



2021 ANNUAL REVIEW





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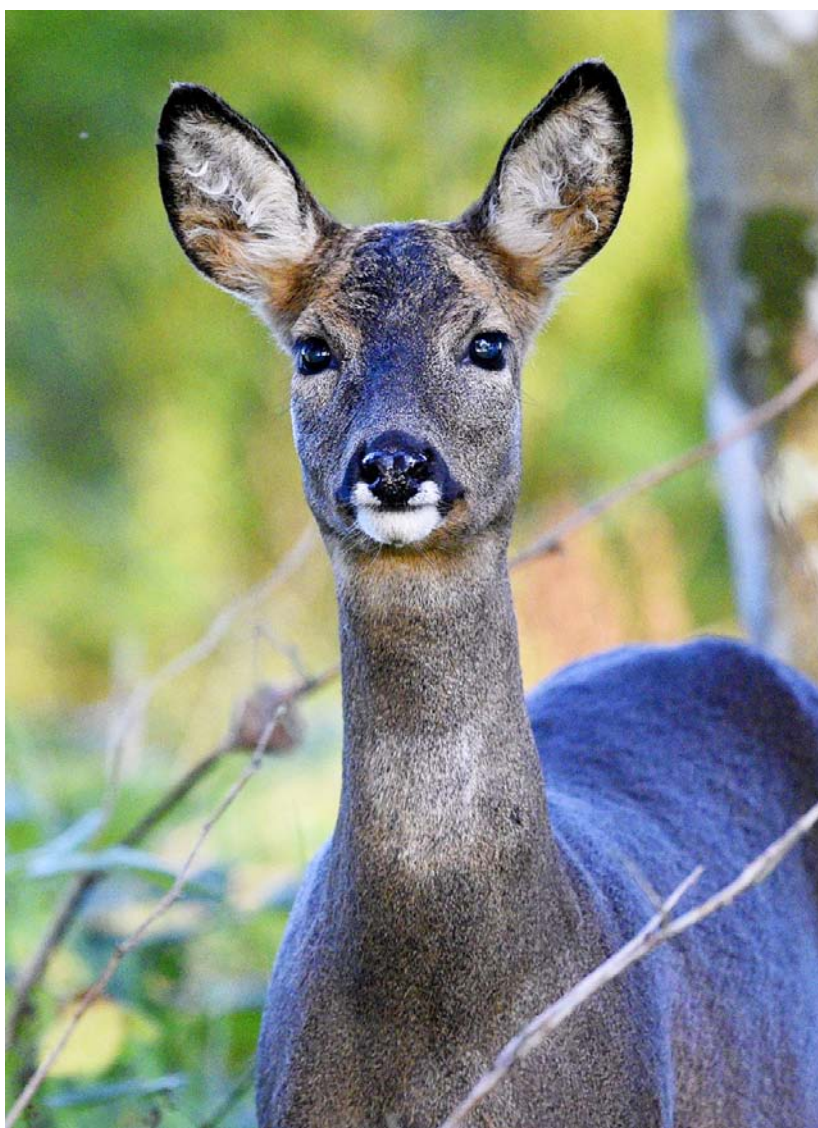
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The British Deer Society was founded in
1963 to protect the species of wild deer
within the UK.



*Front cover photo:
Red stag by Rob Moon*

In association with



Roe doe by Dominic Regan

CONTENTS

CHAIRMAN'S REPORT	3
COMMUNICATIONS AND OUTREACH	4
COLLABORATIVE WORKING AROUND THE UK	5
RESEARCH	6
TRAINING AND TECHNICAL	7
ORGANISATION AND PEOPLE	8
CORPORATE GOVERNANCE	8
FUNDRAISING AND MORE	9
FINANCIAL REPORT	10
ACKNOWLEDGEMENTS	12

CHAIRMAN'S REPORT

I write this as I approach my one-year anniversary as your chairman and I have to say it has been brilliant to see that despite the many challenges that the past two years presented, the BDS Trustee/Directors, senior leadership and staff teams continued to provide an uninterrupted service to members and the wider community. Everyone has worked incredibly hard throughout the Society to ensure that we have delivered upon our charitable aims and beyond. A huge thanks from me to you all who have played such an important part in doing so, from the HQ team through to our many volunteers at a Branch level who give so tirelessly of their time.



David Macauley has now been our CEO for over a year and he has had a hugely positive impact. It became very clear that our IT and accounting systems processes, so vital to the delivery of the work we do, were not fit for purpose to deliver what we want as we go forward. David and the team have done a phenomenal job in resolving and replacing this and we have throughout 2021 improved and updated all our IT and accounting systems and are now beginning to trial a fully integrated IT system which should improve the on-line customer journey. This work will put the team and organisation on a firm footing to really get out there and continue forging ahead.

On the training side at HQ, at the beginning of 2021 we appointed Nick Rout as our new Head of Education and Training. Nick and the team managed to deliver all of our 2020 outstanding training and education programmes, as well as developing and launching new ones. This was no small achievement and the feedback we receive from course participants continues to rate the BDS training programmes as outstanding, which is a huge credit to the team and their continual striving to improve and deliver excellence. We finished 2021 in a strong position and have further plans to continue this programme of improvement throughout 2022 and beyond.

The BDS training and technical teams also participated in a number of virtual working groups – including both the Wild Venison Working Group and Best Practice. BDS also fielded teams for the welcome return of Game Fairs at Ragley and Scone ably supported by some wonderful volunteers.

The reports from BDS supported research projects are that they are well back on track in 2021 having been hampered in 2020 variously by the constraints imposed by lockdowns, furlough and extended research laboratories closures. Further projects are currently in the pipeline as we look to ensure that we give the best possible advice backed

by strong scientific evidence to ensure the healthy management of the UK deer herd.

The five yearly BDS Deer Distribution Survey originally scheduled for completion by 2021 was also subject to delay. However, in December 2021, we began working with a partner organisation to collate and update the deer and wild boar distribution maps. We hope to have new species maps ready by the summer, in time for The Game Fair 2022.

The knock-on effect of major homeworking along with the wider public's heightened awareness of wildlife around their homes and increased enthusiasm for getting out into the countryside, has resulted in a phenomenal increase in deer related enquiries directed at BDS both from them and also from the media. Our communications, website and social media channels exploded with technical and general enquiries, deer chat and photographic traffic – overall a great success bringing with it the opportunities to engage and educate.

It is abundantly clear that whilst we have an active and participating membership, the age profile of our members is not getting younger. We absolutely need to position ourselves to ensure we are attracting a wider, younger and more diverse membership. This is responsibility that falls on all of us and I would encourage all the branches to look at different ideas of how they can work with the next generation and bring them into the BDS

membership. Let's learn from each other, look at activities other branches have carried out and share this information – this needs to be a priority for all of us.

Your Board has just carried out a major review with a professional third party, something it has not done in recent years. This was a helpful event and will ensure that we are positioning ourselves to both support and challenge the executive team on the deliverables that the BDS needs to achieve. We want to ensure we have a Board that is reflective of both our existing membership as well as the future members we want to attract. The BDS is in a pivotal position now to play a very real role in ensuring that our British deer are valued, as the huge asset they are, within our countryside and that they can coexist in harmony within this landscape and government plans for it.

It is wonderful to see the country getting back to some sense of normality after two very strange years, thank you all for continuing to support us through these difficult times and I look forward to hopefully seeing more of you in person in the months ahead as events allow.

A handwritten signature in black ink, reading 'Hugh van Cutsem'.

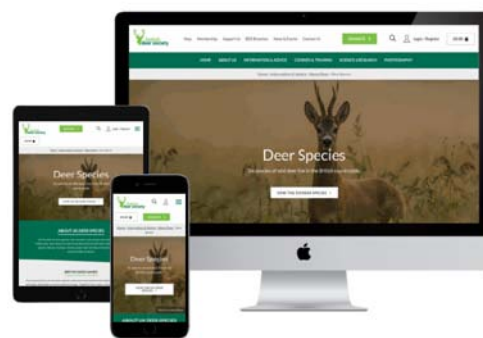
Hugh van Cutsem



Fallow deer by Lizzie Beard

COMMUNICATIONS AND OUTREACH

The eagerly awaited British Deer Society new website launched in February 2021. The preparation had been a massive undertaking with 600 pages plus hundreds of images, resource files and products which required checking and revising, a huge assignment. The website now has over 800 pages and many more assets and continues to grow. Massive thanks are due to our technical teams who painstakingly completed the task.



Since launch up to the end of 2021, the website received 248,339 visits with 1,391,294 pages being viewed. Every month the website generated several hundred email and phone enquiries from members, the public and wider media.

Our most popular pages are those devoted to the six species of deer followed by advice relating to deer issues and information on our excellent and high-quality training.

By updating our website, we can do so much more than before including bringing Digital Deer onto the main site allowing visitors, a chance to read and view the taster edition of our quarterly magazine Deer.

We are excited about the website's future prospects and can't wait to see what else it will be able to do for us in 2022.

Raising Our Profile

In 2021 the charity launched a new strategy to raise its profile online. The plan put a greater focus on our own content creation while also forging relationships with both professional and amateur wildlife photographers who share our passion for deer.



As a result, our social media channels saw an incredible increase in followers and engagement during 2021.

Facebook

13.5K followers up 10% on the previous year.
Engagement up nearly 300%

Twitter

4k followers up 12% on the previous year
Engagement up 56%

Instagram

4K followers up 56% on the previous year
Engagement up 310%

What started as a small initiative to raise our profile has now evolved into an exciting opportunity for us. Many more people are now listening to what we have say on deer, including mainstream media organisations. We look forward to building on this success in 2022.

The increased profile resulted in major activity for Technical Adviser, Charles Smith-Jones and Deer Officer Glyn Ingram answering a continuous raft of questions about deer submitted by both public and the media.

During 2021 they fielded interviews and produced information for many including BBC Winterwatch and Countryfile, BBC local radio channels, Channel Four, The Daily Telegraph, The Independent, The Guardian, The Daily Mail, The Washington Post and numerous online news sites.

Topics included:

- ▶ White deer
- ▶ Requests for identification
- ▶ Dog attacks on wild deer – disturbingly frequent during 2021
- ▶ Injured or trapped deer
- ▶ Deer damage prevention
- ▶ Deer numbers and distribution
- ▶ High deer densities (particularly fallow)
- ▶ Urban deer
- ▶ Concerns around building and road development
- ▶ DVCs and preventing them
- ▶ Local authorities and road signage etc
- ▶ Railway companies and preventing train collisions
- ▶ Feeding deer in gardens
- ▶ Not feeding deer in parks
- ▶ Excluding deer from gardens
- ▶ Hunting deer with hounds
- ▶ Concern over (legal) hunting and culling activity
- ▶ Carriage of firearms in public places
- ▶ Deer management objectives

DeerAware in 2021

The British Deer Society was delighted to once again partner with National Highways (formerly Highways England) for the "DeerAware" road safety campaign. This long running important initiative aims to improve awareness about how deer collisions can be avoided and what drivers should do if in the event of a collision. The campaign also collects and collates deer vehicle collision reports to produce hot spot maps of the UK to help identify high risk areas where safety improvements could be made.

The Autumn awareness campaign ran from the start of September through to the end of November to coincide with the peak in collisions often seen around the rutting season for red, fallow, sika, and water deer. At the same time with the expert assistance of BDS member Dr Jochen Langbein, (PhD (Zool) MSc (Ecol) MCIEEM) a new series of hotspot maps was produced covering reports submitted from 2010 to 2019. These maps are freely available to download from the DeerAware website. Additionally, work has been progressing on 2020 maps with the expectation of completion in 2022.

We are extremely grateful for the reports and support to date and continue to ask our members and supporters to submit deer collisions reports via the DeerAware website or the BDS Deer App to help us continue this valuable work.



Continuing IT Improvements

In 2021, the charity invested in updating several IT systems to help streamline operations and improve our security and compliance.

As well as launching our new website, we also moved IT support and web development to new suppliers. Our new IT support company SilverCloud completed a full audit of our systems and began a series of improvements in the autumn of 2021. This work is continuing in 2022 with an improved infrastructure coming online soon.

There was also a major overhaul of our accounting systems including a move to a new solution for our accounts. This was an extensive and complex project but has already made a significant difference to our accounts management.

In 2022 the society will be benefiting greatly from the work in 2021 which will bring significant improvements to our operations.



Fallow buck by Ian Alexander

COLLABORATIVE WORKING AROUND THE UK

Scotland

Scottish effort saw BDS involved with the deer sector following up on elements of the resultant 99 recommendations emanating from the Deer Working Group's efforts. BDS was one of eleven leading deer management stakeholders that launched proposals looking to utilise community resources to boost deer management on public land in Scotland. The intended benefits would be to build resilience into the management framework; enable a sustainable food source to be harvested, processed and consumed locally; protect the environment; improve economic productivity and enhance community knowledge of deer impacts and benefits.

Scotland's Wild Deer Best Practice Working Group continued focus on amending and adding to its documentation and considering ways that topics such as Woodland Habitat Impact Assessment systems might become grant approved.

A University of Highlands and Islands (UHI) conference brought together ecologically based and politically opposing organisations seeking to affect current upland uses whilst engaging in the Scottish Government's transition to zero carbon.

Food Standards Scotland produced a revised Wild Game Meat Hygiene publication to separate Scottish issues from those of the Food Standards Agency (England, Wales and Northern Ireland).

BDS Branch work and range days were able to resume again and there was a welcome return to the Scottish Game Fair.

Northern Ireland

Northern Ireland was back to some sort of normality by early summer with the branch able to conduct carefully monitored range days. Earlier in the year they also co-operated with Assistant Professor Simone Cuiti of University College, Dublin working on a mobile phone app project that he and associates had developed collecting deer data with a view to gaining an all-island view of numbers, distribution and species along with cull statistics.

England

Meanwhile, the England Tree Strategy gathered pace on the mainland, occupying many in the race to plant trees and achieve greater carbon sequestration, whilst leaving

others including BDS to provide solutions to alleviate the potential deer impact.

The 25 partner organisations of the revitalised Deer Initiative met, facilitated by the BDS secretariat. Workshops to accelerate revision of the Best Practice Guides continued.

The Wild Venison Working Group, with stakeholder commitment across a broad range of shooting associations, Government and Non-Government Organisations focused on launching "Grown in Britain Wild Venison". The move by some Approved Game Handling Establishments towards accepting lead-free carcasses only, encouraged renewed vigour for testing ammunition and sourcing the best alternatives.

Some Branch led initiatives re-started during the year including at Cannock Chase, where rangers received members' help members with deer count survey work and roadside warning devices. The Harewood project produced a larder day and rut walk.

In the South-East, increased deer disturbance was experienced within the Royal Parks, exacerbated by the increasing volume of park users, overly enthusiastic photographers, out of control dogs and public feeding the animals. As more of our citizens ventured into the countryside for exercise and relaxation, this is becoming a national issue and something about which BDS works to signpost and educate.

Finally, for some, the show season opened up again and branches were delighted to be back at a number of regional events.



Muntjac buck by Deb Heath

RESEARCH

BDS continues supporting a number of research projects, both financially and/or practically. All projects understandably experienced varying degrees of disruption during the early part of the Covid pandemic and so the latter half of 2021 provided a welcome and much needed opportunity to catch up with schedules.

The use of genomics to inform management of woodland roe deer populations in Scotland – PhD student Christopher Hirst, The Royal (Dick) School of Veterinary Studies, The University of Edinburgh

This National Environment Research Council (NERC) E4 DTP CASE PhD studentship with BDS and Forest Research as partners, progressed well. The pandemic initially impacted planning and collection of the required roe deer samples across Scotland, however, to minimise this, a systematic review on roe deer diet in Europe was conducted whilst preparing for fieldwork activities. Collection of samples was organising early with collaborative estates starting collection of roe deer samples (rumen and saliva) in April. Collaborative estates for this project are for three main study areas: Cairngorms Connect (Abernethy, Glenfeshie), The Trossachs (Glen Finglas, Aberfoyle), The Scottish Borders (Glentworth, Hawick).

Development of a cost-effective protocol for MHC genotyping in red deer – Dr Silvia Pérez-Espona, The Royal (Dick) School of Veterinary Studies, The University of Edinburgh

More flexible access to laboratories during summer allowed continuation of the planned experiments. A subset of red deer samples provided from Glen Finglass enabled DNA and RNA extractions to generate transcripts of two genes, DRB and DQ. First analyses indicated success of amplification using sheep and goat primers for both genes but the sequencing high quality results only for the DRB gene, indicating the need for primer design specific for red deer for the DQ gene. The sequences obtained for the DRB gene although of very high quality indicated the presence of more than two alleles individuals, indicating duplication of this gene in the red deer genome. After significant delay with consumables deliveries for cloning of PCR products, this was finally initiated and clones sent for sequencing in preparation for the next stage.

Assessing habitat connectivity and patterns of resource-use at the landscape scale: a case study on fallow deer (*Dama dama*) in North Wales – PhD Student Owain Barton, Bangor University

Analysis protocols have been written for each of the three data chapters. So far, the

analyses are progressing well with some interesting results emerging, particularly for chapter four, which focusses on daily activity patterns. The early results suggest that deer activity is strongly influenced by biological season (rut, post-rut, birthing) and human disturbances, but it did not vary significantly in relation to COVID-19 lockdown restrictions. Together with chapters two and three, these results should provide a comprehensive picture of how spatial and temporal patterns of resource-use by the deer population are influenced by humans as well as key landscape features. Analyses are expected to be completed early 2022 for a midsummer thesis deadline.

Using camera traps to quantify the effect of deer on woodland restoration – Dr Elisa Fuentes-Montemayor, Scotland's Rural College (SRUC)

In this project, we are conducting camera-trapping surveys in an existing network of woodland sites (a chrono-sequence of 106 woodland patches planted between 10-150 years ago across England and Scotland, forming part of the WrEN project) and utilising extensive existing datasets from the WrEN project to 1) assess how local- and landscape-level attributes influence patterns of woodland use by deer; 2) quantify the impact of deer on woodland vegetation characteristics, and 3) assess potential cascading effects on woodland biodiversity.

In 2021, once travel restrictions were lifted and fieldwork re-started, another very successful camera-trapping season was accomplished. Analysis continued and an article is anticipated for Summer Deer 2022.



Artificial feeding of wild fallow deer (*Dama dama*) in Phoenix Park: causes, effects, and solutions – Dr Simone Cuiti, Assistant Professor of Wildlife Biology, University College Dublin with PhD student Laura Griffith

This study has been exploring how cortisol levels, which represent stress in an individual,

vary with select physiological and behavioural parameters using the resident fallow deer herd in Phoenix Park, Dublin as the model population. Primarily, the ultimate goal is to see if or how this human contact impacts stress, and other aspects of health and fitness, within this population. It had previously been identified that certain tagged individuals experience higher levels of contact with Park visitors, who despite it being prohibited, often feed the deer recreationally leading to welfare concerns.

Three separate data collections were made and the samples sent to the University of Veterinary Medicine, Vienna, for cortisol extraction. Structural Equation Models (SEMs) are being developed to look at the complex relationship between these cortisol levels, parasite loads, antler size, levels of contact with Park visitors, and mating success. The ultimate goal is to see how these factors are affecting each other, and whether these combine to impact mating success.

Holocene record of deforestation using collagen isotope ratios in roe deer from the UK – Dr Darren Gröcke, Department of Earth Sciences, University of Durham

During 2021 work progressed. A massive isotope database of deer data, throughout Europe, was compiled and European isoscape maps of deer isotope data for the Holocene was generated. More isotopic data from modern roe deer samples in the UK was produced. Currently, archaeological deer samples provided by Dr Karis Baker are currently being processed for collagen extraction and then isotopic analysis.

To generate a greater understanding of modern roe deer isotopes in the UK, more samples will be required and in the future assistance requested from BDS members.

Assessing the scale of the impacts of disturbance on red deer – Professor Phil Stephens, Durham University

Building on two previous pieces of BDS supported work, this project involves collaboration with The James Hutton Institute and University of St. Andrews. The 2021 and 2022 field seasons continue this work, with the addition of GPS collared individuals that will allow improved understanding of fine-scale movements, activity, and daily patterns. This will enable a fuller assessment of deer habitat use and distribution, as well as the scale and

temporal duration of their responses to disturbance events.

The data collected by this project will provide quantitative data to inform the discussion around deer and recreation in Scotland, and any subsequent management priorities.

Rewilding Scotland: Dilemmas for wild deer management and the rural economy – Professor Terence Dawson, King's College, London

Scheduled to start in 2022, a new project will focus on rewilding issues in Scotland. Rewilding has gained significant interest in recent years as an emerging approach for the restoration and conservation of natural ecosystems. The successful implementation of a rewilding project requires committed local and regional stakeholder support although some aspects of rewilding has been criticised for its top-down approach to implementation and management. A major

contentious issues relating to rewilding in Scotland has been the removal or significant reduction of wild deer populations, through exclusion or eradication programmes. However, this approach has been challenged for creating unnatural ecosystems due to the important role deer play in maintaining important functions and processes in forest environments. This project will evaluate biodiversity impacts of deer management strategies in a rewilding project, together with social-economic impacts on rural communities relating to traditional field-sports and ecotourism.

BDS deer distribution

Originally scheduled for completion in 2021, the five yearly BDS Deer Distribution Survey was back in process in December 2021, when we started work with The Mammal Society to collate and update the data and also to include new wild boar distribution maps.



Sika hinds by Ron Perkins

Collaborative Awards in Science and Engineering (CASE) was originally a named initiative set up by the National Environment Research Council but has come to be used generically to indicate support by an industrial partner (including NGOs) for such a project funded by a research institute. Relevant projects within an established University Doctoral Training Programme or Centre for Doctoral Training benefit from being able to claim CASE support, eg by making them more likely to be supported by the DTP/CDT because industry has shown a genuine and tangible interest. This works well.

TRAINING AND TECHNICAL

From the apocalyptic state of the previous year and despite some continuing COVID disruption, BDS training was full steam ahead in 2021 with Nick Rout taken on as the full time BDS Head of Education and Training.



Nick Rout

In the Spring we took delivery of a new batch of rifles generously provided by the Blaser Group for training purposes and these have been proving extremely popular on our courses.

Thirty-two BDS DSC1 courses were run up and down the country as a result of the training team being expanded to provide an increasing network of new assessors and helpers, all subjected to regular standards checks and CPD meetings. It is important to note that the team members maintain industry credibility by routinely undertaking deer management, culling and Humane Animal Despatch across the country with

different species, habitats and conditions. Keeping their skills current and relevant is seen as essential to enable first-hand quality experience when delivering DSC1 course material to new stalkers.

For stalkers moving to the next stage of their training, the BDS mentoring scheme at Swinley Forest again proved popular as did some additional mentoring provided through the branches. As ever, the BDS Deer Management Course was taken up by applicants from a broad spectrum of work disciplines.

As deer managers are often required to engage with animals other than deer, a new BDS suite of training is being developed to cater for this. By the time you read this, the training team will have delivered its first Wild Boar course, provided to encompass the need to train for all aspects of wildlife management.

By year end, the venison industry had started to improve, with some Game Dealers offering a much better price than in the previous year, which gave a kick start to culling activities. BDS continued its work as part of the Wild Venison Working Group and the final

details of plans for venison promotion await confirmation.

A broad range of deer related work in addition to that associated with delivering courses was also covered during the year involving the Fordingbridge technical team and Deer Officer. This work included developing video training and promotional content; producing and delivering webinars and direct training to Wildlife Trusts and University of the Third Age (U3A); working on consultations for both wild and park deer; Home Office Firearms Consultation, updating and sourcing Captive Deer Survey entrants, reviewing and updating materials and Risk Assessments; and testing and evaluating non-lead ammunition options. They also planned for and attended several key shows and events.

Whilst maintaining industry contacts, they also worked with BASC on the revision of the Deer Stalking Code of Practice and provided input within the team of Deer Initiative partner members taking on the mammoth task of reviewing and updating the 70 plus elements of the Best Practice Guides for Wild Deer Management.

ORGANISATION AND PEOPLE

Patron:

HRH The Prince of Wales KG, KT, GCB, ADC(P)

Trustee/Directors:

President Lord Andrew Hay

Chairman Professor Rory Putman
(resigned May 16th 2021)
Hugh van Cutsem
(from 16th May 2021)

Vice Chairman Dominic Griffith

Treasurer Sarah Gubbins

English/Welsh Area Chair Dr Morris Charlton

Scottish Area Chair John Bruce

Alfred Brand (resigned 1st March 2022)

Professor Simon Gibson CBE, DSc

Dorothy Ireland

John Johnson (resigned 16th May 2021)

Alistair Monkman CBE, DL

Nick Rout (resigned 8th February 2021)

Leigh Welch

Honorary Advisors:

Veterinary Peter Green BVSc, Cert EO, MRCVS

Scientific Dr Alastair Ward

Staff:

Chief Executive Officer David McAuley

Operations and Support Manager Sarah Stride

Admin and Sales Support Helen Sims

Head of Education & Training Nick Rout

Deer Officer Glyn Ingram

Training Coordinator Dawn Cope

Finance Officer Phillip Rosslee

(until end of April 2021)

Marketing and IT Manager Laura McMahon

Membership Coordinator Annie Nadin

Technical Advisor (Consultant) Charles Smith-Jones

Fellows:

Raymond Chaplin BSc, MIBiol, FZS

Norma Chapman

Mark Hatt-Cook, OBE, RD

Dorothy Ireland

Jeanette Lawton

VJA Manton MRCVS, FIBiol

Mark Nicolson

Hugh Oliver-Bellasis, FRAGS

Professor Rory Putman

Sir Michael Strang Steel Bt, CBE

John Thomas MBA, TD

Tony Waterson

Branches:

England

South East England | South West England | East Anglia | Wessex | West | East Mercia | Midlands, Wales and the Marches | Yorkshire | North East England | North West England

Scotland

South East Scotland | Central | Highlands | North East Scotland | South West Scotland

Northern Ireland

Special Interest Group:

Defence Deer Management

CORPORATE GOVERNANCE

The Board meets on a regular basis, primarily monthly online meetings and has at least one annual face to face meeting whenever possible. The Board is supported by a number of sub-board groups with responsibilities for Finance, Policy, Science & Research, Education, Training, Marketing and Communications. Additional work continues between online meetings with email.

The Board is responsible for setting policy, agreeing business plans and budgets, overseeing sub-boards, publishing an annual report and accounts, managing risks, directing and overseeing the work of the CEO and Management Team.

The CEO and Management Team are responsible for implementing policy and delivering the charity's objectives, financial management, developing new initiatives, setting targets and monitoring progress, making and maintaining links with partner organisations, and supporting research. They contribute to regional and national developments and respond to deer-related issues, promoting the society's activities while protecting and enhancing its reputation.

Priorities in 2021:

As the UK slowly opened up and we began to move into a post pandemic period, we managed to clear most of our training backlog. We carried out COVID-19 risk assessments and continued following Government guidance which throughout the year allowed us to begin to switch between home and office-based working and attend some game fairs. This has proven a satisfactory way to run our business and has helped us to control our finances and resources extremely effectively.

We used 2021 to begin a huge piece of IT work to upgrade and fully integrate all our IT systems. Once completed, this work will improve our IT security and provide us with state-of-the-art accounts and, secure and future proof IT. Finally, our marketing team worked to ensure our Deer Aware campaign, social media and PR was successful. We ended 2021 in a very positive position and the team and branch volunteers all worked tirelessly to ensure the Society was back.

Plans for future periods

2022 will be a period of reflection and review. The Trustee/Directors have set up five groups to examine where we did well, where we could have improved, along with some new

blue-sky thinking for the British Deer Society going forward.

We expect external pressures caused by the pandemic to continue into 2022 and beyond, especially as the cost of living continues to rise, making fundraising and cost controls very difficult, but we are well placed to ensure we can continue to invest in resources to move the society forward. To ensure delivery of as many 2018–2023 strategic outcomes as possible, we intend to continue investment to update and improve our digital systems moving as much as possible of our training, fundraising, member services and outreach onto these new platforms.

The CEO will be working with the board of Trustee/Directors and senior management team to improve all areas of the Society, ensuring we are in the best possible position to move forward post-pandemic. Like many organisations, the BDS has used the situation caused by COVID-19, to focus on new ways of communicating and working, ensuring that we continue to be financially savvy and forward thinking. Part of the current strategic review, will look at some of our new working practices, brought about by Government lockdowns, with a view to adopting these into the strategic plan: saving on commute times, improving flexible working, and reducing our carbon footprint.

FUNDRAISING AND MORE

For BDS, in order to continue and expand its programme of public education, crucial training work and important research in the interests of wild deer, fundraising is vitally important.

For a second year, key elements to our regular programme were missing with limited gatherings available to raise funds. Therefore, our online presence was central to our efforts and we are hugely grateful to our many supporters who contributed throughout the year making financial donations via our online portal, all of which help contribute towards our project work. We also reverted to running our summer online auction and are indebted to all those who provided some amazing auction lots and bid for items, providing a further healthy contribution to our finances.

Gift Aid

The simple act by donors of signing Gift Aid forms (where appropriate and eligible) enables BDS to claim back tax from the Treasury on subscriptions and monetary donations, so increasing the contribution to our funds. In 2021 this amounted to £54,146 in Gift Aid donations.

Legacies and Trusts

The simple and generous act of remembering BDS in a will enables us to engage in more research, more training and increase our educational reach. In 2021 we were extremely fortunate to receive £39,380 from the estate of the late Mary Kathleen Coates.

We also received grants from the Stonewall Park Charitable Trust and Mr & Mrs TCS Haywood Charitable Trust.

BDS is unbelievably grateful to all its generous members and supporters who donated in whatever way to the Society, so helping us to ensure a healthy and sustainable future for our deer population.

2021 Awards

Awards were made during the year to the following:

- ▶ **The Balfour Browne Trophy** – awarded to Dave Goffin
- ▶ **The Jim Taylor Page Trophy** – awarded to Bob Jarratt, North West England Branch
- ▶ **BDS Volunteer Award** – awarded to Bill Muircroft, Highlands Branch
- ▶ **BDS Photographer of the Year** – awarded to Stephen Smith

KEY SPONSORSHIP

SWAROVSKI OPTIK

Swarovski Optik have been key sponsors for many years. Swarovski scopes on loan are used for practical field purposes by training team staff. Swarovski have also generously donated binoculars for our competitions and contribute sponsorship for educational material, the BDS yearly calendar and for this Annual Review.



CELTIC MANOR RESORT

Celtic Manor Resort (CMR) have generously sponsored the BDS membership cards for several years. CMR also kindly contribute a number of auction prizes to our fundraising events.



BLASER

The Blaser group is providing Mauser, Sauer and Blaser rifles along with optics and trail cameras for use within the BDS training programme. They have also generously provided a range of sporting clothes for use by the BDS training team.



Red stag by Rob Moon

FINANCIAL REPORT

Financial Review for the Year ended 31 December 2021

The financial performance of the Society for 2021, as detailed in the attached pages, comprises the consolidated financial statements of The British Deer Society including all branches and the wholly owned subsidiary Sales and Services Ltd. The financial results are presented in the same general format as in previous years. The support costs have been reallocated over the direct charitable and other expenditure in accordance with the current best practice for Charities and the FRS 102 SORP, and on a consistent basis to previous years.

The effects of COVID-19 have continued to impact the Society throughout 2021. Huge efforts from our small staff team, coupled with the generous support of our members, donors and partners has enabled us to cope with many of the challenges this situation has presented and to enable us to maintain our financial stability for the future.

Subsidiary – The British Deer Society (Sales and Services) Ltd.

Sales and Services recorded a breakeven result and reached a turnover of £65,091. We are no longer offering direct sales of stalking insurance through Sales and Services and this has a direct impact on our turnover and contribution numbers. Sales and Services contributed over £38,000 to the overheads of the Society this year, and so this continues as an essential component in our overall mix of activities. I would like to thank all members and others who buy goods from the Society through our website. We have a programme to update our online shop in 2022, expanding our product range, reflecting both the living animal and branded Society merchandise. Please do continue to use this resource for gifts, training, and other related purchases as we believe it is crucial we offer this facility to our members.

Charity – The British Deer Society

The repeated lockdowns and social distancing regulations during 2021 continued to make life harder for all charities and this has again been a tough year for the Society, with these measures having a serious impact on our income generating activities. Due to the hugely appreciated continued support from our members, our Membership income was substantially maintained and in the later part of the year we were able to resume our quality training programme, together with some new courses that have been developed,

with over 850 people attending courses in the year. We also ran a hugely successful scheme with Highways England. We were also extremely grateful to receive a number of legacy donations which added a significant amount of £39,380 to our income for this year.

Overall our total income for 2021 was £737,776 (2020 £612,166).

The Board and staff have been working extremely hard to minimise the impact of these exceptional challenges on the Society and we continue to be confident that we will be able to overcome the short-term operational difficulties that these challenges present and move forward as a more financially sustainable operation.

We continue to recognise that administration costs generally, as well of those of membership, are a significant element of the Society's outgoings. We continually strive to contain and reduce costs where possible whilst also improving financial information for efficient and effective management of the Society. This includes additional non-financial information such as regular reporting on membership and training numbers.

Our funds are held in Investment accounts with a certain level remaining in bank deposit accounts to ensure we have adequate liquidity for our operations. Unrealised gains on investments in the year were £63,309. Our Investments are monitored regularly and the relevant risks considered by the Board as and when necessary.

We introduced the role of a CEO to the Society in late 2020 and working together with our small Head Office team and branches, significant improvements have been made to our working practices, enhancing our financial and non-financial processes and systems, and enabling the Society to be more effective and have more impact. I would like to record my sincere thanks and appreciation to all the Society's staff and volunteers who have significantly contributed in maintaining our position throughout 2021 and towards our future.

Sarah Gubbins, Treasurer



Red hind and calf by Ian Alexander

Consolidated Statement of Financial Activities for the Year Ended 31 December 2021

	Total 2021 £	Total 2020 £
Income and Endowments from:		
Donations and legacies	454,540	398,251
Charitable activities	204,570	83,745
Other trading activities	65,091	117,525
Investment income	13,575	12,645
Total income	737,776	612,166
Expenditure on:		
Raising funds	(223,467)	(263,251)
Charitable activities	(480,646)	(463,939)
Total expenditure	(704,113)	(727,190)
Net gains/(losses) on investment assets	70,289	41,240
Net income/(expenditure)	103,952	(73,784)
Net movement in funds	103,952	(73,784)
Reconciliation of funds		
Total funds brought forward	771,888	845,672
Total funds carried forward	875,840	771,888

Consolidated Balance Sheet as at 31 December 2021

	2021 £	2020 £
Fixed assets		
Intangible assets	12,608	19,762
Tangible assets	16,700	22,615
Investments	633,135	547,740
	662,443	590,117
Current assets		
Stocks	15,921	9,556
Debtors	21,509	52,979
Cash at bank and in hand	355,226	312,957
	392,656	375,492
Creditors: Amounts falling due within one year	(174,094)	(178,388)
Net current assets	218,562	197,104
Total assets less current liabilities	881,005	787,221
Creditors: Amounts falling due after more than one year	(5,165)	(15,333)
Net assets	875,840	771,888
Funds of the group:		
Designated funds	43,497	58,497
Restricted income funds		
Restricted funds	89,588	82,594
Unrestricted income funds		
Unrestricted funds	742,755	630,797
TOTAL FUNDS	875,840	771,888

Financial Report 2021

These Summarised Accounts are an extract from, and are consistent with, the Statutory Accounts but may not contain sufficient information to allow for a full understanding of the financial affairs of the Society.

Geoffrey Thomas, FCA, has given an unqualified Independent Examiner's Report on the full Statutory Accounts, which were approved by the Directors (who also act as trustees for the charitable activities of the British Deer Society) on 25 March 2022. They will be presented for approval of the members at the AGM on 15 May 2022. The full Statutory Accounts have been prepared in accordance with the Charities Statement of Recommended Practice (FRS 102).

Copies of the full Statutory Accounts will be lodged with the Registrar of Companies and the Charity Commission. The full accounts may be inspected at the Society's offices at The Walled Garden, Burgate Manor, Fordingbridge, Hampshire, SP6 1EF, and copies are available to members on request.

Signed on behalf of the Board
Sarah Gubbins, Treasurer
 25 March 2022

Independent Examiner's Statement to the Trustees and Members of The British Deer Society

I have examined the summarised accounts for the year ended 31 December 2021.

Respective Responsibilities of the Trustees and Examiner

The Trustees are responsible for preparing the summarised accounts in accordance with applicable United Kingdom law. My responsibility is to report to you my opinion on the consistency of the summarised accounts with the full annual consolidated accounts and the compliance with the relevant requirements of section 426 of the Companies Act 2006 and the regulations thereunder.

I also read the other information contained in the summarised financial report and consider the implications for my report if I become aware of an apparent misstatement or inconsistencies with the summary financial statement. The other information comprises only the review of financial performance.

Opinion

In my opinion the summarised accounts are consistent with the full annual consolidated accounts of the British Deer Society for the year ended 31 December 2021 and comply with the applicable requirements of section 426 of the Companies Act 2006, and the regulations made thereunder.

Geoffrey Thomas, FCA, Fletcher & Partners,
 Chartered Accountants and Statutory Auditors
 Salisbury, 25 March 2022

ACKNOWLEDGEMENTS

BDS is always extremely grateful to receive donations, grants or legacies from its supporters whose gifts genuinely make a serious contribution to the functioning of the Society and the projects enabled. We would particularly like to thank the following and all others not specifically mentioned here who supported us during 2021:

Auction Donors

Alan Marshall
Alan Shannahan
Alistair Monkman
Andrew Souter, Andy Pearce
Arthur Scott
Atholl Estates
Baz Parmar
BDS Midlands, Wales & The
Marches Branch
Beechgrove Trees and
Hedging
Celtic Manor Resort
Charles Smith-Jones
Chewton Glen Hotel and Spa
David Adams
David Parry
Derek Stimpson
Dominique Ashford & Andrew
Kibble
Ed Heap
Executor of the late 7th
Marquess of Aberdeen
Fife Centrefire Rifle Club
Hal Salvesen
Hide and Reside
Hugh Vere-Nicoll
Iain Semple
Ian Burgess
Ian MacGillivray
Ian Smales
Jahama Highland Estates
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Mark Toft
Michael Sapsed
Mike Bagnowiec
Mr Alastair Riddell
Mr & Mrs Nigel Cogger
Mrs Emma Paterson
Mrs Kerrie Jackson in
Memory of Mark Jackson
Niall Rowantree
Nicholas Wills
Nick Pitts
Opticron
Paul Morgan
Paul Sim
Philip Mackenzie
Professor Simon Gibson
Richard Vipond
Richard Wills
Rupert Shaw MBE
Simon Pearson
Sir Michael Strang Steel
Sir Michael Wigan
South Ayrshire Stalking,
(Chris Dalton)
Stephen Bishop
Stuart Jones
Suzanne Wallwork
The Duke of Grafton
The Earl of Dalhousie
Trevor Hastings
William Mathews Taxidermy
Willy Browne-Swinburne

General donations

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Mike Bagnowiec
TM Bailey
James Barrett
John Baxter
Ashley Bennett
Stuart Birse
Will Blackburn
Timothy Body
Adrian Burnett
Anthea Cannell
Sean Carroll
Kyujin Cho
Susan Cole
Goshen Coutts & Co
D Dawe
Mary Kathleen Coates
(Estate of)
Peter Donnelly
Lorna Donnelly
Henry Egerton
Robert Felton, Bene Ferenc
Stonewall Park Charitable
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John Fletcher
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P & SP Green
Michael Harris
Mr & Mrs TCS Haywood
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Steve Hillyer
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Christopher Staples
Ian Stuart
Elizabeth Terry
Akanksha Thakur,
The Hearsum Family
Jeremy Thring
James Vestey
D B Walker
Julian Whitlock
Ian Wilson
B N Wood
Martin Wright

