

The Heather Society

Trustee's Annual Report and Accounts For the Year Ended 31st December 2016

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Reference and Administrative Information

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

The correspondence address is:

Mr P. L. Joyner 84, Kinross Road, Totton, Southampton SO40 9BN

President: Professor John Griffiths

Heather Society Council members, who are also trustees of the Society and who have served the Society during 2016 are:

Chairman: David Edge

Treasurer: Richard Canovan (until 11/09/16)
Allison Fitz-Earle (from 11/09/16)

Secretary: Phil Joyner

Plus ordinary members of council:

Dave Brown (Webmaster)

Richard Canovan (from 11/09/16)

Andrew Collins

John Hall

Susie Kay (Conference Manager)

Charles Nelson (retired 11/09/16)

Barry Sellers

The Heather Society Administrator Dr. E. Charles Nelson (resigned 12/07/16)
Samantha Barnes (from July 2016)

The Heather Society Yearbook Editor is Dr. E. Charles Nelson (retired February 2017)

The Heather Society Bulletin Editor is Daphne Everett (retired October 2016)

The Heather Society Registrar is Dr. E. Charles Nelson (retired 31/12/16)

The Slide Librarian for the Heather Society is Jean Preston

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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 2016 consisted of nine elected members. It falls within the rules and constitution of the Society (2016). 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 George Hotel, Perth, Scotland, 9th to 12th September 2016. A further conference is planned for 2017 (Somerset).
- 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 during 2014 and 2015 was extensively upgraded replacing the older website in early 2015. The Webmaster continues to expand the list of Heather cultivars, on the website database, adding illustrations where possible. The Webmaster also maintains a Facebook page for the Heather Society.

Achievements and Performance

Council has once again met three times in London during 2016 at the premises of Number 63 (Soroptimist) Limited in the Bayswater Road. The AGM was held during September in Perth, Scotland.

The number of entries on the membership database on 31st December 2016 was 204. This figure comprised 171 subscriptions and 33 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 2015 was 208. Whilst members were lost during 2016 for various reasons the loss was, in part, offset by new members joining during 2016, some using the 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 2016 Council continued to be concerned with publicity and promotion of its work in an attempt to improve the membership.

- 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.
- A cutting exchange service, for the use of the members, was administered by a member, Daphne Everett, who retired as the Bulletin Editor during 2016. The

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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 attended the Plant Society weekend, in June, at RHS, Wisley where John Hall put up a stand with the intention of educating the public in the art of Heather cultivation and to promote heathers and the Society.
- 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 Home Counties Group had an Autumn meeting at RHS Wisley where John Hall and his daughter Molly demonstrated heather propagation.
- 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. There are plans for the heather beds to be remodelled within the new entrance scheme proposed by the RHS.

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". In September the area was visited by members of the Heather Society during the Annual Conference held in Perth.

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

Financial review

Due to an investment made during 2016 expenditure was greater than income but the new investment provided diversification and useful income. However, the society's assets increased over the previous year. With the website improvements ongoing but low

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key and careful expenditure on publications then the Society will remain financially viable and able to maintain 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 and with the level of subscriptions reducing due to the declining membership the Society increasingly relies on the reserves to provide an income stream.

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 2016 was £20 for UK residents.

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 a sister heather society in North America. Regretfully the European Societies are no longer active.

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.

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- 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 8th August 2017 and signed on their behalf by



**David Edge
(Chairman)**

**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 2016, 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

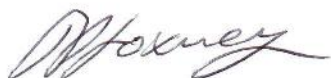
In connection with my examination, no matter has come to my attention:

(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: 7 September 2017

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General Fund Receipts and Payments Account for the year ended 31 December 2016

	Notes	2016 Total £	2015 Total £
RECEIPTS			
Subscriptions		3,561	3,488
Donations		122	238
Interest and Dividends		1,226	1,192
Tax repaid		903	175
Sales of Books		124	42
2015 Conference		-	7,804
2016 Conference		8,219	120
2017 Conference	Booking fees	50	-
Other		170	821
Sale of investments		-	5,000
Total receipts for the year		<u>14,375</u>	<u>18,880</u>
PAYMENTS			
Yearbook and Bulletins		2,021	2,696
Office expenses		517	552
Administrator remuneration		785	1,140
Independent Examiner		250	245
Council and AGM expenses		658	914
Bank charges		50	297
Insurance and Affiliation Fees		105	105
Website development		107	810
Other		434	83
2014 Conference			540
2015 Conference			7,963
2016 Conference		8,264	
2017 Conference		500	
Purchase of investments		1,800	1,030
Total payments for the year		<u>15,491</u>	<u>16,375</u>
Surplus (deficit) for the year		(1,116)	2,505
Balance at 1 January		8,855	6,350
Balance at 31 December		<u>7,739</u>	<u>8,855</u>

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Statement of Assets and Liabilities as at 31 December 2016

Assets

The charity has the following assets (as at 31 December 2016):

	2016	2015
	£	£
Investments		
Bluefield Solar Income plc	1,088	1,032
COIF Deposit Account	8,944	8,944
Henderson Far East Income Ltd	7,292	6,176
Invesco Perpetual Monthly Income Plus	2,758	2,745
M&G Charibond	2,020	1,909
M&G Charifund	4,453	4,185
Newton Global Income	5,378	4,710
Schroder Charity Multi-Asset	2,092	-
Schroder Global Property Income Maximiser	1,334	1,101
Schroder Strategic Bond	1,106	1,057
Bank and cash balances		
Lloyds	6,106	7,438
Santander	1,439	1,231
Petty Cash (Treasurer)	41	41
Petty Cash (Administrator)	-	142
Other (Card payments)	-	30
Sales stock	<u>0</u>	<u>350</u>
	44,031	41,091
Liabilities		
Creditors	(116)	
Debtors	116	
Assets less liabilities	44,031	41,091

Approved by the trustees on 8th August 2017 and signed on their behalf by



Trustee