

The Heather Society
Annual Report and Accounts
For the Year Ended 31st December 2014

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The Heather Society – Trustees' Annual Report for the Year ended 31 December 2014

Reference and Administrative Information

The Heather Society is a charity registered in England and Wales no. 261407

The Administrator for correspondence is Dr. E. Charles Nelson Tippitiwichee Cottage,
Hall Road, Outwell, Wisbech, Cambridgeshire PE14 8PE

President: Professor John Griffiths

Heather Society Council members, who are also trustees of the Society and who have served the Society during 2014 are:

Chairman: David Edge

Treasurer: Richard Canovan

Secretary: Phil Joyner

Plus ordinary members of council:

Dave Brown

Andrew Collins

Ian Duncan Grant

Susie Kay

Barry Sellers

The Editor for the Yearbook of the Heather Society is Dr. E. Charles Nelson

The Editor for the Bulletins of the Heather Society is Daphne Everett

The Registrar for the Heather Society is Dr. E. Charles Nelson

The Slide Librarian for the Heather Society is Jean Preston

The Conference Manager for the Heather Society is Susie Kay

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Structure, governance and management

The Heather Society is an international horticultural society, founded in 1963 to promote and encourage interest in heathers. It has worldwide membership covering Europe, Africa, the Americas, Australasia and the Far East.

The management of the Society is the responsibility of its Council, which at 31 December 2014 consisted of eight elected members. It falls within the rules and constitution of the Society (2010). Each elected Councillor serves a term of three years before coming up for re-election. st

The Council controls the Society’s administration and finances, determines what activities shall be undertaken and appoints committees as necessary to conduct the affairs of the Society.

Objects and Activities

- The object of the Society is to assist the advancement of horticulture and in particular the improvement and research into the growing of heaths and heathers and allied plants.
- In order to perform its objectives the Society produces an informative Yearbook and three newsletters “Bulletins” per year to keep members in touch with Society activities and new developments.
- The Society promotes regional groups within the UK to provide an opportunity for local members to get together for talks, shows and to visit gardens of interest.
- A weekend (Friday to Monday) conference is held in a different part of the country each year, usually during September. The Annual Conference and AGM were held at The Royal Victoria Hotel, Llanberis, North Wales, 12th to 15th September, 2014. Further conferences are planned for 2015 (Leenane, Ireland) and 2016 (Perth, Scotland). An attractive colour brochure was issued with the Bulletin in Autumn 2014 to encourage members to attend the 2015 conference in Ireland.
- Members have access to a library of digital photographs and 35mm slides depicting all aspects of heather cultivation and the heather species and heather cultivars available. These provide an invaluable aid to lecturers.
- The Society has been appointed as the International Registration Authority for cultivars of *Andromeda*, *Calluna*, *Daboecia* and *Erica*.
- The Society has in the past supported three National Collections of heathers sited at the RHS Gardens at Wisley, RHS Gardens at Harlow Carr and Cherrybank Gardens, Perth. The last two have been de-registered but the latter has been re-located and is being re-populated.

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- The Society takes a great interest and supports the improvement of wild heather in all parts of the world.
- The Society provides financial stewardship to enable the viability of the Society to meet its horticultural objectives and maintain Charitable status.
- www.heathersociety.org is the Heather Society’s website

Achievements and Performance

Council has once again met three times in London during 2014, once at the RHS Lawrence Hall and twice at the premises of Number 63 (Soroptimist) Limited in the Bayswater Road. The AGM was held during September in Llanberis, North Wales.

The number of entries on the membership database on 31st December 2014 was 213. This figure comprised 181 subscriptions and 32 not subscribing. The subscriptions included single members, joint members, nurseries and subscribing institutions. Those persons and organisations not subscribing included honorary members, life members, affiliated societies, libraries and institutions receiving complimentary publications. For comparison the number of entries on the membership database on 31st December 2013 was 234. Whilst members were lost during 2014 for various reasons including an increase in the membership fee the loss was, in part, offset by 15 new members joining during 2014.

The Society has continued to provide, for members, a quality Yearbook, three excellent Bulletins and a CD-ROM. Information is also available to members and potential new members via the website.

Review of the Year

During 2014 Council continued to be concerned with publicity and promotion of its work in an attempt to improve the membership.

- Work is underway gathering information on *Daboecia cantabrica* ‘Amelie’ as this has been suggested as a possible recipient of the second Premier Award. It is hoped that the Premier Awards will raise the profile of heathers in the horticultural press.
- The website can be edited by the Administrator and can be kept up to date on a daily basis, if required. The website is currently being updated.
- A CD-ROM has been given to each member of the Society the playing of which creates a pictorial record of the Society’s activities, heather gardens and individual heather cultivars.
- Co-operation has continued with “Plant Heritage”.

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- Research has continued with a steady trickle of new cultivars being brought forward for registration.
- A cutting swap service, for the use of the members, is administered by a member, Brian Burling. The Society hopes that this service will go some way to helping to preserve some of the older cultivars that are now unavailable commercially.
- The Society put up a display stand at the RHS Hampton Court Flower Show, in July, where a Silver Award was received. This event was open to the public for several days and attempted to raise the profile of the Society.
- The Home Counties Group had an autumn meeting at RHS Wisley, followed by a talk from a member of “Plant Heritage”.
- The North East Group held events but these needed the support of other local societies to be viable.
- The Yorkshire Group continued to meet but had few members at each meeting.
- There was no meeting of the Midlands Group.
- There was no meeting in the South West area.

National Collections

RHS Wisley - these continue to be maintained and improved.

RHS Harlow Carr - much extra planting has occurred near to the new Bramall Learning Centre and many extra heathers both winter and summer flowering have been planted but it is not a collection.

Cherrybank Gardens, Perth - The gardens have been relocated to Riverside Park, near the city centre, where the heather collection is being re-established. At the moment the plantings are not listed by “Plant Heritage”.

Financial review

The Society accounts continue to show a small surplus on payment over expenditure but continual careful investment has to take place to avoid a drain on reserves and ensure the Society remains viable.

Various investment stocks have been sold to maintain a quality service to our existing members but this has reduced interest and dividend income. However remaining investments have provided excellent returns this year and have been bolstered with further prudent investment.

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Reserves Policy

The Heather Society is dependent on its reserves, which were built up in the early years of the Society when membership was much greater. These are now declining due to regular withdrawals from capital so, in the absence of increased membership, only an increased revenue stream from these investments and reduced expenditure will keep the Society afloat over the next few years unless membership benefits are reduced. Council is keeping this under review and seeking to maximise revenue without taking too much risk. This requires active management.

Public Benefits

The aim of the Heather Society is to assist the advancement of horticulture and the improvement of plants, maintenance of the International Register and research into the growing of heaths and heathers. The Society is a low cost charity - annual membership subscription for 2014 was £20 for UK residents having been increased from £15 on 1st January, 2014.

1. Research

This includes:

- a) Ongoing assessment of cultivars and provision of a list of recommended cultivars.
- b) Description and registration of cultivars.
- c) Contribution to discussions on the correct naming of heathers at species level as well as cultivars both in the UK and elsewhere.
- d) Liaison with botanical institutes e.g. RHS Wisley, South African National Biodiversity Institute, South African Botanical Society Kirstenbosch and University of Stellenbosch.
- e) Co-operation with sister heather societies in North America and Germany. (The German Society ceased to exist on 1st January 2015.)

2. Education

- a) Heather collections are open for the public to view.
- b) Training gardeners - a few members assist in the education of gardeners and accept invitations to give talks to garden and horticultural societies on the use of heathers and their cultivation.
- c) Society’s Publications, i.e. Yearbook and Bulletins are available to members, including back issues to new members whilst the Society’s publication, “Everyone can grow Heathers” is available for sale.
- d) A list of 100 recommended cultivars is available online and in the 2012 Yearbook.

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- e) Comprehensive descriptions of cultivars that are commercially available in the UK are provided on the website.
- f) Response is given to queries from the general public about all aspects of heathers, especially to questions sent in through the website from all over the world.

Approved by the Heather Society Council on 17th June 2015 and signed on their behalf by

David Edge
(Chairman)

The Heather Society – Trustees’ Annual Report for the Year ended 31 December 2014

INDEPENDENT EXAMINER’S REPORT TO THE TRUSTEES OF THE HEATHER SOCIETY

I report on the financial statements of the charity for the year ended 31 December 2012, which comprise a Receipts and Payments Account and a Statement of Assets and Liabilities.

Respective responsibilities of trustees and examiner

The charity’s trustees are responsible for the preparation of the financial statements. The charity’s trustees 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 needed.

It is my 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 2011 Act; and
- to state whether particular matters have come to my attention.

Basis of independent examiner’s report

My examination was carried out 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 trustees 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 my examination, no matter has come to my attention:

(i) which gives me reasonable cause to believe that in any material respect the requirements:

- to keep accounting records in accordance with Section 130 of the 2011 Act; and
- to prepare financial statements which accord with the accounting records and comply with the accounting requirements of the 2011 Act
- have not been met; or

(ii) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the financial statements to be reached.

Mr J P Foxwell FCCA FCIE
independent-examiner.net

4 Lauren Way
Totton
Southampton
SO40 2BG

Date:

The Heather Society
 General Fund Receipts and Payments Account for the year ended 31 December 2014

	Notes	2014 Total £	2013 Total £
RECEIPTS			
Subscriptions		4,285	4,248
Donations		10,352	2,072
Interest and Dividends		1,073	1,135
Sales of Books		116	108
Sales (other)		-	23
2013 Conference		-	8,927
2014 Conference		7,361	135
2015 Conference	Booking fees	105	-
Other		465	-
Sale of investments		-	4,825
Total receipts for the year		<u>23,757</u>	<u>21,473</u>
PAYMENTS			
Yearbook and Bulletins		3,149	3,331
Office expenses		413	628
Administrator remuneration		1,568	1,800
Independent Examiner		240	-
Council and AGM expenses		831	988
Bank charges		269	259
Insurance and Affiliation Fees		103	103
Website development		2,427	-
Other		110	297
2013 Conference		-	8,421
2014 Conference		6,122	400
Purchase of investments		-	4,000
Total payments for the year		<u>15,232</u>	<u>20,227</u>
Surplus (deficit) for the year		8,525	1,246
Balance at 1 January		8,157	6,911
Balance at 31 December		<u>16,683</u> =====	<u>8,157</u> =====

The Heather Society
Statement of Assets and Liabilities as at 31 December 2014

Assets

The charity has the following assets (as at 31 December 2014):

	2014 £	2013 £
Investments		
COIF Deposit Account	13,944	3,944
Henderson Far East Income Ltd	6,957	6,697
Invesco Perpetual Distribution	-	-
Invesco Perpetual Monthly Income Plus	2,845	2,839
M+G Charibond	2,019	1,920
M+G Charifund	4,171	4,174
Newton European Higher Income	-	-
Newton Global Higher Income	4,501	4,287
Schroder Global Property Income Maximiser	1,177	1,115
Schroder Strategic Bond	1,065	1,041
Bank and cash balances		
Bank of Scotland	-	89
Lloyds	5,272	7,030
Santander	905	478
Allied Irish Bank	-	496
Petty Cash (Treasurer)	40	18
Petty Cash (Administrator)	177	32
Petty Cash (Conference Organiser)	35	-
Other (Card payments & Investment interest)	122	
Sales Stock	<u>150</u>	<u>150</u>
	43,381	34,310
Liabilities	540	-
Assets less liabilities	<u>42,841</u> =====	<u>34,310</u> =====

Approved by the trustees on 17th June 2015 and signed on their behalf by

Trustee