

# The Chertsey Society

Registered Charity No 235402

[www.chertseysociety.org.uk](http://www.chertseysociety.org.uk)

## Newsletter: Autumn 2014



The Society's Aims  
*The Chertsey Society is a non-political organisation dedicated to enhancing and preserving the town's heritage and amenities.*

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## Chertsey Fallen Remembered

The flag on St. Peter's Church was flown at half mast on 4<sup>th</sup> August 2014 in memory of the 160 servicemen from the town who lost their lives in the First World War. The Abbey bell was tolled every 15 seconds for 160 blows prior to the ceremony at the War Memorial led by Rev'd Tim Hillier. The TAs, who had paraded at the memorial, later provided a guard of honour as everyone adjourned to Chertsey Museum for the opening of their *Runnymede Remembered* exhibition.



### PROGRAMME 2014 /2015 - Monday evenings 7.45pm

Members - £ 1 . Guests welcome - £2

29th September	<b>The Basingstoke Canal Restoration</b> - Roger Cansdale
27th October	<b>Ottershaw Church 150th Anniversary</b> - Sheila Binns
24th November	<b>WWI in Colour by Artists in the Front Line</b> - Victor Spink
26th January 2015	<b>Town Forum on Local Issues</b> with Councillors & Officials
23th February 2015	<b>Museum Visit, Chertsey Museum, The Cedars, Windsor Street</b> with the Curator & Staff
30th March 2015	<b>How are we celebrating 800 years of Magna Carta? follows the AGM</b>
27th April 2015	<b>Eyots and Aits of the Thames</b> - Miranda Vickers

Please note the meetings will be held in St Peter's Church Hall, Windsor Street, unless otherwise indicated.

## Christmas Lights 2013-2014

The Rotary Club's Father Christmas led a large group of Rainbows, Brownies, Guides, Beavers, Cubs and Scouts, in a countdown to switch on the final group of Chertsey Christmas lights on Friday 6<sup>th</sup> December 2013 at 8.00pm at St Peter's Church. *The Chertsey Society* co-ordinate the Christmas lights and pay RBC DSO to erect the white spiral lights on the lampposts. As these have to be switched on individually inside the base of the posts, it is not possible to switch on all of them at the same time. *The Chertsey Society* collects funds to cover the cost of the lights and welcomes contributions toward replacement lights and annual running costs for the lights. See [www.chertseysociety.org.uk](http://www.chertseysociety.org.uk) for further information.



This year we will be able to have Christmas lights on the new heritage styled posts which replaced the old concrete posts in London Street. Thanks are expressed to Cllr Chris Norman who used part of his SCC Member's allocation towards the extra cost of the heritage posts in the Conservation Area. Thanks are also expressed to Geraint Rees of GT Refrigeration & Air Conditioning who have made a substantial donation towards the cost of the lights last Christmas. We will need to undertake some further fundraising if we hope to have Christmas lights this coming winter.

*Malcolm S Loveday*



## Magna Carta

The 15<sup>th</sup> June 2015 will be the 800<sup>th</sup> anniversary of the sealing of Magna Carta, and a number of national events will be taking place to commemorate the event. The Magna Carta Trust and the Magna Carta 800<sup>th</sup> Committee lead by Sir Robert Worcester are leading the national celebrations, see [www.magnacarta800th.com/events](http://www.magnacarta800th.com/events) and [www.runnymede.gov.uk/portal/site/magnacarta/Home](http://www.runnymede.gov.uk/portal/site/magnacarta/Home)

At the time of writing Surrey County Council (SCC), Runnymede Borough Council and The National Trust are still awaiting to hear if grant applications to the Lottery Funds have been successful and thus they still have not announced any specific plans that might take place on Runnymede Meadows in June 2015. However information should shortly be available on the SCC website : [www.visitsurrey.com/magnacarta](http://www.visitsurrey.com/magnacarta) You may also register on the [www.MagnaCarta800th.com](http://www.MagnaCarta800th.com) website to receive a Newsletters giving a report on progress of planned events.

To commemorate the 800<sup>th</sup> anniversary of the sealing of Magna Carta at Runnymede on 15<sup>th</sup> June 1215, arrangements are being made to encourage bell ringers everywhere to '**Strike a Blow for Democracy**' by ringing church bells close to the time of the anniversary. In the run up to the event new methods have been rung for the first time and subsequently named Magna Carta. At the Ringing Roadshow held at Newbury Race Course on Saturday 6<sup>th</sup> September 2014 a display stand was exhibited to encourage the thousands of ringers who attended to participate in Magna Carta Ringing.

### **Guildford Diocesan Guild of Church Bell Ringers**

#### **OLD WOKING, Surrey.**

St. Peter's Church. (17 cwt. )

Saturday 15<sup>th</sup> February 2014. 3h 8m

#### **5088 Magna Carta Delight Major**

**Treble:** Ruth Blackwell ( Egham)

**2** Beryl R. Norris ( Farnborough)

**3** Malcolm S Loveday (Chertsey)

**4** Douglas W. Stoneham (Old Woking)

**5** Rachael E Johnson (Old Woking)

**6** Richard A. Pearce (Cond.) (Old Woking)

**7** David Richards ( Walton)

**Tenor:** Matthew C. Webb (Old Woking)

**First Peal in the Method.**



*Kate Flavell ( Past President of the Central Council of Church Bell Ringers ) & Malcolm Loveday are co-ordinating Magna Carta ringing.*

## MICHAEL WATERER A FIRST WORLD WAR HERO AND A SON OF CHERTSEY

Michael Waterer was a remarkable young man who enlisted as soon as he could, four months after the war began. He managed to serve in all three services. He fought all through the war and died of his wounds on 11<sup>th</sup> October 1918, just one month before the War ended.

The Waterer family had lived in Chertsey for generations. Michael was born in 1893 and grew up at Elmside, Bridge Road, Chertsey. He enlisted on 11<sup>th</sup> January 1915 and joined the Royal Naval Volunteer Reserve as an Ordinary Seaman. He quickly rose to Able Seaman on 16<sup>th</sup> April and then to Leading Seaman on 31<sup>st</sup> October 1915.

Although Michael had joined the Royal Navy, his naval battalion fought on land, serving at Gallipoli and on the Western Front. Michael's Hawke Battalion arrived at Cape Helles on the 30 May 1915 and saw action at Gallipoli from May 1915 to January 1916 and with the Mesopotamia Expeditionary Force (Mudros & Imbros) from January to May 1916.



Display in Lodge Bros. window

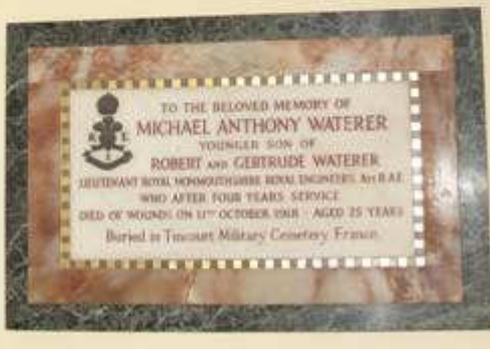
On 19 July 1916 Michael transferred to Anti-Aircraft Guns Crew at Mudros but before long he was off in another direction. He arrived back at Southampton on 21 August 1916 on his way to the Royal Engineers Training Centre at Newark for inclusion in the cadet school with a view to obtaining a commission in the regular army. On 4<sup>th</sup> November 1916 Michael was discharged from the ranks and took up his commission in the Royal Monmouth Engineers.

By May 1918 Michael had joined 6 Squadron of the Royal Flying Corp which was attached to the Royal Engineers. On 8 June 1918 he was officially posted 2<sup>nd</sup> Lieutenant and had successfully passed gunnery tests at Hythe, New Romney & Uxbridge.

By October 1918 he was in France again. On 8 October he was the Observer on an RE8 two-seat reconnaissance bi-plane on a Contact Patrol in the Serain-Bohain area of France, near the Somme. His pilot was Captain William Walker DFC, C de G. They left Longavesnes aerodrome at 11:10. Their plane is believed to have been shot down by ground fire. Captain Walker was killed outright. Lieutenant Michael Waterer died of his wounds on 11 October 1918, just one month before the end of the War. He was aged just 25.

This memorial plaque was placed in St Peter's Church by Michael's parents, Robert and Gertrude Waterer. It was removed for restoration work and will be replaced in the Church by Lodge Brothers Memorial Masons.

**Compiled by Rev. Helen Kempster, Lodge Brothers  
31<sup>st</sup> July 2014**



The Waterer plaque has been cleaned and re-instated on the wall near the memorial Chapel in St Peter's Church. It was taken down four years ago to re-plaster the wall and has now been restored with financial support from the Friday Morning Coffee Club and Lodge Brothers. It is a fitting tribute that it was replaced to commemorate the 100<sup>th</sup> anniversary of the start of World War I.

**Annual General Meeting:****Minutes of 54<sup>th</sup> Annual General Meeting**

*held in St. Peter's Church Hall, Windsor Street, Chertsey, on Monday 31<sup>st</sup> March 2014.*

**INTRODUCTION, WELCOME & APOLOGIES**

The Chairman, Mr. Malcolm S. Loveday, welcomed members and guests. (Approximately 40 people were present). A special welcome was extended to visitors and new members. Apologies had been received from Fiona Chaplin, Mrs Elizabeth Dean and Mr David Wheeler

**MINUTES OF LAST ANNUAL GENERAL MEETING**

Acceptance of the minutes of the previous meeting held on 25<sup>th</sup> March 2013 having been circulated in the Spring 2013 Newsletter were accepted as a correct record.

**ANNUAL REPORT OF THE EXECUTIVE COMMITTEE**

The report was issued to members at the meeting and accepted by the meeting following the Chairman's Report on behalf of the Executive Committee.

**CHAIRMAN'S ANNUAL REPORT 2012 / 2013**

During 2012 over 208 letters & communications were drafted, typed and dispatched on behalf of The Society. Numerous actions were carried out by telephone, or personal contacts, including consultation with Runnymede Borough Council & Surrey County Council. Members of The Society voluntarily devoted more than 1000 hours of their time towards achieving the above aims. A full detailed report of the Society's activities during the past year was presented verbally at the Annual General Meeting.

**Highlights of the Year**

Other highlights of the year were organising the Town Forum and coordinating the Christmas lights in the town centre. Whilst other activities were a detailed examination of 94 local planning applications [*down from 114 in 2011*] and the submission of 15 letters to RBC or SCC on planning issues [*31 in 2011*]. Discussions have continued with RBC & SCC concerning the Surrey contract with Skanska for the replacement of heritage lamp posts in the Conservation Area, the work is due to start in April and the posts will probably be painted black. Thanks are recorded to Cllr Chris Norman for allocating part of his SCC funds toward replacing the old concrete lamp posts in the London Street/ Bridge Road conservation area with heritage styled posts.

Flooding matters continued to be considered including River Bourne flooding; however the Lower Thames Scheme is constrained by Government funding cuts so it is unlikely that the scheme will be brought to fruition providing flood alleviation for Chertsey for at least 20 years.

We are still awaiting for SCC to transfer part of the Tulk Field to RBC, although it is understood that progress is finally now being made to address this issue.

We wish to thank all the members who have worked so hard throughout the year in running meetings, recording minutes, staffing stalls at shows and fairs, indexing The Society's archives at RAVS, preparing and distributing Newsletters. Thanks are also recorded to Joan Field for compiling the newspaper cuttings scrap book and to Terry Pattinson for carrying out duties as *Town Crier*. Thanks are also expressed to Sean & Petra Hudson who have maintained the Website for *The Society*, see [www.chertseysociety.org.uk](http://www.chertseysociety.org.uk)

*In addition the following were noted:*

**The Monthly Meetings Programme** maintained its consistently high standard thanks to all concerned. Members enjoyed the usual annual visit in January to 'The Cedars', Chertsey Museum, and thanks were expressed to the Curator and colleagues.

**Local Events.** Our stalls at The Black Cherry Fair and The Chertsey Agricultural Show displayed information on The Society's current activities: members help in staffing the stalls was much appreciated.

**Committee.** The committee were acknowledged for their support throughout the year, particularly **Mrs. Margaret Nichols** for producing excellent committee minutes, **Mrs Debbie Greenwood** as Membership Secretary, to **Brian Hunt** for scrutinizing planning applications. The Chairman concluded by thanking members for their support during the year and urged them all to aim to recruit new members.

**HONORARY TREASURER'S REPORT 2010**

The annual statement of accounts prepared by Miss Valerie Lane, approved by The Executive Committee and by the Independent Examiner, Mr Richard Mason, ACIB MIEEx, were presented by the Treasurer. It was reported that the accounts for 2012-13 showed a surplus of £887.46 mainly due to the Gift Aid claim of £803. Affiliation fees had risen but it was noted that the subscription of £65 to the British Assn for Local History included £5 million third party insurance. Acceptance of the Accounts, proposed by Mr Paul Greenwood and seconded by Cllr Richard Edis, was carried unanimously. A vote of thanks was passed to Miss V Lane & Mr R Mason for preparing and examining the accounts respectively.

**ELECTION OF OFFICERS AND COMMITTEE FOR 2014/2015**

*The members willing to stand for election to the Executive Committee for 2014/2015 were:*

*Chairman:* Mr. Malcolm S. Loveday

*Vice Chairman:* Mr Brian Hunt

*Treasurer:* Miss Valerie Lane

*Minutes Secretary:* Mrs. Margaret Nichols

*Membership Secretary:* Mrs Debbie Greenwood

*Programme Co-ordinator:* Mrs Sue Lambert

*Committee:* Gerry Drake, Mrs Stephanie Hunt, Mrs. Thelma Lake, Clive Osborne & Victor Spink

All, proposed en bloc, by Myrna Johnson, seconded by Dorian Mead, were voted in unanimously.

**ELECTION OF INDEPENDENT EXAMINER**

**Mr. Richard Mason**, ACIB MIEEx, was proposed by Mrs S Hunt and seconded by Mr R Fahey and elected unanimously.

*Following the AGM Mr David Elfer gave an interesting talk 'Reminisces of a Judge'*

## Museum Visit: Monday 24<sup>th</sup> February 2014

The Curator, Emma Warren and her colleagues made us most welcome for our annual visit. The meeting started with a brief review by the Chairman of issues that the Society has addressed during the preceding month. The meeting continued with the Curator giving a report on activities during the last year and details of recent acquisitions. Members then enjoyed seeing a newly acquired short film showing 'The Curfew Must Not Ring Tonight.' The Chairman thanked the Museum's Curator Emma Warren for the very interesting meeting she had prepared for us.

The members and visitors then had the opportunity to wander around the Museum and study some of the displays on show, in particular the exhibition, prepared by Malcolm Loveday & Emma Warren, entitled '**Pull the Other One – Bells & Bell founding in Chertsey**' which focussed on The Eldridge Bell Founders of Chertsey. The Exhibition included video clips of a) '*The Curfew Must Not Ring Tonight*' a Flashback Flicker issued in 1949 based on a 1920's B & W film, b) '*Hang on the Bell Nellie*' a 1948 song by Billy Cotton & his band, and c) a film of the 1994 re-hanging of Chertsey bells.



## April Meeting

At the April meeting the guest speaker was Mr Carl Boyde, who began to practise as a Veterinary Surgeon in January 1952 at the practice of Mr Willett, on the understanding he was to stay for a week and 62 years later he is still involved. Some of their clients' pets under Mr Willett were those of Queen Victoria, George V, Edward VII and Princess Margaret. Recalling some of his experiences, he told us about a pig named 'Lancelot' who he had befriended during the Second World War when meat was rationed. It cost £11.10s to purchase half a pig, with the remainder belonging to the Government for rations. Mr Boyde became a partner in the practice in 1963.

Carl Boyde attended the auction of Hardwick Court Farm held at the Crown Hotel in 1968. The sale comprised 75 acres of land, 1 bungalow, 4 houses but it did not reach the expected amount of £31,000 it was withdrawn from sale. Mr Boyde had shown an interest and when the sale eventually broke down, selling some properties and land and leaving the main house and 12 acres as a lot, the Boyde family were able to move in.

Rani, one of four elephants owned by Gerry Cottle's Circus, came to Hardwick Court Farm when the circus had to get rid of her. HMV once used Rani to make a record cover and to keep her calm on the journey a sheet was placed over her head. Wild animals normally require a licence but this was not required if they lived with a vet. Carl took Rani to Fleet Street to be photographed and was approached by the Law asking if they had permission for the animal to be on the highway and, with no licence for the City of London, they were taken to the Old Bailey. The elephant was taken by lorry to Lichfield Cathedral, rocking from side to side during the journey, where it was walked around the Cathedral before returning home. It was said that it was worth walking her down Hardwick Lane just to witness the expressions on motorists' faces! On another occasion she swallowed a teddy bear which blocked her digestive system, administering liquid paraffin solved the problem. She returned to the Circus but died soon afterwards. After Rani left, a camel joined the farm for two years.

Carl Boyde also told us some history of the Chertsey agricultural Show. The first ploughing match took place at Hardwick Court Farm in 1828. Competitors ploughed half an acre and concluded with drinks in the Swan Public House. In 1991 the Annual Show was held on the Meads and it was decided to extend the Show to two days, justifying the expense of marquees. Previous sites included Silverlands, 40 Acre Field, Ruxbury Farm and Hatch farm.

Notes taken by Stephanie hunt.

# Chertsey Flooding January – February 2014

I was given the opportunity to present evidence to the SCC Flood Task Group in August 2014 and the following is part of the submission presented to the Group on behalf of The Chertsey Society and as a member of ThamesAwash.

In the recent floods (January /February 2014) volunteers helped to fill sandbags and transfer emergency provisions in Chertsey. The *Chertsey Bourne* has only a response time of 12 hours from a heavy rainstorm in the Bagshot / Virginia Water area before the Chertsey Town Centre is flooded. Fortunately in Jan / Feb 2014 *The Bourne* did not flood badly and remedial work undertaken by the EA meant that relatively few houses were flooded in the town centre, except those in Eastworth Road, Chertsey which were badly affected by the sewers backing up. The photographs show the outstanding community response to help those adversely affected by the floods.

It should be noted that many people are still not back in their properties and it was reported in July at the RBC Flood Task Group meeting that 60 resident are still evacuated, but that was presumably the figure for people in Local Authority housing and is probably a gross under estimate if the private sector is included. Many local business were affected, both by directly being flooded and by the indirect impact on the disruption to the transport infrastructure – roads closed and customer base being inaccessible.

## Volunteer Response

The Churches in Chertsey & Egham Hythe stepped into a leadership vacuum and offered their buildings as co-ordination centres since *Chertsey Hall* and *The Hythe Centre* were shut by Runnymede Borough Council. In Chertsey, social media ( Facebook, Linked-In & Twitter) grossly exaggerated the scale of the inundation and as a consequence we were overwhelmed by volunteer helpers from all round the country. People came from places such as Birmingham & Yorkshire (International Rescue). In Egham Hythe strong support was provided by Ammadyiah Community (Muslims) from London and Sikhs came from Slough.

## Environment Agency ( EA) Flood Warnings

Despite the three day advance warning from the Environment Agency, most householders either were not on the EA Telephone warning system, or refused to believe the magnitude predicted flood level. Many homeowners only realised 12 hours in advance that their properties would be flooded, particularly in Egham Hythe.

## Suggestions

**1 Emergency Flood Plans & Maps** - Separate Emergency Flood Response Plans for each specific locality, i.e. Towns, Villages & Communities (Addlestone, Chertsey, Egham, Egham Hythe, Hamm Court, Laleham Reach / Penton Park, Pooley Green, Thorpe etc.) should be available as a downloadable pdf. This should include a map with roads that have been flooded in previous events. In Chertsey separate maps should be made available covering The Bourne, Medlake Ditch & The Thames. Local Emergency Flood plans should also include identified areas for safe car parking for those houses in roads likely to be flooded. Thorpe Park kindly provided safe parking for residents on Laleham Reach.

**2 Flood Wardens** - A list of Flood Wardens, for each road, or group of approximately 25 dwellings, should be maintained and updated every 6 months. It is essential that the wardens are on the EA Alert system and are trained to understand the various levels of warnings. Phone contact & e-mail cascade lists should be prepared.

RBC / SCC should maintain and regularly update (at 6 month intervals) the contact list. There should be a primary contact and a secondary contact for each zone (~ 25 houses) just in case the primary contact is unobtainable.

For roads having a Neighbourhood Watch scheme a cascade system for distribution of warnings, consideration should be given using the same system for Flood warnings.

**3 Sandbags** - A large amount of volunteer effort was expended in filling and delivering sandbags, despite the fact that it is questionable whether sand bags are any help in an area where flooding results from a rise in the level of the water table. A sand bag barrier in front of houses in a road such as Free Prae Road, Chertsey can be effective in preventing a bow wave & back-wash from vehicles driving down the road lapping over the threshold of houses. However sandbags need to be properly used in conjunction with a polythene membrane to



# Emergency Response & Long Term Flood Protection

seal up air bricks or doorways and householders need an information sheet providing guidance. It would be interesting to conduct a survey following the recent floods whether sandbags prevented ingress of water into houses in roads that were flooded. It might be more use to provide residents with waterproof storage crates ( i.e. plastic boxes without drainage holes) to store possessions or to stand furniture on above floor level. Whilst it is recognised that the Borough and County have a priority to protect essential utilities such as electricity substations or sewage pumping systems, nevertheless local residents should not merely be left to fend for themselves. It should be noted that houses in Aymer Drive, Thorpe were only built about 40 years ago, and despite having solid concrete ground floors, the water percolated up through the floor due to the high water table.

**4 Local Operational Centres** - In Chertsey, St Peter's Church offered its premises for distribution and a centre of operations and in Egham Hythe, St Paul's Church was used as a command centre and provided refreshments, with sandbags being filled on the fore court of Magna Carta School which fortunately was closed for half term. It would have been better if RBC had made *Chertsey Hall* in Heriot Road available although the normal caretaker staff should not be expected to act as prime co-ordinators to oversee the Community response for flood victims.

**5 Local Leadership** - Consideration should be given to the co-ordination of Flood Volunteers, Flood Wardens and the statutory Emergency Services, including liaison with RBC, SCC the Police & Military. Groups such as the Churches, Volunteers, Good Neighbours, Food Banks and Local Residents Groups all have an important contribution to make in an emergency and such organisations often have better local knowledge than the higher level authorities. However it would be helpful to have a well publicised strategy in place including a list of key personnel who are respected and willing to take on the Local Leadership Role in the affected communities. It is suggested that these groups should meet annually with each other and their Councillors (SCC & RBC) together with representatives from the statutory authorities.

## Long Term Solution

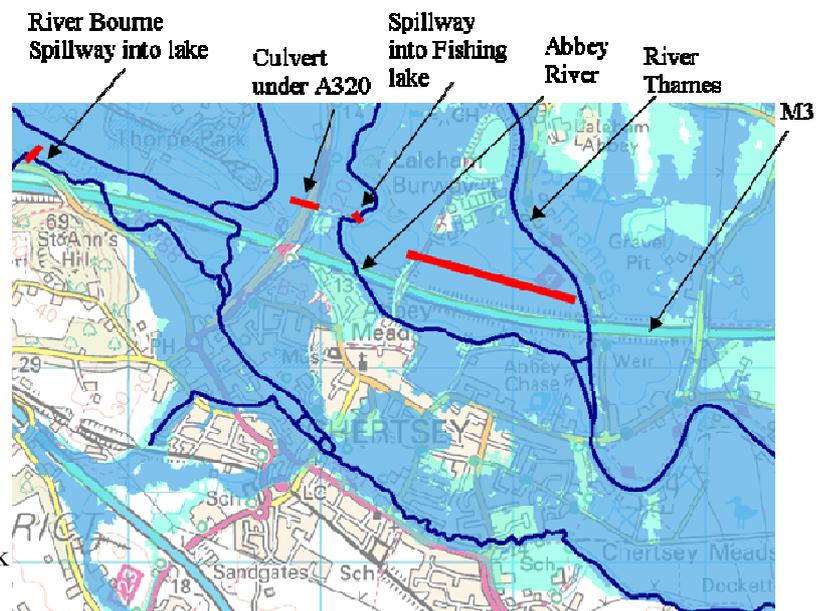
Every effort should be made to ensure the early implementation of the River Thames Scheme (RTS) for Flood Alleviation from Datchet to Teddington. SCC & Local Authorities (eg RBC etc) should lobby strongly to change the formula used by DEFRA to take greater cognisance of the disruption to local businesses and damage to the transport infrastructure. This would allow Central Government to allocate more to the RTS and reduce the shortfall. The £256 million scheme ( 2009 price), at present has a short fall of approximately £120 million. In addition SCC & Local Authorities should make provision to fund the short fall over a 10 year period or actively seek third part income. It should be recognised that the lower part of Channel 2 of the RTS connects Thorpe Lakes with the River Thames on the north side of the M3 Motorway across the Burway Meadow. This channel would take the excess flood water from *The Chertsey Bourne* and *The Abbey River* and would thus prevent flooding in Chertsey town centre.



Aquadam isolating houses on north Bridge Road, Chertsey.



East end of Aquadam near Chertsey Bridge 'The Chertsey Sausage'



## Town Crier



Following Terry Pattinson's retirement as Town Crier and relocation to Maidenhead, we were very pleased that Billy Reynolds offered to take on the role, which he performed with excellent style leading the Parade at the Black Cherry Fair in July 2014.

### OFFICERS AND COMMITTEE 2014/2015

<b>Chairman</b>	Mr Malcolm S. Loveday Phone 01932 561576
<b>Vice-Chairman</b>	Mr Brian Hunt
<b>Treasurer</b>	Miss Valerie Lane
<b>Committee:</b>	Stephanie Hunt, Thelma Lake, Sue Lambert, Margaret Nichols, Gerry Drake, Victor Spink
<b>Membership Secretary:</b>	Debbie Greenwood
<b>Independent Examiner:</b>	Richard Mason

## Concluding Remarks

Once again we have had a busy and active time trying to take care of our town's listed buildings and other amenity matters. Numerous planning applications have been examined by the committee and so far in 2014 over 166 letters or e-mails have been dispatched on a wide variety of issues. Our letters file is available for inspection by members on request. We encourage you all to try to recruit new members. New members are essential to ensure the continued good health of The Society. Thank you for your continued support.

**Malcolm S Loveday, Chairman.**

### Some dates for your diaries:

**Tuesday 30th September: Runnymede Community Flood Fair** –The Hythe Centre, Egham Hythe

**Saturday 25th October: Surrey Heritage Showcase**  
Chertsey Hall, 12noon -4.00pm.



*Committee members Brian Hunt & Gerry Drake on the Chertsey Society display stand at The Black Cherry Fair, July 2014.*

### **2014/ 2015 MEMBERSHIP SUBSCRIPTION :**

*Families £10  
Single £7*

*Subscriptions were due on  
1<sup>st</sup> September 2014*

Payment by Standing Order minimises administration and guarantees the Society's cash flow.

Please sign the gift aid declaration if you are a tax payer and the Society can then benefit by approximately a 30% increase in the value of your subscription with no additional cost to yourself.