

The logo for the John Muir Trust, featuring the organization's name in a white serif font on a dark green rectangular background.

JOHN  
MUIR  
TRUST

The tagline for the John Muir Trust, enclosed in a white square frame with corner brackets. The text is in a white serif font.

FOR  
*wild* LAND &  
*wild* PLACES

# ANNUAL REPORT 2009

The John Muir Trust is the leading wild land conservation charity in the UK. Working with people and communities to conserve, campaign and inspire, the John Muir Trust is a membership organisation that seeks to ensure that wild land is protected and that wild places are valued by and for everyone.

[www.jmt.org](http://www.jmt.org)

## Chairman's Report

**It gives me great pleasure to present my first Annual Report as Chairman.**

In doing so, I would like to record our appreciation of my predecessor, Dick Balharry, who stood down at the AGM in May 2009. Dick encouraged us to make a difference in the management of our land, else question why we owned it. He was a great protagonist for the wildland biodiversity project - our biggest ever land management project.

We passed a significant and long-awaited milestone during the year when we welcomed our 10,000th member. Members are our biggest resource and we estimate the voluntary effort to be at least 1,500 days per annum. Our Patron, HRH Prince Charles, greeted our 10,000th member at John Muir's Birthplace in June and we are grateful for his support throughout the year.

This year we also welcomed Stuart Brooks as Chief Executive and I look forward to jointly leading the Trust into its next chapter. Along with Trustees we are undertaking a Strategic Review of the Trust and you will learn more about this in the coming months and be able to give us feedback at the AGM.

Many former Trustees met with existing Trustees in August. This gathering reminded me of the debt we owe to our forebears and the responsibility that we have for the fortunes of the John Muir Trust in the future.

At this AGM, in May 2010, Steve Green, Dick Allen, Will Boyd Wallis and Walter Semple come to the end of their terms of office. Being in a similar position myself, I know that they will be reflecting on their time as Trustees and I thank them for the contributions they have made. Although most will be seeking re-election, Steve, having served the maximum period, will not and I would particularly like to thank him for his enthusiasm for land management issues and his practical business sense over the years.

We have enjoyed a high public profile this year, largely through our opposition to the Beaulieu-Denny transmission line. Our stance on other development pressures, such as wind turbines has also gathered valuable support. I would like to congratulate all involved in the Beaulieu-Denny campaign - visible and behind the scenes. We won several arguments and certainly enhanced the reputation of the Trust.



**John Hutchison**  
CHAIRMAN



Although in an Annual Report it is appropriate to reflect, an organisation such as ours needs to focus on the future. Following the Beaulieu-Denny result and other recent decisions, we have received a large measure of support from members and the public, which has led us to embarking on a Wild Land Campaign. Although we have landscape designations in the UK, they seem not to safeguard the wild land that we hold dear and better statutory protection is needed.

In founding our Wild Land Campaign we should perhaps look no further than John Muir who wrote, **"Thousands of tired, nerve-shaken, over-civilised people are beginning to find that going to the mountains is going home; that wildness is a necessity; and that mountain parks and reservations are useful not only as fountains of timber and irrigating rivers, but as fountains of life."**

Our Trust is a member of other kindred organisations and sometimes this gives us the right to nominate directors to other boards. Our members are not necessarily aware of this and so we have recently added a section to the website.

Our staff is a highly valued resource and I would like to thank each one, also Donald Thomas, our Company Secretary, and fellow Trustees for their support throughout the year.

I would like to record our appreciation to our funders. This Annual Report clarifies the use that we have made of their support.

Thank you too, as a member and possibly a volunteer, for your support and dedication to our work across the UK.

**WE PASSED A  
SIGNIFICANT AND  
LONG-AWAITED  
MILESTONE DURING  
THE YEAR WHEN WE  
WELCOMED OUR  
10,000TH MEMBER.**

## Facts and Figures

- \_ 85 designated features, 16 specially protected areas looked after on Trust properties
- \_ 160,000 visitors using the footpath to the summit of Ben Nevis
- \_ 25,000 native tree seedlings planted on Skye in 2009
- \_ 22 work parties contributing 520 conservation days
- \_ 7 property open days
- \_ 21,829 John Muir Awards in 2009
- \_ 721 organisations delivering the John Muir Award across the UK
- \_ 20,000 people oppose Beaulieu-Denny line
- \_ 383 media hits including 7 TV appearances
- \_ 10092 overall Trust membership
- \_ 817 New Members
- \_ 8 gold Corporate members
- \_ 93% retention rate of members
- \_ 82% members allocate Gift aid
- \_ Over half members pay by direct debit
- \_ 200 days of volunteering by Trustees
- \_ £659,690 value of donations received from individual supporters
- \_ £106,794 spent on our Climate Change and Sustainable Communities project

## Chief Executive's Report

I look back on 2009 with mixed emotions. On a personal level it has been an extremely enjoyable yet challenging first year as Chief Executive.

We spent some time looking at improving our business and working on a new Vision for wild land which we will launch in 2010. Our financial performance this year has been steady, buoyed by some very generous donations and legacies. Our work in engaging people through the John Muir Award has been hugely inspirational and goes from strength to strength. However, I feel less positive about the fate of our precious wild land and landscapes across the UK that are coming under renewed and significant threat from industrial scale developments. We are making progress and I would like to highlight some of our achievements through the year. None of these would have been possible without the generous support of our members and supporters, our dedicated and talented staff team, our volunteers, trustees and partner organisations.

### CONSERVING WILD LAND

#### Property Open Days

This year we have tried to involve our supporters with our land management work through a series of 7 property open days. This provided an opportunity to learn at first hand about wild land management and the wider issues. All were very well received by those that attended and we plan to repeat in 2010.

#### Projects & Partnerships

We have now moved into the final year of our Biodiversity Project, aimed at improving habitats and species on our estates. Much of the work involved in the year has concentrated on management of grazing impacts, backed by a comprehensive monitoring programme which helps us to determine change over time. This is a long term commitment for the Trust given the timescales involved in ecological changes in the uplands.

The first phase of a project to solve a number of difficult path erosion issues on Quinag has been completed. The next stage of the project is scheduled for spring 2010.

We continue to work with a very broad range of wild land managers, community groups and private landowners, this is essential to our aspirations for



Stuart Brooks  
CHIEF EXECUTIVE



sustainable wild land management across large areas of the UK. Our Chief Scientist has identified a range of Wild Land Management Standards that we will seek to implement on our estates and encourage others to do likewise. Our experience of working with community partnerships such as the North Harris Trust and private estates such as Corroul has significantly influenced our thinking on what is both possible and desirable. The Trust has also become a partner in a project funded by the Peter DeHaan Charitable Trust aiming to influence policies, scientific understanding and practical action to restore the UK's peatlands.

#### Conservation Activities

This year 128 volunteers contributed 520 conservation days on Trust and partners' land. On 22 work parties they repaired paths, removed litter and managed habitats. Volunteers also assisted with our habitats and species monitoring work.

#### INFLUENCING POLICY

A huge amount of effort goes into influencing policies and decisions that determine the fate and future of our wild land. It is extremely disappointing therefore to report the decision by the Scottish Government to approve both the Beaulieu Denny electricity transmission line and a large industrial scale wind development at Muaitheabhal on South Lewis. Whilst the Trust is supportive of renewable energy we believe that developments should not be at the expense of our most important wild land areas. The huge outcry which greeted the Beaulieu Denny decision shows that the 20,000 objectors were speaking up for many more who also

care. It is to give those people a voice that the Trust is launching a Wild Land Campaign in 2010 which will call for greater statutory protection of wild land.

Management of deer is one of the most important issues affecting wild land. During the year the Scottish Government consulted on proposals to change some important aspects of deer management legislation. These are contentious issues, where land managers often have different perspectives which can lead to conflict. The Trust contributed to the debate via a detailed consultation response and engagement with Scottish Ministers and other key bodies. This will be an ongoing priority for the Trust in 2010.

#### INSPIRING PEOPLE

The Trust seeks to inspire people and raise awareness of the values, threats and benefits of wild land and wild places in lots of different ways. Our wonderful Wild Nature Diary, edited by John Beatty, the many public events we attend, lectures, talks and our Journal are all ways in which we can inspire and connect people with our messages.

A HUGE AMOUNT OF EFFORT GOES INTO INFLUENCING POLICIES AND DECISIONS THAT DETERMINE THE FATE AND FUTURE OF OUR WILD LAND.

However it is the John Muir Award which perhaps has biggest impact and reach. It's something we say most years, but without doubt last year was the most successful. The Award scheme is a means of engaging diverse audiences in the key underlying messages of the John Muir Trust - that we all need to value our wild places, and first hand experience of them has a fundamental role to play in this. To quote David Attenborough, 'Nobody is going to protect the natural world unless they understand it.' As a vehicle for connecting, enjoying and caring for wild land and wild places, the John Muir Award has attracted more organizations this year than ever before - over 700 across the UK - leading to almost 22,000 Awards being achieved. Major new partnerships have been cemented with the Youth Hostel Association (England & Wales), Durham County Council and The Outward Bound Trust.

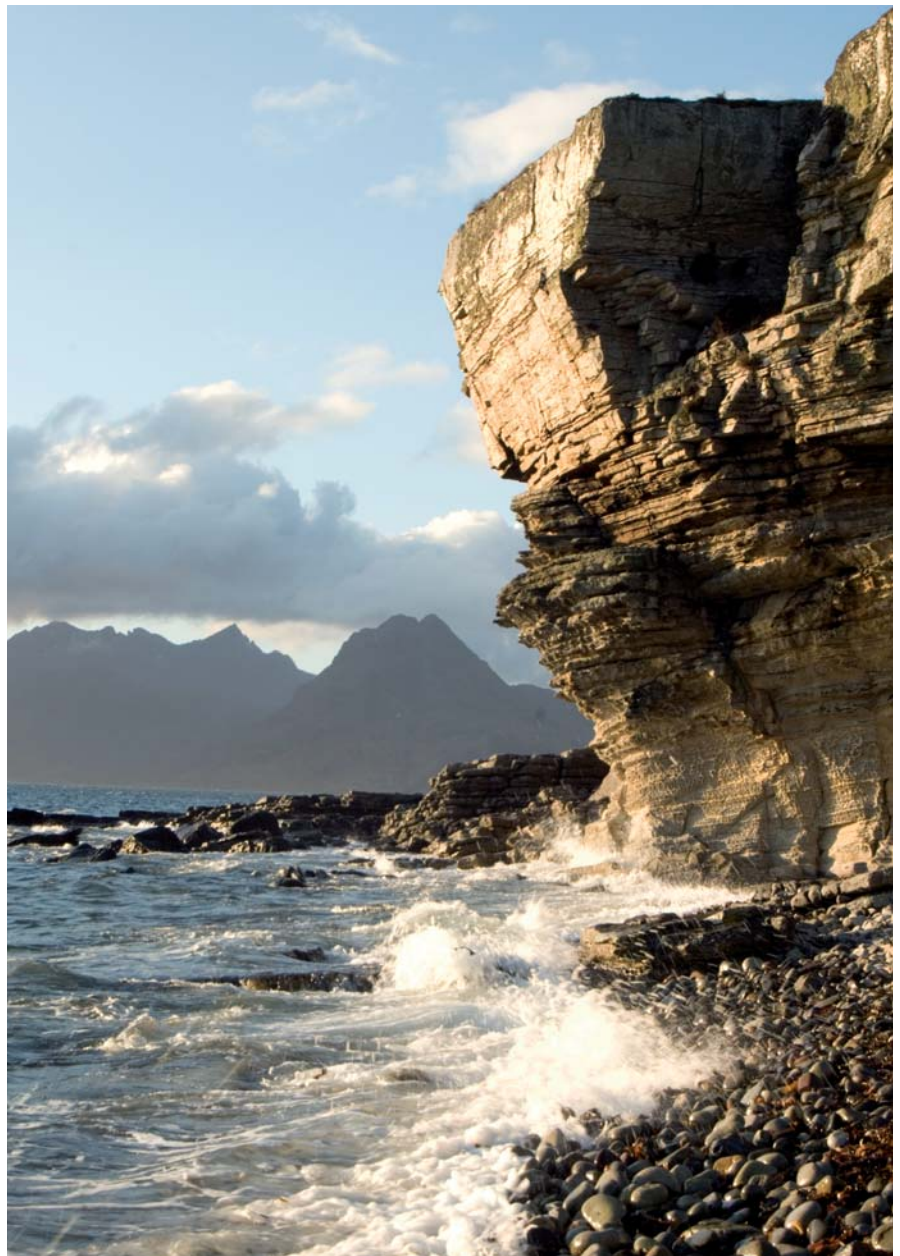
To find out more about what participants do to Conserve wild places - a key aspect of involvement - an audit was conducted over a 2 month period. It clearly showed that 'putting something back' formed a substantial, meaningful and integrated part of the Award experience. Conservation activity over the 2 months was valued at £250,000.

When Muir spoke of the need for 'active conservationists', perhaps this is what he had in mind.

#### LOOKING AHEAD

2010 will see the launch of our new Vision for wild land and I hope mark a new chapter in the evolution of the John Muir Trust. This Vision will provide the foundation for a new 5 year corporate strategy and business plan. A new Conservation Fund will be established, designed to help communities and groups improve their local environment. We hope to maintain and expand our partnership working, to include a new 3 year funding agreement with Scottish Natural Heritage and an expansion of our Award activities in England. The Trust is also looking to purchase new premises, utilising the Reece Foundation's tremendous £500,000 donation which was gifted for this purpose.

We look forward to the challenges ahead and very much hope that you will help us achieve our ambitions for wild land and wild places in the UK.



## Treasurer's Report



Walter Semple  
HONORARY TREASURER

The full accounts of the Trust are published on the John Muir Trust website and are available on request from Head of Finance at the Pitlochry office. The following is a brief commentary.

Charities currently face unusual financial challenges as a result of the economic environment. This affects not only our members and supporters but also the other charities on whom we rely to support our work. Interest rates on sums deposited persist at very low levels. In these circumstances I am pleased to report that the Trust did well in 2009.

The total income for the year was £2,000,777 compared with £1,932,732 in 2008. These figures can be misleading unless they are allocated between restricted and unrestricted receipts. Restricted funds are those for which the donors have specified an express purpose: the effect is that these funds are not available to meet expenditure which does not fall within their declared purpose.

The Trustees therefore need to meet the bulk of general Trust expenses from unrestricted income. In 2009 restricted income was £1,086,827 and unrestricted income was £913,950.

As a result of the increase in income, the Trust was able to increase its expenditure on charitable activities to £1,057,426 in 2009 from £922,782 in 2008. Of this £591,532 was spent on Land Management, £216,009 on Awareness and £249,885 on Policy & Advisory.

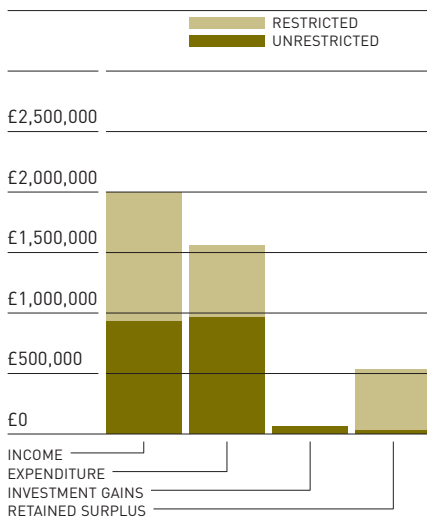


After a sharp fall in 2008 our investments showed net gains in 2009 of £87,069. This led to a total surplus for the year of £523,579 of which £489,525 was restricted and £34,054 was unrestricted (taking into account unrealised investment gains). Excluding investment gains, there was a deficit on unrestricted funds of £53,015. Whilst this is a good result at the present time, it indicates a continuing need for prudence.

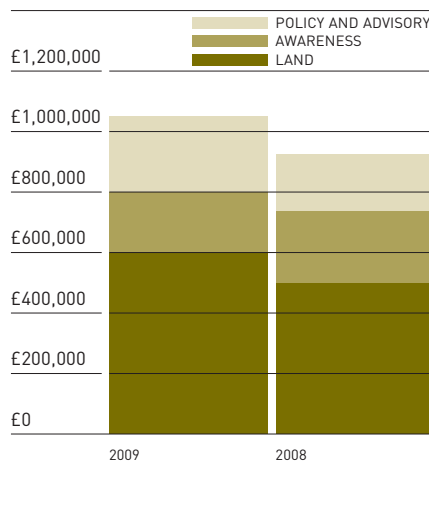
The finances of the Trust are well managed by Alison Russell and her team. The fund raisers led by Dave Picken do an excellent job in difficult times. We offer them our warm appreciation of their work.

At the end of 2009 our general funds (those not restricted or designated by the Trustees for particular purposes) amounted to £1,174,928 compared with £1,043,389 at the end of 2008. This provides a good financial foundation for the Trust to continue its work.

### 2009 RESULTS



### CHARITABLE EXPENDITURE



### OUR PURPOSE

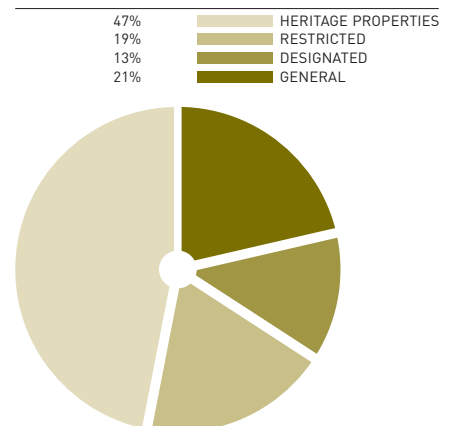
#### Trust Objects from the Memorandum of Association

The Trust's object is to conserve and protect wild places with their indigenous animals, plants and soils for the benefit of present and future generations, and in particular to:

- conserve wild places and their landscapes, both for their own sake and for the sustenance and inspiration they give to humanity;
- protect existing wild places so as to conserve their natural processes, and their indigenous animals, plants and soils;
- renew wild places, where they have been damaged, by encouraging natural processes;
- work with local communities and to encourage them to live in harmony with wild places;
- promote an awareness and understanding of wild places for their own sake and for their value to the benefit of humanity;
- stimulate public support to help protect wild places; and
- encourage voluntary participation in the conservation and renewal of wild places.

### 2009 FUNDS - £5,442,000

OF WHICH £949,000 IS FREE RESERVES



## Summary Accounts 2009 Consolidated Balance sheet (extract)

as at 31 December 2009

	2009 £	2008 £
<b>FIXED ASSETS</b>	2,840,542	2,845,732
<b>INVESTMENTS</b>	<b>546,426</b>	<b>431,480</b>
Loan to Crofting communities	-	5,000
<b>CURRENT ASSETS</b>		
Stock	5,220	8,075
Debtors & prepayments	474,487	357,200
Cash at bank and in hand	1,708,717	1,370,246
	<b>2,188,424</b>	<b>1,740,521</b>
Creditors and Accruals	(125,521)	(91,441)
<b>NET CURRENT ASSETS</b>	<b>2,062,903</b>	<b>1,649,080</b>
<b>NET ASSETS</b>	<b>5,449,871</b>	<b>4,926,292</b>
<b>FUNDS:</b>		
Unrestricted Funds:		
General	1,174,928	1,043,389
Designated	635,246	732,731
Heritage properties	2,573,442	2,573,442
	<b>4,383,616</b>	<b>4,349,562</b>
Restricted Funds	1,066,255	576,730
	<b>5,449,871</b>	<b>4,926,292</b>

This information is a summary of the Statement of Financial Activities and balance sheet derived from the group financial statements, which received an unqualified audit report from Scott Moncrieff and were approved by the Board on 08 March 2010. The group financial statements have been submitted to the Office of the Scottish Charity Regulator (OSCR).

## Consolidated Income & Expenditure Account and Statement of Financial Activities (extract)

for the year ended 31 December 2009

	2009 £	2008 £
<b>INCOMING RESOURCES</b>		
Voluntary income	1,280,771	1,037,691
Activities for generating funds	130,569	209,725
Investment income	23,645	66,188
Charitable activities	563,959	616,919
Other incoming resources	1,833	2,209
<b>Total incoming resources</b>	<b>2,000,777</b>	<b>1,932,732</b>
<b>RESOURCES EXPENDED</b>		
Membership	193,543	176,121
Fundraising	161,237	99,621
Costs of trading activities	92,684	125,384
Investment management costs	6,019	5,891
Charitable activities	1,057,426	922,782
Governance Costs	53,358	55,280
<b>Total resources expended</b>	<b>1,564,267</b>	<b>1,385,079</b>
<b>Net incoming resources before other recognized gains and losses</b>	<b>436,510</b>	<b>547,653</b>
Realised gains/(losses) on investments	8,387	(39)
Unrealised gains/(losses) on investments	78,682	(110,968)
<b>Net movement in funds</b>	<b>522,579</b>	<b>436,646</b>
Fund balances brought forward	4,926,292	4,489,646
<b>Fund balances carried forward</b>	<b>5,449,871</b>	<b>4,926,292</b>

This summary information may not contain sufficient information to allow for a full understanding of the financial affairs of the charity. The group's statutory financial statements are available free of charge on the Trust's website ([www.jmt.org](http://www.jmt.org)). Rather than receive these summary financial statements, members may elect to receive the group's statutory financial statements by writing to the Head of Finance, The John Muir Trust, Tower House, Station Road, Pitlochry PH16 5AN

## Supporters

We are extremely grateful to all of those people and organisations that supported the John Muir Trust in 2009.

### Members and Supporters

Members and supporters are vitally important to the success and growth of the Trust. Members support the Trust in many ways. They support the Trust financially through their subscriptions, by making unsolicited donations, by responding to appeals, and through active fundraising. Also many contribute their time to land management, deliver the John Muir Award, to campaign, provide office support, co-ordinate local groups and serve as Trustees. The Trust could not achieve so much without this voluntary input.

### Legacies

Legacies play a major part in enabling the Trust to achieve its objectives. Such gifts allow the Trust to fulfil its current commitment and plan long-term projects. We would like to acknowledge all those that left a gift for the Trust in their will, namely: William Hopekirk, Peter Jowsey, Muriel MCRae, Eric Meadows, Sarah Nairn, Ruby Parsons, Philip Redfern, Ruth Wellesley

Special thanks are also due to both Alison Todd who set up a deed of variation on her mother's will, Mrs Elinor Farquhar, to benefit the Trust, and to the Armstrong family who fulfilled Alan Armstrong's wish to leave a legacy for the Trust.

### Charitable Trusts, Foundations, Statutory and Public Bodies

We are grateful for the support and funding received from: A & N Daniel Charitable Trust, Alan & Karen Grieve Charitable Trust, AM Pilkington Charitable Trust, AMW Charitable Trust, Anthony Walker Charitable Trust, Applegreen Trust, Arcadia Fund, Blackford Trust, Brown Forbes Memorial Fund, Cairngorms National Park Authority, Craignish Trust, Cumbria Youth Alliance, Esmée Fairbairn Foundation, Evelyn Drysdale Charitable Trust, Dark Sky Scotland, Durham County Council, Gatliff Trust, Forestry Commission, Friends of the Lake District, Garfield Weston Charitable Trust, Gordon Fraser Charitable Trust, Hamamelis Trust, H&G de Freitas Charitable Trust, Hugh Fraser Foundation, J & JR Wilson Trust,

J & P Hamilton Charitable Trust, John Muir Trust Anniversary Foundation, John Muir Birth Place Trust, Miss K M Harbinson's Charitable Trust, Lake District National Park Authority, Leslie & Helen Duff Charitable Trust, Martin Connell Charitable Trust, McCorquodale Charitable Trust, Mickel Fund, Miss Agnes H Hunter's Trust, Moffat Charitable Trust, Mrs J F Kerr's Charitable Trust, N M Rothschild & Sons Limited, Nancie Massey Charitable Trust, Nevis Partnership, Northwood Charitable Trust, N Smith Charitable Settlement, P H Holt Foundation, Peter de Haan Charitable Trust, Pillar Charitable Trust, R V & R H Simons Trust, Richard Budenberg Charitable Trust, Robertson Charitable Trust, Rural Trust, Russell Trust, Ryklow Charitable Trust 1992, Scottish Community Foundation, Scottish Government (FEVA, UVSF), Scottish Natural Heritage, Sierra Club Foundation, Susan H Guy Charitable Trust, Stichting TeuntjeAnna (TA Fund), Talteg Ltd, Tay Charitable Trust, The Outward Bound Trust, Tubney Charitable Trust, Vivienne & Samuel Cohen Charitable Trust, Whitaker Charitable Trust, Whitley Trust, WHS Wallace Trust, YHA (England & Wales).

### Companies and Business Supporters

We would like to acknowledge our corporate members and thank many other businesses for their support over the year.

#### Gold Corporate Members:

Anatom Ltd, Berghaus, Corroul Trust, Haggis Adventures, Highlander, Image Scotland, Mountain Equipment, Tiso

#### Silver Corporate Members:

Ben Nevis Distillery, Fergus Macfarlane Pharmacy, HF Holidays, Profitmaster Systems Ltd, Northern Light

#### Bronze Corporate Members:

Alpine Exploratory, Dewar's World of Whisky, Edinburgh Mountain Film Festival, George Hotel, Heart of the Lakes, Highland Adventure Safari, Kings Manor Hotel, Scotland Calling, Surfines, The Watermill, Ultimate Outdoors, Webducate

### TRUSTEES

Served throughout the year:

John Hutchison  
(Chairman from 09 May 2009)  
Prof. Denis Mollison  
Stephen Green  
Sue Hopkinson  
Richard Allen  
Will Boyd-Wallis  
Walter Semple  
Deirdre Wilson  
Robert Aitken

Appointed 09 May 2009:

Heather Alexander  
Rohan Beyts  
Peter Pearson  
John Thomas  
Richard Fraser Darling

Retired 09 May 2009:

Richard Balharry  
Dr. Will Williams  
John F Donohoe  
Robin Noble

### SENIOR MANAGEMENT

Stuart Brooks

CHIEF EXECUTIVE

Rob Bushby

JOHN MUIR AWARD MANAGER

Andrew Campbell

HEAD OF LAND MANAGEMENT

Mike Daniels

CHIEF SCIENTIFIC OFFICER

Nigel Hawkins

JOHN MUIR TRUST ANNIVERSARY  
FOUNDATION DIRECTOR

Helen McDade

HEAD OF POLICY

Dave Picken

DEVELOPMENT MANAGER

Alison Russell

HEAD OF FINANCE AND ADMINISTRATION

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LESTER STANDEN, SAM BAUMBER

 give with  
confidence