	1,488	15,151	43,436
1991	832	789	1,422	13,634	51,248
1990	966	812	1,687	14,538	42,783
1989	935	823	1,488	13,507	41,536
1988	894	855	1,469	12,262	29,076
1987	835	842	1,673	12,091	26,856
1986	868	897	1,370	10,567	23,647
1985	845	844	1,439	10,206	21,285
1984	885	773	1,469	9,503	15,196
1983	913	792	1,503	8,520	9,789
1982	895	695	1,574	6,851	9,651
1981	843	747	1,095	6,019	8,638
1980	838	726	1,148	5,673	7,764

<sup>a</sup> no show held due to Foot and Mouth Disease

<sup>b</sup> includes Sunday gross gate receipts of £4,017

<sup>c</sup> entries later cancelled and refunded due to Foot and Mouth Disease

<sup>d</sup> no show held due to adverse weather conditions

<sup>e</sup> no show held due to Covid-19

# Moreton-in-Marsh and District Agricultural and Horse Show Society

## Detailed profit and loss account for the year ended 31 October 2021

	2021 £	2020 £
<b>Income</b>		
Subscriptions	36,085	29,965
Trade space	80,590	-
Special prizes and sponsorship	71,372	17,244
Donations	25,444	16,633
Entry fees	33,273	-
Catalogues	2,384	-
Gate receipts	211,978	-
Show lunches	5,693	-
Catering commission	31,854	-
Grant income	29,962	19,932
Sundries	132	264
<b>Total income</b>	<u>528,767</u>	<u>84,038</u>
<b>Expenditure</b>		
Postage, phone, travel etc	4,122	2,122
Printing and stationary	3,454	1,917
Advertising	10,480	530
Accountancy	5,227	4,661
Insurance	5,953	7,980
Salaries, NHI and pensions	62,016	46,108
Judges' expenses	5,032	46
Prizes	19,311	1,703
Attractions	10,445	-
Showground expenses	240,246	11,340
Sundries	667	2,541
Bank charges and commission	19,816	1,796
Office overheads	13,408	11,347
Professional fees	32,240	20,949
Affiliation fees	466	956
Computer and website expenses	7,511	9,947
Depreciation	4,734	6,022
<b>Total expenditure</b>	<u>445,128</u>	<u>129,965</u>
<b>Operating surplus/(deficit)</b>	<u>83,639</u>	<u>(45,927)</u>
Interest on investments	222	780
<b>Total surplus/ (deficit) for the year</b>	<u><u>83,861</u></u>	<u><u>(45,147)</u></u>