

The Heather Society

Trustee's Annual Report and Accounts For the Year Ended 31st December 2015

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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 Tippitiwitchet 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 2015 are:

Chairman: David Edge

Treasurer: Richard Canovan

Secretary: Phil Joyner

Plus ordinary members of council:

Dave Brown

Andrew Collins

Ian Duncan Grant (retired 13/09/15)

John Hall (co-opted 18/02/15, elected 13/09/15)

Susie Kay

Charles Nelson (co-opted 21/10/15)

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

The Webmaster for the Heather Society website is Dave Brown

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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 31st December 2015 consisted of eight elected members and one co-opted member. It falls within the rules and constitution of the Society (2015). Each elected Councillor serves a term of three years before coming up for re-election.

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 Leenane Hotel, Leenane, Ireland, 10th to 14th September, 2015 and on this occasion included a Thursday. Further conferences are planned for 2016 (Perth, Scotland) and 2017 (Somerset). An attractive colour brochure was issued with the Bulletin in Autumn 2015 to encourage members to attend the 2016 conference in Scotland.
- 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. There is also a National Collection of the genus *Daboecia* sited at the Holehird Gardens in Cumbria.

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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 which in 2014 and 2015 has been extensively upgraded replacing the older website in early 2015.

Achievements and Performance

Council has once again met three times in London during 2015 at the premises of Number 63 (Soroptimist) Limited in the Bayswater Road. The AGM was held during September in Leenane, Ireland.

The number of entries on the membership database on 31st December 2015 was 208. This figure comprised 176 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, invoiced libraries, libraries and institutions receiving complimentary publications. For comparison the number of entries on the membership database on 31st December 2014 was 213. Whilst members were lost during 2015 for various reasons the loss was, in part, offset by 15 new members joining during 2015, 10 of those using the new PayPal method of payment on the upgraded website.

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

Review of the Year

During 2015 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 both the Webmaster and the Administrator and can be kept up to date on a daily basis, if required. The website is constantly being updated.
- Co-operation has continued with "Plant Heritage".
- Research has continued with a steady trickle of new cultivars being brought forward for registration.

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- A cutting exchange service, for the use of the members, was administered by a member, Brian Burling, who during 2015 retired from the position. Daphne Everett, the Bulletin Editor, was preparing to take over the organising of this service at the end of 2015. 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 June, where a Silver Gilt Award was received. This event was open to the public for several days and attempted to raise the profile of the Society.
- The Society attended an RHS “Plants for the Future” Workshop on 19 November where trustee and nurseryman John Hall and his daughter Molly gave a talk on Molly’s discovery and cultivation of *Erica cinerea* 'Molly Rose'. Barry Sellers wrote a report for the Bulletin assisted by Richard Canovan.
- The Home Counties Group had an autumn meeting at RHS Wisley, followed by a talk from Council Member, Barry Sellers on propagation of South African Ericas from seed.
- 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 in the Midlands area.
- There was no meeting in the South West area.

National Collections

RHS Wisley - these continue to be maintained and improved. John Hall, together with his daughter Molly, are concentrating on propagating those cultivars in immediate danger of being lost from the Collection.

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

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”.

Holehird Cumbria - within this garden is a collection of the cultivars from the genus *Daboecia* and this has been awarded Collection status.

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Financial review

Despite the lower level of donations during 2015 compared with the previous two years, expenditure was less than income. But just as expenditure in 2014 was inflated by an investment into the COIF Deposit Fund so was revenue in 2015 enhanced by a withdrawal from the said fund. The 2014 figures have been restated to include the COIF investment that was omitted inadvertently from last year's report. The deficit in 2014 was only due to a reallocation of assets. There was further investment in the website and miscellaneous extra costs in 2015, but the cash position was very good and enabled a new investment that provided diversification and useful income. With the website improvements complete and a stabilisation of membership careful investment of excess cash should ensure the Society remains viable and able to advance members' and public benefits.

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 had been 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 would keep the Society afloat unless membership benefits were reduced. Council is keeping this under review and seeking to maximise revenue without excessive risk. This requires active management including taking profits and seeking diversification of assets. But the investments have generally done well and the aim remains to increase the income stream to keep ahead of inflation over the long term. The costs of membership benefits and administration have been greatly reduced over the last ten years.

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 2015 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.

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- e) Co-operation with a sister heather society in North America. Regretfully 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. The Yearbook and Bulletins are also available to members via the website.
- d) A list of 100 recommended cultivars is available online and in the 2012 Yearbook.
- e) Comprehensive descriptions of cultivars that are commercially available in the UK are provided on the website as are cultivars that have all but disappeared from commercial production. The Webmaster strives to create an ever growing bank of illustrations to enhance the cultivar descriptions.
- 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 15th June 2016 and signed on their behalf by



David Edge
(Chairman)

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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 2015, 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: 28 August 2016

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General Fund Receipts and Payments Account for the year ended 31 December 2015

	Notes	2015 Total £	2014 Total £
RECEIPTS			
Subscriptions		3,488	4,285
Donations		238	10,352
Interest and Dividends		1,192	1,073
Tax repaid		175	-
Sales of Books		42	116
Sales (other)		-	-
2014 Conference		-	7,361
2015 Conference		7,804	105
2016 Conference	Booking fees	120	-
Other		821	465
Sale of investments		5,000	-
Total receipts for the year		<u>18,880</u>	<u>23,757</u>
PAYMENTS			
Yearbook and Bulletins		2,696	3,149
Office expenses		552	413
Administrator remuneration		1,140	1,568
Independent Examiner		245	240
Council and AGM expenses		914	831
Bank charges		297	269
Insurance and Affiliation Fees		105	103
Website development		810	2,427
Other		83	110
2014 Conference		540	6,122
2015 Conference		7,963	-
Purchase of investments		1,030	10,000
Total payments for the year		<u>16,375</u>	<u>25,232</u>
Surplus (deficit) for the year		2,505	(1,475)
Balance at 1 January		6,350	8,142
Balance at 31 December		<u>8,855</u> =====	<u>6,394</u> =====

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Notes:

- (1) The 2014 figures have been reset to include the £10,000 investment omitted from the 2014 Report (see Financial Review page 6)**
- (2) There is a difference between the end of 2014 and beginning of 2015 as the balances are derived from the items above which are correct.**
- (3) Not evident were currency losses in 2014 mainly on closure of a Euro account.**

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Statement of Assets and Liabilities as at 31 December 2015

Assets

The charity has the following assets (as at 31 December 2015):

	2015	2014
	£	£
Investments		
Bluefield Solar Income plc	1,032	-
COIF Deposit Account	8,944	13,944
Henderson Far East Income Ltd	6,176	6,957
Invesco Perpetual Monthly Income Plus	2,745	2,845
M&G Charibond	1,909	2,019
M&G Charifund	4,185	4,171
Newton Global Income	4,710	4,501
Schroder Global Property Income Maximiser	1,101	1,177
Schroder Strategic Bond	1,057	1,065
Bank and cash balances		
Lloyds	7,438	5,272
Santander	1,231	905
Petty Cash (Treasurer)	41	40
Petty Cash (Administrator)	142	177
Petty Cash (Conference Organiser)	-	35
Other (Card payments)	30	122
Sales stock	<u>350</u>	<u>150</u>
	41,091	43,381
Liabilities	-	540
Assets less liabilities	41,091	42,841

Approved by the trustees on 15 June 2016 and signed on their behalf by



Trustee