

The Heather Society

Trustee's Annual Report and Accounts For the Year Ended 31st December 2019

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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

The Heather Society Council members, who are also trustees of the Society and who have served the Society during 2019 are:

Chairman: David Edge

Treasurer: Allison Fitz-Earle

Secretary: Phil Joyner

Plus, ordinary members of council:

Dave Brown (Webmaster)

Richard Canovan (retired September 2019)

Susie Kay

Barry Sellers (Vice-chairman)

The Heather Society Administrator is Samantha Barnes (retired 31st December 2019)

The Heather Society Newsletter Editor is Samantha Barnes (retired 31st December 2019)

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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 2019 consisted of six elected members. It falls within the rules and constitution of the Society (2019). 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 may appoint 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 publishes three Newsletters per year to keep members in touch with Society activities and new developments (the number of Newsletters to be published in 2020 will depend on being able to recruit a Newsletter Editor). Those members and the general public who have internet facilities can keep in touch by accessing a website, www.heathersociety.org. During 2014 and 2015 the website was extensively upgraded replacing the older website in early 2015. The Webmaster continues to expand the number of heather cultivars, on the database within the website, adding illustrations where possible. The Webmaster also maintains the Facebook page for The Heather Society which is linked from the website. Regrettably, due to lack of resources, the Yearbook ceased publication after the 2017 edition.
- 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.
- Due to a lack of resources and diminishing interest a Conference was not arranged for 2019 although an AGM was held at the RHS Harlow Carr Gardens together with a guided tour of the garden.
- Members and the general public have access to a database containing digital photographs depicting many of the heather species and the heather cultivars currently available and the many cultivars that are of historical interest. 35mm slides from the slide library, now in the archives, had previously been scanned by the late David Small and more recently annotated by the late Jean Preston, and those digital images and annotations transferred, by the Webmaster, to the database within the website.

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- The Society has retired as the International Cultivar Registration Authority (ICRA) for cultivars of *Andromeda*, *Calluna*, *Daboecia* and *Erica* due to not having the resources to be able to monitor and document newly introduced cultivars. However, when informed of new cultivars then the names, descriptions and if available, illustrations will be recorded within the website database.
- The Society has in the past supported four National Collections of heathers sited at the RHS Wisley Gardens in Surrey, Holehird Gardens in Cumbria (Lakeland Horticultural Society), RHS Harlow Carr Gardens in North Yorkshire and Cherrybank Gardens in Perth, Scotland. The last two have been de-registered, however the latter of the two has been re-located to the Riverside Gardens, in Perth and is being re-populated with a view to including a National Collection of the cultivars of the species *Erica carnea*. The National Collection, at the RHS Wisley Gardens, has recently been redesigned and replanted. The National Collection of the genus *Daboecia* is sited at the Holehird Gardens.
- 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.

Achievements and Performance

Council has met two times in London during 2019 at the premises of Number 63 (Soroptimist) Limited in the Bayswater Road. The 2019 AGM was held during September at RHS Harlow Carr Gardens as part of a programme of events held during the same day.

The number of entries on the membership database on 31st December 2019 was 196. This figure comprised of 148 subscriptions and 48 persons or organisations not subscribing. 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 31st December 2018 was 221. Whilst members were lost during 2019 for various reasons the loss was, in small part, offset by new members joining during 2019, the majority using the PayPal method of payment on the website. Pending the intended de-registration of the Society at the end of 2020 new subscriptions will not be accepted after 31st December 2019 with the current members' 2019 subscriptions carried over to 2020.

During 2019 the Society provided, for members, 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. Members and the public may submit enquiries via, the website, which will be answered, where possible, by member(s) with the knowledge relevant to the enquiry.

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Review of the Year

During 2019 Council continued to be concerned with publicity and promotion of its work, mainly through the website.

- 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".
- 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. Despite the facility being advertised on the website and within the Newsletter the service has not been used during 2019.
- Representatives of the Society have attended the occasional specialist society workshops hosted by the RHS at RHS Wisley Gardens.
- 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 Society members advised the public on all aspects of heather cultivation.
- The Home Counties Group had an Autumn meeting at RHS Wisley Gardens, but poorly attended.
- The North East Group has insufficient support to hold any meetings.
- The Yorkshire Group helped in organising the AGM day at Harlow Carr and provided refreshment for the event.
- There was no meeting in the Midlands area.
- There was no meeting in the South West area.
- At the AGM, in September 2019, it was confirmed that a not for profit Unincorporated Association to inherit the legacy of The Heather Society will be formed, the name being "Heather Society", the name having been voted on at the 2018 AGM.

Heather Collections

RHS Wisley Gardens, Surrey - this is a National Collection and the heather beds have been redeveloped with plants mainly grown from cuttings taken from the original

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National Collection. Retired Council Member, John Hall together with his daughter Molly were responsible for the production of the plants from the cutting material.

RHS Harlow Carr Gardens, North Yorkshire - extra planting has occurred near to the new Bramall Learning Centre and there are other older, but well maintained heather beds close to the main entrance but neither have National Collection status.

Riverside Park, Perth, Scotland - the original heather beds formed a National Collection and were situated 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" and hence not a National Collection. During 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 and currently the creation of a National Collection of the species *Erica carnea* is being considered for funding by the Society.

Holehird Gardens, Cumbria - within this garden is a collection of the heather cultivars from the genus *Daboecia* and this has been awarded National Collection status. Contact is maintained with the volunteers who maintain the Collection and during 2019 funds were provided by the Society for the maintenance and enhancement of the Collection. The garden is the home of the Lakeland Horticultural Society.

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 Newsletters 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 and during 2019 the liquidation of the investments was completed prior to consideration of organisations and projects for funding from the Society reserves.

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 2019 was £10 for UK and overseas residents but no new memberships will be accepted after 31st December 2019 and existing members will not be required to renew their membership which will be carried over into 2020.

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 when informed.
- 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.
- e) Co-operation with a sister heather society in North America. Regrettably the European Societies are no longer active.

2. Education

- a) Heather collections are open for the public to view.
- b) Society's Publications, i.e. Printed Newsletters are available to members without internet access, including back issues to new members whilst the Society's publication, "Everyone can grow Heathers" is available for sale. The Newsletters and the previously published Yearbooks and 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 was last published in 2017.
- c) A list of 100 recommended cultivars is available online and in the 2012 Yearbook.
- d) 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.
- e) The International Register of Heather Names (IRHN) has been professionally scanned and is available to members on the website. Thought is being given to creating a supplement to the IRHN containing the more recent cultivar names.
- f) Response is given to queries from members and the general public about all aspects of heathers, especially to questions sent in through the website or via Facebook.

Approved by the Heather Society Council on 26th July 2020 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 2019.

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:

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General Fund Receipts and Payments Account for the year ended 31 December 2019

Notes	2019 Total £	2018 Total £
RECEIPTS		
Subscriptions	1,335	1,416
Donations	896	425
Interest and Dividends	581	950
Sales of Books	3	7
2017 Conference	-	-
Investments' realisation	11,504	26,111
Other	5	31
Total receipts for the year	<u>14,324</u>	<u>28,940</u>
PAYMENTS		
Newsletters	461	622
Office expenses	512	809
Administrator remuneration	510	720
Independent Examiner	260	260
Council and AGM expenses	1,174	1,020
Bank charges	29	20
Insurance and Affiliation Fees	110	110
Funding (Holehird <i>Daboecia</i> Collection)	1,500	-
Garden entry (Hillier Gardens & RHS Wisley)	150	-
Other	49	79
Total payments for the year	<u>4,755</u>	<u>3,640</u>
Surplus (deficit) for the year	9,569	25,300
Balance at 1 January	31,645	6,345
Balance at 31 December	<u>41,214</u> =====	<u>31,645</u> =====

NOTE: Investments' realisations have been included in "Receipts" consequently the 2018 figures have had to be amended

Statement of Assets and Liabilities as at 31 December 2019

Assets

The charity has the following assets (as at 31 December 2019):

	2019	2018
	£	£
Investments (estimated)		
Bluefield Solar Income	-	1,256
Henderson Far East Income	-	7,335
Invesco Perpetual Monthly Income Plus Inc	-	2,566
Bank and cash balances		
Lloyds	40,747	31,533
PayPal	<u>467</u>	<u>112</u>
	41,214	42,802
Liabilities		
Creditors	-	-
Debtors	57	8
Assets less liabilities	41,271	42,810

Approved by the trustees on 26th July 2020 and signed on their behalf by

Trustee