

# NEWSLETTER

AUTUMN 2019

JOHN  
MUIR  
AWARD

*wild places:*  
DISCOVER  
EXPLORE  
CONSERVE  
SHARE



# Youth nature action

**DISCUSSION:** Young people  
and nature pages 2-3

**ASK:** Give something back pages 6-7

**IMPACT:** National Lottery  
Heritage Fund page 8

The John Muir Award is the main engagement initiative of the John Muir Trust.  
It encourages people to connect with, enjoy and care for wild places.

[www.johnmuiraward.org](http://www.johnmuiraward.org)  
#johnmuiraward

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# Youth movement

Young people and nature continues to attract discussion – connection, wellbeing, youth strikes, youth social action...

Inspired by *Year of Young People 2018* – a celebration of youth achievement and contribution in Scotland, and *#iwill4nature* – a *Year of Green Action 2019* UK youth campaign – we continue to collect research and feedback, example initiatives, and young people’s stories to help highlight ways that our youth can, and do, engage with and take action for nature.



Across these pages, we’ve aimed to collate our internal existing engagement with young people, primarily through the John Muir Award, and reach externally to the ideas, attitudes and ambitions of young people and environmental youth work partners.



## How has the John Muir Trust been engaging with young people, and what are we continuing to do?

- listening to young people through workshops and events
- co-designing *#TheBrawOutdoorQuestion* youth nature survey to better understand nature connections, and including young people as a stakeholders in decision making and co-design opportunities
- supporting over 1,500 UK organisations to inspire, inform and empower young people through 122,000 John Muir Awards since 2016 (exceeding *#iwill* pledge target)
- ensuring young people are involved in land management through the Trust’s conservation officer programme
- supporting existing and piloting new Junior Ranger programmes on Trust properties
- enhancing partnerships with organisations to put nature connection at the heart of youth work
- developing online communications and social media platforms to better engage young people
- collating research and feedback, initiatives, and stories that highlight ways that young people can, and do, take practical action for nature:

[www.johnmuirtrust.org/youngpeople](http://www.johnmuirtrust.org/youngpeople)

The discussion around young people and nature engagement continues - contact us if we can add and share any further information, ideas and examples.



PAGE 2 IMAGES (C) MARTIN MACLEOD

FRONT COVER IMAGE © DAVID LINTERN

## Find out more online

Through a dedicated web resource, the John Muir Trust aims to showcase young peoples' nature connections and the benefits this brings. Here are a handful of examples...

Visit [www.johnmuirtrust.org/youngpeople](http://www.johnmuirtrust.org/youngpeople)

### Research and feedback

#### Motivation

"Nature conservation may not be the starting point for young people. Engagement motivations or 'hooks' could include - making friends; learning new skills; feeling less anxious; sense of community; social justice; happiness; reducing social isolation; gaining experiences..."

*Kick the Dust project consultation*



#### Impact

"During 2018, 29,848 days of John Muir Award Conserve activity were carried out by 19,346 young people in Scotland valued at £783,500."

*John Muir Award Year of Young People 2018 Conserve Audit*

### Youth engagement

#### Ambition

"The vast majority of young people are eager to make a difference in society and want to make the world a better place."

*The Power of Youth Social Action - #iwill campaign impact report*



#### Examples

"It's our golden time for youth work - being out in these wild places with the young people."

*Youth Work, Nature and the John Muir Award*

### Young people's stories

#### Welfare

"I just like going to places that calm me, especially at times like when exams are approaching. Even if it's not as quiet, I can find peace in a place like this."

*Young people & nature films: Sarra's Story*



#### Inspiration

"My passion is involving young people, showing my excitement for nature and seeing their eyes light up too - it's magical and necessary."

*My story so far: Asperger's and Nature, Dara McAnulty*

## Our Sustainable Future - the role of Nature Connectedness

Many have been enormously inspired by the leadership demonstrated by young people across the planet for climate justice.

They voice clearly and loudly that our environmental future matters, not just to them and their peers but to the whole of humanity, and that we all must take action and responsibility.

### How does connecting people with nature contribute?

Research from the University of Derby [1] is building powerful evidence that early experiences in nature impact our relationship with it throughout our lives, and this is not only beneficial for us, but for the planet too.

The emerging field of Nature Connection research [2] acknowledges happiness, health and wellbeing benefits of closer relationships between people and the natural world, and also the long term influence this has on a person's pro-environmental behaviours.

"The evidence is clear; the well-being of future populations and the planet depends on closer, positive and sustainable human-nature relationships." Finding Nature, Professor Miles Richardson

Research highlights the need for outdoor practitioners to move beyond traditional routes of 'knowledge and identification' activities to those which enable people to develop more emotional and meaningful experiences in nature, through the pathways of contact, beauty, meaning, emotion and compassion [3].

The John Muir Trust is committed to natural climate solutions that include nature connection opportunities. Engagement initiatives such as the John Muir Award will continue to encourage people from all backgrounds to experience benefits of wild places and get involved in nature conservation.

#### Search

1. University of Derby Nature Connectedness Research Group
2. Finding Nature (Nature Connectedness Research Blog)
3. 5 ways to be closer to nature (5 Pathways to Nature Connection)

# Keeping It Wild – in London

Fantastic start to urban nature project connecting youth and heritage

**K**eeping it Wild is a programme funded by National Lottery Heritage Fund that brings the conservation, media and youth sectors together to provide opportunities for young people to engage with and protect the capital's wild nature.

Although the following partners each bring a unique dynamic to the project – they all deliver the John Muir Award across their activity strands to help underpin young people's learning and achievements.

## Active conservation

Wild Action Programmes, based on London Wildlife Trust reserves, are engaging a wide range of young people from across the capital to benefit from contact with local natural heritage and gain vital skills. To date, 50 young people have already achieved their Discovery and Explorer Awards.

## Multi-media

Keeping It Wild is more than just hands-on experience of wildlife conservation. It is also encouraging a communication of emotional responses to wild nature. The journalism charity Headliners is empowering vulnerable and disadvantaged young people through multi-media training, to have their voices heard in communities that matter to them. *Search Headliners: Keeping it Wild digital stories.*

## Youth design

London Youth are supporting youth clubs and young people who traditionally have not engaged in nature conservation and heritage to design and deliver local environmental social action projects. Young people from the London Wildlife Trust led 'Young People's Forum' have already contributed to helping improve and develop the John Muir Award Record eBook (see page 11).

## Careers in nature

Over the course of the project, more than 30 young people, aged 16-24, from underrepresented groups, will be offered paid traineeships with London Wildlife Trust to gain invaluable experience of working in the natural heritage sector. Trainees are working across a range of city sites, supporting habitat restoration, sharing learning with others and reflecting on their journeys through online blogs and their Record eBooks. *Search John Muir Award Record eBook: #KeepingItWild. ■*

## Based in London? Want to get involved?

*Contact: Emily Morshuis, Keeping It Wild Project Manager  
emorshuis@wildlondon.org.uk  
020 3897 6156*



“Embarking on a Keeping it Wild activity programme and working towards a John Muir Award gives London Youth's member organisations an opportunity for their young people to learn about the natural world and wild spaces.

“The outdoors can be a much more relaxed and less pressurised setting: sound does not reverberate against ceilings and walls, and conversations can flow more easily with movement and scenery. Providing opportunities to get outdoors and learn in different ways is extremely important. They help to boost connections, confidence, health and wellbeing.”  
*Jess, Keeping It Wild Trainee*



# New Wales role, welsh language and Gaelic resources

**W**e're continuing to support John Muir Award activity through the medium of Welsh and Gaelic. Each year about 600 people complete the John Muir Award in Welsh and over 100 in Gaelic.

The John Muir Trust's presence in Wales has been bolstered by a new Wales Inclusion & Welsh Language Manager - Bedwyr Ap Gwyn. He aims to build on existing activity and specifically enable inclusion organisations and those working through the medium of Welsh to connect people with Ardal oedd Gwylt Cymru (wild places of Wales).

The role, in partnership with Urdd Gobaith Cymru and with funding support from Natural Resources Wales, will provide dedicated support to

enable over 2,500 people to benefit from using the John Muir Award, develop new Welsh Language resources and materials and create new partnerships and opportunities.

Bedwyr says: "I'm here to support John Muir Award activity through the medium of Welsh, and encourage communities and individuals that experience some form of disadvantage to benefit from wild places. I strongly believe that the Award provides a fantastic structure for people of all backgrounds to engage with wild nature, in their own communities and through their own language."

Contact Bedwyr via details on the back page.

## What's New?

### Check out our new Welsh and Gaelic resources...

Don't miss these John Muir Award resources for Welsh & Gaelic Speakers:

- Updated Gaelic Record Books - with support from Bòrd na Gàidhlig we've a new updated Record Book available FREE (tapadh Bòrd na Gàidhlig) in Hard Copy and PDF. Check out our 'Key Documents' section of the website for more information.
- Welsh Language Record Books - are available for Award participants in Hard Copy for FREE (thanks to funding support from the People's Postcode Lottery). Contact Bedwyr to find out more.
- *Mission: Explore John Muir* is a unique set of 20 activity ideas that reflect Muir's adventures and ethos and inspire people to follow in his footsteps. Search 'Mission: Explore John Muir' to download your free Welsh, Gaelic or English copy.



## Climate emergency and the John Muir Award

We've refreshed our John Muir Award Sustainability Resource Guide helping signpost a range of new resources, activity ideas, campaigns and toolkits. Make links between John Muir Award activity and sustainable behaviours, climate action, Learning for Sustainability and the Global Goals for Sustainable Development.



## The Lost Words: helping unearth nature for new audiences

Explore ways this publishing phenomenon is being used to connect with diverse groups. Be inspired by the stories of people from all backgrounds re-discovering words through creative connections with nature.

This autumn, free Conker and Bramble poster downloads are now available alongside Dandelion, Kingfisher and Otter posters.

Search The Lost Words at [www.johnmuirtrust.org](http://www.johnmuirtrust.org)

# Keeping the John Muir Award FREE and accessible

The John Muir Award is FREE to all participants at point of use, but how is it funded and how much does it cost behind the scenes? Here is our guide to costs and how you could give something back.

When the John Muir Award was launched in 1997, one of its tenets was to remove barriers to engagement with wild places. That still holds true today – we are proud of our 25% inclusion target and of the fact that the Award has always been available free of charge to Providers and participants. As demand for the Award has grown, so has the cost to the John Muir Trust of meeting that demand and supporting increased activity. We continue to do all that we can to keep it free, but we are grateful for any support Providers might be able to provide.

The John Muir Award is run by the John Muir Trust who, like many charities, secures their funding in a variety of ways. The pie chart on the right shows how it was funded last year.



IMAGE © TOBY CLARK

### Conserve Audit

On average each individual John Muir Award participant has their voluntary commitment to wild places valued at £40 based on Heritage Lottery Fund figures.

In 2018, the 39,054 Award recipients activity was valued at over £1.5 million.

### 25% core funding from the John Muir Trust

This is the shortfall provided by the Trust, including contributions from membership, legacies and other unrestricted funding.

### 4% Award-generated income

This includes Provider donations for cost-neutral Award resources such as Record Books, income generated from our subsidised optional training, and donations through the John Muir Award Fund [www.johnmuirtrust.org/connect](http://www.johnmuirtrust.org/connect)



IMAGE © MARTIN MACLEOD

### 41% grant funding & charitable trusts

We have been successful with previous support from the National Lottery Heritage Fund as well as ongoing grant agreements from Scottish Natural Heritage and current funding from Natural Resources Wales, along with one-off or more time-bound support from various other grant funders and Charitable Trusts each year.

### 30% partnerships

We are delighted to work with a variety of partners across the UK, who support us in various ways including contributing to the cost of branded resources, providing in-kind staff time and support, and in some cases direct financial support for regional John Muir Award staff. These partners include the Cairngorms, Lake District, and Loch Lomond & The Trossachs National Park Authorities, East Ayrshire Council and the London Wildlife Trust.

*Visit the John Muir Trust Annual Report for a full breakdown of how the John Muir Trust's work is funded and a full list of key supporters.*

IMAGE © EMMA SMITH GAIRLOCH HIGH SCHOOL



While it is FREE to all participants, the John Muir Trust meets a significant cost to continue to support and resource activity.

### Here's how you can help...

Whether donating online, by direct debit or by cheque; joining the Trust as an individual, group, organisation or corporate member; covering costs of your own support materials; or/and incorporating the John Muir Award in your own fundraising plans and applications... We will ensure that your contributions help us inspire people from all walks of life to connect with nature.

### Promotion and social media

Find out what John Muir Award Providers say about giving something back:



“We choose to contribute towards the cost of our Certificates & postage, it's a small amount that we can give back to help recognise the value of the participants' achievements.” *Adam Geens, Head of Centre and Outdoor Education Stanley Head OEC, Stoke on Trent City Council*

### Make a donation

Visit [www.johnmuirtrust.org/connect](http://www.johnmuirtrust.org/connect) to make an online donation that suits you. Or send a cheque direct to the Trust.

### Join as a Member

From as little as £1.50 per month you will join more than 11,000 like-minded people and many other John Muir Award Providers and supporters. At [www.johnmuirtrust.org/join](http://www.johnmuirtrust.org/join) you'll find benefits of individual, group/organisation and corporate membership.

### Contribute towards resource costs

Helping to support the day to day resource costs involved in achieving a John Muir Award can make a difference. E.g. each individualised John Muir Award Certificate costs around £0.50 to administrate, print and post.

### Build in the John Muir Award to your own funding bids

Got a new project or applying for funding and are planning on using the John Muir Award? Why not include costs for resources, training or even dedicated staff input or time to help add value to your project. Contact [info@johnmuiraward.org](mailto:info@johnmuiraward.org) to find out more.

### Challenge Events

Set your own challenge or take part in an organised event to raise vital funds and awareness for the Trust. There are so many events out there - we've made a list of some you might enjoy online at [www.johnmuirtrust.org/support-us](http://www.johnmuirtrust.org/support-us)

### Online Giving

From setting up your own fundraising page to generating donations through online shopping with Give as you Live or AmazonSmile, there are plenty of simple ways to raise funds for the Trust on the internet. Find out more [www.johnmuirtrust.org/fundraise](http://www.johnmuirtrust.org/fundraise)

“The John Muir Award is something rare: a simple, effective, enjoyable and potentially powerful intervention to enhance health, wellbeing and the environment, that actually works.”  
*Prof. Rich Mitchell (Institute for Health and Wellbeing), University of Glasgow*



# Solid foundations

Connecting, enjoying and caring for wild places in England – the legacy of seven years of National Lottery Heritage Fund support.

The John Muir Award in England began in 1999, growing to over 6,000 participants in 2011. In 2012 the John Muir Trust entered a new phase of expansion, resource and engagement, with new staff posts and integral funding support from the National Lottery Heritage Fund. Here's a summary of how this fund has helped support and increase John Muir Award presence in England.

Over the duration of the project, the John Muir Trust supported:

- 73,748 people to connect, enjoy and care for wild places over the last seven years, representing a 131% increase in participation
- 33% of John Muir Awards achieved by people experiencing some form of disadvantage
- 1,223 teachers, instructors and leaders from 539 organisations got involved in high quality training opportunities
- Nine sustainable partnerships developed with regional and national organisations including Lake District National Park Authority, the Keep it Wild campaign - led by the London Wildlife Trust, Telford & Wrekin

Local Authority and Stoke-on-Trent City Council. Recent partnership development has also included opportunities with the Peak District National Park Authority, Sandwell Local Authority and National Lottery Heritage Fund project Our Common Cause.

To help demonstrate impact, we undertook a variety of evaluation studies:

- Our Conserve Audit measured the impact of Award participant's conservation activity, revealing that in a single year participants in England got involved in over 94,695 hours (13,522 days) of conversation activity, valued at £422,000.
- Our England Provider Survey saw over 180 (over 30% of potential total sample size) John Muir Award Providers respond to questions exploring how the Award helped support a range of themes including connection to nature, taking responsibility, developing skills for life, impacts on physical and mental health, as well as exploring barriers to engaging with the Award.



IMAGE © CANAL & RIVERS TRUST



IMAGE © NORTH YORK MOORS NPA

As the John Muir Award continues to grow and develop its presence in England, the Trust would like to say a big thank you to the National Lottery Heritage Fund for its support. This support, as well significant investment from the John Muir Trust, has set the foundations to continue to forge exciting partnerships, explore and develop business models and work towards our aim to ensure that everyone in England has opportunities to enjoy the multiple benefits that wildness can offer.

*Find out more about both the Conserve Audit & the Provider Survey at [www.johnmuirtrust.org/whats-new](http://www.johnmuirtrust.org/whats-new)*

## Testimonials

From developing health, wellbeing and friendships, to delivering curriculum and employability outcomes; from supporting adult housing and addiction services, to encouraging youth work practices – we're immensely proud of the different ways the John Muir Award has been used to benefit people.

*A full selection of case studies, films and stories can be found at [www.johnmuirtrust.org/in-action](http://www.johnmuirtrust.org/in-action)*



# John Muir Award Activity Map 2018

This visual representation demonstrates the breadth of John Muir Award activity across the UK over the academic year 2017-2018.

Each mark identifies a John Muir Award Provider organisation and the groups of people achieving their John Muir Award.

In 2018, the John Muir Trust supported over 1,500 John Muir Award Providers. These partner organisations delivered 39,054 Awards, with 27% of these Awards being achieved by people experiencing some form of disadvantage.

Thank you for your ongoing support. Each John Muir Award Provider is valued, and we hope that you feel part of something bigger as a result of your involvement.

The John Muir Award is free to participate in – please see pages 6 & 7 for ways you can help the John Muir Trust continue to support people's enjoyment of, connection with, and care for our wild places.



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Sources: Esri, USGS, NOAA



A specially commissioned reflection of Rob's contribution from Trust colleagues, created by Tom Morgan-Jones.

# Thank you and welcome

After 18 years Rob Bushby has decided he wants a change and fresh challenges. Thanks Rob for your enormous contribution to the John Muir Trust and its engagement work.

"It's been such a pleasure to see this work grow from a small-scale project to a presence across the UK - particularly in Scotland, and with growing influence in England and Wales. It's helped the Trust be more relevant, inclusive, engaged - and brought the ethos of John Muir to new audiences... Collaborating

and crossing paths with hundreds of amazing folk doing fantastic work across education and outdoor learning, volunteering, inclusion, health, nature connection and conservation has been humbling, inspiring, and a complete privilege." Rob Bushby

The Trust welcomes Emma Reed as our new John Muir Award and Engagement Manager. Emma's recent work has been as Regional Education Manager for North England with RSPB.



"Since I started with the Trust in July I've met so many passionate and dedicated organisations and individuals delivering the John Muir Award. And I look forward to meeting and listening to many more." *Emma Reed*

## London National Park City launched

Following a six year journey, this July the Mayor of London joined other campaign organisations to officially begin the world's first National Park City.

With aims to make London greener, healthier and wilder we are excited to remain part of a movement that helps us reimagine our relationship with and care for wildness. Wild nature survives and flourishes in our most densely populated cities and urban environments, and everyone should have opportunities to enjoy its benefits.

[www.nationalparkcity.london](http://www.nationalparkcity.london)

Guerrilla geographer and National Park City instigator, Daniel Raven-Ellison, is speaking at the John Muir Trust's London Gathering on 11 December in Brentford. All welcome - find out more at [www.johnmuirtrust.org/londongathering](http://www.johnmuirtrust.org/londongathering)

## Thank goodness for Muddy Faces

The Muddy Faces Outdoor Hub - an outdoor resources website - has provided generous support to the John Muir Trust in England by hosting an Award member of staff at their office in Sheffield.

Check out [www.muddyfaces.co.uk](http://www.muddyfaces.co.uk) for free online nature connection information, activity downloads and creative ideas. Sign up to their newsletter for more, including their supply range of resources, events and courses listings, including access to outdoor learning research.



IMAGE © EMMA REID

# Record eBook – next generation

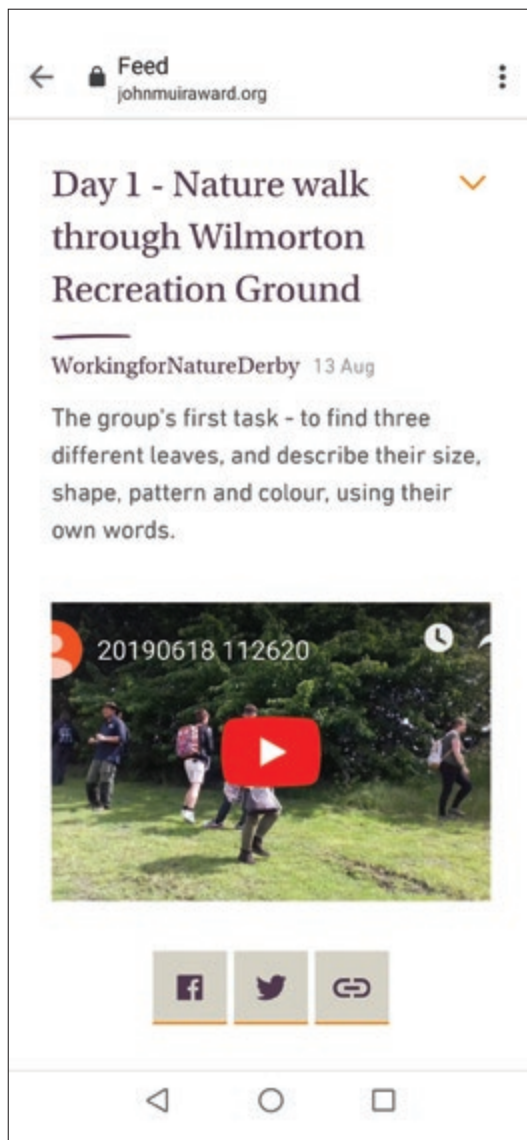
We're delighted with the response to the John Muir Award Record eBook, the online resource that helps groups experience, record and share wild places.

Since it was launched two years ago 267 groups have registered accounts. They've shared nearly 2,000 experiences via films, sounds, images or words.

With the help of feedback from young people involved with *#KeepingItWild* (our latest Record eBook partner) we've improved user experience and interface.

- Users can now post multiple images to each new experience
- New icons make it easier to navigate and share experiences through social media
- When browsing content, each experience has a direct link to that user's unique feed.

Watch our two-minute 'user-guide' film to help you get started, or simply browse, filter and share content by searching 'John Muir Award Record eBook.'



## We've got good form!

In line with the Data Protection Act 2018 (including GDPR) we've updated all our John Muir Award forms so you can see where your data is going and how it will be used. All our new forms are now available from our website to help you plan your future Proposals and Certificate Requests. The John Muir Trust privacy policy can also be viewed online, [www.johnmuirtrust.org](http://www.johnmuirtrust.org)

If you've any questions please email [info@johnmuiraward.org](mailto:info@johnmuiraward.org)

## STEM by Nature

Field Studies Council Scotland and John Muir Trust have received funding from Education Scotland to pilot a new programme of professional learning to help educators in Tayside make connections between nature settings, outdoor learning approaches, and STEM (Science, Technology, Engineering, Maths) subjects.

The partnership plans to share good practice 'STEM By Nature' learning across the UK.

Search 'STEM by nature pilot takes off'



## Glenridding – Common Ground

A new publication highlights the difference the John Muir Trust has made in the two years since the Lake District National Park Authority confirmed the Trust's management of Glenridding Common.

Reflections from community, national park and sector stakeholders complement hands-on action from volunteers and John Muir Award participation... all to help make *Common Ground* a positive example of partnership working.

Search [johnmuirtrust.org](http://johnmuirtrust.org) Glenridding Common.

## Jon Snow: The Wild in Me

Watch journalist and Channel 4 News presenter Jon Snow talking about his lifelong love for trees and how they can help in the fight against climate change.

[www.johnmuirtrust.org/thewildinme](http://www.johnmuirtrust.org/thewildinme)



IMAGE © LWIMAGES

# Our strategy

The John Muir Trust's strategy focuses on people and place.

**W**ild Places for People and Nature is the name of our strategy which will take us through to 2021. It will enable the organisation to meet the needs for which it was set up, while recognising that the world around us is changing. It also sets out our ambitions, intentions and the direction of travel for the next few years.

As the strategy name suggests, one of our core aims is to inspire people by encouraging them to connect with, enjoy and care for wild places and wild nature and to get involved in managing and repairing natural systems.

We believe that everyone should have opportunities to enjoy the social, economic, cultural, health, environmental and aesthetic benefits that wildness can offer, and to participate directly in nature conservation work.

*Find out more and support the work of the John Muir Trust at [www.johnmuirtrust.org](http://www.johnmuirtrust.org)*



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## Contacts

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We can direct your enquiry to the right person.

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### England & Wales Manager

Phil Stubbington

### England Education

Jenny Seaman

### England Inclusion

To be confirmed

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### England & Wales Manager

Phil Stubbington

### Wales Inclusion & Welsh Language

Bedwyr Ap Gwyn