

JOHN
MUIR
TRUST

FOR
wild LAND &
wild PLACES

Annual Report 2010

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



John Hutchison
CHAIRMAN

It gives me great pleasure to present our 2010 Annual Report. This year we have tried to raise the profile of the Trust with the public and decision-makers. The issues affecting the future of wild land are not exclusively of interest to those who live or work nearby or visit – their future protection and management has consequences for everyone.

As a relatively small charity we have to work hard to get our messages heard, often against competing interests and I encourage all members to do as much as they can to help spread the word.

In May I was delighted to see a record turn-out of over 230 members attending the Trust's AGM in Coylumbridge, near Aviemore. It was a good opportunity to share progress and hear some members' concerns. A key point we took away was the need for the Trust to work harder to engage with people living on and around our estates. Although we have worked harder throughout 2010 to improve the interface with community and partners, we have plans in 2011 to start a programme of 'property open days', where staff and Trustees will provide an opportunity to share our management plans with local residents and seek ideas and opinions on how we can improve our operations. No doubt we will encounter differences of opinion but we will continue to strive to be an open, accountable and responsive landowner and this initiative will, I hope, help to supplement the existing work we do with local communities.

This year we were sad to see the departure of two Trustees, Sue Hopkinson and Bob Aitken. I would like to thank them both for the huge commitment they have made, and continue to make for the Trust. Following a very competitive election, we welcomed Mike Brown and Bill Wright as new Trustees along with Will Williams a past Trustee and Walter Semple and myself who were re-elected for a second term.

Our membership continues to grow, albeit at a steady rather than accelerated rate. It really is so important to our effectiveness and business. I encourage all existing members to get behind our initiatives to recruit new members this year. I also hope to see many of you at our members' land days and gatherings - events which proved very successful again in 2010. We are extremely fortunate that some of our members really go the extra mile and in the case of Stephen Pyke, hundreds of

miles and 230 Munro summits in 39 days! An incredible effort, Stephen, and thank you for helping to raise our profile and over £3,000 for the Trust.

We started a comprehensive strategic review during 2010 within which Trustees shaped development of our new Vision, setting out our aspirations for a UK that protects and enhances its wild land resource and where all sectors of society value our wild places. This Vision also establishes the long-term ambitions for the Trust and it acts as the strategic framework for our new 5-year corporate strategy.

If the Trust is to make any real progress in helping to deliver its ambitions for wild land and wild places in the UK it must continue to grow and become more effective. It needs to reach out to new audiences, forge new alliances and demonstrate the benefits to decision-makers and the wider public. We have invested significantly in this process, seeking views from our members and interested parties. I need to thank our staff for their enthusiasm, patience and understanding in what has, at times, been an unsettling year. I am confident, however, that we set out in 2011 with renewed clarity of purpose and a sustainable business better able to cope with the challenges we have set ourselves as well as those of the economic and social world around us.

I would like to record our appreciation to our supporters who have enabled us to carry out a huge variety of activities this year.

I thank fellow Trustees and Donald Thomas, our Company Secretary, for their support throughout the year.

On a sad note I wish to report the death in December of Sheila Bell, who gifted to the Trust 400 acres at Glenlude in the Scottish Borders in 2004. Following her death the Trust will now take on management of the property. We were also saddened to hear of the death of Sir Iain Noble this year. Iain was a member of the first board of Trustees in 1984, and was a great supporter of the Trust. At the end of January, Daisy Hawryluk passed away. She, with her husband Wasil, bought John Muir's Birthplace in the 1960's and acted as unofficial curator and guide until the Birthplace Trust bought the house in 1999.

I would like to express our thanks to all those involved in the John Muir Trust Anniversary Foundation, particularly Trustees and supporters, who worked very hard in the interests of the Trust and the conservation of wild land.

We face another busy and challenging year in 2011. Our success will depend on many things, not least being the ongoing support from our funders and members, dedicated effort from our staff and volunteers, the advice and guidance of Trustees and the co-operation of our many partners.

**THE BATTLE FOR
CONSERVATION WILL
GO ON ENDLESSLY;
IT IS PART OF THE
UNIVERSAL BATTLE
BETWEEN RIGHT
AND WRONG**

JOHN MUIR

Facts & Figures

PROTECTING WILD LAND

- 56% of our estate has statutory designations for its wildlife interest
- 73% of our estate has statutory designations for its landscape value
- 3,500 people signed a petition to ask the Scottish Parliament to consider better statutory protection for Wild Land

ENHANCING WILD LAND

- 52 sacks of litter removed from Ben Nevis and Schiehallion by volunteers
- 545 sacks of litter removed from remote beaches by volunteers
- 5,000 non native tree seedlings removed from Trust estates
- 1,093 plant and animal species recorded on our properties

ENGAGING PEOPLE WITH WILD PLACES

- 5,000 volunteer hours enhancing wild places on conservation workparties
- 23,008 John Muir Awards achieved
- 629 organisations delivering the John Muir Award in the UK
- 30% of John Muir Award recipients from socially excluded backgrounds
- 80% of John Muir Award recipients aged 16 or under
- 600 people have been trained to deliver the John Muir Award

HELPING COMMUNITIES THRIVE ALONGSIDE WILD LAND

- £4,453 allocated by the Trust to community led schemes
- 430 cubic metres of sustainably sourced firewood supplied to rural communities
- 45,100ha – the area of wild land in the Western Isles managed by communities with support from the John Muir Trust.

SUPPORTING THE JOHN MUIR TRUST

- 10,144 Trust members
- 700 new members in 2010
- 94% membership retention rate
- 230 members, staff and Trustees attended the 2010 AGM
- £806,071 value of contributions to the Trust from individuals

Photography

Cover

- Members' Land
- Day on Quinag
- 1 Quinag
- 2 Glen Derry, Cairngorms
- 3 The Cuillin from Loch Coruisk
- 4 John Muir Award Activity
- 5 Ben Nevis and Tops
- 6 Tree planting, Knoydart
- 7 Harebells, Sutherland
- 8 Roseroot, Oldshoremore bay, Sutherland
- 9 Transect at Nevis
- 10 Lochan Dubha Glen Sligachan
- 11 Rothbury and Coquetdale Youth project, John Muir Award

Back cover

Hard Fern



Stuart Brooks
CHIEF EXECUTIVE

2010 has been a very productive year for the John Muir Trust. We continue to raise awareness of key issues and make a difference on the ground for wild places in the UK.

Following an extensive consultation with our members and other interested bodies the Trust produced a new Vision entitled 'Our Essential Wildness', launched in Holyrood Park, Edinburgh in October. This work has helped the Trust communicate its core messages about the need to protect wild land, the importance of spending time in wild places and the benefits this can bring to individuals and society as a whole. We have presented this in what I hope others agree is an inspirational and informative way. Our job now is to promote this Vision and deliver its ambition through everything we do.

STANDING UP FOR WILD LAND

We had numerous reminders in 2010 of why we need to stand up for our wild areas and what is at stake when primarily economic objectives outweigh social and environmental concerns. At the beginning of the year the Scottish Government approved planning permission for a new line of mega-pylons from Beaulieu in the Scottish Highlands down to Denny near Stirling. The Trust, along with nearly 20,000 objectors and many local campaign organisations, vehemently opposed this scheme which is set to disfigure some spectacular areas of core wild land. We continue to put considerable effort into defending wild land in the Western and Northern Isles.

The Trust's Climate Change and Sustainable Communities Project, funded by the Peter De Haan Charitable Trust,

delivered significant outputs through its second year, raising the profile of wild land issues with key decision makers. Project staff also assisted a number of communities in rural locations address sustainable energy issues.

Alarmed at the rate of attrition and accepting that it is very difficult and expensive to defend individual sites through the planning system, the Trust launched its Wild Land Campaign in January - seeking better statutory protection for our wild landscapes. The campaign gathered momentum in 2010 and a petition with over 3,500 names was handed to the Scottish Parliament in early 2011. Advancing the case for better statutory protection of wild land in the UK is a key priority for the Trust in 2011.

We were very active this year, trying to improve the deer provisions of the proposed Wildlife and Natural Environment Bill going through the Scottish Parliament. We gave written and oral evidence to the committee scrutinising the Bill and met with MSPs and government officials over the issue.

MAKING A DIFFERENCE

The Trust welcomes visitors to its properties. Over the years some routes, especially over boggy ground, have suffered from erosion. Following the generous donations received from Trust members to its Sandwood Bay Path Appeal we were able to sensitively repair a 260m section of the path. Extensive footpath repairs have also been carried out at Quinag in Assynt. Money from the appeal will go towards repairs on other areas of these paths and the main route up Schiehallion in 2011. The Trust repaired the wire bridge over the Steall Gorge at Nevis enabling visitors to access the Mamores and the Steall bothy.

Trust volunteers clocked up an incredible 5,000 hours of conservation work on our own properties and with our partners at North Harris, Galson and Corroun. The achievements of the 135 volunteers included: shifting a staggering 545 sacks of rubbish from wild beaches, removing

5,000 non-native sitka spruce seedlings and creating habitat for corncrake at Keoldale, Sutherland. They also helped to remove a 20 year old deer fence at Knoydart, opening up woodland that has established behind the fence since the Trust acquired the property.

2010 saw the end of the first phase of our Biodiversity Project. We are extremely grateful to the funders of this project: the Tubney Charitable Trust, the Esmée Fairbairn Foundation, the Peter De Haan Charitable Trust and Scottish Natural Heritage. The project has enabled us to establish a comprehensive baseline of wildlife data, essential to show the changes taking place as a result of our management activities. Much of this management has focused on reducing grazing pressure, primarily from red deer. Our final project report highlights where we think this work is now starting to make a difference. We are carrying forward this work as part of our core activities through 2011 and beyond. We are very conscious of the sensitivities and potential conflict that can arise from managing deer and we have made considerable effort in 2010 to raise awareness of the issues, explain our approach and seek collaboration on the ground.

Over 50% of the land we care for is designated for its wildlife interest. These areas require special attention and we are aiming to bring all of this land into a favourable condition where habitats and species can flourish once more. Restructuring of non native woodland on Skye and controlling grazing from deer at Nevis have contributed to 85% of designated features on our land now classified by the government as being in 'favourable condition'. We still have much more to do and will be continuing to undertake this essential work through 2011.

The Trust has always put considerable emphasis on working with others to achieve a better outcome for wild land and the people who live and work in these special places. 2010 saw the launch





PHOTOGRAPH: ROB COLLISTER

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of a new Conservation Fund by the Trust. The Fund contributed £4,453 towards a range of projects at Sconser, Torrin and Strathaird on Skye, Gleann Ulladal on North Harris and Galson Estate on Lewis. The Trust is committed to running the scheme again in 2011.

INSPIRING THE FUTURE

2010 began with a major milestone. The 100,000th John Muir Award was presented to Jake Atkinson of Ullswater Community College in Penrith and a celebration event held at the Royal Botanical Gardens Edinburgh in March. Overall take up continues to increase with 23,008 awards achieved in 2010. A highly successful partnership with the Cairngorms National Park Authority was reaffirmed in 2010 and other key partnerships with YHA and the Lake District National Park are moving into exciting new phases in 2011.

Strong working links have also been set up with 2020VISION, a major visual communications project launched in 2010. A focus of this year has been on relating stories from Award Providers and networks, via 'Views from 2050', a growing portfolio of case studies, newsletters and e-bulletins, and a Biodiversity Stories publication.

PRIORITIES FOR 2011

The Trust has outlined its plans for the next five year period in its Corporate Strategy. 2011 will see us continuing to promote better statutory protection for wild land through our Wild Land Campaign. We don't intend to work in isolation and encourage as many organisations as possible to work with us, seeking practical as well as legislative solutions for protection and enhancement. The Trust is a partner in a new landscape scale initiative in the Coigach-Assynt area which we plan to see launched in 2011. Next year, with the generous support from the Reece Foundation, we will continue to take forward development of proposals to provide the Trust with better premises to carry out and communicate our work.



PHOTOGRAPH: KEITH BRAME

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PHOTOGRAPH: KEITH BRAME

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PHOTOGRAPH: KEITH BRAME

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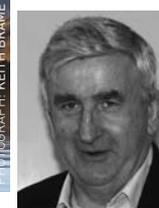


PHOTOGRAPH: KEITH BRAME

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Honorary Treasurer's Report



Walter Semple
HONORARY TREASURER

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Despite the current economic climate, the Trust remains well placed to continue and expand its activities thanks to the generous support of past and present members and supporters. This is a brief commentary on our financial position at the end of 2010.

The consolidated deficit for the year (before other recognised gains and losses) was £145,583 of which £33,418 related to unrestricted funds and £112,165 related to restricted funds. The deficit conceals items of good news.

Expenditure on charitable activities increased by 7% from £1.057m to £1.133m and donations from charitable trusts increased by 59% to £103k. Although voluntary income from supporters decreased from £1,281k to £928k, 2009 included a generous £500k donation from the Reece Foundation. Excluding that donation, total voluntary income increased by £148k – an excellent result.

Taking into account investment gains, the net negative movement in funds in 2010 was limited to £67k in a period of general economic difficulty. This compared with a like-for-like positive movement in funds in 2009 of £23k (excluding the £500k donation referred to above).

In 2010, the Trustees adopted a new reserves policy and 5 year planning process. The previous reserves policy had resulted in high levels of reserves

that restricted the freedom of action of the Trustees. The previous three-tier policy has been replaced with a single-tier “free reserves” policy. Free reserves are represented by net general funds, sufficient to cover 4 to 6 months’ ongoing expenditure with any excess available to fund charitable activities. At the end of 2010, free reserves of £936k were marginally higher than the benchmark of £607k - £910k.

The Trustees also intend to create a Capital Fund for property purchase or other major capital projects with an option to drawdown income towards general property management. This umbrella fund will include existing designated/restricted funds which have the same criteria. Funds which met those criteria totalled £450,731 in 2010.

The Trustees aim to utilise £405k of existing designated and restricted funds on charitable activities over the next five years whilst maintaining free reserves within the benchmark. The rolling 5 year budget/business plan and reserves policy have been and will continue to be helpful in planning for the future.

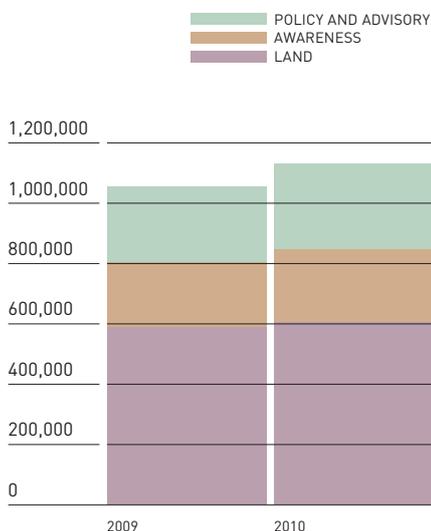
OUR PURPOSE

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:

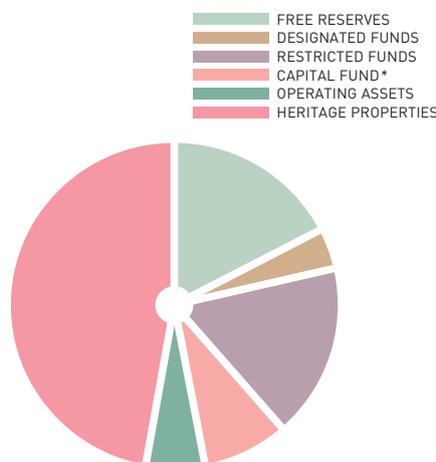
- conserve wild places and their landscapes, both for their own sake and for the sustenance and inspiration they give to humanity;
- protect existing wild places so as to conserve their natural processes, and their indigenous animals, plants and soils;
- renew wild places, where they have been damaged, 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.

CHARITABLE EXPENDITURE



2010 FUNDS - £5,382,862

OF WHICH £935,946 IS FREE RESERVES



* THE SPLIT OF FUNDS ABOVE IS SHOWN AS IF THE CAPITAL FUND HAD BEEN IN PLACE AT THE END OF THE YEAR



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Summary Accounts 2010 Consolidated Balance sheet (extract)

as at 31/12/2010

	2010 £	2009 £
FIXED ASSETS	2,884,957	2,840,542
INVESTMENTS	668,756	546,426
CURRENT ASSETS		
Stock	5,896	5,220
Debtors & prepayments	419,546	474,487
Cash at bank and in hand	1,516,713	1,708,717
	1,942,155	2,188,424
CREDITORS DUE < ONE YEAR	(113,006)	(125,521)
NET CURRENT ASSETS	1,829,149	2,062,903
NET ASSETS	5,382,862	5,449,871
FUNDS		
Unrestricted Funds:		
General	935,926	1,174,928
Designated	919,404	635,246
Heritage properties	2,573,442	2,573,442
	4,428,772	4,383,616
Restricted Funds	954,090	1,066,255
	5,382,862	5,449,871

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

for the year ended 31 December 2010

	2010 £	2009 £
INCOMING RESOURCES		
Voluntary income from supporters	928,459	1,280,771
Activities for generating funds	114,505	130,569
Investment income	24,529	23,645
Charitable activities	381,682	563,959
Other incoming resources	1,409	1,833
Total incoming resources	1,450,584	2,000,777
RESOURCES EXPENDED		
Membership	184,305	193,543
Fundraising	144,404	161,237
Costs of trading activities	58,192	92,684
Investment management costs	6,666	6,019
Charitable activities	1,133,204	1,057,426
Governance costs	69,396	53,358
Total resources expended	1,596,167	1,564,267
Net (outgoing)/ incoming resources before other recognised gains and losses	(145,583)	436,510
Realised gains on investments	2,155	8,387
Unrealised gains on investments	76,419	78,682
Net movement in funds	(67,009)	523,579
Fund balances brought forward	5,449,871	4,926,292
Fund balances carried forward	5,382,862	5,449,871

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 14 March 2011. It 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). 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, John Muir Trust, Tower House, Station Road, Pitlochry PH16 5AN. The group financial statements have been submitted to the Office of the Scottish Charity Regulator (OSCR).

Supporters

We are extremely grateful to all of those people and organisations that supported the John Muir Trust in 2010.

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:

Ann Margaret Clementine WALLACE
Gwendolyn Ann MACNEILL
James & Marjorie KERR
Robert MARR
John Russell TODD
William MUIR
Leslie WHEELDON
Hettie SANDERS
Diana CHISHOLM (discretionary settlement by her father Professor AWJ CHISHOLM)
Andrew Kirkwood McCosh ELLIOTT
The RIDGES family

CHARITABLE TRUSTS AND FOUNDATIONS

A & N Daniel Charitable Trust, Alan & Karen Grieve Charitable Trust, The Alan Evans Memorial Trust, Alma & Leslie Wolfson Charitable Trust, AM Pilkington Charitable Trust, Anthony Walker Charitable Trust, Arcadia, The Applegreen Trust, Austin & Hope Pilkington Trust, Binks Trust, Blackford Trust, Brown Forbes Memorial Fund, Craignish Trust, Dulverton Trust, Miss EC Hendry Charitable Trust, Esmée Fairbairn Foundation, Evelyn Drysdale Charitable Trust, Four Winds Trust, The Garfield Weston Foundation, Gordon Fraser Charitable Trust, Helen & Geoffrey de Freitas Charitable Trust, Hugh Fraser Foundation, James & Patricia Hamilton Charitable Trust,

The Janelaw Trust, Mrs JMF Fraser Charitable Trust, Miss W H S Wallace's Settlement Trust, Moffat Trust, Mrs Helen Gillman's Trust, Nancie Massey Charitable Trust, Neil & Pauline Pettefar Charitable Trust, Northwood Charitable Trust, P H Holt Foundation, Paul Nunn Memorial Fund, Peter De Haan Charitable Trust, Pillar Charitable Trust, R C & F M Young Trust, Richard Budenberg Charitable Trust, Richard Fraser Charitable Trust, Robert O Curle Charitable Trust, Robertson Trust, Santander Foundation, Scottish Mountaineering Trust, Stichting Teuntje Anna (TA Fund), Talget Ltd, Tay Charitable Trust, Thornend Charitable Trust, Tubney Charitable Trust, The Tulip Charitable Trust, Whitley Trust, Whitlingham Charitable Trust

STATUTORY AND PUBLIC BODIES AND PARTNERS

Cairngorms National Park Authority, Cumbria Youth Alliance, Nevis Partnership, Scottish Government, Scottish Natural Heritage, YHA (England & Wales), Durham County Council, Friends of the Lake District, John Muir Birthplace Trust, Lake District National Park Authority, The Outward Bound Trust

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
Berghaus
Haggis Adventures
Highlander Scotland Ltd
Mountain Equipment
Tiso

SILVER CORPORATE MEMBERS:

Ben Nevis Distillery
HF Holidays
The Ski and Snowboard School

BRONZE CORPORATE MEMBERS:

Alpine Exploratory
Dandy
Dewars World of Whisky
Edinburgh Mountain Film Festival
Four Seasons Hotel, Loch Earn
George Hotel, Edinburgh
Kings Manor Hotel, Edinburgh
Northshots
RSP Consulting Engineers
Scotland Calling
The Watermill, Aberfeldy

SUPPORTERS

BP Employee Matching Fund
Corrou Estate
Hotelbeds.com
Image Scotland
Light and Land
Northern Light
Northern Mountain Sport
Profitmaster Systems
Webducate
Vodafone

And all other corporates who provide support such as payroll giving schemes

TRUSTEES

John Hutchison (Chairman)
Robert Aitken - retired 18 October 2010
Heather Alexander
Richard Allen - retired 08 May 2010
Rohan Beyts
Will Boyd-Wallis - retired 08 May 2010
Mike Brown - appointed 08 May 2010
Richard Fraser Darling
Stephen Green - retired 08 May 2010
Sue Hopkinson - retired 13 June 2010
Denis Mollison
Peter Pearson
Walter Semple
John Thomas
Will Williams - appointed 08 May 2010
Deirdre Wilson
Bill Wright - appointed 08 May 2010

SENIOR MANAGEMENT

Stuart Brooks
CHIEF EXECUTIVE
Rob Bushby
JOHN MUIR AWARD MANAGER
Mike Daniels
HEAD OF LAND AND SCIENCE
Helen McDade
HEAD OF POLICY
David Picken
DEVELOPMENT MANAGER
Alison Russell
HEAD OF FINANCE AND ADMINISTRATION

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 give with confidence