



FACTS, FIGURES & FROGS
ANNUAL REPORT 2011/2012

32 RARE
SPECIES ON
JUST **1** SITE



IN THE PAST **12**
MONTHS WE'VE SEEN
SOME FANTASTIC
NUMBERS THAT NOT
ONLY IMPACT ON OUR
BUSINESS BUT THE LIVES
OF THE COMMUNITIES
AT THE HEART OF THE
TRUST. WE WOULD LIKE
TO SHARE THESE WITH
YOU OVER THE NEXT
27 PAGES AND **1,932**
WORDS... ENJOY.

1 CHAIRMAN
ASSISTED BY 9 TRUSTEES
HOLD THE 5 SENIOR
TEAM MEMBERS
TO ACCOUNT OVER
THEIR DELIVERY
OF THE ANNUAL
BUSINESS PLAN.



86 PEOPLE ENJOYED
OUR FROG DAY
AT GREENWICH
ECOLOGY PARK.



6 YEARS AGO
WEETSLADE COUNTRY
PARK WAS A DERELICT
PIT TIP WHICH WAS A
BLIGHT TO THE LOCAL
COMMUNITY. NOW IT'S
THE PROUD OWNER OF
1 GREEN FLAG AWARD.



LAST YEAR **5,158**
CHILDREN ATTENDED
EDUCATIONAL EVENTS
SUCH AS POND
DIPPING, HABITAT
BUILDING AND BAT
HUNTS.

“Opportunities for children to make positive contributions to both our environment and wildlife are essential to their education. Avenue provides a wonderful local outdoor classroom with talented, passionate and knowledgeable individuals who bring the learning to life.”



A year 3 teacher who brought her class to The Avenue Washlands



WE HAVE OVER
2,000,000 TREES ON
OUR SPACES, CREATING
ATTRACTIVE LANDSCAPES
AND HELPING THE
ENVIRONMENT.



LANGDON LAKE AND
MEADOW IS HOME TO
5 SPECIES OF BAT.



THE HEALTH OF
9,475 PEOPLE WAS
IMPROVED LAST YEAR
BY ATTENDING HEALTH
AND WELLBEING
ACTIVITIES ON OUR
SPACES.



2011/2012 represented the first full year for the Trust operating as a registered charity.

I am delighted to report that notwithstanding the backdrop of the global economic crisis the Trust has made significant steps forward during the financial year.

Whilst the year has seen a continuation of the government's austerity measures to rebalance the public expenditure deficit this has in itself presented opportunities for the Trust.

In December 2011, discussions with the outgoing North West Development Agency (NWDA) resulted in the Trust securing the funding and management of the Newlands, Remade & Revive land restoration programmes in the North West. These programmes which are run by the Forestry Commission, Lancashire County Council and Cheshire West and Chester Council respectively cover some 15 sites in the North West totalling over 450 hectares.

This agreement enabled HM Treasury & the Department for Business, Innovation and Skills (BIS) to approve the transfer of £4.57m from the North West Development Agency to the Land Trust to provide on-going site management funding.

Following a period of due diligence we took ownership of 12 sites from the Homes & Communities Agency (HCA) in March 2012 together with some £18m of funding to provide for their long term future. We are currently working with our partners to establish management plans for these open spaces that will ensure that we maximise the benefits for the local communities and provide the real emotional ownership of these sites that we believe communities want without the accompanying legal liabilities!

The NWDA and the HCA sites alone meant that we almost doubled our portfolio of sites during the financial year – a great testament to the staff of the Trust and to the support which we have received from the Trustees in delivering the business in a particularly difficult financial period.

Equally important to our on-going acquisition programme however is what we are actually delivering on site for communities. There is growing evidence and acceptance that well managed accessible open space contributes to the alleviation of many of society's ills. Time and time again reports appear in the media that "walks in open air can provide health benefits" or that "children benefit from playing in open space since it helps their development". At the Land Trust we fully support this and look to ensure that our sites provide maximum benefit to nearby communities.

CHIEF EXECUTIVE'S REPORT

As we have learnt more about how our sites work and what community aspirations are for them, we have been able to start developing our own approach to how we measure the impact that these sites have on communities.

We are moving away from an approach which documented managing agent input such as days on site towards an impact modelling system that reflects the numbers of visitors to a space and most importantly the “success” of that visit. The implementation of this approach will help maximise the delivery of our charitable aims and deliver greater impacts for the local communities. This mirrors the approach many other charities and government agencies are now taking. The evidence from this should afford us new opportunities to manage the sites, deliver the benefits and engage with communities differently and more effectively.

Looking forward – it is encouraging to report that our conversations regarding many of the large scale residential development opportunities that we have been following over the last 2 to 3 years are now starting to move forward. Whilst encouragingly this reflects confidence returning to the development market, more important is the recognition from developers of the value of open spaces.

Having the Trust as a partner can help secure valuable planning consents through ensuring the sustainable management of the open space and green infrastructure. This in turn secures value going forward for communities both economically and in quality of life enhancement.

Further afield, we are actively pursuing opportunities in the rest of the UK and hope to be in a position to secure our first projects in Scotland and Northern Ireland this year – bringing the benefits of in perpetuity funded open spaces to an even wider audience.

Evidence that open spaces have the potential to influence and effect change is now undeniable and we, at the Land Trust, look forward to engaging with more communities in the work we do.



Euan Hall – Chief Executive



OUR TRIBE OF
NORDIC WALKERS HAVE
COVERED **396** MILES
OVER THE YEAR.



LAST YEAR **2,158** DAYS
OF VOLUNTEERING TOOK
PLACE ON OUR SPACES,
WHICH IMPROVED
THE ENVIRONMENT,
CREATED A SENSE
OF COMMUNITY AND
ENHANCED INDIVIDUAL
SELF-ESTEEM.



“Having been at home for 5 months unemployed, it’s given me a great sense of worth and belonging.”

Dave, a volunteer at Greenwich



AFTER PLAYING
HOST TO A TIP, THE
INTERNATIONAL
GARDEN FESTIVAL OF
1984 AND **27** YEARS
OF DERELICTION, THE
REOPENING IN 2012
OF FESTIVAL GARDENS
WAS MADE POSSIBLE BY
THE LAND TRUST.



WE USED **6,378**
TEABAGS DURING
OUR PARTNERSHIP
MEETINGS.



OVER **£50,000,000**
HAS BEEN ADDED
TO HOUSING VALUES
AROUND PHOENIX
PARK SINCE IT WAS
TRANSFORMED
FROM A DERELICT
EX-COLLIERY TO A
PUBLIC OPEN SPACE.



BUSINESSES ON
MONKTON BUSINESS
PARK REALLY VALUE
OUR WOODLAND.
CORPORATE VOLUNTEERS
INCLUDING **15** FROM
SIEMENS TOOK ON
THE CHALLENGE OF
BUILDING A PICNIC
STOP IN JUST **1** DAY.



7,778 PEOPLE
HAVE RECEIVED
TRAINING ON OUR
SPACES TO IMPROVE
THEIR SKILLS,
CONFIDENCE AND
EMPLOYABILITY.



GRASSLAND ON
3 OF OUR SPACES IS
KEPT TRIM BY 3 EXMOOR
PONIES, 6 HIGHLAND
CATTLE AND 1 VERY
CUTE NEW BORN CALF.



THE LAND TRUST
WAS INSTRUMENTAL
IN UNLOCKING THE
FUNDING NEEDED
TO TURN A DERELICT
SITE INTO AN OPEN
SPACE THAT WON **3**
NATIONAL AWARDS
LAST YEAR. WELL DONE
BEAM PARKLANDS!



413 CHILDREN GOT
THEIR HANDS MUCKY
MAKING **15,326** SEED
BOMBS WHICH WERE
LAUNCHED AROUND
THE UK.



INCOME & EXPENDITURE ACCOUNT

| | Year Ended 31/03/12 | Year Ended 31/03/11 |
|-----------------------------------------------|------------------------|------------------------|
| INCOMING RESOURCES | £ | £ |
| | | |
| Incoming Resources from Generating Funds | | |
| – Voluntary Income | 0 | 82,576 |
| – Grants | 645,438 | 10,531,605 |
| | | |
| Activities for Generating Funds | 23,331 | 39,621 |
| | | |
| Investment Income | 1,247,188 | 1,934,163 |
| | | |
| Incoming Resources from Charitable Activities | | |
| – Aftercare Contracts | 0 | 106,978 |
| – Site Maintenance | 132,707 | 160,130 |
| – Site Funding | 22,999,202 | 12,804,894 |
| | | |
| Other Incoming Resources | 92,600 | 67,503 |
| | | |
| TOTAL INCOMING RESOURCES | 25,140,466 | 25,727,470 |
| | | |
| RESOURCES EXPENDED | | |
| | | |
| Site Maintenance | 2,413,424 | 3,767,356 |
| | | |
| Marketing | 111,582 | 73,258 |
| | | |
| Staff | 1,156,840 | 979,074 |
| | | |
| Office | 47,761 | 66,589 |
| | | |
| Legal, Professional and Consultancy | 419,103 | 615,213 |
| | | |
| General Administration | 104,092 | 81,265 |
| | | |
| Other Costs | 120,136 | 69,597 |
| | | |
| Irrecoverable VAT – Overheads | 348,436 | 341,648 |
| | | |
| Bank Charges | 301,989 | 105,431 |
| | | |
| Governance | 51,922 | 94,288 |
| | | |
| TOTAL RESOURCES EXPENDED | 5,075,285 | 6,193,719 |
| | | |
| NET INCOMING RESOURCES FROM OPERATIONS | 20,065,181 | 19,533,751 |

DESPITE BEING ONLY
1 YEAR OLD **120**
SPECIES OF BIRD
HAVE ALREADY BEEN
SPOTTED AT SILVERDALE
COMMUNITY COUNTRY
PARK.



10,983 HAPPY FISH
FOUND HOMES IN
OUR **54** PONDS AND
WATERWAYS ACROSS
THE COUNTRY.



WE MAINTAIN **97** MILES
OF PATHS WHICH HAVE
PLAYED HOST TO **3,458**
WHEELS DURING BUGGY
FIT SESSIONS.



NEVER ONE TO DISPROVE
GREEK MYTHOLOGY,
PHOENIX PARK ROSE
FROM THE ASHES OF
HICKLETON COLLIERY
UNDER THE STEWARDSHIP
OF THE LAND TRUST TO
BECOME A POPULAR
COUNTRY PARK WHICH
HAS HOSTED **5,312**
CHILDREN ON SCHOOL
VISITS.



OUR AMAZING WORK
WAS NOMINATED FOR
14 AWARDS... THE
NUMBER OF TIMES
THE WORD 'AMAZING'
IS USED BY THE
COMMUNICATIONS
TEAM IS TOO MANY
TO COUNT.





7 Birchwood One
Dewhurst Road
Birchwood
Warrington
WA3 7GB

T. +44 (0)1925 852005

E. enquiries@thelandtrust.org.uk

www.thelandtrust.org.uk

www.twitter.com/thelandtrust