

# The Heather Society

## Trustee's Annual Report and Accounts For the Year Ended 31<sup>st</sup> December 2017

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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 2017 are:

Chairman: David Edge

Treasurer: Allison Fitz-Earle

Secretary: Phil Joyner

Plus, ordinary members of council:

Dave Brown (Webmaster)

Richard Canovan (Investments)

Andrew Collins (retired 10/09/17)

John Hall

Susie Kay (retired from position of Conference Manager 10/09/17)

Barry Sellers

The Heather Society Administrator is Samantha Barnes

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

The Heather Society Newsletter Editor is Samantha Barnes

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 31<sup>st</sup> December 2017 consisted of eight elected members. It falls within the rules and constitution of the Society (2017). 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 per year to keep members in touch with Society activities and new developments. Due to lack of resources the Yearbook will not be produced in 2018.
- 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 Walnut Tree Hotel, North Petherton, Somerset, 8<sup>th</sup> to 11<sup>th</sup> September 2017. Due to a lack of resources and diminishing interest a Conference will not be arranged for 2018 although an AGM will be arranged at the RHS Wisley Gardens.
- 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 slides had previously been scanned by the late David Small and more recently annotated by the Slide Librarian, Jean Preston, and those digital images are gradually being transferred to the website.
- The Society has retired as the International Registration Authority for cultivars of *Andromeda*, *Calluna*, *Daboecia* and *Erica*.



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- The Society has in the past supported three National Collections of heathers sited at the RHS Wisley Gardens, RHS Harlow Carr Gardens and Cherrybank Gardens in 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.
- 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](http://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 the Facebook page for the Heather Society which is linked from the website.

### Achievements and Performance

Council has once again met three times in London during 2017 at the premises of Number 63 (Soroptimist) Limited in the Bayswater Road. The AGM was held during September in North Petherton, Somerset.

The number of entries on the membership database on 31<sup>st</sup> December 2017 was 222. This figure comprised of 165 subscriptions and 57 persons or organisations not subscribing. The subscriptions include single members and invoiced institutions. Those persons and organisations not subscribing include associate members, honorary members, life members, affiliated societies and those persons, libraries and institutions receiving complimentary publications. For comparison, the number of entries on the membership database on 31<sup>st</sup> December 2016 was 229. Whilst members were lost during 2017 for various reasons the loss was, in part, offset by new members joining during 2017, the majority using the PayPal method of payment on the website.

The Society provided, for members, a quality Yearbook and three Newsletters. Extensive information is also available to members and the public via the website with additional information available to the members through a members' only area.

### Review of the Year

During 2017 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 Hon. Treasurer/Membership Secretary and can be kept up to date, on a daily basis, if required.
- Co-operation has continued with "Plant Heritage".



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- Research has continued with a trickle of new cultivars being brought to the attention of the Society.
- A Cutting Exchange service, for the use of the members, is administered by a member, Daphne Everett, who retired as the Bulletin Editor during 2016. 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 attended the Plant Society weekend, in June, at RHS Wisley Gardens where Council Member, 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 was associated with a display stand at the RHS Hampton Court Flower Show, in July, where a Silver Gilt Award was received by the Nursery whose staff designed and erected the stand. 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 Gardens.
- 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.
- At the AGM in September 2017 the following proposal was accepted:  
*Within three years it is the proposal of Council that the Heather Society will cease to be a registered charity in England and Wales.*
- At the AGM in September 2017 the floor directed Council to realize the Society assets and put the monies to appropriate uses.

### National Collections

RHS Wisley Gardens - the heather beds are currently being redeveloped with plants grown from cuttings taken from the original collection. Council Member, John Hall together with his daughter Molly have been responsible for the production of the plants.

RHS Harlow Carr Gardens - 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 the plantings do not have Collection status.



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Riverside Park, Perth - the original heather beds were in the Cherrybank Gardens, an area which has now been redeveloped for housing. The heather collection is being re-established at Riverside Park, alongside the Tay and near the city centre. Currently the plantings are not listed by "Plant Heritage". In September 2016 the area was visited by members of the Heather Society during the 2016 Annual Conference held in Perth. Close ties are maintained with the volunteers who maintain the heather beds.

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

#### Financial review

As has been the case for several years the expenditure was greater than income with investments providing useful income to meet a shortfall in membership subscriptions. With low key and careful expenditure on the website and publications then the Society will remain financially viable and able to maintain members' and public benefits.

#### Reserves Policy

The Heather Society is now 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. However, it was the wish of the members, at the 2017 AGM, that the reserves be put to good purposes.

#### Public Benefits

The aim of the Heather Society is to assist the advancement of horticulture and the improvement of plants and research into the growing of heaths and heathers. The Society is a low-cost charity - annual membership subscription for 2017 was £20 for UK residents but will be reduced to £10 during 2018 to compensate for a 2018 Yearbook not being published.

#### 1. Research

This includes:

- a) Ongoing assessment of cultivars and provision of a list of recommended cultivars.
- b) Description of cultivars and taking note of new registrations.
- 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, 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 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 Newsletters (formerly 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 Newsletters (formerly Bulletins) are also available to members via the website. During 2017 the Bulletin was replaced by a Newsletter and due to lack of resources the Yearbook will not be published during 2018.
- 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) The International Register of Heather Names has been professionally scanned and is available to members on the website.
- g) Response is given to queries from the general public about all aspects of heathers, especially to questions sent in through the website or via Facebook from all over the world.

**Approved by the Heather Society Council on 22<sup>nd</sup> September 2018 and signed on their behalf by**



**David Edge  
(Chairman)**



**INDEPENDENT EXAMINER'S REPORT TO THE TRUSTEES OF  
THE HEATHER SOCIETY**

I report to the trustees on my examination of the accounts of The Heather Society (the 'Charity') for the year ended 31 December 2017.

**Responsibilities and basis of report**

As the trustees of the Charity you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ('the Act').

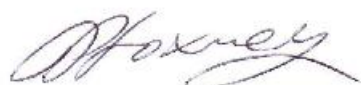
I report in respect of my examination of the Charity's accounts carried out under section 145 of the 2011 Act and in carrying out my examination I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

**Independent examiner's statement**

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:

1. accounting records were not kept in respect of the Charity as required by section 130 of the Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.



Mr J P Foxwell FCCA FCIE  
independent-examiner.net

39 Enfield Road  
Poole  
Dorset  
BH15 3LJ

Date: 26 September 2018



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**General Fund Receipts and Payments Account for the year ended 31 December 2017**

	Notes	2017 Total £	2016 Total £
<b>RECEIPTS</b>			
Subscriptions		3,175	3,561
Donations		377	122
Interest and Dividends		1,246	1,226
Tax repaid		-	903
Sales of Books		247	124
2016 Conference		-	8,219
2017 Conference		8,765	50
Other		53	170
<b>Total receipts for the year</b>		<b><u>13,863</u></b>	<b><u>14,375</u></b>
<b>PAYMENTS</b>			
Yearbook and Bulletins		2,331	2,021
Office expenses		1,087	517
Administrator remuneration		690	785
Independent Examiner		255	250
Council and AGM expenses		965	658
Bank charges		43	50
Insurance and Affiliation Fees		105	105
Website development		-	107
Other		206	434
2016 Conference		72	8,264
2017 Conference		9,503	500
Purchase of investments		-	1,800
<b>Total payments for the year</b>		<b><u>15,257</u></b>	<b><u>15,491</u></b>
<b>Surplus (deficit) for the year</b>		<b>(1,394)</b>	<b>(1,116)</b>
<b>Balance at 1 January</b>		<b>7,739</b>	<b>8,855</b>
<b>Balance at 31 December</b>		<b><u><u>6,345</u></u></b>	<b><u><u>7,739</u></u></b>

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**Statement of Assets and Liabilities as at 31 December 2017**

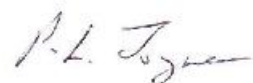
**Assets**

The charity has the following assets (as at 31 December 2017):

	<b>2017</b>	<b>2016</b>
	<b>£</b>	<b>£</b>
<b>Investments (2017 estimated)</b>		
Bluefield Solar Income	1,200	1,088
COIF Deposit Account	8,944	8,944
Henderson Far East Income	8,058	7,292
Invesco Perpetual Monthly Income Plus Inc	2,832	2,758
M&G Charibond Gr Inc GBP	1,987	2,020
M&G Charifund A Inc GBP	4,764	4,453
Newton Global Income X Inc GBP	5,659	5,378
Schroder Charity Multi Asset A Inc	2,182	2,092
Schroder Global Cities Real Estate Income A Inc	1,285	1,334
Schroder Strategic Bond A Acc	1,176	1,106
<b>Bank and cash balances</b>		
Lloyds	5,921	6,106
Santander	-	1,439
Paypal	355	(73)
Petty Cash (Treasurer)	-	41
	<b>44,363</b>	<b>43,978</b>
<b>Liabilities</b>		
Creditors	-	(116)
Debtors	30	116
<b>Assets less liabilities</b>	<b>44,393</b>	<b>43,978</b>

NOTE: The Paypal figure of (73), under the 2016 column, was omitted from the Statement of Assets and Liabilities in the 2016 Accounts.

Approved by the trustees on 22<sup>nd</sup> September 2018 and signed on their behalf by



**Trustee**