

SUSSEX CATTLE SOCIETY

Report of a Meeting of Council held on Wednesday, 7th February 2024 at 7.00 p.m.

1. Apologies for Absence were received and noted.

The Chairman stated that the purpose of the meeting was to review the Society's finances and the proposed Publicity & Promotions Budget.

It was noted that semen storage costs were expensive and to review this at the next Council meeting.

The Chairman stated that the 2022 budget had been £15k and that for 2024 a budget of £14k had been agreed, although there was no need to spend the full budget.

2. Exhibition Trailer

No decision made on whether to sell.

3. Show Stands [Heathfield, South of England, Kent, Edenbridge]

It was suggested that the trailer/stand at shows was not cost effective in this day and age with the very limited farmer attendance a saving of approx. £5k could be made.

There was comment that the trailer was a waste of time and expenditure at the shows due to the lack of farmer footfall and the very few people that visited, particularly on the 2nd and 3rd days at the larger events. Additional comment was that the shows were focussed on general public footfall rather than agriculture. There was a suggestion that the stand could be used to generate greater general public interest and information on the benefits of livestock agriculture and food production in terms of stewardship and climate change issues. Further comment was that the objective of the Society is to promote the breed and encourage new breeders and purchasers. It was felt by some that the stand should be present at Heathfield and South of England Shows.

It was agreed to have available detailed information on the stand costs at the shows at the next meeting once this is available.

4. Spring Sale Advertising

It was agreed to allocate a Budget of £3000.

5. General Advertising

It was agreed to reduce general advertising and to focus on more articles in the press whether in the form of advertorial or press releases.

Miscellaneous Printing Costs for Leaflets, etc.

It was agreed to allocate a budget of £200 with a further £400 for additional miscellaneous costs.

6. Breeders Directory

Agreed at previous meeting that this should go to print with a budget of £2,250.

It was agreed to allocate a Budget of £2,250.

7. Ashford Market Advert Board

It was thought that this could be updated at the next renewal.
It was agreed to allocate a Budget of £300.

8. Sell My Livestock

It was agreed to cancel the Society page on Sell My Livestock. Saving of £840 per annum.

9. Transport Subsidy for distance travel to shows

This would be applied to exhibitors travelling over 75 miles to shows. Noted that Suffolk show would be having Sussex classes in 2024.

It was noted that the Bluetongue situation could affect some shows and some exhibitors with the cancellation of some shows and reduced entries.

It was noted that without the subsidy there would be a lack of entries at shows further afield possibly resulting in a cancellation of our breed classes and the opportunity to showcase the breed.

It was agreed to allocate a Budget of £4000.

10. Social Media Support

It was agreed to allocate a Budget of £1000.

11. Any Other Urgent Business

Spring Sale

It was noted that entries were already being received

Closing the meeting the Chairman stated that in order to achieve the Total Budget of £14,000 decisions would have to be made, the options were to retain a very limited advertising campaign, OR stands at shows, OR transport subsidy for exhibitors.

The meeting closed at 20.16pm